

Industry Manual

Dear Supporter,

We are happy to present you with the **WSAVA 2025** Industry Manual which will take place in **Rio de Janeiro, Brazil on 25th -27th September 2025.**

Venue Address

Rio Centro

Av. Salvador Allende, 6555, Barra Olímpica

<https://riocentro.com.br/>

This manual covers important information and is designed to assist in preparing for your Industry Session. We trust that you will find it helpful and suggest that you read all the information presented. It will take you very little time now and could save you a great deal of time later.

Please forward this manual to everyone who is working on this project.

For further support, please don't hesitate to contact us:

Aleksandra Sinapova

Exhibition & Industry Coordinator

E: asinapova@kenes.com | M: +359 895 76 0548 Each supporter will receive an e-mail with login details to access the Portal. The Portal enables supporters to:

- Submit a company logo and profile
- Submit deliverables as per contract
- Order lead retrievals/scanners

The login details will be sent to the person signing the contract. This person is responsible for passing on the login details to third party if needed.

Access to all Portal services will be available only after submission of your company profile and logo.

Only deliverables as indicated in your contract, should be submitted via the Portal. Items not included in your contract will not be processed.

Lastly, Kenes Group is offering participants and supporters special rates for various hotels in Rio de Janeiro. Information, pictures, location and rates are available on the hotel accommodation page: [click here](#) or email us at mnedyalkova@kenes.com

Please do not hesitate to contact me for further information or assistance.

We look forward to welcoming you in Rio de Janeiro and wish you a successful Industry Session!

Action Item (Please refer to your signed contract)	Deadline	Contact Person
Staff Hotel Reservation	As soon as possible	Milena Nedyalkova mnedyalkova@kenes.com or https://hotels.kenes.com/congress/WSAVA25
Payment of Invoice Balance	Must be received in full one week prior to the Congrss	Pazit Hochmitz phochmitz@kenes.com
Symposium Final Program (for approval by Scientific Committee) *Please note that all speakers must be approved by the committee	As soon as possible and no later than Tuesday, 05th August	
Promotional E-mail Blast (Exclusive and Joint)	Tuesday, 12th August	
Promotional Post E-mail Blast	Tuesday, 12th August	
Text for Push Notifications	Tuesday, 05th August	Aleksandra Sinapova asinapova@kenes.com
Mobile app adverts	Tuesday, 02nd September	
Onsite Bag Inserts for approval of design	Tuesday, 12th August	
K-Lead Retrieval System	Friday, 12th September	
Placing orders for Voting/ 'Ask the Speaker' and other Technology Products and Services	As early as possible, preferably before Tuesday, 19th August	Olaya Espejo oespejo@kenes.com
Hostesses & Temporary Staff Hire	Please contact directly the company	GK Produções Gisele Bitencourt Phone: +552199899-4301 Email: bitencourt.gisele@gmail.com Thatiana Lima Phone: +555199721-6321 Email: thatianafinanceirogk@gmail.com
Catering Services	Thursday, 11th September	Riocentro F&B Should you require catering for your symposium or meeting room, please contact the catering at: aeb.riocentro@glbr.com.br
AV – scheduling Tech rehearsal, placing orders for extra AV for the Sponsored Symposia and AV for Meeting rooms ONSITE	Tuesday, 02nd September	Mike Perchig nest@nest-av.com
Shipping & Material Handling Services		

To reserve your Scanners, please
refer to the on-line Exhibitor's
Portal
<https://exhibitorportal.kenes.com/>

Air freight – GIG	GIG airport 7 working days prior to delivery. Pre- alert is required 48 hours prior to shipment departure.	DSV Olimpia Rodrigalvarez – olimpia.rodrigalvarez@dsv.com Office: +34 954325842 Mobile +34 628930293
	Pre-alert: 48 hours prior to shipment departure from port of origin	Lorena Perdomo – lorena.perdomo@dsv.com Office: +34 930260837 Mobile +34 627582484
Sea freight – Port of Rio de Janeiro	FCL 10 working days prior the event.	For shipping instructions please click HERE
	LCL 15 working days prior the event	CIPL for Shipment of Permanent Goods HERE
Road freight or via Warehouse	Upon request	CIPL for Temporary Shipments HERE

Timetable and halls are subject to changes. The most updated timetable is published on the [Congress website](#).

Important notes:

Due to CE accreditation criteria for this Congress, the following rules apply:

- **Congress banner** should NOT be used in any promotional materials created by the supporter.
- Materials created by companies should NOT utilize the main event marketing look and feel.
- When promoting your symposium, please always indicate on any of your promotional materials “**Sponsored Symposium - non-CE session**”
- When promoting your symposium, you are allowed to use the phrase: “**Official symposium of 50th World Small Animal Veterinary Association Congress**”, which will take place in **Rio de Janeiro, Brazil, on 25-27 September 2025**
- We recommend arriving at least 15 min prior to the start of your Symposium, to check the setup. A member of the Kenes Operational team will be available onsite should you need any assistance.
- Handouts are allowed to be distributed at the entrance to the Symposium Hall; however, it is NOT permitted to place material on the seats inside the hall.
- Printed tent cards placed on the head table are allowed and should be produced and provided by supporter.
- We ask presenters to follow the time schedule precisely in order for the day’s events may run smoothly. The updated scientific program can be found on the [WSAVA 2025 Website](#)

In addition, it is not permitted to use the **WSAVA 2025 logo** on any of the symposia materials.

Speaker’s Expenses

WSAVA 2025 will not cover Industry session(s) speaker expenses.

As indicated in the sponsorship agreement, the supporting company, in addition to the support fee, must cover all speakers’ expenses, including registration fees, accommodation and travel expenses.

Click [here](#) to download the floorplan.**Hall 203A**

- Front projection screen, image of H1.9 X W3.3 meters approx. (16.9 ratio)
- 4000 a.l. Data projector, incl. all the required cabling, for projecting PowerPoint on the screen.
- 24" Confidence monitor on the head table, showing the same image as projected on the main front projection screen.
- Countdown Timer monitor in front of the lectern, operated by the technicians at the AV Control desk.
- Laptop computer for PowerPoint presentations, including English version of Windows and Office, USB port, sound card – located at the lectern and networked to the Speakers' Ready Room.
- Wireless PowerPoint advancer/clicker (we recommend using the cursor of the laptop computer as a pointer).
- A. (sound) system, which covers the hall and the stage, including wired microphones for the head table, lectern and Questions & Answers with stands (floor/table), 1 wireless headset microphone and connection to sound from computers at the lectern.
- AV technician to operate the above-mentioned systems.

Hall 202BC and Hall 203BC - in each

- 2 x Front projection screens, image of H2.25 X W4 meters approx. (16.9 ratio)
- 2 x 5000 a.l. Data projectors, incl. all the required cabling, for projecting the PowerPoint on the screens.
- 40" Confidence monitor in front of the head table, showing the same image as projected on the main front projection screens.
- Countdown Timer monitor in front of the lectern, operated by the technicians at the AV Control desk.
- Laptop computer for PowerPoint presentations, including English version of Windows and Office, USB port, sound card – located at the lectern and networked to the Speakers' Ready Room.
- Wireless PowerPoint advancer/clicker (we recommend using the cursor of the laptop computer as a pointer).
- A. (sound) system, which covers the hall and the stage, including wired microphones for the head table, lectern and Questions & Answers with stands (floor/table), 1 wireless headset microphone and connection to sound from computers at the lectern.
- Audio monitors for the lectern and the head table.
- Lighting system, illuminating the lectern and the head table.
- 2 x AV technicians to operate the above-mentioned systems.

Hall 207

- Front projection screen, image of H1.9 X W3.3 meters approx. (16.9 ratio)
- 4000 a.l. Data projector, incl. all the required cabling, for projecting PowerPoint on the screen.

- 24" Confidence monitor on the head table, showing the same image as projected on the main front projection screen.
- Countdown Timer monitor in front of the lectern, operated by the technicians at the AV Control desk.
- Laptop computer for PowerPoint presentations, including English version of Windows and Office, USB port, sound card – located at the lectern and networked to the Speakers' Ready Room.
- Wireless PowerPoint advancer/clicker (we recommend using the cursor of the laptop computer as a pointer).
- A. (sound) system, which covers the hall and the stage, including wired microphones for the head table, lectern and Questions & Answers with stands (floor/table), 1 wireless headset microphone and connection to sound from computers at the lectern.
- AV technician to operate the above-mentioned systems.

Due to CE accreditation criteria for this Congress, the following rules apply:

- **WSAVA Logo** should NOT be used in any promotional materials created by the supporter.
- Materials created by companies should NOT utilize the main event marketing look and feel.
- When promoting your symposium, please always indicate on any of your promotional materials "**Sponsored Symposium - non-CE session**"
- When promoting your symposium, you are allowed to use the phrase: "**Official symposium of the 50th World Small Animal Veterinary Association World Congress**", which will take place in **Rio de Janeiro, Brazil 25-27 September 2025**.

In addition, it is not permitted to use the **WSAVA 2025 logo** on any of the symposia materials. The final session agenda should include the following information:

- Session Title (up to 110 characters including spaces)
- Session Description (up to 200 words, you can also include hyperlinks inside of it)
- Speaker Presentations Titles
- Timing – duration of each speaker presentation and full timing of the agenda
- Speaker/Moderator Full Name
- Speaker/ Moderator Country
- Speaker/ Moderator E-mail
- Speaker/ Moderator Affiliation
- Speaker/ Moderator Bio and Photo (please see specs below)

Please see below specs for Speaker Bio and Photo.

- Speaker **Bio** – up to 200 words.
- Speaker **Photo** – 180×240 px, JPG Format

Please [click here](#) in order to provide above requested information as soon as possible and no later than **Tuesday, 05th August** if you need any assistance please contact the Industry Coordinator:

Aleksandra Sinapova at asinapova@kenes.com. **Guidelines to follow when creating your promotional items and content:**

- When creating adverts for **mobile app, program book and mailshots** is allowed to promote product, symposia, or company promotion. Only when promoting symposia please add the following text inside: **"Sponsored Symposium - non-CE session"**
- When creating adverts for External and Internal lobby flags in the virtual platform is allowed to promote symposia or company promotion. Only when promoting symposia please add the following text inside: **"Sponsored Symposium - non-CE session"**

1. Mobile App Push Notification

For supporters entitled to a push notification as per their signed contract, kindly submit the text by **Tuesday, 05th August** to asinapova@kenes.com according to below guidelines:

- Message Title – Maximum 40 characters including spaces
- Message body – Maximum 140 characters including spaces
- Preferred date and exact local time, please with your industry coordinator
- *Note the final schedule will be determined closer to the conference, considering other push notifications.
- **Push notifications will be sent out during breaks in order not to disturb the participants who are inside the halls.**

2. Mobile App Advert

For Supporters sponsoring the App please send via email to and asinapova@kenes.com by **Tuesday, 02nd September.**

File format: PNG or JPG (up to 800 KB)

Size: 780 x 1688px

Kindly be advised that the advertisement is presented as a static image; therefore please ensure your design does not include any clickable URLs. Also, for optimal readability on mobile devices, we suggest avoiding small text.



3. Onsite Bag Inserts

Bag inserts are to be printed and delivered by the supporter.

Should you be entitled to a bag insert as per your contract, please follow the procedure below:

- Please submit the **final artwork** (prior to printing) for approval no later than **Tuesday, 12th August** via email to asinapova@kenes.com
- The bag insert should not exceed a double side of standard **A4 dimensions**.
- **When promoting your Symposium, please include the following disclosure:**
“Sponsored Symposium - non-CE session”
- Please check the latest registration numbers with the Industry Coordinator before printing.

To align with our sustainability goals, we kindly request that any inserts to be limited to samples or similar items.

Additionally, if any printed materials are included, we would greatly appreciate them being produced from recycled or biodegradable alternatives.

Important Notes Regarding Shipping of Bag Inserts:

- Bag inserts must arrive at the venue **no later than Tuesday, 23rd September** to be included in the Congress bags.
- Please inform us who the sender of your package is, including full name and contact details.
- **DSV** is the official logistic agent for the **WSAVA 2025 Congress**.

Important!!!

Please contact **DSV** for any deliveries so that they can ensure that there are no issues with Customs clearance upon arrival.

The customs regulations do not allow the shipment of products intended for events via courier. This method is only valid for very small shipments in very limited quantities, and not for goods intended for distribution at the event in large quantities. These will be held at customs and will miss the event.

DSV

Olimpia Rodrigalvarez – olimpia.rodrigalvarez@dsv.com

Office: +34 954325842

Mobile +34 628930293

Lorena Perdomo – lorena.perdomo@dsv.com

Office: +34 930260837

Mobile +34 627582484

For **shipping instructions** please click [HERE](#)

4. Promotional Email Blast - Exclusive and Post

Sponsors entitled to an Industry Mailshot as per their signed contract, please [click here](#) for the design requirements. Please make sure to forward these guidelines to your web-designer/programmer. Please upload the HTML version of your mailshot and other relevant files together in zip folder and send us everything with the **subject line** to **Aleksandra Sinapova** at asinapova@kenes.com no later than **Tuesday, 12th August**.

5. Joint E-mail Blast

For the joint e-mail blast, please prepare two files according to the following specifications:

- 1 Banner/Image Format: JPEG Width: 300 pixels Height: 250 pixels
- 1 PDF or any website (to be linked to the banner/image)

Please send the required file(s) to the **Industry Coordinator: Aleksandra Sinapova** at asinapova@kenes.com and no later than **Tuesday, 12th August**.

The exact launch date of the joint e-mail blast will be advised closer to the Conference. It will be sent out to the preregistered participants who have agreed to receive promotional material from supporters.

Important notes for both Pre and Post, Joint Mailshots:

- In case the webmail is promoting a sponsored session, please include the following disclaimer: **"Sponsored Symposium - non-CE session"**
- It is not allowed to use the WSAVA logo.
- The event's banner will be added to the webmail's header by Kenes.
- The "From" field will be "WSAVA 2025 Supporters".
- The E-mail Blast will be sent out to the preregistered delegates who have agreed to receive promotional material from supporters.
- Content received after the deadline may be processed for an additional fee.

Symposium supporters have the option to create signage promoting their symposium according to the guidelines below. The symposium signage should be **produced by the supporter**.

1.Session Hall Signage

- **Self-Standing Sign at the Entrance:**

One stand-alone sign to be placed at the entrance of the session hall **30 minutes** prior to the sessions published start time. Please make sure to indicate the following disclosure on the sign: **"Sponsored Symposium - non-CE session"**

- **Stage Banners:**

1 x free standing vertical sign to be placed on/next to the stage. Maximum dimensions: 150cm wide x 250cm high.

Banner placed in front of the head table facing audience. (**Details are coming soon**).

- **Digital Lectern in the Plenary Hall**

There will be a designed “digital” lectern in the Plenary Hall (Hall A). (Please refer to Section 4: Symposia Session Halls Onsite).

2. Self-standing signage in the Exhibition Area

The Supporter is entitled to place one sign (**W85cm x H200cm**) advertising the **Symposium on the day of the session only**. The sign may be placed in the *exhibition* area during exhibition opening hours. Please liaise onsite with the Kenes Staff.

Please note:

Due to CE accreditation criteria, you may not place signage advertising your symposium in any other locations unless coordinated with Kenes staff onsite.

Wi-Fi

Free Wi-Fi will be available at the Congress venue. Please be aware that public Wi-Fi capacity is limited. Therefore, it is restricted to email and web browsing activity. Should you require Wi-Fi or an internet line for your meeting room, please let us know in advance and we will send you a quote.

Please approach asinapova@kenes.com

Meeting Rooms / Hospitality Rooms

Supporters interested in renting a meeting room during WSAVA 2025 Congress should contact **Industry Liaison & Sales, Mrs. Nikol Karabelova** at: nkarabelova@kenes.com

Waste Disposal

Please note that it is the supporter’s responsibility to leave the symposium session hall in a clean and tidy manner once your symposium has finished. Any items such as leaflets, banners, roll-ups must be removed from the hall at the end of your session. Any discarded waste, including promotional material, left behind will be removed by the Conference organizers at the expense of the supporter concerned.

Onsite Badges

Each supporter is entitled to 10 Symposium badges which allow access to the supporter’s

symposium only (Individual names will not appear on the badges). Symposium badges can be collected 2 hours prior to the session from the Registration Desk and should be returned to the desk after the session ends.

Catering

Catering is **exclusive** to **Riocentro** and should be ordered advance. Supporters who wish to order food and beverages for their symposium and/or meeting room are welcome to do so directly with:

Email address: aeb.riocentro@glbr.com.br

For your information, refreshments (included in the registration fee) will be served in the exhibition area as per times scheduled in the scientific program.

Hostesses & Temporary Staff Hire

Coming soonLead Retrieval systems are a helpful tool for receiving participants' contact information when they visit your booth. Information obtained by the lead retrieval system enables Exhibitors to enhance their database by securing valuable leads for further marketing and communication.

We are pleased to offer you the "K-Lead" Application. Exhibitors can download the "K-Lead" app onto their own smart phone or tablet and transform their device into an instant, easy lead retrieval system and capture participants' full contact information with a quick scan of their badge.

Advantages of the **K-Lead application**:

- **Seamless Integration:** Download directly to your device; no extra hardware needed!
- **Effortless Scanning:** Quickly scan attendee badges to capture leads.
- **Customizable Notes:** Add personal comments to each lead for better follow-up.
- **"Quick Scan" Function:** Ability to quickly scan delegates as they enter the symposium hall.
- **Instant Access:** Get real-time lead information for immediate engagement.
- **Universal Compatibility:** Download from the Apple Store or Google Play using "Kenes K-Lead App."

Cost per unit: 750 USD (excluding 4% credit card charges fees, excluding VAT if applicable).

Device is NOT included!

Deadline: Friday, 12th September

Onsite rate of 850 USD will be applied for order received after above deadline.

Unlock the Power of K-Lead Plus:

- **Automated Follow-up Emails:** Immediately after scanning, send personalized emails to

every lead. Make every connection count without lifting a finger!

- **Tailored Email Customization:** Craft the perfect message with customizable subject lines, email content, and signatures. Attach PDFs to add a polished, personal touch that stands out.
- **Timely Engagement:** Say goodbye to the hassle of manual follow-ups. K-Lead Plus handles it by sending tailored emails right after each scan, keeping your brand top of mind.
- **Trackable Insights:** Monitor how your emails perform with engagement metrics. Learn what works and refine your strategies for maximum impact, ensuring you're always improving.
- **Compatibility:** K-Lead Plus requires at least one K-Lead license purchased.

Cost for K-Lead Plus: 800 USD

Key Notes for K-Lead and K-Lead Plus:

- **Device Not Included:** The application must be installed on your personal or company device (tablet/smartphone).
- **Reliable Data:** Participant badge barcodes carry contact details as provided by registrants or their agencies. Note: Group registration may contain generalized information.
- **Content Responsibility:** Information content is managed by the registrant or their agency, not Kenes Group or the Organizing Committee.
- **Easy Reservation:** Secure your Wireless Barcode Reader in the Exhibitor's Portal <https://exhibitorportal.kenes.com>.
- **GDPR Compliance:** We've updated our [privacy policy](#) in compliance with GDPR. Your personal data won't be shared without consent. Presenting your badge for scanning implies consent to share your details.
- By purchasing the K-Lead and the K-Lead Plus, Exhibitors and Sponsors agree to [Data Processing Agreement](#).

How to **order K-Lead and K-Lead Plus?** -> Please access the **Exhibitor's Portal**

<https://exhibitorportal.kenes.com> **Maximize your Participant Experience - Use our innovative technologies for your Symposium**

Kenes is proud to deliver a wide variety of quality onsite technology products and services.

We offer:

- **Live Streaming** and many more products designed for capturing and recording symposium content.
- **Voting, Evaluations,** and more products designed for increasing participant's interaction during symposium sessions.
- **Translation services for any language** are available in two options. The conventional approach involves local interpreters and the use of headphone receivers. Alternatively, we offer a cutting-edge AI-powered solution. With this innovative method, participants can access live translations and captions seamlessly by scanning a QR code on their mobile phones.

We also provide tailor made customized solutions – [contact us](#) to make it happen!

PLEASE NOTE: All product solutions are offered exclusively by Kenes Group.

Please contact us to discuss your needs and our relevant solutions.

Please submit your order by **Tuesday, 19th August**. Orders received after the deadline will incur rush fees.



Kindly note that **DSV** is the sole official on-site agent nominated by *Kenes Group* to handle all in/out shipments arriving to this Congress.

Deliveries and Shipments

If you need to deliver materials for your session, please coordinate with **DSV**, the official on-site logistics provider appointed by Kenes Group. All in/out shipments for this congress must be handled exclusively by **DSV**.

Important!!!

Please contact **DSV** for any deliveries so that they can ensure that there are no issues with Customs clearance upon arrival.

The customs regulations do not allow the shipment of products intended for events via courier. This method is only valid for very small shipments in very limited quantities, and not for goods intended for distribution at the event in large quantities. These will be held at customs and will miss the event.

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For **shipping instructions** please click [HERE](#)

CIPL for Shipment of **Permanent** Goods [HERE](#)

CIPL for **Temporary** Shipments [HERE](#)**Kenes Contacts:**

Congress Organiser

Kenes Group

Rue François-Versonnex 7

1207 Geneva, Switzerland

Tel: +41 22 908 0488

Fax: +41 22 906 9140

Hotel Sales Manager

Milena Nedyalkova

E-mail: mnedyalkova@kenes.com

Industry Coordinator

Aleksandra Sinapova

Tel: +41 22 908 0488 Ext: 217 | E-mail: asinapova@kenes.com

Audio Visual Coordinator

Mike Perchig

E-mail: nest@nest-av.com

Industry Liaison & Sales

Nikol Karabelova

Tel: +41 22 908 0488 Ext: 293 | E-mail: nkarabelova@kenes.com

Registration Specialist

Sandra Silva

E-mail: reg_wsava25@kenes.com

Product Marketing Coordinator

Olaya Espejo

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Contractors:

Catering

Riocentro F&B

Email address: aeb.riocentro@glbr.com.br

Onsite Logistic Agent, Material Handling & Customs Clearance Agent

DSV

Olimpia Rodrigalvarez – olimpia.rodrigalvarez@dsv.com

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Lorena Perdomo – lorena.perdomo@dsv.com

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Mobile +34 627582484 DSV is the **exclusive** handler inside the venue.

Hostesses & Temporary Staff Hire

Coming soon