

# 50th World Small Animal Veterinary Association Congress & 44th ANCLIVEPA Congress



## GLOSSARY - ITEMS' DESCRIPTION





## EDUCATIONAL ITEMS

### SCIENTIFIC STREAM (FULL / HALF DAY)

Opportunity to support an existing scientific stream from WSAVA 2025 program.

- 🐾 Displayed company logo in the printed / online program of the congress.

### E-POSTERS AREA

Kenes e-Posters are a unique combination of scientific posters and interactive content. An e-Poster is an electronic version of the traditional paper poster and is shown at dedicated digital stations at the event.

E-Posters create unique networking and engagement opportunities, generate participants' interest, and are good exposure for authors. The highly trafficked e-Poster terminals, located in prime locations allow attendees to access the electronic presentations easily and conveniently. E-poster support includes:

- 🐾 Signage at the entrance to the E -Poster area with “Supported by...” and a company logo only.
- 🐾 Signage “Supported by...” and a company logo only on each individual e-poster station.

### MOBILE APPLICATION

The Congress Mobile App engages attendees with personalized planning tools and real-time event updates. The App transforms smartphones, tablets, and laptops into tools for active participation and makes it easy for participants to access congress information to connect with speakers and colleagues. The App includes the scientific program, abstracts, speakers' information, participants' list, the rating/voting system for sessions and speakers, and a personalized scheduler. The App can be downloaded from the Apple App Store and Google Play.

The Mobile App support includes:

- 🐾 Supporter acknowledgement on the splash/pop-up screen of the App: “Supported by: company name/logo” (product logo not permitted).
- 🐾 2 push notifications included in the sponsorship package.





## PROMOTION OF WEBCASTED INDUSTRY SYMPOSIA ON THE CONGRESS WEBSITE

The ability to attend all congresses, or even all sessions at a given congress, is impossible for the busy medical professional. Webcasting provides a means of sharing knowledge and learning opportunities beyond the dates of the actual event and thus serves a vital educational need. Materials are saved locally, but at the same time, can be distributed over the web to viewers around the world via a robust cloud server. Viewers can access the broadcasts using PCs, tablets, or smartphones live (as streamed video) or later, as on-demand webcasts.

Kenes offers two types of webcasting options:\*

- 🐾 Video includes a video screen of the speaker during the session, PowerPoint slides (in sync with the speaker), and audio.
- 🐾 Digital Imaging includes PowerPoint slides with audio.
- 🐾 Support will be recognized on the home screen with “Supported by...” and a company logo only.
- 🐾 Digital Imaging includes PowerPoint slides with audio.

\*Webcasted sessions to be designated by the Congress Planning Group. Supporters will have no influence on content. Congress retains the copyright of all of the enduring materials in all media formats arising from the main Congress, including the use and distribution rights for webcasting of all congress-accredited programming.

## PROMOTIONAL ITEMS

### INDUSTRY SYMPOSIUM - 60 MINSUTES ( BREAKFAST / LUNCH )

- 🐾 Opportunity to organize an official non-CME Industry Session (Program and speakers are subject to the approval by the Congress Committee).
- 🐾 Includes hall rental, standard audio/visual equipment and display table.
- 🐾 Permission to use the phrase “Official Industry Symposium of WSAVA 2025”.
- 🐾 Sponsored Symposia Programs will be included in a designated industry section.
- 🐾 Industry sessions will be clearly indicated in the meeting timetable/Program as: “Industry Symposium” not included in the main event CME/CPD credit offering”

**PLEASE NOTE:** WSAVA will not cover the expenses for speakers in the industry session(s). In addition to the support fee, the sponsoring company is responsible for covering all expenses for their speakers, including registration, accommodation, and travel. This obligation remains even if the sponsored session speakers had previously been invited by the organizers and had made prior travel arrangements independently. MedTech/EFPIA regulations will be considered if applicable.





## INDUSTRY SESSION HALL

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Opportunity to organize up to 4 Industry Sessions in a separate hall in parallel to the scientific streams. Sponsor can develop the program, but all speakers should be approved by WSAVA Committee. The support includes up to 2 sessions (for half day rental) and up to 4 sessions (for full day rental) plus branding of the head table and lectern in the hall. Sponsor can also brand the hall with company design which is subject to additional fee.

## WORKSHOP SESSION

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- 🐾 Opportunity to organize an official Workshop Session (Program subject to the approval of the Congress Scientific Committee).
- 🐾 Includes: hall rental, standard audio/visual equipment, display table.
- 🐾 Permission to use the phrase: “Official Workshop of WSAVA 2025”.
- 🐾 Supporters will be acknowledged in a designated section of the Program.
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- 🐾 Time Slots: allocated on a “first come, first served” basis.

**PLEASE NOTE:** WSAVA will not cover the expenses for speakers in the industry session(s). In addition to the support fee, the sponsoring company is responsible for covering all expenses for their speakers, including registration, accommodation, and travel. This obligation remains even if the sponsored session speakers had previously been invited by the organizers and had made prior travel arrangements independently. MedTech/EFPIA regulations will be considered if applicable.

## HOSPITALITY SUITES / MEETING ROOMS

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- 🐾 An opportunity to hire a room at the venue that may be used as a Hospitality Suite or Meeting Room. Supporter will be able to host and entertain its guests throughout the Congress. Supporters will have the option to order catering and AV equipment at an additional cost.
- 🐾 Hospitality provided will be in compliance with all relevant industry codes and compliance guidelines.
- 🐾 Opportunity to brand the hospitality suite.
- 🐾 Acknowledgement on directional signage outside suite.





## CONGRESS LANYARDS

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Opportunity to place company logo on the lanyards. The Organising Committee will select the type and design of the lanyards.

- 🐾 Supporter's logo to be printed on the lanyards.

## CONGRESS BAGS

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Supporter will provide funding of the participants' bags.

- 🐾 The bag will bear the Supporter's logo and the Congress logo.

\* The bag must be approved by the organising committee in advance.

## NOTEPADS & PENS ( PROVIDED IN KIND )

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Supporter will provide funding for the Notepads & Pens for the participants.

- 🐾 Notepads & Pens will bear the Congress logo and the Supporter's company logo and will be distributed in the participants' bags.

## WELCOME RECEPTION

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Supporter will have the opportunity to promote itself through a networking reception on the first evening to which all registered attendees are invited. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- 🐾 Supporter's logo on sign at the entrance to the Welcome Reception.
- 🐾 Opportunity to provide items bearing company logo for use at the event.

## WSAVA PARTY SPONSORSHIP

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Supporter will have the opportunity to promote itself through a networking reception on the first evening to which all registered attendees are invited. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- 🐾 Supporter's logo on sign at the entrance to the WSAVA Party.
- 🐾 Opportunity to provide items bearing company logo for use at the event.





## **ROLL UP BANNER AT WSAVA PARTY**

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Opportunity to place a company banner during the WSAVA Party.

## **SPEECH AT THE BEGINNING OF WSAVA PARTY**

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Opportunity to deliver a short speech at the opening of the WSAVA Party.

## **TABLE SIGN AT WSAVA PARTY ( PER SIGN )**



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Opportunity to display table signage with company's logo on the tables at WSAVA Party.

## **COFFEE BREAK ( ONE BREAK / FULL DAY )**

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Coffee will be served during breaks in the exhibition area. Hospitality provided will be in compliance with all relevant industry codes.

-  Opportunity to have a one-day display of company's logo at the catering point located within the exhibit area.
-  Opportunity to provide items bearing company logo for use during the supported break.

## **SPEAKERS READY ROOM**

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Facilities will be available at the venue for speakers and abstract presenters to check their presentations.

-  Supporter's name or company logo to appear on all signs for this room.
-  Opportunity to display Supporter's logo on screensavers at each workstation.

## **CHARGING KIOSK**

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Branded Charging Kiosk for multiple devices, including smartphones and tablets. It's a great way to leave a lasting impression on the participants.

-  Opportunity to brand the Charging Kiosk with your company name and logo.





## BRANDED HAND CLEANSER

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- 🐾 Hand cleanser gel in refillable bottle with flip-cap.
- 🐾 Hand cleanser gel will be available for all participants during the Congress days.
- 🐾 Sponsor will be able to brand the bottle with the company's logo.

## MAGNET PHOTO BOARD

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Opportunity to showcase your brand while giving participants a lasting keepsake from the event. Your company's logo will be featured on all printed magnetic photos taken onsite during the congress, offering high visibility as attendees capture memorable moments.

## SELFIE CORNER

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The selfie corner is an excellent opportunity to engage with attendees. It allows them to have fun and share their experience. Attendees are given the opportunity to take a photo of themselves and colleagues, using fun props.

This corner attracts many attendees, and a sponsor would gain exposure by having their logo on every photo taken. The exposure will last long after the congress ends as these photos are shared with colleagues, friends and family.

- 🐾 Supporter's company logo would be placed on the Selfie Corner.

## BRANDED SEATS

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The Festival Chairs are stylish and informal. This multipurpose cardboard stool can be customized to match whatever theme you have chosen for your event. The design is subject to approval of the Secretariat and must follow all compliance regulations.

- 🐾 Opportunity to customize the seats.
- 🐾 50 or 100 branded seats will be produced, price is according to the amount.
- 🐾 Location of seats onsite to be coordinated with Secretariat

## BRANDING OPTIONS IN THE VENUE

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Opportunity to place your advertisement / company logo across the venue, showcasing your support of WSAVA 2025. Please contact WSAVA25 Industry Liaison: **Nikol Karabelova** ([nkarabelova@kenes.com](mailto:nkarabelova@kenes.com)) for more information and details.





## MOBILE APP ADVERTISEMENT

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- Gain additional exposure for your company, industry session or booth by advertising it in a designated section of the Mobile App.
- The Congress Mobile App will be available for all participants who download the app.

## PUSH NOTIFICATION - MOBILE APP

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- One push notification sent to all participants\* onsite through the mobile app.
- Date and time to be coordinated with Congress organizer.
- Specifications will be provided by the Congress organizer.
- The Congress App will be available for all participants who download the app.

\*Only for those participants who have opted to receive such information.

## BANNER ON THE MOBILE APP

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- Gain additional exposure for your company, industry session or booth by advertising it in a designated section of the Mobile App.
- The Congress Mobile App will be available for all participants who download the app.

## SOCIAL MEDIA PROMOTION

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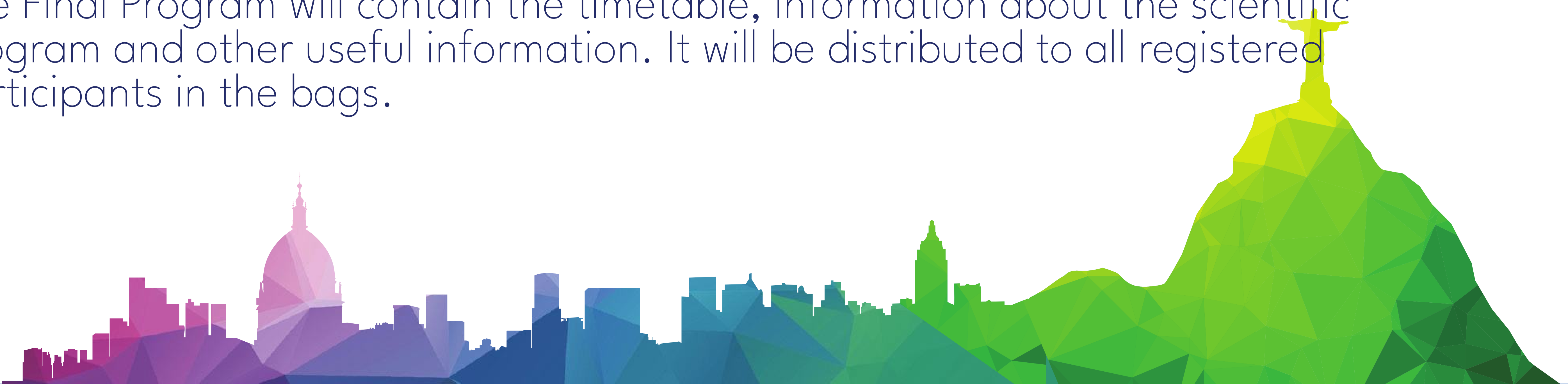
- Increase your reach and connect with participants and other HCPs by using the Congress social media.
- The company will be able to send a post on the different social media platforms.
- Time and date to be confirmed with the Congress organizers.

## MINI PROGRAM / E-BOOK ADVERT ( FULL PAGE )

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Full page colour advertisement (inside page / inside back page / spread page) in designated section of the Final Program.

- The Final Program will contain the timetable, information about the scientific program and other useful information. It will be distributed to all registered participants in the bags.









-  The advertisement will be printed in the designated industry section of the program, according to compliance regulations.

## **PROMOTIONAL E-BLAST ( EXCLUSIVE | COMBINED - MIN. 3 COMPANIES )**

Gain additional exposure for your industry session, company or exhibition booth by sending out a Mail Blast to the pre-registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Congress Organizer.

-  **Exclusive:** Mail blast will be exclusive for the supporting company. The designed mail blast (HTML format with Kenes design requirements) and the preferred “Subject” to be provided by the Supporter and subject to receipt by 6 weeks prior to the Congress. “From” field will be WSAVA 2025.
-  **Joint:** Mail blast will be shared with other supporting companies. Supporting company should provide the content for the mail blast following Kenes design requirements. Design of mail blast will be done by Kenes/Organizer.

\* In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the congress designed mailshot for an additional charge of \$250. Content received after the deadline may be processed for an additional fee of \$500.

### **Industry Support Disclosure – will be added to all mailshots**

This event is supported, in part, by funding from industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support. Industry Sponsored Symposia are organized by industry and not included in the main event CME/CPD credit offering.

## **POST - CONGRESS E-BLAST ( EXCLUSIVE )**

Connect with participants after the Congress days by sending out a post-Congress Exclusive Mail Blast to registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Congress Organizer.

-  Mail blast will be exclusive for the supporting company. The designed mail blast (HTML format with Kenes design requirements) and the preferred “Subject” to be provided by the Supporter. “From” field will be WSAVA 2025.

\* In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the congress designed mailshot for an additional charge of \$250. Content received after the deadline may be processed for an additional fee of \$500.

### **Industry Support Disclosure – will be added to all mailshots**

This event is supported, in part, by funding from industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support. Industry Sponsored Symposia are organized by industry and not included in the main event CME/CPD credit offering.





## **BANNER ON WSAVA WEBSITE**

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Promote your company to all visitors of the Congress website.

- 🐾 Banner advert in a designated area of the official Congress homepage website.
- 🐾 Banner advert will serve as link to supporter's website.
- 🐾 Banner is non-exclusive: up to 4 companies' banner ads will rotate on the homepage.
- 🐾 No product advertisement is allowed.
- 🐾 Subject to review by the Congress Program Committee.

## **PRE - CONGRESS VIDEO TEASER**

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- 🐾 Sponsors will be offered a dedicated webpage including a 4 min video on the official Congress Website.
- 🐾 Opportunity for sponsors to connect with attendees before the Congress days and create anticipation with a pre-event promotional video/webpage hosted by Congress organizers.
- 🐾 Product advertising is not permitted.
- 🐾 Note: All pages are subject to review by the Congress Program Committee.

## **ACKNOWLEDGEMENTS FOR SUPPORTERS & EXHIBITORS**

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, mobile application and on signage during the event.

