

## Support & Advertising Opportunities - All the ways you can get noticed in the FENS FORUM!

### SUPPORT & PROMOTIONAL OPPORTUNITIES

**\*\*NEW IN FENS FORUM\*\* BRIDGING THE KNOWLEDGE SESSION  
15,000 EUROS+VAT**



**Our “Bridging the knowledge” sessions are your opportunity to allow our attendees to discover your company, products and research!**

We invite you to organize a session to bridge the ‘know-how’ between labs and research teams of commercial companies. You are welcome to present your research questions and challenges and get different points of view from leading neuroscientist as well as upcoming young creative brains. You can set the stage according to your own questions and with an aim to generate new knowledge.

FENS truly believe that this interaction may provide a basis for developing our field further and stimulate new trustful relationship throughout the knowledge generation, from basic over applied to clinical development.

- The session will take place in an official Forum hall, Time slot to be advised.
- The session will be included in the official Forum program including the supporter name, session title and list of speakers.
- The support includes the basic set up and AV of the session hall.
- Supporter will be able to provide catering to the participants for an additional cost.
- The program will have to be approved by FENS in a procedure provided upon finalizing your support package.
- Additional promotional items to promote your session are recommended. It will be our pleasure brainstorming with you to find the perfect package.

## MOBILE APP SUPPORT 20,000 EUROS+VAT



The Forum App engages attendees with personalized planning tools and real-time event updates. The App transforms smartphones, tablets, and laptops into tools for active congress participation and makes it easy for participants to access congress information to connect with speakers and colleagues. The App includes the scientific program, abstracts, speaker information, participant lists, 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.

Congress App sponsorship 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.

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

## POSTER BOARDS EXCLUSIVE SUPPORT 15,000 EUROS + VAT



Our poster boards here in the FENS Forum are always the busiest area of the Forum! companies choosing to support this area will enjoy huge visibility !

- Support will be recognized with signage at the entrance to the Poster area with "Supported by..." and a company logo
- Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App and with signage during the event.

## FORUM LANYARDS 15,000 EUROS+VAT



Opportunity to place company logo on the lanyards. The FENS Forum will select the type and design of the lanyards. The support entitlements are as follows:

- Supporter's logo to be printed on the lanyards
- Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App and with signage during the event.

## BRANDED WI-FI 15,000 EUROS+VAT



Wireless Network Provision: Delegates wishing to access the internet via their own laptop/ smartphone may do so by using the Meeting Wi-Fi. Supporter of this piece of technology will receive strong visibility during the meeting.

- The supporter will choose the password of the Wi-Fi of the event
- Password must be approved by the Forum
- The support and the password will be displayed in all official publications before the Forum, on slides in the halls during the Forum and on signage throughout the venue.

## FORUM NOTEPADS & PENS 5,000 EUROS+VAT - PROVIDED IN KIND



Supporter will provide the Notepads & Pens for the participants.

- Notepads & Pens will bear the FENS Forum logo and the Supporter's company logo and will be distributed in the participants' Forum bags or during registration if there won't be bags.
- Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App and with signage during the event.

## SPEAKERS READY ROOM 7,000 EUROS+VAT



- Facilities will be available at the venue for speakers
  - Company's logo on signage at the entrance to the speakers ready room
  - Opportunity to provide company's mouse pad at each workstation
  - Opportunity to display company logo on screensavers
  - Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App and with signage during the event.

## SOCIAL MEDIA / TWITTER WALL 10,000 EUROS+VAT



- The Social Media/ Twitter Wall is an exciting and modern item which encourages delegates to post messages related to FENS FORUM. This item provides you great exposure!  
The on-site social media specialist will moderate the interactions to ensure that only appropriate and Congress related interactions are shared on the main screen.
- A large screen will appear in a main area of the convention center (or in FENS FORUM booth) showing all social media interactions that include the Congress hashtag #FENSFORUM2020
- Your company logo will be placed on the social media wall

## BRANDED SEATS 5,000 EUROS + VAT FOR 30 CHAIRS, 8,000 EUROS+VAT FOR 80



- The Branded Seating Cubes 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 seating cubes.

- 30 or 50 branded seats will be produced, price is according to the amount.
- Location of seating cubes onsite to be coordinated with Secretariat.
- Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App, and with signage during the event.

## BRANDED WATER BOTTLES

As a green Forum, the FENS Forum is encouraging the participants to think green. We will hand out branded water bottles to use during the forum days.

- An amazing exposure- your logo can be seen by 7,000 participants using the bottle all day, every day!

## CHILD CARE SUPPORT

The FENS Forum will offer child care services during the Forum days.

Help us enable this important service by supporting this initiative.

- The supporter will be able to brand the child care area and provide branded giveaways.
- Price will be advised shortly.

## BRANDING OPTIONS IN THE VENUE- WILL BE ADVISED SHORTLY

## ADVERTISING OPPORTUNITIES

E ADVERTISEMENTS IN THE MOBILE APPLICATION 3,500 EUROS / 6,000 EUROS FOR 1ST ADVERTISEMENT



- The supporter will be able to provide a designed PDF file which will be presented as a carousel image upon opening the mobile app.
- This can be used as an advertisement to your exhibition booth, Industry supported session, or any other activity planned during the event.
- **Huge exposure – the attendees see this image EVERY TIME they open the app.**

## MOBILE APP - PUSH NOTIFICATION 2,500 EUROS + VAT



- 1 “push notification” sent to all participants\*\* onsite through the mobile app – to be coordinated with Congress Organizer.
- Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App and with signage during the event.

\*(Only available for companies that have an industry symposium or Product Theatre)

\*\* (Only for those who have accepted to receive such information.)

## PROMOTIONAL MAILSHOT - EXCLUSIVE OR JOINT 5,000 EUROS+VAT FOR EXCLUSIVE, 2,000 EUROS+VAT FOR JOINT (MINIMUM 3 COMPANIES NEEDED)



Gain additional exposure for your Symposium, company or exhibition booth by sending out a Mail Blast to the preregistered delegates who have agreed to disclose their details at a date and time coordinated with the Congress Organizer.

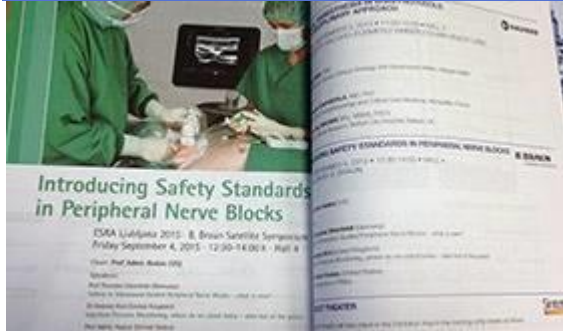
- **Exclusive:** Mail blast will be exclusive for the supporting company. The designed mail blast (html format with Kenes design requirements) and the preferred “Subject” to be provided by the Supporter and subject to receipt by 6 weeks prior to the Congress. “From” field will be FENS FORUM 2020
- **Joint:** Mail blast will list all supporting companies according to the support level. Each company will have a section of approximately 150 words. Design will be provided by Organiser. There will be a minimum of 3 companies to execute this mailshot.

Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App and with signage during the event.

*\* In the case where the supporter cannot provide a compliant HTML file, they may provide an image and it will be coded to HTML for an additional charge of €*

250. Content received after the deadline may be processed for an additional fee of € 500.

## FINAL PROGRAMME (E-BOOK) - INSIDE PAGE ADVERTISEMENT 3,500 EUROS+VAT



Full inside page color advertisement in designated section of the Final Programme. The Final Programme will contain the timetable, information about the scientific programme and other useful information. It will be available for download from the Forum website

## MINI PROGRAMME 8,000 EURO+VAT FOR BACK COVER SUPPORT, 6,000 EUROS + VAT FOR EXCLUSIVE INSIDE PAGE ADVERTISEMENT , 2,000 EUROS+VAT FOR JOINT SUPPORT (MIN 3 COMPANIES)



- The supporters will be able to add advertisements to the mini programme which will be handed out to all the participants of the Forum.
- Exclusive support will enable the supporter to only have his own advertisement.
- Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App and with signage during the event.



## CHARGING KIOSK 10,000 EUROS+VAT FOR EXCLUSIVE SUPPORT OF 2 KIOSKS



Branded Charging Kiosk for multiple devices, including smart phones and tablets. It's a great way to leave a lasting impression on the conference delegates.

- Opportunity to brand the Charging Kiosk with your company name and logo.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

## PROMOTIONAL MATERIAL - BAG INSERT 2,500 EUROS+VAT (ONLY IF THE FORUM WILL HAVE BAGS)



Inclusion of one-page promotional material in the participants' Congress bags.

Material should be provided by the Supporter and approved by the Congress Planning Group.

Supporters' product information will be available for all Congress participants

The distribution arrangement will be advised.

Please note that it is the Exhibitors'/Supporters' responsibility to comply with the local authority's regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) [www.efpia.org](http://www.efpia.org), Eucomed (represents Medical Technology industry) <https://archive.eucomed.org/> and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) [www.ifpma.org](http://www.ifpma.org) Code of Practice on the promotion of medicines. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the rules and regulations will not expose the Organizer to any suits, demands by the Exhibitor/Supporter or any other third party.

## SPECIAL REQUESTS

Tailored packages can be arranged to suit your objectives. Please do not hesitate to contact Noa Freilich Pollack ([fensforum2020\\_ils@kenes.com](mailto:fensforum2020_ils@kenes.com)) from the Support and Exhibition Sales Department to discuss your needs.

## ACKNOWLEDGEMENTS

Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App and with signage during the event.

### NOTES:

**\*All pictures are illustrations only.**

## Educational Opportunities

Medical education plays an important role in the quality of healthcare delivered across the globe. By providing an educational grant in support of the educational opportunities below, you are making a vital contribution to these efforts and supporting better patient outcomes.

All educational grants are managed in compliance with relevant industry compliance codes. All support will be disclosed to participants.

Physicians, researchers, scientists and other healthcare professionals are increasingly challenged to maintain their knowledge, skills and abilities within their respective professions.

*All grants are managed in compliance with relevant accreditation and industry compliance criteria.*

### EDUCATIONAL GRANT- ANY AMOUNT (Minimum of 8,000 EUROS + VAT for Acknowledgment)



Grants of any amount, whether for the overall programme or for individual sessions, are appreciated and important to the success of the event.

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App and with signage during the event.

### UNRESTRICTED EDUCATIONAL GRANTS OF A PLENARY SCIENTIFIC SESSION 11,000 EUROS+ VAT



The Scientific Symposia are led by expert faculty and divided into specialized tracks. These sessions are highly prestigious lectures that attract a large, specialized

audience. The complete list of Scientific Symposia dates and topics is available on the website.

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App and with signage during the event.

## MOBILE APP SUPPORT 20,000 EUROS+VAT



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Congress App sponsorship support includes:

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- **2 “push notifications” included** in the sponsorship package.

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

## UNRESTRICTED EDUCATIONAL GRANT IN SUPPORT OF EXISTING SYMPOSIA and/or TECHNICAL WORKSHOP 6,000 EUROS + VAT



The Scientific Symposia are led by expert faculty and divided into specialized tracks. These sessions are highly prestigious lectures that attract a large, specialized audience. The complete list of Scientific Symposia dates and topics is available on the website.

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App and with signage during the event.
- **Please note that it is the Exhibitors'/Supporters' responsibility to comply with the local authority's regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) [www.efpia.org](http://www.efpia.org), Eucomed (represents Medical Technology industry) <https://archive.eucomed.org/> and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) [www.ifpma.org](http://www.ifpma.org) Code of Practice on the promotion of medicines. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the rules and regulations will not expose the Organizer to any suits, demands by the Exhibitor/Supporter or any other third party.**

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## • ACKNOWLEDGEMENTS

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App and with signage during the event.

- **NOTES:**

- **\*All pictures are illustrations only.**

## Everything you need to know - FENS Forum's Exhibition!

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Introducing the FENS Forum Exhibition!

Located in the middle of where everything happens, our exhibition offers the best conditions for your company to meet our attendees.

Our exhibition is located in Hall 4, just between our Plenary hall (Hall 5) situated to the right of the exhibition and our posters hall (Hall 3), located to the left of our exhibition.

This layout assures a constant flow of participants arriving in the exhibition hall all throughout the day to meet you and discover your company and products!

The 12th FENS Forum of Neuroscience will take place in:

### **SEC- Scottish Event Campus**

Exhibition Way, Glasgow G3 8YW, UK

For additional details please visit SEC [Website](#).



## Space Only Rental-450 EUROS + VAT Per SQM



## That includes:

- Exhibitors' badges
- 100 word company / product profile in the Programme
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

Space only / shell scheme rental does not include any furniture, electrical usage or stand cleaning. All these services and others will be available to order in the Exhibitors' Technical Manual.

## ADDITIONAL BENEFITS

When you exhibit your company will receive the following additional benefits:

- Company logo on Congress Website as an Exhibitor prior to the Congress
- Listing and profile in designated industry section of the Final Programme

**\*All pictures are illustrations only.**

**Please note that support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the mobile app and with signage during the event.**

## Shell Scheme Rental- 500 EUROS + VAT Per SQM



## That includes:

- Exhibitors' badges
- Shell scheme frame, basic lighting
- Fascia panel with standard lettering
- 100 word company / product profile in the Programme
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

Space only / shell scheme rental does not include any furniture, electrical usage or stand cleaning. All these services and others will be available to order in the Exhibitors' Technical Manual.

## ADDITIONAL BENEFITS

When you exhibit your company will receive the following additional benefits:

- Company logo on Congress Website as an Exhibitor prior to the Congress
- Listing and profile in designated industry section of the Final Programme

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## Exhibitors Badges Rules & regulations

### ALLOCATION OF EXHIBITION SPACE

Space Allocation will be made on a “first come, first served” basis. A completed Exhibition Booking Form and Contract must be faxed / emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form and Contract, space will be confirmed and an invoice will be sent. Please note that three alternative booth choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received.

### EXHIBITOR REGISTRATION

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name.

FENS Forum offers a special legend of exhibition badges for the companies:

Booth size in Sqm	Number of complimentary exhibitor badges
2 sqm	2 badges
9 sqm	3 badges
12 sqm	4 badges
15 sqm	5 badges
18 sqm	7 badges
24 sqm	9 badges
27 sqm	11 badges
28 sqm	11 badges
30 sqm	12 badges
36 sqm	15 badges
48 sqm	20 badges

additional exhibitors will be charged a corporate fee. Companies can purchase a maximum number of exhibitor registrations as follows:

- Booths of up to 60sqm – 15 exhibitor registrations
- Booths larger than 60sqm – 25 exhibitor registrations



Exhibitor registrations allow access to the exhibition area only and shall be used by company staff only. An exhibitor registration form will be included in the Exhibitor's Manual.

## EXHIBITORS' TECHNICAL MANUAL

An Exhibitors' Technical Manual outlining all technical aspects of exhibiting will be available approximately 3 months prior to the Conference. It will include the following:

- Technical details about the Venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

## INSERT AND DISPLAY MATERIALS

- Please note that all materials entering the venue incur a handling charge. This includes materials for inserts and display.
- In order to receive a price quote for handling and to assure arrival of your materials, please be sure to complete the "Pre-Advise" form included in the shipping instructions when you receive either the Exhibition or Symposia Technical Manuals.

## SITE INSPECTIONS

Exhibitors and Supporters are welcome to visit the Congress venue at their convenience. Please contact the venue directly to arrange this.

## EXHIBITOR LOGO & PROFILE

You can submit your logo and company's profile, read important exhibitor information and complete orders for your stand on the **Kenex Exhibitors' Portal**. The Exhibition Manager will contact you with the link to the Exhibitors' Portal, including your personal login details.

## EXHIBITION TERMS & CONDITIONS

The Terms and Conditions of exhibiting are included in the Online Prospectus and can be found here ([Sponsorship-and-Exhibition-Ts-Cs-FINAL](#)) Please note that signing of the BOOKING FORM AND CONTRACT indicates acceptance of these Terms and Conditions. The Exhibition Booking Form will be held as a valid liable contract, by which both parties will be bound. An exclusive handling agent will be designated to the 4th European Stroke Organisation Conference. The exclusivity of an agent for the handling needs of conferences refers specifically to work inside the

venue. Exhibitors may use their own couriers up to the venue door and from outside of the venue door at the end of the conference. This organisational decision has been made for the safety and efficiency benefits to exhibitors and for the successful flow of the conference.

## PROMOTIONAL ACTIVITIES

All demonstrations or instructional activities must be confined to the limits of the exhibition stand. Advertising material and signs may not be distributed or displayed outside the exhibitor's stands. Sound equipment must be regulated and directed into the stand so that it does not disturb neighbouring exhibits. Exhibition Management reserves the right to require the exhibitor to discontinue any activity, noise or music that is deemed objectionable.

## Support Categories & Benefits

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You will be given a support category status dependent upon the total amount of your support contribution. The total contribution will consist of items such as advertisements, sponsored sessions and exhibition space (excluding storage space).

You will benefit from outstanding advantages linked to your support category.

## SUPPORT BENEFITS

Benefits will be allocated to supporters based on the following table:

Benefits	Gold	Silver	General
Final list of participants (after the Congress), include only participants who agree to share information	✓	✓	✓
Inclusion in Special Mailshot	✓	✓	✓
Additional loyalty Points	2	2	
Supporter's logo on Congress website	✓	✓	✓
Supporter's logo in the Final Programme*	✓	✓	✓
Acknowledgement on Supporters' Board on-site	✓	✓	✓

\*All Acknowledgments and Advertisements are subject to receipt by publishing date.

Please note that support will be acknowledged in the Industry Support and Exhibition section of the Final Programme, on the event website, in the Mobile App and with signage during the event.

## Payments, Cancellation, Terms & Conditions

Applications for Support and/or Exhibition must be made in writing with the booking form.

## CONTRACTS & CONFIRMATION

### SUPPORTERS

Once a Booking Form is received, a contract will be sent to you for signature with an accompanying invoice. This contract should be signed and returned with a 60% deposit payment. Upon receipt of the Booking Form the organiser will reserve the items listed in it. Completion of the Booking Form by the Supporter shall be considered as a commitment to purchase the items.

### EXHIBITORS

Once a signed Booking Form is received, a confirmation of exhibition will be e-mailed to you with an accompanying invoice.

Terms and Conditions of Supporter are included in this Online Prospectus and will be included in the Supporter agreement.

## [Sponsorship-and-Exhibition-Ts-Cs-FINAL](#)

## INSERT AND DISPLAY MATERIALS

Please note that all materials entering the venue incur a handling charge. This includes materials for inserts and display.

In order to receive a price quote for handling and to assure arrival of your materials, please be sure to complete the "Pre-Advise" form included in the shipping instructions when you receive either the Exhibition or Symposia Technical Manuals.

## PAYMENT TERMS & METHODS

60% upon receipt of the Sponsorship agreement and first invoice  
40% by January 11th 2020

All payments must be received before the start date of the Conference. Should the Exhibitor fail to complete payments prior to the commencement of the Conference, the Organiser will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

## CANCELLATION / MODIFICATION POLICY

Cancellation or modification of support items must be made in writing to the Support & Exhibition Sales Department:  
Noa Freilich Pollack at [fensforum2020\\_ils@kenes.com](mailto:fensforum2020_ils@kenes.com)

The organisers shall retain:

- 10% of the agreed package amount if the cancellation / modification is made on or before November 11th 2019
- 50% of the agreed package amount if the cancellation / modification is made between November 12th 2019- March 11th, 2020
- 100% of the agreed package amount if the cancellation / modification is made from March 12th, 2020

## Participation Statistics FENS

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### Number of participants

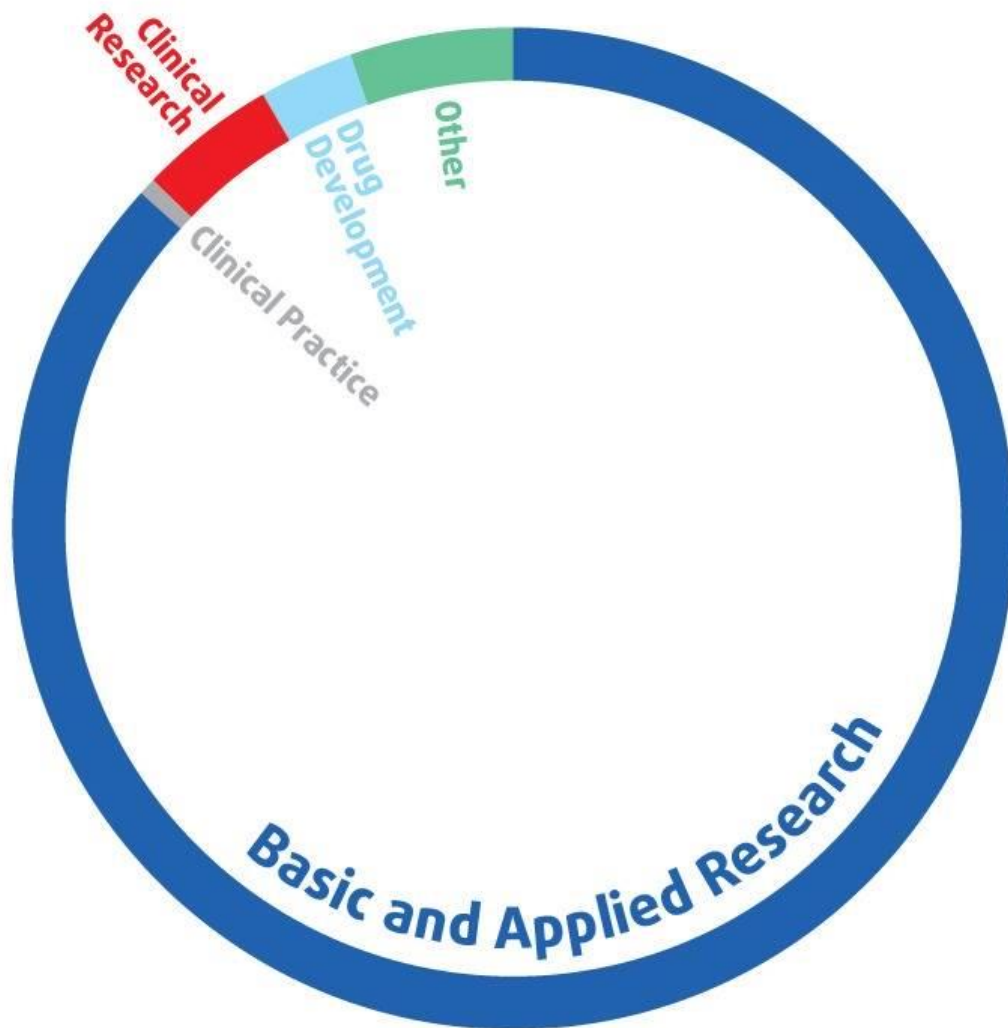
Year	City and Country	Number of participants
2018	Berlin, Germany	7,324
2016	Copenhagen, Denmark	5,985
2014	Milan, Italy	6,140
2012	Barcelona, Spain	6,954
2010	Amsterdam, The Netherlands	6,214
2008	Geneva, Switzerland	5,697
2006	Vienna, Austria	5,198
2004	Lisbon, Portugal	4,234
2002	Paris, France	5,251
2000	Brighton, UK	4,100

## Top 10 countries of participants in FENS Forum 2018- Berlin, Germany

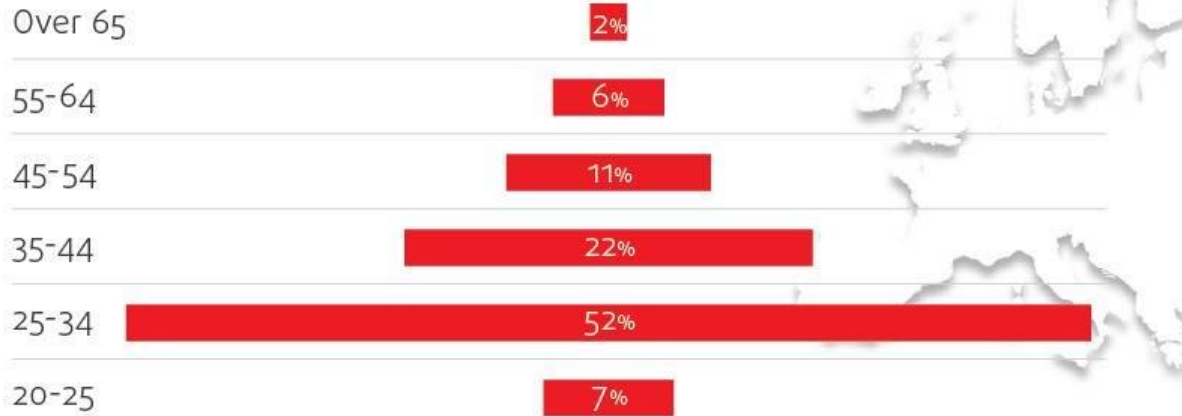
75 countries in total



## Professional field and interest



## Age





## Exhibition Timetable at-a-glance

Set-Up	Friday July 10, 2020 Exhibition Set-up for <b>Space only Stands</b>	12:00-19:00
	Saturday, July 11, 2020 Exhibition Set-up- for <b>all stands</b>	07:30-19:00
Exhibition Opening	Sunday, July 12, 2020	09:00-17:30
	Monday, July 13, 2020	09:00-17:30
	Tuesday, July 14, 2020	09:00-17:30
	Wednesday, July 15, 2020	09:00-14:15
Dismantling	Wednesday, July 15, 2020	14:15-22:00

**Please note that all exhibitors should be in their booth 30 minutes before the official opening hour.**

**\*\*Dismantling of the stands before the official hour is not permitted.**

### Off Exhibition Information

Please note that participants will be walking through the Exhibition area to access the posters areas which will be active before and after the Exhibition Opening Hours.

**Therefore, you may either man your booth during those times or consider hiring extra security for your valuables.**

### Please note:

It is the exhibitor's responsibility to dispose of all materials after dismantling. Any charges incurred for waste removal will be sent to the exhibitor.

### PLEASE NOTE:

Empty crates and packaging material must be removed after set-up and no later than Saturday, July 11, 2020 at 16:00.

All aisles must be clear of exhibits and packaging materials to enable cleaning.

Any equipment, display aid or other material left behind on

Wednesday, July 15, 2020 after 22:00 will be considered discarded and abandoned.