

IPVS 2025



37TH ANNUAL CONFERENCE OF THE INTERNATIONAL PAPILLOMAVIRUS SOCIETY

Research toward the global elimination of HPV-related
diseases and cancers

OCTOBER 23 - 26, 2025 | BANGKOK, THAILAND



GLOSSARY

FULL ITEMS' DESCRIPTION

ipvconference.org | #IPVS2025



ipvs
International
Papillomavirus
Society

GLOSSARY:

FULL ITEM DESCRIPTIONS

EDUCATIONAL ITEMS

EDUCATIONAL GRANT

Educational Grant in support of an existing official Scientific Session organised by the Scientific Committee and supported by a grant from industry.

EDUCATIONAL PARTICIPATION GRANT

As a trusted partner, the Kenes Group will manage indirect sponsorship for our Conference. The industry will provide educational grants directly to the Kenes Group, which, in collaboration with the Conference Committee, will handle the pre-selection of participants (HCPs).

Educational Participation Grants, regardless of the amount, are greatly appreciated and play a vital role in the success of our Conference.

- Recipients (HCPs) must meet the criteria set by the Committee to apply for a grant. Accepted applicants will be notified directly by the Congress Secretariat.
- These grants are essential in ensuring broad participation and fostering educational growth at the event.

PLENARY / PARALLEL SATELLITE SYMPOSIUM (60 / 90 MINUTES)

Organise an official non-CME Industry Symposium, subject to Conference Committee approval.

- Includes hall rental, standard AV equipment, and display table.
- Permission to use the phrase "Official Industry Symposium of IPVS 2025".
- Featured in the designated industry section of the Congress Programme.
- Indicated in the timetable as: "Industry Session" not included in the main event CME/CPD credit offering.

PLEASE NOTE: The event 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

ACKNOWLEDGEMENT

All supporters will receive recognition in the Industry Support and Exhibition section of the programme guide, on the event website, and in the mobile app. Additionally, onsite signage will showcase your contributions, ensuring high visibility throughout the event.

invited by the organisers and had made prior travel arrangements independently. MedTech / EFPIA regulations will be considered if applicable.

SHORT LECTURE / PRODUCT THEATRE (20 MINUTES)

Meet directly with attendees and industry leaders to showcase your latest research, share clinical protocols, and deliver live demonstrations of your innovative products and services. Product Theatre sessions, held during coffee breaks in a dedicated space within the exhibition hall, offer the perfect opportunity to captivate your target audience.

Product Theatre sessions provide a premium platform to engage healthcare professionals eager for cutting-edge insights. Use this space to spark discussions on patient education, specific products, and therapeutic advancements.

- Present and demonstrate your newest and existing products to an audience of healthcare decision makers.
- Highlight the latest breakthroughs and clinical outcomes.
- Provide in-depth details to enhance understanding and interest in your products.
- Show your products in action, making a lasting impression.

PROMOTIONAL ITEMS

PRE-EVENT TEASER

(WEBPAGE INCL. VIDEO (4 MIN))

- Showcase your brand with a dedicated page on the official event website, including a prominent 4-minute video to engage attendees.
- Maximise exposure by connecting with attendees before the event, building anticipation and drive interest in your session early.
- While product-specific advertising is not allowed, this is a prime opportunity to elevate your brand's presence.
- Please note, all pages will undergo review by the Programme Committee to ensure quality and alignment.

MOBILE APP

The Conference Mobile App is an essential tool that enhances attendee engagement with personalized planning features and real-time event updates. It transforms smartphones, tablets, and laptops into interactive tools which enables participants to access congress information, while offering a platform for networking and active participation. The app includes the full scientific programme, abstracts, speaker details, participant lists, session ratings/voting, and a personalised scheduler, and is available on both the Apple App Store and Google Play.

MOBILE APP SUPPORTER

- Your company name/logo (excluding product logos) on the splash/pop-up screen with a "Supported by" acknowledgement.
- Two push notifications, providing a direct communication to attendees during the event.

MOBILE APP ADVERT

- Your advert will be prominently placed in a dedicated section of the app, ensuring continuous visibility as attendees plan their event experience.
- With the app downloaded by all participants, your brand gains a mobile presence that travels with them throughout the event.
- Promote your booth, industry session, or special offerings directly to attendees, driving traffic and increasing engagement at your event presence.

MOBILE APP PUSH NOTIFICATION

- Reach participants instantly with a personalised message sent directly to their mobile devices.
- Your notification will reach all participants who have opted in, ensuring your message reaches a highly engaged audience at a key moment.
- Work with the Congress organiser to coordinate the ideal date and time for maximum impact.

E-POSTER STATION

Kenes e-Posters offer a dynamic blend of scientific content and interactive engagement, showcasing electronic versions of traditional posters at designated digital stations. This innovative format creates unique networking opportunities, increasing the attendee interest, and provides excellent exposure for authors. Strategically placed, high-traffic terminals ensure attendees can easily access these presentations.

Support includes:

- Signage at the entrance to the e-Poster area with 'Supported by...' and your company logo.
- 'Supported by...' and your logo displayed on each individual e-Poster station.

CHARGING STATION

Power up your brand by sponsoring a Charging Kiosk at the event! This high-visibility opportunity allows you to leave a lasting impression on attendees by providing a dedicated space for charging smartphones, tablets, and other devices.

Feature your company name and logo prominently on the Charging Kiosk, ensuring maximum visibility as attendees use it to recharge their devices throughout the event.

Every time participants plug in their devices, they'll engage with your brand, creating continuous engagement and top-of-mind awareness.

LANYARD STATION

Increase your brand visibility by sponsoring the Lanyard Pick-Up Station in the registration area. Every participant will visit this station upon arrival, providing your brand with immediate exposure. Your logo and branding will be prominently featured on the station, ensuring a powerful first impression with thousands of attendees.

LANYARDS (NGOs ONLY)

Increase your brand visibility by sponsoring the event's lanyards, featuring your company's custom brand colors. This high-visibility item ensures your brand is front and center from the moment participants arrive, making a lasting impression throughout the event.

CONFERENCE BAG TAGS *NEW

Exclusive sponsorship to enhance your brand visibility by sponsoring our luggage tags, which will be attached to the congress bags. These durable tags will feature your logo and can be reused by participants, providing long-lasting exposure!

Choose the colour and design to match your corporate branding! No product placement allowed.

WELCOME VIDEO AT BADGE PRINTING STATION *NEW (REGISTRATION)

Maximise your brand's exposure as registered participants approach kiosks to print their event badges. Your company's video, banner, or logo will be prominently displayed on the kiosk monitors, ensuring significant visibility and making a lasting

impression as attendees collect their badges.

Industry Support Disclosure - *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.*

IPVS SOCIAL MEDIA ANNOUNCEMENT

Leverage the power of Congress social media to increase your brand's visibility and connect directly with participants and healthcare professionals worldwide!

- Gain exposure to a global audience by sharing your post across the Congress's official social media platforms, boosting your brand's visibility and engagement.
- Engage with participants and healthcare professionals in real time, fostering meaningful connections and increasing awareness of your products or services.
- Collaborate with the Congress organisers to select the optimal time and date for your post, ensuring maximum impact when your audience is most active.

ADVERT IN SOCIAL MEDIA WALL

Enhance your brand's presence by advertising on the social media Wall—a dynamic plasma screen strategically placed in a high-traffic area, showcasing live social media activity with the Congress hashtag.

- Your company advert will be featured in a loop alongside live social media interactions, ensuring your brand captures the attention of attendees as they engage with the Congress online.
- Positioned in a central location, this screen will attract a continuous flow of participants, providing your brand with maximum visibility throughout the event.
- Combine your advert with real-time social media activity, creating an engaging experience for attendees and encouraging them to connect with your brand.
- All content will be subject to approval by the Congress Scientific Committee to maintain the quality and relevance of the advertising.

WORLD MAP & SOCIAL MEDIA WALL

Enhance your brand's visibility and showcase your company to a global audience with exclusive placement

on the World Map / Social Media Wall

- Your company name will be featured on the back wall of the World Map / Social Media Wall. This will be prominently displayed on a tailored backdrop, and attendees will be able to view the participating companies on a world map.
- The back wall will also include two screens: a large screen in the main area displaying all social media interactions that include the Conference hashtag.
- Your company advert will be shown on a loop alongside social media interactions and other companies' ads, giving you exceptional visibility throughout the Conference.

Note: *The content of your advert is subject to approval by the Scientific Committee, ensuring it aligns with the IPVS's standards.*

CONFERENCE HOMEPAGE WEBSITE BANNER

Boost your online visibility and promote your company to a global audience with a banner advert on the official Congress website. Engage visitors before they even arrive at the event!

- Your banner advert will be prominently displayed on the Congress homepage, seen by thousands of visitors planning their attendance.
- The banner will include a click-through link to your website, driving traffic and fostering greater engagement with your brand.
- Up to 4 companies' adverts will rotate on the homepage, ensuring consistent exposure to site visitors.
- Content will be reviewed by the Congress Programme Committee to uphold high standards, with no direct product advertising permitted.

IMAGE ADVERT IN THE IPVS CONFERENCE MAILING

Go beyond the congress database and connect with a wider audience through our congress-focused mailshot. This powerful feature delivers your message to both attendees and a broader network, maximizing your exposure effortlessly.

EMAIL BANNER IN CONFIRMATION LETTER *NEW (REGISTRATION)

By partnering with us on this digital marketing opportunity, your brand will be front and centre in the inbox of every participant, maximising your reach and impact.

- The Registration Confirmation Email Banner is an integral part of our Congress' registration process. As soon as participants complete their registration, they will receive a confirmation email, providing them with essential event details.
- This email will also feature a prominent and eye-catching banner space reserved exclusively for the sponsor.

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JOINT INDUSTRY MAILSHOT (IPVS CONFERENCE MAILING) & PROMOTIONAL MAILSHOT (EXCLUSIVE)

Enhance your visibility and drive engagement for your industry session, company, or exhibition booth by sending out a Mail Blast to pre-registered delegates who have opted to receive promotional material. Coordinate the timing with the Congress Organiser for optimal impact!

Exclusive Mail Blast:

- Gain exclusive access to a dedicated mail blast, ensuring your message reaches all opted-in delegates.
- Provide your HTML design (following Kenes design requirements) and a preferred subject line, to be submitted 6 weeks prior to the Congress.
- The "From" field will feature the Congress Acronym + Year, enhancing brand recognition.

Joint Mail Blast:

- Share a mail blast with other supporting companies, expanding your reach.
- Content must adhere to Kenes design requirements, and our team will handle the design for you.

** 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

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POST CONFERENCE MAILSHOT (EXCLUSIVE)

Stay connected with participants after the Congress by sending a Post-Congress Exclusive Mail Blast to registered delegates who have opted to receive promotional material. Coordinate the timing with the Congress Organiser for maximum engagement!

- Enjoy the advantage of an exclusive mail blast tailored specifically for your company, ensuring your message is delivered to all interested participants.
- Reach out to attendees after the event, reinforcing your brand and maintaining engagement.
- Provide your HTML design (adhering to Kenes design requirements) and a preferred subject line to create a compelling message that resonates with recipients.
- The "From" field will feature the Congress Acronym + Year, ensuring your company is recognised in conjunction with the Congress brand.

** 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.*

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MINI PROGRAM SUPPORTER *NEW

Boost your brand's visibility with the Mini Programme, an essential, easy-to-carry guide that attendees will use throughout the event.

- The Mini Programme is a compact, on-the-go resource distributed to all participants, ensuring your brand is seen repeatedly as attendees navigate the event.

- With key details like session times and locations, attendees will constantly refer to this guide, putting your brand front and centre at every glance.
- Your company will be recognised on the inside back cover with the statement “Supported by...” along with your company logo, ensuring your brand is noted by all attendees.

MINI PROGRAM *NEW

(ADVERTISEMENT INSIDE PAGE)

Boost your brand’s visibility with the Mini Programme, an essential, easy-to-carry guide that attendees will use throughout the event.

- The Mini Programme is a compact, on-the-go resource distributed to all participants, ensuring your brand is seen repeatedly as attendees navigate the event.
- With key details like session times and locations, attendees will constantly refer to this guide, putting your brand front and centre at every glance.
- Your company will be recognised on the inside back cover with the statement “Supported by...” along with your company logo, ensuring your brand is noted by all attendees.

WI-FI LANDING PAGE

Utilize the event’s Wi-Fi and make your brand the gateway to connectivity for all attendees.

- Your logo and name will be prominently featured on the Wi-Fi landing page, ensuring immediate brand visibility as participants log in.
- Branded Wi-Fi access cards included in the congress materials will extend your reach, placing your brand directly into the hands of every attendee.

COFFEE BREAK

(PER BREAK / FULL DAY)

Sponsor a coffee break in the exhibition area and enjoy prime brand visibility while attendees recharge and network.

- Showcase your company’s logo at the catering point for an entire day, putting your brand front and centre where attendees gather.
- Maximise your impact by providing branded items, such as napkins or cups, ensuring continuous brand exposure.

VENUE BRANDING

More information about this item will be provided upon request.

COFFEE BREAK - LIVE ANNOUNCEMENT *NEW

As the Coffee Break Supporter, your company will receive premium exposure through a live announcement during a selected Coffee Break, where all registered attendees are invited to the Network. This live announcement will allow you to promote your company and brand directly to the conference participants in a highly visible, engaging manner.

The package includes:

- Live Announcement: Your company will be acknowledged through a live announcement at the start of the Coffee Break, ensuring that all attendees are aware of your support and contributions to the event. Text can be provided and is subjected to approval of the Scientific Committee.

This is a fantastic opportunity to promote your company and make a memorable impact on attendees while they enjoy the Coffee Breaks and network with industry peers.

WELCOME RECEPTION / NETWORKING EVENT

Start the event in style with the much-anticipated Welcome Reception, a gathering of all registered attendees on the opening evening.

- Your logo will be prominently displayed on entrance signage, maximizing visibility as attendees arrive.

HOSPITALITY SUITE / MEETING ROOMS

Boost your brand’s visibility and connect with key decision-makers by reserving a dedicated hospitality suite or meeting room at the event.

- Host VIPs, conduct meetings, or organise private gatherings in a space designed to suit your specific needs.
- Enhance your room with catering and AV equipment (available at an additional cost) to create a tailored environment for meaningful interactions.
- All hospitality services adhere to industry standards, ensuring a professional and seamless experience.
- Directional signage will guide attendees to your room, maximising your brand’s exposure.