

IPVC 2024

36TH INTERNATIONAL PAPILLOMAVIRUS CONFERENCE

Equitable, evidence-based approaches to HPV disease

NOVEMBER 12-15, 2024 | EDINBURGH, UK

Sponsorship & Exhibition

EDINBURGH



Invitation to come join us!

SPONSORSHIP & EXHIBITION BENEFITS

Connect with the IPVS Community: In today's digital age, personal interaction is key, especially in the battle against HPV. Forge meaningful connections with cancer field leaders, fostering crucial relationships, and contributing to the fight against this disease.

Networking Opportunities: Engage with healthcare professionals, researchers, and advocates in relaxed, informative settings during conference social events. Strengthen your connections and share insights to advance HPV understanding and treatment.

Stay Informed: Gain firsthand knowledge of the latest HPV research, treatment, and support developments. Discover how your business can play a vital role in our mission of contributing to the elimination of HPV related disease.

Enhance Your Presence: Demonstrate your commitment to fighting HPV and supporting the community dedicated to battling this virus and associated diseases.

Generate Buzz: With the HPV community gathered in one place, seize the opportunity to make a significant impact by introducing new products, services, or marketing campaigns that contribute to HPV, cancer research and patient care.

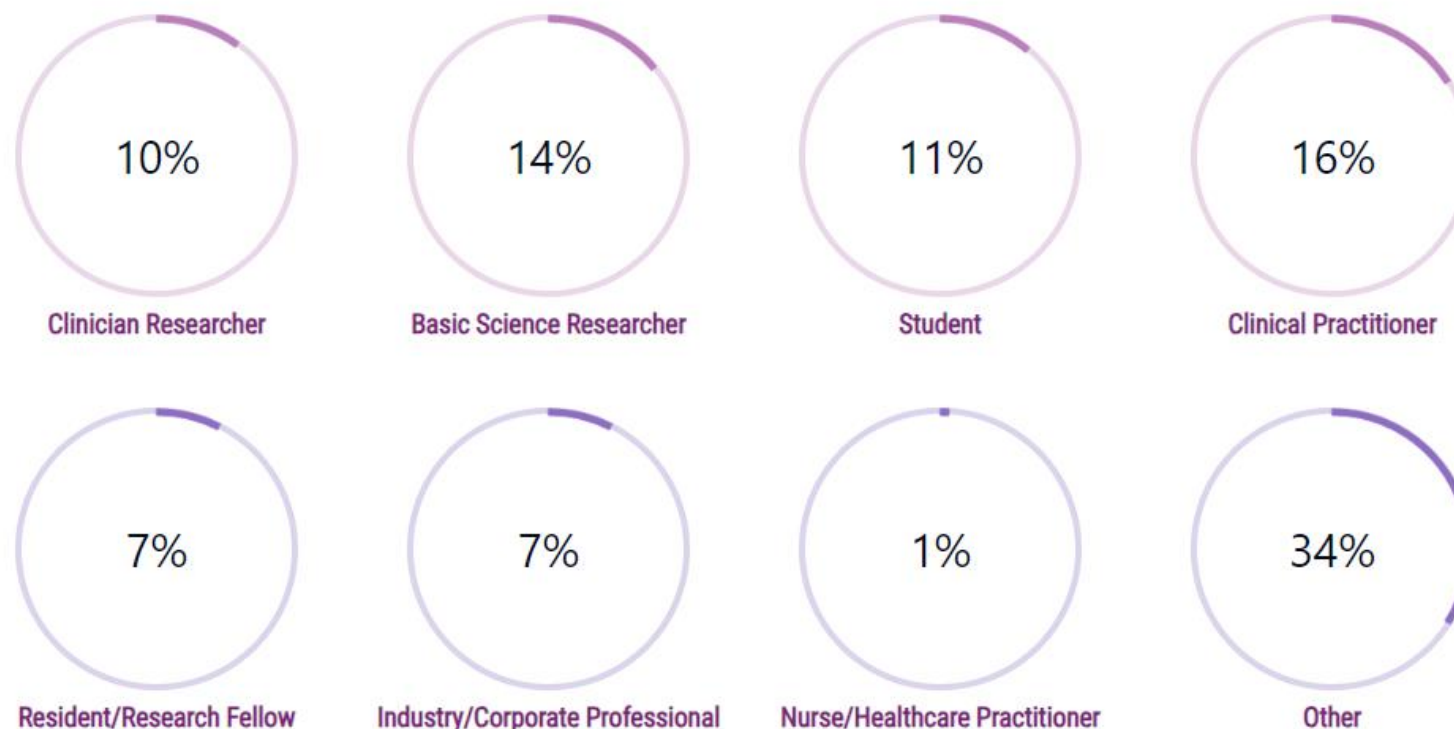
Capture Quality Leads: Exhibiting offers a unique opportunity to efficiently secure leads and partnerships in one location.

Drive Sales: Use a hands-on approach to increase sales by showcasing products, services, or initiatives that directly support cancer research and patient care.

Achieving your business goals starts here.

Why **sponsor** and **exhibit**? It's the best way to connect with HPV experts and the healthcare community.

Delegates by Professional Role (%)



WHAT INTEREST DELEGATES:

Epidemiology 17% Microbiology 2%
Obstetrics and Gynecology 9% Molecular Biology 5%
Infectious Disease 7% Pathology 2%
Behavioral Science 3% Public Health &
Preventive Medicine 16% Pediatrics 1% **Oncology 3%**
Gynecological Oncology 11% Other 25%

Overview

- Sponsorship Levels
& Sponsored Symposia Scheme
- Floorplans
& Exhibition
- Conference Opportunities
- Advertising

Sponsorship Levels

We take a personalized and adaptable approach, providing tailor-made sponsorship opportunities to meet your unique needs and expectations. You have the freedom to choose the specific sponsorship and exhibition items that align with your goals.

In case you are interested in organizing a symposium, these can be selected by choosing one of these packages with the respective slots in the program.

DIAMOND

€125.000

PLATINUM

€ 110.000

GOLD

€95.000

SILVER

€ 60.000

Sponsorship Levels

DIAMOND

€125.000

Exclusive Symposium
Plenary 90 MIN

Your symposium won't face any scheduling conflicts with competing sponsored sessions, offering you a prime chance to position your company and connect with a substantial number of attendees

42 sqm
booth

- Teaser Industry page
with 4 min video

- Promotional Mailshot
1 Exclusive

- E-program
1 Inside Page Advertisement

- Mobile Application
*2 Push Notifications
1 Advertisement*

- Registrations
25 Complimentary

Conference App,
*or Venue Branding Options,
Wi-Fi Landing Page.*

- IPVC Mailing
1 Image Advert

- IPVS Social Media
2 Posts

- Post Conference Mailshot
1 Exclusive

PLATINUM

€110.000

Exclusive Symposium
Plenary 90 MIN

Your symposium won't face any scheduling conflicts with competing sponsored sessions, offering you a prime chance to position your company and connect with a substantial number of attendees

36 sqm
booth

- Promotional Mailshot
2 Exclusive

- E-program
1 Inside Page Advertisement

- Mobile Application
*1 Push Notifications
1 Advertisement*

- Registrations
20 Complimentary

Branded Workcation, *or
Venue Branding Options.
or Poster Area*

- IPVC Mailing
1 Image Advert

- IPVS Social Media
2 Posts

- Post Conference Mailshot
1 Exclusive

Sponsorship Levels

GOLD

€95.000

Symposium
Parallel 60 MIN

24 sqm
booth

- **Promotional Mailshot**
1 Exclusive

- **E-program**
1 Inside Page Advertisement

- **Mobile Application**
2 Push Notifications
1 Advertisement

- **Registrations**
16 Complimentary

- **IPVC Mailing**
1 Image Advert

- **IPVS Social Media**
2 posts

Post Conference Mailshot
- 1 Exclusive

SILVER

€65.000

Symposium
Parallel 60 MIN

18 sqm
booth

- **Mobile Application**
2 Push Notifications
1 Advertisement

- **Registrations**
14 Complimentary

- **IPVC Mailing**
1 Image Advert

- **IPVS Social Media**
2 Posts

- **Post Conference Mailshot**
1 Exclusive

Sponsorship Levels

IPVC 2024

**36TH INTERNATIONAL
PAPILLOMAVIRUS CONFERENCE**

Equitable, evidence-based approaches to HPV disease

DIAMOND

Industry Symposium
90 min Plenary

Booth Space
42 SQM

Teaser Industry page
with 4 min video

Promotional Mailshot
1 Exclusive

1 E-program
Inside Page Advertisement

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Registrations
25 Complimentary

Conference App,
or Venue Branding Options,
or **Wi-Fi Landing Page.**

IPVC Mailing
1 Image Advert

IPVS Social Media
2 Posts

Post Conference Mailshot
1 Exclusive

PLATINUM

Industry Symposium
90 min Plenary

Booth Space
36 SQM

Promotional Mailshot
2 Exclusive

1 E-program
Inside Page Advertisement

Mobile Application
1 Push Notifications
1 Advertisement

Registrations
20 Complimentary

Branded Workcation,
or Venue Branding Options
or **Poster Area**

IPVC Mailing
1 Image Advert

IPVS Social Media
2 Posts

Post Conference Mailshot
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Industry Symposium
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IPVS Social Media
2 Posts

Post Conference Mailshot
1 Exclusive

Sponsored Symposium Schedule

Hosting a **Sponsored symposium** at the IPVS Conference 2024 presents a prime opportunity for your company to showcase emerging therapies, technologies, or services, while directly engaging with conference attendees in a dedicated setting. Each sponsor-organized symposium session will run either for 1 hour or 90 min in total

	Day 1 - Tuesday	Day 2 - Wednesday	Day 3 - Thursday	Day 4 - Friday
	Morning			
Midday	11:35-13:05 PLATINUM Plenary Session - 90 Min Slot 1	12:10 - 13:40 PLATINUM Plenary Session - 90 min Slot 3	12:30 - 14:00 DIAMOND Plenary Session - 90 Min Slot 6	13:35 - 14:25 SILVER Parallel Session - 60 Min SLOT 7 & 8
Afternoon	15:45-17:15 DIAMOND Plenary Session - 90 Min Slot 2	16:40 - 17:40 GOLD Parallel Session - 60 MIN Slot 4 & 5		

Short Lectures: Priced at 15K, these brief 20-minute sessions are scheduled during breaks and will at the entrance of the [Exhibit Hall](#). These rapid sessions offer industry partners a targeted and high-value marketing opportunity, making them an ideal choice for in-depth presentations introducing new development related to HPV.

Specific scheduling is yet to be confirmed, and slots will be allocated on a first-come, first-served basis.

Review the [IPVC 2024 program](#) to identify the coffee break slot that aligns best with your interests.

Floorplans & Exhibition

General Sales Information:

Exhibition space will be allocated on first-come-first served basis – *after the priority booking.*

Allocations can be confirmed and finalized by completing our online booking form which can be requested through Sherwin Gentle - ILS Associate. You can contact our Associate by emailing sgentle@kenes.com or organize a call (located in Amsterdam, The Netherlands - CET)



Floorplans & Exhibition

THE COMPLEX



IPVC 2024 Exhibition:

[Lennox Suite](#) (1, 2 & 3 combined)

Level -2

Registration:

[Strathblane Hall](#)

Level 0

The layout of the exhibition is designed to ensure comfort for the delegates and optimized visitor flow and therefore maximum exposure for the exhibitor by adding various functions in the Exhibition:

- Coffee Break & Snacks

Floorplans & Exhibition

IPVC 2024 - Edinburgh



Exhibition Pricing

– Space Only (min 12 SQM)

EUR € 625 (+VAT) / SQM)

– Shell Scheme

EUR € 650 (+VAT) / SQM)

[Click here to see the interactive floorplan and check the available booths.](#)

Fee Includes:

- 2 complimentary exhibitor badges for your first 9 SQM of exhibition space;
- 100-word company / product profile in the Program
- 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 Conference Website and Mobile App, as an Exhibitor prior to the Conference
- Listing and profile in the Final Program

Educational

MEDICAL EDUCATION GRANT

- Independent medical grants dedicated to the educational mission of the Conference are appreciated and important to the conference' success.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

TRAVEL/ PARTICIPATION GRANT

- As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for our conference. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group together with the conference Committee will be responsible for participants (HCPs) pre-selection.
- Educational Participation Grants of any amount are appreciated and important to the success of our Conference.
- Recipients (HCPs) will need to fulfil the criteria specified by the Committee to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the Conference Secretariat.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the conference website, mobile application and with signage during the event.

Educational

CONFERENCE APP

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

POSTER AREA

- Area with the traditional scientific paper posters.
- Support will be acknowledged with signage at the entrance to the Poster area with "Supported by..." and a company logo only.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

Promotional

PROMOTION OF INDUSTRY SYMPOSIUM

- Companies can rent a space on the Conference website for period of 12 months (or until the next conference) and use it as a hosting partner to broaden the audience of their Supported Symposium.
- The webcast will be displayed in an Industry dedicated page on the website.
- Webcast will be clearly indicated as: "Webcast of an industry symposium session" on the Conference Website.
- The company will need to provide a written agreement with the speakers, which allows the webcast to be placed there.
- Webcast need to be provided by the supporting company
- website, mobile application and with signage during the Conference.

SHORT LECTURE

- Please check **page 11** for the full description.

Promotional

CONFERENCE BAGS

- Supporter will provide funding of the participants' bags.
- The bag will bear the Supporter's logo and the Conference logo.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the conference.
- The bag must be approved by the organizing committee in advance.

LANYARDS

- Opportunity to place company logo on the lanyards. The Organizing Committee 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 program guide, on the event website, mobile application and with signage during the Conference.

Promotional

WIFI LANDING PAGE

- Wireless Network Provision: Delegates wishing to access the internet via their own laptop/ smartphone may do so by using the conference' Wi-Fi. The supporter will receive strong visibility during the conference.
- An initial branded splash screen will bear the supporter logo and company name.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the conference website, mobile application, and with signage during the conference.

NETWORKING EVENT

- 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 following all relevant industry codes.
- Supporter's logo on sign at the entrance to the Networking Event.
- Opportunity to provide items bearing company logo for use at the Conference.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the Conference website, mobile application, and with signage during the Conference.

Educational

WORLD MAP / SOCIAL MEDIA WALL – Combination

- The World Map is a unique map providing viewers with extra info/data on participants from around the globe. The map is an interactive experience for participants to connect based on their geographical origins. The display can be placed in a central location at the venue and serves as an information and communications tool, ideal for enhancing participant networking.
- Support will be recognized on a separate printed sign/rollup located beside the World Map screen, with “Supported by...” and a company logo only.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.
- Combination with Social Media Wall. – see page 11.

Educational

COFFEE BREAK(S)

- Companies can rent a space on the Conference website for period of 12 months (or until the next conference) and use it as a hosting partner to broaden the audience of their Supported Symposium.
- The webcast will be displayed in an Industry dedicated page on the website.
- Webcast will be clearly indicated as: "Webcast of an industry symposium session" on the Conference Website.
- The company will need to provide a written agreement with the speakers, which allows the webcast to be placed there.
- Webcast needs to be provided by the supporting company.
- website, mobile application and with signage during the event.

BRANDED WORKCATION STATION

- The workcation will be a well-used area for interactions between attendees, and thus an excellent opportunity for brand exposure.
- Branded workcation to sit and work between the sessions. Suitable to charge multiple devices, including smartphones and tablets. It's a great way to leave a lasting impression on the participants.
- Opportunity to brand the workcation with your company name and logo.
- Support will be recognised in the Industry Support and Exhibition section of the program, on the event website, mobile application and with signage during the event.

Promotional

IPVS SOCIAL MEDIA ANNOUNCEMENT

- Increase your reach and connect with participants and other HCPs by using the Conference 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 Conference organizers.

ADVERT ON SOCIAL MEDIA WALL

- A large screen will appear in a main area of the venue showing all social media interactions that include the Conference hashtag.
- Your company advert will be shown on the social media plasma screen in a loop with the social media interactions and other companies' adverts.
- Content of the advert subject to the approval by the Scientific Committee.

Promotional

ABSENT EXHIBITOR *NEW*

- This opportunity is available for companies who would like to distribute information about their products and solutions to Conference attendees but are unable to exhibit in person.
- The exhibition space includes a tabletop with Absent Exhibitor's materials and a roll banner provided by the company.
- Absent Exhibitors are limited to 3 different pieces of literature/advertising.
- A sheet with a space for attendees to register for immediate contact with the Exhibitor will be added on the table. Absent Exhibitors will receive a follow-up contact list.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

HOSPITALITY ROOM - MEETING ROOM(S)

- 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 Conference. Supporters will have the option to order catering and AV equipment at an additional cost.
- The hospitality provided will follow all relevant industry codes and compliance guidelines.
- Opportunity to brand the hospitality suite.
- Acknowledgement on directional signage outside suite.
- Limited availability

Advertising

PROMOTIONAL MATERIAL (IN KIND)

- Promotional material (up to 4-page insert, A4 flyer) will be included in the bags.
- Material should be provided by the Supporter and approved by the Secretariat.
- Supporters' product information will be available for all participants.
- The distribution arrangement will be advised.

CONFERENCE HOMEPAGE WEBSITE BANNER

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

Advertising

MOBILE APP

PUSH NOTIFICATION:

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

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

ADVERTISEMENT:

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

E-PROGRAM BOOK

ADVERTISEMENT:

- An electronic version of the traditional final program will be available to all participants to access the scientific program and other conference information easily and conveniently online.
- With e-Books, participants can use the intuitive Search button, bookmark sessions, events, and other information, share information with colleagues and if desired, even print the program. Supporter will not have any input regarding the content.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

Advertising

ADVERT IN MAILSHOT

- Broaden your reach by placing an advert in the Conference mailshot.
- Company advert in a designated area of the official Conference Newsletter
- Product advertising is not allowed.
- Subject to review by the Scientific Program Committee.

PROMOTIONAL MAILSHOT

- 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 Meeting 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 conference. "From" field will be Meeting Acronym + Year.
- **POST conference OPTIONAL:**

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.*