

**FROM PRECISION PATHOLOGY
TO PATIENT CARE**

**SPONSORSHIP AND EXHIBITION
PROSPECTUS**

IAP2024

**XXXV INTERNATIONAL ACADEMY
OF PATHOLOGY CONGRESS**

CANCUN, MEXICO

October 26th to 31st, 2024

iap2024.com

Secretaría Técnica



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OF PATHOLOGY CONGRESS

CANCUN, MEXICO | October 26th to 31st, 2024

Dear Supporter,

We are happy to invite you to take part in the XXXV International Academy of Pathology Congress, which will be held in person in Cancun, Mexico, 26-31 October, 2024!

This biannual event will gather around 2,800 attendees from around the globe, showcase cutting edge scientific sessions and plenary lectures from leading experts in their field.

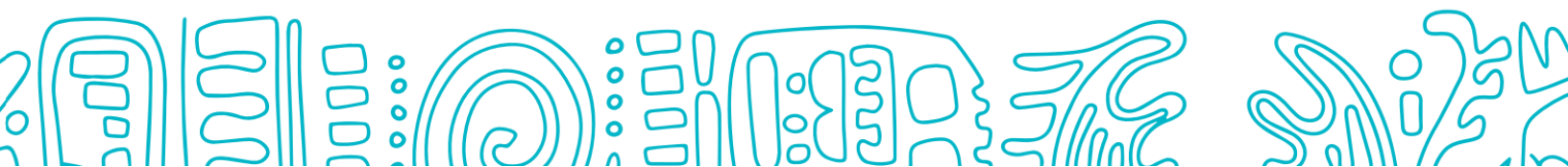
For the online prospectus [click here](#)

Please contact us for details, pricing, and booking form:

Paula Suarez – Senior Industry Liaison & Sales Associate

Tel: +34 648 98 38 58

Email: psuarez@kenes.com



SUPPORT CATEGORIES & BENEFITS

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).

SUPPORT BENEFITS

BENEFIT	PLATINUM	GOLD	SILVER	BRONZE
Congress Registrations	5	3	2	1
Additional Exhibitor Badges	3	2	1	
Promotional Joint Mailshot	✓	✓		
Final List of Participants	✓	✓		
Acknowledgment on-site	✓	✓	✓	✓

Branded items will carry company logos only. No product logos or advertisement are permitted.

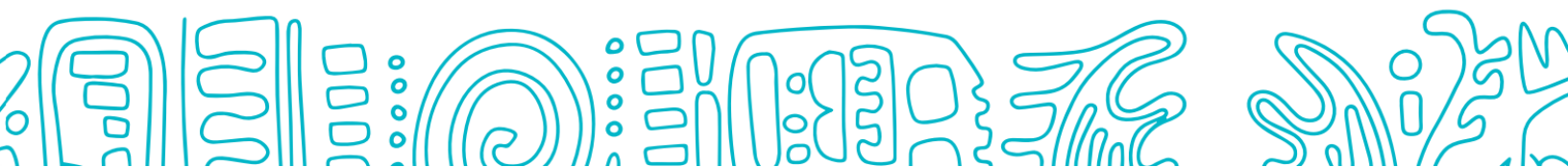
SPECIAL REQUEST

Tailored packages can be arranged to suit your objectives. Please do not hesitate to contact the Support and Exhibition Sales Department to discuss your needs:

Paula Suarez – Senior Industry Liaison & Sales Associate

Tel: +34 648 98 38 58

Email: psuarez@kenes.com



SPONSORSHIP AND EXHIBITION PROSPECTUS

EDUCATIONAL ITEMS

MEDICAL EDUCATIONAL GRANT



Independent medical grants dedicated to the educational mission of the Congress are appreciated and important to the Congress' 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.

EDUCATIONAL GRANT FOR A SCIENTIFIC SESSION



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

- 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.

MOBILE APP



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:

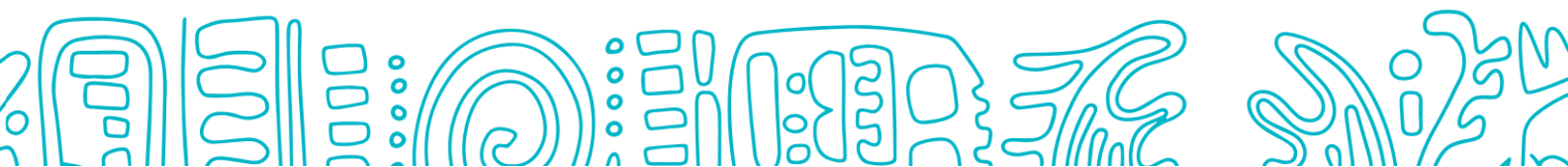
- Supporter acknowledgement on the splash/pop-up screen of the App: "Supported by: company name/logo" (product logo not permitted).
- 2 "push notifications" included in the sponsorship package.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

POSTER BOARDS



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.

E-PROGRAM BOOK



An electronic version of the traditional final program will be available to all participants to access the scientific program and other congress 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.

- Supporter acknowledgement on the cover of the e-Book: "Supported by: company name/logo" (product logo not permitted).
- 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.

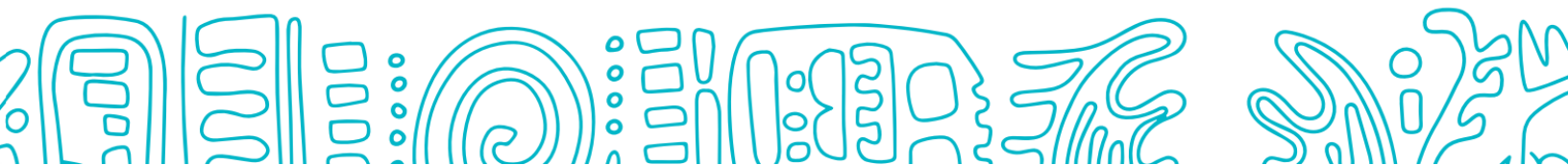
PROMOTIONAL ITEMS – PRESENCE

LUNCH PARALLEL
SYMPOSIUM

Opportunity to organize a 50-minute official non-CME Industry Session (Program subject to the approval by the Congress Committee) during the Lunch Break. *Lunch boxes not included.*

- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase "Official Symposium of ... Congress".
- Sponsored Symposia Programs will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Program as: "Industry Session" not included in the main event CME/CPD credit offering".
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application, and with signage during the event.

The supporting company, in addition to the support fee, must cover all speakers' expenses, including registration, accommodation and travel expenses. This also applies in case the Sponsored Session speakers have already been invited by the event organizers and have made prior travel arrangements independently.



**BREAKFAST PARALLEL
SYMPOSIUM**

Opportunity to organize a 30-minute official non-CME Industry Session (Program subject to the approval by the Congress Committee) in the Breakfast timeslot. *Breakfast not included.*

- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase "Official Symposium of ... Congress".
- Sponsored Symposia Programs will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Program as: "Industry Session" not included in the main event CME/CPD credit offering".
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application, and with signage during the event.

The supporting company, in addition to the support fee, must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies in case the Sponsored Session speakers have already been invited by the event organizers and have made prior travel arrangements independently.

**PRODUCT THEATRE
SESSION**

Meet with attendees and key decision makers to share your new research outcomes, discuss your clinical protocols, and conduct product demonstrations of your new products and services. Product Theater sessions (20 minutes) will take place during the coffee breaks and will be held in a designated area in the virtual and/or physical exhibition hall. Product Theater provide a high value educational opportunity for hosts to reach engaged healthcare professionals. These sessions deliver a platform to gather and discuss issues on patient education, specific products and therapeutic areas.

Located in the Exhibition hall, Product Theater provides an opportunity to:

- Highlight and demonstrate new and existing products.
- Provide up-to-date research findings.
- Give product details in-depth.
- Demonstrate products.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, mobile application and with signage during the event.

The supporting company, in addition to the support fee, must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies in case the Sponsored Session speakers have already been invited by the event organizers and have made prior travel arrangements independently.



PROMOTIONAL ITEMS – VISIBILITY

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 event.

BAGS



Supporter will provide funding of the participants' bags.

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

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

NOTEPADS & PENS



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.
- 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.

COFFEE BREAK



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

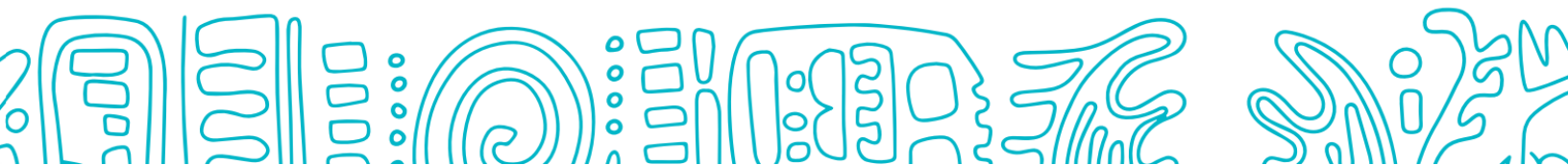
- Opportunity to have a one-day display of company's logo at the catering point located within the exhibit area.
- Opportunity to provide items bearing company logo for use during the supported break.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

FESTIVAL CHAIRS



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 seating cubes.
- 50 branded seats will be produced
- Location of seating cubes onsite to be coordinated with Secretariat.
- 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.

BRANDING OPPORTUNITIES



Branding opportunities will be available in the Cancun Conference Centre. Further information will be provided by the Industry Liaison.

PHOTO BOOTH



The Photo Booth is an excellent tool 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 provided by Kenes, and have the photo sent to them via email, text message or directly uploaded to their social media accounts.

- The booth attracts many attendees, and a sponsor would gain exposure by having their branding on the outside of the booth, including 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.
- 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.

CHARGING KIOSK



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.
- 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.

WATER STATIONS



Water stations will ensure the well-being of participants. In the water stations, cups are provided, and participants can serve themselves.

- Supporter's logo on the Water Stations.



- 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.

WATER BOTTLES

Water bottles are a way to keep participants hydrated on the go. Have your logo printed on individual water bottles that are distributed throughout the event. These bottles are often reused, thus perpetuating the brand awareness of your company.

- Opportunity to brand the reusable Water Bottles with your company name and logo.
- Support will be recognized in the Industry Support and Exhibition section of the program, on the event website, mobile application and with signage during the event.

WATER PACKAGE

Water bottles + Water stations

FACULTY LOUNGE

Facilities will be available at the venue for speakers and members of the committee.

- 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
- 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.

SPEAKER'S READY ROOM

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
- 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.



WI-FI LANDING PAGE

Wireless Network Provision: Delegates wishing to access the internet via their own laptop/ smartphone may do so by using the Congress' Wi-Fi. Supporter will receive strong visibility during the congress.

- An initial branded splash screen will bear the supporter logo and company name.
- The card will be distributed with the congress material.
- 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 ITEMS – NETWORK**WORLD MAP**

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 recognised 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.

**SOCIAL MEDIA
PROMOTION**

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.

MEETING ROOM

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.



PROMOTIONAL ITEMS – ADVERTISE

E-PROGRAM BOOK
ADVERT

Full/Half inside page color advertisement in designated section of the E-Program Book.

- The E-Program Book will contain the timetable, information about the scientific program and other useful information.
- It will be available to all registered participants in the mobile app.

BAG INSERT



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.

PUSH NOTIFICATION



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.*

MOBILE APP ADVERT



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.

REGISTRATION LETTER
ADVERT

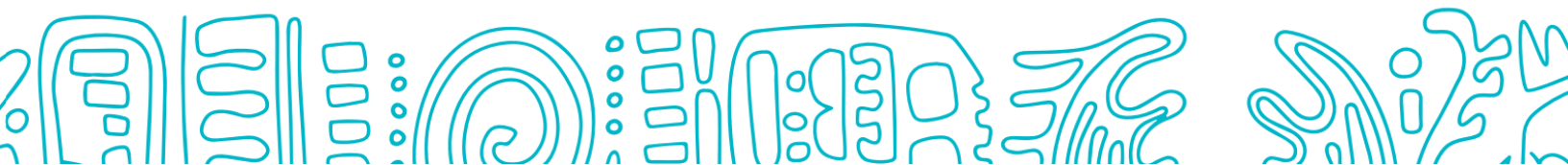
Banner-advertisement in the footer of the registration Confirmation Letter.

- Banner advertisement can be linked to supporter's website.
- Note: Banners are subject to review by the Congress 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 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 Congress Acronym + Year.

- **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.

VENUE INFO



Bld. Kukulcán Km. 9
Punta Cancun, Zona Hotelera
77500 Cancún, Q.R.
Web page: <https://cancuncenter.com/>
Contact phone number: +52 998 881 0400
Contact email: info@cancuncenter.com
Information about halls and floorplan can be found [here](#).

Please contact us for details, pricing, and booking form:

Paula Suarez – Senior Industry Liaison & Sales Associate

Tel: +34 648 98 38 58

Email: psuarez@kenes.com

