



Connecting a Global Community in Clinical Chest Medicine

# Industry Prospectus

## Sponsorship & Exhibition Opportunities

**For inquiries and bookings, please contact:**

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# CHEST Regional Congress 2019 Athens

CHEST is starting a new series of regional congresses with the first taking place in Athens, Greece, on 27-29 June 2019. This regional congress offers a unique opportunity to connect exhibitors with local health-care professionals.

The CHEST congresses provide acknowledged leaders to educate specialists in pulmonology/respirology and continue to develop hands-on learning experiences to train the current and next generation of health-care professionals.

This congress will give attendees access to world-class faculty from regional and international centers of excellence. A group of exceptional CHEST and Hellenic Thoracic Society faculty will come together to host outstanding sessions covering a multitude of topics, including lung cancer, interstitial lung disease, COPD, asthma, pleural disease, sarcoidosis, pulmonary hypertension, and others. Also, experience innovative and diverse education opportunities incorporating the best of the CHEST Pulmonary Medicine Board Review courses, CHEST GAMES, and a simulation demonstration opportunity on the final day of the meeting.

## Congress Committee



**Gerard Silvestri,  
MD, MS, FCCP**

Hillenbrand Professor of  
Thoracic Oncology  
Vice Chair of Medicine for  
Faculty Development  
Division of Pulmonary and  
Critical Care Medicine  
Medical University of South



**Vlasios  
Polychronopoulos,  
MD, FCCP**

Head, 1st Pulmonary Dpt-  
Hygeia General Hospital  
Athens-Greece



**Nick Koulouris,  
MD, PhD, FCCP**

Professor of Respiratory  
Medicine, Head of 1st Dept  
of Respiratory Medicine,  
National  
& Kapodistrian University of  
Athens Medical School

# *Knowledge beyond the classroom*

## **Reasons to Attend**

- Interact face-to-face with 750+ respiratory professionals from around the world, strengthening existing customer relationships.
- Give product and services demonstrations, expanding your prospect base and generating new sales leads.
- Build visibility for your company in a competitive marketplace.
- Increase awareness and recognition of your brand.
- Target highly influential decision makers and opinion leaders.
- Check out the competition, and stay ahead of the field.

## **The Scientific Program Features**

- Selection of CHEST Pulmonary Medicine Board Review courses
- EBUS & ultrasound workshops
- Case-based sessions
- Opportunities to participate in simulation demonstrations

## **Target Audience**

- Pulmonologists\Respirologists
- Respiratory Therapists
- Pediatric Pulmonologists
- Anesthesiologists
- Sleep Medicine Physicians
- Cardiologists
- Cardiothoracic Surgeons
- Physiotherapists
- Critical Care Nurses
- Critical Care Physicians
- General Medicine Physicians
- Rehabilitation Specialists
- Practice Administrators, Executives, and Managers
- Oncologists

## **Venue**

### **Megaron Athens International Conference Centre (MAICC)**

Leoforos Vasilissis Sofias and Kokkali 1, Athens 115 21, Greece

Tel.: +30 21 0728 2156 | Email: [maicinfo@megaron.gr](mailto:maicinfo@megaron.gr)

The Megaron Athens International Conference Centre is one of the finest and most technologically advanced conference venues in Europe. Situated in the city center, yet surrounded by its own extensive landscaped gardens, Megaron offers a stunning environment, exceptional aesthetics and cutting-edge technology. MAICC is situated in the heart of Athens and is easily accessible by metro, car, bus, and trolley bus.

# Levels of Support & Benefits

The levels of support are determined by the total contribution spent on sponsorship items, exhibition space, and hospitality suites/meeting rooms. Choose your preferred sponsorship opportunities from the list below, as well as your ideal exhibition booth, and receive the benefits listed in the table below.

## Levels of Support

Levels of Support	Complimentary Full Registration	Priority in Selecting Booth Location
Diamond**	9	1
Platinum**	6	2
Gold	5	3
Silver	3	4
Bronze	1	5
Supporter*		6

\*Companies booking only exhibition space will be acknowledged as exhibitor only.

\*\* Additional benefits: list of attendees (name and country) who agreed to share their information, pre- and post-congress.

## Acknowledgments

Each supporter and exhibitor will receive the following benefits:

- Supporter's logo on congress website
- Acknowledgment on supporters' board on site
- Acknowledgment in the supporters' list and 100-word company profile in the final program book
- Supporter's logo and company profile in the congress app

### Want to Save More?



**Thailand**  
Bangkok | 10-12 April

CHEST Regional Congress 2019 supporters with Silver level and above contribution will be entitled to a **10% discount** and a **free mailshot** for this event.

# Educational Support Opportunities

Medical education plays an important role in the quality of health-care delivered across the globe. By providing an educational grant in support of the educational opportunities below, you will make a vital contribution to these efforts and support enhanced patient outcomes.

No promotional, commercial, or advertising materials may be included in the following opportunities. All support will be disclosed to attendees.

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

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## Educational Grant

Independent educational grants dedicated to the educational mission of CHEST Congress 2019 are appreciated and important to the success of the congress.

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## Educational Grant for a Session

An educational grant in support of an existing official scientific session accepted or invited by the scientific committee and supported by a grant from the industry.

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## Educational Participation Grant

By providing participation grants, you allow scientists and clinicians the opportunity to attend this important congress.

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## e-Posters

Posters create unique networking and engagement opportunities and generate attendees' interest. The highly trafficked e-poster area, located in a prime location, allows attendees to access the presentations easily and conveniently. Support will be acknowledged with signage at the entrance to the poster area with, "Supported by [COMPANY LOGO]."

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## Mobile App

The app transforms smartphones, tablets, and laptops into tools for active congress participation and makes it easy for participants to access meeting information to connect with speakers and colleagues. The app includes the scientific program, abstracts, speaker information, the rating/voting system for sessions and speakers, and a personalized scheduler. Support will be acknowledged with your logo on the splash screen (pop-up screen) of the app.

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## CHEST GAMES

Take advantage of our arcade-style GAMES (Games Augmenting Medical Education) based on relevant clinical topics available at CHEST Congress 2019. As part of the CHEST booth, GAMES will be available to experience the complexity of the real world within a simulated environment while enhancing your medical education. Support one of the **GAMES** or provide **exclusive support** of the entire gaming area.

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# Promotional & Advertising Opportunities

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## Industry Symposium **up to 90 min during lunch break**

For 90 minutes your company is the focus of the participants. Showcase your advancements and research in the field by organizing an official non-CME industry session in a parallel hall (program is subject to approval by the Congress Program Committee).

NOTE: The supporting company, in addition to the support fee, must cover all speakers' expenses, including: registration fee, accommodations, and travel expenses. This also applies in the case where the speakers have already been invited by the Congress. In this case, the company will support the amount of nights as per Congress policy.

Includes hall rental, standard audio/visual equipment, and display table.

Only 2 symposia slots available each day.

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## Product Theater **up to 30 min during coffee breaks**

Take the stage in an informal setting for better education.

Located in the Exhibit Hall, Product Theater provides an opportunity to highlight and demonstrate new and existing products and provide up-to-date research findings.

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## Lanyards

Highly visible item worn by every attendee.

Your company's logo printed on the lanyards, providing exclusive presence. Lanyards are in constant sight of participants.

Type and design will be approved by the organizers.

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## e-Advertisements in the Mobile App

A designed PDF that will be presented in a separate tab under "Sponsored Advertisements" in the main menu of the mobile app.

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## Promotional Mailshot

Additional exposure for your symposium, company, or exhibition booth by sending out a promotional email to the preregistered delegates at a date and time coordinated with the Congress organizer.

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## Mini-Program Book Advertisement

Full-page color advertisements available in the program book. Advertisements to be provided by the sponsor.

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## Push Notification

One "push notification" sent to all participants\* on site through the mobile app, to be coordinated with Meeting Organizer.

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

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# Opportunities in the Exhibition Hall

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## Charging Stations

Associate your company with the provision of this much-appreciated service. Located in high-traffic areas in the exhibition area, each station is equipped with multiple power strips for charging mobile devices and laptops. A great way to leave a lasting impression.

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## Speaker Ready Room

Facilities will be available at the congress location for speakers and abstract presenters to check their presentations. A unique opportunity to expose your company to the leading experts with your company's branding throughout the room.

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## Networking Reception

The Networking Reception will be held in the exhibition area on the first evening of the congress. This is the perfect opportunity to welcome all participants to this educational event, network with colleagues, and meet experts from around the world. Support will be acknowledged with signage at the entrance to the area and near the catering stations. Opportunity to provide branded napkins or other items for this reception.

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## Coffee Station

Morning and afternoon coffee breaks will be provided each day in the exhibition area. These breaks are excellent networking opportunities for the attendees to relax and meet colleagues. Signage indicating company support will be placed in the food service areas.

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## Bench and Floor Cling

Grab their attention as attendees relax in the exhibition area. Each location includes messaging on back-to-back park benches; floor cling in front of each bench.

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## Photo Booth

Attendees are given the opportunity to take a photo of themselves and colleagues 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.

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# Exhibition

The commercial exhibition is an integral part of the CHEST Congress 2019. It is the best place for companies and organizations to meet current and potential clients. The exhibition will be in close proximity to the lecture halls and will be combined with the catering areas and poster exhibition to guarantee a constant flow of visitors to your exhibition booth.

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## Shell Scheme Rental

Includes:

- Exhibitor badges (2 for first 9 sqm, 1 additional badge every 9 sqm thereafter)
- Shell scheme frame, basic lighting
- Fascia panel with standard lettering
- 100-word company / product profile in the program
- Cleaning of public areas and gangways
- Invitation to the Networking Reception

## Space Only Rental (min 12 sqm)

Includes:

- Exhibitors' badges (2 for first 9 sqm, 1 additional badge every 9 sqm thereafter)
- 100-word company / product profile in the program
- Invitation to the Networking Reception

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- Space only / shell scheme rental does not include any furniture, electrical usage, or stand cleaning.
  - Hospitality provided will be in compliance with all relevant industry codes.

Support packages may be tailored to suit the company's budget and interests to maximize visibility.

Please contract Dori Bisk ([dbisk@kenes.com](mailto:dbisk@kenes.com))

## Payment – Cancellation – Terms & Conditions

APPLICATIONS FOR SUPPORT AND/OR EXHIBITION MUST BE MADE IN WRITING WITH THE BOOKING FORM.

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### 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 organizer 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.

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### Payment Terms & Methods

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

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### Cancellation – Modification Policy

Cancellation or modification of support items must be made in writing to Dori Bisk at [dbisk@kenes.com](mailto:dbisk@kenes.com)

The organizers shall retain:

- 50% of the agreed package amount if the cancellation/modification is made by March 15, 2019.
- 100% of the agreed package amount if the cancellation/modification is made after April 15, 2019.