



EFIM
www.efim.org

19TH

European Congress
**of Internal
Medicine**

Internal Medicine -
from Disease to Wellbeing

18-20 March, 2021

Save the Date

EFIM / ECIM 2021 President:
Prof. Nicola Montano, Italy

**Sponsorship and Exhibition
Prospectus**



**VIRTUAL
CONGRESS**

efim.org/ecim2021



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Committee and Contacts

EFIM/ ECIM 2021 President

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Immediate Past President

Prof. Runólfur Pálsson

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Scientific Focus Topics

Event

19th European Congress of Internal Medicine
Internal Medicine - from disease to wellbeing

Date

18 -20 March 2021

Type of Meeting

Scientific conference with industry exhibition

Attendance

Approximately 1,500 – 2,000 attendees are expected

Scientific Focus Topics

- Ambulatory Medicine
- Cardiovascular Diseases
- Cerebrovascular and Neurologic Diseases
- COVID-19
- Emergency and Acute Care Medicine
- Endocrine and Metabolic Diseases
- Gastrointestinal and Liver Diseases
- Geriatrics and Multimorbidity
- Infectious Diseases
- Kidney and Urinary Tract Diseases
- Oncologic and Hematologic Diseases
- Organization and Quality of Health Care
- Palliative Care
- Perioperative Medicine
- Preventive Medicine
- Rare Diseases
- Respiratory Diseases
- Rheumatologic and Immune-mediated Diseases
- Others



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 on the sponsorship package chosen (details below) or on the sum of individual items such as advertisements, sponsored sessions and exhibition space (excluding storage space).

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

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.

SUPPORT BENEFITS

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

BENEFIT	PLATINUM	GOLD	SILVER	BRONZE	GENERAL
Congress Registrations	10	7	5	3	-
Promotional E-mailshot	One exclusive	One exclusive	One combined	One combined	-
Supporter's logo with the hyperlink on the Congress website	√	√	√	√	√
Supporter's logo in the Lobby of the virtual platform	√	√	-	-	-

Branded items will carry company logos only. No products logos or advertisements are permitted.



Sponsorship Packages

	PLATINUM EUR 45,000	GOLD EUR 30,000	SILVER EUR 20,000	BRONZE EUR 8,000
Exhibition	Premium Virtual Booth	Large Virtual Booth	Medium Virtual Booth	Medium Virtual Booth
Industry Session	Plenary Symposium + Live Q&A	Parallel Symposium or Workshop Session	Parallel Symposium or Workshop Session	-
Promotional opportunities	2 Push notifications (virtual platform)	1 Push Notifications (virtual platform)	1 Push notification (virtual platform)	-
Advertisement	One exclusive e-mailshot	One exclusive e-mailshot	One combined e-mailshot	One combined e-mailshot
Congress registrations	10	7	5	3
Supporter's logo in the Lobby	√	√	-	-
Supporter's logo with the hyperlink on the Congress website	√	√	√	√
Report for the virtual congress	√	√	√	√

Special Requests

Tailored packages can be arranged to suit your objectives.



Sponsorship Opportunities

During the congress, we offer you a wide range of opportunities for exposure with a strong and lasting impact. Do not miss this opportunity to develop contacts with professionals and opinion makers at the **19th European Congress of Internal Medicine!**

Industry benefits of supporting ECIM 2021

- Promotes cutting-edge scientific research
- Offers a unique opportunity to exchange ideas with renowned professionals from across the world
- Provides an ideal networking forum
- Offers unique exposure to worldwide markets

About EFIM

The European Federation of Internal Medicine (EFIM) was founded in 1996 from the Association Européenne de Médecine Interne (AEMI). AEMI itself had been founded in 1969 by members of the UEMS monospecialty section on internal medicine to provide a scientific organisation for European internal medicine.

EFIM was formed by bringing together the national societies of internal medicine from each of the European countries, both inside and outside the European Union, and it currently comprises 37 member Societies representing over 40,000 internists.

The purpose of EFIM is to re-emphasise the importance of Internal Medicine in a world of increasing specialisation.



Educational Support Opportunities

Medical education plays an important role in the quality of healthcare delivered across the globe. Physicians, researchers, scientists and other healthcare professionals are increasingly challenged to maintain their knowledge, skills and abilities within their respective professions. By providing an educational grant in support of the educational opportunities below, you will make a vital contribution to these efforts and support better patient outcomes.

All educational grants are managed in compliance with relevant CME accreditation criteria and industry compliance codes. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. No promotional, commercial, or advertising materials may be included in the following opportunities. All support will be disclosed to participants.

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

Educational Grant



Independent educational grants, dedicated to the educational mission of the Annual Congress, are appreciated and important to the success of the event.

- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.

Educational Grant in Support of Existing Scientific Session



Educational Grant in support of an Existing Official Session accepted or invited by the Scientific Committee and supported by a grant from the industry.

- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.

Educational Participation Grant



As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for ECIM 2021. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group/EFIM will be responsible for participants (HCPs) pre-selection.

- Educational Participation Grants of any amount are appreciated and important to the success of ECIM 2021.
- Recipients (HCPs) will need to fulfil the criteria specified by EFIM in order to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the ECIM Secretariat.



Educational Grant for the virtual platform



Independent educational grants, dedicated to the educational mission of the Annual Meeting, are appreciated and important to the Congress's success.

- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.

E-posters Area



E-Posters create unique networking and engagement opportunities, generate participants' interest, and are good exposure for authors in the virtual environment, as participants can interact with them via chat. E-poster support includes:

- Signage in the virtual lobby to the e-Poster page with "Supported by..." and a company logo only.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide and on the event website.



Promotional & Advertising Opportunities

Virtual Plenary Sponsored Symposium + Live Q&A



Opportunity to organise an Official Non-CME Industry Session in, up to 60 minutes (Program subject to the approval by the EFIM Committee).

- Includes live Q&A and IT support.
- Permission to use the phrase “Official Symposium of the European Congress of Internal Medicine (ECIM)”.
- Sponsored Symposia Programs will be included in a designated industry section of the Programme.
- Time Slots: Friday, March 19th from 13:45-14:45.
- Industry sessions will be clearly indicated in the congress timetable/Programme 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 and mobile application

NOTE: The supporting company in addition to the support fee must cover the registration fee of the speakers. This also applies in the case where the speakers have already been invited by the Congress.



Parallel Sponsored Symposium + Live Q&A



Opportunity to organise an Official Non-CME Industry Session in a Parallel Hall, up to 60 minutes (Program subject to the approval by the EFIM Committee).

- Includes live Q&A and IT support.
- Permission to use the phrase “Official Symposium of the European Congress of Internal Medicine (ECIM)”.
- Sponsored Symposia Programs will be included in a designated industry section of the Programme.
- Time Slots: Saturday, March 20th, from 09:30-10:30.
- Industry sessions will be clearly indicated in the congress timetable/Programme 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 and mobile application.

NOTE: The supporting company in addition to the support fee must cover the registration fee of the speakers. This also applies in the case where the speakers have already been invited by the Congress.



Repeat the Sponsored Symposium + Live Q&A

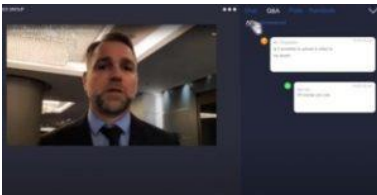


Opportunity to replay your industry session in the interactive pre-recorded* format during the 3 months after the Congress that the platform is available.

- Companies will have the possibility to engage with new participants and expand the reach of their symposium by bringing their experts for a live Q&A.
- Includes IT support.
- Time and date to be coordinated with the Congress Organizer.

* The main presentation will be pre-recorded and will include a scheduled live Q&A and chat with the speakers

Repeat Live Q&A



Opportunity to have an additional live Q&A session connected to your industry session, during the Congress days.

- Companies will have the possibility to engage with new participants in a different time zone and expand the reach of their symposium by bringing their experts for an additional live Q&A.
- Includes IT support.
- Time and date to be coordinated with the Congress Organiser.

Branding of the waiting room: Slide or Video



Branding the virtual waiting room before your session starts is a great opportunity to connect with attendees and create anticipation.

- Opportunity to brand the virtual waiting room with company's logo.
- Opportunity to share a slide or a video while attendees are waiting for your session to start.

Outside Branding



- Supporting company will have the opportunity to brand the flags, zeppelin, rotating signage or parking lot signage in the welcome page of the virtual Congress.
- This page is the first page participants will see before each login to the platform, giving your company big exposure even before entering the virtual venue.

Logo in the virtual lobby



- Supporting company will have their logo placed in one of the screens in the virtual lobby.
- A great exposure, as participants can click on the logo and be directed to the company's booth or a web page.

Advert in the virtual lobby



- Supporting company will have the opportunity to add an advert in one of the screens in the lobby of the virtual Congress.
- By clicking on the screen, a pop-up will show your advert.

Video in the virtual lobby



- Supporting company will have the opportunity to add a video in one of the screens in the lobby of the virtual Congress.
- By clicking on this video ad, a video streamer pop-up will show in the screen.

Networking Lounge



There will be a Networking Lounge where attendees can interact and connect with each other, by group, 1x1 or video call.

- Support will be recognized with the company logo in the entrance of the Networking Lounge.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.



Mobile app



The Congress App engages attendees with personalised 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 personalised 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.

Sponsorship of a virtual day

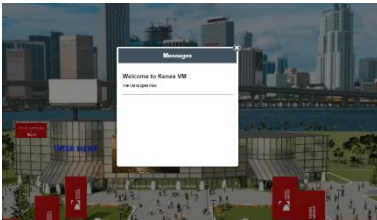


Opportunity to sponsor a virtual day in the Congress platform.

- Logo of the supporting company will be placed throughout the platform and push notifications will be sent to all attendees with the message “This virtual day is being supported by...” and Company name.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website and mobile application.

Advertising Opportunities

Platform Push Notification



- One “push notification” sent to all online participants through the virtual platform, to be coordinated with Meeting Organizer.
- Specifications will be provided by the congress organizers

Advert in the Mobile App



- Gain additional exposure for your Symposium by advertising it in a designated section of the Congress App.
- The Congress App will be available for all participants who download the app.

Promotional Email Blast



Gain additional exposure for your Symposium, 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 Organiser.

- **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 ECIM 2021.
- **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/Organiser.

* 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.

Post-congress Email Blast



Gain additional exposure for your repeat industry session by sending out a post-Congress Exclusive Mail Blast to registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Congress Organizer.

- 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. "From" field will be ECIM21.

** 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.*

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.

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, Medtech Europe (represents Medical Technology industry) <http://www.medtecheurope.org/> and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) 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 Organiser 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 the Support and Exhibition Sales Department to discuss your needs.

ACKNOWLEDGEMENTS

Support will be recognised in the Industry Support and Exhibition section of the programme, on the event website, mobile application and with signage during the event.

***All pictures are illustrations only.**



Virtual Exhibition

FLOORPLAN:



Banner in the exhibition hall

*There is an opportunity to brand the exhibition area by positioning company's logo on the banners. A great exposure, as participants can click on the logo and be directed to the company's booth or a web page.

Virtual Booth



2D Booth* in the virtual Exhibition Hall includes:

- Company Name and Logo
- Company Profile
- Documents, Videos and Images
- Content hyperlinks for company's website, products, news and social media accounts.

Additional Features:

- Interactive Chat (Group 1:1, including video calls)
- Contact Us
- Ability to see visiting attendees at the booth

*Booth template design will depend on the package, category or support amount.

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

Please contact me for details, pricing and booking form:

Nikol Karabelova

Industry Liaison & Sales Associate

Tel: +41 22 908 0488 Ext. 293

Email: nkarabelova@kenes.com



Exhibitors Badges Rules & regulations

ALLOCATION OF VIRTUAL EXHIBITION SPACE

A completed Exhibition Booking Form and Contract must be faxed / emailed to ensure reservation of a desired booth template. Upon receipt of the Exhibition Booking Form and Contract, virtual booth will be confirmed and an invoice will be sent.

EXHIBITOR REGISTRATION

All exhibitors are required to be registered in the Congress. Registrations will be given depending on your booth of choice:

- Small Virtual Booth – 2 registrations
- Medium Virtual Booth – 3 registrations
- Large Virtual Booth – 5 registrations

Any additional registrations will be charged a registration fee.

EXHIBITORS' TECHNICAL MANUAL

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

- Technical details about the platform
- Final exhibition details and information
- Specifications
- Services available to exhibitors and order forms



EXHIBITOR LOGO & PROFILE

You can submit your logo and company's profile and read important exhibitor information on the Kenes 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 ([TERMS AND CONDITIONS](#)). 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 ECIM21 Congress.



Additional Information

Payments Cancellation Terms & Conditions

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

CONTRACTS & CONFIRMATION

SPONSORS

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 Sponsor 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.

SUPPORT TERMS & CONDITIONS

Terms and Conditions of Sponsor will be included in the contract as well.

PAYMENT TERMS & METHODS

60% upon receipt of the Sponsorship agreement and first invoice

40% by September 21, 2020

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 Organiser will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.



Option 1: Payment by check (EUR).

Please make checks payable to:

Kenes International Organisers of Conferences Ltd – ECIM 2021 - Malaga

Option 2: Payment by Bank Transfer (EUR).

Please make drafts payable to:

Kenes International Organisers of Conferences Ltd – ECIM 2021 – Malaga

All bank charges are the responsibility of the payer.

CANCELLATION / MODIFICATION POLICY

Cancellation or modification of support items must be made in writing to the Industry Liaison and Sales Department:

Nikol Karabelova – nkarabelova@kenes.com

The organisers shall retain:

- 10% of the agreed package amount if the cancellation/ modification is made before July 20, 2020, inclusive.
- 50% of the agreed package amount if the cancellation/ modification is made between July 21, 2020 – November 23, 2020 inclusive.
- 100% of the agreed package amount if the cancellation/ modification is made from November 24, 2020 onward

VAT INFORMATION

VAT will not be charged.

