



IMC12

**12TH INTERNATIONAL
MYCOLOGICAL
CONGRESS**

MAASTRICHT, NETHERLANDS

11—15.08

2024

**SPONSORSHIP &
EXHIBITION
PROSPECTUS**



International
Mycological
Association

www.imc12.org | [#IMC12](https://twitter.com/IMC12)



Dear Supporter,

We are happy to invite you to take part in the 12th International Mycological Congress, which will be held in person in Maastricht, The Netherlands, 11-15 August 2024!

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

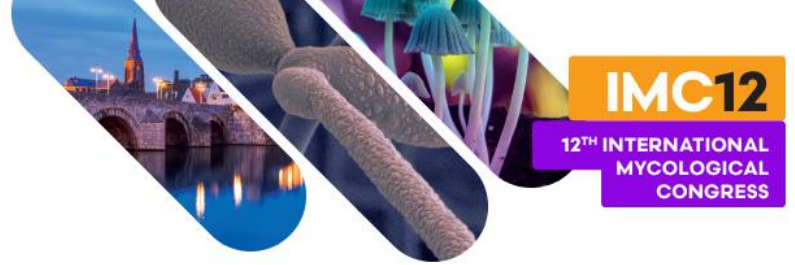
For the online prospectus [click here.](#)

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

Éncar Fernández – Senior Industry Liaison & Sales Associate

Tel: +34 690 662 340

Email: efernandez@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	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Congress Registrations	5	3	2	1	
Push Notifications	2	1			
Extra Exhibitor Badges	2	1	1		
Supporter's logo with the hyperlink on the Congress website	✓	✓	✓	✓	✓
Acknowledgement on Supporters Board on-site	✓	✓	✓	✓	✓

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:

Éncar Fernández – Senior Industry Liaison & Sales Associate

Tel: +34 690 662 340

Email: efernandez@kenes.com

Sponsorship & Exhibition Prospectus

Educational Items

MEDICAL EDUCATION 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 programme 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 organised by the Scientific Committee and supported by a grant from industry.

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

MOBILE APP



The Congress Mobile App engages attendees with personalised 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 programme, abstracts, speakers' information, participants' list, 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.

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 programme guide, on the event website, mobile application and with signage during the event.



POSTER AREA



Kenes e-Posters are a unique combination of scientific posters and interactive content. An e-Poster is an electronic version of the traditional paper poster and is shown at dedicated digital stations at the event.

E-Posters create unique networking and engagement opportunities, generate participants' interest, and are good exposure for authors. The highly trafficked e-Poster terminals, located in prime locations allow attendees to access the electronic presentations easily and conveniently. E-poster support includes:

- Signage at the entrance to the e-Poster area with "Supported by..." and a company logo only.
- Signage "Supported by..." and a company logo only on each individual e-poster station.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

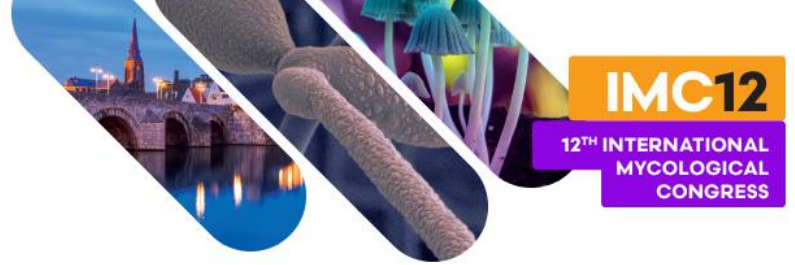
Promotional Items – Presence

LUNCH PARALLEL SYMPOSIUM



- Opportunity to organise an official non-CME Industry Session (Programme subject to the approval by the Congress Committee).
- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase "Official Symposium of ... Congress".
- Sponsored Symposia Programmes will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting 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, 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 organisers and have made prior travel arrangements independently.



PRODUCT STAGE



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 Stage sessions will take place during the coffee breaks and will be held in a designated area in the virtual and/or physical exhibition hall.

Product Stage 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, the Product Stage 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.

Promotional Items – Visibility

LANYARDS



Opportunity to place company logo on the lanyards. The Organising 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 programme 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 programme guide, on the event website, mobile application and with signage during the event.

** The bag must be approved by the organising 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 programme 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 programme guide, on the event website, mobile application and with signage during the event.

WELCOME RECEPTION



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 in compliance with all relevant industry codes.

- Supporter's logo on sign at the entrance to the Welcome Reception.
- Opportunity to provide items bearing company logo for use at the event.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application, and with signage during the event.

FESTIVAL CHAIRS



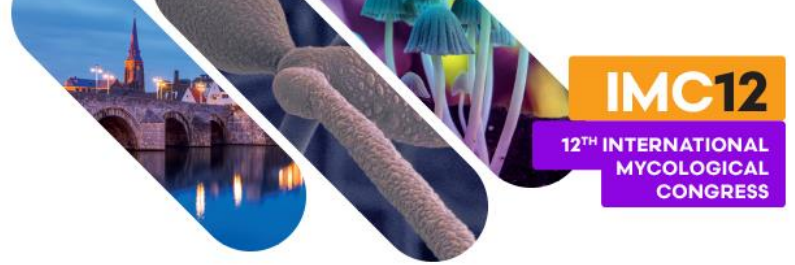
The Festival Chairs are stylish and informal. This multipurpose cardboard stool can be customized to match whatever theme you have chosen for your event. The design is subject to approval of the Secretariat and must follow all compliance regulations.

- Opportunity to customize the seating cubes.
- 50 or 100 branded seats will be produced, price is according to the amount.
- Location of seating cubes onsite to be coordinated with Secretariat.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme guide, on the event website, mobile application and with signage during the event.

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 programme 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 programme, 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 programme 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.

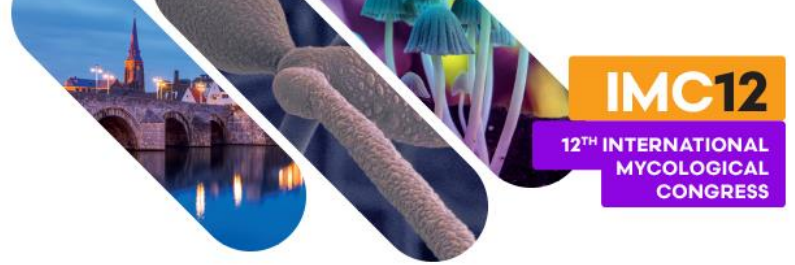
- Opportunity to brand the reusable Water Bottles with your company name and logo.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, mobile application and with signage during the event.

WATER PACKAGES



Have your logo printed on individual water bottles that are distributed throughout the event and on 2 water stations.

- Opportunity to brand the reusable Water Bottles and 2 Water Stations with your company name and logo.
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, 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 programme 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 programme 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 programme 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 organisers.



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

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.

PUSH NOTIFICATION



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

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

REGISTRATION LETTER ADVERT



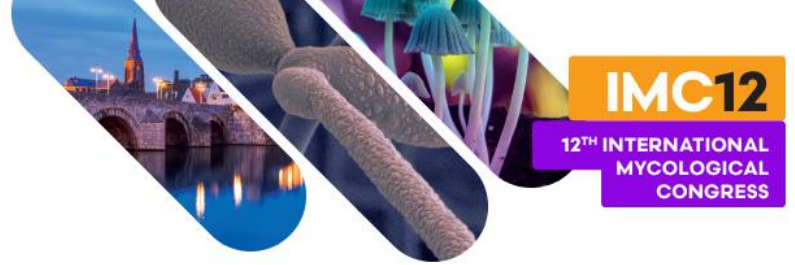
- Banner-advertisement in the footer of the registration Confirmation Letter.
- Banner advertisement can be linked to supporter’s website.
- Note: Banners are subject to review by the Congress Programme Committee.

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 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 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/Organiser.

** 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 organised by industry and not included in the main event CME/CPD credit offering.

Exhibition



Space Only Rental

(Minimum of 12 sqm)

For smaller booths, please book Shell Scheme

That includes:

- Exhibitors' badges
- 100 word company / product profile in the Programme
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors



Shell Scheme Rental

That includes:

- Exhibitors' badges
- 100 word company / product profile in the Programme
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors
- Shell scheme frame, basic lighting
- Fascia panel with standard lettering

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 Congress Website and Mobile App, as an Exhibitor prior to the Congress
- Listing and profile in the Final Programme

Floorplan



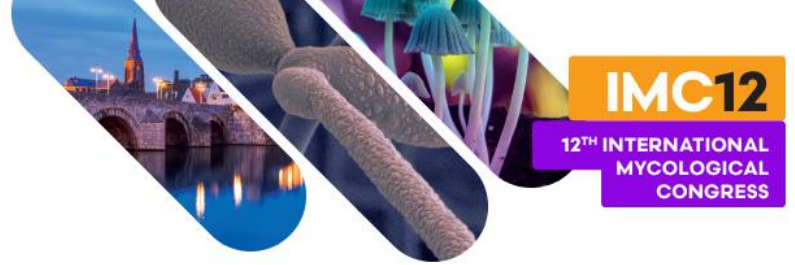
Venue Info

MECC Maastricht

Address: Forum 100, 6229 GV Maastricht

Web page: <https://www.mecc.nl/en/>

Contact: +31 (0)43 38 38 383 | info@mecc.nl



Payments, Cancellation, Terms & Conditions

CANCELLATION /MODIFICATION POLICY

Cancellation/modification of Support items must be made in writing to:

Ms. Encar Fernandez
Kenes International
Rue François-Versonnex 7
CH 1207 Geneva, Switzerland
Tel: +34 690 662 340
Email: efernandez@kenes.com

The Organizers shall retain:

- 10% of the agreed package amount if the cancellation/ modification is made before December 16th, 2023, inclusive.
- 50% of the agreed package amount if the cancellation/ modification is made between December 17th, 2023 – April 14th, 2024 inclusive.
- 100% of the agreed package amount if the cancellation/ modification is made from April 14th, 2024 onwards.

TERMS OF PAYMENT

- 60% upon receipt of the Sponsorship agreement and first invoice
- 40% by February 12th, 2024 (100% afterwards)

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

PAYMENT METHODS (Details will be indicated in the invoice)

Option 1: Payment by Bank Transfer

Option 2: Payment by Credit Card (4% surcharge applies)

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

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