

Deliverables – Specifications & Deadlines

[EXHIBITOR'S PORTAL](#) Dear Supporter,

This page contains specifications and guidelines for various deliverables and is designed to assist you in preparing for the event.

The deadlines indicated are estimated. The exact deadlines will be published in the manuals in due course.

Due to accreditation criteria for this Conference, which is CME certified, the following rules must apply:

- AABIP logo should NOT be used in any promotional materials created by the supporter.
- Materials created by companies should NOT utilize the main event marketing look and feel.
- When promoting your sponsored session (Breakfast and Lunch Sponsored Sessions), please always indicate on any of your promotional materials: *This session is not included in the main Conference CME/CPD credit.*
- When promoting your sponsored session (Breakfast and Lunch Sponsored Sessions), you are allowed to use the phrase: *Official session of the AABIP 7th Annual Conference*
- When creating your content for **mailshots** it is allowed to promote sponsored sessions (Breakfast and Lunch Sponsored Sessions) or an invitation to a sponsor's booth. If promoting a sponsored session (Breakfast and Lunch Sponsored Sessions), please always indicate the following text inside: *This session is not included in the main Conference CME/CPD credit.*

Kindly refer only to the relevant items in accordance with your sponsorship agreement.

Please submit all relevant items as per the guidelines below via email to the Industry Coordinator Diyana Yosifova at dyosifova@kenes.com.

- [Prospectus](#)
- [Information for Sponsors & Exhibitors](#)
- [Exhibitor's Portal](#)

Sponsored Sessions

Deadline: As early as possible and no later than **Monday, July 22, 2024**. Please submit the final session program using the [Agenda Format](#) via email to dyosifova@kenes.com **as early as possible and no later than Monday, July 22, 2024**.

The proposed program should include:

- Session Title (up to 110 characters including spaces)
- Session Description (up to 200 words, you can also include hyperlinks inside of it)
- Speaker Presentations Titles
- Timing – duration of each speaker presentation and full timing of the agenda
- Speaker/Moderator Full Name
- Speaker/ Moderator Country
- Speaker/ Moderator E-mail
- Speaker/ Moderator Affiliation
- Speaker/ Moderator Bio and Photo (please see specs below)

Please see below specs for Speaker Bio and Photo.

- Speaker **Bio** – up to 200
- Speaker **Photo** – 180×240 px, JPG Format

In case of changes to your session title or program *after submission*, please update the Industry Coordinator: **Diyana Yosifova** at dyosifova@kenes.com

If you wish to have your session recorded, please contact our

Product Marketing Team: Ms Olaya Espejo at oespejo@kenes.com.

Promotional Materials

Kindly refer only to the relevant items in accordance with your sponsorship agreement.

Please submit all relevant items as per the guidelines below via email to the Industry Coordinator Diyana Yosifova at dyosifova@kenes.com.

Promotional Email Blast – Exclusive

Deadline: pre-conference mailshots are due by **Thursday, July 25, 2024** / post-conference mailshots are due 10 days prior to the sending date

Guidelines:

Sponsors entitled to an Industry Mailshot as per their signed contract, please [click here](#) for the design requirements. ***Please make sure to forward these guidelines to your web-designer/programmer.***

Please upload the **HTML version** of your mailshot **and other relevant files together in zip folder** and send us everything **with the subject line, no later than 6 weeks prior to the Conference** via email to dyosifova@kenes.com.

Important notes:

- When creating your content for **mailshots** it is allowed to promote sponsored sessions (Breakfast and Lunch Sponsored Sessions) or an invitation to a sponsor's booth. If promoting a sponsored session (Breakfast and Lunch Sponsored Sessions), please always indicate the following text inside: *This session is not included in the main Conference CME/CPD credit.*
- The email is subject to approval by the organization.
- It is not allowed to use the society logo. The event's

banner will be added to the webmail's header by Kenes.

- The "From" field will be "AABIP 2024 Supporters".
- The exact launch date will be determined by Kenes in due course.
- The E-mail Blast will be sent out to the preregistered delegates who have agreed to receive promotional material from supporters.
- **Content received after the deadline may be processed only based on availability of slots. Alternative promotional items might apply in such cases.**

Promotional Email Blast – Joint

Deadline: Friday, August 9, 2024

Guidelines:

Please prepare 2 files according to the following specifications:

Banner/Image

- Format: JPEG
- Dimension: 300X250
- Width: 300 pixels
- Height: 250 pixels

A5 PDF (this file will be linked to the banner/image)

Or you can also send an URL to be linked to the above banner/image

- Format: PDF
- A5 size

Please send these two files to the Industry Coordinator **Diyana Yosifova** at dyosifova@kenes.com.

Important notes:

- When creating your content for **mailshots** it is allowed

to promote sponsored sessions (Breakfast and Lunch Sponsored Sessions) or an invitation to a sponsor's booth.

- If promoting a sponsored session (Breakfast and Lunch Sponsored Sessions), please always indicate the following text inside: *This session is not included in the main Conference CME/CPD credit.*
- The email is subject to approval by the organization.
- It is not allowed to use the society logo. The event's banner will be added to the webmail's header by Kenes.
- The "From" field will be "AABIP 2024 Supporters".
- The exact launch date will be determined by Kenes in due course.
- The E-mail Blast will be sent out to the preregistered delegates who have agreed to receive promotional material from supporters.
- **Content received after the deadline may be processed only based on availability of slots. Alternative promotional items might apply in such cases.**

Dedicated Webpage incl. a 4-min Video on the Conference Website (for GOLD Sponsors)

Deadline: Thursday, July 25, 2024

The sooner you provide the items, the better: it takes us approx. 7 working days from the day submitted until the webpage is created and posted on the Conference website.

Please submit all required materials as per the guidelines below via email to dyosifova@kenes.com.

Guidelines:

All GOLD Sponsors entitled with a Video Teaser will be offered a dedicated webpage including a 4 min. video on the official Conference Website.

The supporter should provide the following:

-Company logo in high resolution (if not provided, we will use the logo uploaded in the Portal)

-4min video:

Video Format: MP4 (H.264), 720P, **Audio Format:** AAC LC, **BITRATE:** 64 KBPS

Preferably, please send us an embed URL for a YouTube or Vimeo video.

-Text of approximately 300 words

Please note:

-The webpage is **subject to approval**.

-The webpage is linked to a section called [“A Word from Our Sponsors”](#), which can be found under the Support tab on the conference website.

-Until the sponsor provides specific content for the dedicated webpage, the banner will link to the sponsor’s website.

Banner Advert on the Conference Website (for SILVER and BRONZE Sponsors)

Deadline: Thursday, July 25, 2024

The sooner you provide the items, the better: it takes us approx. 7 working days from the day submitted until the webpage is created and posted on the Conference website.

Please submit all required materials as per the guidelines below via email to dyosifova@kenes.com.

Guidelines:

All SILVER and BRONZE Sponsors entitled with a Banner Advert on the Conference Website, should provide the following:

– **1 x A5 PDF**(Format: PDF /A5 size)

Deadline: Thursday, July 25, 2024

Please consider processing time of 7 working days from the submission of materials until the webpage is ready.

Please note:

- The advert is subject to approval.
- The banner is linked to a section called [“A Word from Our Sponsors”](#), which can be found under the Support tab on the conference website.
- Until the sponsor provides specific content, the banner will link to the sponsor’s website.

Social Media Blast Specs

Please submit all required materials as per the guidelines below via email to dyosifova@kenes.com.

Guidelines:

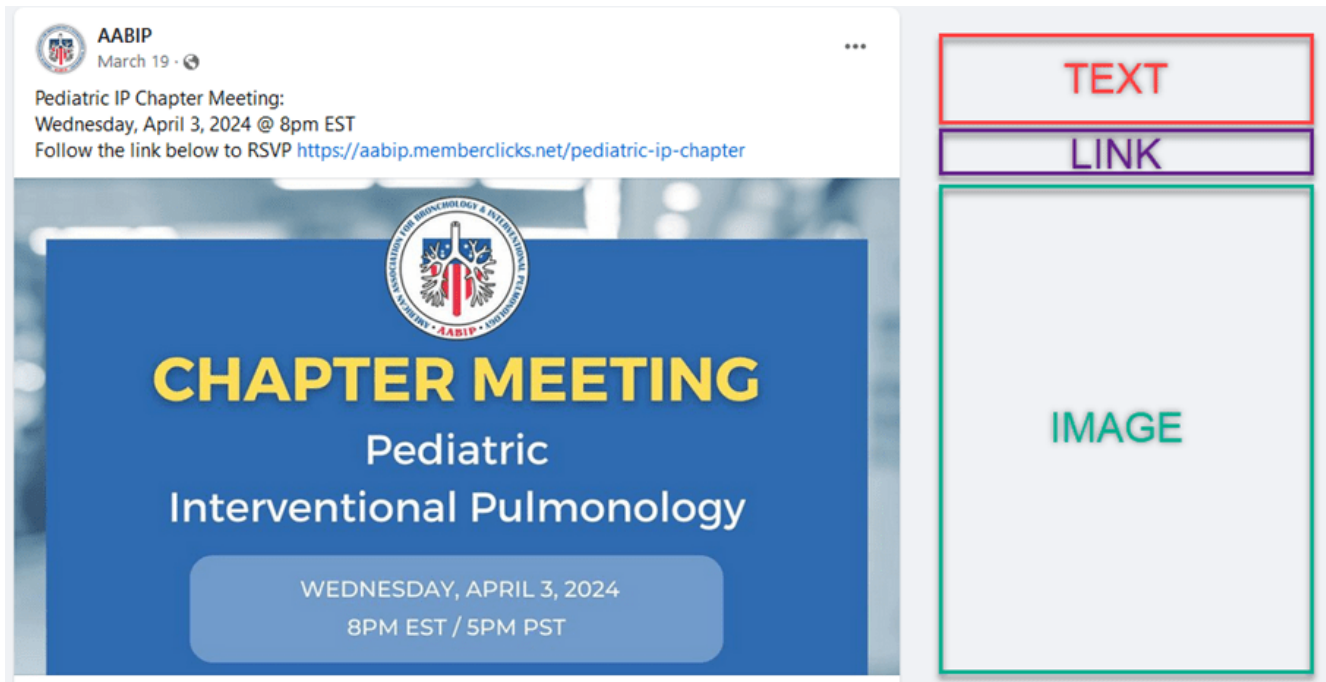
The dimensions should be as follows:

- **Facebook** post image size: 1200 x 630
- **Instagram** post image sizes: 1080 x 1080
- **Twitter** post image size: 1024 x 512
- **LinkedIn** post image size: 1200 x 628

Tip: avoid small text in images as this has less chance of retaining its legibility on social media platforms.

Please confirm any additional text that you would like to include with your social media post(s) – up to 280 characters. You can include a hyperlink as well.

Example of a good social media image:



Important notes about the Social Media Blast:

- The Social media blast is an infographic about a sponsored session or an invitation to a sponsors booth posted on the AABIP Facebook, Twitter, Instagram and LinkedIn.
- The sponsor provides the designed infographic.
- **The social media post is subject to approval by the organization.**

Due to CME/CPD accreditation criteria for this Conference, the following rules apply:

- NO company/brand/product logos allowed.
- If you create a post about a sponsored session, it must include in one of the elements (post, image) the following wording: "Not included in the main event CME/CPD credit offering".

Should you have any questions regarding the above, please contact the Industry Coordinator at: dyosifova@kenes.com. [printfriendly]