

ICID 2026

International Congress on
Infectious Diseases

10-13 NOVEMBER

Madrid, Spain

GLOSSARY

GLOBAL CHALLENGES. LOCAL SOLUTIONS.



INTERNATIONAL
SOCIETY
FOR INFECTIOUS
DISEASES

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Sponsored Symposia

Organize an official non-CME Industry Symposium, subject to Congress Committee approval.

- Includes hall rental, standard AV equipment, and display table.
- Permission to use the phrase “Official Industry Symposium of ICID 2026.”
- Featured in the designated industry section of the Congress Program.
- Indicated in the timetable as: “Industry Session” not included in the main event CME/CPD credit offering”.

PLEASE NOTE: The event will not cover the expenses for speakers in the industry session(s). In addition to the support fee, the sponsoring company is responsible for covering all costs for their speakers, including registration, accommodation, and travel. This obligation remains even if the sponsored session speakers had previously been invited by the organizers and had made their own prior travel arrangements. MedTech/EFPIA regulations will be considered if applicable.



Innovation Stage

Meet directly with attendees and industry leaders to showcase your latest research, share clinical protocols, and deliver live demonstrations of your innovative products and services. Innovation Stage sessions, held during coffee breaks in a dedicated space within the exhibition hall, offer the perfect opportunity to captivate your target audience.

Innovation Stage sessions provide a premium platform to engage healthcare professionals eager for cutting-edge insights. Use this space to spark discussions on patient education, specific products, and therapeutic advancements.

- Present and demonstrate your newest and existing products to an audience of healthcare decision makers.
- Highlight the latest breakthroughs and clinical outcomes.
- Provide in-depth details to enhance understanding and interest in your products.
- Show your products in action, making a lasting impression.



Pre Congress Teaser

- Showcase your brand with a dedicated page on the official event website, including a prominent 4-minute video to engage attendees.
- Maximize exposure by connecting with attendees before the event, building anticipation, and driving interest in your session early.
- While product-specific advertising is not allowed, this is a prime opportunity to elevate your brand's presence.
- Please note that all pages will undergo review by the Program Committee to ensure quality and alignment.



Coffee Break

Sponsor a coffee break in the exhibition area and enjoy prime brand visibility while attendees recharge and network.

- Showcase your company's logo at the catering point for an entire day, putting your brand front and center where attendees gather.
- Maximize your impact by providing branded items, such as napkins or cups, ensuring continuous brand exposure.



Rest and Recharge Area

Create a lasting connection with attendees by sponsoring the Lounge Area—a prime spot for relaxation and networking.

- Feature your company's logo on signage near the lounge with a "Sponsored by..." message for maximum visibility.
- Fully customise the lounge area with your branding, ensuring a prominent presence throughout the event.
- Distribute branded items to attendees, providing a reminder of your company while they enjoy the space.



Mobile App (exclusive)

The Congress Mobile App is an essential tool that enhances attendee engagement with personalized planning features and real-time event updates. It transforms smartphones, tablets, and laptops into interactive tools that enable participants to access congress information, while offering a platform for networking and active participation. The app includes the full scientific program, abstracts, speaker details, participant lists, session ratings/voting, and a personalized scheduler, and is available on both the Apple App Store and Google Play.

Mobile App sponsorship includes:

- Your company name/logo (excluding product logos) on the splash/pop-up screen with a "Supported by" acknowledgement.
- Two push notifications, providing a direct communication to attendees during the event.



Charging Station

Power up your brand by sponsoring a Charging Station at the event! This high-visibility opportunity allows you to leave a lasting impression on attendees by providing a dedicated space for charging smartphones, tablets, and other devices.

- Feature your company name and logo prominently on the Charging Station, ensuring maximum visibility as attendees use it to recharge their devices throughout the event.
- Every time participants plug in their devices, they'll engage with your brand, creating continuous engagement and top-of-mind awareness.



Mini Scientific Program Book Advert

Maximize your brand's visibility with a high-impact advert in the official Final Program, distributed to every registered attendee. This essential guide, containing the event schedule, scientific content, and key information, will be a go-to resource throughout the event.

- Your full-color advert will be prominently displayed in the industry section, targeting an engaged audience of global decision-makers and professionals.
- Your advert will adhere to industry compliance regulations, ensuring professionalism and relevance to the audience.



Registration Confirmation Banner

By partnering with us on this digital marketing opportunity, your brand will be front and center in the inbox of every participant, maximizing your reach and impact.

- The Registration Confirmation Email Banner is an integral part of our Congress's registration process. As soon as participants complete their registration, they will receive a confirmation email, providing them with essential event details.
- This email will also feature a prominent and eye-catching banner space reserved exclusively for the sponsor.

Industry Support Disclosure

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.



Premium App Advert (in carousel, exclusive for Diamond)

Put your brand front and center with a premium splash screen advert in the official Congress Mobile App—an essential tool used by every attendee to navigate the event.

- Your advert will be shown every time someone opens the app, ensuring continuous visibility as attendees plan their event experience.
- With the app downloaded by all participants, your brand gains a mobile presence that travels with them throughout the event.
- Promote your booth, industry session, or special offerings directly to attendees, driving traffic and increasing engagement at your event presence.



App Advert

Maximize your brand's impact with a featured advert in the official Congress Mobile App—an essential tool used by every attendee to navigate the event.

- Your advert will be prominently placed in a dedicated section of the app, ensuring continuous visibility as attendees plan their event experience.
- With the app downloaded by all participants, your brand gains a mobile presence that travels with them throughout the event.
- Promote your booth, industry session, or special offerings directly to attendees, driving traffic and increasing engagement at your event presence.



Video Advert in Registration Kiosk

- Feature your message in the Congress video, alongside speakers promoting their sessions.
- Your company's logo can also be included in the video for added brand visibility.
- Support will be acknowledged with the mention in the video: "Congress Video Supported by (Company name)".
- Final approved videos will be published on the Congress Website, social media channels, and in the email blast to the entire Congress database.



Social Media Package

Leverage the power of Congress's social media to increase your brand's visibility and connect directly with participants and healthcare professionals worldwide!

- Gain exposure to a global audience by sharing your post across the Congress's official social media platforms, boosting your brand's visibility and engagement.
- Engage with participants and healthcare professionals in real time, fostering meaningful connections and increasing awareness of your products or services.
- Collaborate with the Congress organizers to select the optimal time and date for your post, ensuring maximum impact when your audience is most active.



Banner on Website

Boost your online visibility and promote your company to a global audience with a banner advert on the official Congress website. Engage visitors before they even arrive at the event!

- Your banner advert will be prominently displayed on the Congress homepage, seen by thousands of visitors planning their attendance.
- The banner will include a click-through link to your website, driving traffic and fostering greater engagement with your brand.
- Up to 4 companies' adverts will rotate on the homepage, ensuring consistent exposure to site visitors.
- Content will be reviewed by the Congress Program Committee to uphold high standards, with no direct product advertising permitted.



Pre & Post Email Blast to Attendees

Stay connected with participants after the Congress by sending a Pre & Post-Congress Exclusive Mail Blast to registered delegates who have opted to receive promotional material. Coordinate the timing with the Congress Organizer for maximum engagement!

- Enjoy the advantage of an exclusive mail blast tailored specifically for your company, ensuring your message is delivered to all interested participants.
- Reach out to attendees after the event, reinforcing your brand and maintaining engagement.
- Provide your HTML design (adhering to Kenes design requirements) and a preferred subject line to create a compelling message that resonates with recipients.
- The "From" field will feature the Congress Acronym + Year, ensuring your company is recognized in conjunction with the Congress brand.

* In the case where the supporter cannot provide a compliant HTML file, they may provide one PDF/image, which 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.



Push Notifications

Engage directly with Congress attendees to promote your company, booth, or session by sending a custom push notification through the official Congress Mobile App—an exclusive opportunity to capture attention in real-time!

- Reach participants instantly with a personalized message sent directly to their mobile devices.
- Your notification will reach all participants who have opted in, ensuring your message reaches a highly engaged audience at a key moment.
- Work with the Congress organizer to coordinate the ideal date and time for maximum impact.
- The Congress app will be downloaded by most attendees, giving your message wide exposure across the event.



Meeting room

Boost your brand's visibility and connect with key decision-makers by reserving a dedicated hospitality suite or meeting room at the event.

- Host VIPs, conduct meetings, or organize private gatherings in a space designed to suit your specific needs.
- Enhance your room with catering and AV equipment (available at an additional cost) to create a tailored environment for meaningful interactions.
- All hospitality services adhere to industry standards, ensuring a professional and seamless experience.
- Directional signage will guide attendees to your room, maximizing your brand's exposure.



Venue Branding

Additional information about this item will be provided upon request.





Travel Grants

As a trusted partner, the Kenes Group will manage indirect sponsorship for our Congress. The industry will provide educational grants directly to the Kenes Group, which, in collaboration with the Congress Committee, will handle the pre-selection of participants (HCPs).

Educational Participation Grants, regardless of the amount, are greatly appreciated and play a vital role in the success of our Congress.

- Recipients (HCPs) must meet the criteria set by the Committee to apply for a grant. Accepted applicants will be notified directly by the Congress Secretariat.
- These grants are essential in ensuring broad participation and fostering educational growth at the event.



Poster Area

An area dedicated to showcasing traditional scientific paper posters.

Support includes:

- Acknowledgment with signage at the entrance to the Poster area featuring 'Supported by...' and your company logo.



Educational Grant towards Scientific Session

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

Don't hesitate to get in touch with me for further information and booking details, Cristobal Bozdogan, cbozdogan@kenes.com

EMAIL ME

