



THE 16TH INTERNATIONAL CONFERENCE ON
**ADVANCED TECHNOLOGIES &
TREATMENTS FOR DIABETES**

BERLIN

22-25 FEBRUARY 2023, BERLIN, GERMANY



**Industry Manual
Hybrid Version**

Dear Supporter,

We are happy to present you with the **ATTD 2023** Industry Symposia Manual which will take place in **Berlin, Germany on 22 - 25 February 2023**.

Venue address:

City Cube Berlin

Messedamm 26

14055

Berlin, Germany

<https://www.messe-berlin.de>

This manual covers important information and is designed to assist in preparing for your Industry Session. We trust that you will find it helpful and suggest that you read all the information presented. It will take you very little time now and could save you a great deal of time later.

Please forward this manual to everyone who is working on this project.

Exhibitors and Supporters Portal

Each supporter will receive an e-mail with login details to access the Portal. The Portal enables supporters to:

- Submit a company logo and profile
- Submit deliverables as per contract
- Order lead retrievals/scanners

The login details will be sent to the person signing the contract. This person is responsible for passing on the login details to third party if needed.

Access to all Portal services will be available only after submission of your company profile and logo.

Only deliverables as indicated in your contract, should be submitted via the Portal. Items not included in your contract will not be processed.

Lastly, Kenes Group is offering participants and supporters special rates for various hotels in Paris. Information, pictures, location and rates are available on the hotel accommodation page:

[click here](#) or email us at aivanova@kenes.com

Please do not hesitate to contact us for further information or assistance.

We look forward to welcoming you in Berlin and wish you a successful and fruitful conference!

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Section 1: Symposium Related Contact Information

Kenes Contacts:

Conference Organiser

Kenes Group

Rue François-Versonnex 7

1207 Geneva, Switzerland

Tel: +41 22 908 0488

Fax: +41 22 906 9140

Hotel Sales Manager

Anna Ivanova

Tel: +41 22 908 0488 Ext: 292 | E-mail: aivanova@kenes.com

Industry Coordinators

Stephanie Stoyanova

Tel: +41 22 908 0488 Ext: 251 | E-mail: sstoyanova@kenes.com

Aleksandra Sinapova

Tel: +41 22 908 0488 Ext: 217 | E-mail: asinapova@kenes.com

Audio Visual Coordinator

Mike Perchig

E-mail: nest@nest-av.com

Industry Liaison & Sales

Judit Gondor

Tel: +41 22 908 0488 Ext: 531 | E-mail: jgondor@kenes.com

Registration Specialist

Tsvetina Berova

Tel: +41 22 908 0488 Ext. 255 | E-mail: reg_attd23@kenes.com

Product Marketing Coordinator

Jimena Meymar

E-mail: jmeymar@kenes.com

Contractors:

Catering

Catering company details will be shared on a later stage

Onsite Logistic Agent, Material Handling & Customs Clearance Agent

Merkur Expo Logistics GmbH

Mrs Irit Sofer

Mobile: +972-52-8890129

E-mail: irit.sofer@merkur-expo.com

Merkur is the **exclusive** handler inside the venue.

Hostesses & Temporary Staff Hire

Hostesses company details will be shared on a later stage

Section 2: Deadlines Table

Action Item (Please refer to your signed contract)	Deadline	Contact Person
Staff Hotel Reservation	As soon as possible	Anna Ivanova aivanova@kenes.com
Payment of Invoice Balance	Must be received in full one week prior to the Conference	Pazit Hochmitz phochmitz@kenes.com
Virtual Platform Branding	6 weeks prior to the conference	Please send by email in the requested specifications to Industry Coordinators: sstoyanova@kenes.com and asinapova@kenes.com
Waiting Room Branding – Virtual Platform	4 weeks prior to the conference	
Symposium Final Program (onsite and virtual) (for approval by Scientific Committee)	As soon as possible and no later than 6 weeks prior to the conference	Please send by email in the requested specifications to Industry Coordinators: sstoyanova@kenes.com and asinapova@kenes.com
Advertisement inside the Mini Program book	6 weeks prior to the conference	
Promotional E-mail Blast (Exclusive and Joint)	4 weeks prior to the conference	
Text for Push Notifications for Mobile app and Virtual Platform	4 weeks prior to the conference	
Virtual Bag Inserts	4 weeks prior to the conference	
Mobile app adverts	4 weeks prior to the conference	
Onsite Bag Inserts	4 weeks prior to the conference	
Badge Scanner/ Lead Retrieval System 	6 weeks prior to the conference	To reserve your Scanners, please refer to the on-line Exhibitor's Portal
Placing orders for Voting/ 'Ask the Speaker' and other Technology Products and Services 	As early as possible, preferably before Monday, 9th January	Jimena Meymar jmeymar@kenes.com
Hostesses & Temporary Staff Hire	Please directly contact the company	TBA
Catering Services	Please directly contact the catering company	TBA
AV – scheduling Tech rehearsal, placing orders for extra AV for the Sponsored Symposia and AV for Meeting rooms ONSITE	Please directly contact the AV coordinator	Mike Perchig nest@nest-av.com
Shipping & Material Handling Services		
Door to door	Please contact Merkur Expo Logistics	Irit Sofer Irit.sofer@Merkur-expo.com
Airfreight shipments		
Shipment via Advance Warehouse	No later than Wednesday, February 15th, 2023	
Direct to the Venue	February 20th , Subject to time slot only full load trucks	

Symposium Promotion Onsite and Virtual

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

- **Conference banner** 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 symposium, please always indicate on any of your promotional materials **“This session is not included in the main event CME/CPD credit”**
- When promoting your symposium, you are allowed to use the phrase: **“Official symposium of The 16th International Conference on Advanced Technologies & Treatments for Diabetes”**, which will take place in Berlin, Germany 22 – 25 February, 2023

In addition, it is not permitted to use the **ATTD 2023 logo** on any of the symposia materials.

Session Agenda for Onsite and Virtual

The final session agenda should include the following information:

- 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 words.
- Speaker **Photo** – 180x240 px, JPG Format

Please [click here](#) in order to provide above requested information as soon as possible and no later than

6 weeks prior to the conference , if you need any assistance please contact the Industry Coordinators: **Stephanie Stoyanova** at sstoyanova@kenes.com and **Aleksandra Sinapova** at asinapova@kenes.com

If you wish to live stream you session from the Hall to the platform, please contact our Product Marketing Team at jmeymar@kenes.com

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

Virtual Room Branding Package – Relevant only for fully Virtual sessions or in occasion of Live Streaming purchased.

The price for all four elements is **2500 EUR + VAT**, if you want to include it, please contact sstoyanova@kenes.com and asinapova@kenes.com

1. Waiting Room Branding

Applicable for pre-recorded with live Q&A and pure live session formats.

This is the first slide participants will see when entering the session virtual room, while waiting for the symposium to begin (the virtual room is accessible 5 min prior to the start time of the session).

Specifications: MP4, 1920x1080, up to 5 mins

[Click here](#) to view example.

2. Live Q&A Video

Applicable only for pre-recorded with live Q&A session format

This slide will be shown when switching from the pre-recorded presentation/s to the live Q&A segment of the session, to avoid seeing a black screen during this transition.

Specifications: MP4, 1920x1080, up to 5 mins

[Click here](#) to view an example.

3. “Thank You” Slide (End of Session Slide)

Applicable for pre-recorded with live Q&A and pure live session formats.

This slide will be shown at the end of the session following the Q&A segment, and can be used to refer the audience to your booth or company website etc. (Note: **the slide is not clickable**)

Specifications: 1920/1080 pixels, JPEG

[Click here](#) to view an example.

4. Company logo

Applicable for pre-recorded with live Q&A and pure live session formats.

This logo will be shown on the top right corner of the video player.

Specifications: 32 x 32 pixels, PNG/JPEG

The files for virtual room branding should be sent by e-mail to the Industry Coordinators: **Stephanie Stoyanova** at sstoyanova@kenes.com and **Aleksandra Sinapova** at asinapova@kenes.com **4 weeks prior to the conference.**

Session Attendance Tracking for Virtual Platform:

Each supporter will receive the contact details of participants who clicked on the session and agreed to share their details (First name, last name, and e-mail).

Two reports will be shared: one immediately after the Conference, and the second report will be shared 3 months after the Conference.

Section 5: PROMOTIONAL ITEMS

This section includes guidelines which will assist you to prepare promotional items related to your industry sessions, however, **kindly refer only to the relevant items in accordance with your sponsorship agreement.**

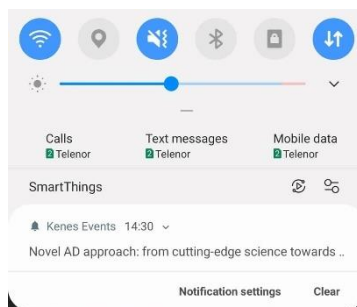
Guidelines to follow when creating your promotional items and content:

- When creating adverts for **mobile app, program book and mailshots** is allowed to promote product, symposia, or company promotion. Only when promoting symposia please add the following text inside: ***This session is not included in main Congress CME/CPD credit***
- When creating adverts for External and Internal lobby flags in the virtual platform is allowed to promote symposia or company promotion. Only when promoting symposia please add the following text inside: ***This session is not included in main Congress CME/CPD credit***

1. Virtual Platform or Mobile App Push Notification

For supporters entitled to a push notification as per their signed contract, kindly submit the text **4 weeks prior to the conference** to stoyanova@kenes.com and asinapova@kenes.com according to below guidelines:

- Message Title – Maximum **75 characters** including spaces
- Message body - Maximum **140 characters** including spaces
- Preferred date and exact local time, please coordinate with your industry coordinator
- *Note the final schedule will be determined closer to the conference, considering other push notifications.
- **Push notifications will be sent out during breaks in order not to disturb the participants who are inside the halls.**



2. Mobile App Advert

For Supporters sponsoring the App please send via email to sstoyanova@kenes.com and asinapova@kenes.com

Deadline: 4 weeks prior to the conference.

File format: PNG or JPG (up to 2 MB)

Size: **1500 x 2000px**

We recommend avoiding using small text, so the advert could be readable when displayed on a mobile screen.



3. Virtual Platform - Internal lobby logos/flags, external lobby flags

Specs will be provided upon request and customized based on the allocation.

Deadline: 6 weeks prior to the conference

🎯 **Tip: Keep your file catchy, clear and concise! Try to avoid letters, use large logo...**

Due to compliance, it is not allowed to include a **Product logo** in the external lobby flags or internal lobby banners and logos.

This can be done in the Exhibition area if you have a flag or banner there.

In **internal lobby and external lobby** just brand logo is allowed: The company **Brand name** i.e.: Pfizer, Novartis, Teva)

Product logo (actual product/medicine name itself) may appear in the Exhibition area (Industrial area) if you have advertisement space there.

4. Mini Program Book Advertisement

For Sponsors entitled to adverts in the printed program book as per their signed contract, please submit the file by e-mail to the Industry Coordinators: Stephanie Stoyanova and Aleksandra Sinapova at sstoyanova@kenes.com and asinapova@kenes.com no later than **6 weeks prior to the conference** one of the following formats at a resolution no less than 300 dpi: EPS, Illustrator, JPG or PDF.

Printing space: 200 mm x 100mm; please prepare 3mm bleed space from all sides for printing.

Diagram for printing will follow up shortly.

5. Virtual Bag Inserts

The bag insert should be in PDF format and not should not exceed **2 MB**.

When promoting your Symposium, please include the following disclosure: *This session is not included in main conference CME/CPD credit*

Please submit the **final artwork** no later than **4 weeks prior to the conference** by e-mail to the Industry Coordinators: **Stephanie Stoyanova** and **Aleksandra Sinapova** at sstoyanova@kenes.com and asinapova@kenes.com

6. Onsite Bag Inserts

Bag inserts are to be printed and delivered by the supporter. Should you be entitled to a bag insert as per your contract, please follow the below procedure:

Please submit the **final artwork** (prior to printing) for approval no later than **4 weeks prior to the conference** via email to sstoyanova@kenes.com and asinapova@kenes.com

The bag insert should not exceed a double side of standard A4 dimensions.

When promoting your Symposium, please include the following disclosure:

This session is not included in main conference CME/CPD credit

A quantity of **TBA** inserts is requested. We recommend checking the latest registration numbers with the Industry Coordinator, before printing.

Bag inserts must arrive at the advanced warehouse **no later than February 15th** to be included in the Conference bags.

Important Notes Regarding Shipping of Bag Inserts:

- Bag inserts must arrive at the advanced warehouse **no later than February 15th** to be included in the Conference bags.
- **Merkur** is the official logistic agent for the **ATTD 2023 Conference**. To assure the safe and timely arrival of your inserts, we strongly recommend sending the inserts via **Merkur warehouse** (fees will incur). Further details can be found in the in the **Shipping Instructions (coming out soon)**
- Packages should be labeled (Green Label) with the supporting company name, name of the responsible person (who will be onsite), and the name and date of the event. Please also make sure to state 'Bag Inserts' on all packages.
- Supporters may deliver the Inserts directly to the venue door. Please note that all materials entering the venue incur a handling charge (including bag inserts and display items). No other company is permitted to deliver operate, and handle goods inside the venue.
- Any deliveries made directly to the venue without going through the official logistics agent, will be at the supporter's own risk. If they do not arrive on time or are mislaid, the conference organizers and official logistics agent will not take any responsibility.

7. Promotional Email Blast – Exclusive

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** to **Stephanie Stoyanova** and **Aleksandra Sinapova** at sstoyanova@kenes.com and asinapova@kenes.com no later than **4 weeks prior to the conference**.

** 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.*

7. Post Conference Email Blast - Exclusive

The exclusive e-mail blast will be sent out to pre-registered participants who have agreed to receive promotional material from supporters.

Please advise us the exact launch date of the Post Conference E-mail Blast **4 weeks prior to the conference**.

[Click here](#) to download the design requirements. These guidelines should be forwarded to your web-designer/programmer.

Please send the required file(s) to the Industry Coordinators **Stephanie Stoyanova** and **Aleksandra Sinapova** at sstoyanova@kenes.com and asinapova@kenes.com along with the **subject line**.

8. Joint E-mail Blast

For the joint e-mail blast, please prepare two files according to the following specifications:

- 1 Banner/Image Format: **JPEG; Width: 300 pixels Height: 250 pixels**
- 1 PDF (to be linked to the banner/image mentioned above) or any hyperlink of your choice

Please send the required file(s) to the Industry Coordinators: **Stephanie Stoyanova** and **Aleksandra Sinapova** at sstoyanova@kenes.com and asinapova@kenes.com no later than **4 weeks prior to the conference**.

The exact launch date of the joint e-mail blast will be advised closer to the Conference. It will be sent out to the preregistered participants who have agreed to receive promotional material from supporters.

Section 6: Miscellaneous Information

Wi-Fi

Free Wi-Fi will be available at the Conference venue. Please be aware that public Wi-Fi capacity is limited. Therefore, it is restricted to email and web browsing activity. Should you require Wi-Fi or an internet line during your symposium, please let us know in advance and we will send you a quote.

Contact person:

Stephanie Stoyanova and **Aleksandra Sinapova** at sstoyanova@kenes.com and asinapova@kenes.com

Meeting Rooms / Hospitality Rooms

Supporters interested in renting a meeting room during **ATTD 2023 Conference** should contact Industry Liaison & Sales, **Mrs. Judit Gondor** at: jgondor@kenes.com

Waste Disposal

Please note that it is the supporter's responsibility to leave the symposium session hall in a clean and tidy manner once your symposium has finished. Any items such as leaflets, banners, roll-ups must be removed from the hall at the end of your session. Any discarded waste, including promotional material, left behind will be removed by the Conference organizers at the expense of the supporter concerned.

Onsite Badges

Each supporter is entitled to 10 Symposium badges which allow access to the supporter's symposium only (Individual names will not appear on the badges). Symposium badges can be collected 2 hours prior to the session from the Registration Desk and should be returned to the desk after the session ends.

Catering

TBA

Hostesses & Temporary Staff Hire

TBA

Section 7: Badge Scanner/Lead Retrieval System

Lead Retrieval Wireless Barcode Readers can be a helpful tool for receiving contact information about participants who attend your symposium. Barcode readers may be rented in advance via the Exhibitors' Portal no later than **6 weeks prior to the conference**.

The Mini Scanner

- Quickly capture lead information by scanning the barcode on attendees' badge
- Cost per license - **€ 600 + 4% credit card charges**
- Fast Track option with no editing capabilities.
- **No device** is included

Please Note:

- Considering the new data protection regulation recently enacted in Europe, Kenes Group has updated its privacy policy. You can view our updated privacy notice [here](#).
Kenes will not share delegates' personal data with third parties without their consent.
Please note that similar to sharing a business card, presenting a delegate badge for scanning at exhibition booths or industry symposia constitutes an expression of consent to share their personal details with the company that is scanning their badge so that the company may contact them in the future.
- The barcodes on the delegates' badges contain contact information as supplied by the delegate or the agency responsible for the registration process of the delegate. We regret that in some cases, as when group registration is completed by a company, we may not be in possession of the full contact details.
- In addition, please note that neither Kenes Group nor the Organizing Committee is responsible for the content of the information.

In order to reserve your Mini Scanner, please log into the Kenes Exhibitors' Portal <https://exhibitorportal.kenes.com>

If further assistance is required to place your order, or you have not received your login details please contact the Exhibition & Industry Coordinators, **Stephanie Stoyanova** and **Aleksandra Sinapova** at sstoyanova@kenes.com and asinapova@kenes.com

Section 8: Innovative Products for Industry Symposia Onsite

Maximize your Participant Experience - Use our innovative technologies for your Symposium

Kenes is proud to deliver a wide variety of quality onsite technology products and services. We offer:

- **Live Streaming** and many more products designed for capturing and recording symposium content.
- **Voting, Evaluations,** and more products designed for increasing participant's interaction during symposium sessions.
- **Translation services in any language:** We can provide the traditional solution with local interpreters and hiring headphone receivers. Alternatively, we offer *app translation* with remote interpreters. In this case the participants stream the translation through an app on their smartphones.

We also provide tailor made customized solutions – [contact us](#) to make it happen!

For more onsite products opportunities and price quotes - [Click Here](#)

PLEASE NOTE: All product solutions are offered exclusively by Kenes Group.

Please contact us to discuss your needs and our relevant solutions.

Please submit your order by **Monday, 9th January**. Orders received after the deadline will incur rush fees.



Section 9: Shipping Instructions

Kindly note that *Merkur Expo Logistics GmbH* is the sole official on-site agent nominated by *Kenes Group* to handle all in/out shipments arriving to this Conference.

Contact details:

Merkur Expo Logistics GmbH

Mrs. Irit Sofer

Mobile: +972-52-8890129

Email: irit.sofer@merkur-expo.com

Range of services:

- Transport, national or international
- Temporary or permanent customs clearances
- Coordination of deliveries, delivery time slot management
- Unloading, delivery to the hall/exhibition-stand, forklifting
- Storage of empty boxes and crates during the event
- Accessible storage for brochures and give-away items during the event
- On-site assistance and supervision

The shipping instructions at the end of this manual are provided to assist with your preparation for the correct and timely dispatch of materials to the Conference. Please follow the instructions closely.

The shipping instructions includes:

- Shipping Instructions
- Tariff
- Material Handling Form
- Shipping Labels

In order to follow up your shipment and to confirm arrival on time, we kindly ask you to provide the official shipping agent with the following information prior to shipping:

- Number of pieces (pallets, boxes, cartons, etc.)
- Way of transport (road freight, courier services, airfreight, ocean)
- Airway bill number

Supporters may choose to use their own services to deliver their goods to the venue door. However, no other company is permitted to deliver, operate, and handle goods inside the venue.

Merkur has the responsibility of receiving and handling all materials for a fee as published on the “Tariff” section at the end of this manual. Handling rates are based on the incoming weight of shipments.

***Merkur Expo Logistics* must receive the payment before forwarding freight.**

In order to receive a price quote for handling and to assure arrival of your materials, please be sure to complete the “Pre-advice” form included in the shipping instructions.

Shipments sent directly to the venue prior to Monday, 20th February will be refused by City Cube Berlin

Insurance of Goods

All cargo should be insured from point of origin.

To view the **full ATTD 2023 Conference Shipping Instructions**, including Tariffs, Material Handling please select the relevant links:

- **Shipping Instructions (coming out soon)**

Please Note: All advanced shipments and deliveries to the Merkur warehouse, including by courier, must be coordinated with Merkur Expo Logistics.

For any questions/clarifications, please contact:

Merkur Expo Logistics

Contact: Mrs Irit Sofer

Mobile: +972-52-8890129

E-mail: irit.sofer@merkur-expo.com