



Advanced Technologies  
& Treatments for Diabetes

# THE 18TH INTERNATIONAL CONFERENCE ON ADVANCED TECHNOLOGIES & TREATMENTS FOR DIABETES

19-22 MARCH 2025, AMSTERDAM, THE NETHERLANDS



# GLOSSARY SPONSORSHIP ITEMS

[attd.kenes.com](http://attd.kenes.com)

# PROMOTIONAL ITEMS PRESENCE

# 1

## SYMPOSIA

- Opportunity to organise an official non-CME Industry Session (Program subject to the approval by the Conference Committee).
- It includes hall rental, standard audio/visual equipment, and display table.
- Permission to use the phrase “Official Symposium of the ATTD 2025 Conference”.
- Sponsored Symposia Programs will be included in a designated industry section.
- Industry sessions will be clearly indicated in the meeting timetable/Program 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.
- Time Slots: allocated on a first-come, first-served basis

PLENARY - 90 MINUTES

PARALLEL - 90 MINUTES

PLENARY MORNING - 50 MINUTES

**PLEASE NOTE!** ATTD 2025 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 expenses 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 prior travel arrangements independently. MedTech/EFPIA regulations will be considered if applicable.

## RECORDING OF SYMPOSIUM + VOD

Allow online attendees access to your symposium through our Recording and Video-On-Demand (VOD) service. Capturing the essence of your sponsored session at ATTD, we offer to preserve and showcase your invaluable insights on Unlok, ATTD's official education platform.

Please note that live streaming is not included but can be purchased separately.

# PROMOTIONAL ITEMS VISIBILITY

# 2

## ATTD BREAKTHROUGH OUTCOMES AWARD

We recognise the value and significance of ongoing diabetes innovation. Therefore, ATTD will present an outstanding individual with the Award. Supporter of the award will receive outstanding benefits.

- €10,000 prize to Awardee
- Announcement on ATTD closing ceremony
- Page on the official ATTD website
- Dedicated page in Unlok, ATTD's online education platform
- Mailshot promotion to the database
- Advertisement in the program book
- Push notification in the app
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application, and with signage during the event.

## ATTD RUN IN AMSTERDAM

Join us for the Sponsored Run during ATTD in Amsterdam, raising awareness for diabetes management. Lace up and hit the streets, supporting a healthier lifestyle for those affected. Your participation funds vital initiatives for diabetes education and support. Plus, participants will receive a t-shirt featuring your company logo, and we will acknowledge your support in all run related publications.

Let's run for a brighter future together!

## 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 program, 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-time display of company's logo at the catering point located in 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 program guide, on the event website, mobile application and with signage during the event.

## DIGITAL WORLD MAP / LIST OF PARTICIPANTS

Unlock global connectivity with our Interactive World Map. Participants can seamlessly navigate attendee information by country, offering a unique way to engage and connect with the conference audience. Your brand prominently displayed ensures maximum visibility and impact, showcasing your commitment to innovation.

## DUTCH DELIGHTS KIOSK

Treat our participants to a culinary experience at our 2-hour food service, located in the heart of the exhibition area. Branded kiosks will be showcasing your company logo.

## NEW! DIGITAL PHOTO ALBUM

Introducing our Digital Photo Album service! Our in-house AI system recognizes conference participants in daily photos. At day's end, they receive a personalized email album, branded with the sponsor's logo, featuring their captured moments. Elevate conference memories effortlessly with our innovative solution.

## NEW! BAG PICK UP STATION

Stand out at our conference by being the exclusive supporter of the conference bag pick up station. Design a large advertisement to bring attention to your brand and send a hostess to engage attendees and drive traffic to your symposium and booth.

## NEW! REGISTRATION CONFIRMATION BANNER

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

The Registration Confirmation Email Banner is an integral part of our Conference'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.

## LOUNGE AREA - EXHIBITION

A Lounge area with tables and electricity will be available at the exhibition area for all participants.

- Large company branding on signage at the lounge
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

## MOBILE APP ATTD 2025

The Congress Mobile App engages attendees with personalized 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 program, abstracts, speakers' information, participants' list, the rating/voting system for sessions and speakers, and a personalized 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 program guide, on the event website, mobile application and with signage during the event.

## PRE-CONFERENCE VIDEO PROMOTION

Sponsors will have the opportunity to have a dedicated webpage on the official Conference Website, including a video of up to 4 minutes in length.

- Opportunity for sponsors to connect with attendees before the Conference days and create anticipation with a pre-event promotional video/webpage hosted by Conference organizers.
- Product advertising is not permitted.

## RAI AMSTERDAM BRANDING

Opportunity to place your advertisement across the venue, showcasing your support of ATTD 2025. For further details, please contact the ATTD Industry Liaison: Judit Gondor [jgondor@kenes.com](mailto:jgondor@kenes.com)

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

## SEATING CUBES

The Seating Cubes 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 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 program 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 program guide, on the event website, mobile application, and with signage during the event.

GET IN  
TOUCH

Should you be interested in receiving further information or wish to book, please get in touch with the ATTD Industry Liaison:

Judit Gondor  
[jgondor@kenes.com](mailto:jgondor@kenes.com)

# PROMOTIONAL ITEMS ADVERTISE

# 3

## ADVERT - ATTD FINAL PROGRAM

Full page colour advertisement in designated section of the Final Program.

- The Final Program will contain the timetable, information about the scientific program and other useful information. It will be distributed to all registered participants in the bags.
- The advertisement will be printed in the designated industry section of the program, according to compliance regulations.

## BAG INSERT

Promotional material (up to 4-page insert, A4 flyer) will be included in the bags.

- Material should be provided by the Supporter and approved by the Secretariat.
- Supporters' product information will be available for all participants.
- The distribution arrangement will be advised.

## E - ADVERT - ATTD 2025 APP

- Gain additional exposure for your company, industry session or booth by advertising it in a designated section of the Mobile App.
- The Conference Mobile App will be available for all participants who download the app.

## PROMOTIONAL MAILSHOT - PRE/POST CONFERENCE

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 Conference 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 Conference. "From" field will be Conference Acronym + Year.
- **Joint:** Mail blast will be shared with 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/Organizer.

In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the Conference 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.

## PUSH NOTIFICATION (APP)

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

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

## SOCIAL MEDIA POST

- Increase your reach and connect with participants and other HCPs by using the Conference 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 Conference organisers.



# EDUCATIONAL ITEMS

## ATTD 2024 YEARBOOK

- Supporter's logo on the back page of the cover of the Yearbook.
- Company Banner with hyperlink on Yearbook webpage.
- Full page colour advertisement in the Final Program, promoting the Yearbook and acknowledging that the Yearbook is supported by the Company.
- A bag insert in the Conference Bags, promoting the Yearbook and acknowledging that the Yearbook is supported by the Company.
- Company logo on the Conference mailshots announcing the Yearbook.
- Acknowledgement on-site as Yearbook supporter.
- Support will be recognised in the Industry Support and Exhibition section of the program, on the event website, mobile application and with signage during the event.

## EDUCATIONAL GRANT

Grants play a vital role in advancing the success of ATTD. Whether they're general grants or specific contributions toward scientific sessions or the Tech Fair, they significantly enhance the event's impact.

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

## E-POSTER AREA

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

# EDUCATIONAL PARTICIPATION GRANT

As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for ATTD 2025. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group together with the Conference Committee will be responsible for participants (HCPs) pre-selection. Recipients (HCPs) will need to fulfil the criteria specified by the Committee in order to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the Conference Secretariat.



## GRANT BREAKDOWN

**REGISTRATION**

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**ACCOMMODATION (3 NIGHTS)**

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**TRAVEL REIMBURSEMENT (REGIONAL)**

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**TRAVEL REIMBURSEMENT (INTERNATIONAL)**

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**TRAVEL REIMBURSEMENT (THE NETHERLANDS)**

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**MANAGEMENT FEE 15%**

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**GET IN  
TOUCH**

To request a grant or further information, please contact the Industry Liaison:

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