

Online Prospectus



PSYCHIATRY
AND MENTAL
HEALTH: GLOBAL
INSPIRATIONS,
LOCALLY RELEVANT
ACTION

19TH WPA WORLD CONGRESS OF PSYCHIATRY LISBON, 21-24 AUGUST, 2019

www.wcp-congress.com/2019

In partnership with:



SAVE THE DATE



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).

You will benefit from outstanding advantages linked to your support category.

| BENEFIT | PREMIUM | MAJOR | MAIN | GENERAL |
|---|------------------|------------------|------------------|---------|
| Congress Registrations | 10 | 8 | 6 | 4 |
| Advertisement in the Final Program | Inside Full Page | Inside Full Page | Inside Full Page | |
| Supporter's logo with the hyperlink on the Congress website | ✓ | ✓ | ✓ | ✓ |
| Supporter's logo in the program | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement on Supporters Board on-site | ✓ | ✓ | ✓ | ✓ |



Participation Statistics & Society Info

WCP 2019 aims to:

- To bring together the world's scientific experts to catalyze and advance scientific knowledge about Psychiatry, present the most recent research findings, promote and enhance scientific collaborations around the world.
- To bring together community leaders, scientists, and policy leaders to promote and enhance programmed collaborations to more effectively address regional, national and local responses to Psychiatry around the world and overcome barriers that limit access to prevention, care and services.

Industry Benefits of Supporting WCP 2019

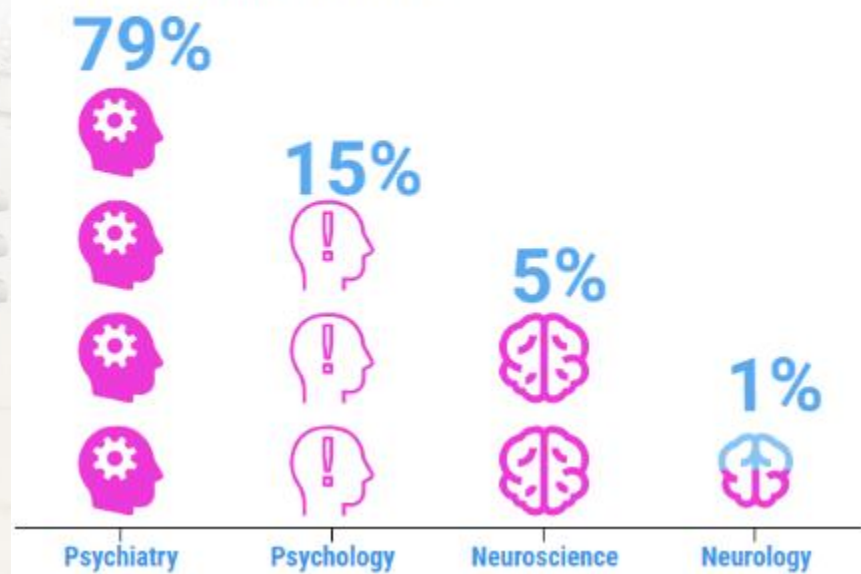
- Promotes cutting-edge scientific research
- Offers a unique opportunity to exchange ideas with renowned professionals from across the world
- Provides an ideal networking forum
- Offers unique exposure to worldwide markets

WPA DEMOGRAPHICS

Demographics from WPA Thematic Congress held in Melbourne February 2018, and World Congress of Psychiatry in Mexico City September 2018:

WPATC – Innovation in Psychiatry – MELBOURNE

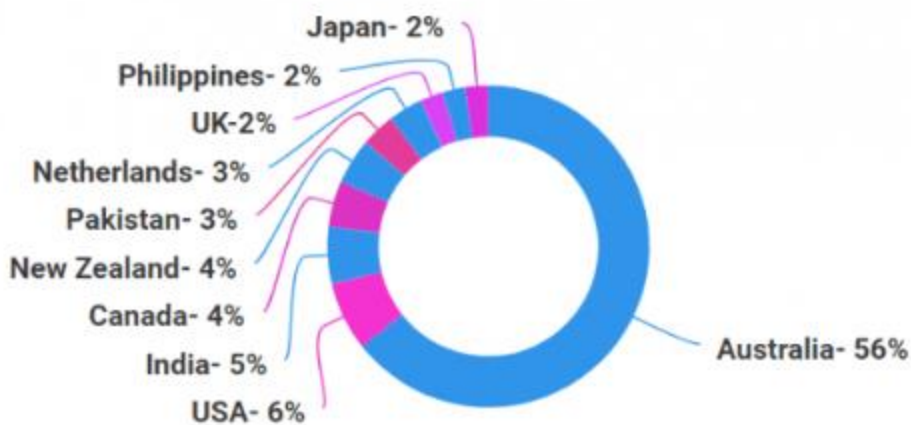
Participants by Professional Interest



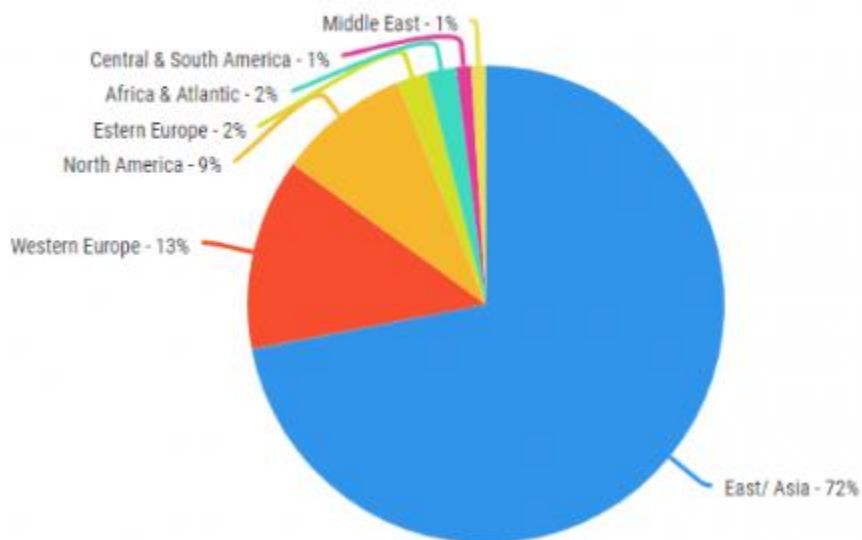
Participants by Professional Role



TOP 10 Countries

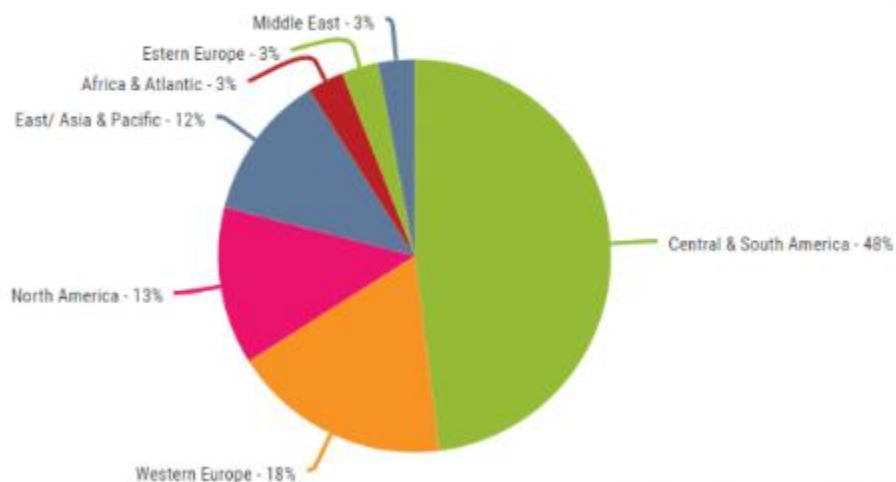


Participants by World Regions



WCP 2018 – World Congress of Psychiatry – MEXICO

Participants by World Regions



Participants by Professional Interest

87%



8%



3%



1%



1%



Psychiatry

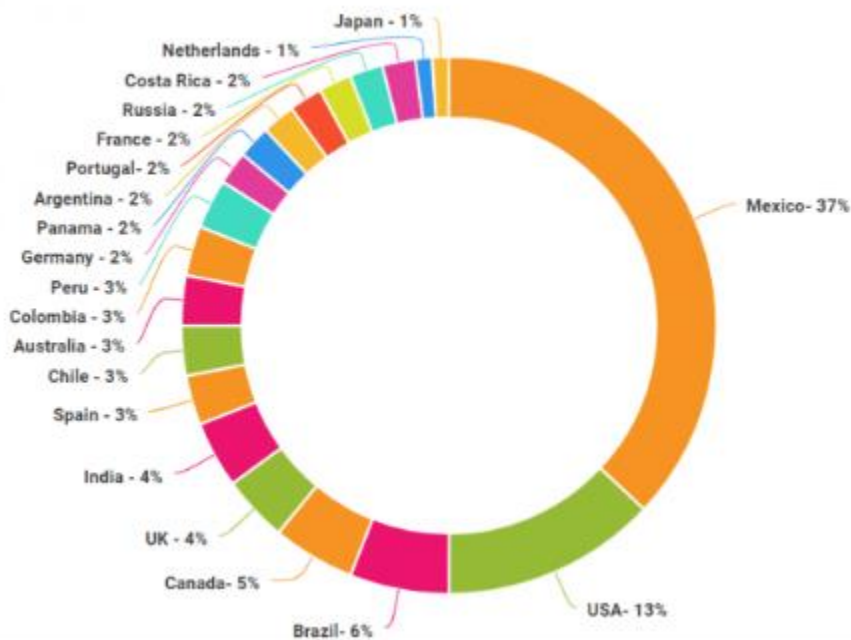
Psychology

Neuroscience

Neurology

Pharmacology

TOP 20 Countries



Participants by Professional Role





Educational Opportunities

Medical education plays an important role in the quality of healthcare delivered across the globe. By providing an educational grant in support of the educational opportunities below, you are making a vital contribution to these efforts.

All educational grants are managed in compliance with relevant accreditation and industry compliance criteria. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. No promotional, commercial, or advertising materials may be included in the following opportunities. All support will be disclosed to participants.

EDUCATIONAL GRANT



Independent educational grants, dedicated to the educational mission of the Annual Congress, are appreciated and important to the Congress success.

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

EDUCATIONAL GRANT IN SUPPORT OF EXISTING SCIENTIFIC SESSION



Educational Grant in support of an Existing Official Session accepted or invited by the Scientific Committee and supported by a grant from the industry.

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

EDUCATIONAL PARTICIPATION GRANT



Educational Participation Grants of any amount are appreciated and important to the success of the event. Recipients will need to fulfil the criteria specified by WCP 2019 in order to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the WCP 2019 Secretariat.

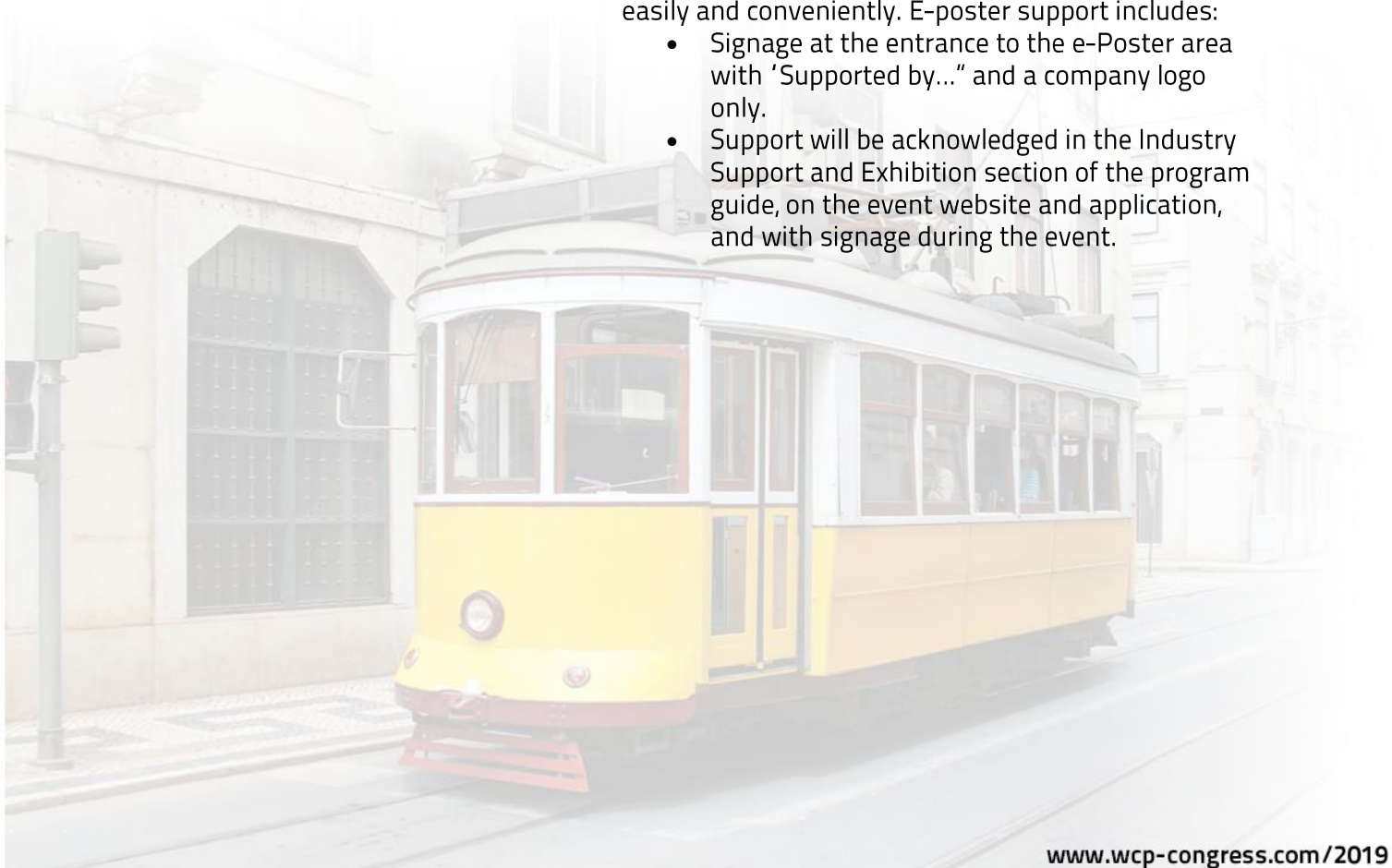
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

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



MOBILE APPLICATION



The Congress App engages attendees with personalized planning tools and real-time event updates. The App transforms smartphones, tablets, and laptops into tools for active congress participation and makes it easy for participants to access congress information to connect with speakers and colleagues. The App includes the scientific program, abstracts, speaker information, participant lists, 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.

Congress App sponsorship 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 and application, and with signage during the event.

LIVE STREAMING



The ability to live stream the session and/or symposium. This new tool will broaden the audience of the session/symposium.

****For more information please contact the Sponsorship and Exhibition Sales Specialist – Carolina Groenendal at cgroenendal@kenes.com**

WEBCAST OF SYMPOSIUM



The ability to attend all Congresses, or alternatively, all Congress sessions, is virtually impossible for the busy medical professional. Therefore there is a growing need to share knowledge and learning opportunities beyond the dates of the actual event and high-quality webcasting helps meet this substantial educational need.

Materials are saved locally, but at the same time, can be distributed over the web to viewers around the world via a robust cloud server. Viewers can access the broadcasts using PCs, tablets or smartphones live (as streamed video) or later, on-demand as a webcast.

Kenes offers two types of webcasting options:

- Video includes a video screen of the speaker/presenter during the session, PowerPoint slides (in sync with the speaker), and audio
- Digital Imaging includes PowerPoint slides with audio
 - Support will be recognized on the home screen with "Supported by..." and a company logo only.
 - Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Please note that it is the Exhibitors'/Supporters' responsibility to comply with the local authority's regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) www.efpia.org, Medtech Europe (represents Medical Technology Industry) and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the promotion of medicines. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the rules and regulations will not expose the Organiser to any suits, demands by the Exhibitor/Supporter or any other third party.

SPECIAL REQUESTS

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.

ACKNOWLEDGEMENTS

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

***All pictures are illustrations only.**

Promotional & Advertising Opportunities

Promotional Opportunities

PARALLEL SPONSORED SYMPOSIUM (non-CME Industry Session)



Opportunity to organise an Official Non-CME Industry Session in a Parallel Hall, up to 90 minutes (Program subject to the approval by the WCP Committee).

- Includes hall rental, standard audio/visual equipment, and display table.
- Permission to use the phrase 'Official Symposium of the WCP 2019 Congress'.
- Sponsored Symposia Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).
- Time Slots: allocated on a first come, first served basis.
- Industry sessions will be clearly indicated in the congress timetable/Program as: 'Industry Session' not included in the main event CME/CPD credit offering"
- The supporting company, in addition to the support fee, must cover all speakers' expenses, including registration fees, accommodation and travel expenses. This also applies in the case where the Sponsored Symposium/Workshop speakers have already been invited by the Congress.
- Lunch will not be provided and supporting companies are encouraged to offer lunch during its symposium. Lunch box options can be requested to Secretariat.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

MEET THE EXPERT SESSION



Opportunity to organise an Official Non-CME Meet the EXPERT Session in a Parallel Hall, up to 60 minutes (Program subject to the approval by the WPA Committee).

- Includes hall rental, standard audio/visual equipment, and display table.
- Permission to use the phrase 'Official Meet the Expert Session of the WCP 2019 Congress'.
- Meet the experts session's program will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).
- Time Slots: allocated on a first come, first served basis.
- Industry sessions will be clearly indicated in the congress 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 of the program guide, on the event website and application, and with signage during the event.
- The supporting company, in addition to the support fee, must cover all speakers' expenses, including registration fees, accommodation and travel expenses. This also applies in the case where the Sponsored Symposium/Meet the expert speakers have already been invited by the Congress.



CONGRESS LANYARDS



Opportunity to place company logo on the lanyards. The Organizing 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 program guide, on the event website and application, and with signage during the event.

CHARGING KIOSK



Branded Charging Kiosk for multiple devices, including smart phones and tablets. It's a great way to leave a lasting impression on the congress delegates.

- Opportunity to brand the Charging Kiosk with your company name and logo.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

SPEAKERS READY ROOM



Facilities will be available at the Congress location 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 program guide, on the event website and application, and with signage during the event.

WIFI 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.

An initial branded splash screen will bear the supporter's logo and company name. Supporters of this piece of technology will receive strong visibility during the meeting.

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

CONGRESS NOTEPADS & PENS



Supporter will provide funding for the Notepads & Pens for the participants.

- Notepads & Pens will bear the WCP 2019 and the Supporter's company logo and will be distributed in the participants' Congress bags*.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

**if applicable*

CONGRESS BAGS



Supporter will provide funding of the Congress 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 program guide, on the event website and application, and with signage during the event.

INTERNET AREA



There will be an Internet Area equipped with workstations where attendees may check e-mails. Your company's logo will be prominently displayed.

- Signage near the area with 'Sponsored by...' and a company logo.
- Opportunity to display company logo on screen background, screen saver.
- Opportunity to brand area with your own carpet.
- Opportunity to provide branded paper, mousepads.
- Opportunity to distribute branded items.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

HOSPITALITY SUITES / MEETING ROOMS



An opportunity to hire a room at the Congress 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.



COFFEE BREAKS



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

BRANDED SEATS

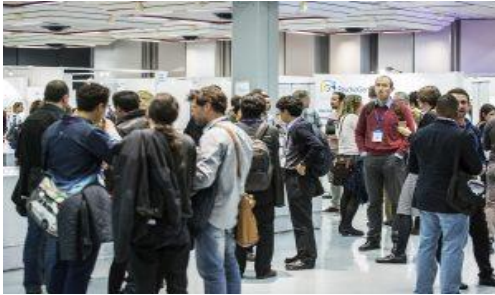


The branded Seating Cubes or Festival Chairs are stylish and informal. This multipurpose cardboard stool can be customized to match whatever theme you have chosen for your event. The design is subject to approval of the Secretariat and must follow all compliance regulations.

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



WELCOME RECEPTION / NETWORKING EVENT



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 and application, and with signage during the event.

Advertising Opportunities

FINAL PROGRAM



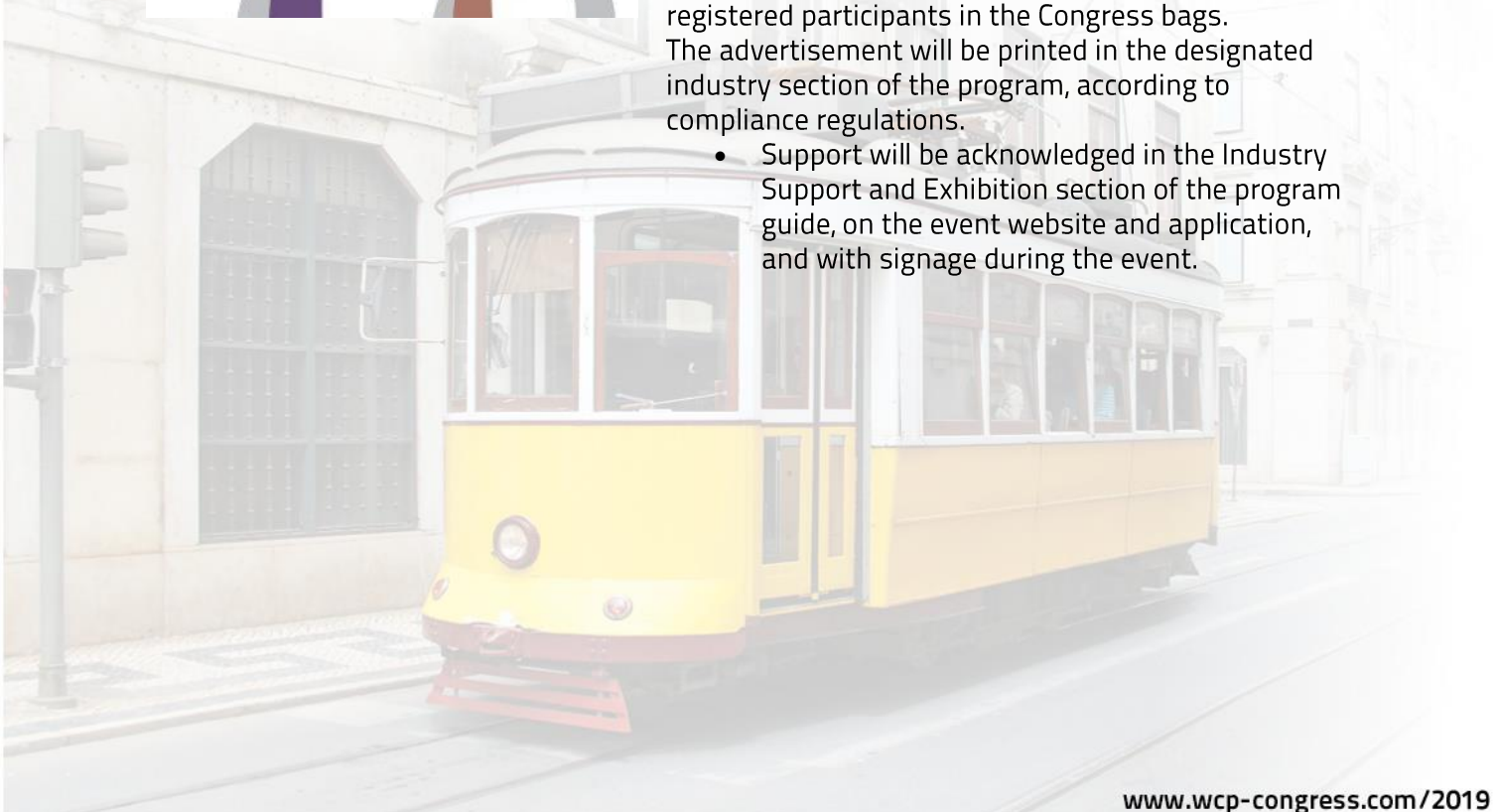
Opportunity to place an advertisement in the Final Program of the Congress.

Options vary from: Full inside page color/Inside back page/back page (different pricing) 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 Congress bags.

The advertisement will be printed in the designated industry section of the program, according to compliance regulations.

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



PROMOTIONAL MATERIAL



Promotional material (up to 4-page insert, A5 flyer) will be included in the Congress bags* or in the display racks.

- Material should be provided by the Supporter and approved by the Secretariat.
- Supporters' promotional information will be available for all Congress participants.
- The distribution arrangement will be advised.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

**if applicable.*

PROMOTIONAL MAILSHOT - EXCLUSIVE OR JOINT



Gain additional exposure for your Symposium, company or exhibition booth by sending out a Mail Blast to the preregistered delegates who have agreed to receive promotional material at a date and time coordinated with the Congress Organizer.

- **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 WCP 2019.
- **Joint:** Mail blast will list all supporting companies according to the support level. Each company will have a section of approximately 150 words. Design will be provided by Organizer.

* 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. Content received after the deadline may be processed for an additional fee of € 500.

APP PUSH NOTIFICATION

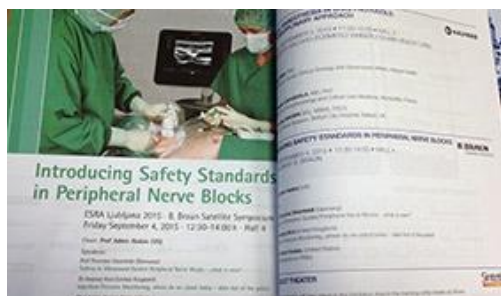


1 'push notification' * sent to all participants** onsite through the mobile app – to be coordinated with Congress Organizer

*(Only available for companies that have an industry symposium or Meet the Expert session)

** (Only for those who have accepted to receive such information)

MINI PROGRAM



- Support will be acknowledged on the inside back cover as: "Supported by..." and a company logo only.

Please note that it is the Exhibitors'/Supporters' responsibility to comply with the local authority's regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) www.efpia.org, Medtech Europe (represents Medical Technology Industry) and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the promotion of medicines. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the rules and regulations will not expose the Organiser to any suits, demands by the Exhibitor/Supporter or any other third party.

SPECIAL REQUESTS

Tailored packages can be arranged to suit your objectives. Please, contact Carolina Groenendal at cgroenendal@kenes.com to further discuss your needs.

ACKNOWLEDGEMENTS

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

*All pictures are illustrations only.

All About Exhibition

Space Only Rental (min.12sqm)

That includes:

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

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 as an Exhibitor prior to the Congress
- Listing and profile in designated industry section of the Final Program



Shell Scheme Rental

That includes:

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

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.

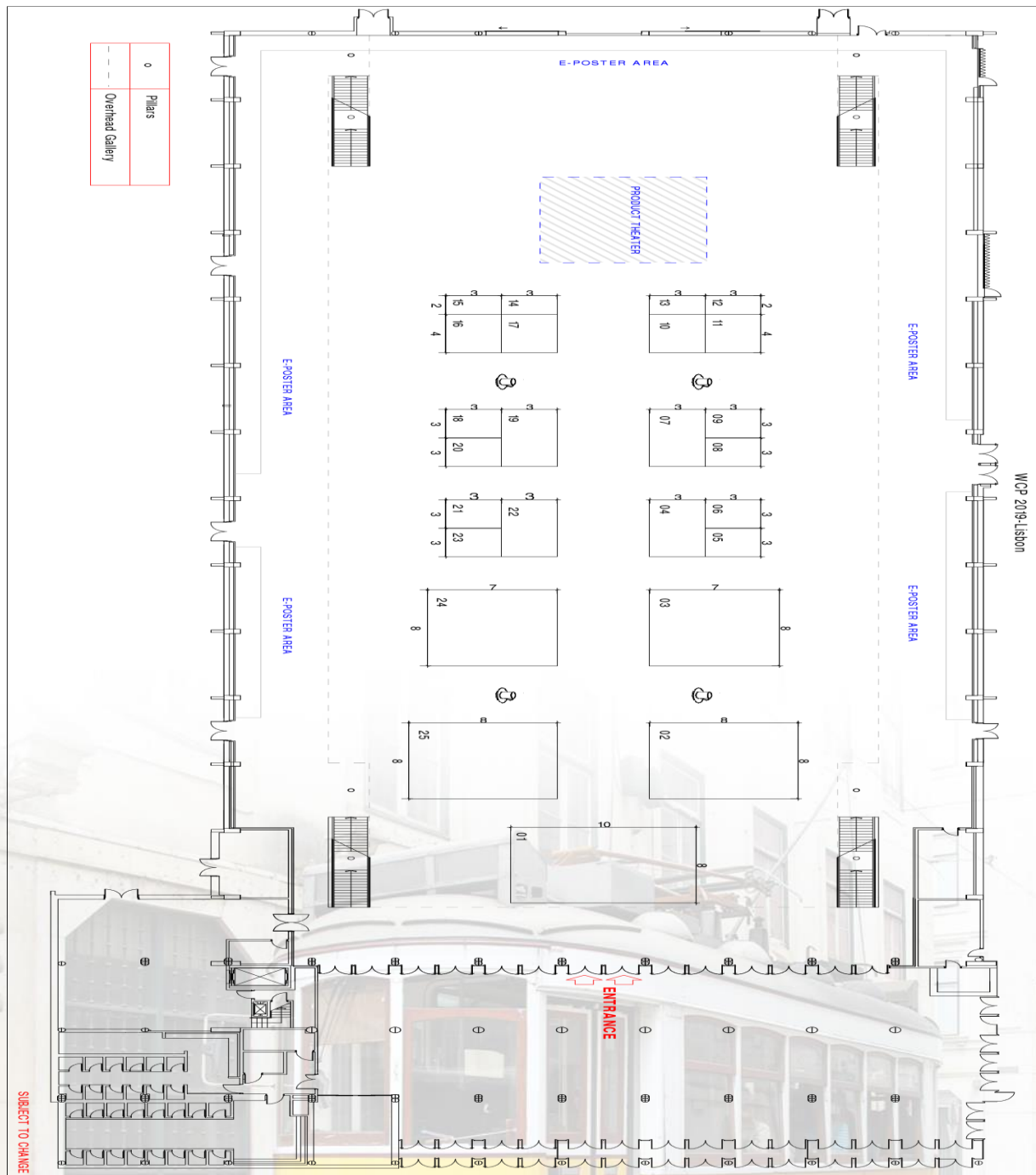
ADDITIONAL BENEFITS

When you exhibit your company will receive the following additional benefits:

- Company logo on Congress Website as an Exhibitor prior to the Congress
- Listing and profile in designated industry section of the Final Program



Floorplan



Please contact me for details, pricing and booking form:

Carolina Groenendal
Industry Liaison & Sales
Tel: +31 20 763 01 01
Email: cgroenendal@kenes.com



Exhibitors Badges Rules & regulations

ALLOCATION OF EXHIBITION SPACE

Space Allocation will be made on a 'first come, first served' basis. A completed Exhibition Booking Form and Contract must be sent/ emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form and Contract, space will be confirmed and an invoice will be sent. Please note that three alternative booth choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received.

EXHIBITOR REGISTRATION

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 9sqm booked and one additional for each 9sqm after. Any additional exhibitors will be charged an exhibitor registration fee. Companies can purchase a maximum number of exhibitor registrations as follows:

- Booths of up to 600sqf – 15 exhibitor registrations
- Booths larger than 600sqf – 25 exhibitor registrations

Exhibitor registrations allow access to the exhibition area only and shall be used by company staff only. An exhibitor registration form will be included in the Exhibitor's Manual.

EXHIBITORS' TECHNICAL MANUAL

An Exhibitors' Technical Manual outlining all technical aspects of exhibiting will be available approximately 3 months prior to the Congress. It will include the following:

- Technical details about the Venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

INSERT AND DISPLAY MATERIALS

- Please note that all materials entering the venue incur a handling charge. This includes materials for inserts and display.
- In order to receive a price quote for handling and to assure arrival of your materials, please be sure to complete the 'Pre-Advise' form included in the shipping instructions when you receive either the Exhibition or Symposia Technical Manuals.

SITE INSPECTIONS

Exhibitors and Supporters are welcome to visit the Congress venue at their convenience. Please contact the venue directly to arrange this.

EXHIBITOR LOGO & PROFILE

You can submit your logo and company's profile, read important exhibitor information and complete orders for your stand on the **Kenex Exhibitors' Portal**. The Exhibition Manager will contact you with the link to the Exhibitors' Portal, including your personal login details.



EXHIBITION TERMS & CONDITIONS

The Terms and Conditions of exhibiting are included in the Online Prospectus. Please note that signing of the BOOKING FORM AND CONTRACT indicates acceptance of these Terms and Conditions. The Exhibition Booking Form will be held as a valid liable contract, by which both parties will be bound. An exclusive handling agent will be designated to the WPA 2019. The exclusivity of an agent for the handling needs of congresses refers specifically to work inside the venue. Exhibitors may use their own couriers up to the venue door and from outside of the venue door at the end of the Congress. This organizational decision has been made for the safety and efficiency benefits to exhibitors and for the successful flow of the Congress.

PROMOTIONAL ACTIVITIES

All demonstrations or instructional activities must be confined to the limits of the exhibition stand. Advertising material and signs may not be distributed or displayed outside the exhibitor's stands. Sound equipment must be regulated and directed into the stand so that it does not disturb neighbouring exhibits. Exhibition Management reserves the right to require the exhibitor to discontinue any activity, noise or music that is deemed objectionable.

Further details will be included in the Exhibitors' Technical Manual.





Payments, Cancellation, Terms & Conditions

Applications for Support and/or Exhibition must be made in writing with the booking form.

CONTRACTS & CONFIRMATION

SUPPORTERS

Once a Booking Form is received, a contract will be sent to you for signature with an accompanying invoice. This contract should be signed and returned with a 60% deposit payment. Upon receipt of the Booking Form the organiser will reserve the items listed in it. Completion of the Booking Form by the Supporter shall be considered as a commitment to purchase the items.

EXHIBITORS

Once a signed Booking Form is received, a confirmation of exhibition will be e-mailed to you with an accompanying invoice.

SUPPORT TERMS & CONDITIONS

Terms and Conditions of Supporter will be included in the Supporter agreement as well.

INSERT AND DISPLAY MATERIALS

Please note that all materials entering the venue incur a handling charge. This includes materials for inserts and display.

In order to receive a price quote for handling and to assure arrival of your materials, please be sure to complete the 'Pre-Advise' form included in the shipping instructions when you receive either the Exhibition or Symposia Technical Manuals.

PAYMENT METHODS

TERMS OF PAYMENT

60% upon receipt of the Sponsorship agreement and first invoice

40% by March 27th, 2019

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

Option 1: Payment by check (EUR).

Option 2: Payment by Bank Transfer (EUR).



CANCELLATION / MODIFICATION POLICY

Cancellation or reduction of support items must be made in writing to the Industry and Liaison Sales : Carolina Groenendal -cgroenendal@kenes.com

The organizers shall retain:

- 10% of the agreed package amount if the cancellation/ modification is made before November 25, 2018, inclusive
- 50% of the agreed package amount if the cancellation/ modification is made between November 26, 2018 – February 24, 2019 inclusive
- 100% of the agreed package amount if the cancellation/ modification is made after February 25, 2019

VAT INFORMATION

VAT (Subject to Change)

All Supporter prices are exclusive of VAT and are subject to VAT at the local rate which will be added to the invoice.

Contact Me

Please contact me for details, pricing and booking form:

Carolina Groenendal
Industry Liaison & Sales
Tel: +31 20 763 01 01
Email: cgroenendal@kenes.com

