



**52ND CONGRESS
OF THE
INTERNATIONAL
SOCIETY OF
PAEDIATRIC
ONCOLOGY**
**OCTOBER 14-17,
2020**
NOW VIRTUAL



**SPONSORSHIP &
EXHIBITION PROSPECTUS**

No child should die of cancer



In conjunction with:





SPONSORSHIP & EXHIBITION

Be a part of the SIOP Annual Congress 2020 - Now Virtual **Reach Key Opinion Leaders in the Paediatric Haematology/Oncology field!**

Connect with more than 2,500 professionals dedicated to advancing treatment for children, adolescents, and young adults including doctors, nurses, other health-care professionals, scientists and researchers.

Showcase your company and spark innovative collaborations that improve care for young patients.

Meet you in SIOP 2020, October 14-17, 2020 – Now Virtual!



SUPPORT CATEGORIES & BENEFITS



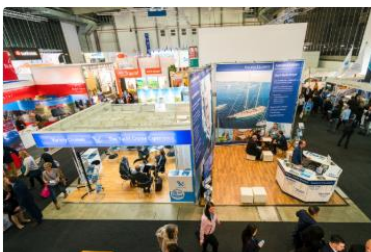
PARTICIPATION STATISTICS & SIOP
INFORMATION



EDUCATIONAL OPPORTUNITIES



PROMOTIONAL & ADVERTISING
OPPORTUNITIES



ALL ABOUT EXHIBITION



PAYMENTS CANCELLATION TERMS
& CONDITIONS

Please contact me for details, pricing and booking form:

Marta Enes – Industry Liaison & Sales Associate

Tel: +31 20 763 0512

Email: menes@kenes.com

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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 virtual exhibition.

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

SUPPORT BENEFITS

Benefits will be allocated to supporters based on the following table:

Benefits	Platinum	Gold	Silver	Bronze
Final list of participants (after the Congress - include only participants who agree to share information)	√			
Priority Choice: Satellite symposium	1 st	2 nd	3 rd	4 th
Supporter's logo on Congress website	√	√	√	√
Supporter's logo on the E-Book	√	√	√	√
Virtual Congress Registrations	4	3	2	1

Branded items will carry company logos only. No products logos or advertisements are permitted. Please note that support will be acknowledged in the Industry Support and Exhibition section and on the event website.

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PARTICIPATION STATISTICS & SIOP INFORMATION

Who are we:

SIOP is the only global multidisciplinary society entirely devoted to paediatric and adolescent cancer. The society has over 1,800 members in over 100 countries, including doctors, nurses, other health-care professionals, scientists and researchers.

- Our members are dedicated to increasing knowledge about "all aspects" of childhood cancer.
- We are linked to many other oncology healthcare professionals and organizations in both developed and developing countries.
- SIOP's vision is that no child should die of cancer and that cure can be achieved with no or minimal late effects.

Why Support & Exhibit:

- SIOP 2020 promotes education about all aspects of Paediatric & Adolescent Oncology to all oncology professionals, parents and survivors of cancer.
- Our congress represents a unique opportunity to stay up to date in this rapidly moving field and to bring the latest science to bedside.
- Attendance of over 2,500 multi-disciplinary health care professionals from over 100 countries and hundreds of health care institutes, hospitals, universities and other organizations. These attendees are frequently decision makers at their institutions.
- SIOP 2020 encourages networking among our membership and attendees at our congress to promote collaborative research, mentor young investigators and offer education opportunities globally.
- We collaborate with many other specialties and sub-specialties. The range of supportive care and symptom management includes infectious diseases, nutrition, blood products, haemopoietic growth factors, immunodeficiency products, pain management and nausea.

PREVIOUS SIOP CONGRESSES STATISTICS

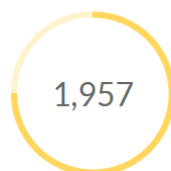
SIOP ATTENDANCE



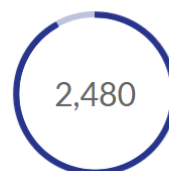
Participants Attending
SIOP 2015 - Cape Town



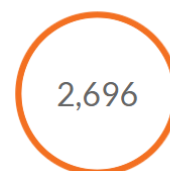
Participants Attending
SIOP 2016 - Dublin



Participants Attending
SIOP 2017 - Washington



Participants Attending
SIOP 2018 - Kyoto



Participants Attending
SIOP 2019 - Lyon

In conjunction with:



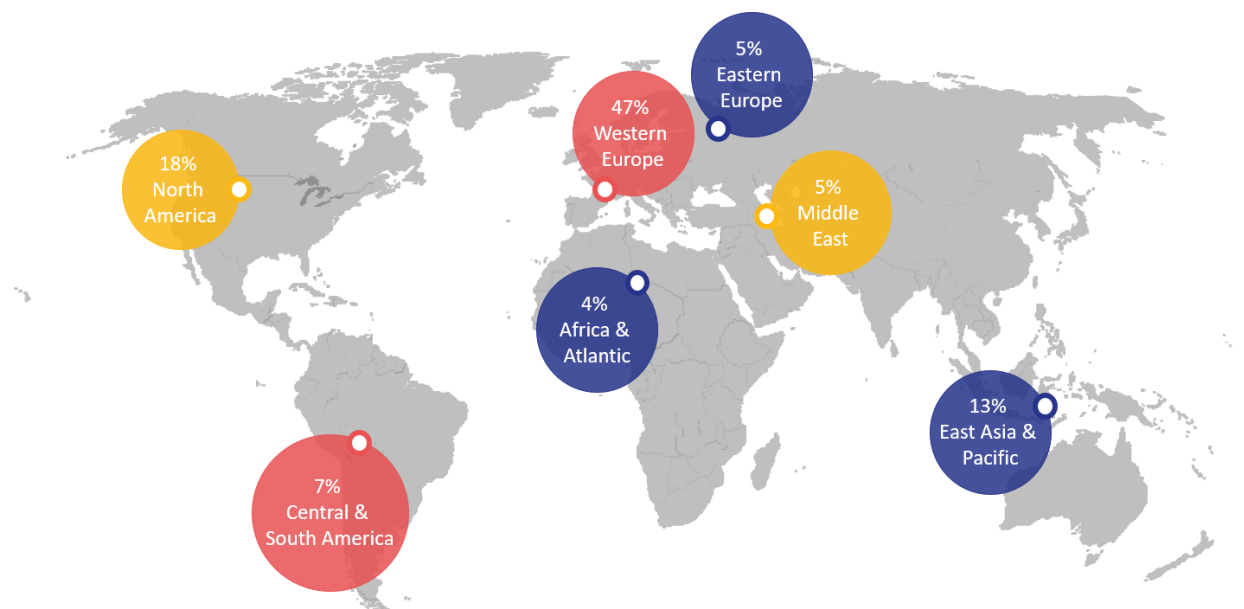
No child should die of cancer



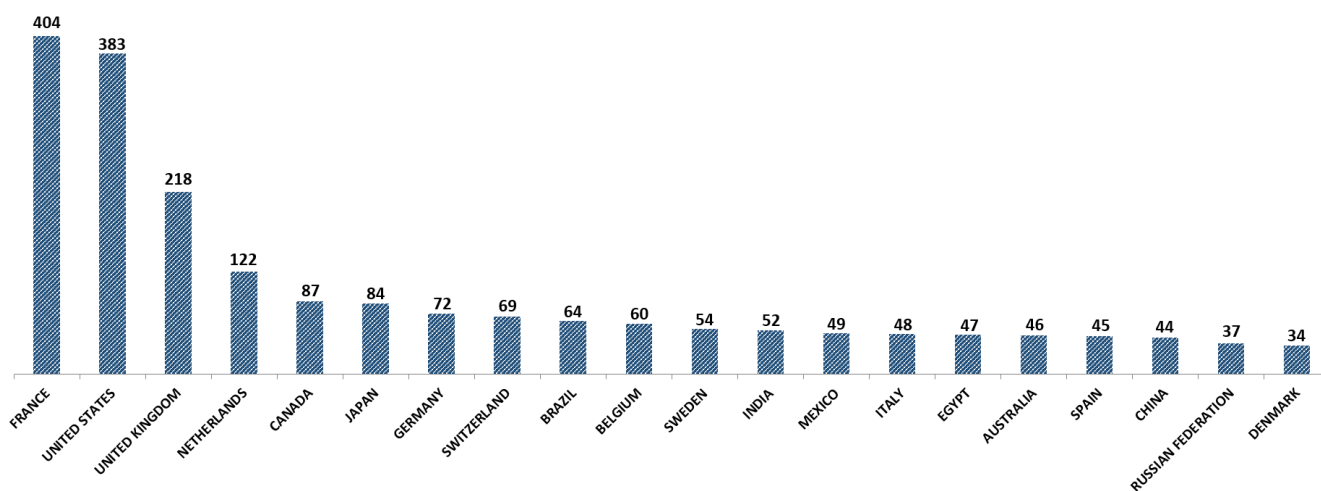


STATISTICS FROM SIOP 2019 LYON

Participants by World Region



Top 20 Countries



In conjunction with:

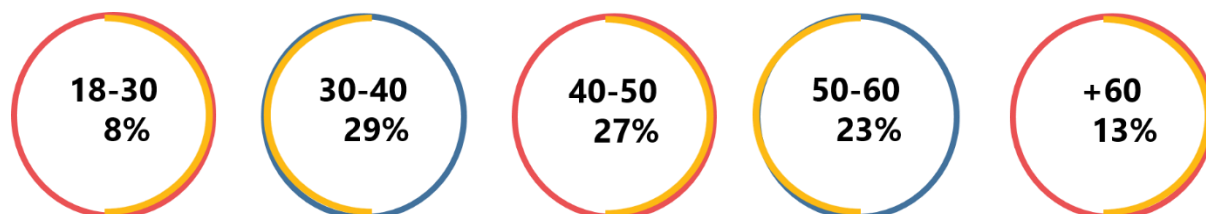


No child should die of cancer

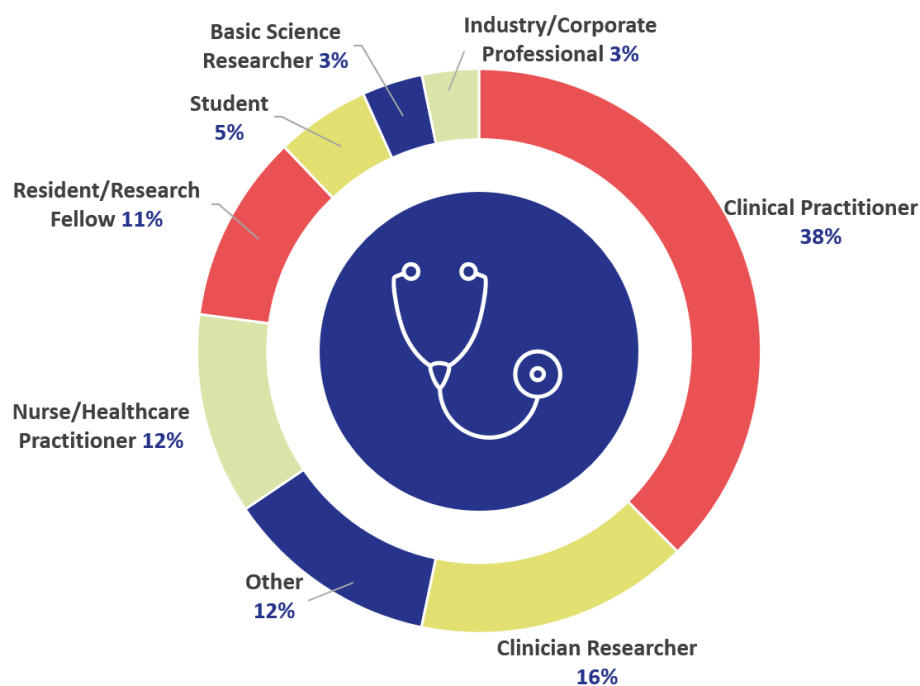




Participants by Age



Participants by Professional Role



In conjunction with:



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52ND CONGRESS OF THE INTERNATIONAL SOCIETY OF PAEDIATRIC ONCOLOGY

OCTOBER 14-17, 2020

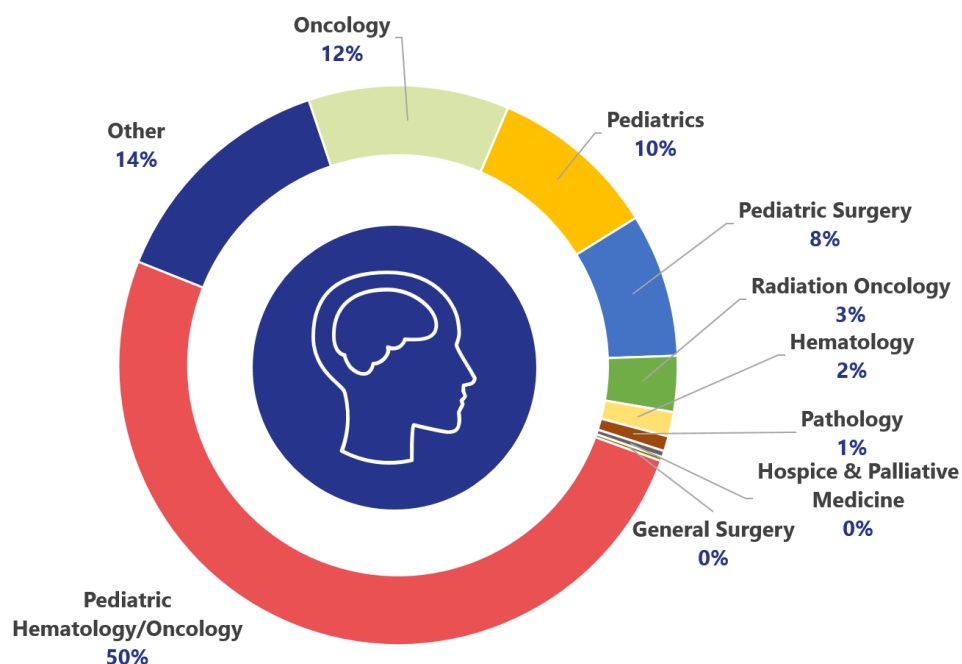
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INTERNATIONAL SOCIETY OF PAEDIATRIC ONCOLOGY
VIRTUAL CONGRESS | OCTOBER 14-17, 2020

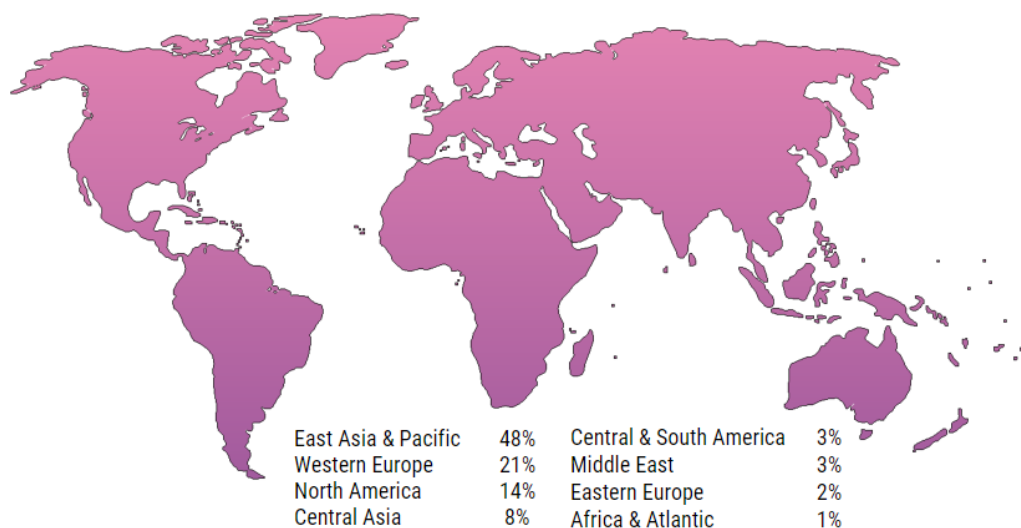


Participants by Professional Interest



STATISTICS FROM SIOP 2018 KYOTO

Participants by World Region



In conjunction with:



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OCTOBER 14-17, 2020

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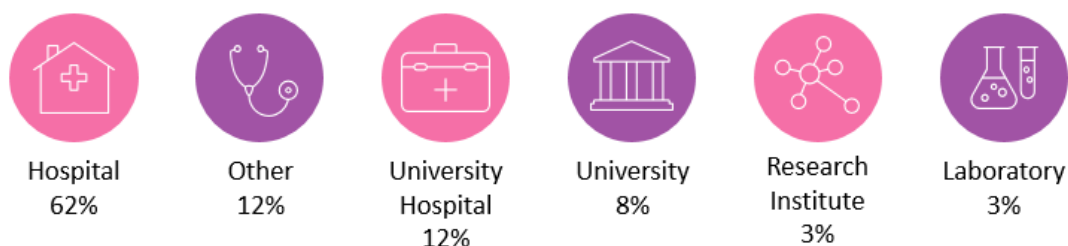
INTERNATIONAL SOCIETY OF PAEDIATRIC ONCOLOGY
VIRTUAL CONGRESS | OCTOBER 14-17, 2020



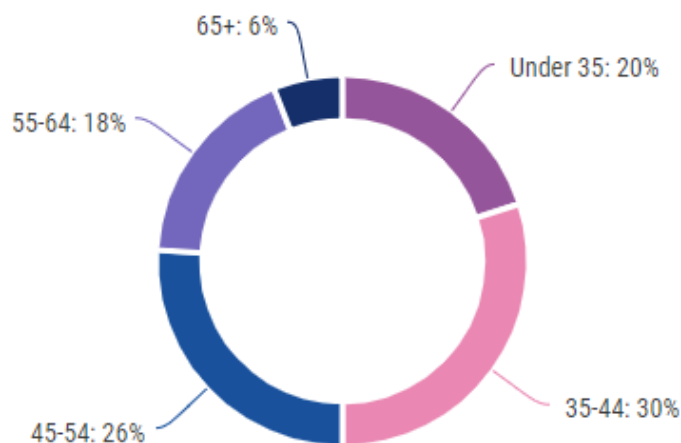
Top 10 Countries



Participants by Work Place



Participants by Age



In conjunction with:



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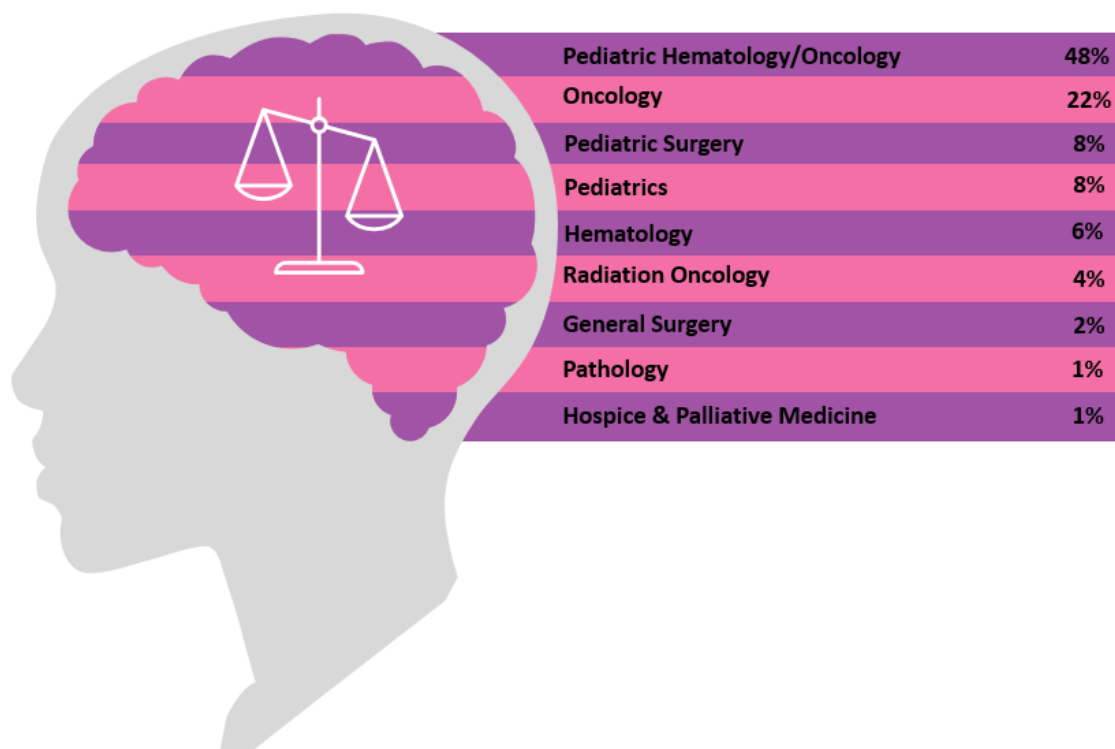




Participants by Professional Role



Participants by Professional Interest



In conjunction with:



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STATISTICS FROM SIOP 2017 WASHINGTON

Top 20 Countries



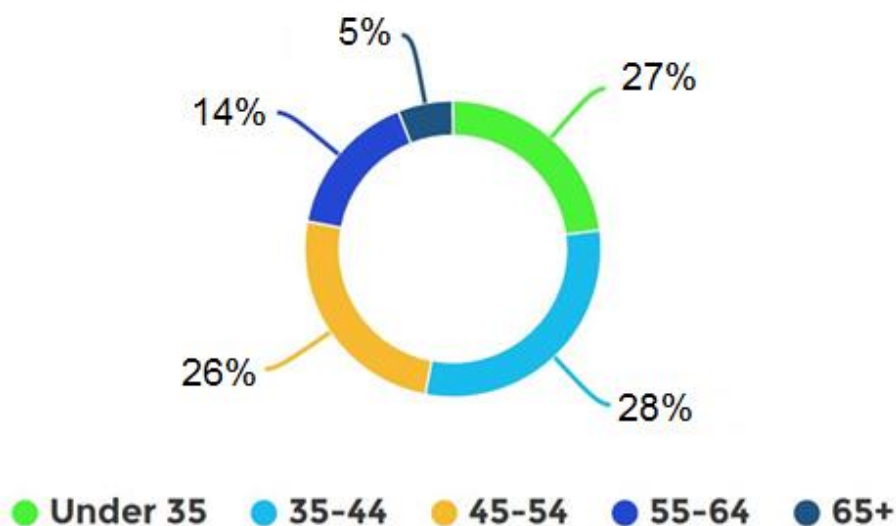
USA 41%
UK 8%
JAPAN 5%
CANADA 5%
BRAZIL 5%

NETHERLANDS 5%
INDIA 4%
FRANCE 3%
SWEDEN 3%
GERMANY 3%

EGYPT 2%
COLOMBIA 2%
CHINA 2%
MEXICO 2%
ARGENTINA 2%

RUSSIA 2%
NORWAY 2%
POLAND 1%
SPAIN 1%
AUSTRALIA 1%

Participants by Age



In conjunction with:



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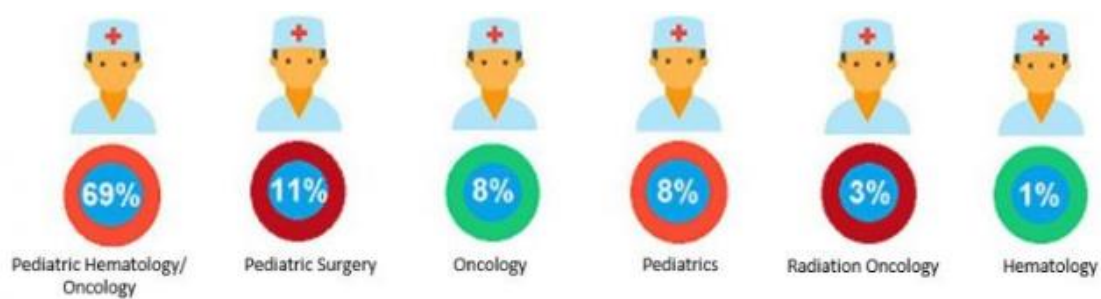




Participants by Professional Role



Participants by Professional Interest



In conjunction with:



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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 and supporting better patient outcomes.

All educational grants are managed in compliance with relevant CME accreditation criteria and industry compliance codes. 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.

Physicians, researchers, scientists and other healthcare professionals are increasingly challenged to maintain their knowledge, skills and abilities within their respective professions.

All grants are managed in compliance with relevant accreditation and industry compliance criteria.

Educational Grant



Grants of any amount, whether for the overall programme or for individual sessions, are appreciated and important to the success of the event.

- Support will be acknowledged in the Industry Support and Exhibition section and on the event website.

Educational Grant for Virtual Platform



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 and on the event website.

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Educational Participation Grant



As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for SIOP 2020. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group/SIOP will be responsible for participants (HCPs) pre-selection.

Educational Participation Grants of any amount are appreciated and important to the success of SIOP 2020.

Recipients (HCPs) will need to fulfil the criteria specified by SIOP in order to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the SIOP 2020 Secretariat.

Unrestricted Educational Grants of a Scientific Symposia



The Scientific Symposia are led by expert faculty and divided into specialized tracks. These sessions are highly prestigious lectures that attract a large, specialized audience. The complete list of Scientific Symposia dates and topics will be available in the course of 2020 on the SIOP 2020 website.

- Support will be acknowledged in the Industry Support and Exhibition section and on the event website.

Unrestricted Educational Grants of a Keynote Lecture



The Keynote Lectures feature compelling presentations by renowned experts. Speaker topics span all areas of paediatric oncology. An up to date listing of all keynote speakers will be available in the course of 2020 on the SIOP 2020 website.

- Support will be acknowledged in the Industry Support and Exhibition section and on the event website.

Unrestricted Educational Grants "Young Investigator Program"



The SIOP Young Investigator NETwork (SIOP-YINET) provides a platform for junior investigators to develop research and scientific skills, facilitating an international research network with other young investigators in paediatric oncology. The SIOP-YINET Educational Day is held annually at the SIOP Congress since 2015 and learning objectives aim to address knowledge and opportunity gaps identified through continual dialogue with YIs.

- Support the paediatric oncology leaders and decision makers of tomorrow. Support will be acknowledged in the Industry Support and Exhibition and on the event website.

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Unrestricted Educational Grants of a Meet the Expert Session



Notable experts from all over the world will be invited to address the Congress during the early morning Meet-the-Expert Sessions. These sessions are intended to be smaller, more intimate and more interactive. An up to date listing of Meet the Expert Sessions will be available in the course of 2020 on the SIO P 2020 website.

- Support will be acknowledged in the Industry Support and Exhibition section and on the event website.

E-Poster Area



- Support will be recognized with signage at the entrance to the Poster area with "Supported by..." and a company logo.
- Support will be acknowledged in the Industry Support and Exhibition section and on the event website.

Webcasting



The ability to attend all congress, 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 and on the event website.

*Webcasted sessions to be designated by the Congress Planning Group. Supporter will have no influence on content.

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Please note that it is the Exhibitor's/ Supporter's 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 Organizer 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 Marta Enes (menes@kenes.com) from the Support and Exhibition Sales Department to discuss your needs.

ACKNOWLEDGEMENTS

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PROMOTIONAL & ADVERTISING OPPORTUNITIES

Plenary Sponsored Symposium (For Platinum Sponsor only) – Non-CME



Company plenary sponsored symposium up to 90 minutes. (Programme subject to the approval of the Congress Scientific Committee).

Includes: live Q&A and IT support.

- Permission to use the phrase: "Official symposium of the 52nd Congress of the International Society of Paediatric Oncology".
- Sponsored Symposium Programmes will be included in a designated industry section of the Programme.
- Time Slots: allocated on a first come, first served basis- see time slots here.
- Industry sessions will be clearly indicated in the meeting timetable/Programme as: "Industry Session" not included in the main event CME/CPD credit offering".
- Support will be acknowledged in the Industry Support and Exhibition section and on the event website.

NOTE: The supporting company in addition to the support fee must cover the registration fee of the speakers. This also applies in the case where the speakers have already been invited by the Congress.

Parallel Sponsored Symposium – Non-CME



Opportunity to organise an Official Non-CME Industry Session up to 90 minutes. (Programme subject to the approval of the Congress Scientific Committee).

Includes: live Q&A and IT support

- Permission to use the phrase: "Official symposium of the 52nd Congress of the International Society of Paediatric Oncology".
- Sponsored Symposium Programmes will be included in a designated industry section of the Programme.
- Time Slots: allocated on a first come, first served basis – see time slots here.
- Industry sessions will be clearly indicated in the meeting timetable/Programme as: "Industry Session" not included in the main event CME/CPD credit offering".
- Support will be acknowledged in the Industry Support and Exhibition section and on the event website.

NOTE: The supporting company in addition to the support fee must cover the registration fee of the speakers. This also applies in the case where the speakers have already been invited by the Congress.

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Product Theatre



Meet with attendees and key decision makers to share your new research outcomes, discuss your clinical protocols, and conduct product demonstrations of your new products and services. Product Theatre sessions are 30 minutes in length and will be held in a designated area in the virtual exhibition hall.

Product Theaters provide a high value, live educational opportunity for hosts to reach engaged healthcare professionals. These sessions deliver a platform to gather and discuss issues on patient education, specific products and therapeutic areas. Located in the virtual Exhibition hall, Product Theatre provides an opportunity to:

- Highlight and demonstrate new and existing products.
- Provide up-to-date research findings.
- Give product details in-depth.
- Demonstrate products.
- Handout promotional materials.
- Support will be acknowledged in the Industry Support and Exhibition section and on the event website.

Post Congress Symposium + Live Q&A



- Opportunity to replay your industry session in the interactive pre-recorded* format during the 3 months after the Congress that the platform is available.
- Companies will have the possibility to engage with new participants and expand the reach of their symposium by bringing their experts for a live Q&A.
- Includes IT support.
- Time and date to be coordinated with the Congress Organizer.

* The main presentation will be pre-recorded and will include a scheduled live Q&A and chat with the speakers.

Post Congress Product Theater + Live Q&A



- Opportunity to replay your industry session in the interactive pre-recorded* format during the 3 months after the Congress that the platform is available.
- Companies will have the possibility to engage with new participants and expand the reach of their product theatre by bringing their experts for a live Q&A.
- Includes IT support.
- Time and date to be coordinated with the Congress Organizer.

* The main presentation will be pre-recorded and will include a scheduled live Q&A and chat with the speakers.

In conjunction with:

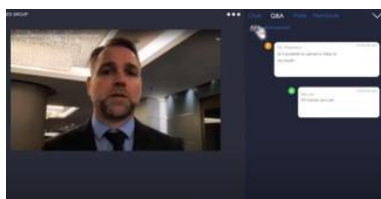


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Repeat Live Q&A



- Opportunity to have an additional live Q&A session connected to your industry session, during the Congress days.
- Companies will have the possibility to engage with new participants in a different time zone and expand the reach of their symposium by bringing their experts for an additional live Q&A.
- Includes IT support.
- Time and date to be coordinated with the Congress Organizer.

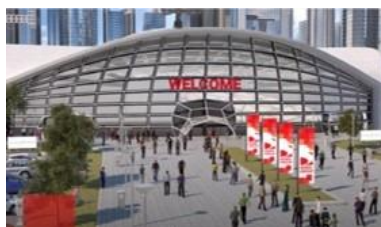
Networking Lounge



There will be a Networking Lounge where attendees can interact and connect with each other, by group, 1x1 or video call.

- Support will be recognized with the company logo in the entrance of the Networking Lounge.
- 2 chat rooms are included in the support package.
- Support will be acknowledged in the Industry Support and Exhibition section and on the event website.

Sponsorship of a Virtual Day



- Opportunity to sponsor a virtual day in the Congress platform.
- Logo of the supporting company will be placed throughout the platform and push notifications will be sent to all attendees with the message "This virtual day is being supported by..." and Company name.
- Support will be acknowledged in the Industry Support and Exhibition section and on the event website.

Virtual Hospitality Suites/ Meeting Rooms



- Opportunity to hire a virtual room that may be used to host and entertain guests throughout the Conference.
- Technical support will/can be provided.

In conjunction with:



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Social Media/ Twitter wall

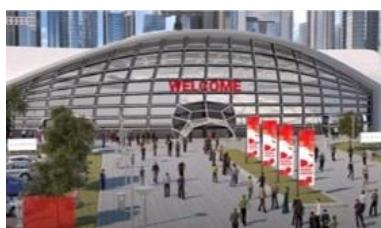


The Social Media/ Twitter Wall is an exciting and modern item which encourages delegates to post messages related to SIOP 2020. This item provides you great exposure! The social media specialist will be placed in the Networking Lounge and will moderate the interactions to ensure that only appropriate and Congress related interactions are shared on the main screen.

- A screen will appear in the Networking Lounge showing all social media interactions that include the Congress hashtag #SIOP2020.
- Your company logo will be placed on the social media wall.

ADVERTISING OPPORTUNITIES

Outside Branding



- Supporting company will have the opportunity to brand the flags, zeppelin, rotating signage or parking lot signage in the welcome page of the virtual Congress.
- This page is the first page participants will see before each login to the platform, giving your company big exposure even before entering the virtual venue.

Logo in the Virtual Lobby



- Supporting company will have their logo placed in one of the screens in the virtual lobby.
- A great exposure, as participants can click on the logo and be directed to the company's booth or a web page

Advert in the Virtual Lobby



- Supporting company will have the opportunity to add an advert in one of the screens in the lobby of the virtual SIOP Congress.
- By clicking on the screen, a pop-up will show your advert.

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Video in the Virtual Lobby



- Supporting company will have the opportunity to add a video in one of the screens in the lobby of the virtual SIO P Congress.
- By clicking on this video ad, a video streamer pop-up will show in the screen.

E-Book



An electronic version of the traditional final program will be available to participants to access the scientific program and other congress information easily and conveniently online and as a download on mobile phones or computer.

With e-Books, participants can use the intuitive Search button, have the ability to bookmark sessions, events and other information, share information with colleagues and if desired, even print the programme. Supporter will not have any input regarding the content.

- Supporter acknowledgement on the cover of the e-Book: "Supported by: company name/logo" (product logo not permitted).
- Support will be acknowledged in the Industry Support and Exhibition section and on the event website.

E-Book Advert



- Full inside page color advertisement in designated section of the E-Book.
- The E-Book will contain the timetable, information about the scientific programme and other useful information. It will be available to all registered participants in the virtual platform.

Platform Push Notification



- One "push notification" sent to all online participants through the virtual platform, to be coordinated with Congress Organiser.
- Specifications will be provided by the congress organizers.

In conjunction with:



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Promotional Mailshot – Exclusive or Joint



Gain additional exposure for your Symposium, company or virtual 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 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 Congress Acronym + Year.
- **Joint:** Mail blast will be shared with other 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 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.

Post- Congress Promotional Mailshot



Gain additional exposure for your repeat industry session by sending out a post-Congress Exclusive Mail Blast to registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Congress Organizer.

- 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. "From" field will be Congress Acronym + Year.

* 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.

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.

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ACKNOWLEDGEMENTS

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ALL ABOUT EXHIBITION

Virtual Booth

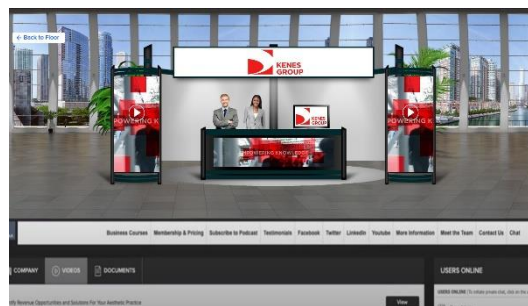
2D booth* in the virtual Exhibition Hall includes:

- 📌 Company Name and Logo
- 📌 Company Profile
- 📌 Documents, Videos and Images
- 📌 Content hyperlinks for company's website, products, news and social media accounts.

ADDITIONAL FEATURES:

- 📌 Interactive Chat (Group and 1:1 chat, including video calls)
- 📌 Contact Us
- 📌 Ability to see visiting attendees at the booth.

*Booth template design will depend on the package/ category/ support amount.



Exhibitors Badges Rules & regulations

ALLOCATION OF EXHIBITION SPACE

A completed Exhibition Booking Form and Contract must be faxed / 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.

EXHIBITOR REGISTRATION

All exhibitors are required to be registered in the Congress. Registrations will be given depending on your booth of choice:

- 📌 Small/ Non-Profit Booth – 2 registrations
- 📌 Medium Booth – 3 registrations
- 📌 Large Booth – 5 registrations
- 📌 Premium Booth – 7 registrations

Any additional registrations will be charged a registration fee.

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

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EXHIBITOR LOGO & PROFILE

You can submit your logo and company's profile, read important exhibitor information and complete orders for your stand on the **Kenes 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 and can be found here ([TERMS AND CONDITIONS.pdf](#)). 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.

INDUSTRY MEETINGS & EVENTS

The blackout dates for SIOP 2020, during main meeting (excluding Educational Day) * are 15 – 17 October 2020.

*Kindly let us know in case you are planning to invite any SIOP leadership to your meetings prior to the congress since this might overlap with internal society meetings; we will try to accommodate these requests in the best way we can; internal staff meetings are exempt from the blackout dates policy. Further details will be included in the Exhibitors' Technical Manual.

In conjunction with:



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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 organizer 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.

TERMS & CONDITIONS

[Terms and Conditions](#) of Supporter are included in this Online Prospectus and will be included in the Supporter agreement.

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 TERMS & METHODS

60% upon receipt of the Sponsorship agreement and first invoice

40% by April 27th, 2020

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 (€).

Please make checks payable to:

Kenes International Organizers of Conferences Ltd – SIOP 2020

Option 2: Payment by Bank Transfer (€).

Please make drafts payable to:

Kenes International Organizers of Conferences Ltd – SIOP 2020

All bank charges are the responsibility of the payer.

In conjunction with:



No child should die of cancer





CANCELLATION / MODIFICATION POLICY

Cancellation or modification of support items must be made in writing to the Support & Exhibition Sales Department:

Marta Enes at: menes@kenes.com

The organizers shall retain:

- 50% of the agreed package amount if the cancellation / modification is made before June 25th, 2020, inclusive
- 100% of the agreed package amount if the cancellation / modification is made from June 26th, 2020 onwards.

VAT INFORMATION

No VAT will be charged.

CONTACT

Please contact me for details, pricing and booking form:

Marta Enes - Industry Liaison & Sales

Tel: +31 20 763 05 12

Email: menes@kenes.com

In conjunction with:



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