

# GLOSSARY SPONSORSHIP ITEMS

## 25TH WORLD CONGRESS OF PSYCHIATRY PRAGUE, CZECH REPUBLIC 5-8 OCTOBER, 2025

• [wcp-congress.com](http://wcp-congress.com)



THE ROLE OF PSYCHIATRY IN THE CHANGING WORLD

# CONTACT

Contact us for more information, further support and booking form. Reach out to our sales department.

**Ms. Bilyana Hristova**  
Industry Liaison & Sales Associate



[EMAIL ME](#)

# EDUCATIONAL ITEMS

## EDUCATIONAL GRANT

Independent medical grants dedicated to the educational mission of the Congress are appreciated and important to the Congress' success.

## EDUCATIONAL GRANT IN SUPPORT OF A SCIENTIFIC SESSION

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

## PARTICIPATION | TRAVEL GRANT

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

Educational Participation Grants of any amount are appreciated and important to the success of our Congress.

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 Congress Secretariat.

## E - POSTERS AREA

Kenes 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.

## MOBILE APPLICATION

The Congress Mobile App engages attendees with personalised 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 programme, abstracts, speakers' information, participants' list, the rating/voting system for sessions and speakers, and a personalised scheduler. The App can be downloaded from the Apple App Store and Google Play.

The Mobile App support includes:

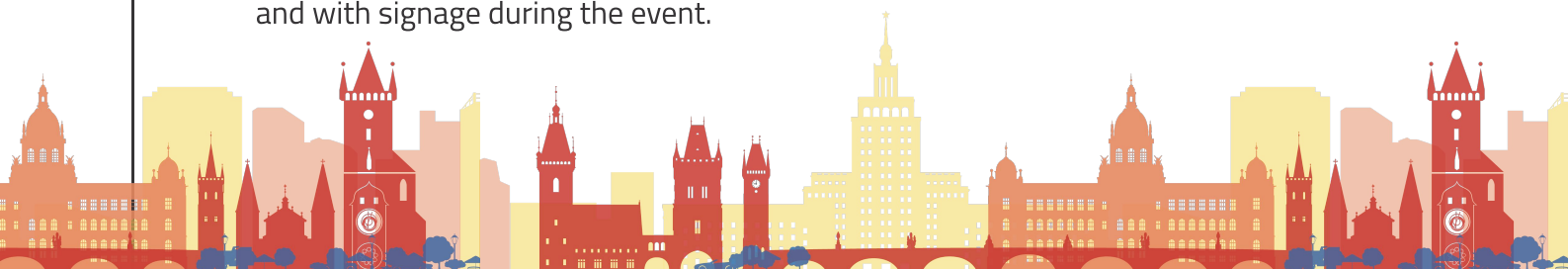
- Supporter acknowledgement on the splash/pop-up screen of the App: "Supported by: company name/logo" (product logo not permitted).
- 2 "push notifications" included in the sponsorship package.

## PROMOTION OF WEBCASTED INDUSTRY SYMPOSIA ON CONGRESS WEBSITE

Companies can rent a space on the Congress website for a period of 12 months (or until the next Congress) and use it as a hosting partner to broaden the audience of their Supported Symposium.

- The webcast will be displayed in an Industry dedicated page on the website.
- Webcast will be clearly indicated as: "Webcast of an industry symposium session" on the Congress website.
- The company will need to provide a written agreement with the speakers, which allows the webcast to be placed there.
- Webcast needs to be provided by the supporting company.

**FOR ALL ITEMS:** 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.



# PROMOTIONAL ITEMS

## PARALLEL INDUSTRY SYMPOSIUM ( NON - CME )

- Opportunity to organize an official non-CME Industry Session (Program subject to the approval by the Congress Committee).
- Includes hall rental, standard audio/visual equipment and a display table.
- Permission to use the phrase "Official Symposium of WCP 2025".
- 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".

The supporting company, in addition to the support fee, must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies in case the Sponsored Session speakers have already been invited by the event organizers and have made prior travel arrangements independently.

## MEET THE EXPERT SESSION

- Opportunity to organize an official non-CME Meet the Expert Session (Program subject to the approval by the Congress Committee).
- Includes hall rental, standard audio/visual equipment and display table.
- Permission to use the phrase "Official Meet the Expert Session of WCP 2025".
- 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".

The supporting company, in addition to the support fee, must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies in case the Sponsored Session speakers have already been invited by the event organizers and have made prior travel arrangements independently.

## 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 Theater sessions will take place during the coffee breaks and will be held in a designated area in the virtual and/or physical exhibition hall.

Product Theater provide a high value 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 Exhibition hall, Product Theater provides an opportunity to:

- Highlight and demonstrate new and existing products.
- Provide up-to-date research findings.
- Give product details in-depth.
- Demonstrate products.

### **BRANDED CHAIRS ( 30 SEATS )**

The 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 branded chairs.
- Onsite location to be coordinated with the Secretariat.

### **HOSPITALITY SUITES | MEETING ROOMS**

An opportunity to hire and brand a room at the 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.
- Acknowledgement on a directional signage outside suite.

### **LANYARD STATION**

Maximize your brand's visibility by placing your company logo on the lanyard station, where all participants will pick up their lanyards.

As a supporter, you'll enjoy premium exposure with your logo prominently displayed on the lanyard station, ensuring that every attendee engages with your brand right from the start.

The support entitlements are as follows:

- Supporter's logo to be printed on the lanyard station.



## HAND SANITIZER

- Hand sanitizer in refillable bottle with flip-cap.
- The Hand sanitizer will be available for all participants during the Congress days.
- Sponsor will be able to brand the bottle with the company's logo.

## 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.

- Company logo on sign at the entrance of the Welcome Reception.
- Opportunity to provide items bearing company logo for use at the event.

## WATER BOTTLES

Water bottles are a way to keep participants hydrated on the go. Have your logo printed on individual water bottles that are distributed throughout the event. These bottles are often reused, thus perpetuating the brand awareness of your company.

- Opportunity to brand the reusable Water Bottles with your company name and logo.

## 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.

## PHOTO BOOTH

The Photo Booth is an excellent tool to engage with attendees. It allows them to have fun and share their experience. Attendees are given the opportunity to take a photo of themselves and colleagues, using fun props provided by Kenes, and have the photo sent to them via email, text message or directly uploaded to their social media accounts.

- The booth attracts many attendees, and a sponsor would gain exposure by having their branding on the outside of the booth, including their logo on every photo taken.
- The exposure will last long after the congress ends as these photos are shared with colleagues, friends and family.

## COFFEE BREAK ( PER 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-day display of company's logo at the catering point located within the exhibit area and to provide items bearing company logo for use during the supported break.

### ADVERT / VIDEO ON PRINTING BADGE STATION

As a registered participant approaches kiosks to print their event badges, a video/ banner/logo of your company will be prominently displayed on the kiosk monitors and your brand will enjoy significant exposure, making a lasting impression on attendees as they collect their badges.

**Industry Support Disclosure:** This event is supported, in part, by funding from industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support.

### VENUE BRANDING

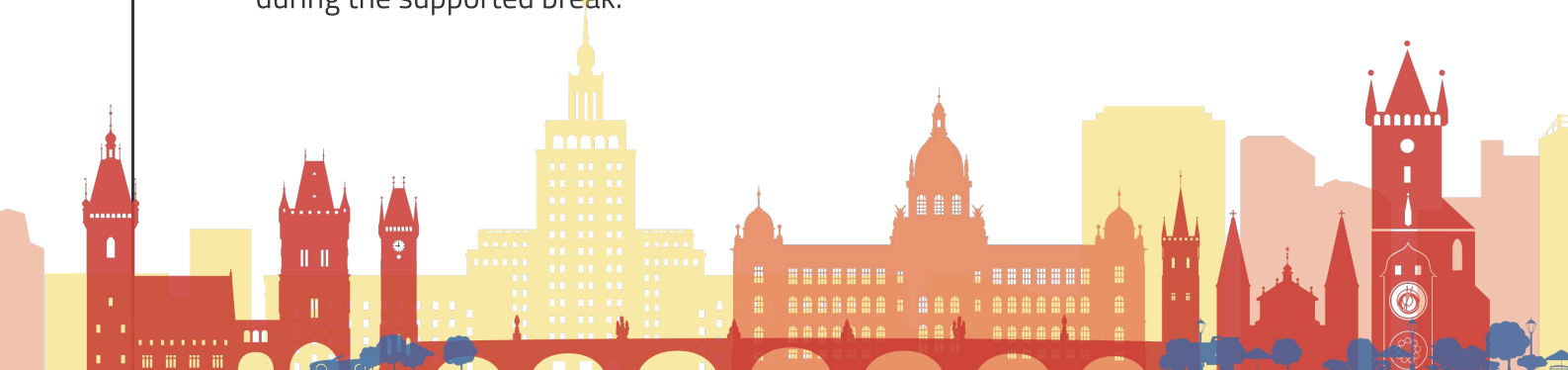
Amplify your brand exposure and visibility with strategic branding placements throughout the entire Congress venue. Don't miss out—contact us to explore the full range of exclusive branding opportunities!

**FOR ALL ITEMS:** 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.

# ADVERTISING ITEMS

### MOBILE APP ADVERTISEMENT

- Gain additional exposure for your company, industry session or booth by advertising it in a designated section of the Mobile App.
- The Congress Mobile App will be available for all participants who download the app.
- Opportunity to have a one-day display of company's logo at the catering point located within the exhibit area and to provide items bearing company logo for use during the supported break.



## PUSH NOTIFICATION - MOBILE APP

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

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

## PROMOTIONAL E - BLAST ( EXCLUSIVE / COMBINED )

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 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 2025.
- **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 one pdf/ image, that will be embedded into the congress designed mailshot for an additional charge of \$250. Content received after the deadline may be processed for an additional fee of \$500.

**Industry Support Disclosure:** will be added to all mailshots. This event is supported, in part, by funding from industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support. Industry Sponsored Symposia are organized by industry and not included in the main event CME/CPD credit offering.

## POST CONGRESS E - BLAST ( EXCLUSIVE )

Connect with participants after the Congress days 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 WCP 2025.

\* In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the congress designed mailshot for an additional charge of \$250. Content received after the deadline may be processed for an additional fee of \$500.



**Industry Support Disclosure** – will be added to all mailshots. This event is supported, in part, by funding from industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support. Industry Sponsored Symposia are organized by industry and not included in the main event CME/CPD credit offering.

### **SOCIAL MEDIA PROMOTION**

- Increase your reach and connect with participants and other HCPs by using the Congress 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 Congress Organizers.

### **CONGRESS MAILSHOT ADVERT**

Broaden your reach by placing and advert in the Congress mailshot.

- Company advert in a designated area of the official Congress mailshot.
- Product advertisement is not allowed.
- Subject to review by the Congress Program Committee.

### **CONGRESS HOMEPAGE WEBSITE BANNER**

Promote your company to all visitors of the Congress website.

- Banner advert in a designated area of the official Congress homepage website.
- Banner advert will serve as link to supporter's website.
- Banner is non-exclusive: up to 4 companies' banner ads will rotate on the homepage.
- No product advertisement is allowed.
- Subject to review by the Congress Programme Committee.

**FOR ALL ITEMS:** 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.

