# 31st ECVS Annual Scientific Meeting

# July 7-9, 2022
## Porto, Portugal

ONLINE | Technical Sponsorship Guidelines

EUROPEAN COLLEGE OF VETERINARY SURGEONS

www.ecvs.org

# TABLE OF CONTENTS

# Onsite Sponsoring Package
31st Annual Scientific Meeting | 7-9 July 2022

| | Diamond Package<br>limited to 2 non-competing sponsors per congress | Platinum Package | Gold Package | Standard Package |
|---|---|---|---|---|
| **Logo featured on congress website** | ✓<br>prime position | ✓ | ✓ | ✗ |
| **Roll-up banner in public areas\*\*** | ✓<br>3 roll-up banners | ✓<br>1 roll-up banner | ✗ | ✗ |
| **Ad in printed Programme\*** | ✓<br>1/1 page, prime position | ✓<br>1/2 page | ✗ | ✗ |
| **Congress bag onsert\*\*** | ✓<br>2 congress bag onserts | ✓<br>1 congress bag onsert | ✗ | ✗ |
| **Pre-congress course**<br>(value: 5.000 €) | ✓ | ✗ | ✗ | ✗ |
| **Exclusive email announcement of sponsor's course with logo to the ECVS database** | ✓ | ✗ | ✗ | ✗ |
| **Additional marketing value\*\*\*** | 2.500,00 € | 1.500,00 € | 1.000,00 € | ✗ |
| **Package Prices** | 16 m²<br>20.000,00 € | 12 m²<br>11.000,00 € | 10 m²<br>8.500,00 € | 6 m²<br>3.900,00 € |

**\* Find the specifications on the page 5.**

**\*\*** To be produced and shipped by exhibitor.

**\*\*\*** The marketing value can be allocated freely as per the sponsor's choice and based on the respective year's official price list for sponsoring activities.
The sponsor is free to use this amount for congress registration, an additional ad, Saturday evening dinner tickets, additional exhibitor passes, session sponsoring or any other activity (with the exception of further pre-congress courses).

## Online Sponsoring Package
31st Annual Scientific Meeting | 7-9 July 2022

| | Diamond Package limited to 2 non-competing sponsors per congress | Platinum Package | Gold Package | Standard Package |
|---|---|---|---|---|
| **Virtual exhibition booth** | Diamond | Platinum | Gold | Standard |
| **Advertising banners** | ✓ 3 banners | ✓ 2 banners | ✗ | ✗ |
| **Logo featured on congress website** | ✓ prime position | ✓ | ✓ | ✗ |
| **Sponsor listing on congress website** | ✓ | ✓ | ✓ | ✓ |
| **Logo featured in online programme** | ✓ | ✓ | ✓ | ✗ |
| **Sponsor listing in online programme** | ✓ | ✓ | ✓ | ✓ |
| **Ad in PDF proceedings*** | ✓ 1/1 page, prime position | ✓ 1/2 page, prime position | ✗ | ✗ |
| **Banner in online proceedings*** | ✓ 3 banners | ✓ 2 banners | ✓ 1 banner | ✗ |
| **Virtual congress bag onsert** | ✓ 2 congress bag onserts | ✓ 1 congress bag onsert | ✗ | ✗ |
| **Company slides between sessions** | ✓ 3 slides | ✓ 2 slides | ✓ 1 slide | ✗ |
| **6 months visibility on the platform** | ✓ | ✓ | ✓ | ✓ |

\* Find the specifications on the page 5.

## A. SPECIFICATIONS OF THE AD MATERIAL IN PROCEEDINGS

| Please refer to your level of sponsoring | | |
|---|---|---|
| **1/1 page ad in PDF proceedings and printed Programme** | **Banner in Online proceedings** | **1/2 page ad in PDF proceedings and printed Programme** |
| A4 portrait PDF - 210mm x 297mm - no bleed or trim marks needed - RGB or CMYK colours - all fonts embedded - photos 300 DPI min - line art/rasterized logos 300 DPI min. | 702 x 160 pixel JPG or PNG at 72 DPI in RGB. | A5 landscape PDF - 210mm x 148mm - no bleed or trim marks needed - RGB or CMYK colours - all fonts embedded - photos 300 DPI min - line art/rasterized logos 300 DPI min. |

**Kindly note that all material must be sent to ecvs@humacom.com no later than June 1st, 2022**

## B. OTHER SPECIFICATIONS (following your sponsorship level)

| **Advertising Banners** | **Ad to be inserted in the Online Congress bag** | **Company slides Between Session Online & Onsite** |
|---|---|---|
| **Diamond :** 3 banners (2 in Lobby, 1 in channel 1) : 160 x 260 px, portrait, jpg | PDF, less than 3mb + thumbnails A4, JPG | **Diamond :** x3 - 1920 x 1080 px, landscape, jpg |
| **Platinum :** 2 banners (1 in Lobby, 1 in channel 3) : 160 x 260 px, portrait, jpg | **Ad to be inserted in the Onsite Congress bag** | **Platinum :** x2 - 1920 x 1080 px, landscape, jpg |
| | Format as per your convenience | **Gold :** x1 - 1920 x 1080 px, landscape, jpg |

**Kindly note that all material must be sent to ecvs@humacom.com no later than June 1st, 2022**

## C.   BOOTH TYPE IN THE EXHIBITION AREA

Visualisation based on ECVS 2021 online Annual Scientific Meeting

### Booth Diamond
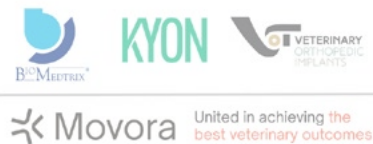


### Booth Platinum



### Booth Gold



### Booth Standard



**Layout Sample** *Virtual Exhibition Overview (As example)*

## D. VIRTUAL BOOTH DETAILS

**Each virtual booth consists in:**
- A customized booth background (pre-defined or fully designed by you, see explanation on the following pages)
- Different click zones, buttons with pop-up opening (depending on the booth type)

| | Diamond | Platinum | Gold | Standard |
|---|---|---|---|---|
| Contact details | ✓ | ✓ | ✓ | ✓ |
| Files Pop-up | 10 | 6 | 4 | 2 |
| Video link in Embedded player | 6 | 4 | 2 | 1 |
| External links | 6 | 4 | 2 | 2 |
| Banners | 3 | 2 | 1 | 1 |
| 6 months visibility in the virtual exhibition area | ✓ | ✓ | ✓ | ✓ |



BOOTH EXAMPLE
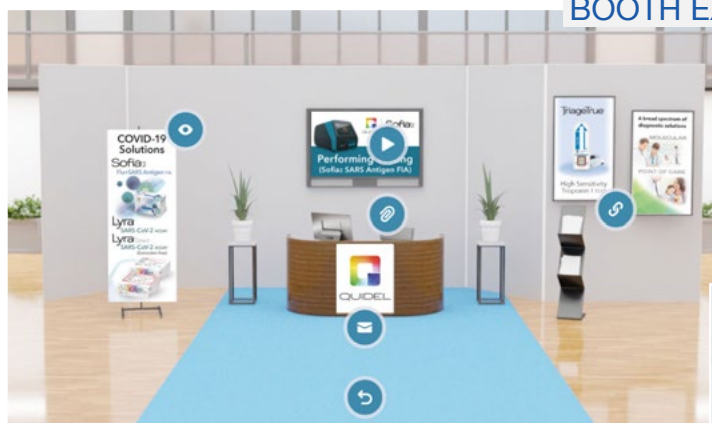


POP-UP EXAMPLE
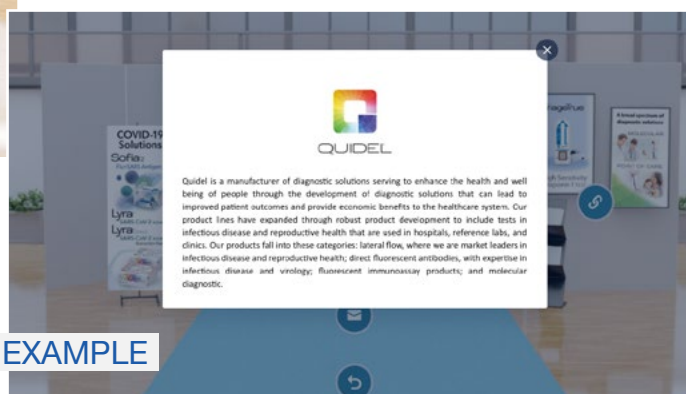
## E. BOOTH BACKGROUND EXPLANATION

In order to build your virtual booth, we need to start with a background image.
You can either fully design your own booth, or you can choose our predefined background.

**Please find here below the different steps**:

| | Your own design | Our predefined design |
|---|---|---|
| STEP 1 | Create internally your design, with the following specs:<br>• JPG<br>• 1920 x 1080 px<br>• RVB | Following your booth type, you will have the following:<br>• Diamond & Platinum : Pre-defined A<br>• Gold & Standard : Pre-defined B |
| STEP 2 | Provide us with:<br>• Your design<br>• A map of your booth, showing the exact location of each element<br>• All the individual elements of your booth type (see table on the previous page) | Provide us with:<br>• The visuals to custmize your booth (information & specs communicated in email)<br>• A map of your booth, showing the exact location of each elements<br>• All the individual elements of your booth type (see table on the previous page) |

**Deadline to send all your content to ecvs@humacom.com: June 1st, 2022**
**Verification of compliance with your booth type's elements will be made**

| STEP 3 | Once your booth is realized, we send you access code to the virtual platform, for you to check that everything is as you wish | |

**PREDEFINED A**

**Items to provide**

210 x 440 px, portrait, jpg
290 x 575 px, portrait, jpg
430 x 252 px, landscape, jpg
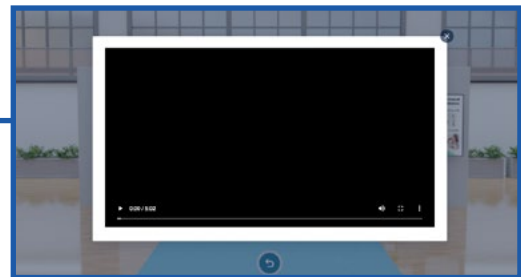555 x 145 px, landscape, jpg

**PREDEFINED B**

330 x 195 px, landscape, jpg
185 x 315 px, portrait, jpg
280 x 205 px, landscape, jpg
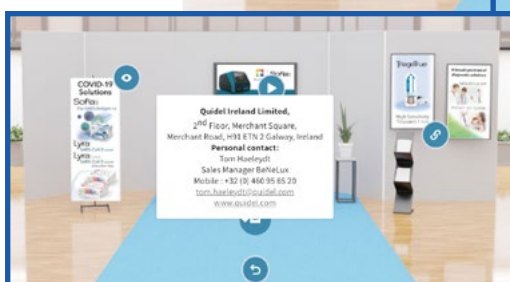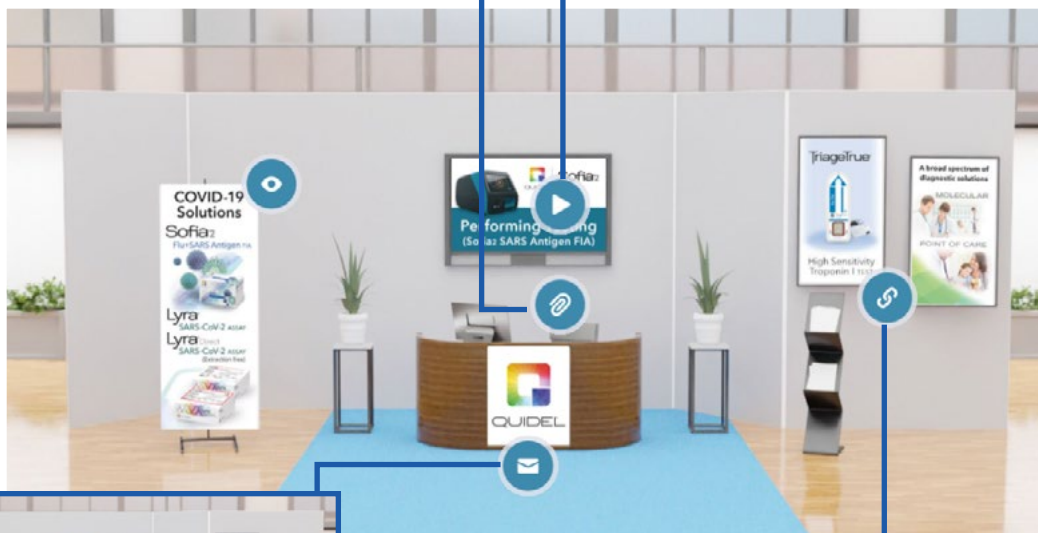210 x 490 px, portrait, jpg

F.    **BOOTH EXAMPLE**

Our Predefined Design Example
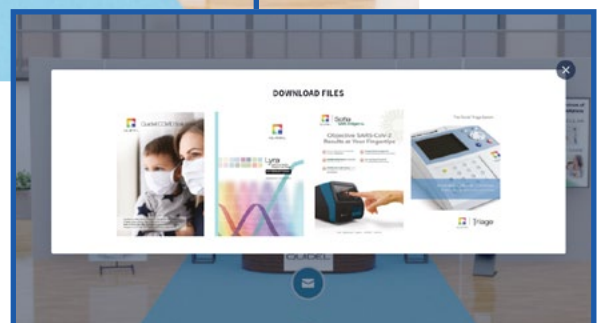
**Embedded video player**



**External link**

Takes you to the corresponding page



**Contact details**

**Pop-up files**

Each thumbnail is linked to its PDF file

## F. BOOTH EXAMPLE

Own Designed Booth Example

**External link**

Takes you to the corresponding page

**Embedded video player**



**Contact details**

**Pop-up files**

Each thumbnail is linked to its PDF file
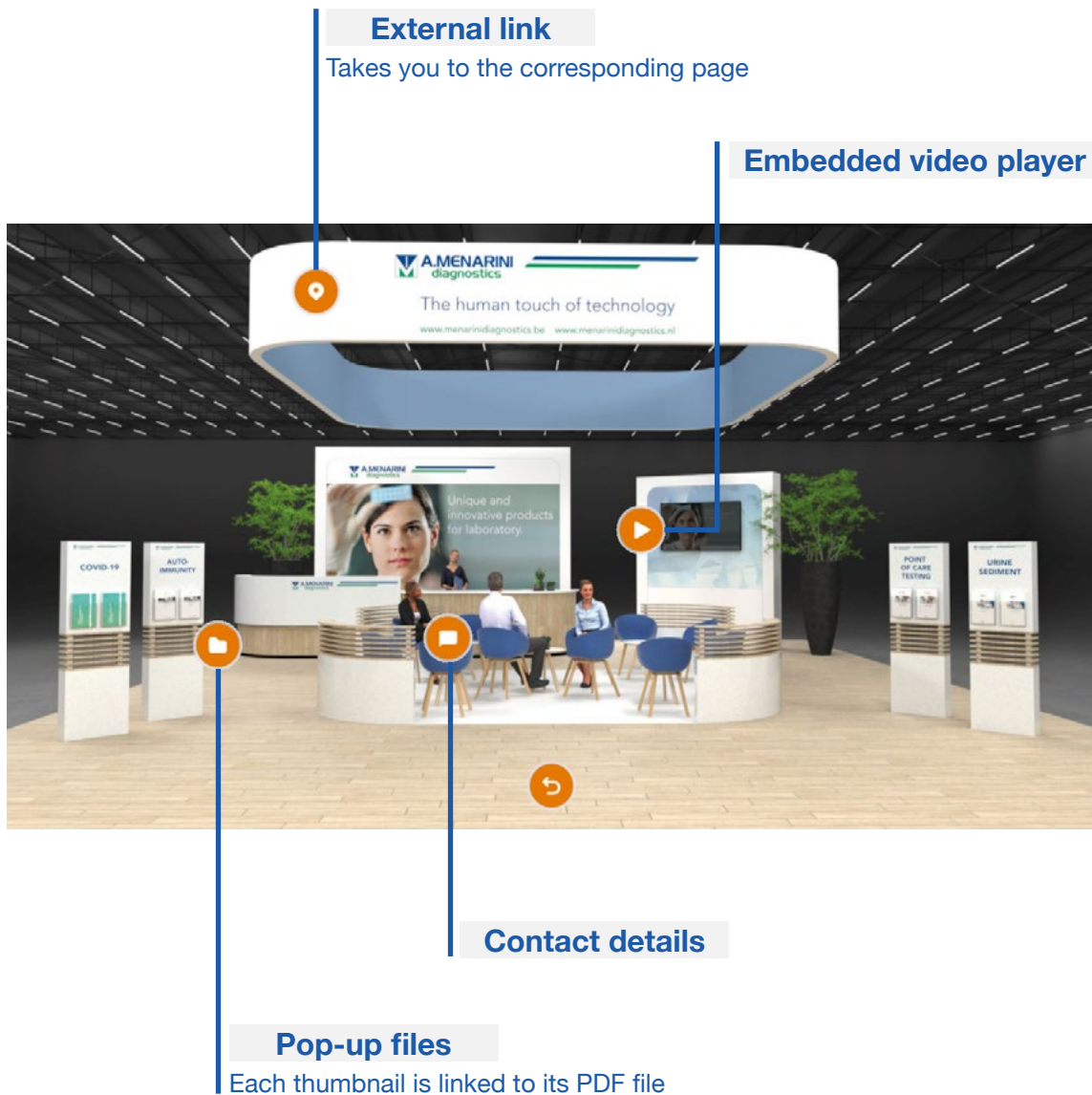
## CONTACT INFORMATION

**Sophie Leisten**
**Project Manager**
leisten@humacom.com