WORLD FEDERATION OF NEUROLOGY

NASA
Neurological Association of South Africa

XXVIII WORLD CONGRESS OF NEUROLOGY
(WCN 2027)

23-25 OCTOBER 2027
CAPE TOWN, SOUTH AFRICA



wcn-neurology.com

GLOSSARY - FULL PRODUCT DETAILS

WELCOME TO WCN 2027

Acknowledgments

All supporters will receive recognition in the Industry Support and Exhibition section of the program guide, on the event website, and in the mobile app. Additionally, onsite signage will showcase your contributions, ensuring high visibility throughout the event.

OFFICIAL WELCOME MESSAGE

SPEAKING OPPORTUNITIES

Industry Symposium

Organise an official non-CME Industry Symposium, subject to Congress Committee approval.

- Includes hall rental, standard AV equipment, and display table.
- Permission to use the phrase "Official Industry Symposium of WCN 2027."
- Featured in the designated industry section of the Congress Programme.
- Indicated in the timetable as: "Industry Session" not included in the main event CME/CPD credit offering".
- We will provide the following disclaimer information to all participating companies. The disclaimer must be printed on all promotional materials for industry sessions supported by any group other than the Organizing Committee.
- "The (Congress) has provided space for this non-CME industry session. The program was independently produced, not subject to review by (Congress Committee), and is not part of the scientific/educational program offered by (Congress)."

PLEASE NOTE: The event 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 organisers and had made prior travel arrangements independently. MedTech/EFPIA regulations will be considered if applicable.

Meet The Expert Session

Host an official non-CME Meet the Expert Session, subject to Congress Committee approval.

- Includes hall rental, standard AV equipment, and display table.
- Includes basic recording with a generic background, that doesn't include lower thirds. A high-quality recording and live streaming are available at an additional cost.
- Use the phrase "Official Meet the Expert Session of WCN 2027."
- Featured in the designated industry section of the Congress Programme.
- Indicated in the timetable as: "Industry Session" not included in the main event CME/CPD credit offering".

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Product Theatre Session

Meet directly with attendees and industry leaders to showcase your latest research, share clinical protocols, and deliver live demonstrations of your innovative products and services. Product Theatre sessions, held during coffee breaks in a dedicated space within the exhibition hall, offer the perfect opportunity to captivate your target audience.
Product Theatre sessions provide a premium platform to engage healthcare professionals eager for cutting-edge insights. Use this space to spark discussions on patient education, specific products, and therapeutic advancements.

- Present and demonstrate your newest and existing products to an audience of healthcare decision makers.
- Highlight the latest breakthroughs and clinical outcomes.
- Provide in-depth details to enhance understanding and interest in your products.
- Show your products in action, making a lasting impression.

Pipeline Session

Join us for the Pipeline Session (not part of the CME/CPD credits) to discover the latest breakthroughs in the pharmaceutical industry.

- Present the latest pharmaceutical innovations in a Pipeline Session (not eligible for CME/CPD credits).
- Limited to four companies per session for focused attention.
- Date and time will be determined by the Congress Organising Committee.
- The Chair for the session will be appointed by the Congress Organising Committee.
- Presentations reviewed (before the event) by the Congress Organising Committee.
- Acknowledged as official supporters in Congress publications with logos displayed during the session.
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NEW! Advertising in the Registration Kiosk

Maximise your brand's exposure as registered participants approach kiosks to print their event badges. Your company's video, banner, or logo will be prominently displayed on the kiosk monitors, ensuring significant visibility and making a lasting impression as attendees 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.

Advert in the App

Maximise your brand's impact with a featured advert in the official Congress Mobile App—an essential tool used by every attendee to navigate the event.

- Your advert will be prominently placed in a dedicated section of the app, ensuring continuous visibility as attendees plan their event experience.
- With the app downloaded by all participants, your brand gains a mobile presence that travels with them throughout the event.
- Promote your booth, industry session, or special offerings directly to attendees, driving traffic and increasing engagement at your event presence.

NEW! Bring Your Own Bottle Campaign

Join us in reducing single-use plastics by becoming the official supporter of our "Bring your bottle" campaign. As a supporter, your company will be featured in pre-event communications encouraging participants to bring reusable bottles, positioning your brand as a driver of sustainable behaviour change.

Onsite, your support will be prominently showcased through branded water refill stations, ensuring high visibility while directly associating your brand with this eco-friendly action.

- Recognition as the exclusive supporter of the "Bring your bottle" campaign.
- Branding on water refill stations onsite.
- Acknowledgement in pre-congress mailshots promoting the campaign.
- Visibility on the congress Sustainability webpage.

Coffee Break

Sponsor a coffee break in the exhibition area and enjoy prime brand visibility while attendees recharge and network.

- Showcase your company's logo at the catering point for an entire day, putting your brand front and centre where attendees gather.
- Maximise your impact by providing branded items, such as napkins or cups, ensuring continuous brand exposure.

NEW! Lounge Area

Create a lasting connection with attendees by sponsoring the Lounge Area—a prime spot for relaxation and networking.

- Feature your company's logo on signage near the lounge with a "Sponsored by..." message for maximum visibility.
- Fully customise the lounge area with your branding, ensuring a prominent presence throughout the event.
- Distribute branded items to attendees, providing a reminder of your company while they enjoy the space.

Premium Advert in the App

Maximise your brand's impact with a featured advert in the official Congress Mobile App—an essential tool used by every attendee to navigate the event.

- Your advert will be prominently placed in a dedicated section of the app, ensuring continuous visibility as attendees plan their event experience.
- With the app downloaded by all participants, your brand gains a mobile presence that travels with them throughout the event.
- Promote your booth, industry session, or special offerings directly to attendees, driving traffic and increasing engagement at your event presence.

Push Notification

Engage directly with Congress attendees to promote your company, booth, or session by sending a custom push notification through the official Congress Mobile App—an exclusive opportunity to capture attention in real-time!

- Reach participants instantly with a personalised message sent directly to their mobile devices.
- Your notification will reach all participants who have opted in, ensuring your message reaches a highly engaged audience at a key moment.
- Work with the Congress organiser to coordinate the ideal date and time for maximum impact.
- The Congress app will be downloaded by most attendees, giving your message wide exposure across the event.

Photo Booth

Engage attendees in a fun and interactive way with a branded Photo Booth experience, creating moments they'll share long after the event.

- Your logo will be featured on the booth and every photo, ensuring your brand is shared via email, text, and social media.
- Photos will reach not only event attendees but also their friends and family, expanding your brand's visibility beyond the event.

Venue Branding

Additional information can be requested from our team in the Industry & Liaison Sales:

Nikol Karabelova - nkarabelova@kenes.com

Registration Welcome Package

The Registration Package includes:

- Badge Printing Station, where you can maximize your brand's exposure as registered participants approach kiosks to print their event badges. Your company's video, banner, or logo will be prominently displayed on the kiosk monitors, ensuring significant visibility and making a lasting impression as attendees collect their badges.
- Registration Confirmation Email Banner, where your brand will be front and centre in the inbox of every participant, maximising your reach and impact. The Registration Confirmation Email Banner is an integral part of our Congress' registration process. As soon as participants complete their registration, they will receive a confirmation email, providing them with essential event details. This email will feature a prominent banner space reserved exclusively for the sponsor.

NEW! Selfie Corner

Create a fun and interactive experience with a Selfie Corner, allowing attendees to capture and share memorable moments.

- Your logo will be displayed at the corner and on every photo taken, ensuring ongoing visibility as attendees share their pictures with others.
- Branded photos will circulate long after the event, keeping your brand visible across social media and beyond. Use this engaging platform to amplify your brand and make lasting connections.

NEW! Sustainability Partner

As a Sustainability Partner, your company will be at the forefront of our congress-wide green initiatives, actively supporting and being recognized for the onsite actions that make our event more environmentally responsible.

- Recognition as a Sustainability Partner across all sustainability-related initiatives.
- Branding on sustainability signage onsite.
- Acknowledgement on the official Sustainability webpage and congress materials.
- Opportunity to showcase your commitment to sustainability to a global audience.
- Limited to XX companies.

EDUCATIONAL SUPPORT

E-Poster Stations

Kenes e-Posters offer a dynamic blend of scientific content and interactive engagement, showcasing electronic versions of traditional posters at designated digital stations. This innovative format creates unique networking opportunities, increasing the attendee interest, and provides excellent exposure for authors. Strategically placed, high-traffic terminals ensure attendees can easily access these presentations.
Support includes:

- Signage at the entrance to the e-Poster area with 'Supported by…' followed by your company name (logo not included).

Educational Grant

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

Engage, educate, and bring science to life by supporting the creation of captivating 1-minute animated videos that transform top scientific abstracts into content accessible to a broader audience. These animations will be shared across social media and showcased onsite, broadening your reach and brand visibility. The organising committee will select the abstracts featured.

- Your logo will be displayed at the end of the animation.
- Check out an example of an animated video, here.

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.

Participation Grant

As a trusted partner, the Kenes Group will manage indirect sponsorship for our Congress. The industry will provide educational grants directly to the Kenes Group, which, in collaboration with the Congress Committee, will handle the pre-selection of participants (HCPs).

Educational Participation Grants, regardless of the amount, are greatly appreciated and play a vital role in the success of our Congress.

- Recipients (HCPs) must meet the criteria set by the Committee to apply for a grant. Accepted applicants will be notified directly by the Congress Secretariat.
- These grants are essential in ensuring broad participation and fostering educational growth at the event.

Mobile App

The event's Mobile App is an essential tool that enhances attendee engagement with personalized planning features and real-time event updates. It transforms smartphones, tablets, and laptops into interactive tools which enables participants to access congress information, while offering a platform for networking and active participation. The app includes the full scientific programme, abstracts, speaker details, participant lists, session ratings/voting, and a personalised scheduler, and is available on both the Apple App Store and Google Play.

Mobile App sponsorship includes:

- Your company name/logo (excluding product logos) on the splash/pop-up screen with a "Supported by" acknowledgement.
- Two push notifications, providing a direct communication to attendees during the event.

Mini Program

Boost your brand's visibility with the Mini Programme, an essential, easy-to-carry guide that attendees will use throughout the event.

- The Mini Programme is a compact, on-the-go resource distributed to all participants, ensuring your brand is seen repeatedly as attendees navigate the event.
- With key details like session times and locations, attendees will constantly refer to this guide, putting your brand front and centre at every glance.
- Your company will be recognised on the inside back cover with the statement "Supported by..." along with your company logo, ensuring your brand is noted by all attendees.

EDUCATIONAL SUPPORT

NEW! Registration Confirmation Letter Banner

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

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

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Social Media Post

Leverage the power of Congress social media to increase your brand's visibility and connect directly with participants and healthcare professionals worldwide!

- Gain exposure to a global audience by sharing your post across the Congress's official social media platforms, boosting your brand's visibility and engagement.
- Engage with participants and healthcare professionals in real time, fostering meaningful connections and increasing awareness of your products or services.
- Collaborate with the Congress organisers to select the optimal time and date for your post, ensuring maximum impact when your audience is most active.

Video Teaser

- Showcase your brand with a dedicated page on the official event website, including a prominent 4-minute video to engage attendees.
- Maximise exposure by connecting with attendees before the event, building anticipation and drive interest in your session early.
- While product-specific advertising is not allowed, this is a prime opportunity to elevate your brand's presence.
- Please note, all pages will undergo review by the Programme Committee to ensure quality and alignment.

Congress Mailshot Advert

Expand your brand's reach by securing a spot in the official Congress mailshot, directly engaging with a highly targeted event community before the event even begins!

- Your advert will be featured in a prime location within the mailshot, sent directly to all registered participants and event followers, ensuring broad and targeted exposure.
- Reach your audience where it matters most—their inboxes, giving your brand visibility and building excitement ahead of the event.
- Content will be subject to review by the Programme Committee to ensure compliance, with no product advertising allowed.

Pre and Post-Congress Mailshot

Stay connected with participants before and after the Congress by sending a Pre and Post-Congress Exclusive Mail Blast to registered delegates who have opted to receive promotional material. Coordinate the timing with the Congress Organiser for maximum engagement!

- Enjoy the advantage of an exclusive mail blast tailored specifically for your company, ensuring your message is delivered to all interested participants.
- Reach out to attendees before and after the event, reinforcing your brand and maintaining engagement.
- Provide your HTML design (adhering to Kenes design requirements) and a preferred subject line to create a compelling message that resonates with recipients.
- The "From" field will feature the WCN 2027, ensuring your company is recognised in conjunction with the Congress brand.
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* 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 organised by industry and not included in the main event CME/CPD credit offering.