

# SPONSOR & EXHIBITOR MANUAL

**2020 - The most challenging of times: Focusing on contemporary issues in pressure ulcer prevention and management**



Dear Industry Partner,

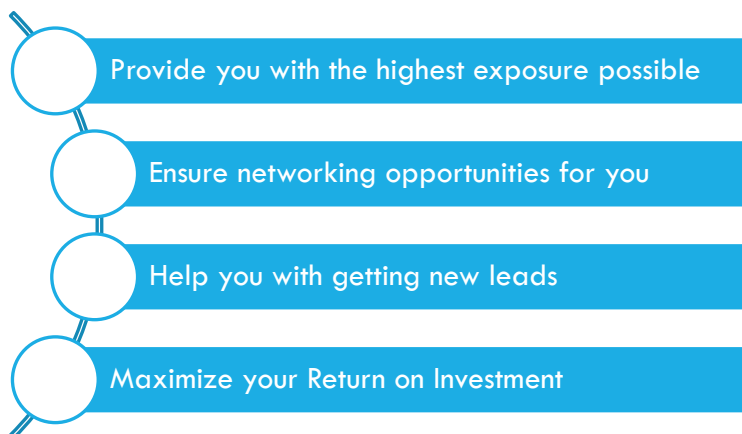
Welcome to the EPUAP's first-ever virtual conference!

After the EPUAP Annual Meeting was postponed to 2021, the Executive Board decided to work on a new scientific programme tailored to the current COVID-19 pandemic.

The EPUAP Virtual Meeting 2020 will address the challenges met by clinicians in dealing with pressure ulcer prevention and treatment in COVID-19 patients and other relevant topics. The virtual event will offer a valuable source of education, networking and experience sharing among delegates, speakers and industry.

As our industry partner, you will have a unique opportunity to promote your company to the audience through your profile or showcase your products/services in your own virtual booth. We are doing our best to make this a very interactive, content-rich, educative experience for all parties. For this virtual meeting, we have created several options for you which will allow you to present your company in the way you want. You can choose to be the meeting's sponsor, exhibitor or the combination of both to utilize full potential of our virtual platform and maximize your brand's visibility.

## Our Aim



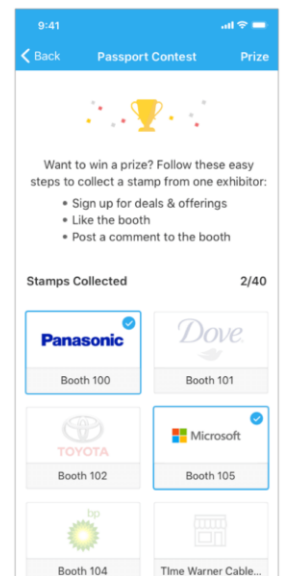
# EXHIBITOR & SPONSOR PACKAGES

Exhibitor: 3.000 EUR

## What does being an exhibitor entail?

### In your virtual booth, you will have the following options:

- Upload a promotional video of your choice OR do a livestreaming
  - Upload pictures/photos of your choice
  - Upload your contact details
    - Email address
    - Telephone number
    - Website link
    - Location
  - Set a description of your company & include anything you want the delegates to know
  - Include special deals through coupons, raffles or giveaways
  - Chat with the booth visitors in your message tab
  - Attain leads through “Sign up for deals and offers” or the “LIKE” button
  - 4 free participants
  - Create topics in the community board to promote your booth
  - Create virtual meetings by uploading a meeting link (Google Meet, Zoom, etc.) in the community board to drive more booth traffic
    - Use Whova Meeting feature for up to 30 people
  - Have access to the attendee list prior to the event
    - Message them in the software
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- **Passport Contest:** To drive even higher booth traffic, EPUAP will create a contest for attendants which will motivate them to interact with the exhibitors and get to know their products/services better. The most active attendee will receive a prize.



Passport Contest to encourage attendees visit more exhibitors

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*Sponsor: 3.000 EUR*

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## For additional exposure, become the Meeting's Sponsor!

- Upload a promotional video of your choice OR do a livestreaming
- 4 free participants
- Your logo with a company link will appear on:
  - Event home screen (large version)
  - Bottom of each session
  - Attendee profiles
  - Top of all pages (on desktop version)
  - Epuap.org website
- You will be listed under the sponsors of the conference under the Sponsor list with your logo/or video, contact information and link to your website
- You will be mentioned in the Welcoming session video
- Your logo will be included in all electronic materials
  - Newsletters
  - Leaflets/Announcements
- Before the event, you will be introduced on the EPUAP social media
  - Facebook
  - Twitter
  - LinkedIn
- Create topics in the community board to promote your brand
- Create virtual meetings by uploading a meeting link (Google Meet, Zoom, etc.) in the community board to increase the brand awareness
  - Use Whova Meeting feature for up to 30 people
- Have access to the attendee list prior to the event
  - Message them in the virtual meeting software

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### Sponsor + Exhibitor: 5.000 EUR

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To realize the full marketing potential of this event, we recommend choosing the combination of both options. That means being the Virtual Meeting Sponsor while also utilizing all the benefits coming from having a virtual booth in the exhibitor hall.

The Attendees use the Conference App weeks before and after the event. They will be exposed to your company profile and logo all this time as well.

For more information, watch the following video: [https://youtu.be/a\\_lr0kR4nOU](https://youtu.be/a_lr0kR4nOU)

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### ~~Industry session: 2.000 EUR~~ booked

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Due to limited time, there will be only one industry session in the programme, so make sure you book it on time! EPUAP programme will run in two parallel sessions and it will include key sessions, one free paper session, one student session and a teasers session (short presentation of poster papers). There will be **one 45 minutes timeslot available for industry**.

You will have the exclusive opportunity to reach out to delegates and present your products and their importance for pressure ulcer prevention and treatment. All delegates will have access to your session content for a period of 5 months after the conference.



If you have any questions, please contact us: [office@epuap.org](mailto:office@epuap.org)