

PTCOG 65

BANGKOK 2027

GLOSSARY

65th ANNUAL PTCOG CONFERENCE
& 7th PTCOG-AO MEETING
7 - 12 JUNE 2027 | BANGKOK, THAILAND



ptcog65.org
#PTCOG65



IMPROVED VISIBILITY



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.

- Supporter's logo on sign at the entrance to the Welcome Reception.
- Opportunity to provide items bearing company logo for use at the event.

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.

COFFEE 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 the company's logo at the catering point located within the exhibit area. Opportunity to provide items bearing the company logo for use during the supported break. 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.

CONFERENCE LANYARDS

Boost your brand visibility by having your company's colors in the event's lanyards. As the sponsor of this high visibility item, your company's brand color will be featured prominently and your brand will be in the spotlight from the moment participants arrive, ensuring that your message resonates with them all day. Take advantage of this prime opportunity to make your brand stand out!

CONFERENCE BAGS / LUGGAGE TAGS

Exclusive sponsorship to enhance your brand visibility by sponsoring our luggage tags, which will be attached to conference bags. These durable tags will feature your logo and be reused by participants, providing long-lasting exposure. Choose the color and design to match your corporate branding. No product placement allowed.

CROSS BODY PHONE HOLDER

A practical and stylish event accessory designed to keep mobile phones easily accessible throughout the event. This round lanyard crossbody can be fully branded with the sponsor's logo, offering continuous visibility among attendees during the congress and beyond. Combining functionality with everyday use, it provides brands with long-lasting exposure even after the event has ended.

IMPROVED VISIBILITY

MEETING ROOMS

An opportunity to hire 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 Conference. 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. Opportunity to brand the hospitality suite. Acknowledgement on directional signage outside suite.

BRANDING OPPORTUNITIES IN THE VENUE

Several branding opportunities will be available across the conference center. These are still upon confirmation and the supporter will receive these options in a separate file.

PRODUCT THEATRE – 10 minutes

Meet with attendees and key decision makers to share your new research outcomes or conduct product demonstrations of your new products and services. Product Theatre sessions will take place during the coffee breaks and will be held in a designated area in 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.

PTCOG 65 OFFICIAL MOBILE APP SPONSOR

The Conference Mobile App engages attendees with personalized 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 Conference information to connect with speakers and colleagues. The App includes the scientific program, abstracts, speakers' information, participants' list, the rating/voting system for sessions and speakers, and a personalized 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" (product logo not permitted).
- 2 "push notifications" included in the sponsorship package.
- 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.

IMPROVED VISIBILITY

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 Conference Mobile App will be available for all participants who download the app.
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PUSH NOTIFICATION

- One “push notification” sent to all participants* onsite through the mobile app during the sessions’ breaks.
- Date and time to be coordinated with Conference organizer.
- Specifications will be provided by the Conference organizer.
- The Conference App will be available for all participants who download the app.

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

SOCIAL MEDIA PROMOTION

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

FLYERS DISTRIBUTION

- Opportunity to distribute company’s flyers during the conference in the exhibition hall.
 - Materials should be provided by the Supporter.
 - The distribution can be handled by the Supporter’s representative in the hall or materials can be placed on Display table with other sponsored materials.
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ADVERT - REGISTRATION KIOSK

Display your promotional message on the digital registration kiosks used by delegates during on-site check-in. This high-visibility advertising opportunity ensures repeated exposure to attendees at one of the busiest touchpoints of the congress, enhancing brand awareness and reinforcing your presence from the moment participants arrive.

IMPROVED VISIBILITY

PROMOTIONAL MAILSHOT*

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 Conference 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 Conference. “From” field will be PTCOG 65 Supporters.

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.

POST-CONFERENCE MAILSHOT*

Connect with participants after the Conference days by sending out a post-Conference Exclusive Mail Blast to registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Conference 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 PTCOG 65 Supporters.
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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 Conference 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.

PLASMA SCREEN ADVERT

- Your company’s slide will be displayed in a rotating loop with other sponsors’ slides and Congress information, ensuring maximum exposure.
 - Each slide will appear for several seconds, providing a concise yet impactful way to promote your session or offerings.
 - Content of the slide is subject to approval by the Scientific Committee to maintain event standards.
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