



VIII ANNUAL CONFERENCE OF  
AMERICAN ASSOCIATION OF BRONCHOLOGY  
AND INTERVENTIONAL PULMONOLOGY

AUSTIN 14-16, 2025  
AUSTIN, TEXAS

# 2025 GLOSSARY

We are excited to present this  
glossary, which outlines our  
product details and their benefits.



# PROMOTIONAL ITEMS

## ↓ NETWORK HOUR

Sponsoring ALL networking sessions. Not exclusive.

Your brand will be prominently featured during the Networking Hour and acknowledged as a key supporter.

Networking Hour will consist of the following rooms simultaneously:

- Advanced Diagnostics Bronchoscopy
- APP & Allied Health
- Early career interventional pulmonologists – fellows and faculty
- Pediatric Interventional Pulmonology
- Women in Interventional Pulmonology (WiIP)
- Opportunity to network with key decision-makers in a relaxed and informal setting with food & beverages included.

Your chance to showcase your commitment to collaboration!

## ↓ MISSION IP

This is one of the most engaging sessions in the program based on gamification as an adult learning principle

One of the favorite activities of the attendees (100 + people)

An exciting and interactive group competition covering general and medical knowledge

## ↓ LUNCH SPONSORED INDUSTRY SESSION/ BREAKFAST SPONSORED INDUSTRY SESSION

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

- Includes hall rental, standard AV equipment, and display table.
- Permission to use the phrase “Official Industry Session of [Congress Name].”
- 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”.

### 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. The sponsoring company is responsible for f&b if required.

## ↓ DEMONSTRATION ROOM (MINIMUM 2 DAYS)

- Permits a private hands-on demonstration of pertinent technology to key decision makers at the sponsor’s discretion
- Set up should be made on previous days starting at 6:30 pm
- Dismantling should be made on the last day by 6:00 pm
- All rooms can be adjusted to your needs
- The rate is per day and F&B is not included
- Suites should be rented for at least 2-days

This fee covers participation in the simulation sessions if your product is being taught in the simulation sessions.

# PROMOTIONAL ITEMS

## ↓ EMAIL BLASTS / PROMOTIONAL MAILSHOT

Enhance your visibility and drive engagement for your industry session, company, or exhibition booth by sending out a Mail Blast to pre-registered delegates who have opted to receive promotional material. Coordinate the timing with the Congress Organiser for optimal impact!

### Exclusive Mail Blast:

- Gain exclusive access to a dedicated mail blast, ensuring your message reaches all opted-in delegates.
- Provide your HTML design (following Kenes design requirements) and a preferred subject line, to be submitted 6 weeks prior to the Congress.
- The “From” field will feature the Congress Acronym + Year, enhancing brand recognition.

### Joint Mail Blast:

- Share a mail blast with other supporting companies, expanding your reach.
- Content must adhere to Kenes design requirements, and our team will handle the design for you.

### E-blast with Industry Advert (upon approval)

- Share an e-mail blast with other supporting companies or conference information, expanding your reach.
- Content must adhere to Kenes design requirements, and our team will handle the design for you.

\* 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.



# PROMOTIONAL ITEMS

## ↓ CONGRESS HOMEPAGE WEBSITE BANNER

Boost your online visibility and promote your company to a global audience with a banner advert on the official Congress website. Engage visitors before they even arrive at the event!

- Your banner advert will be prominently displayed on the Congress homepage, seen by thousands of visitors planning their attendance.
- The banner will include a click-through link to your website, driving traffic and fostering greater engagement with your brand.
- Up to 5 companies' adverts will rotate on the homepage, ensuring consistent exposure to site visitors.
- Content will be reviewed by the Congress Programme Committee to uphold high standards, with no direct product advertising permitted.

## ↓ ELECTRONIC AD: PROMOTION ON PLASMA SCREENS

- 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.

## ↓ PRESIDENTIAL COCKTAIL HOUR

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

## ↓ PRE-CONGRESS 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.

## ↓ 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.

# PROMOTIONAL ITEMS

## ↓ PUSH NOTIFICATION THROUGH THE APP

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.

## ↓ LOGO AT APP CARROUSEL

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

- Your logo will be prominently placed in a dedicated section of the app, the carousel, loop of logos, 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.

## ↓ SPEAKER'S LOUNGE

Exclusive sponsorship of the Executive Lounge for speakers and organising committee! Position your brand where key decision-makers gather by sponsoring the Executive Lounge at the event.

- Your company's logo will be displayed on signage at the lounge entrance, ensuring visibility to all speakers and committee members.
- Provide your branded mouse pads at each workstation for continuous brand interaction.
- Feature your company's logo on the screensavers of all lounge computers, keeping your brand top of mind.

## ↓ MOBILE APP ADVERT

Maximise your brand's impact 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.

# PROMOTIONAL ITEMS

## ↓ WI-FI LANDING PAGE

Utilize the event's Wi-Fi and make your brand the gateway to connectivity for all attendees.

- Your logo and name will be prominently featured on the Wi-Fi landing page, ensuring immediate brand visibility as participants log in.
- Branded Wi-Fi access cards included in the congress materials will extend your reach, placing your brand directly into the hands of every attendee.

## ↓ SIGNAGE ONSITE

Option to display company logo on all direction signs and session rooms entry banners.

Price and further information available upon request

## ↓ HOTEL KEY CARDS

Opportunity to personalize attendee's hotel key cards with a company logo.

Price and further information available upon request

## ↓ SNACK BAR

Sponsor a snack bar 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.

## ↓ DIGITAL PASSPORT COMPETITION

Drive engagement and boost your brand by sponsoring the Digital Passport Competition. This interactive experience encourages participants to visit exhibitor booths, fostering meaningful connections while enhancing their event journey.

How It Works:

- Participants receive a Digital Passport within the event app
- Your logo will appear on the passport competition's promotional materials, and announcements throughout the event.
- Attendees engage by visiting exhibitors and scanning the QR code on their passport after answering questions from the company.
- Prizes will be awarded to participants with the most scanned QR codes.

## ↓ 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.



# EDUCATIONAL ITEMS

## ↓ E-POSTER AREA

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...' and your company logo.
- 'Supported by...' and your logo displayed on each individual e-Poster station.

## CONTACT

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Industry Liaison & Sales Associate

[EMAIL ME](#)

## ↓ MOBILE APP

The Congress 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.