



MONTREAL

ICN CONGRESS
1-5 JULY 2023

Nurses together: a force for global health



INDUSTRY MANUAL

NURSES TOGETHER: A FORCE FOR GLOBAL HEALTH

Organised by the International
Council of Nurses



In partnership with
the Canadian Nurses Association



Dear Supporter,

We are happy to present you with the ICN 2023 Industry Symposia Manual which will take place in **Montreal, Canada on 1 - 5 July 2023.**

Venue address:

Palais des Congrès

1001 Place Jean-Paul-Riopelle

Montreal, Canada

<https://congresmtl.com/>

This manual covers important information and is designed to assist in preparing for your Industry Session. We trust that you will find it helpful and suggest that you read all the information presented. It will take you very little time now and could save you a great deal of time later.

Please forward this manual to everyone who is working on this project.

Exhibitors and Supporters Portal

Each supporter will receive an e-mail with login details to access the Portal. The Portal enables supporters to:

- Submit a company logo and profile
- Submit deliverables as per contract
- Order lead retrievals/scanners

The login details will be sent to the person signing the contract. This person is responsible for passing on the login details to third party if needed.

Access to all Portal services will be available only after submission of your company profile and logo.

Only deliverables as indicated in your contract, should be submitted via the Portal. Items not included in your contract will not be processed.

Lastly, Kenes Group is offering participants and supporters special rates for various hotels in Montreal.

Information, pictures, location and rates are available on the hotel accommodation page:

[click here](#) or email us at mtodorovich@kenes.com

Please do not hesitate to contact me for further information or assistance.

We look forward to welcoming you in Montreal and wish you a successful Industry Session!

Table of Contents

Section 1: Symposium Related Contact Information

- Kenes Contacts
- Contractors Contacts

Section 2: Deadlines Table

Section 3: Symposia Timetable

- Industry Symposia Timetable
- Important notes
- Speaker's Expenses
- Technical rehearsal

Section 4: Symposia Session Halls

- Symposia Session Halls – Technical Details
- Location and Layout
- Audio-visual (AV) Equipment
- Presentations Upload
- Symposia promotion
- Symposium Title and Program

Section 5: Promotional Items

- Push Notification
- Promotional E-mail Blast – Joint
- Promotional Email Blast – Exclusive
- Symposium Signage

Section 6: Miscellaneous Information

- Badges
- Catering
- Wi-Fi
- Meeting Rooms/Hospitality Rooms
- Parking
- Waste Disposal

Section 7: Badge Scanner/Lead Retrieval System

Section 8: Innovative Products for Industry Symposia (onsite and virtual)

Section 9: Shipping Instructions

Section 1: Symposium Related Contact Information

Kenes Contacts:

Section 1: Symposium Related Contact Information

Congress Organiser

Kenes Group

Rue François-Versonnex 7
1207 Geneva, Switzerland
Tel: +41 22 908 0488
Fax: +41 22 906 9140

Hotel Sales Manager

Monica Todorovich

Tel: +41 22 908 0488 Ext: 222 | E-mail: mtodorovich@kenes.com

Industry Coordinators

Stephanie Stoyanova

Tel: +41 22 908 0488 Ext: 251 | E-mail: sstoyanova@kenes.com

Audio Visual Coordinator

Nigel Clarke

E-mail: clarke@icn.ch

Audio Visual Provider

Tyler Tardiff

E-mail: t.tardiff@tknl.com

Industry Liaison & Sales

Sherwin Gentle (Kenes Group)

Tel: +31 20 763 0108 | E-mail: sgentle@kenes.com

Pilar Millan Gomez (Head of Digital and Sponsorship – ICN)

Tel: + 41 22 908 0119 | E-mail: millan@icn.ch

Registration Specialist

Anna Litewka

Tel: +41 22 908 0488 Ext. 218 | E-mail: reg_icn23@kenes.com

Product Marketing Coordinator

Jimena Meymar

E-mail: jmeymar@kenes.com

Contractors:

Catering

Capital Traiteur Montréal Inc.

E-mail: info@capitaltraiteur.com

For Catalogue, please click [here](#)

Material Handling & Customs Clearance Agent



ConsultExpo Inc.

John Santini

E-mail: johns@consultexpo.com

Mobile: 514 482 8886 Ext.1

Section 2: Deadlines Table

Action Item (Please refer to your signed contract)	Deadline	Contact Person
Staff Hotel Reservation	As soon as possible	Monica Todorovich mtodorovich@kenes.com
Payment of Invoice Balance	Must be received in full one week prior to the Congress	Pazit Hochmitz phochmitz@kenes.com
Symposium Final Program (for approval by Scientific Committee)	As soon as possible and no later than Monday, 15th May	Stephanie Stoyanova sstoyanova@kenes.com
Text for Push Notifications for Mobile	Thursday, 31st May	Stephanie Stoyanova sstoyanova@kenes.com
Promotional E-mail Blast (Exclusive and Joint)	Please contact directly	Pilar Millan Gomez millan@icn.ch
Social Media Posts	Please contact directly	Pilar Millan Gomez millan@icn.ch
K-Lead Retrieval System 	Monday, 15th May	To reserve your Scanners, please refer to the on-line Exhibitor's Portal
Placing orders for Voting/ 'Ask the Speaker' and other Technology Products and Services 	As early as possible, preferably before Wednesday, 31st May	Jimena Meymar jmeymar@kenes.com
Catering Services	Please contact the Catering provider directly	info@capitaltraiteur.com For Catalogue, please click here
AV – scheduling Tech rehearsals	Please directly contact the AV coordinator	Nigel Clarke clarke@icn.ch
Placing orders for extra AV for the Sponsored Symposia and AV for Meeting rooms ONSITE	Please directly contact the AV coordinator	Tyler Tardiff t.tardiff@tknl.com
Shipping & Material Handling Services		
Door to door	Please contact ConsultExpo Inc.	johns@consultexpoinc.com
Airfreight shipments		

Section 3: Industry Symposia Timetable*

Company Name	Date	Time	Location
Rosemary Bryant AO Research Centre	Sunday, 2 nd July	07:15 – 08:15	Room K
Girl Child Education fund/ Jhpiego	Sunday, 2 nd July	07:15 – 08:15	Room A
American Nurses Association	Sunday, 2 nd July	13:00 – 14:00	Room A
Canadian Federation of Nurses Unions	Monday, 3 rd July	07:15 – 08:15	Room A
Sanofi	Monday, 3 rd July	13:00 – 14:00	Room K
Colgate Palmolive	Monday, 3 rd July	13:00 – 14:00	Room L
Sanofi	Tuesday, 4 th July	07:15 – 08:15	Room K
BD	Tuesday, 4 th July	13:00 – 14:00	Room K

Timetable and halls are subject to changes. The most updated timetable is published on the [Congress website](#).

Important notes:

- Industry sessions not eligible for continuing professional development credits (ICNECs)
- Please coordinate when you would like to set up the hall prior to the start of your Symposium with **Stephanie Stoyanova**. A member of the Kenes Operational team will be available should you need any assistance.
- Handouts can be distributed at the entrance to the Symposium Hall; however, it is **NOT** permitted to place material on the chairs inside the hall.
- Printed tent cards placed on the head table are allowed and should be produced and provided by Supporter.
- We ask presenters to follow the time schedule precisely in order that the day's events may run smoothly. An updated scientific timetable can be found on the [ICN 2023 Website](#).

Catering

- Catering is **exclusive** to **Plais des congrès de Montreal** and should be ordered in advance. Supporters who wish to order food and beverages for their symposium, meeting/hospitality room or exhibition booth, are welcome to do so directly with them.
- Food and drinks are allowed to be taken into the symposium halls (excluded hot dishes). If you are considering catering together with the symposium, please note that additional charge will be applied for cleaning the hall immediately following the session.
- If you are planning to have catering/lunch boxes together with the symposium, it is recommended to indicate in all publications that lunch/refreshment will be served as long this is not contradicting the supporter's internal compliance policy.

Speaker's Expenses

ICN 2023 will not cover Industry Symposium Speaker Expenses including travel, accommodation, and registration fees.

This also applies in the case where the Industry Sponsored Symposium speakers have already been invited by the congress.

Speakers are responsible for their own expenses except the expenses that are permitted to be paid by ANA as aligned to their own signed speaking engagement.

Technical Rehearsal Onsite

We strongly recommend scheduling a technical rehearsal in the hall itself and testing the Presentations during that rehearsal. Please make arrangements directly with the **Congress Audio Visual Coordinator**, at: clarke@icn.ch

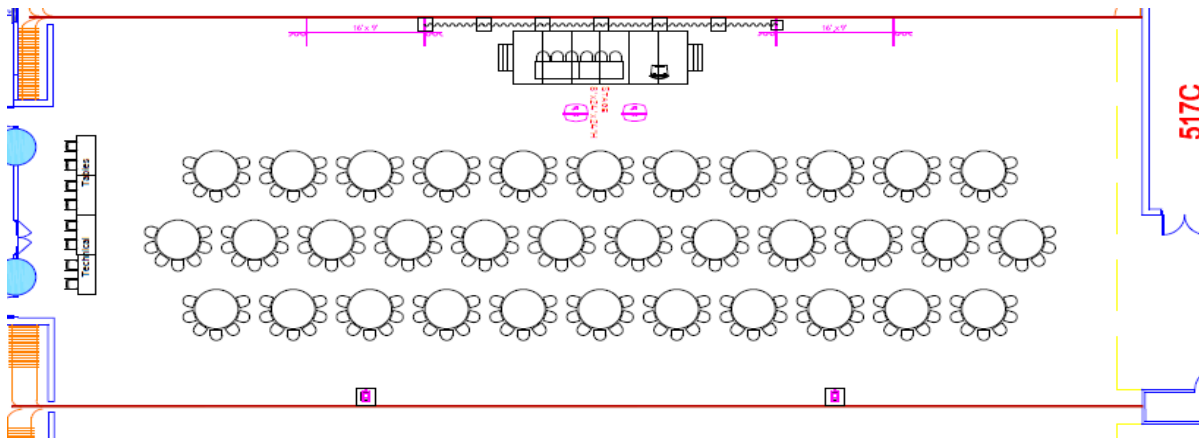
A technical rehearsal is offered free of charge; however additional charges may apply, depending on hall availability, rehearsal requirements and overtime of the technicians.

Section 4: Symposia Session Halls Onsite

Hall Name as per ICN	Venue Hall Name	Location	Hall Capacity	Hall Layout
Room A	517 C	Level 5	238	Cabaret
Room K	511 ABDE	Level 5	196	Cabaret
Room L	510 ABCD	Level 5	210	Cabaret

*For a 3D tour of the venue, please click [here](#).

Set up layout for room A (517 C):



Head Table and Lectern Details in Hall A

- 2 head table module, sufficient seating for 6 people
- 1 regular lectern with microphone (non-digital)

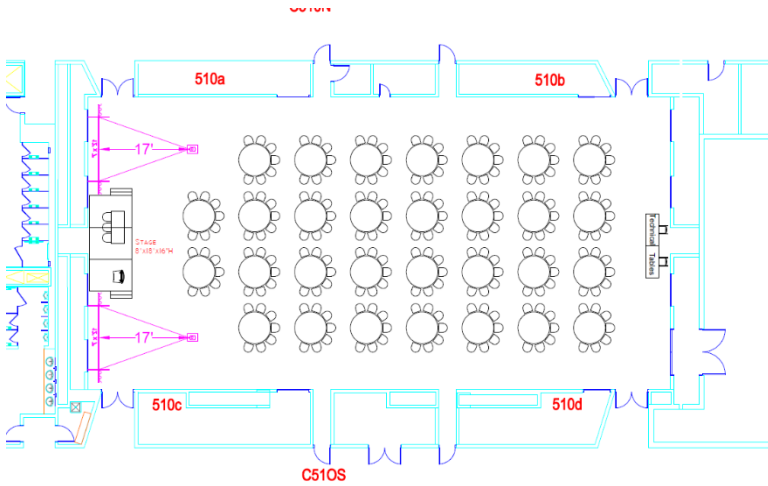
*Please be advised that both the lectern and head table will be branded with ICN branding.



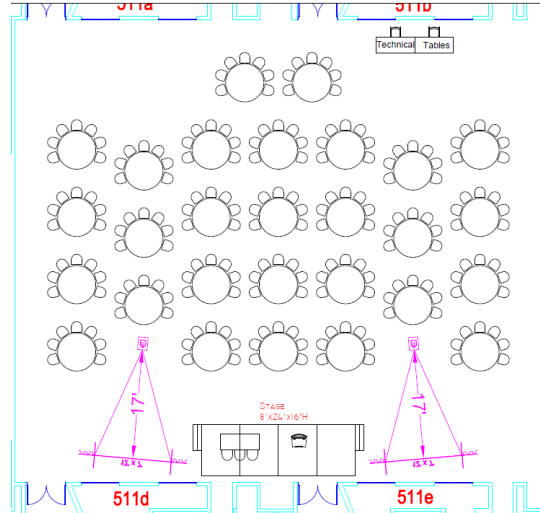
Example

***Please inform us about the number of speakers you expect.**

Set up layout for room L (510 ABCD):



Set up layout for rooms K (511ABDE):



Head Table and Lectern Details in Halls K and L

- 1 head table module, sufficient seating for 3 people
- 1 regular lectern with microphone (non-digital)

*Please be advised that both the lectern and head table will be branded with ICN branding.



Example

***Please inform us about the number of speakers you expect.**

For alternative/additional arrangements in the Halls please contact the **Industry Coordinator** at sstoyanova@kenes.com

Audio-Visual (AV) Equipment

Room A (517C)

Video:

2 x 9' x 16' Projection Screens with dress kit

2 x 13K projector

1 x Laptop

Audio:

2 x Wireless Microphone's

1 x Sound System

1 x 16ch Digital Audio console

1 x AV Technician to operate the AV system

Room L (510ABCD)

Video:

2 x 8'x14' Projection Screens with dress kit

2 x 7K projector

1 x Laptop

Audio:

2 x Wireless Microphone's

1 x Sound System

1 x 16ch Digital Audio console

1 x AV Technician to operate the AV system

Room K (511ABDE)

Video:

2 x 8'x14' Projection Screens with dress kit

2 x 7K projector

1 x Laptop

Audio:

2 x Wireless Microphone's

1 x Sound System

1 x 16ch Digital Audio console

1 x AV Technician to operate the AV system

Presentations Upload Onsite

If you are using a PowerPoint presentation (or any other PC-based application), please note that you have to deliver it on a USB Memory stick to one of the technicians in the Speakers' Ready Room as soon as you arrive at the Venue in the morning – and at least 2 hours before the start of the session.

Please note that only Congress computers are used in the session halls. These are supplied with Office 2019 (at least) and the native ratio of the projection on the screens in the halls is 16:9.

If you include video clips in your PowerPoint presentation, be sure to test it with the technician in the Speakers' Ready Room at least 2 hours before the start of the session or as soon as you arrive at the venue in the morning. Please make sure to check it with the technician in the session hall where your lecture is taking place, during a coffee or lunch break prior to your session, at least 30 minutes before the start of the session – even after checking it in the Speakers' Ready Room.

IMPORTANT NOTE FOR MACINTOSH USERS

To use MAC presentations on the PC compatible Congress computer, please note that you need to prepare it according to the instructions below, before taking it to the speaker room:

- Convert it to PowerPoint or PDF. Use a common font, such as Arial, Times New Roman, Verdana etc. (Special characters might be changed to a default font on a PowerPoint-based PC).
- Insert the images as JPG files (and not TIF, PNG or PICT – these images will not be visible on a PowerPoint based PC).

As previously mentioned, we strongly recommend scheduling a technical rehearsal and testing the Presentations during the rehearsal. Please plan directly with the **Congress Audio Visual Coordinator** at: clarke@icn.ch

Speakers ready Room Hours:

Date	Hours
Friday, June 30 th	Not Working
Saturday, July 1 st	12:00 - 18:30
Sunday, July 2 nd	06:45 – 19:00
Monday, July 3 rd	06:45 – 19:00
Tuesday, July 4 th	06:45 – 18:00
Wednesday, July 5 th	06:45 – 15:00

Symposium Promotion Onsite

Due to accreditation criteria for this Congress, the following rules apply:

- **Congress banner** should NOT be used in any promotional materials created by the supporter.
- Materials created by companies should NOT utilize the main event marketing look and feel.
- When promoting your symposium, please always indicate on any of your promotional materials **“Industry session not eligible for continuing professional development credits (ICNECs)”**
- When promoting your symposium, you are allowed to use the phrase: **“Official Sponsored Symposium of the ICN 2023 Congress”** which will take place in **Montreal, Canada 1 – 5 July, 2023**

In addition, it is not permitted to use the **ICN 2023 logo** on any of the symposia materials.

Session Agenda for Onsite

The final session agenda should include the following information:

- Session Title (**up to 110 characters including spaces**)
- Session Description (**up to 200 words**)
- Speaker Presentations Titles
- Timing - duration of each speaker presentation and full timing of the agenda
- Speaker/Moderator Full Name
- Speaker/ Moderator Country
- Speaker/ Moderator E-mail
- Speaker/ Moderator Affiliation
- Speaker/ Moderator Bio and Photo (please see specs below)

Please see below specs for Speaker Bio and Photo (**Not Mandatory**)

- Speaker **Bio** – up to 200 words.
- Speaker **Photo** – 180x240 px, JPG Format

Please ***[click here](#)*** in order to provide above requested information as soon as possible and no later than **Monday, 15th May**, if you need any assistance please contact the Industry Coordinator: Stephanie Stoyanova at sstoyanova@kenes.com

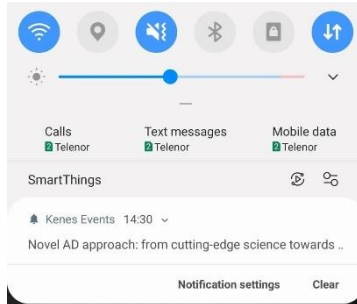
Section 5: PROMOTIONAL ITEMS

This section includes guidelines which will assist you to prepare promotional items related to your industry sessions, however, **kindly refer only to the relevant items in accordance with your sponsorship agreement.**

1. Mobile App Push Notification

For supporters entitled to a push notification as per their signed contract, kindly submit the text by **Thursday, 31st May** to stoyanova@kenes.com according to below guidelines:

- Message Title – Maximum **40** characters including spaces
- Message body - Maximum **300** characters including spaces (**recommended is 140 characters**)
- Preferred date and exact local time, please coordinate with your industry coordinator.
- *Note the final schedule will be determined closer to the Congress, considering other push notifications.
- **Push notifications will be sent out during breaks in order not to disturb the participants who are inside the halls.**
- **Please note all push notifications has to be approved by ICN**



2. Promotional Email Blast – Exclusive (Pre and Post)

The exclusive e-mail blast will be sent out to pre-registered participants who have agreed to receive promotional material from supporters.

Sponsors entitled to an Industry Mailshot as per their signed contract, please contact Pilar Millan Gomez at millan@icn.ch for specifications and guidelines as well as for date of distribution.

3. Joint Email Blast

The joint e-mail blast will be sent out to pre-registered participants who have agreed to receive promotional material from supporters.

The mailshot will be shared with other supporting companies/organizations.

Supporting companies/organizers should provide the content for the mail blast following the Congress Organizer's design requirements. Design of mail blast will be done by the Congress Organizers.

Please contact Pilar Millan Gomez at millan@icn.ch for specifications and guidelines as well as for date of distribution.

4. Social Media Post

For sponsor entitled to social media post, please note the below.

Social Media Post will be done by ICN, please share your tags with Pilar Millan Gomez at millan@icn.ch in order to include you in the posting schedule.

Symposium Signage Onsite (Optional)

Symposium supporters have the option to create signage promoting their symposium according to the below guidelines. The symposium signage should be produced by the supporter.

1. Session Hall Signage

➤ Self-Standing Sign at the Entrance

One stand-alone sign to be placed at the entrance of the session hall **30 minutes** prior to the sessions published start time. Please make sure to indicate the following disclosure on the sign: ***“Industry session not eligible for continuing professional development credits (ICNECs)”***

➤ Stage Banners

- Up to 2 x free standing vertical sign to be placed on/next to the stage. Maximum dimensions: 150cm wide x 250cm high.

2. Self-standing signage in the Exhibition Area

The Supporter is entitled to place one sign (**W85cm x H200cm**) advertising the **Symposium on the day of the session only**. The sign may be placed in the *exhibition* area during exhibition opening hours. Please liaise onsite with the Kenes Staff.

Please note:

Due to accreditation criteria, you may not place signage advertising your symposium in any other locations unless coordinated with Kenes staff onsite.

Section 6: Miscellaneous Information

Wi-Fi

Free Wi-Fi will be available at the Congress venue. Please be aware that public Wi-Fi capacity is limited. Therefore, it is restricted to email and web browsing activity. Should you require Wi-Fi or an internet line during your symposium, please let us know in advance and we will send you a quote.

Please approach sstoyanova@kenes.com

Meeting Rooms / Hospitality Rooms

Supporters interested in renting a meeting room during ICN 2023 Congress should contact Industry Liaison & Sales, Mr. Sherwin Gentle at: sgentle@kenes.com and Mrs. Pilar Millan Gomez at: millan@icn.ch

Waste Disposal

Please note that it is the supporter's responsibility to leave the symposium session hall in a clean and tidy manner once your symposium has finished. Any items such as leaflets, banners, roll-ups must be removed from the hall at the end of your session. Any discarded waste, including promotional material, left behind will be removed by the Congress organizers at the expense of the supporter concerned.

Onsite Badges

Each supporter is entitled to 10 Symposium badges which allow access to the supporter's symposium only (Individual names will not appear on the badges). Symposium badges can be collected 2 hours prior to the session from the Registration Desk and should be returned to the desk after the session ends. Those badges can be used only by supporter's company representatives or agencies assisting them with the organizing process.

Catering

Catering is **exclusive to the Palais des Congrès de Montreal - Capital Traiteur** and should be ordered in advance. Supporters who wish to order food and beverages for their symposium, meeting/hospitality room or exhibition booth, are welcome to do so directly with **the Palais des Congrès de Montreal - Capital Traiteur**

Capital Traiteur Montréal Inc.

E-mail: info@capitaltraiteur.com

For Catalogue, please click [here](#)

For your information, refreshments, and lunches (included in the registration fee) will be served in the exhibition area as per times scheduled in the scientific program.

Parking

There are a few car parks around the **Palais des Congrès de Montreal**.

For more information please [click here](#).

Section 7: Badge Scanner/Lead Retrieval System

WHAT IS K-LEAD APP?

Lead Retrieval systems are a helpful tool for receiving participants' contact information when they visit your booth or attend your symposium. The information obtained by lead retrieval system enables Exhibitors and symposium to enhance their database by securing valuable leads for further marketing and communication.

HOW DOES IT WORK?

Exhibitors and supporters can download the "K-Lead" app onto their **own smart phone or company tablet** and transform their device into an instant, easy lead retrieval system and capture participants' full contact information with a quick scan of their badge (Exact operational guidelines will be shared in due course).

The advantages of the "K-Lead" application:

- ✓ Effortless process using registration badge barcode.
- ✓ Allows to immediately view the leads information.
- ✓ Ability to insert exhibitor's comments for each lead
- ✓ Ability to quickly scan delegates as they enter the session hall by using the "Quick Scan" function
- ✓ Application is available for download from Apple store or Google play: "K-Lead App".

COST

Cost per license – **CAD 870** (excluding 4% credit card charges fees, excluding VAT if applicable) **device is not included – Order deadline is Monday, 15th May**

HOW TO PLACE AN ORDER?

To order "K-Lead" Application, please access the Exhibitor's Portal <https://exhibitorportal.kenes.com>

Login details to the Portal have already been sent to the primary contact listed in our system upon signing the sponsorship agreement.

IMPORTANT TO KNOW

In accordance with the **general data protection regulation** (GDPR), Kenes Group has updated its privacy policy. You can view our updated privacy notice [here](#).

Kenes will not share delegate's personal data with third parties without their consent.

Please note that similarly to sharing a business card, presenting delegate badge for scanning at exhibition booths or industry symposia constitutes an expression of consent to share their personal details with the company that is scanning their badge so that it may contact them in the future.

Barcodes on delegate's badges contain contact information as supplied by the delegate or the agency responsible for the registration process of the delegate. We regret that in some cases, as when group registration is completed by a company, we may not be in possession of the full contact details.

In addition, please note that neither Kenes Group nor the Organizing Committee is responsible for the content of the information.

If further assistance is required to place your order, or you have not received your login details please contact the Exhibition & Industry Coordinators, Stephanie Stoyanova at sstoyanova@kenes.com

Section 8: Innovative Products for Industry Symposia Onsite

Maximize your Participant Experience - Use our innovative technologies for your Symposium

Kenes is proud to deliver a wide variety of quality onsite technology products and services. We offer:

- **Voting, Evaluations,** and more products designed for increasing participant's interaction during symposium sessions.

We also provide tailor made customized solutions – [contact us](#) to make it happen!

For more onsite products opportunities and price quotes - [Click Here](#)

PLEASE NOTE: All product solutions are offered exclusively by Kenes Group.

Please contact us to discuss your needs and our relevant solutions.

Please submit your order by **Wednesday, 31st May**. Orders received after the deadline will incur rush fees.



Section 9: Shipping Instructions

ConsultExpo Inc., has been selected as official Customs Broker, and will be pleased to assist with the customs clearance and shipping of your display material.

Please complete the **ConsultExpo Order Form** and **Canada Customs Invoice** at www.consultexpoinc.com/forms/ and return to **John Santini, Operations Director**:

Email: johns@consultexpoinc.com

Tel: 514-482-8886 ext. 1.

John Santini will review your forms for accuracy and provide a quote.

If you accept the quote **ConsultExpo** will proceed with the services requested.

**If shipping via a courier such as FedEx, UPS, or DHL you will still need customs clearance services, please return the completed ConsultExpo Order Form and your carriers tracking number to ConsultExpo.

** We recommend addressing your materials to the GES advance warehouse.

Restricted / Prohibited Importations

Certain articles intended for importation are subject to other government agency (OGD) review such as food articles (Canadian food inspection agency, CFIA) and medical supplies (Health Canada).

ConsultExpo will review and advise of the specific requirements when examining commercial documents.