



WORLD  
PSYCHIATRIC  
ASSOCIATION



GUIDED BY COMPASSION, GROUNDED IN SCIENCE:  
PSYCHIATRY FOR OUR TIME

# 26TH WORLD CONGRESS OF PSYCHIATRY

STOCKHOLM, SWEDEN | 23-26 SEPTEMBER 2026

## GLOSSARY— FULL PRODUCT DETAILS



# GLOSSARY

Full Product Details

## ACKNOWLEDGEMENT

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

## EDUCATIONAL OPPORTUNITIES

### Educational Grant

Independent medical grants dedicated to supporting the educational mission of the Congress are highly valued and play a crucial role in the event's success. Your contribution helps advance knowledge and foster professional growth, ensuring a high-quality educational experience for all attendees.

### Educational Grant in Support of Scientific Session

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

### Participation / Travel 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.

### For Booking & Other Inquiries:

**Petya Yoncheva**  
Industry Liaison & Sales

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CONTACT ME



## 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.

## Mobile Application

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.

## Promotion of Industry Session

Maximise your brand's reach by renting dedicated space on the official Congress website for 12 months (or until the next Congress) as a hosting partner for your Supported Symposium.

Support includes:

- Your webcast featured on a dedicated Industry page.
- Prominently labelled as an 'Industry Symposium Session' to ensure your content stands out.
- The company must provide the webcast content.
- The company needs to provide a written agreement with the speakers to host the webcast.

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# ONSITE OPPORTUNITIES

## Parallel Industry Symposium (Non-CME)

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 WCP.”
- 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.

## 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.
- Use the phrase “Official Meet the Expert Session of WCP.”
- 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.

## Product Theatre

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.

### **Branded Chairs (50 Seats)**

Stand out with these custom Branded Chairs! Add a stylish and functional touch to the event with customisable chairs, perfect for creating an informal and inviting atmosphere that showcases your brand.

- Customise the design of 50 chairs to align with your company's branding. (Design subject to Secretariat approval and compliance regulations.)
- Work with the Secretariat to strategically place the branded cubes in key areas for maximum exposure.

### **Hospitality Suites | Meeting Rooms**

Boost your brand's visibility and connect with key decision-makers by reserving a dedicated hospitality suite or meeting room at the event.

- Host VIPs, conduct meetings, or organise private gatherings in a space designed to suit your specific needs.
- Enhance your room with catering and AV equipment (available at an additional cost) to create a tailored environment for meaningful interactions.
- All hospitality services adhere to industry standards, ensuring a professional and seamless experience.
- Directional signage will guide attendees to your room, maximising your brand's exposure.
- Rental includes basic electrical connection (15AMP) and one power strip. Any additional AV or electrical requirements beyond this will have extra costs.

### **Lanyard Pick-Up Station**

Increase your brand visibility by sponsoring the Lanyard Pick-Up Station in the registration area. Every participant will visit this station upon arrival, providing your brand with immediate exposure. Your logo and branding will be prominently featured on the station, ensuring a powerful first impression with thousands of attendees.

### **Welcome Reception**

Start the event in style with the much-anticipated Welcome Reception, a gathering of all registered attendees on the opening evening.

- Your logo will be prominently displayed on entrance signage, maximizing visibility as attendees arrive.

### **Water Stations**

Help attendees stay hydrated while showcasing your brand! Sponsor water stations strategically placed throughout the event.

- Your logo will be prominently featured on all water stations, ensuring high visibility and continuous brand exposure every time participants refresh themselves.

## **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.

## **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.

## **Charging Kiosk**

Power up your brand by sponsoring a Charging Kiosk at the event! This high-visibility opportunity allows you to leave a lasting impression on attendees by providing a dedicated space for charging smartphones, tablets, and other devices.

- Feature your company name and logo prominently on the Charging Kiosk, ensuring maximum visibility as attendees use it to recharge their devices throughout the event.
- Every time participants plug in their devices, they'll engage with your brand, creating continuous engagement and top-of-mind awareness.

## **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 congress.

## **Coffee Break (Per Break / Per Day)**

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.

## Advert / Video on Badge Printing Station

Maximise your brand's exposure as registered participants approach kiosks to print their event badges. Your company's advert/video 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.

## Venue Branding

More information is provided upon request.

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# ONLINE OPPORTUNITIES

## Mobile App Advertisement

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.

## Recap of the Day Video

- Maximise your brand exposure at the most engaging moment of each day by sponsoring our daily recap video.
- Your company's logo will be prominently featured with a custom message: "This video is brought to you by [Company Name]." Get recognised as a key supporter and leave a lasting impression!

## Pre-Congress Promotional E-Blast (Exclusive / Joint)

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:

- 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 WCP 2026, enhancing brand recognition.

### Joint:

- 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.

## Post Congress E-Blast (Exclusive)

Stay connected with participants after the Congress by sending a 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 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 WCP 2026, ensuring your company is recognised in conjunction with the Congress brand.

## Pre-Congress Promotional E-Blast & Post Congress E-Blast Disclaimers

\* 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.

## 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.

## 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!

- 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.

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