



International Academy of Legal Medicine  
*Virtual 2021*

# SPONSOR & EXHIBITOR'S GUIDE

25<sup>th</sup> Congress of the International Academy of Legal Medicine  
Virtual Edition, June 1<sup>st</sup> to 4<sup>th</sup> 2021



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## IALM - From tradition to innovation

The University center of legal medicine Lausanne-Geneva is honored to organize the 25th triennial meeting of the International Academy of Legal Medicine. Twelve years after the congress was held in Lisbon, the main scientific event of the Academy comes back to Europe.

Because of the actual situation linked to the ongoing pandemics, there are too many uncertain factors weighing on the organization of this event in Geneva. Therefore, the IALM Presidium together with the local organizing committee have decided that the 25th Congress of our association will go virtual only in 2021.

These peculiar circumstances give us the challenging possibility to organize such a complex event in a completely innovative format. Participants will have the possibility to attend live keynotes, symposia, workshops and meet poster presenters from home, office or anywhere convenient. These sessions will be recorded and the content can also be (re)watched later. On the conference platform attendees will interact in various formats. Our exhibit hall will be almost the same as you would see it in live: sponsors and exhibitors will be able to interact with participants live on their virtual

booths. It will be the first virtual congress of the Academy and we hope you are as excited about this new experience as we are.

From tradition to innovation is the slogan we chose for this event. Like Janus, Switzerland has two faces, the one looking to the past, the other to the future. The picturesque country of people living in the Alps, climbing to the mountain pastures, drinking milk and eating cheese and chocolate cohabits with that of the financial security, excellent quality of life, outstanding research and technology.

This dichotomy will be the leitmotif of this congress. Traditional sessions with poster and oral presentations will be dedicated to the classical forensic pathology, anthropology, toxicology, genetics, medical law and ethics. Workshops and sessions will be dedicated to the recent advances in forensic imaging and all the newest trends in our discipline. The support and participation of the Forensic unit of the International Committee of the Red Cross and other Humanitarian Organizations will give us the opportunity to tackle the issue of the forensic humanitarian action.

*We are looking forward to meeting you virtually in June 2021  
for this congress, made in Switzerland! *

Silke Grabherr & Tony Fracasso  
Presidents of the Congress



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# Why to support an online conference?

VAT is included in all sale prices (VAT 7.7%)

An online conference is similar to an event happening in a Congress Center; however it provides many new opportunities. Attendees can easily join an online conference from anywhere in the world. The OnAir virtual event platform offers an engaging conference experience – participants can attend sessions, watch keynotes, explore networking opportunities and engage with exhibitors at their stands. The online world offers unlimited space to meet and interact via chat, video or live Q&A.



Refer to the video for more information about the OnAir virtual platform

## Cost-saving and budget control:

Sponsorship packages offer you accurate budget control. All expenses related to the exhibition (set up & dismantling), staff travelling, accommodation and food are no longer an issue.

Opportunity to expand reach and lifespan of shared content: The remote conference reduces ancillary expenses related to an in-person event making attendance more accessible to the community. Share with attendees your company materials such as videos, handouts, demos, URLs or PDFs which will be available during and after the conference.

## Engagement:

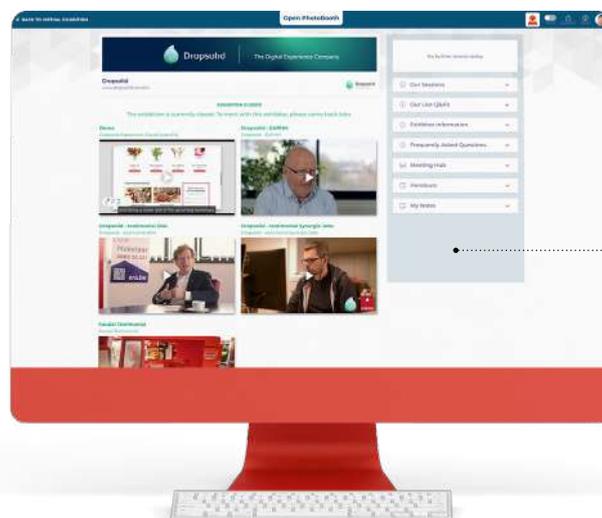
The online conference can offer many tools which ensure interaction with attendees - live Q&A, polls, gamification, virtual networking functions, live, scheduled, or ad hoc meetings as well as your company materials available at your stand.

## Accessible and environmentally friendly:

Attendees can join the conference from their homes or offices which makes it accessible for wider audience (people with disabilities, parents with small children, etc.). With no need to travel to the venue, the carbon footprint is reduced which helps our environment.

## Comprehensive data analytics and reports:

Data analysis is crucial to develop and evaluate every business. You will gain important insights about the attendee's journey – who visited your stand, and the level of interaction (requested meetings, viewed videos, downloaded content, etc.). In principle, all sponsorship applications will be treated on a first come, first served basis (confirmed receipt of a signed contract by the Conference Secretariat). Please note that if any elements of the sponsor offers do not suit your current objectives, we will be delighted to discuss how we can assist you in building a bespoke package to suit your needs.



Virtual Stand  
Drupal 2020

# Sponsorship

## A. Virtual Exhibitor

### 1. Gold Package

CHF 3'000

A virtual exhibition platform will allow you to rent a section to increase your visibility, to interact with the attendees, and share brochures, videos and flyers. Based on the same format that an in-person meeting, you will be able to discuss with attendees (with video).

**As a Gold Package, the following items are included:**

- Your company will be positioned first in the virtual exhibition area
- A side bar in the exhibition platform with your logo, company details
- Possibility to share PDFs, brochures, flyers and videos of your company\*
- Possibility to interact personally with delegates based on their request. Possibility to extend these meetings in the Meeting Hub
- 5 invitations (with free registrations and accesses to the conference for your staffs and/or clients)
- From May 1st, 2021, 20% discount on the Branding Opportunities listed below



Refer to the following video for an introduction about virtual stand

#### Lead Capture – Included in both Gold & Silver Package

Thanks to the Lead Capture service, you and your team can scan attendee's virtual badge when they visit your stand. It will allow you to collect contact details, but also: • Ask marketing questions during the discussion process. You are able to create and use your own custom questions. • Send out thank you emails to the attendee immediately after they visit your stand • Attach PDF or other documents to the thank you email – perfect to show special offers or other marketing materials. • Export lead details to a spreadsheet for use in a CRM or other sales follow up process (Exhibitor Portal).



For more information about the Lead Capture, please refer to the following video

**NOTE** If the delegate opts out of communication, the contact details cannot be transferred and thank you email cannot be sent due to compliance reason.

**Stand opening hours: Tuesday 1 June - Friday 4 June, 08:00 to 19:00**

## 2. Silver Package

CHF 2'000

As the Silver package, the same options are included but you will be positioned after the Gold packages in the virtual exhibition area and only 3 exhibitor registrations and access to the conference are offered.

### As a Silver Package, the following items are included:

- Positioned after the Gold package in the virtual exhibition area
- A side bar in the exhibition platform with your logo, company details
- Possibility to share PDFs, brochures, flyers and videos of your company\*
- Possibility to interact personally with delegates based on their request. Possibility to extend these meetings in the Meeting Hub
- 3 invitations (with free registrations and accesses to the conference for your staffs and/or clients)
- From May 1st, 10% discount on the Branding Opportunities listed below



Refer to the following video for an introduction about virtual stand

### Lead Capture – Included in both Gold & Silver Package

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# Sponsorship

## B. Add-Ons to Virtual Exhibitor Package

### 1. Host Announcement on OnAir Platform

(8 AVAILABLE – 2 PER DAY)

CHF 1'000  
\*per notification

Want to drive traffic to your stand, announce a special session, a giveaway? We'll make sure it's done professionally and with maximum visibility through the OnAir platform.

- 1x host announcement (30sec pre-recorded content played by Organization staff member) per day

### 2. Push Message on OnAir Platform

(8 AVAILABLE – 2 PER DAY)

CHF 500  
\*per notification

Post a push notification displayed to all attendees through the OnAir platform for any important message you want to send!

- 1x communication
- Up to 280 characters

### 3. Sponsor Session

(UP TO 15 SPONSOR TALKS AVAILABLE)

CHF 2'500

Share your latest news with the attendees by having a talk/presentation during a dedicated session. The programme will be subject to approval by the organizing committee. This includes:

- 15 minutes presentation (webinar format)
- A communication to promote the session details will be emailed to attendees including the company logo
- 2 registrations full week to IALM 2021
- Possibility to have your Company's background while presenting your webinar
- 1x text notification (up to 280 characters) push message sent through the platform
- Sponsor presentations' time will be scheduled from Wednesday to Friday

#### NOTE

- The session will be subject to approval by the Organizing Committee.
- Webinar schedules to be determined based on availability and scientific program and on a "First signed, First served basis".

## 4. Banner in the Interactive Program (K-Program)

(UP TO 15 SPONSOR TALKS AVAILABLE)

CHF 1'500

The interactive programme is an essential tool during the conference and it is seen by all participants. The programme is available on the IALM 2021 website. This includes:

- Full banner on the K-program
- Hyperlink to your company webpage

Time are display in **Leiden** timezone (UTC +2:00)

Tracks List Detailed Program Authors List Presentations List Favorites [Back to website](#)

Monday 29 June 2020 Tuesday 30 June 2020 Wednesday 1 July 2020 Thursday 2 July 2020 Friday 3 July 2020 [Switch to vertical view](#)

8:00 9:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00

Taurus SS18a SS18b SS18c

Lyra SS19a SS19b SS19c

Orion SS11a SS11b SS11c

Canis Major SS14a SS14b SS14c

Leo S9a S9b S9c

Scorpius SS10a SS10b SS10c

Cygnus S4a S4b S4c

Aquila S10a S10b S10c

Gemini S15a S15b S15c

Aquarius SS3a SS3b SS3c

Cassiopeia SS16a SS16b SS16c

Last update: Fri, 03 Jul 2020 07:06:04 +0000

**31<sup>st</sup> General Assembly of International Astronomical Union**  
16-27 August, 2021 | Busan, South Korea, where tradition meets modernity

Full Banner

# Sponsorship

## C. Branding Opportunities

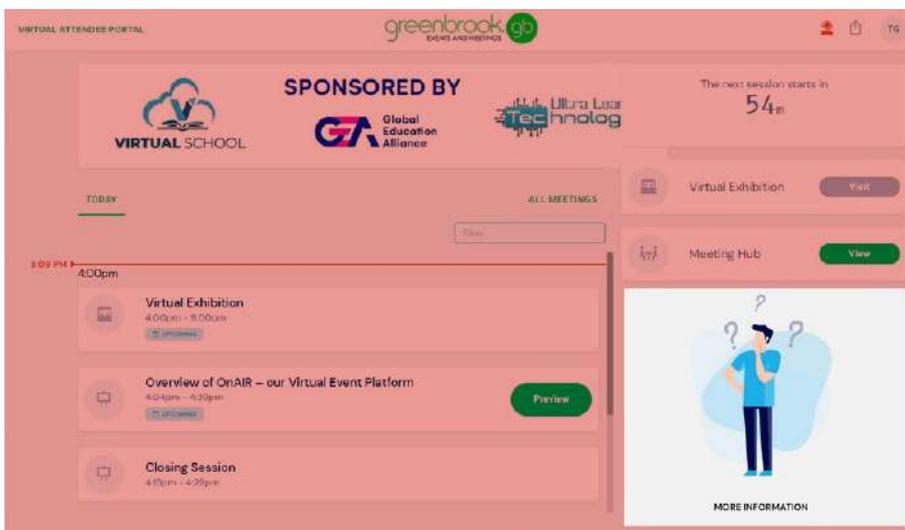
Get more visibility and display your company logo, banner or product advertisement on different locations on the platform.

### 1. Timeline Advertisement

(1 AVAILABLE PER EVENT)

CHF 1'000

The timeline placement is the default image visible by every participant logged into the general platform before entering a session.



### 2. Rotating Banner

(1 AVAILABLE PER EVENT)

CHF 1'000

Get your banner on the rotating banners of the home page (highlighted in yellow below)



### 3. Meeting Hub Advertisement

(1 AVAILABLE PER EVENT)

CHF 1'000

The Meeting Hub placement is the default image visible by every participant logged into the Meeting Hub section to have one-to-one follow up discussions.

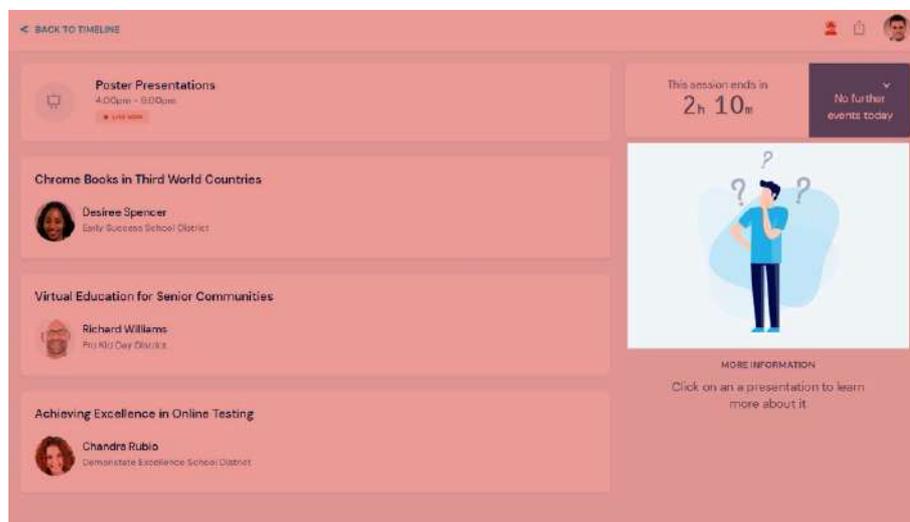


### 4. Poster Gallery Advertisement

(1 AVAILABLE PER EVENT)

CHF 1'000

The Poster Gallery placement is the default image visible by every participant logged into the Poster Gallery section.



# Sponsorship

## D. Other options

### 1. Prizes for Best Talks & Posters

(LIMITED TO 20 TOTAL, 10 FOR POSTERS +10 FOR TALKS)

CHF 200 Prize

### 2. Financial support for low Economy countries

(DISTRIBUTED BASED ON APPLICATIONS FROM PARTICIPANTS)

Please contact the Congress Secretariat if you are interested.

Donation

### 3. Sponsor a Symposium

(CHOOSE YOUR PLENARY, FIRST COME, FIRST SERVED)

Company name mentioned before the talk, logo displayed during the discussion, logo on the program.

CHF 1'000 Event

### 4. Social Activity

Take the opportunity of the lunch break to sponsor a special activity and offer creative and innovative session to delegates during virtual conference. We can suggest different activities such as:

- Virtual yoga session
- Mentalist show
- Virtual photobooth
- Virtual physical activity
- Any other suggestion you might have are also welcomed!

These inspiring and positive gatherings will be unforgettable for all delegates. It will give the perfect occasion to introduce delegates to any new practices and their benefits.

Each of the social activities will include:

- Company's logo on communications sent to delegates
- Possibility to have your Company's background while presenting your activity

CHF TBD