Drug Hypersensitivity Meeting

Sponsorship and Exhibition

Prospectus

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INVITATION

Dear Industry Partner,

On behalf of the European Academy of Allergy and Clinical Immunology (EAACI) and the Organising Committee, it is a great pleasure to invite you to the 6th Drug Hypersensitivity Meeting.

This Meeting will be held in Bern on 9 – 12 April 2014.

DHM is an interdisciplinary meeting, bringing together researchers and physicians from different disciplines to exchange their most up-to-date data in this continually evolving field and to transfer it to clinical practice. It is the leading event of its kind, attracting up to 400 physicians and researchers from all over the world.

How small (and larger) molecules interact with the immune system and elicit hypersensitivity, toxicity, autoimmunity is still an enigmatic issue. It is not easy to diagnose, as the resulting diseases are often puzzling, and the test procedures are not yet definitively established. The last few years have brought many new insights and dramatically changed our view of hypersensitivity reactions. What was considered unpredictable became, for some drugs, highly predictable. What was bizarre became a well understood disease and protocols on how to diagnose became available. Simultaneously new issues have arisen, for example, the side effects of biologicals have become a growing concern. So it is time to meet again and to discuss the latest progress with your colleagues in the beautiful city of Bern, an UNESCO heritage site, from 9 – 12 April 2014!

The Sponsorship and Exhibition Prospectus is designed to assist you in reserving exhibition space and identifying sponsorship opportunities. Don’t miss this chance to join us in Bern and create your individual presence for attendees at the Meeting. The brochure also includes the sponsorship contract as well as the Exhibition Space contract. We kindly ask you to return the respective contract to EAACI Headquarters as soon as possible in order to secure your preferences.

If there are any additional questions, you are always welcome to contact EAACI Headquarters (events@eaaci.org; +41 44 205 55 33). The DHM 2014 website will be continually updated with the latest information (www.eaaci-dhm.org)

We look forward to welcoming you to Bern as an Exhibitor or Sponsor at the 6th Drug Hypersensitivity Meeting.

With kind regards,

Werner J Pichler
EAACI DHM 2014 Chair

ORGANISING COMMITTEE

Core Committee
Andreas Bircher, Basel, Switzerland
Miguel Blanca, Málaga, Spain
Knut Brockow, Munich, Germany
Shuen-Iu Hung, Taipei, Taiwan
Dean Naisbitt, Liverpool, United Kingdom
Tetsuo Shiohara, Tokyo, Japan

EAACI President
Nikos Papadopoulos, Greece

EAACI Vice-President Congresses
Ronald van Ree, the Netherlands

PLANNED SYMPOSIA

- Clinic: Anaphylaxis
- Immunology: In vitro diagnosis of Drug Hypersensitivity
- Immunology: DILI
- Clinic: In vivo diagnostic tools: options and controversies
- Insight into pathomechanisms of severe drug hypersensitivity
- Correct management of the allergy patient
- Risk assessment
- Clinical hypersensitivity reactions to old and new drugs
- Clinic: Approach to drug exanthems
- Immunology: Understanding
- Highlight of submitted abstracts
- Immunology: Update on ENDA and other initiatives
KEY CONTACTS

DHM 2014 Organiser
EAACI Headquarters
Hagenholzstrasse 111
3rd Floor
8050 Zurich
Switzerland
Tel: +41 44 205 55 33
Fax: +41 44 205 55 39
events@eaaci.org
www.eaaci-dhm.org

Meeting Venue
Kursaal Bern
Kornhausstrasse 3
CH-3000 Bern 25
Tel: +41 (0)31 339 53 13
info@kursaal-bern.ch
www.kursaal-bern.ch/Home-en

ACCESS

There are trains directly from both Geneva Airport (1 hour 36 mins) and Zurich Airport (1 hour 21 mins) as well as connections to Bern Airport (34 mins with one change). More information can be found at www.rail.ch or www.sbb.ch/en. The city itself has a tram and bus system. To find out more please visit www.bernmobil.ch.

ABOUT BERN

Bern is the capital city of Switzerland. It sits on a peninsula formed by the winding turns of the river Aare. The remarkable design of Bern’s old town has earned it a place on the UNESCO World Heritage List and it features five kilometres of arcaded walkways along streets decked out with fountains and clock-towers. Founded in 1191 by Duke Berthold V von Zähringen it was part of the Holy Roman Empire before joining the Swiss confederation in 1353. The city became the Swiss capital in 1848.

ABOUT EAACI

The European Academy of Allergy and Clinical Immunology (EAACI) is an association of clinicians, researchers and allied health professionals, dedicated to improving the health of people affected by allergic diseases. With over 7,800 individual members and all of the National Allergy Societies from Europe, EAACI is the primary source of expertise in Europe for all aspects of allergy.
CATEGORIES OF SPONSORSHIP

Sponsors will be given a sponsorship category according to their overall contribution to the Drug Hypersensitivity Meeting (DHM) 2014 as follows:

PLATINUM SPONSOR
Total sponsorship contribution greater than EUR 20,000
Includes four complimentary meeting registrations

GOLD SPONSOR
Total sponsorship contribution EUR 15,001 - EUR 20,000
Includes three complimentary meeting registrations

SILVER SPONSOR
Total sponsorship contribution EUR 10,001 - EUR 15,000
Includes two complimentary meeting registrations

CONTRIBUTOR
Total sponsorship contribution EUR 2,500 - EUR 10,000
Includes one complimentary meeting registration

1. Select which level of sponsorship suits your budgetary and marketing requirements.
2. Select your exhibition space and sponsorship items (pages 5-8) corresponding to the budget level you have defined.
   Should you reach one of the sponsorship categories, you will receive complimentary meeting registrations according to that level.

EXHIBITION AND SPONSORSHIP OPTIONS

● EXHIBITION
The exhibition will be held in the Forum at the venue (Kursaal Bern). Refreshment points and lunch areas will be integrated into the exhibition area, maximising the time that delegates spend in this area.

EUR 500 + VAT per square metre
Includes:
- Free build exhibition space (minimum 6 square metres)
- Table top, two chairs and electricity connection
- One complimentary registration + one complimentary Exhibitor registration (for each 6 square metres above the minimum space rental one additional complimentary Exhibitor registration is offered)
- Acknowledgement in the list of exhibitors in the final programme and on the meeting website

Space allocation will be made on a “first come, first served” basis. Upon receipt of the application form, space will be confirmed and a contract will be mailed.

If you require a shell scheme booth, please contact EAACI Headquarters: events@eaaci.org.

Build-up, exhibition dates and opening hours are still to be confirmed.

● ADVERTISEMENT
Sponsorship of these items allows a company to reach delegates right at the beginning of the meeting or even before it starts. The printed materials have a high retention factor and should be a part of every sponsor’s package.
BAG INSERTS
EUR 1,500 + VAT
Includes:
- Distribution and logistics on-site
- Acknowledgement in the list of sponsors in the final programme and on the meeting website

Number of bags: approx. 400

Inserts of Sponsor’s items must be relevant to the meeting and approved by the organisers. Only a limited number of bag inserts will be made available, and this item is granted on a “first come, first served” basis. The sponsor is responsible for production and delivery. A commercial brand name from a drug company cannot be used on a bag insert.

MEETING WEBSITE
EUR 2,000 + VAT
Includes:
- A link to the sponsor’s website
- Acknowledgement in the list of sponsors in the final programme and on the meeting website

Website sponsors have the possibility of promoting their company with logo and linking on each page of the meeting website www.eaaci-dhm.org.

CORPORATE / SYMPOSIUM ADVERTISEMENT IN THE FINAL PROGRAMME
Includes:
- All production costs
- Acknowledgement in the list of sponsors in the final programme and on the meeting website

This is the ONLY printed publication, which will be distributed at the meeting to all registered delegates and sponsors. The programme includes information on the complete scientific programme and satellite symposia, submitted abstracts, exhibition information and the networking reception. The programme will be used continually by delegates during the meeting to plan daily schedules. A commercial brand name from a drug company cannot be used in advertisements.

Number of printed copies: approximately 400
Number of pages: approximately 30
Size: A4
Colour/quality: 4/4-coloured, min. 300 dpi

Inner page EUR 1,000 + VAT
Inside front cover EUR 2,000 + VAT
Inside back cover EUR 2,000 + VAT
Outside back cover EUR 3,000 + VAT

DELEGATE ITEMS

The following items bring unique visibility to the sponsor and an exclusive opportunity to reach all delegates.

BADGE LANYARDS (Exclusive Sponsorship)
EUR 1,500 + VAT
Includes:
- Distribution and logistics on-site
- Acknowledgement in the list of sponsors

The lanyard attached to the name badge is a highly visible item worn by every delegate. The sponsor can have its company name and logo on the lanyard. A commercial brand name from a drug company cannot be used in any material that is distributed to all the delegates. To increase retention values, the lanyard is made detachable from the badge holder and can be used separately in the future. The sponsor is responsible for the design, production and delivery of the item.

LUGGAGE TAGS (Exclusive Sponsorship)
EUR 1,500 + VAT
Includes:
- Attachment to the congress bag
- Acknowledgement in the list of sponsors

Ensure that each attendee’s meeting bag remains with its owner during the meeting by sponsoring meeting bag tags. Each meeting bag will have a congress bag tag in which the attendee can insert their business card. The sponsor can have its company...
name and logo on the luggage tag. Being reusable for future events, it extends the sponsor’s exposure value. The sponsor is responsible for the design, production and delivery of the item. A commercial brand name from a drug company cannot be used in any material that is distributed to all the delegates.

**PADS AND PENS** (Exclusive Sponsorship)
**EUR 2,000 + VAT**
Includes:  
- Distribution and logistics on-site
- Acknowledgement in the list of sponsors

Pads and pens are a requisite for every delegate. This opportunity provides sponsors a way of giving delegates a much needed item, as well as a visible advertising method that delegates will carry away with them. The sponsor can have its company name and logo on pads and pens. A commercial brand name from a drug company cannot be used in any material that is distributed to all the delegates. The sponsor is responsible for the design, production and delivery of the items.

**PROGRAMME & ABSTRACT OPTIONS**

**LUNCH or BREAKFAST SATELLITE SYMPOSIUM**
**EUR 15,000 + VAT**
Includes:  
- 60 minutes symposium in the session hall, staff and basic audio visual equipment
- Acknowledgement in the list of sponsors and the final programme, as well as on designated boards on-site

Companies may organise satellite symposia (breakfast, lunch or evening) to run in conjunction with the meeting, but outside the main scientific programme. The organising company must choose the subject, as well as nominate speakers and chairpersons. The timeslot will be allocated on application. All speaker costs must be covered by the organising company. In order to ensure that satellite symposia meet the scientific standards of the conference, the Organising Committee reserves the right to approve or reject any satellite symposium proposal. The sponsor may choose to offer participants complimentary food and beverages. Please contact the organiser for further information if interested in this option.

**POSTER SESSION** (Exclusive sponsorship)
**EUR 3,000 + VAT**
This is an opportunity to have high visibility of your company at a scientific activity for the whole meeting. The sponsor will be acknowledged with company logo at the entrance of the Poster Session Area, in the final programme and included in the list of sponsors.

**OTHER SPONSORSHIP OPPORTUNITIES**

**COFFEE BREAKS AND LUNCH**
**EUR 8,000 + VAT for exclusive sponsorship or EUR 4,000 per service**
Includes:  
- Catering costs and logistics on-site
- Acknowledgement at each service station as well as in the list of sponsors in the final programme and on the meeting website

**TRAVEL GRANTS** (Exclusive sponsorship)
**EUR 3,000 + VAT**
Includes:  
- Acknowledgement in the list of sponsors in the final programme and on the meeting website

Sponsorship of Travel Grants gives the company a chance to support EAACI Junior Members and Affiliate Junior Members (the future leaders of the Academy) directly. The Grant covers a part of the travel costs for authors of an accepted abstract, allowing them to attend the meeting and present their work.

(Ten travel grants of EUR 300.00 will be offered. The scientific programme committee will decide which authors will receive travel grants.)

If you have any other particular sponsorship suggestions not included in the prospectus, please do not hesitate us:
Tel: +41 44 205 55 33, events@eaaci.org.
VENUE FLOORPLAN

Kursaal Bern
Kornhausstrasse 3
CH-3000 Bern 25
Tel: +41 (0)31 339 53 13
info@kursaal-bern.ch
www.kursaal-bern.ch/Home-en
DHM 2014 Organiser
EAACI Headquarters
Hagenholzstrasse 111
3rd Floor
8050 Zurich, Switzerland
Tel: +41 44 205 55 33
Fax: +41 44 205 55 39
E-mail: info@eaaci.org
www.eaaci-dhm.org