Sponsorship and Exhibition Prospectus
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INVITATION

It is with great pleasure that we would like to share with you the Exhibition and Sponsorship Prospectus for the third Pediatric Allergy and Asthma Meeting (PAAM) which will be held in Athens in October 2013. It will be the premier pediatric allergy and asthma event in 2013 and we cordially invite you to join us in Athens. PAAM is the largest EAACI Focused Meeting, previously attracting over 800 participants, with the expectation of more than 1,000 attendees in 2013.

PAAM 2013 will again be a unique event bringing together pediatricians and primary care physicians with an interest in childhood allergies and asthma. Given the high and still increasing prevalence of allergy and asthma in many parts of the world, this is a meeting that will appeal to a wide range of healthcare professionals, including a considerable number of dieticians and specialist nurses, as well as medical scientists.

The PAAM 2013 scientific programme has been developed from over 50 suggestions for symposia and workshops from our EAACI community. The scientific programme is a cutting edge line-up that covers the breadth of children’s allergies and asthma. This will include all the major areas (e.g. anaphylaxis, food allergy, asthma, rhinitis, eczema, immunotherapy) as well as rarer problems.

PAAM 2013 will take place at the Megaron Athens International Conference Centre – a modern congress centre in the heart of Athens. A metro station is located next to the Centre and it is just 35 minutes on a direct line from El Venizelos International Airport. There are many hotels within walking distance and multiple dining opportunities.

The above qualities make PAAM 2013 an excellent opportunity for companies to participate as exhibitors and sponsors. It will provide a valuable opportunity to increase your visibility and to communicate directly with attendees. The Exhibition Area will help to facilitate this interaction. We look forward to working with you in planning and delivering this important meeting.

Graham Roberts         Nikos Papadopoulos
PAAM 2013 Chair        PAAM 2013 Chair
EAACI Pediatrics Section Chairperson  EAACI Secretary General and President Elect

PLANNED SYMPOSIA

- Can we explain the allergy and asthma epidemic?
- Immune modulation in prevention of allergic diseases?
- Anaphylaxis in childhood
- Diagnosis of food allergy
- Therapeutic challenges in childhood asthma
- Managing asthma: neglected issues
- Up-date on pediatric rhinitis and rhinosinusitis
- Immunotherapy for children
- Dermatology for the practicing pediatrician
- Stress and allergic diseases
- Preventing and curing food allergy
- Climate change and childhood allergies
- Common pediatric non-IgE mediated GI presentations
- Challenges in asthma and rhinitis

ORGANISING COMMITTEE

PAAM 2013 Chairs
Graham Roberts and Nikos Papadopoulos

Scientific Programme Committee (SPC)
G. Roberts, SPC Chair
P. Eigenmann          O. Rudzевичиенене
S. Halken            C. Sackesen
S. Lau            A. Santos
A. Mazon            A. Sprikkelen
A. Muraro            V. Xepapadaki
N. Papadopoulos

PAAM 2013 Co-Chairs
Susanne Halken and Susanne Lau

Local Organising Committee (LOC)
N. Papadopoulos, LOC Chair
M. Anthracopoulous        I. Paraskevopolous
N. Douladiris          K. Priftis
V. Gemou            F. Saxoni-Papageorgiou
M. Kanariou          M. Triga
J. Kapsali          S. Tsabouri
E. Manousssakis          V. Xepapadaki
E. Mantzouranis
KEY CONTACTS

PAAM 2013 Organiser
ERASMUS SA
1 Kolofontos & Evridikis Street
161 21 Athens
Greece
Tel: +30 (210) 741 4727
E-mail: exhibition@eaaci-paam2013.com

EAACI Headquarters
Genferstrasse 21
8002 Zurich
Switzerland
Tel: +41 44 205 55 33
Fax: +41 44 205 55 39
E-mail: events@eaaci.org

Meeting Venue
Megaron Athens International Conference Centre
Vass. Sofias & Kokkali
115 21 Athens
Greece
www.maicc.gr

ACCESS

Megaron Athens International Conference Centre is located in the heart of Athens and close to major hotels – many within walking distance. There is direct access from the airport and the city centre to the Megaron from the metro station Evangelismos on metro line 3 (blue line www.amel.gr). Athens International Airport, Eleftherios Venizelos (www.aia.gr), is the largest and most important airport hub of south-eastern Europe connecting Athens directly with over 50 European destinations and over 15 intercontinental destinations. Located in Spata, approximately 35 km southeast of Athens, it is easily accessible from both the Megaron/city centre via metro or bus.

ABOUT ATHENS

Athens is the capital and largest city of Greece and one of the world’s oldest cities, acting as a centre for the arts, learning and philosophy throughout the ages. A cosmopolitan metropolis, Athens is at the centre of the economic, cultural and political life of Greece. Athens has a long history of hosting international congresses and events. As the Megaron Athens International Conference Centre (MAICC) is one of the finest and most technologically advanced congress centres in Europe, it is an excellent choice as the venue for PAAM 2013.

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 7,400 members and 42 National Societies, EAACI is the primary source of expertise in Europe for all aspects of allergy.
EXHIBITION AND SPONSORSHIP OPTIONS

● EXHIBITION

The exhibition will be held at the Megaron Athens International Conference Centre. Refreshment points will be integrated into the exhibition area, maximising the time that delegates spend in this area.

EUR 600 + VAT per square metre
Includes:
- Free build exhibition space (minimum 6 square metres)
- Table top, two chairs and electricity connection
- Two complimentary registrations (+ one complimentary registration for each 12 square metres above the minimum space rental requirement)
- 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 the meeting organiser, ERASMUS SA at exhibition@eaaci-paam2013.com.

Build-up
Wednesday, 16 October 2013 Afternoon

Exhibition Dates and Opening Hours
The Exhibition times are still to be confirmed.
Thursday, 17 October 2013 All-day
Friday, 18 October 2013 All-day
Saturday, 19 October 2013 Morning only

CATEGORIES OF SPONSORSHIP

Sponsors will be given a sponsorship category according to their overall sponsorship and exhibition contribution to the Pediatric Allergy and Asthma Meeting (PAAM) 2013 as follows:

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

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

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

CONTRIBUTOR
Total sponsorship contribution EUR 5,000 - EUR 10,000
Includes: two complimentary meeting registrations

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.
ADVERTISEMENT

Sponsorship of these items allows the company to reach the 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 2,000 + VAT + production cost + delivery
Includes: - Distribution and logistics on-site
- Acknowledgement in the list of sponsors
Number of bags: approx. 1,000

Inserts of sponsor’s items must be relevant to the meeting and approved by the organisers (please contact the organiser if your bag insert is more than one A4 page). Only a limited number of bag inserts will be made available and this item is granted on a “first come, first-served” basis.

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

Website sponsors have the possibility of promoting their company with logo and linking on the welcome page of the meeting website www.eaaci-paam2013.com.

CORPORATE / SYMPOSIUM ADVERTISEMENT IN THE FINAL PROGRAMME
Includes: - All production costs
- Acknowledgement in the list of sponsors

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 the delegates during the meeting to plan daily schedules.

Number of printed copies: approx. 1,000
Size: A5
Colour/quality: 4/4-coloured, min. 300 dpi

<table>
<thead>
<tr>
<th>Inner page</th>
<th>EUR 1,500 + VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover</td>
<td>EUR 3,000 + VAT</td>
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<tr>
<td>Inside back cover</td>
<td>EUR 3,000 + VAT</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>EUR 4,000 + VAT</td>
</tr>
</tbody>
</table>

DELEGATE ITEMS

The following items bring unique visibility to the sponsor and an exclusive opportunity to reach all delegates. Sponsors will be responsible for all costs associated with the design, production and delivery of sponsor items. Proofs of the items must be sent to the organiser for approval before production.

BADGE LANYARDS (Exclusive sponsorship)
EUR 1,500 + VAT + production costs + delivery
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. 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 2,000 + VAT + production costs + delivery**

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.

**PADS AND PENS** (Exclusive sponsorship)

**EUR 2,000 + VAT + production costs + delivery**

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 the delegates will carry away with them. The sponsor can have its company name and logo on pads and pens. The sponsor is responsible for the design, production and delivery of the items.

**PROGRAMME AND ABSTRACT OPTIONS**

**ABSTRACT CD or USB STICKS** (Exclusive sponsorship)

**EUR 4,000 + VAT + production costs + delivery**

Includes:
- Distribution and logistics on-site
- Acknowledgement in the list of sponsors

The Abstract CD / USB stick can be company branded on the packaging or on the stick itself and will contain the abstracts of all accepted scientific presentations. Should you wish to distribute the Abstract CD / USB sticks from your booth, we will include a ticket in the registration documents that can be exchanged for the stick or CD. The sponsor is responsible for the costs of design, production and delivery of the item.

**COFFEE BREAKS** (Exclusive sponsorship)

**EUR 10,000 + VAT**

Includes:
- Catering costs and logistics on-site
- Acknowledgement at each service station as well as in the list of sponsors

Refreshment breaks attract a large number of delegates and offer a unique opportunity to network. The serving points will be located in the exhibition area and can be coordinated around the sponsor’s booth.

**SATELLITE SYMPOSIUM**

**EUR 12,000 + 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 conference, 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 4,000 + 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 OPTIONS

SPEAKER PREVIEW ROOM (Exclusive sponsorship)
EUR 7,000 + VAT
Speakers are at the heart of the meeting. The Speaker Preview Room provides speakers with the opportunity to upload, amend and
finalise their presentation. Technical assistance will be available e.g. PowerPoint. Refreshments for speakers will also be included.
The sponsor’s company logo will be displayed on screensavers and in the Speaker Preview Room. The sponsor will be acknowledged
in the final programme and included in the list of sponsors.
INTEREST FORM

Please return by fax or e-mail to: +30 (210) 7414 766 | exhibition@eaaci-paam2013.com

Company Name:__________________________________________________________

Contact person:__________________________________________________________

Address:______________________________________________________________

Postal Code:_________ City:_________________________ Country:________________

Telephone:________________________________________ Fax:____________________

E-mail:_______________________________________________________________

We are interested in the following sponsorship items:

● **EXHIBITION**
  □ Exhibition space___________________________(minimum 6 sqm)

● **ADVERTISEMENT**
  □ Bag inserts       □ Meeting website       □ Final programme____________(please indicate position)

● **DELEGATE ITEMS**
  □ Badge lanyards    □ Luggage tags    □ Pads and pens

● **PROGRAMME AND ABSTRACT OPTIONS**
  □ Abstract CD or USB stick                □ Coffee breaks
  □ Satellite symposium                     □ Poster session

● **OTHER SPONSORSHIP OPTIONS**
  □ Speaker preview room

Comments or other suggestions:____________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________

A meeting room is available for internal meetings. If you would like to book a meeting room or if you have any other particular sponsorship suggestions not included in the prospectus, please do not hesitate to contact us.
PAAM 2013 Organiser
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1 Kolofontos & Evridikis Street
161 21 Athens
Greece
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exhibition@eaaci-paam2013.com