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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 10th Symposium of Experimental Rhinology and Immunology of the Nose (SERIN) 2015.

This meeting will be held in Stockholm from 19 - 21 March 2015.

SERIN 2015 will welcome specialists in the field of rhinology from all over the world with a diverse and stimulating scientific programme being designed to meet your expectations.

The meeting offers a chance for like-minded scientists to gather and discuss the latest findings and discoveries among their peers.

Stockholm offers a stunning backdrop to SERIN 2015 and as Sweden’s cultural and economic hub it has always attracted the finest minds, with the meeting venue, the Karolinska Institute, often the epicentre of this. We are privileged to be using one of Europe’s most prestigious medical universities, a place which has seen six Nobel Laureates pass through its corridors, and we believe the historic setting will provide inspiration to all attendees.

Our Sponsorship and Exhibition Prospectus has been designed to offer you a range of different options to raise your visibility and to communicate key messages to attendees.

Exhibitors and sponsors are an integral part of the meeting. Your enthusiasm and support will help us to make SERIN 2015 a memorable event for all participants.

If there are any additional questions, you are always welcome to contact EAACI Headquarters (events@eaaci.org; +41 44 205 55 33). The SERIN 2015 website will be continually updated with the latest information (www.eaaci-serin.org)

We look forward to welcoming you to Stockholm as an Exhibitor or Sponsor at the 10th Symposium of Experimental Rhinology and Immunology of the Nose, SERIN 2015.

With kind regards,

Cemal Cingi  
EAACI ENT Section Chair  
Local Organising Committee Chair

Claus Bachert  
Local Organising Committee Chair

Lars-Olaf Cardell  
Local Organising Committee Chair

Claus Bachert  
Cemal Cingi  
Lars-Olaf Cardell

Members:  
Carmen Rondon (Secretary, ENT Section)  
Johan Hellgren (Chairman Swedish Rhinology Society)  
Leif Bjerner (Chair, Asthma Section)  
Peter Hellings  
Per Stjärne (Karolinska)  
Valerie Hox

PLANNED MAIN TOPICS

- Airway inflammation and pro-resolving factors  
- The airway microbiome and its consequences  
- New approaches in allergen immunotherapy  
- Biologicals and their translation into clinics

ORGANISING COMMITTEE

EAACI President  
Nikos Papadopoulos, Greece

EAACI Vice-President Congresses  
Ronald van Ree, The Netherlands
ABOUT STOCKHOLM

Stockholm is the capital of Sweden. The city is made up of 14 islands connected by 50 bridges on Lake Mälaren, which flows into the Baltic Sea and passes an archipelago with some 24,000 islands and islets. The city is a very lively, cosmopolitan place with both modern Scandinavian architecture including lots of brass and steel, along with fairytale towers, a captivating Old Town (Gamla Stan) and lots of green space. Over 30% of the city area is made up of waterways and another 30% is made up of parks and green spaces, giving Stockholm perhaps the freshest air of any European capital.

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 10th Symposium of Experimental Rhinology and Immunology of the Nose (SERIN) 2015 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 5-7) 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 on the 3rd floor of the venue (Aula Medica). Refreshment 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.
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. 350

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 pharmaceutical 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-serin.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 pharmaceutical company cannot be used in advertisements.

Number of printed copies: approximately 350  
Number of pages: approximately 30  
Size: A4  
Colour/quality: 4/4-coloured, min. 300 dpi

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**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 pharmaceutical 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 pharmaceutical 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 pharmaceutical 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. Up to ten travel grants of EUR 300 will be offered. The Organising 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 to contact us: Tel: +41 44 205 55 33, events@eaaci.org.*
VENUE FLOORPLAN

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Aula Medica
Solnavägen 1, Solna
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Sweden
SERIN 2015 Organiser

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