European Academy of Allergy and Clinical Immunology
17 - 21 June 2017
Helsinki, Finland

EAACI Congress 2017
On the Road to Prevention and Healthy Living

Industry Opportunities
www.eaaci2017.org
The EAACI Congress is the world’s largest gathering of allergy professionals and we want your presence to be a success!

Please find some selected industry opportunities on the following pages to capture the participant’s attention and to expand the attendance of your Exhibition stand and Symposium.

The items have been divided into several categories:

- Delegate Items
- Advertising
- Communication
- Programme Events
- Build your own Digital Event

Each category reaches the Congress delegates in a different way, allowing Sponsors to put together a package of items that ensures high visibility on-site.

Your contact person for any questions related to industry opportunities
Juergen Meier
Phone: +49 89 54 82 34 67
eaaci2017sponsorship@eaaci.org

Event Organiser
EAACI Headquarters
Hagenholzstrasse 111
3rd Floor
8050 Zürich
Switzerland
Phone: + 41 44 205 55 33
Fax: + 41 44 205 55 39
events@eaaci.org
www.eaaci.org
Delegate Items
Delegate Bag Complement ........................................... 5
Pads and Pens .................................................................... 5

Advertising
Industry Promotional Flyers – Congress Bag inserts & display at the Industry Invitations Wall ... 7
Industry Promotional Flyers – for display at the Industry Invitations Wall only ............................... 7
Advertisement in the Final Programme (sold) .................................................................................. 8
Social Media Screens #EAACI2017 .................................................................................................. 8
Today’s Pollen Count Station ............................................. 8
Virtual Congress Hub (sold) .................................................. 9
Digital Screen Advertisement ......................................... 9

Communication
Congress App Carousel Advertisement (sold) .................................................................................... 11
Congress WiFi ................................................................................. 11

Programme Events
Highlights Sessions – unrestricted educational grant ........................................................................ 13
Junior Members (JM) Poster Session and Poster Prizes ................................................................. 13
Junior Member (JM) Congress Scholarship – unrestricted educational grant ............................ 14
Clinical Village – unrestricted educational grant ............................................................................ 14
Postgraduate Courses – unrestricted educational grant ............................................................... 15
Beat Allergy Run & Walk .............................................................................................................. 15

Build your own Digital Event
Basic Webcasting Package ................................................... 18
Full Webcasting Package ........................................................ 18

Components of the Basic Webcasting Package
Webcast recorded as mp4 and provided on a USB stick ................................................................. 19
Recording of your faculty member at the lectern ........................................................................... 19

Additional Items
Recording of your panel discussion .................................................................................................. 20
Webcast available at the EAACI Virtual Congress Hub ............................................................... 20
Customised Background .................................................................................................................. 20
Webcast available in the online Media Library for 6 months ........................................................ 21
Livestream of your Symposium ....................................................................................................... 21
Delegate Items

The following items bring enhanced visibility to the Sponsor and create brand awareness amongst the delegates. The items have to be free from commercial brand or trade names and product logos.

Delegate Bag Complement

The EAACI Congress Bag complement will offer the Sponsor extensive visibility throughout the whole Congress period.

- Possibility to provide a bag tag, a reflector, a key ring or similar that will be attached to every bag
- Extended publicity for years beyond – Congress Bags are often used as carrier bags
- Inclusion in the list of Sponsors

Within the scope of EAACI’s go green initiative, an opt-in option for the Congress Bag is available during the registration process. Only the delegates that opt-in for a Congress Bag will receive one on-site.

EUR 3,000 plus VAT (production and delivery costs not included)

Pads and Pens

EAACI goes green – with Pads and Pens made from recycled paper. Green your company’s presence during EAACI 2017 and support our initiative.

- Your company name on the EAACI Pens
- Your company name and logo on the EAACI Pads
- Environmentally and economically sustainable
- Inclusion in the list of Sponsors

Please note that the colour and logo placement needs to be approved by EAACI.

EUR 9,500 plus VAT (production and delivery costs not included)
Advertisements have to be free from commercial brand or trade names and product photos / logos.

Industry Promotional Flyers – Congress Bag Inserts & display at the Industry Invitations Wall

The company flyer with your individual design will be inserted in the Congress Bags. This sponsorship item gives you the opportunity to provide the delegates with the latest information about your upcoming Symposium or the benefits they will get from visiting your Exhibition stand.

Within the scope of EAACI’s go green initiative, an opt-in option is available during the registration process. Only the delegates that opt-in for a Congress Bag will receive one on-site.

The format and design of the company flyers may be determined by the individual Sponsor. The digital artwork of the flyer has to be approved by EAACI.

**EUR 6,000 plus VAT** (production and delivery costs not included)

**Specifications:**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of printed copies to be provided by Sponsor</td>
<td>6,000</td>
</tr>
<tr>
<td>Number of pages</td>
<td>maximum 8</td>
</tr>
<tr>
<td>Size</td>
<td>maximum A4</td>
</tr>
<tr>
<td>Deadline for submission of digital artwork for approval</td>
<td>16 May 2017</td>
</tr>
</tbody>
</table>

Industry Promotional Flyers – for display at the Industry Invitations Wall only

Your flyer will be displayed in an attractive way to the delegates of the EAACI Congress. The delegates may choose the flyers according to their personal interests and specialisations.

The format and design of the company flyers may be determined by the individual Sponsor. The digital artwork of the flyer has to be approved by EAACI.

**EUR 2,000 plus VAT** (production and delivery costs not included)

**Specifications:**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of printed copies to be provided by Sponsor</td>
<td>1,000</td>
</tr>
<tr>
<td>Number of pages</td>
<td>maximum 8</td>
</tr>
<tr>
<td>Size</td>
<td>maximum A4</td>
</tr>
<tr>
<td>Deadline for submission of digital artwork for approval</td>
<td>16 May 2017</td>
</tr>
</tbody>
</table>
Advertisement in the Final Programme (sold)

The printed Final Programme is constantly used by delegates during the whole Congress week and provides them with the full scientific agenda, Exhibition and Symposia Information. Boost your visibility by placing your A4 Advertisement in the Industry section of the Final Programme.

Within the scope of EAACI’s go green initiative, an opt-in option is available during the registration process. Only the delegates that opt-in for a Final Programme will receive one on-site.

The artwork has to be provided by the sponsor according to the EAACI design specifications. The ad appears in the printed version only.

EUR 6,000 plus VAT

Specifications:
- Number of copies: approx. 5,000
- Number of pages: approx. 250
- Advertisement measurements: 202 x 297 mm (+ 3 mm bleed)
- Deadline for submission of graphics: 16 March 2017

Social Media Screens #EAACI2017

Increase your visibility with delegates using our Social Media Screens to catch up on the latest news.

The Screens show the latest Tweets and Twitter discussions at and around the EAACI Congress.

Benefit from:
- Your company logo embedded in the 4 screens
- Inclusion in the list of Sponsors

EUR 10,000 plus VAT

Example of Social Media Screen

Today’s Pollen Count Station

The Pollen Count Station shows the latest results from the daily pollen counts. A panel of Experts will be on-site at the station from Sunday, 18 June to Wednesday, 21 June 2017.

Benefit from:
- Your company name and logo on the Today’s Pollen Count signage
- Inclusion in the list of Sponsors

EUR 10,000 plus VAT
Virtual Congress Hub (sold)

The Virtual Congress Hub is a digital resource centre located in a well frequented area of the Congress venue. It contains computers and is well known as a very popular meeting and discussion point for delegates.

The Virtual Congress Hub offers the following functionalities:

- View webcasts of a selection of Congress sessions that delegates may have missed earlier during the Congress
- Possibility to rate and comment on webcasted sessions
- Search function for abstracts and e-posters

Your company logo will be displayed on one of the two Virtual Congress Hubs. The Sponsors have the opportunity to provide company-branded mouse pads.

One Virtual Congress Hub (includes 20 computers) will be located in the Exhibition Hall and one close to the main session halls.

**EUR 20,000 plus VAT** per Virtual Congress Hub

Digital Screen Advertisement

Broadcast your take-home message to delegates by placing an advertisement on our Digital Screens.

A maximum of 3 sponsored advertisements will be displayed in rotation with the latest EAACI news or programme and event information. Two digital screens consisting of 4 LCD screens with a ratio of 60” each are located in the registration area. Your digital advertisement will be shown once per minute for 10 seconds at the two screens from Sunday, 18 June to Wednesday, 21 June 2017.

**EUR 6,000 plus VAT**
Communication
Congress App Carousel Advertisement (sold)

As Congresses become more and more digital, the app will be a key vehicle for delivering programme and other important information to delegates.

A maximum number of 5 sponsored advertisements will be shown after the delegate opens the Congress app. The user swipes through the ads, after the last one, he arrives at the home screen of the event. This will be shown with every update of the App. Your advert can be added to MyCongress (favourites) by the user.

EUR 2,500 plus VAT

Specifications:

Size: 1500 x 2000 pixels (PNG file preferably; approx. 200KB)
Release of the app: April / May 2017 (EAACI Congress 2017 is embedded in the EAACI events app)

Congress WiFi

WiFi will be available in all session rooms and areas, also enabling delegates to participate in social media such as Twitter and Facebook. The landing page can be adapted and is a good opportunity to place your company’s logo with a link to your website as it will sooner or later be visible to potentially all participants who want to connect with the WiFi network.

Sponsorship Benefits:

- Company name included in SSID
- Logo on landing page
- Acknowledgment in the Congress media
- Promotion at 3 points in the congress venue
- Set-up, maintenance and IT network connections included

EUR 20,000 plus VAT
Highlights Sessions – unrestricted educational grant

Highlights Sessions are an excellent opportunity to support scientific content with a high level of visibility.

Highlights Sessions are short and concise sessions which are compiled by the Scientific Programme Committee. The session highlights the most relevant talks of a certain topic and recaps on significant results from other sessions.

With an educational grant, a company can select the overall topic of the session. However, the content and structure will be up to the EAACI Sections and Interest Group to design: an innovative, fast-paced session that highlights the most burning topics and compiles key messages.

Location:  Pro & Con Arena located on the Exhibition floor, a high-visibility area with an innovative layout.
Duration:  15 minutes
When?  During the breaks between regular sessions. As the session is only 15 minutes long, there will be enough time for delegates to arrive from previous sessions and leave for the next session.
Your benefit:  Your company logo will be integrated in the session announcements in the programme and app and on the screen of the Pro & Con Arena and announced by the session chair.

EUR 5,000 per Session plus VAT

Junior Members (JM) Poster Session and Poster Prizes

During the Welcome Reception on Saturday evening, about 200 posters of the EAACI Junior Members will be presented in the JM Poster Area.

- Your Company logo at the entrance of the JM Poster Session Area (two A2 signage boards)
- Logistics and set-up included
- Inclusion in the list of Sponsors

The award ceremony for the winners of the Junior Member Poster Prizes will also take place during the well visited Welcome Reception on Saturday.

- Your Company name printed in relation to the JM Poser Session and the JM Case Report Session in the Final Programme
- Sponsor acknowledged together with the winner announcements at the Award Ceremony during the Welcome Reception

EUR 20,000 plus VAT
Junior Member (JM) Congress Scholarship – unrestricted educational grant

Support the Junior Members who have successfully submitted an abstract and benefit from the following:

- Have your Company name and logo included in correspondence to winners
- Sponsor acknowledged on the Congress website

Package of 5 Junior Members **EUR 5,000 plus VAT**

Clinical Village – unrestricted educational grant

The Clinical Village offers an interactive range of tests, challenges and simulations designed as both, an educational tool to underline the messages in the Postgraduate Courses and learning centre for allergists.

- Your company logo at the entrance of the Clinical Village
- Provide hands-on-experience in addition to the theoretical lectures
- A maximum of 4 Sponsors are accepted

**EUR 5,000 plus VAT**

The Clinical Village may require equipment and products for demonstration purposes. Please check in the Preliminary Programme the stations being provided and if you think you can help, please contact: events@eaaci.org

www.eaaci2017.org
Programme Events

Postgraduate Courses – unrestricted educational grant

EAACI offers approximately 10 Postgraduate Courses on Saturday before the Congress starts. You can select one or more PG Courses that you wish to support with an exclusive educational unrestricted educational grant.

Sponsorship Benefits:
- Your Company logo at the entrance of the session room
- Sponsor acknowledgement in the description of the PG Course in the programme
- Sponsor acknowledged on the Congress Website
- Inclusion in the list of Sponsors

EUR 10,000 plus VAT per Postgraduate Course

Beat Allergy Run & Walk

For the third time already, the Beat Allergy Run & Walk will take place during the EAACI Congress. More than 300 attendees and locals signed up to participate in last year’s run and Walk in Vienna. Stick in delegate’s minds – not only in conjunction with the scientific part of the congress, but also with this sporting lifestyle activity.

- Your company logo on the running t-shirt and all promotional materials related to the Beat Allergy Run & Walk (printed and online)
- Possibility to enhance your awareness level – also among locals
- All delegates may sign up for the 3 – 5 km run or walk
- Recognition during the Opening Ceremony
- Possibility for general public to participate

Price on request

The sponsor is welcome to enhance his presence with additional promotion items at his own cost. E.g. promotional stand where participants pick up their numbers or t-shirts with company logo. All activities need to be approved by EAACI.
Build your own Digital Event

All symposium rooms are AV and IT equipped with a set-up that allows high quality diffusion of PowerPoint presentations.

We would like to give you the opportunity to expand the impact of your Sponsored Symposium beyond the EAACI Congress.

Therefore we have developed a system that allows you to Build your own Digital Event.

If you would like to have a simple recording of your Symposium, you can select the Basic Webcasting Package. In order to reach even more people, you can add a Livestream or the inclusion of the Webcast in the EAACI Media Library – it fully depends on your personal expectations.

Detailed descriptions of all available options can be found on the following pages.
In addition to a Basic Webcasting Package, any of the following items can be added according to your personal choice:

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recording of your panel discussion</td>
<td>3,000 EUR plus VAT</td>
</tr>
<tr>
<td>Webcast available at the EAACI Virtual Congress Hub on-site</td>
<td>3,000 EUR plus VAT</td>
</tr>
<tr>
<td>Customised background emphasising your individual design or company logo</td>
<td>1,000 EUR plus VAT</td>
</tr>
<tr>
<td>Webcast available in the online Media Library for 6 months</td>
<td>3,000 EUR plus VAT</td>
</tr>
<tr>
<td>Livestream of your Symposium</td>
<td>3,500 EUR plus VAT</td>
</tr>
</tbody>
</table>

If you would like to include all items mentioned above, the Full Webcasting Package is available:

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webcast recorded as mp4 in 720p and provided on a USB stick</td>
<td></td>
</tr>
<tr>
<td>Recording of your faculty member at the lectern</td>
<td></td>
</tr>
<tr>
<td>Recording of your panel discussion</td>
<td></td>
</tr>
<tr>
<td>Webcast available at the EAACI Virtual Congress Hub on-site</td>
<td></td>
</tr>
<tr>
<td>Customised background emphasising your individual design or company logo</td>
<td></td>
</tr>
<tr>
<td>Webcast available in the online Media Library for 6 months</td>
<td></td>
</tr>
<tr>
<td>Livestream of your Symposium</td>
<td>15,000 EUR plus VAT</td>
</tr>
</tbody>
</table>
Components of the Basic Webcasting Package

Webcast recorded as mp4 and provided on a USB stick

The Webcast files will be provided as mp4 movie in 720p at 2Mbps. This format is fully compatible with computers (Mac & PC) and tablets (Android and iOS). A 480p at 400kB version is also available for smartphone broadcast.

We will provide you with the Webcast (720p and 480p) on a USB Key for your own purpose. The Webcast can be picked up on-site at the Speaker Service Centre the day after your Symposium.

If you would like to edit the recorded Webcast (e.g. remove slides), this can be done directly on-site at the Speaker Service Centre from Sunday, 18 June to Wednesday, 21 June 2017.

Kindly note that the sponsoring company is responsible to obtain permission for the recording from the Chairpersons and Speakers of the Symposium.

Recording of your faculty member at the lectern

Your speaker at the lectern will be recorded with a remote operated camera and shown in the box beside your presentation.

Please contact us in advance if you plan to run your presentations from your own computers instead of using the network-based presentation system provided by EAACI.
Additional Items

Recording of your panel discussion

We offer the installation of a second remote operated camera to film the moderator panel, allowing wide angled shots and more interaction to be broadcasted during your Symposium. A director will switch between wide-angle recording and the speaker recording.

Example of wide shot of moderators & speaker

Webcast available at the EAACI Virtual Congress Hub on-site

The EAACI Virtual Congress Hub is a digital resource centre located in a high traffic area of the congress centre. It contains computers and will be used as a meeting and discussion point for delegates. The full Webcast of your Symposium will be available at the Virtual Congress Hub the day after your Symposium (afternoon and evening Symposia) or in the afternoon of the respective day (morning Symposia).

The Virtual Congress Hub offers the following functionalities:

- View webcasts of a selection of Congress sessions and Sponsored Symposia that delegates may have missed earlier during the Congress
- Possibility to rate and comment on posters and webcasts
- Search for abstracts and e-posters or by topic and key words

Customised Background

This includes a customised background showing your individual design and/or company logo.
Livestream of your Symposium

Enlarge the size of your audience beyond the conference room and broadcast your Symposium live on the web through a dedicated website including chat functionality.

Each Livestream will be hosted on a separate website with an individual design determined by the Sponsor.

We will provide you with the link to your Livestream website approximately 4 weeks in advance to the Congress.

To promote your Symposium Livestream, EAACI will send out an email to all EAACI members approximately 1 week prior to the Congress (one mass email for all live streamed sessions).

You will get access to statistics afterwards.

Kindly note that the sponsoring company is responsible to obtain permission for the recording from the Chairpersons and Speakers of the Symposium.

Please contact us in advance if you plan to run your presentations from your own computers instead of using the network-based presentation system provided by EAACI.

Webcast available in the online Media Library for 6 months

Your Symposium Webcast will be available on a dedicated website for the duration of 6 months after the Congress.

The recording will be uploaded to the Media Library approximately two days after the end of the Congress. If you would like to edit the recording (e.g. remove slides), this can be done directly on-site at the Speaker Service Centre from Sunday, 18 June to Wednesday, 21 June 2017.

To promote all Symposia Webcasts, EAACI will refer to the Media Library on www.eaaci2017.org and send a promotional email to all EAACI members after the Congress.

Kindly note that the sponsoring company is responsible to obtain permission for the recording from the Chairpersons and Speakers of the Symposium.
Exhibition and Sponsorship Organiser

INTERPLAN
Congress, Meeting & Event Management AG
Landsberger Strasse 155
80687 Munich
Germany
Phone:+49 89 54 82 34 748
Fax:+49 89 54 82 34 45
eaaci2017sponsorship@eaaci.org