# CONTENTS

- **INVITATION**
  - page 3
- **PLANNED SYMPOSIA**
  - page 4
- **ORGANISING COMMITTEE**
  - page 4
- **KEY CONTACTS**
  - page 4
- **ACCESS**
  - page 5
- **ABOUT ZURICH**
  - page 5
- **ABOUT EAACI**
  - page 5
- **CATEGORIES OF SPONSORSHIP**
  - page 6
- **EXHIBITION AND SPONSORSHIP OPTIONS**
  - page 7-8
  - EXHIBITION
  - ADVERTISEMENT
  - DELEGATE ITEMS
  - PROGRAMME & ABSTRACT OPTIONS
  - OTHER SPONSORSHIP OPPORTUNITIES
- **ONLINE AND DIGITAL SPONSORSHIP OPTIONS**
  - page 9-10
- **VENUE FLOORPLAN**
  - page 11
- **CONTRACT FOR EXHIBITION AND SPONSORSHIP**
  - page 12
- **GENERAL TERMS AND CONDITIONS**
  - page 13
INVITATION

Dear Industry Partner,

On behalf of the European Academy of Allergy and Clinical Immunology (EAACI), European Society for Contact Dermatitis (ESCD) and the Organising Committee, it is a great pleasure to invite you to the EAACI Skin Allergy Meeting.

The EAACI Skin Allergy Meeting is the most important European meeting in 2017 devoted to skin allergy. The fourth edition of this biennial event will take place from 27 – 29 April 2017 in Zurich, Switzerland at the Kongresshaus.

We have decided to hold SAM in collaboration with the European Society for Contact Dermatitis, ESCD, so the new name will be EAACI/ESCD SAM 2017. Our societies share a mutual interest in skin allergy from two different angles and we are certain that the meeting will benefit from this new initiative.

EAACI/ESCD SAM 2017 is expected to be the dermatological allergy experience of 2017. To ensure the highest scientific and educational value of the meeting, a novel format will be employed with each session built around one relevant clinical problem. They will be combined with keynote lectures given by acclaimed experts with “pro & con” discussions of present controversies, along with cutting-edge free communications, case reports and practical demonstrations. Networking events will allow participants more opportunities for further discussions of some of the most fascinating topics in the field of skin allergy.

At this high-quality meeting practitioners and scientists will have the opportunity to gather and discuss topics such as

• Contact dermatitis
• Urticaria/angioedema incl. contact
• Phases of atopic dermatitis
• Skin care
• Neglected “allergic” disease
• Skin and drugs
• Mast cell diseases
• How to handle hand eczema

Zurich is a dynamic, cosmopolitan city at the heart of Europe, which regularly ranks among the top cities in international comparisons. Its appeal lies in its unique blend of city life, nature, culture and internationality. As well as being an important location for finance, business, tourism, culture, research and learning, it is also a trend-setting city with a bustling nightlife.

The Sponsorship and Exhibition Prospectus is designed to assist you with reserving exhibition space and identifying sponsorship opportunities. Do not miss this chance to join us in Zurich and create your individual presence for attendees at the Meeting. This prospectus also includes the sponsorship and 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: email events@eaaci.org, tel. +41 44 205 55 33. The EAACI/ESCD SAM 2017 website will be continually updated with the latest information (www.eaaci.org/sam2017).

EAACI/ESCD SAM 2017 will be an event not to be missed. We look forward to welcoming you to Zurich.
PLANNED SYMPOSIA

- Contact dermatitis
- Urticaria/angioedema incl. contact
- Phases of atopic dermatitis
- Skin care
- Neglected “allergic” disease
- Skin and drugs
- Mast cell diseases
- How to handle hand eczema

ORGANISING COMMITTEE

Carsten Bindslev-Jensen, Denmark
SAM 2017 Chair and
EAACI Dermatology Section Chairperson

Magnus Bruze, Sweden
SAM 2017 Chair and ESCD President

Peter Schmid-Grendelmeier, Switzerland
SAM 2017 Chair and
EAACI Vice President Education & Specialty

Knut Brockow, Germany
Razvigor Darlenski, Bulgaria
Thomas Diepgen, Germany
Ana Gimenez-Arnau, Spain
Margarida Gonçalo, Portugal
Jean Pierre Lepoittevin, France
Alexander Navarini, Switzerland
David Orton, United Kingdom
Lars K. Poulsen, Denmark
Radoslav Spiewak, Poland
Wolfgang Uter, Germany
Stephan Weidinger, Germany
Jonathan White, United Kingdom

Antonella Muraro
EAACI President

Lars K. Poulsen
EAACI Vice-President Congresses

KEY CONTACTS

SAM 2017 ORGANISER
EAACI Headquarters
Hagenholzstrasse 111
3rd Floor
8050 Zurich
Switzerland
Tel.: +41 44 205 55 33
Fax: +41 44 205 55 39
E-mail: events@eaaci.org
Web: www.eaaci.org/sam2017

MEETING VENUE
Kongresshaus Zurich
Claridenstrasse 5
8022 Zurich
Switzerland
Tel.: +41 (0)44 206 36 36
Fax: +41 (0)44 206 36 59
E-mail: info@kongresshaus.ch
Web: www.kongresshaus.ch
Kongresshaus Zurich is located in the center of Zurich, offering a spectacular panoramic view of Lake Zurich and an incomparable array of events and services. The history of the building and its architecture are closely linked to the 1939 National Exhibition in Switzerland. This major historical event was aimed at showcasing Switzerland’s diversity, and the Kongresshaus was also to be the focal point for a whole array of events. A foundation, the Kongresshaus-Stiftung, was set up in 1937 to secure funding, and the building opened its doors for the first time on May 5, 1939.

**PUBLIC TRANSPORTATION IN ZURICH**

- Click here to find details on how to reach the Kongresshaus Zurich by public transportation.
- Public transportation information, prices and tourist tickets
- Local airport information

**ABOUT ZURICH**

Zurich has evolved into a dynamic, cosmopolitan city at the heart of Europe, and regularly ranks among the top cities in international comparisons. Its appeal lies in its unique blend of city life, nature, culture, internationality, and joie de vivre. As well as being an important location for finance, business, tourism, culture, research, and learning, Zurich is also a trend-setting city with a bustling nightlife. With its magnificent view of the snow-capped Alps on the horizon, Zurich offers a unique mixture of attractions – over 50 museums and more than 100 art galleries, international fashion labels and Zurich designs. Recreational activities range from a visit to the riverside and lakeside bathing areas in the very heart of the city, to a spectacular hike on the Uetliberg mountain.

**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 9,000 members from 121 countries and over 50 National Societies, 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 EAACI-ESCD Skin Allergy Meeting (SAM) 2017 as follows:

**SAM 2017 PLATINUM SPONSOR**
Total sponsorship contribution greater than **EUR 20,000**
Includes four complimentary meeting registrations

**SAM 2017 GOLD SPONSOR**
Total sponsorship contribution **EUR 15,001 - EUR 20,000**
Includes three complimentary meeting registrations

**SAM 2017 SILVER SPONSOR**
Total sponsorship contribution **EUR 10,001 - EUR 15,000**
Includes two complimentary meeting registrations

**SAM 2017 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 6-10) 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 at the Kongresshaus Zurich. 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 pocket programme and on the meeting website

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

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

ADVERTISEMENT

Sponsorship of these items allows the company to reach the delegates right at the beginning of the meeting or even before it starts.

► BAG INSERTS
EUR 1,500 + VAT
(production and delivery costs not included)
Includes:
- Distribution and logistics on-site
- Acknowledgement in the list of sponsors in the pocket programme and on the meeting website

Number of participants: approx. 250

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 in any material that is distributed to all the delegates.

We will have a bag opt-out option included in the registration which allows delegates to opt-out of receiving a bag. All bag inserts will therefore also be available in a high traffic area close to the registration area on display shelves.

► MEETING WEBSITE
EUR 2,000 + VAT
Includes:
- A link to the sponsor’s website
- Acknowledgement in the list of sponsors in the pocket programme and on the meeting website
Website sponsors have the possibility of promoting their company with logo and linking on the welcome page of the meeting website www.eaaci.org/sam2017.

► CORPORATE / SYMPOSIUM ADVERTISEMENT IN THE FINAL POCKET–PROGRAMME A6
EUR 1,000 + VAT
Includes:
- All production costs
- Acknowledgement in the list of sponsors in the pocket 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 will be used continually by the delegates during the meeting to plan daily schedules. A commercial brand name from a pharmaceutical company cannot be used in any material that is distributed to the delegates.

- Number of printed copies: approximately 250
- Number of pages: approximately 16
- Size: A6
- Colour/quality: 4/4-coloured, min. 300 dpi

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
(production and delivery costs not included)
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 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.

PADS AND PENS (Exclusive Sponsorship)
EUR 2,000 + VAT
(production and delivery costs not included)

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 the delegates. The sponsor is responsible for the design, production and delivery of the items.

PROGRAMME & ABSTRACT OPTIONS

LUNCH or 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 pocket programme, as well as on designated boards on-site

Companies may organise satellite symposia (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 chairs. 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.

TRAVEL GRANTS (Exclusive sponsorship with an unrestricted grant)
EUR 3,000 + VAT

Includes:
- Acknowledgement in the list of sponsors in the pocket programme and on the meeting website
- Acknowledgement in communications to travel grant winners

Sponsorship of Travel Grants gives the company a chance to support EAACI 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 Scientific Programme Committee will decide which authors will receive travel grants.

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 pocket programme and on the meeting website

TRAVEL GRANTS (Exclusive sponsorship with an unrestricted grant)
EUR 3,000 + VAT

Includes:
- Acknowledgement in the list of sponsors in the pocket programme and on the meeting website
- Acknowledgement in communications to travel grant winners

Sponsorship of Travel Grants gives the company a chance to support EAACI 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 Scientific Programme Committee will decide which authors will receive travel grants.
### ONLINE AND DIGITAL SPONSORSHIP OPTIONS

<table>
<thead>
<tr>
<th>Package</th>
<th>Full Webcasting of Your Symposium</th>
<th>Basic Webcasting of Your Symposium</th>
<th>Live Streaming of Your Symposium</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Package 1</strong></td>
<td>EUR 10,000 + VAT</td>
<td>EUR 4,000 + VAT</td>
<td>EUR 14,000 + VAT</td>
</tr>
<tr>
<td>Description</td>
<td>A recording in the form of a webcast means that the speaker’s voice is recorded in synchronisation with the PowerPoint slides and a video of the speaker. Your Symposium room will be equipped with full-HD screens. By choosing this fully integrated solution, you will get a high level quality service and the following advantages and benefits.</td>
<td>Description: A recording in the form of a webcast means that the speaker’s voice is recorded in synchronisation with the PowerPoint slides (including videos) and a video of the speaker(s).</td>
<td>Description: Your Symposium can be broadcast live on the web through a dedicated web page. During your Symposium, connected attendees can chat and leave their questions. Your moderator/chair person can select questions and discuss them with your speakers and the audience.</td>
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</tbody>
</table>
| Content of the full Webcasting package: | 1. Webcast recorded as mp4 in 720p (Mac/PC and Android/iOS compatible)  
2. A 480p (at 400kB) version will also be provided for smart-phone broadcast  
3. Customised background emphasising your company colours or logo  
4. Recording of your faculty member at the lectern with a video camera  
5. Recording of your panel discussion with a second video camera  
6. Webcast available on a restricted website for 6 months  
7. Webcast provided on a USB key to the sponsor | Content of the basic Webcasting package:  
1. Webcast recorded as mp4 in 720p (Mac/PC and Android/iOS compatible)  
2. A 480p (at 400kB) version will also be provided for smart-phone broadcast  
3. Recording of your faculty member at the lectern with a video camera  
4. Webcast provided on a USB key to the sponsor | Content of the Live Streaming package:  
1. Live stream through web page including chat functionality  
2. Webcast recorded as mp4 in 720p  
3. Customised background emphasising your company colours or logo  
4. Recording of your faculty member at the lectern with a video camera  
5. Recording of your panel discussion with a second video camera  
6. Webcast available at a restricted website for 6 months  
7. Webcast provided on a USB key (to the sponsor)  
8. Promotion of your live streamed symposium via an e-mail to all EAACI members approximately 1 week prior to the Meeting (one mass e-mail for all live streamed sessions) |
EAACI provides its partners with an interactive voting solution integrated within the Meeting’s mobile app. The advantage of this system is that speakers require no specific training in PowerPoint to guide the session, which greatly facilitates its implementation. Each question should include up to 4-5 proposals and allow only one correct answer (i.e. with no multiple option responses).

**System Operation**

1. Introduction of the session with an explanation of the vote on a smartphone by the moderator
2. Launch of the presentation
3. The presenter triggers the vote on the slides that contain questions
4. The display changes to show a countdown beside the question
5. Attendees vote directly on the Meeting mobile app
6. Once the voting time has lapsed, the display will show the results directly beside the question

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**PACKAGE 4**

**VOTING FOR YOUR SYMPOSIUM**

EUR 2,500 + VAT

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**SMARTPHONE APP**

EUR 4,000 + VAT

The SAM 2017 Smartphone application is designed to provide users quick and easy access to the Programme and Live sessions through their mobile devices. The sponsor will be acknowledged in the app, on the meeting website and in the pocket programme of the meeting.

**SMARTPHONE APP INSERT**

EUR 500 + VAT per insert

The highly popular meeting app offers sponsors the opportunity to include invitations to their sessions or advertising. We limit the number of invites/advertising to six. When downloading the app, users will immediately see a message asking them if they wish to see industry invitations and adverts. The user can add the session to his/her meeting diary by clicking on the invite.

*This is not an exclusive sponsorship.*

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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

MEETING VENUE
Kongresshaus Zurich
Claridenstrasse 5
8022 Zurich
Switzerland
Tel.: +41 (0)44 206 36 36
Fax: +41 (0)44 206 36 59
E-mail: info@kongresshaus.ch
Web: www.kongresshaus.ch
**CONTRACT FOR EXHIBITION AND SPONSORSHIP**

Please return to EAACI HQ – email events@eaaci.org or fax +41 44 205 55 39

<table>
<thead>
<tr>
<th>Company Name</th>
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<tbody>
<tr>
<td><strong>Company Name in Exhibition and Sponsor Listings</strong> <em>(Please use the preferred case, i.e. uppercase/lowercase letters. Maximum 20 characters including spaces)</em></td>
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<tr>
<td>Contact Name</td>
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<td>E-mail</td>
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<td><strong>Telephone (incl. Country and Area Codes)</strong></td>
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<td>Invoice Address</td>
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<td>Postcode &amp; City</td>
<td>Country</td>
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<tr>
<td><strong>VAT No</strong> <em>required for VAT reverse charges within EU</em></td>
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<tr>
<td><strong>Purchase Order Number (If applicable)</strong></td>
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**Sponsorship Items Requested**

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<th>Item</th>
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| **Exhibition Space Requested** |  |
| Booth No | Booth Size |

- **Exhibition Space:** EUR 500 per sqm + VAT
- For updated information, please visit www.eaaci.org/sam2017 or contact EAACI HQ at events@eaaci.org
- Bank transfer information will be detailed on the invoice. Please ensure that you include the invoice number and the name of your company as listed above in the payment message.
- For the contract to be completed please tick the boxes and sign below.
- We confirm that the product(s) that we will promote at EAACI-ESCD SAM 2017 will conform to regulations for marketing pharmaceutical products in Switzerland. We understand that the content of all promotional literature, hoardings, advertising and promotional material of any form used or distributed within the Kongresshaus Zurich for the duration of the Meeting remains the sole legal responsibility of the exhibitor and that EAACI cannot be held liable for any non-compliance.
- We confirm to EAACI HQ our participation as a Sponsor/Exhibitor at the SAM 2017 in Zurich, Switzerland, 27 - 29 April 2017 and reaffirm that we have read and agreed to all terms and conditions.

**Signature of Authorised Person**

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**Name Printed**

**Date**

**Place**
GENERAL TERMS AND CONDITIONS

CONDITIONS OF PAYMENT
Conditions of payment mentioned on the invoice are valid. All payments must be received in full within the payment date indicated on the invoice. No bank transfer fees will be accepted by EAACI HQ (also referred to as Meeting Secretariat), and all sponsors paying by bank transfer should ensure that all charges are met. The payment is normally done with an initial 50% payment, and the remaining 50% should be transferred 6 months prior to the Meeting – a new invoice will be sent. If payment in full is not received by the start of the Meeting, participation cannot be guaranteed. Under no circumstances may any discount be deducted.

All prices are indicated in EUROS and exclude VAT, unless otherwise specified.

REFUND AND CANCELLATION POLICIES
If a sponsorship item has to be cancelled, the following conditions will apply: Until 30 September 2016, 50% of the total amount will be refunded. After 30 September 2016 if the sponsorship item can be sold again, a 20% cancellation charge will be levied. For sponsorship items cancelled after 1 February 2017, there will be no refund granted. All cancellations must be made in writing to EAACI HQ.

PROMOTION AT THE MEETING
Companies that are not sponsors may not advertise in any form in the Exhibition Area, in the entrances to the Exhibition Area, or anywhere else in the Meeting venue. EAACI is committed to ethical codes for marketing pharmaceuticals in Europe according to the Code of Practice on the Promotion of Medicines issued by EFPIA, the European Federation of Pharmaceutical Industries Associations. Sponsors will be required to provide the Meeting Secretariat with a list of product(s) they intend to promote at SAM 2017 at least three months before the meeting (“Exhibitor Declaration”). Sponsors will be responsible for the accuracy and completeness of the information provided. Provision of incomplete, false or misleading information may lead to exclusion from SAM 2017 and future EAACI Meetings and events. All house rules at the venue will apply and be enforced. Sponsors are fully liable for damages caused to third parties and property.

AMENDMENTS TO THE GENERAL TERMS AND CONDITIONS
All matters not covered in the General Terms and Conditions, or in other SAM 2017 publications are subject to the decision and control of EAACI. EAACI HQ reserves the right to take such action and to make such changes, including changes to the “Terms and Conditions” as are considered necessary or desirable for the efficient and proper conduct of the Meeting. Any matters not specifically covered by the preceding terms and conditions shall be subject solely to the decision of the organiser. These terms and conditions may be amended at any time by the organiser, and all amendments so made shall be binding on sponsors equally with the foregoing terms and conditions.

FINAL STIPULATIONS
In the event that the Meeting cannot be held or will have to be changed due to events beyond the control of EAACI (force majeure) or due to events which are not attributable to wrongful intent or gross negligence of EAACI, EAACI cannot be held liable for any damages, costs, or losses incurred, such as transportation costs, accommodation costs, financial losses, etc. Under these circumstances, EAACI reserves the right to either retain the entire fee and to use it for a future Meeting, or to reimburse the sponsor after deducting costs already incurred for the organisation of SAM 2017 and which could not be recovered from third parties. Any company that disregards the directives of EAACI may be excluded from the Meeting by EAACI with immediate effect. All oral agreements, special permissions and special arrangements are valid only upon receipt of written confirmation. In all cases of litigation the sponsor agrees to submit to the authorised court chosen by EAACI. Electively, EAACI may choose to appeal to the court into whose jurisdiction the exhibitor falls.