



**EAACI**  
EUROPEAN ACADEMY OF ALLERGY  
AND CLINICAL IMMUNOLOGY

**ISAF 2018**

8 – 10 November 2018  
Madrid, Spain



INTERNATIONAL  
SEVERE ASTHMA  
FORUM

**isaf**

**4th International Severe Asthma Forum**

[www.eaaci.org/isaf2018](http://www.eaaci.org/isaf2018)



**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 4th International Severe Asthma Forum, ISAF 2018, which will be held in Madrid, Spain at the Meliá Avenida América Hotel on 8-10 November 2018.

Building upon the growing success of the previous ISAF meetings (Gothenburg 2012, Athens 2014, Manchester 2016), the aim of ISAF 2018 is to bring together scientists and clinicians, with a broad range of experience from junior scientists/ doctors to key opinion leaders, at a focused meeting dedicated to all aspects of severe asthma.

In recent years, considerable progress has been made in understanding and treating severe asthma, including advances in phenotypic patterns and biomarkers and the availability of novel targeted treatments. These advances have unveiled the heterogeneous basis of asthma, whose nature and definition are being revisited in the light of the new pathophysiological and molecular findings that are continuously emerging.

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 Madrid 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, paying attention to individual deadlines, in order to secure your preferences.

We look forward to welcoming you to Madrid as an exhibitor or sponsor and involving you in what will be a stimulating and memorable event.

With kind regards,

**Zuzana Diamant**  
ISAF 2018 Chair  
& Asthma Section Chair

**Santiago Quirce**  
ISAF 2018 Local Secretary

**Matteo Bonini**  
Asthma Section Secretary

## ORGANISING COMMITTEE

**Zuzana Diamant,**  
ISAF 2018 Organising Chair &  
Asthma Section Chair

**Santiago Quirce,**  
ISAF 2018 Local Secretary

**Matteo Bonini,**  
Asthma Section Secretary

## SCIENTIFIC COMMITTEE MEMBERS

Sven Seys, Belgium  
Marcin Kurowski, Poland  
Enrico Heffler, Italy  
Ömer Kalayci, Turkey  
Susanne Vijverberg, The Netherlands  
Martina Vasakova, Czech Republic  
Mariana Couto, Portugal  
Leif Bjermer, Sweden  
Philippe Gevaert, Belgium  
Jürgen Schwarze, United Kingdom  
Apostolos Bossios, Sweden

## LOCAL SCIENTIFIC AND ORGANISING COMMITTEE

Montserrat Alvaro Lozano, Spain  
Oscar Palomares Gracia, Spain  
Joaquín Sastre, Spain  
Tomás Chivato, Spain  
Dario Antolin-Amerigo, Spain  
Silvia Sanchez-Garcia, Spain

## EAACI PRESIDENT

Ioana Agache, Romania

## EAACI VICE-PRESIDENT CONGRESSES

Carsten Schmidt-Weber, Germany

## KEY CONTACTS

### ISAF 2018 ORGANISER

**EAACI Headquarters**  
Hagenholzstrasse 111  
3rd Floor  
8050 Zurich  
Switzerland  
**Tel:** +41 44 205 55 33  
**Email:** [events@eaaci.org](mailto:events@eaaci.org)  
**Web:** [www.eaaci.org/isaf2018](http://www.eaaci.org/isaf2018)

### MEETING VENUE

**Meliá Avenida América**  
C / Juan Ignacio Luca de Tena, 36  
28027 Madrid, Spain  
**Tel:** +34 914 23 24 00



## ABOUT EAACI

EAACI is a non-profit organisation active in the field of allergic and immunologic diseases. With over 10,000 members from 122 countries, as well as 60 national and international member societies, EAACI is the largest medical association in Europe focusing on allergy and clinical immunology. We take pride in being a global leading reference body for scientific, health and political organisations around the world.

### DHM IN NUMBERS - participants

ISAF Manchester 2016	252
ISAF Athens 2014	246
ISAF Madrid 2018	Expected nr: 400 (twin track format)



## ABOUT MADRID

Madrid, the capital of Spain, is a cosmopolitan city that combines the most modern infrastructures and the status as an economic, financial, administrative and service centre, with a large cultural and artistic heritage, a legacy of centuries of exciting history. Strategically located in the geographic centre of the Iberian Peninsula at an altitude of 646 m above sea level, Madrid has one of the most important historic centres of all the great European cities.



## ACCESS

### ► From Madrid Airport

Hotel Melia Avenida America is located only 5 km from the Madrid Barajas Airport. The hotel offers a shuttle bus service transfer from and to the airport from 6.30 am to 11.30 pm every day of the week. The hotel has a taxi and bus stop opposite the hotel and a metro station 10 minutes away.

### ► BY METRO

The closest metro line station is Suanzes (line 5). In 10 minutes walking through 25 Septiembre Avenida you will reach the hotel.

### ► BY BUS

Two bus stops are located in front of the hotel Melia Avenida America.

**Stop: Juan I. Luca Tena - Dr. Zamenhof**  
(bus number 114 from Avenida America)

**Stop: Los Molinos**  
(bus number 146 from Callao Square)

### ► BY CAR

**A-2: Exit number 8** (Feria de Madrid)

**M-40: Exit number 7** (Avenida 25 Septiembre / Centro Comercial)

## CATEGORIES OF SPONSORSHIP

Sponsors will be given a sponsorship category according to their overall contribution to the 4th International Severe Asthma Forum (ISAF) 2018 as follows:

### ISAF 2018 PLATINUM SPONSOR

Total sponsorship contribution greater than **EUR 20,000**  
Includes recognition as platinum level sponsor

### ISAF 2018 GOLD SPONSOR

Total sponsorship contribution **EUR 15,001 - EUR 20,000**  
Includes recognition as gold level sponsor

### ISAF 2018 SILVER SPONSOR

Total sponsorship contribution **EUR 10,001 - EUR 15,000**  
Includes recognition as silver level sponsor

### ISAF 2018 CONTRIBUTOR

Total sponsorship contribution **EUR 2,500 - EUR 10,000**  
Includes recognition as sponsor

- 
- 1 Select your desired level of sponsorship.
  - 2 Select your exhibition space and sponsorship items (pages 7-11) corresponding to the category level you have selected.
-



## EXHIBITION AND SPONSORSHIP OPTIONS

### EXHIBITION

The exhibition will be held in the Toledo Rooms of the Melia Avenida America Hotel. The exhibition floor is located on the same floor as the catering and poster area. Refreshment and lunch areas will be integrated into the exhibition area, maximising the time that delegates spend in this area.

Please note, access to the exhibition area will be organized, in accordance with industry and local country regulations.

**EUR 500 + VAT per square metre**

#### Includes:

- Free build exhibition space (*minimum 6 square metres*)
- Table, two chairs and electricity connection.
- Two complimentary exhibitor registrations (*for each 6 square metres above the minimum space rental one additional complimentary exhibitor registration is offered*).

Please note that the exhibitor's badge does not allow access to the scientific sessions.

- 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.

### ADVERTISEMENT

Sponsorship of these items enables your company to reach delegates both before and during the meeting.

#### ▶ A6 POCKET PROGRAMME

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 product or solution-brand name from a pharmaceutical company cannot be used in any material that is distributed to the delegates.

- Number of printed copies: approximately 400\*
- Number of pages: approx. 16
- Size: A6
- Colour/quality: 4/4-coloured, min. 300 dpi

#### ▶ A6 BACK COVER POSITION CORPORATE / SYMPOSIUM ADVERTISEMENT IN THE POCKET PROGRAMME

**EUR 2,500 + VAT**

#### Includes:

- All production costs
- Acknowledgement in the list of sponsors in the pocket programme and on the meeting website
- Corporate /symposium advertisement on the back cover of the pocket programme.

**LIMITED ITEM** – Only available for 1 partner

**EXCLUSIVE SPONSORSHIP**

#### ▶ A6 CORPORATE / SYMPOSIUM ADVERTISEMENT IN THE POCKET PROGRAMME

**EUR 1,000 + VAT**

#### Includes:

- All production costs
- Acknowledgement in the list of sponsors in the pocket programme and on the meeting website

**LIMITED ITEM** – Only available for up to 2 partners

### DELEGATE ITEMS

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

#### ▶ BADGE LANYARDS

**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 product or solution brand name from a pharmaceutical company cannot be used in any material that is distributed to the delegates. The lanyard is detachable from the badge holder and can be used separately in the future, enabling prolonged and increased visibility. The sponsor is responsible for the design, production and delivery of the item.

**EXCLUSIVE SPONSORSHIP**

## 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 at its own expenses. Please contact the organiser for further information if interested in this option.

### ► E-POSTER SESSION

**EUR 7,000 + 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 in the E-poster screens and included in the list of sponsors on the website and in the pocket programme.

**EXCLUSIVE  
SPONSORSHIP**

## 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

### ► FACULTY DINNER

**EUR 5,000 + VAT**

**Includes:**

- Acknowledgment of the company at the faculty dinner
- 2 invitations for the faculty dinner

**EXCLUSIVE  
SPONSORSHIP**

### ► TRAVEL GRANTS

**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 directly support the next generation and future leaders of the academy; EAACI Junior Members. 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.

*with an  
unrestricted  
grant*  
**EXCLUSIVE  
SPONSORSHIP**



## ONLINE AND DIGITAL SPONSORSHIP OPTIONS

### PACKAGE 1

### FULL WEBCASTING OF YOUR SYMPOSIUM

EUR 10,000 + VAT

Full webcasting records both the picture and audio of all speaker's presentations during a session in synchronisation with the PowerPoint slides that are shown. Your symposium room will be equipped with full-HD screens.

#### 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. EAACI endorsement via [www.eaaci.org](http://www.eaaci.org) for 6 months
7. Webcasts made available via a secure platform providing the opportunity for open access or restricted viewing
8. Webcast provided in digital form for future use
9. Promotion of your webcast via an e-mail to all 2018 ISAF participants approximately 1 week after the meeting (one single e-mail for all webcasts)

### PACKAGE 2

### BASIC WEBCASTING OF YOUR SYMPOSIUM

EUR 4,000 + VAT

Basic webcasting records both the picture and audio of all speaker's presentations during a session in synchronisation with the PowerPoint slides that are shown.

#### 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 in digital form for future use

### PACKAGE 3

### WEBCASTING AND LIVE STREAMING OF YOUR SYMPOSIUM

EUR 14,000 + VAT

In addition to the full webcasting, 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.

#### 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. EAACI endorsement via [www.eaaci.org](http://www.eaaci.org) for 6 months
7. Webcasts made available via a secure platform providing the opportunity for open access or restricted viewing
8. Webcast provided in digital form for future use
9. 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)

## MOBILE APP

The free ISAF 2018 mobile app has a modern and user-friendly design, and provides delegates with all-important information at their fingertips, including easy access to the scientific programme, floorplans, presenter profiles and much more. Our mobile app user statistics are constantly increasing with currently between one half, to two thirds of delegates downloading our EAACI Focused Meeting apps.

### MOBILE APP EUR 4,000 + VAT

**EXCLUSIVE  
SPONSORSHIP**

Sponsorship confirmation deadline 8 weeks prior to event (13th September 2018)

**EXCLUSIVE ITEM** – Only available for one partner

Become the exclusive sponsor of the ISAF 2018 app to ensure high impact, continuous positioning on the home screen. Sponsorship of the app is limited to one company and includes:

1. Exclusive acknowledgment as app sponsor on the EAACI website ISAF 2018 page
2. Exclusive acknowledgment as app sponsor in the pocket programme of the meeting
3. Logo on home screen of the event app
4. Individual button on home screen of the event app
5. Individual page within the app including company logo, with website link, company profile and information on your company session and/or booth (if applicable)

### MOBILE APP ADVERTISEMENT

**EUR 1500 +VAT**

Sponsorship confirmation deadline 8 weeks prior to event (13th September 2018)

**LIMITED ITEM** – Only available for up to 3 partners

Raise awareness of your activities or campaigns by making use of the in-app start screen adverts. This re-occurring advertising option provides multiple contact points as your advert will be shown to all app users every time they open the mobile app

1. One advertisement for the duration of the app life span, prior and throughout the event
2. Interactive advert function to add sessions to favourites

## MOBILE APP PUSH NOTIFICATION

EUR 1000 + VAT per notification

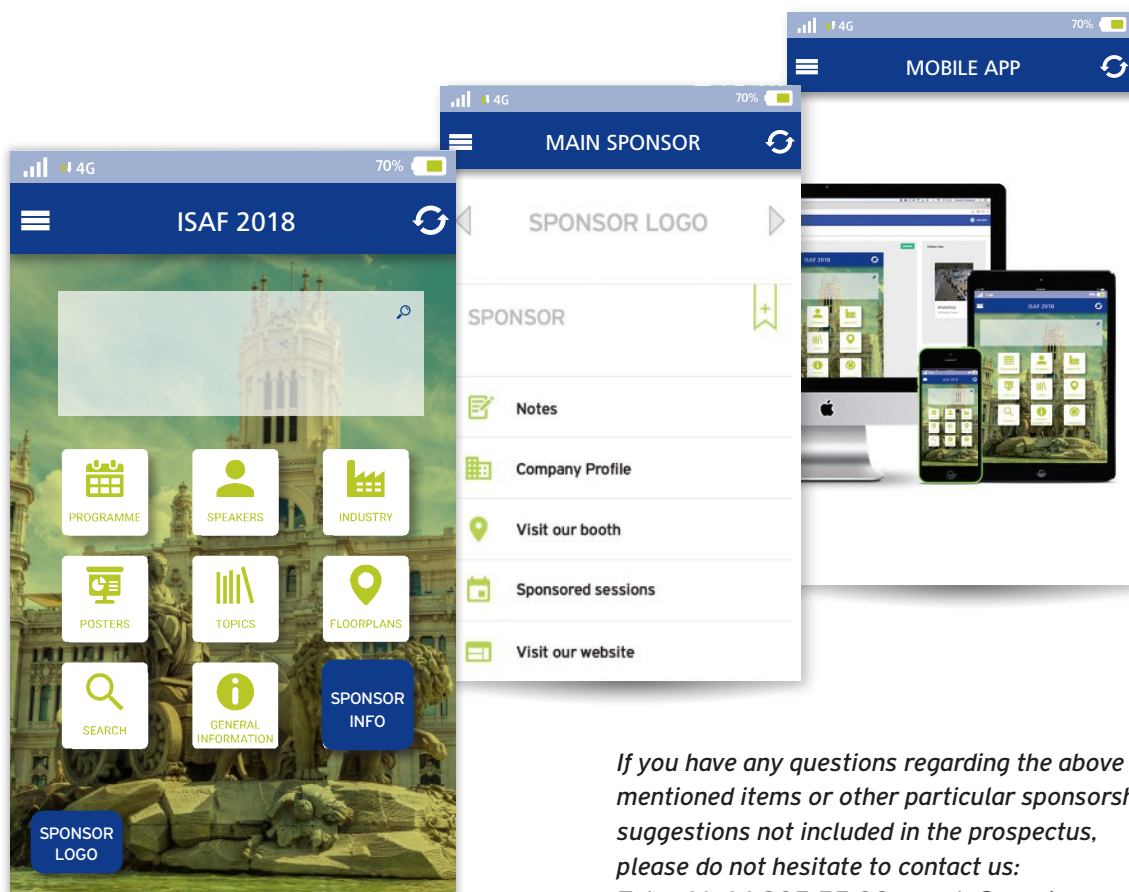
Sponsorship confirmation deadline 8 weeks prior to event (13th September 2018)

Optimise the awareness of your company booth, sessions or activities with a push notification. App notifications are typically sent 30 minutes and 2 hours before an activity takes place. App notifications include:

1. One message consisting of a title with a maximum of 120 characters and text of up to a suggested 150 words
2. One in-message image
3. Two website links

To ensure regulated use and maintain quality of impact of this communication channel, the total number of push notifications are limited to 5 notes per day

*\* Requests for notifications can be accepted after the mentioned deadline up until one week prior to the event, however EAACI may exercise the right to charge and additional EUR 50 + VAT administration fee.*



*If you have any questions regarding the above mentioned items or 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](mailto:events@eaaci.org).*



## VENUE FLOORPLAN



### MEETING VENUE

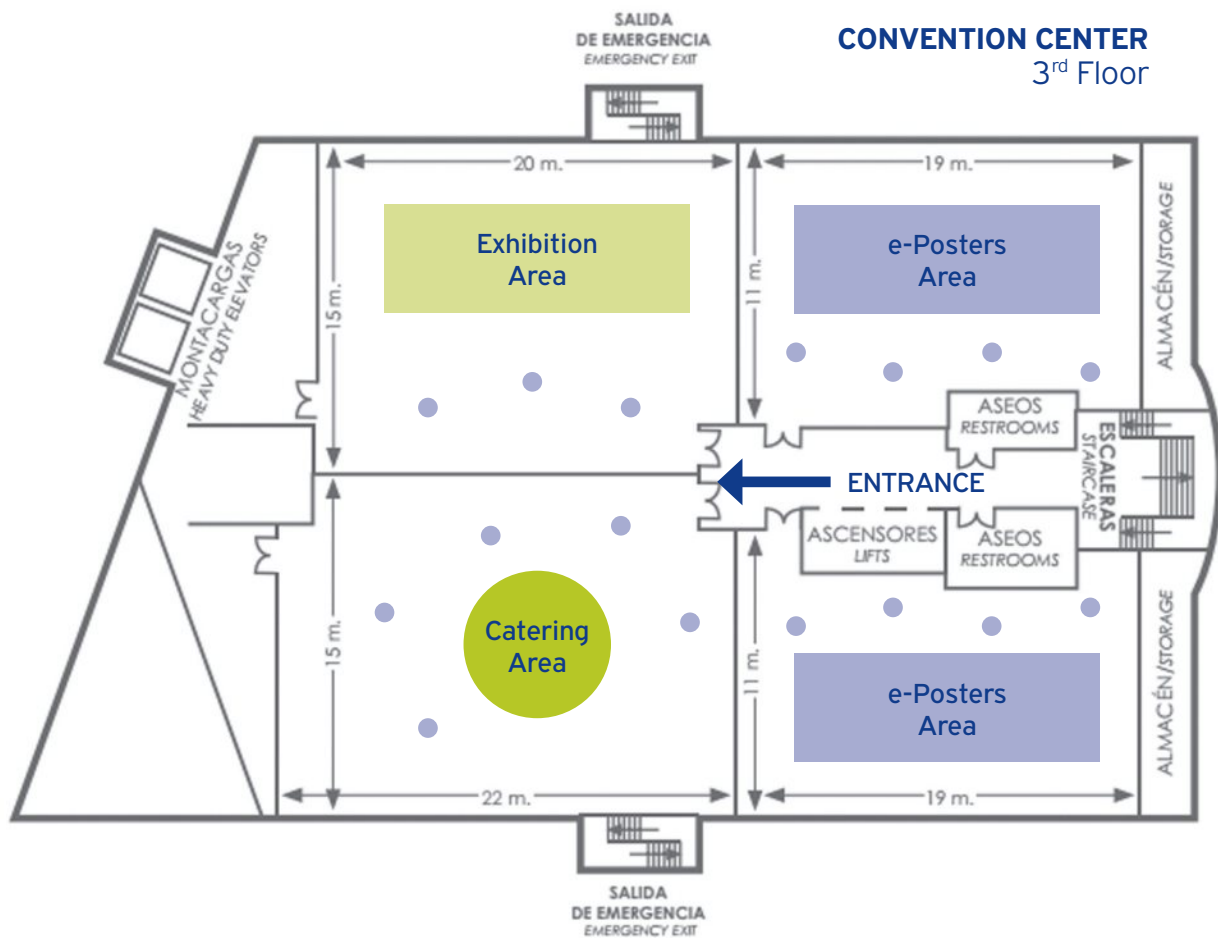
**Meliá Avenida América**

C / Juan Ignacio Luca de Tena, 36

28027 Madrid, ESPAÑA

Tel: +34 914 23 24 00

Web: [www.melia.com/es/hoteles/espana/madrid/melia-avenida-america/index.html](http://www.melia.com/es/hoteles/espana/madrid/melia-avenida-america/index.html)



## CONTRACT FOR EXHIBITION AND SPONSORSHIP

Please return to EAACI HQ – email: [events@eaaci.org](mailto:events@eaaci.org)

Company Name

Company Name in Exhibition and Sponsor Listings

*(Please use the preferred case, i.e. uppercase/lowercase letters. Maximum 20 characters including spaces)*

Contact Name

Email

Telephone *(incl. Country and Area Codes)*

Invoice Address

Postcode & City  Country

VAT No\*  \*required for VAT reverse charges within EU

Purchase Order Number *(if applicable)*

### Sponsorship Items Requested

Item  Item

Comments

### Exhibition Space Requested

Booth No.  Booth Size

### Exhibition Space: EUR 500 per sqm + VAT (production and delivery costs not included)

- ▶ For updated information, please visit [www.eaaci.org/focused-meetings/isaf-2018](http://www.eaaci.org/focused-meetings/isaf-2018) or contact EAACI HQ at [events@eaaci.org](mailto: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 ISAF 2018 will conform to regulations for marketing pharmaceutical products in Spain. We understand that the content of all promotional literature, hoardings, advertising and promotional material of any form used or distributed within the ECCL 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 EAACI ISAF 2018 in Madrid, 8 – 10 November 2018 and reaffirm that we have read and agreed to all terms and conditions.

Signature of Authorised Person \_\_\_\_\_

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 will take place in two instalments, the initial 50% will be invoiced on receipt of order, and the remaining 50% will be invoiced 3 months prior to the event. 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: For sponsorship items cancelled after 21 June 2018, 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 responsible for the accuracy and completeness of the information provided. Provision of incomplete, false or misleading information may lead to exclusion from EAACI ISAF 2018 and future EAACI 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 EAACI ISAF 2018 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 EAACI ISAF 2018 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.



**ISAF 2018 ORGANISER**

**EAACI Headquarters**

Hagenholzstrasse 111

3rd Floor

8050 Zurich

Switzerland

**Tel:** +41 44 205 55 33

**Email:** [events@eaaci.org](mailto:events@eaaci.org)

**[www.eaaci.org/isaf2018](http://www.eaaci.org/isaf2018)**