PAAM 2017
26–28 October 2017
London, United Kingdom

5th Pediatric Allergy and Asthma Meeting

Invitation to
Sponsorship & Exhibition
### INDEX OF CONTENTS

- Invitation .......................................................................................... 3
- Planned Symposia............................................................................ 4
- Organising Committee .................................................................... 4
- Key Contacts ..................................................................................... 5
- About EAACI ................................................................................... 5
- About London ................................................................................... 5
- Meeting Venue ................................................................................ 6
- Set Up / Exhibition Operating Hours .............................................. 6
- Categories of Sponsorship ............................................................... 7
- Exhibition and Advertising Options .............................................. 8
- Delegate Options .............................................................................. 9
- On-line and Electronic Sponsorship Options .................................. 10
- Scientific Programme Options ....................................................... 11
- Other Sponsorship Options ............................................................ 12
- Booking Form .................................................................................. 13
Dear Industry Partner,

We cordially invite you to join us as a sponsor and/or exhibitor at the Pediatric Allergy & Asthma Meeting - PAAM 2017, which will be held in London, 26 - 28 October, 2017.

The European Academy of Allergy and Clinical Immunology has enjoyed successful Focused Meetings over the last few years and the Pediatric Allergy and Asthma Meeting, PAAM 2015 was the largest with over 1,300 attendees travelling to Berlin for the event.

As members of the EAACI Pediatric Section Board and chairs of PAAM 2017, we are very happy to announce that the 5th PAAM will be held in London, the capital of Britain, from 26-28 October 2017. Lead of the local organising committee is Lauri-Ann Van der Poel an expert in the field of pediatric allergy.

London is a culturally vibrant and multifaceted city which will surely facilitate a fruitful scientific exchange and important networking opportunities between PAAM attendees. PAAM 2017 will bring together pediatricians and primary care physicians who care passionately for the challenging scientific and clinical issues that relate to pediatric allergy and asthma.

The Pediatric Section of EAACI along with the local organising committee will create a scientific programme covering contemporary aspects of asthma, food allergy, anaphylaxis, atopic eczema, immunotherapy and eosinophilic gastrointestinal disorders. For example, new insights into immunological mechanisms that underpin successful tolerance induction to foods will be presented; there will also be special emphasis on educational hands-on workshops.

PAAM 2017 will be held at the London Hilton Metropole which is in the heart of London, easily accessible by public transportation. Sustainability is a goal of all EAACI meetings which we will try to respect during PAAM, making it exciting, fun and green.

We look forward to welcoming you to London in 2017.

George du Toit
PAAM 2017 Chair
EAACI Pediatric Section Chairperson

Montserrat Alvaro Lozano
PAAM 2017 Co-Chair
EAACI Pediatric Section Secretary
PLANNED SYMPOSIA

- Asthma - targeting therapy at specific phenotypes?
- Asthma - therapeutic advances
- Rhinitis - clinical phenotypes
- Rhinitis - Aeroallergen Immunotherapy advances
- Derm - eczema, advances in therapy
- Derm - urticaria, phenotypes and advances in therapy
- Anaphylaxis - risk factors, diagnosis
- Anaphylaxis - treatment
- Food Allergy - diagnosis of IgE and non-IgE food allergy
- Food Allergy - prevention of Food Allergy
- Food Allergy - treatment of Food Allergy
- Food Allergy - modified milk formula for treatment of allergic disease?
- Food Allergy - nutritional supplementation
- Drug Allergy - antibiotic Allergy
- Drug Allergy - peri-operative anaphylaxis, NSAID allergy, Local Anaesthetic Allergy
- Self Improvement - Social media, time management, communication skills
- Psychology/Quality of Life in Allergic disease

ORGANISING COMMITTEE

George du Toit
PAAM 2017 Chair
EAACI Pediatric Section Chairperson

Montserrat Alvaro Lozano
PAAM 2017 Co-Chair
EAACI Pediatric Section Secretary

Antonella Muraro, EAACI President
Lars K. Poulsen, EAACI Vice-President
Congress

Lauri-Ann Van der Poel,
PAAM 2017, Lead, Local Organising Committee

Scientific Committee

Montserrat Alvaro Lozano, Spain
Carsten Bindslev-Jensen, Denmark
Özlem Cavkaytar, Turkey
Susanne Halken, Denmark

Susanne Lau, Germany
Kate Grimshaw, United Kingdom
Olympia Tsilochristou, Greece
Rosan Meyer, UK
Barbara Ballmer-Weber, Switzerland
KEY CONTACTS

PAAM 2017 Organiser
Erasmus Tours & Travel UK Limited
25 Moorgate
EC2R 6AY London
England
Tel: +44 2036952209
E-mail: paam@eaaci.org
Website: erasmusconferences.uk

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
Website: www.eaaci.org

ABOUT EAACI
The European Academy of Allergy and Clinical Immunology (EAACI) is a non-profit organization active in the field of allergic and immunologic diseases such as asthma, rhinitis, eczema, occupational allergy, food and drug allergy, and anaphylaxis. EAACI was founded in 1956 in Florence and has become the largest medical association in Europe in the field of allergy and clinical immunology. It includes over 9,000 members from 121 countries, as well as over 52 National Allergy Societies. (www.eaaci.org)

ABOUT LONDON
London is the political, economic and cultural capital of Britain. It is incredibly well-connected, with five international airports and the high-speed Eurostar rail link. More than 50 countries are within a three-hour flight time and over 300 international destinations have direct links to London. Around 230 languages are spoken here and one can find a wealth of different cultures and communities throughout the capital.

Transport
One can get around quickly and easily with London's transport system i.e the Tube, red buses and black taxis.

Climate
October is a fairly cool time to visit London, when the autumn season is well underway. During this month, the average temperature is 12°C – which slowly changes as the month develops. Rainfall is likely.
MEETING VENUE

Hilton London Metropole
225 Edgware Road, London W2 1JU
T: +44 (0)20 7402 4141 F: +44 (0)20 7616 7313
Website: http://www.hiltonlondonmet.com

Situated in the heart of London, Hilton London Metropole offers easy access to Heathrow Airport and the City. The hotel is opposite the Edgware Road tube stations and near Hyde Park, Regent’s Park with ZSL London Zoo, Madame Tussauds, and the Planetarium. Many of London’s major shopping areas including Oxford Street, Westfield London Shopping Centre, Regent’s Street, Bond Street and Knightsbridge are within easy reach.

SET UP/EXHIBITION OPERATING HOURS*

During construction, operation and dismantling, the Exhibition Venue will be open to exhibitors according to the timetable shown below. The supervision of the safe build up/installation and removal of the exhibits falls within the responsibility of the Exhibitor.

<table>
<thead>
<tr>
<th></th>
<th>DATE</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>SET UP</td>
<td>25 October 2017</td>
<td>08:00 – 21.00 hrs</td>
</tr>
<tr>
<td>OPERATION</td>
<td>26 October 2017</td>
<td>09:00 – 19:30hrs</td>
</tr>
<tr>
<td></td>
<td>27 October 2017</td>
<td>08:30 – 18:00 hrs</td>
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<tr>
<td></td>
<td>28 October 2017</td>
<td>08:30 – 15:00 hrs</td>
</tr>
<tr>
<td>DISMANTLING</td>
<td>28 October 2017</td>
<td>15:00 – 17:00 hrs</td>
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</tbody>
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The dismantling of exhibitions cannot begin until the conference finishes as this would cause security problems. Neither can any trucks enter before the end of the conference unless special permission is granted exceptionally.

*Please note that the above times are subject to change and the final details of the set up/operation and dismantling hours will be provided at the exhibitors’ manual
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) 2017 as follows:

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

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

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

**PAAM 2017 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 corresponding to the budget level you have defined. Should you reach of the sponsorship categories, you will receive complimentary meeting registrations according to that level.
EXHIBITION AND ADVERTISING OPTIONS

EXHIBITION*
The exhibition will be held at the Hilton London Metropole. Refreshment points will be integrated into the exhibition area, maximizing the time that delegates spend in this area.

EUR 600 + VAT per square meter
Includes:
- Free build exhibition space (minimum 6 square meters)
- Two exhibitor passes (+one complimentary pass for each 12m² above the minimum space rental requirement)
- Acknowledgement in the list of exhibitors in the final programme and Conference website

Space allocation will be made on a “first come, first served” basis. Upon receipt of your written confirmation of your participation, space will be confirmed and a contract will be emailed. If you require a shell scheme booth, please contact the meeting organiser, Erasmus Tours & Travel UK Limited at paam@eaaci.org

*Please note that the exhibition floor plan will be available beginning of 2017.

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.

Go Green: Please note that EAACI is committed to sustainable meetings and encourages delegates to contribute to the reduction of the impact of events on the environment by not using a meeting bag. Therefore a meeting bag is optional and comes at an additional cost of 5€/delegate.

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
DELEGATE OPTIONS

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.

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 prerequisite 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.

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.
ONLINE AND ELECTRONIC SPONSORSHIP OPTIONS

E-POSTERS (Exclusive sponsorship)
EUR 15,000 + VAT

ePostersLive is an innovative, integrated platform which has been specifically designed to provide fully automated, electronic management of scientific posters in a scientific poster session. The platform consists of:
- Onsite Display at a poster designated area of the Congress venue in 2x55” screens
- Internet access to ePosters

Includes:
- Your logo on a visible spot at the top right hand column of each website page along with a link of your choice
- Acknowledgment in the Final Programme

PAAM 2017 SMARTPHONE APPLICATION
EUR 3,000 + VAT

The PAAM 2017 Smartphone application is designed to provide users quick and easy access to the Programme and Live sessions through their mobile devices.

Includes:
- Sponsors’ logo included in the pages of the application
- Logo on the Congress website
- Logo in Congress Final Programme

SMARTPHONE APP INSERT
EUR 500 + VAT per insert (if applicable)

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. Users of the app, when downloading it, 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.

BATTERY CHARGING STATION
EUR 3,000 + VAT

A Battery Charging Station will be constructed to supply electric energy for the recharging of mobile phone devices and laptops. Sponsoring company’s logo will be displayed on the booth panels.

LIVE STREAMING OF YOUR SYMPOSIUM
EUR 15,000 + VAT (if applicable)

The Congress will be live broadcasted via the Erasmus web TV application as well as available online, after the conclusion of the event (sessions of the main plenary hall).

Includes:

**Content of the Live Streaming package:**
- Live stream through web page including chat functionality
- Webcast recorded as mp4 in 720p
- Customised background emphasising your company colours or logo
- Recording of your faculty member at the lectern with a video camera
- Recording of your panel discussion with a second video camera
- Webcast available at a restricted website for 6 months
- Webcast provided on a USB key
- 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)
FULL WEBCASTING OF YOUR SYMPOSIUM
EUR 10,000 + VAT (if applicable)
A recording in the form of a webcast means that the speaker's voice is recorded in synchronisation with your speaker(s) PowerPoint slides (including videos) and video. 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.

Content of the full Webcasting package:
- Webcast recorded as mp4 in 720p (Mac/PC and Android/iOS compatible)
- A 480p (at 400kB) version will also be provided for smart-phone broadcast
- Customised background emphasising your company colours or logo
- Recording of your faculty member at the lectern with a video camera
- Recording of your panel discussion with a second video camera
- Webcast available on a restricted website for 6 months
- Webcast provided on a USB key

BASIC WEBCASTING OF YOUR SYMPOSIUM
EUR 4,000 + VAT (if applicable)
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 video of your speaker(s).

Content of the basic Webcasting package:
- Webcast recorded as mp4 in 720p (Mac/PC and Android/iOS compatible)
- A 480p (at 400kB) version will also be provided for smart-phone broadcast
- Recording of your faculty member at the lectern with a video camera
- Webcast provided on a USB key

SCIENTIFIC PROGRAMME OPTIONS

SATELLITE SYMPOSIUM
EUR 15,000 + VAT (if applicable)
The Sponsor 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 Sponsor. 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. Includes:
- 60 minutes symposium in the session hall, staff and basic audio visual equipment
- Acknowledgement in the list of sponsors and the final programme

POSTER SESSION (Exclusive sponsorship)
EUR 4,000 + VAT (if applicable)
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

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.

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. 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.

VOTING FOR YOUR SYMPOSIUM
EUR 2,500 + VAT (if applicable)
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 possible answer (i.e. with no multiple option responses).

System Operation
1. Introduction of the session with an explanation of the vote on a smart phone by the moderator
2. Launch of the presentation
3. The speaker triggers the vote on the slides that contain questions
4. The display changes to show a countdown beside the question 50/50
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
### Sponsorship booking form

**INVOICING DETAILS**

**COMPANY/INSTITUTE/ORGANIZATION:**

**POSTAL ADDRESS:**

**POSTCODE:** ___________  **CITY:** ___________  **COUNTRY:** ___________

**TEL.:** _______________  **FAX:** _______________

**E-MAIL:**

**VAT NUMBER/TAXATION NUMBER (FOR EU COUNTRIES ONLY):** _______________

**CONTACT PERSON:**

**COMPANY ACTIVITY:**

<table>
<thead>
<tr>
<th>SPONSORSHIP ITEM</th>
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</thead>
</table>
| Exhibition Space (please indicate number of sqm) ________

*Please indicate any companies you do NOT wish to be next to:*  

- Bag Insert
- Meeting Website
- Badge Lanyards
- Pads and pens
- Abstract CD or USB Sticks
- E-Postsers
- Smartphone Application
- Battery Charging Station
- Live Streaming of your symposium
- Full webcasting of your Symposium
- Basic webcasting of your Symposium
- Satellite Symposium
- Poster Session
- Speaker Preview Room
- Coffee Break
- Voting for your Symposium
- Smartphone App Insert

### Sponsorship and Exhibition Prospectus

**PAAM 2017**
TERMS OF PAYMENT

TERMS OF PAYMENT
• 50% upon signature of contract
• 50% by September 10, 2017

METHOD OF PAYMENT

All payments should be made in Euro, without charges for the beneficiary, to the order of the Erasmus Tours & Travel UK Limited:
• By bank transfer to the order of Erasmus Tours & Travel UK Limited
  Bank name: METRO Bank
  Bank address: 1, Southampton Row, WC1B 5HA London, United Kingdom
  Account holder: Erasmus Tours & Travel UK Limited
  Account number: 17578189
  Sort code: 23-05-80
  SWIFT: MYMBGB2L
  IBAN: GB91MYMB23058017578189
• By credit card (Visa / MasterCard / American Express / Maestro)
  [ ] Visa [ ] MasterCard [ ] AMEX [ ] Maestro
  Credit Card Number: ______________________________________________________
  Credit Card Owner’s Name: _________________________________________________
  Expire Date: ______________________________________________________________
  Credit Card Verification Number: ____________________________________________

CANCELLATION POLICY

Cancellation must be sent in writing to the Congress Organising Bureau. The organiser shall retain:
• 10% of the agreed package amount if the cancellation is made more than 6 months prior to the Congress
• 50% of the agreed package amount if the cancellation is made between 6 and 4 months prior to the Congress
• 100% of the agreed package amount if the cancellation is made less than 4 months prior to the Congress

Please sign the present form and send it via e-mail paam@eaaci.org or by fax +30 210 72 57 532 (attn. Mrs. Maria Milonaki).

Signature ___________________________ Date ___________________________

Sponsorship and Exhibition Prospectus PAAM 2017
PAAM 2017 Organiser
*Erasmus Tours & Travel UK Limited*
25 Moorgate
EC2R 6AY London, England
E-mail: paam@eaaci.org
Website: erasmusconferences.uk