

PAAM 2019

17 - 19 October 2019 Florence, Italy



6th Pediatric Allergy and Asthma Meeting

www.eaaci.org/paam2019



Sponsorship and Exhibition Prospectus





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INVITATION

Dear Industry Partner,

We cordially invite you to join us as a sponsor and/or exhibitor at the Pediatric Allergy & Asthma Meeting - PAAM 2019, which will be held in Florence, 17 - 19 October, 2019.

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 2017 was the largest with over 1,300 attendees travelling to London for the event.

As members of the EAACI Pediatric Section Board and chairs of PAAM 2019, we are very happy to announce that in 2019 we will celebrate the 10th anniversary of the PAAM Meeting. The meeting will take place in Florence, Italy from 17-19 October 2019. Lead of the local organising committee is **Antonella Muraro** who was the pioneer of the first PAAM Meeting in 2009.

Florence is the capital city of the Italian region of Tuscany. It is the most populous city in Tuscany, and the city attracts millions of tourists each year, while the Historic Centre of Florence was declared a World Heritage Site by UNESCO in 1982. The city is noted for its culture, Renaissance art and architecture and monuments. The city also contains numerous museums and art galleries, such as the Uffizi Gallery and the Palazzo Pitti, and still exerts an influence in the fields of art, culture and politics. Due to Florence's artistic and architectural heritage, it has been ranked by Forbes as one of the most beautiful cities in the world.

PAAM 2019 will bring together pediatric allergists, allergists, pediatricians, primary care physicians, dietitians and allied health specialists 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 2019 will be held at the Fortezza da Basso. A unique location in the world, combining perfectly restored historic locations, with modern pavilions.

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 Florence in 2019.

Montserrat Alvaro Lozano PAAM 2019 Chair **Lauri-Ann Van der Poel** PAAM 2019 Co - Chair Antonella Muraro
PAAM 2019 Local Chair





ORGANISING COMMITTEE

Montserrat Alvaro Lozano

Chair Section on Pediatrics

Antonella Muraro

Local Chair

Lauri-Ann Van der Poel

Secretary Section on Pediatrics – Co-Chair

SCIENTIFIC COMMITTEE MEMBERS

Montserrat Alvaro Lozano, Spain Lauri-Ann Van der Poel, UK Antonella Muraro, Italy Raffaele Badolato, Italy George du Toit, UK Philippe Eigenmann, Switzerland Susanne Halken, Denmark Arne Host, Denmark Susanne Lau, Germany Giovanni Pajno, Italy Graham Roberts, UK Jurgen Schwarze, UK

SECTION ON PEDIATRICS BOARD

Pinar Uysal, Turkey Marta Vazquez-Ortiz, United Kingdom Elena Galli, Italy Ozlem Cavkaytar, Turkey Pablo Rodriguez del Rio, Spain

JM Representative

Pasquale Comberiati, Italy

In collaboration with: SIAIP Italian Society of Pediatric Allergy and Immunology: President: Prof. Marzia Duse Rome

KEY CONTACTS

EAACI Headquarters

Hagenholzstrasse 111 3rd Floor 8050 Zurich Switzerland

Tel: +41 44 205 55 33 Email: events@eaaci.org Web: www.eaaci.org

PAAM 2019 ORGANISING BUREAU

ERASMUS Meetings & Events UK LIMITED 25, Moorgate, London

EC2R 6AY England

Tel: +44 2036952209 Email: paam@eaaci.org

Web: www.erasmusconferences.uk

MEETING VENUE

Fortezza da Basso Viale Filippo Strozzi, 1 Tel: +39 05549721

Fax: +39 055.4973237

Web: www.firenzefiera.it/en/our-venues/fortezza-da-basso







PAAM 2019 Main Topics

- Immunotherapy of allergic diseases in children: when and how?
- Asthma in children: role of endotypes and phenotypes in targeting the pharmacologic approach
- Severe Asthma: how to achieve the best adherence and control
- ▶ Food Allergy: new horizons towards a cure
- Cow's milk allergy: phenotypes and selection of special products for the management
- Immunodeficiencies: lessons for the pediatric allergists and new advancements
- ► Atopic dermatitis and biologicals: how is this changing the scenario
- Is anaphylaxis in children a rare disease?
- Severity score for severe allergic reactions
- Vaccines: from bench to bedside
- How to improve adherence in pediatric allergic diseases: psycological intervention and new models
- ► The cat or not the cat? How to best manage cat and pet allergy
- eHealth for allergic diseases in children: facts and myths
- Rhinitis: the big phenotypes dilemma: allergic, non allergic, mixed?
- Managing allergic rhinitis in children: between pharmacology and immunotherapy and beyond
- ▶ How to best treat non allergic rhinitis in teens
- Molecular allergology at the forefront of early diagnosis and personalized treatment of allergic diseases in children

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.

PAAM IN NUMBERS				
PAAM 2013	805 participants			
PAAM 2015	1134 participants			
PAAM 2017	1314 participants			

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. Please note that the timetable below is subject to change. The final dates/times will be included in the exhibitors' manual.

	DATE	TIME
SET UP	16 October 2019	TBA
OPERATION	17 October 2019 18 October 2019 19 October 2019	13:00 - 19:30 08:30 - 18:00 08:30 - 15:00
DISMANTLING	19 October 2019	15:00 - 18:00

ACCESS

► ARRIVING BY CAR

Florence is well connected with the main Italian cities, thanks to the Italian motorway network, thus making it easier to get to the city centre, where the fair & congress center is located.

► ARRIVING BY TRAIN

The main railway station of Santa Maria Novella is located two minutes away on foot from the entrance of the Fair & Congress Center, and from the central reception of Firenze Fiera, on the ground floor of Palazzo degli Affari. The other two railway stations (Rifredi and Campo di Marte) are at a ten-minute distance from the central railway Station of Santa Maria Novella, or connected to it through local trains and city buses.

► ARRIVING BY PLANE

The International Florence Airport "Amerigo Vespucci" (IATA code – FLR) is only 4 km away from the Florence city centre and can be easily reached by taxi or with the Ataf/Sita 'Vola in Bus' shuttle service, connecting the airport to the main railway station of Santa Maria Novella in just 15-20 minutes. Thanks to the connections with Rome Fiumicino Airport, Milan Malpensa and the main European capitals, Florence is easily connected to the rest of the world. The main car rental companies are to be found inside the airport.





CATEGORIES OF SPONSORSHIP

Sponsors will be given a sponsorship category according to their overall contribution to the Pediatric Allergy and Asthma Meeting (PAAM) 2019, as follows:

PAAM 2019 PLATINUM SPONSOR

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

PAAM 2019 GOLD SPONSOR

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

PAAM 2019 SILVER SPONSOR

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

PAAM 2019 CONTRIBUTOR

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

2	Select your exhibition space and sponsorship items corresponding to the category level you
	have selected.

If you have any other particular sponsorship suggestions, not included in the prospectus, please do not hesitate to contact us: **Tel.:** +44 203 695 2209, **Email:** sponsors@erasmusconferences.uk

1 Select your desired level of sponsorship.





FXHIBITION AND ADVERTISING 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.

EXHIBITION

EUR 600 per square meter

The exhibition will be held at the Fortezza da Basso. Refreshment points will be integrated into the exhibition area, maximising the time that delegates spend in this area.

Includes:

- Free build exhibition space (minimum 6 square meters)
- Two complimentary exhibitor registration (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 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 Meetings & Events UK LIMITED at sponsors@erasmusconferences.uk.

* Please note that the exhibition floor plan will be available by late March 2019.

ADVERTISING

A6 POCKET PROGRAMME ADVERTISEMENT

This is the ONLY printed publication, which will be distributed at the meeting to all 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 delegates.

- Number of printed copies: approx. 1500*
- Number of pages: approx. 16
- Size: A6
- Colour/quality: 4/4-coloured, min. 300 dpi

* Estimation based on previous PAAM meetings

BACK COVER ADVERTISEMENT **EUR 4,000**

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.

FULL PAGE ADVERTISEMENT LIMITED ITEM - Only available for up to 2 partners

EUR 2,500

EXCLUSIVE

SPONSORSHIP

Includes:

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





ONLINE AND ELECTRONIC SPONSORSHIP OPTIONS

E-POSTERS

EUR 15,000



Posters will be displayed through 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 e-posters

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

MOBILE APP

PAAM 2019 MOBILE APP

EUR 5,000 BOOKING DEADLINE 20 AUGUST 2019



The free PAAM 2019 mobile app has a modern and user-friendly design, and provides delegates with allimportant 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 roughly one half of delegates downloading EAACI Focused Meeting apps.

Become the exclusive sponsor of the PAAM 2019 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 PAAM 2019 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).

PAAM 2019 MOBILE APP ADVERTISEMENT

EUR 2,000 per insert

LIMITED ITEM BOOKING DEADLINE 20 AUGUST 2019

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 enabling delegates to add your symposium to their favourites list.





MOBILE APP PUSH NOTIFICATION

EUR 750 per notification

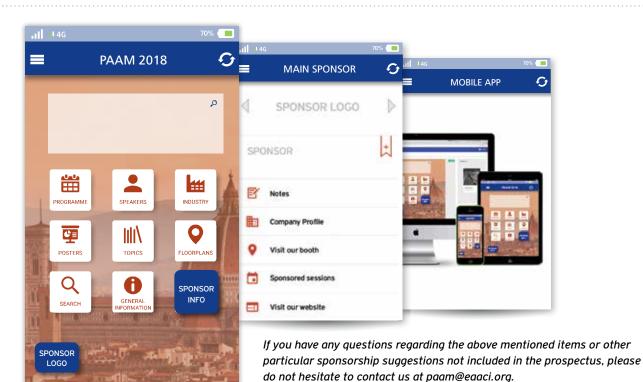
BOOKING DEADLINE 20 SEPTEMBER 2019

Optimise the awareness of your company booth, sessions or activities with a push notification sent. 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 to 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 excercises the right to charge an additional EUR 50 + VAT administration fee.



ENGAGE WITH YOUR AUDIENCE - VOTE & ASK

EUR 3,500

BOOKING DEADLINE 20 SEPTEMBER 2019

Engage directly with delegates to stimulate dialogue and gain the answers to burning questions you have for your target audience. EAACI provides both voting and ask features via the easy to use EAACI mobile app. With this package you may choose either the vote or ask, or both functions.

Vote: Present your audience with questions or scenarios to which they can give their suggestions and responses. We recommend that each question should include up to 5 proposals and allow only one answer (i.e. with no multiple option responses).

Ask: Provide your audience the opportunity to ask questions to your symposium presenter. These can either be discussed openly within the session or taken on-board for internal analysis and development.

- · Complete availability of both the voting and asking feature for the duration of your symposium
- Training & briefing prior to the event and before the session where required
- Technical support during the session
- Results of your activities after the event





ONLINE AND ELECTRONIC SPONSORSHIP OPTIONS

BATTERY CHARGING STATION EUR 3,000



A battery charging station will be constructed to supply electricity for the recharging of mobile devices and laptops. The sponsoring company's logo will be displayed on the booth panels.

FULL WEBCASTING OF YOUR SATELLITE SYMPOSIUM

EUR 10,000 (if applicable)

RECORDING: Mixing, encoding and storage of recorded material, suitable for on demand usage (full set up - synchronized presentation).

POST PRODUCTION:

- Carefully listening throughout all video files, correction of what shouldn't be there (i.e. speakers' coughing, missing
 words, drinking water etc., slides not starting on time, mic interruptions etc.), specific slides excluded, blurring
 patients' faces, specific lines inside slides excluded as per speaker's guidelines.
- Content edited in a branded manner, adding the congress' poster & logo, as well as any other customizations the client might ask us for. Content can thus be consistent and recognizable throughout the years as well, and throughout all your channels.
- A round of revisions, shall there be comments to be addressed regarding the content.
- Content stored in our servers for up to 6 months. For the whole duration of this period you have a dedicated team of editors on top of the project for any further adjustments.

WAIVING OF USAGE RIGHTS: Permission to use material internationally and perpetually.

NOTES:

- All recorded material is securely backed up by our team for 6 months.
- Upon conclusion of the project final webcast portfolio is given in external hard drive (no extra cost) and safely delivered online via a password protected WeTransfer channel.
- We can accommodate one revision per video file at no extra cost. Revision notes must be submitted within one month from the submission of the final files.
- All digital content is in full HD (1080p) and suitable to view on web and locally on all types of mobile devices.
- Depending on the location of the meeting crew's travel expenses may apply.

BASIC WEBCASTING OF YOUR SATELLITE SYMPOSIUM

EUR 4,000 (if applicable)

RECORDING: Mixing, encoding and storage of recorded material, suitable for on demand usage (full set up - synchronized presentation).

WAIVING OF USAGE RIGHTS: Permission to use material internationally and perpetually.

NOTES:

- All digital content is in full HD (1080p) and suitable to view on web and locally on all types of mobile devices.
- Depending on the location of the meeting crew's travel expenses may apply.

WEBCASTING & LIVESTREAMING OF YOUR SATELLITE SYMPOSIUM

EUR 14,000 (if applicable)

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.





POST PRODUCTION:

- Carefully listening throughout all video files, correction of what shouldn't be there (i.e. speakers' coughing, missing words, drinking water etc., slides not starting on time, mic interruptions etc.), specific slides excluded, blurring patients' faces, specific lines inside slides excluded as per speaker's guidelines.
- Content edited in a branded manner, adding the congress' poster & logo, as well as any other customizations the client might ask us for. Content can thus be consistent and recognizable throughout the years as well, and throughout all your channels.
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- We can accommodate one revision per video file at no extra cost. Revision notes must be submitted within one month from the submission of the final files.
- All digital content is in full HD (1080p) and suitable to view on web and locally on all types of mobile devices.
- Depending on the location of the meeting crew's travel expenses may apply.

Editing, encoding and storage of recorded material on Livemedia, suitable for on demand usage (full set up - synchronized presentation)

SCIENTIFIC PROGRAMME OPTIONS

SATELLITE OR LUNCH SYMPOSIUM

EUR 15,000

Includes:

- 60 minutes symposium in the session hall, staff and basic audio-visual equipment
- Acknowledgement in the list of sponsors and the final programme

Companies may organise satellite symposia (lunch or evening) to run in conjunction with the conference, but outside the main scientific programme. As a sponsor you may 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 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. 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.

POSTER SESSION EUR 4,000



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 on the website and in the pocket programme.





OTHER SPONSORSHIP OPTIONS

▶ COFFEE BREAKS

EUR 10,000 (for exclusive sponsorship) or **EUR 5,000** (per service)

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.

► FACULTY DINNER

EUR 12,000

Includes:

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

► TRAVEL GRANTS

EUR 3,000

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 Organising Committee will decide which authors will receive travel grants.

► SPEAKERS' PREVIEW ROOM

EXCLUSIVE SPONSORSHIP

EUR 7,000

Includes:

EXCLUSIVE

SPONSORSHIP

EXCLUSIVE

SPONSORSHIP

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.





VENUE FLOORPLAN

To be announced shortly...



MEETING VENUE

Fortezza da Basso Viale Filippo Strozzi, 1 Tel: +39 05549721

Fax: +39 055.4973237

Web: www.firenzefiera.it/en/our-venues/

fortezza-da-basso



Signature _



are transferred in the National legislation.

SPONSORSHIP BOOKING FORM

		INVOICH	NC DETAILS -				
Company (hardilad	. (0	INVOICI	NG DETAILS				
Company/Institut	e/Organisation						
Postal Address							
Postcode		City		Country			
Telephone (incl. C	ountry and Area Codes)			Fax			
E-mail							
VAT Number/Tax	ation Number (for EU cou	untries only)					
Company Activity	1						
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Back cover ac	lvertisement		our symposium		oster sessior		
Full page adve			arging station		Coffee break (exclusive or per	
	ri tisernent			S	ervice-please	indicate)	
E-posters		Full webcas	•	F	aculty dinner		
Mobile app		Basic webcasting			Travel grants		
Mobile app ac	vertisement	Webcasting	g & livestreaming	5	Speakers' prev	iew room	
		TERMS C	F PAYMENT				
▶ 50% upon sigr	nature of contract	▶ 50% by Se	ptember 10, 2019				
		METHODS	OF PAYMENT				
All payments shoul	d be made in Euro, without o	charges for the b	eneficiary, to the orde	r of Erasmus	Meetings & Eve	ents UK Limited:	
By bank transfe Erasmus Meetir	er to the order of ngs & Events UK LIMITED				rd / American AMEX*	Express / Maestro Maestro	
Bank name:	METRO Bank		Visa Maste	rcaru	AMEX	Mdestro	
Bank address:	1, Southampton Row, WC1B 5HA London, Unit	ed Kinadom	Credit Card Number:				
Account holder:	Erasmus Meetings & Eve	•	Credit Card Owner's	Name:			
Account numbe Sort code:	r: 17578189 23-05-80		Expire Date:				
SWIFT:	MYMBGB2L		Credit Card Verificati	ion Number:			
IBAN: GB91MYMB23058017578189		578189	*AMEX cards are subject to 3% commission				
		CANCELLA	ATION POLICY				
10% of the agree50% of the agree	pe sent in writing to the Mee ged package amount if the co ged package amount if the co reed package amount if the	ting Organising lancellation is ma ancellation is ma	Bureau. The organiser ade more than 6 month ade between 6 and 4 m	s prior to the onths prior to	the congress		
• •	esent form and send it via	e-mail sponsors	@erasmusconference	s.uk			
(Attn. Ms. Lydia Pa	ıpaevangelou).				IMPORTANT N	ОТЕ	
					22% may apply o 2008/8/CE mod	ude VAT charges. VAT according to Directive ifying Directive nd as those measures	

Date ____

PAAM 2019 ORGANISING SECRETARIAT

Erasmus Meetings & Events UK Limited

25 Moorgate London EC2R 6AY,

United Kingdom

Tel.: +44 2036952209 E-mail: paam@eaaci.org

Website: www.erasmusconferences.uk

www.eaaci.org/paam2019