Sponsoring and Exhibition Guidelines

European Congress of Clinical Microbiology and Infectious Diseases

London, United Kingdom
31 March – 3 April 2012

www.escmid.org/eccmid2012
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Part I: General Information
Invitation to the Industry

The 22nd European Congress of Clinical Microbiology and Infectious Diseases (22nd ECCMID) will take place in London, UK, from 31 March – 3 April 2012, and will attract approximately 8'000 participants.

ESCMID addresses the issues of global challenges in the disciplines of clinical microbiology and infectious diseases. The scientific content of the meeting is arranged by a European Programme Committee. The Committee members are leading scientists in Microbiology and Infectious Diseases from various European countries. They are responsible for arranging keynote lectures, symposia, workshops and meet-the-expert sessions and select the best abstracts for poster and oral sessions. This system ensures the high scientific quality and makes it complementary to ICAAC.

The ExCel Exhibition and Convention Centre London has excellent infrastructure to comfortably hold such a large congress as the ECCMID and provides the best service in terms of lecture, poster and exhibition halls.

Congrex Switzerland Ltd. has once again been appointed by ESCMID to set-up a sponsorship programme as well as an industrial exhibition. We feel that your presence would greatly enhance the quality and prestige of the meeting and therefore cordially invite the industry to participate in the 22nd ECCMID. Also, as we are sure you are aware, industry contributions allow the society to invite the best speakers and chairpersons for the programme and to attract more participants by being able to offer reasonable registration fees.

We are pleased to offer you a varied range of sponsorship opportunities e.g. the organisation of symposia, the sponsoring of congress documentation and congress facilities like the press centre, internet corner or message centre. Your participation in the industry exhibition will also represent a valuable contribution to the success of the congress. The team at Congrex Switzerland Ltd. (Administrative Secretariat) is pleased to assist you in finding a sponsorship opportunity which will best meet your requirements.

We look forward to working with you and making the 22nd ECCMID a success!

Your ECCMID-Team,

Administrative Secretariat

22nd ECCMID 2012
c/o Congrex Switzerland Ltd.
European Society of Clinical Microbiology and Infectious Diseases

The Society was founded by a group of clinical microbiologists in 1983. Its main function at that time was the organisation of biennial meetings (European Congress of Clinical Microbiology), which were very successfully held in Bologna, Brighton, The Hague and Nice. In 1989 the Society embraced infectious diseases and acquired its present name. Its mission is to improve the diagnosis, treatment and prevention of infection-related diseases by promoting and supporting research, education, training, and good medical practice. This is achieved by scientific exchange, educational programmes, grants and awards, certification and consultation with professional and government agencies.

Since 1983, the Society’s membership has grown constantly to the present number of over 4,000 members from about 100 different countries, among which UK, Spain, Germany, Italy and USA are best represented. Combined with its associated and affiliated memberships, ESCMID reaches out to over 33,000 professionals.

The ECCMIDs continued in Oslo, Seville, Vienna, Lausanne, Berlin, Stockholm, Istanbul, Milan, Glasgow, Prague, Copenhagen, Nice, Munich, Barcelona, Helsinki, Vienna, Milan and London attracting up to 8,000 participants. Since the year 2000 the ECCMIDs are being held annually. The 22nd ECCMID is taking place from 31 March – 3 April 2012 in London. The forthcoming congress will be held in Berlin in 2013.

As the Society has matured, it has organised and supported a wide variety of other educational meetings, ranging from postgraduate training courses and symposia on specialised scientific topics to conferences and workshops on professional issues. In 2002 the 1st ESCMID Summer School of Clinical Microbiology and Infectious Diseases, a one-week course dedicated to postgraduate and continuous medical education, took place in Lausanne. After Utrecht in 2003, Athens in 2004, Szeged in 2005, Santander in 2006, Suceava in 2007, Regensburg in 2008, Porto in 2009, Cappadocia in 2010, the 10th ESCMID School will follow from 2 – 9 July 2011 in Treviso, Italy. Through its educational activities, study groups and professional initiatives ESCMID has attempted to influence clinical and laboratory practice as well as public health related to human infection.

The Society is governed by its members through an Executive Committee, which is currently headed by Prof Giuseppe Cornaglia, ESCMID President. Assemblies of Members are held annually. A European Council consisting of representatives of affiliated societies serves as an advisory body to the Executive Committee and fosters the cooperation and cohesion among the European specialist societies in the infection field.

The Society’s official journal is Clinical Microbiology and Infection (CMI). The Journal is indexed by Current Contents and PubMed. ESCMID also issues a monthly electronic newsletter, which is sent to all our members and our affiliated societies. It serves as forum for the discussion of all kinds of professional issues in the infection disciplines.

www.escmid.org
Committees

Organising Committee
Jonathan Cohen [Brighton, UK]
22nd ECCMID President
Giuseppe Cornaglia [Verona, IT]
ESCMID President
Jordi Vila [Barcelona, ES]
ECCMID Programme Director

ESCMID Executive Committee
Giuseppe Cornaglia [Verona, IT]
ESCMID President
Murat Akova [Ankara, TR]
Gunnar Kahlmeter [Växjö, SE]
Elisabeth Nagy [Szeged, HU]
Robert C. Read [Sheffield, UK]
Evelina Tacconelli [Rome, IT]
Jordi Vila [Barcelona, ES]

ECCMID Programme Committee
Jordi Vila [Barcelona, ES]
ECCMID Programme Director
Jose M. Aguado [Madrid, ES]
Murat Akova [Ankara, TR]
Allegranzi Benedetta [Geneva, CH]
Rosemary Barnes [Cardiff, UK]
Jesús Blázquez [Madrid, ES]
Judy Breuer [London, UK]
Emmanuelle Cambau [Paris, FR]
Peter Chiodini [London, UK]
Jon Cohen [Brighton, UK]
Giuseppe Cornaglia [Verona, IT]
Petra Gastmeier [Berlin, DE]
Gilbert Greub [Lausanne, CH]
Niels Høiby [Copenhagen, DK]
Gunnar Kahlmeter [Växjö, SE]
Winfried V. Kern [Freiburg, DE]
Ed J. Kuijper [Leiden, NL]
Cornelia Lass-Flörl [Innsbruck, AT]
Elisabeth Nagy [Szeged, HU]
Girogio Palù [Padova, IT]
Laura Piddock [Birmingham, UK]
Mario Poljak [Ljubljana, SI]
Didier Raoult [Marseille, FR]
Robert C. Read [Sheffield, UK]
Evelina Tacconelli [Rome, IT]
Christoph Tang [London, UK]
Andrej Trampuz [Lausanne, CH]
Françoise Van Bambeke [Brussels, BE]
Johan Van Eldere [Leuven, BE]
Tom van Gool [Amsterdam, NL]
## ECCMID Congresses 1983-2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Congress</th>
<th>Venue</th>
<th>No. of Registered Participants</th>
<th>Exhibition m² / net</th>
</tr>
</thead>
<tbody>
<tr>
<td>1983</td>
<td>1st ECCMID</td>
<td>Bologna (IT)</td>
<td>850</td>
<td></td>
</tr>
<tr>
<td>1985</td>
<td>2nd ECCMID</td>
<td>Brighton (UK)</td>
<td>1150</td>
<td></td>
</tr>
<tr>
<td>1987</td>
<td>3rd ECCMID</td>
<td>The Hague (NL)</td>
<td>1450</td>
<td></td>
</tr>
<tr>
<td>1989</td>
<td>4th ECCMID</td>
<td>Nice (FR)</td>
<td>3600</td>
<td></td>
</tr>
<tr>
<td>1991</td>
<td>5th ECCMID</td>
<td>Oslo (NO)</td>
<td>2400</td>
<td>2400</td>
</tr>
<tr>
<td>1993</td>
<td>6th ECCMID</td>
<td>Seville (ES)</td>
<td>3200</td>
<td>3500</td>
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<tr>
<td>1995</td>
<td>7th ECCMID</td>
<td>Vienna (AT)</td>
<td>5800</td>
<td>3500</td>
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<tr>
<td>1997</td>
<td>8th ECCMID</td>
<td>Lausanne (CH)</td>
<td>5700</td>
<td>2500</td>
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<tr>
<td>1999</td>
<td>9th ECCMID</td>
<td>Berlin (DE)</td>
<td>5000</td>
<td>2000</td>
</tr>
<tr>
<td>2000</td>
<td>10th ECCMID</td>
<td>Stockholm (SE)</td>
<td>4000</td>
<td>2000</td>
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<tr>
<td>2001</td>
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<td>Istanbul (TR)</td>
<td>4600</td>
<td>1800</td>
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<td>Milan (IT)</td>
<td>4600</td>
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<tr>
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<td>Glasgow (UK)</td>
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<td>Prague (CZ)</td>
<td>5500</td>
<td>1800</td>
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<td>15th ECCMID</td>
<td>Copenhagen (DK)</td>
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<td>1900</td>
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<td>2006</td>
<td>16th ECCMID</td>
<td>Nice (FR)</td>
<td>6300</td>
<td>2100</td>
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<tr>
<td>2007</td>
<td>17th ECCMID &amp; 25th ICC</td>
<td>Munich (DE)</td>
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<td>2900</td>
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<td>2011</td>
<td>21st ECCMID &amp; 27th ICC</td>
<td>Milan (IT)</td>
<td>8000 [expected]</td>
<td>3000</td>
</tr>
<tr>
<td>2012</td>
<td>22nd ECCMID</td>
<td>London (UK)</td>
<td>8000 [expected]</td>
<td>3000 [expected]</td>
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<tr>
<td>2013</td>
<td>23rd ECCMID</td>
<td>Berlin (DE)</td>
<td>8000 [expected]</td>
<td>3000 [expected]</td>
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</tbody>
</table>
Profile of Attendance

The 22nd ECCMID congress provides sponsors with the exposure and access to delegates who have the capacity to influence the selection of products and services within their organisation. The congress participants comprise specialists in the fields of clinical microbiology and infectious diseases.

Demographic Delegate Profile ECCMID/ICC 2011 Milan / Italy

- Western Europe: 60%
- Eastern Europe: 14%
- Asia: 13%
- North America: 7%
- Middle East: 4%
- South America: 1%
- Africa: 1%

Educational Background

- MD: 43%
- MD and PhD: 23%
- PhD: 18%
- Other: 16%

Specialty of MDs

- Clinical Microbiology: 40%
- Infectious Diseases: 36%
- Clinical Microbiology and Infectious Diseases: 14%
- Other: 10%
## Preliminary Programme Overview

<table>
<thead>
<tr>
<th>Time</th>
<th>Saturday 31 March 2012</th>
<th>Sunday 1 April 2012</th>
<th>Monday 2 April 2012</th>
<th>Tuesday 3 April 2012</th>
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<tr>
<td>07.45-08.45</td>
<td>Registration</td>
<td>Meet-the-Expert</td>
<td>Meet-the-Expert</td>
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<td>09.00-11.00</td>
<td>Registration</td>
<td>Official Symposia</td>
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<td></td>
<td>09.00-13.00</td>
<td>Integrated Symposia</td>
<td>Integrated Symposia</td>
<td>Integrated Symposia</td>
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<td>Educational Workshops</td>
<td>(4x)</td>
<td>(4x)</td>
<td>(3x)</td>
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<td></td>
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<td>Oral Sessions</td>
<td>Oral Sessions</td>
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<td>Coffee Break</td>
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<td></td>
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<td>Exhibition</td>
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<tr>
<td></td>
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<td>Poster Viewing</td>
<td>Poster Viewing</td>
<td>Poster Viewing</td>
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<td>11.30-12.30</td>
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<td>Award/Keynote</td>
<td>Keynote Lectures</td>
<td>Keynote Lectures</td>
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<td>Lectures</td>
<td>Oral Sessions</td>
<td>Oral Sessions</td>
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<td>12.30-14.30</td>
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<td>Lunch Break</td>
<td>Lunch Break</td>
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<td></td>
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<td>Business Meetings</td>
<td>Business Meetings</td>
<td>Business Meetings</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Poster Sessions</td>
<td>Poster Sessions</td>
<td>Poster Sessions</td>
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<tr>
<td></td>
<td></td>
<td>Oral Sessions</td>
<td>Oral Sessions</td>
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<tr>
<td>15.30-16.00</td>
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<td>Coffee Break</td>
<td>Coffee Break</td>
<td>Coffee Break</td>
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<tr>
<td></td>
<td></td>
<td>Exhibition</td>
<td>Exhibition</td>
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</tr>
<tr>
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<td>Poster Viewing</td>
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<td>16.00-18.00</td>
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<td>Official Symposia</td>
<td>Official Symposia</td>
<td>Official Symposia</td>
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<td></td>
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<td>Oral Sessions</td>
<td>Oral Sessions</td>
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<tr>
<td>18.30-22.00</td>
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<td>Opening Ceremony</td>
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<tr>
<td></td>
<td></td>
<td>Welcome Reception</td>
<td></td>
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</table>
## Contact Addresses

### Congress
- **President**
  - **Prof. Jonathan Cohen**
  - **University of Sussex**
  - **Brighton + Sussex Medical School**
  - **Falmer, Brighton**
  - **BN1 9PX Brighton, United Kingdom**
  - **Phone**: +44 1273 87 75 77
  - **Fax**: +44 1273 87 75 76
  - **E-mail**: j.cohen@bsms.ac.uk

### Scientific Secretariat
- **22nd ECCMID**
  - **c/o ESCMID Executive Office**
  - **Aeschenvorstadt 57**
  - **4002 Basel, Switzerland**
  - **Phone**: +41 61 686 77 99
  - **Fax**: +41 61 686 77 98
  - **E-mail**: eccmid@escmid.org
    - **www.escmid.org**

### Administrative Secretariat
- **22nd ECCMID**
  - **c/o Congrex Switzerland Ltd.**
  - **Peter Merian-Strasse 80**
  - **4002 Basel, Switzerland**
  - **Phone**: +41 61 686 77 11
  - **Fax**: +41 61 686 77 88
  - **E-mail**: basel@congrex.com
    - **www.escmid.org/eccmid2012**

### Sponsoring
- **Congrex Switzerland Ltd.**
  - **Peter Merian-Strasse 80**
  - **4002 Basel, Switzerland**
  - **Phone**: +41 61 686 77 77
  - **Fax**: +41 61 686 77 88
  - **E-mail**: basel@congrex.com

### Exhibition
- **Congrex Switzerland Ltd.**
  - **Peter Merian-Strasse 80**
  - **4002 Basel, Switzerland**
  - **Phone**: +41 61 686 77 77
  - **Fax**: +41 61 686 77 88
  - **E-mail**: exhibition.ch@congrex.com

### Accommodation
- **Congrex Switzerland Ltd.**
  - **Peter Merian-Strasse 80**
  - **4002 Basel, Switzerland**
  - **Phone**: +41 61 690 94 11
  - **Fax**: +41 61 690 94 14
  - **E-mail**: congrextravel@congrex.com

### Local Agency
- **to be confirmed**

[www.escmid.org/eccmid2012](http://www.escmid.org/eccmid2012)
Congress Destination and Facilities

ExCel London, the international exhibition and convention centre, is located in the heart of London’s Eastside, just a stone’s throw from Europe’s most popular business-to-business airport, City Airport, Europe’s fastest growing business district, Canary Wharf and one of Europe’s largest music and entertainment arenas, the O2.

The ever popular West End theatres, shops, bars and restaurants are just a 30-minute tube/train journey away, whilst many of London’s newer attractions, venues and hotels can increasingly be found in London’s dynamic Eastside.

ExCel London is located 10 minutes from Canary Wharf, in the heart of London’s Royal Docks. There is easy access to the venue – with three onsite DLR (Docklands Light Railway) stations, easy access to London Underground (Jubilee Line – two stops away on the DLR from Canning Town for ExCel west entrance), parking for 3’700 cars and an international airport 5-minutes away.

ExCel London
One Western Gateway
Royal Victoria Dock
E16 1XL London
United Kingdom
www.excel-london.co.uk
## Important Dates and Deadlines

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 May 2011</td>
<td>Sponsor meeting during 21st ECCMID / 27th ICC in Milan</td>
</tr>
<tr>
<td>31 May 2011</td>
<td>Onsite sponsor meeting in London</td>
</tr>
<tr>
<td>9 June 2011</td>
<td>Deadline for Platinum Medal Sponsors</td>
</tr>
<tr>
<td>30 June 2011</td>
<td>Deadline for Gold Medal Sponsors</td>
</tr>
<tr>
<td>15 July 2011</td>
<td>Deadline for Silver Medal Sponsors</td>
</tr>
<tr>
<td>after 31 July 2011</td>
<td>Sale of the remaining sponsorship options and sale of hotel rooms</td>
</tr>
<tr>
<td>5 August 2011</td>
<td>Deadline for ordering adverts in the Preliminary Programme</td>
</tr>
<tr>
<td>September 2011</td>
<td>Mailing of the Preliminary Programme and call for abstracts</td>
</tr>
<tr>
<td>September 2011</td>
<td>Space assignment to platinum, gold and silver sponsors</td>
</tr>
<tr>
<td>by 2 September 2011</td>
<td>Information of exhibition requirements from sponsors / exhibitors</td>
</tr>
<tr>
<td>15 September 2011</td>
<td>Deadline for payment of first sponsorship rate</td>
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<tr>
<td>October 2011</td>
<td>Exhibition space proposal to sponsors (Platin, Gold and Silver)</td>
</tr>
<tr>
<td>November 2011</td>
<td>Exhibit Prospectus / Exhibitor Manual available</td>
</tr>
<tr>
<td>as from November 2011</td>
<td>Space selection open to all exhibitors</td>
</tr>
<tr>
<td>October / November 2011</td>
<td>Sponsoring Manual available</td>
</tr>
<tr>
<td>4 November 2011</td>
<td>Deadline for submission of complete symposia programmes</td>
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<td>14 November 2011</td>
<td>Deadline for abstracts</td>
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<td>7 December 2011</td>
<td>Deadline for reduced registration fee</td>
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<tr>
<td>13 December 2011</td>
<td>Deadline for payment of second sponsorship rate</td>
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<tr>
<td>27 January 2012</td>
<td>Deadline for ordering adverts in the Final Programme</td>
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<tr>
<td>15 February 2012</td>
<td>Deadline for intermediate registration fee</td>
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</table>

**31 March – 3 April 2012**  **22nd ECCMID, London, United Kingdom**
Registration & Hotel Reservation Information

Registration of Participants

The below deadlines apply for the registration fees and payment:

Registration fees in €

<table>
<thead>
<tr>
<th></th>
<th>until 07.12.2011</th>
<th>as from 08.12.2011 until 15.02.2012</th>
<th>as from 16.02.2012 and onsite</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESCMID members</td>
<td>280</td>
<td>430</td>
<td>550</td>
</tr>
<tr>
<td>Non-Members</td>
<td>440</td>
<td>560</td>
<td>680</td>
</tr>
<tr>
<td>Scientists and physicians in training</td>
<td>150</td>
<td>290</td>
<td>420</td>
</tr>
<tr>
<td>Students</td>
<td>60</td>
<td>85</td>
<td>110</td>
</tr>
</tbody>
</table>

Included in the registration fee are:

- Congress bag
- Final Programme
- Admission to all parts of the congress
- Opening Ceremony and Welcome Reception

Hotel Reservation

Platinum, Gold and Silver Sponsors have a priority choice in hotel booking. Congrex Travel Ltd. made block bookings for the major hotels in London. Requests will be handled on a “first come, first served” basis, bearing in mind that the sponsors have priority choice based on their sponsorship level (see page 10 for deadlines). All requests for accommodation information or reservation should be directed to:

Congrex Travel Ltd.  
Peter Merian-Strasse 80  
4002 Basel  
Switzerland

Phone  +41 61 690 94 11
Fax  +41 61 690 94 14
E-mail  eccmid.hotel@congrex.com

Rooms for hospitality suites at the congress venue are to be booked through the Administrative Secretariat, c/o Congrex Switzerland Ltd. (exhibition department).
Part II: Sponsorship
Sponsorship Levels

There are many sponsoring opportunities by which companies can support the Societies and the annual congress. The sponsors may compile their individual sponsorship packages (integrated symposia, printed material, bag inserts, etc.) in order to reach the requested sponsorship level. A detailed list is available on page 15.

Platinum Medal Sponsor Minimum Payment: € 160,000

Platinum Medal Sponsors are free to make their selection from the list of sponsorship options whereby the minimum amount of € 160,000 has to be reached.

Platinum Medal Sponsors will be given first choice until 9 June 2011 and will be treated on a “first come, first served” basis.

Platinum Medal Sponsors will enjoy the following additional benefits:

- Priority choice of the date for two integrated symposia (with the aim to provide a balanced programme and in order to avoid overlapping of session content, the main topic of your symposium must be determined while confirming a time slot.)
- Priority choice of hotel booking up to 200 rooms
- Priority choice of exhibition space at the industrial exhibition
- Listing as Platinum Medal Sponsor in all congress publications
- Use of the congress logo for own advertising
- Six free congress registrations for guests or company staff
- Three permanent admission tickets to the VIP Lounge
- Two sets of address labels of pre-registered participants (delivery dates to be announced by the sponsor) or inclusion of symposia invitation in the e-mail blast that will be sent out to all pre-registered participants 4 weeks prior to the congress (sent out by Congrex)

Gold Medal Sponsor Minimum Payment: € 80,000

Gold Medal Sponsors are free to make their selection from the list of sponsorship options whereby the minimum amount of € 80,000 has to be reached.

Gold Medal Sponsors will be given first choice until 30 June 2011 and will be treated on a “first come, first served” basis (bearing in mind that the Platinum Medal Sponsors are granted first choice until 9 June 2011).

Gold Medal Sponsors will enjoy the following additional benefits:

- Priority choice of the date for one integrated symposium (with the aim to provide a balanced programme and in order to avoid overlapping of session content, the main topic of your symposium must be determined while confirming a time slot.)
- Priority choice of hotel booking up to 100 rooms (after Platinum Medal Sponsors made their choice)
- Priority choice of exhibition space at the industrial exhibition (after Platinum Medal Sponsors made their choice)
- Listing as Gold Medal Sponsor in all congress publications
- Use of the congress logo for own advertising
- Four free congress registrations for guests or company staff
- Three permanent admission tickets to the VIP Lounge
- Two sets of address labels of pre-registered participants (delivery dates to be announced by the sponsor) or inclusion of symposia invitation in the e-mail blast that will be sent out to all pre-registered participants 4 weeks prior to the congress (sent out by Congrex)
Silver Medal Sponsor

Minimum Payment: € 35,000

Silver Medal Sponsors are free to make their selection from the list of sponsorship options whereby the minimum amount of € 35,000 has to be reached.

Silver Medal Sponsors will be given first choice until 15 July 2011 and will be treated on a “first come, first served” basis (bearing in mind that the Platinum and Gold Medal Sponsors are granted first choice until 9 June and 30 June 2011 respectively).

Silver Medal Sponsors will enjoy the following additional benefits:

• Priority choice of the date for one integrated symposium (with the aim to provide a balanced programme and in order to avoid overlapping of session content, the main topic of your symposium must be determined while confirming a time slot.)
• Priority choice of hotel booking up to 50 rooms (after Platinum and Gold Medal Sponsors made their choice)
• Priority choice of exhibition space at the industrial exhibition (after Platinum and Gold Medal Sponsors made their choice)
• Listing as Silver Medal Sponsor in all congress publications
• Use of the congress logo for own advertising
• Two free congress registrations for guests or company staff
• Three permanent admission tickets to the VIP Lounge
• One set of address labels of pre-registered participants (delivery date to be announced by the sponsor) or inclusion of symposia invitation in the e-mail blast that will be sent out to all pre-registered participants 4 weeks prior to the congress (sent out by Congrex)

Additional Sponsors

Minimum Payment: € 10,000

Additional Sponsors are free to make their selection from the list of sponsorship options, bearing in mind that Platinum, Gold and Silver Medal Sponsors are granted first choice until 15 July 2011.

Additional Sponsors will be mentioned as sponsors in the congress documentation and on the congress website and are entitled to use the congress logo for own advertising.

General Information

The Administrative Secretariat will conclude a sponsorship contract under Swiss law with the sponsor on behalf of the Organising Committee. All sponsors will be treated on a “first come, first served” basis. Platinum Medal Sponsors have first choice, Gold Medal Sponsors second choice and Silver Medal Sponsors third choice. The contract must be countersigned and returned within two weeks from the day of proposal in order to be valid for the congress.

Terms of Payment and Cancellation for Sponsorship Contracts:

• 50 % of the contracted amount before 15 September 2011
• 50 % of the contracted amount before 13 December 2011
• In case of written cancellation by 20 August 2011, 20% of the contracted amount is due.
• In case of written cancellation by 18 November 2011, 50% of the contracted amount is due.
• Starting 19 November 2011, the full contracted amount is due
List of Sponsorship Options

In order to reach the respective sponsorship levels please choose from the sponsorship options listed as follows:

1. **Integrated Symposia**
   - Please refer to pages 20-21

2. **Printed Matter**
   - Preliminary Programme incl. 2 free adverts (2nd and 4th cover page) € 50'000
   - Final Programme incl. 2 free adverts (2nd and 4th cover page) € 50'000
   - Programme at a Glance incl. 1 free advert € 15'000

3. **Adverts in Printed Matter (incl. 4-colour printing)**
   - Adverts in the Preliminary Programme (special placement), price per page € 2'500
   - Adverts inside the Preliminary Programme, price per page € 2'000
   - Adverts in the Final Programme (special placement), price per page € 3'300
   - Adverts in the Final Programme, price per page € 2'500

4. **Electronic Congress Information**
   - Banner on the congress website including a link to the company website [published after contract signing until the end of the congress] € 3'000
   - Banner on the congress website including a link to the company website in combination with an advertisement order [published after contract signing until the end of the congress] € 1'300
   - Web-based Abstract and Poster search engine € 50'000

5. **Premises at the Congress Site**
   - Press centre € 10'000
   - Internet corner for participants € 15'000
   - W-LAN access for delegates in the entire congress centre € 10'000
   - Speakers’ service centre € 10'000
   - VIP lounge € 8'000
   - Message centre € 10'000
   - (A company sponsors a computerised message centre covering costs for building up the message centre, personnel and the computer system.)

6. **Welcome Desk at the Airport**
   - Welcome desk at airport € 5'000
7. Congress Bags
   - Congress bags with the congress and the sponsor’s logos € 55'000
     (will be produced by the congress organisers, production costs incl.)
   - Writing pads and ball-point pens (to be supplied by sponsor) € 5'000
   - Inserts in congress bag € 5'000
     (includes one item in each congress bag including packing costs;
      all inserts must be approved by the Administrative Secretariat, max. Format A4
      maximum of 8 pages)

8. Other Items
   - Lanyards (badge holders) with the sponsor’s and the congress logo € 10'000
   - London Public Transportation Tickets on request

9. Special Requests
   - If you have a particular idea as to how you would like to present your company at the 22nd ECCMID, kindly
     contact the Administrative Secretariat in Basel, Switzerland.

Corporate and Social Events
Sponsors are not allowed to stage their own events parallel to the congress without consulting the congress
organiser. Please note that any social activities organised by companies are to take place on the evenings of Sunday,
1 April and Monday, 2 April 2012 only and must not start before the end of the scientific sessions (18.00h).
Costs and Benefits of Integrated Symposia

Description

• Organisation: Organised by a sponsoring company.
• Programme: Part of the official scientific programme. The programme of an Integrated Symposium must comply with the ECCMID guidelines (see page 18) and be submitted to the Scientific Committee for approval. It is expected to cover scientific issues related to the sponsor's own research and development, embedded into a larger scientific context. The Programme Committee will suggest one of the two chairpersons and reserves the right to adjust the programme {topics and/or chairpersons/speakers}.
• Schedule: Two hours maximum. The Integrated Symposia will take place from Saturday, 31 March throughout Tuesday, 3 April 2012 at the congress centre.
• Abstracts: Submitted abstracts will be published in an online library to Clinical Microbiology and Infection (CMI).
• Publications: The sponsor may distribute invitations, programmes and abstract booklets or proceedings at the congress. All publications and printed material issued in association with an Integrated Symposium must be approved by the Organising Committee.
• Posters: Posters announcing an Integrated Symposium are only allowed within the exhibition booth and in front of the conference room {the latter on the day of the Integrated Symposium only}. The display of posters and the distribution of material throughout the congress centre are not allowed.

Benefits

• Room rental for the duration of the symposium
• Standard technical equipment and name panels
• The programme of an Integrated Symposium will be published in the Final Programme
• After signing of the contract, the title of an Integrated Symposium will be published in the Preliminary Programme, provided this information is available.
• Use of the congress logo for own advertising
• The sponsorship will be acknowledged in the Final Programme: Integrated Symposium arranged by...

Costs

• Room for 300 persons € 30'000
• Room for 500 persons € 40'000
• Room for 680 persons € 45'000

Expenses not included

• Expenses for travel, accommodation and registration for speakers and one chairperson. The expenses for the ESCMID co-chair will be covered by the congress.
• Congress bag insert
Guidelines for the Organisation of an Integrated Symposium

1. Integrated symposia are organised and entirely supported by the Industry. They are part of the regular Scientific Programme of ECCMID. Their nature, including the selection of topics, must be educational and not promotional. Integrated symposia must e.g. not have the character of a launch symposium for a new drug.

2. Slides must be prepared by the speakers and not by the sponsoring companies. No company logos and brand names are allowed as part of the design. 'Manicured' presentations bearing the same design for all speakers are not welcome. Rehearsals are only allowed to coordinate the presentations but not to exert influence on the speakers towards biased presentations.

3. The organising company can submit a full proposal or ask for support by the ESCMID Society. In any case, an early contact with the Programme Director via the Scientific Secretariat (please see article 17) is recommended to avoid redundancy and overlaps of the Scientific Programme.

4. A full proposal of a 2-hour symposium consists of the symposium title, the topics of 3 or 4 individual talks, the names of the speakers and one co-chair. The second co-chair is proposed by ESCMID for approval by the industry. Symposia can have a moderated question-and-answer session at the end involving the entire faculty. Co-chairs may give a short introduction and/or draw the conclusion.

5. Topics, speakers and chairs of integrated symposia must be approved by the Programme Director.

6. Approved speakers and both co-chairs are to be invited by the organising company, which has also to cover the registration fee, hotel accommodation and travel expenses in addition to the symposium fee. The hotel accommodation of ESCMID assigned co-chair will be covered by the congress.

7. A maximum of one speaker belonging to the sponsoring industry is allowed.

8. No commercial names may appear in the titles of the symposia or in the topics of the individual presentations. In symposia titles, only class names are allowed. Non-proprietary names of individual compounds are permitted in titles of individual presentations. Likewise, diagnostic material or procedures may not be called by their commercial names.

9. In principle, three quarters of the speakers should be European. Not more than two speakers must come from the same country. One of the two chairpersons must be European.

10. The number of presentations or appearances as chairperson in plenary sessions and symposia by one individual during the entire ECCMID is limited to three (Educational Workshop and Meet-the-Expert sessions not included). In order to help the industry in the planning of integrated symposia an updated list of speakers already committed in the congress programme will be provided upon request by the Scientific Secretariat. In view of possible simultaneous commitments, final approval of faculty (speakers and chairs) can only be given when the time slots have been definitively allocated.

11. The industry can express its preference for the allotment of a time slot and lecture hall for its integrated symposia. While signing the contract, the main topic must be determined. The final decision on the programme schedule however resides with the Programme Director who is responsible for a balanced programme of integrated and official symposia.

12. The Programme Committee will do its best to build a scientific programme with as little topical overlap as possible. This can only be achieved if the detailed programme of integrated symposia [titles and objectives] is available by the time of the planning meeting (around mid January). Given the size of the congress and the general focus on infectious diseases and antimicrobial therapy the Programme Committee cannot guarantee that there will be no overlap if this information is not submitted by 4 November 2011.

13. Integrated symposia arranged by companies are mentioned as such in the Final Programme.

14. The sponsor is allowed to produce printed matter [posters, programme, abstracts or proceedings]. This material must be submitted for approval to the Scientific Secretariat and must mention: integrated symposium of the 22nd ECCMID. The sponsor is responsible for getting the speakers' authorisation. Post-congress publications (in print or electronic) are subject to the same rule. Printed matter can be mailed in advance and/or distributed at the sponsor's exhibition booth, at the entrance of the lecture hall 30 minutes before the symposium, and in the sponsor's assigned hotel. A poster with the title of the symposium and the logo of the sponsoring company at the lectern is allowed. Beyond that no posters, signs or distribution of material is allowed in and around the congress centre.

15. A small on-site reception [snack] before or at the end of a symposium in front of the lecture hall may be organised. No other activities around the symposium are allowed.

16. Private buses from and to the hotels are only allowed outside the official congress hours.

17. Contact and submission address at ESCMID for all issues concerning the scientific programme of integrated symposia is the 22nd ECCMID Scientific Secretariat, c/o ESCMID Executive Office, Aeschnvorstadt 57, P0 Box, 4002 Basel / Switzerland, Phone: +41 61 686 77 99, Fax: +41 61 686 77 98, E-mail: eccmid@escmid.org.
Sponsoring Requirements Form

We are interested in becoming a

☐ Platinum Medal Sponsor
☐ Silver Medal Sponsor
☐ Gold Medal Sponsor
☐ Sponsor of individual items

We would like to choose the following items from the sponsorship list

### Integrated Symposia

- Room for 300 persons  € 30’000
- Room for 500 persons  € 40’000
- Room for 680 persons  € 45’000

### Printed Matter

- Preliminary Programme incl. 2 free adverts [2nd and 4th cover page] € 50’000
- Final Programme incl. 2 free adverts [2nd and 4th cover page] € 50’000
- Programme at a Glance incl. 1 free advert € 15’000

### Adverts in Printed Matter [incl. 4-colour printing]

- Adverts in the Preliminary Programme [special placement], price per page € 2’500
- Adverts inside the Preliminary Programme, price per page € 2’000
- Adverts in the Final Programme [special placement], price per page € 3’300
- Adverts in the Final Programme, price per page € 2’500

### Electronic Congress Information

- Banner on the congress website including a link to the company website € 3’000
- Banner on the congress website including a link to the company website in combination with an advertisement order € 1’300
- Web based Abstract and Poster search engine € 50’000

### Premises at the Congress Site

- Press centre € 10’000
- Internet corner for participants € 15’000
- W-LAN access for delegates in the entire congress centre € 10’000
- Speakers service centre € 10’000
- VIP lounge € 8’000
- Message centre € 10’000

### Welcome Desk at the Airport

- Welcome desk at airport € 5’000

### Congress Bags

- Congress bags with the congress and the sponsor’s logos € 55’000
- Writing pads and ball-point pens [to be supplied by sponsor] € 5’000
- Inserts in congress bag € 5’000

### Other Items

- Lanyards [badge holders] with the congress and the sponsor’s logos € 10’000
- London Public Transportation Tickets on request
# Sponsoring Requirements Form

<table>
<thead>
<tr>
<th>Topic for Integrated Symposium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preferred time slot for Integrated Symposium</td>
</tr>
<tr>
<td>Address for sponsoring contract</td>
</tr>
<tr>
<td>Name of person who will sign the sponsoring contract</td>
</tr>
<tr>
<td>Company name to be published</td>
</tr>
<tr>
<td>General contact person</td>
</tr>
<tr>
<td>Phone number of contact person</td>
</tr>
<tr>
<td>E-mail address of contact person</td>
</tr>
<tr>
<td>Invoice address</td>
</tr>
<tr>
<td>PO number or other remarks to be mentioned on the invoice</td>
</tr>
</tbody>
</table>

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You are kindly asked to return this form to:

22nd ECCMID 2012
Congrex Switzerland Ltd.
Ines Brunkow Phone +41 61 686 77 77
P.O. Box Fax +41 61 686 77 88
4002 Basel/Switzerland E-mail ines.brunkow@congrex.com
Part III: Exhibition
Important Dates and Deadlines

31 May 2011  Onsite sponsor meeting and site inspection in London

5 August 2011  Advertisement deadlines for Preliminary Programme
   ➔ Submission deadline for printing material within 2 weeks of advertisement deadlines

by 2 September 2011 ➔ no final contract  Information of exhibition requirements from sponsors/ exhibitors

September 2011  Space assignment to platinum, gold and silver sponsors
   ➔ ‘Contract for Exhibit Space’ within seven days upon space assignment

October 2011  Exhibition space proposal to sponsors (Platin, Gold and Silver)

November 2011  Exhibit Prospectus / Exhibitor Manual available
   as from November 2011  Space selection open to all exhibitors
   ➔ ‘Contract for Exhibit Space’ within seven days upon space assignment

27 January 2012  Advertisement deadlines for Final Programme
   ➔ Submission deadline for printing material within 2 weeks of advertisement deadlines

3 February 2012  Stand plans for general approval of spaces with more than 20 m² / 2.50 m height to Congrex Switzerland Ltd.

10 February 2012  Deadlines for orders of technical supplies and exhibition services

17 February 2012  Deadlines for orders of exhibitor badges
Exhibit Prospectus / Exhibitors Manual

The Exhibit Prospectus with binding dates / times of build-up, dismantling and opening hours of the exhibition as well as information on local services and facilities will be published in October / November 2011.

Exhibit Prospectus / Exhibition Manual

- General exhibition planning
- Stand planning
- Frame dates
- Exhibition layout
- Deadlines
- Important contact addresses, etc.
- Material handling
- Build-up and dismantling of the exhibition
- Storage
- Local addresses
- Car park
- Building height
- Floor covering
- Technical supplies / Exhibition services
- Modular stand construction / stand equipment
- Exhibitor badges
- Foliage plants / Flowers
- Stand catering
- Hostess service
- Audiovisual equipment
- Hotel accommodation, etc.
Key Information

Exhibition Location
The industry exhibition will be located in exhibition hall S20 – S22 of the ExCeL London, in the immediate vicinity of all congress activities.

Exhibition Organiser
Congrex Switzerland Ltd.
Peter Merian-Strasse 80
4002 Basel
Switzerland
Phone +41 61 686 77 77
Fax +41 61 686 77 88
E-mail exhibition.ch@congrex.com
www.congrex.com

Delivery of Stand Material
- Wednesday 28 March 2012 with special permission only

Build-up of Exhibit Stands
- Thursday 29 March 2012 full day
- Friday 30 March 2012 full day

Decoration of Exhibit Stands
- Saturday 31 March 2012 morning (no deliveries accepted)

Exhibition Dates and Hours
- Saturday 31 March 2012 afternoon
- Sunday 1 April 2012 full day
- Monday 2 April 2012 full day
- Tuesday 3 April 2012 morning

Dismantling of Exhibit Stands
- Tuesday 3 April 2012 afternoon
- Wednesday 4 April 2012 morning

Exhibition Space Rental Fee
The exhibition space fee – space only € 420 per m² (6 m² minimum)
Rules and Regulations

Exhibition Organiser
Congrex Switzerland Ltd. in Basel has been appointed as administrative organiser of the industrial exhibition during the 22nd ECCMID 2012, London / UK.

Place of Exhibition
ExCel London
One Western Gateway
Royal Victoria Dock
London, E16 1XL
United Kingdom

Eligibility for Exhibiting
In order for the application to be accepted only products and services in direct connection to the topic of the congress are allowed to be presented.

Assignment of Space
Exhibit space will be assigned by the organiser according to the Sponsorship level – Platinum / Gold / Silver. Upon publication of the Exhibit Prospect all other companies select their spaces according to the rule 'first come - first served'. After allocation, spaces must be confirmed in writing within 7 days by returning the signed 'Contract for Exhibit Space'.

The exhibition organiser reserves all rights to make changes of exhibit space, after consulting the exhibitor[s] involved.

Conditions of Payment
Conditions of payment mentioned on the official Invoice/Confirmation apply. In any case payment has to be made prior to exhibition opening; if not, the participation cannot be guaranteed and the rental fee remains due.

All published prices are in EURO (€).

Cancellation
When an exhibit space confirmed in writing has to be cancelled, the rental fee still has to be paid prior to exhibition opening. In case the exhibit space can be let again, a cancellation fee of 20% has to be paid. If only parts of the cancelled space can be let again, a 20% cancellation fee for the part let again and full price for the rest are due.

House Rules
The rules of the ExCel London are applicable. Parties not adhering to these regulations will be excluded from the exhibition after a first warning.

Damages / Safety / Insurance
Exhibitors are entirely liable for damages caused to third parties' stands, properties, health (be it injury or death). To this extent Congrex Switzerland Ltd. and the ExCel London are to be considered third parties. Exhibitors' liabilities are extended to their personnel and/or other people working under their control.

Since neither ESCMID, Congrex Switzerland Ltd. and its staff nor the ExCel London are liable for any damage and/or loss caused to the exhibitors' goods during the exhibition, including installation and dismantling, it is requested to take out insurance accordingly.

The exhibition hall will be locked over night, but not guarded.

Company Events
Exhibitors are not allowed to stage social activities parallel to the congress scientific and official social programme. Therefore, please make sure to organise the company events on Sunday and/or Monday evening, 31 March and 1 April 2012, after 18.00 h.

„Force Majeure"
If the exhibition has to be cancelled or changed due to unforeseen political and/or economic events, or general „force majeure", the organiser cannot be claimed against for any compensation.

Amendments to the Rules
The rules and regulations may be amended at any time by the organiser and all amendments so made shall be binding on exhibitors equally with the foregoing rules and regulations. Any matters not specifically covered by the preceding rules shall be subject solely to the decision of the organiser.

Place of Legal Performance and Venue
Should the parties involved disagree on any point, they are subject to the official court of Basel, Switzerland, therefore Swiss law will be applied.
Exhibition Requirements Form (no booking / contract)

Our company would like to participate at the 22nd ECCMID Exhibition in London / United Kingdom

- We would like the same m² surface as at ECCMID-ICC 2011 in Milan
- No definite reservation yet
- We have not yet exhibited at ECCMID congresses but are interested in the 2012 event.
  Approximate surface required: m²
- No definite reservation yet
- Approximate surface required: m²

Price per m² (space only) $420 / m² excl. UK VAT

This form does not constitute a booking or a contract; however, it enables the organizer to optimize the preliminary design of the exhibition. Upon publication of the ECCMID 2012 Exhibit Prospectus exhibitors select and book their own spaces according to the rule “first come - first served”.

The size of the available spaces may vary slightly. No fix sizes can be guaranteed.

Platinum, Gold and Silver Sponsors are granted first choice.

Information preferred by 2 September 2011

After the deadline spaces will be allocated upon size of space, respectively receipt of the request.

Additionally, we are interested in becoming
- Platinum Medal Sponsor
- Silver Medal Sponsor
- Gold Medal Sponsor
- Sponsor of individual items

Company ____________________________ Street ____________________________
P.O. Box ____________________________ Phone ____________________________
Zip Code / City ____________________________ Fax ____________________________
Country ____________________________ Mobile ____________________________
Key contact ____________________________ E-mail ____________________________
Place / Date ____________________________ Signature ____________________________

Please return this form to 22nd ECCMID 2012
c/o Congrex Switzerland Ltd.
Daniela Stoyanova
P.O. Box
4002 Basel / Switzerland
E-Mail daniela.stoyanova@congrex.com
Phone +41 61 686 77 77
Fax +41 61 686 77 88
Part IV: Advertisements / Banners
Advertisements

<table>
<thead>
<tr>
<th>Print run</th>
<th>Preliminary Programme</th>
<th>Final Programme</th>
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</thead>
<tbody>
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<td>2'000 pcs</td>
<td>9'000 pcs</td>
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<table>
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<th>Email blast</th>
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<th>Mailing details</th>
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<th>on site to all delegates</th>
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<table>
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<tr>
<th>Cover pages</th>
<th>reserved for sponsors</th>
<th>reserved for sponsors</th>
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<table>
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<tr>
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<th>€ 2'000</th>
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<th>Special placements</th>
<th>€ 500</th>
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<th>Colour surcharge</th>
<th>Basic colours according to the European scale [red, blue, yellow]</th>
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<th>Printing process</th>
<th>Offset [max. 60 halftone]</th>
<th>If drawings are submitted, the print material we produce will be invoiced at cost.</th>
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<table>
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<tr>
<th>Printing material</th>
<th>The printing material can be delivered by e-mail [HiRes PDF] or via FTP Server. All material has to be saved as 4-colour ad [CMYK-colours].</th>
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<table>
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<tr>
<th>Advertisement deadline</th>
<th>Preliminary Programme</th>
<th>Final Programme</th>
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<td>05 August 2011</td>
<td>27 January 2012</td>
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<th>Submission of printing material</th>
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<th>Scheduled publication</th>
<th>September 2011</th>
<th>March 2012</th>
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Banners

<table>
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<tr>
<th>Banners in combination with an advertisement</th>
<th>€ 1'300</th>
<th>otherwise € 3'000</th>
</tr>
</thead>
</table>

Banners

Position

The banners are published at the bottom of the column with the contents of the 22nd ECCMID website www.escmid.org/eccmid2012 rotating approximately every 7 seconds.

Hyperlink

Your banner can be connected by a hyperlink with the homepage of your company website.

Size of banner (animated or static) | 190 x 90 Pixel / 10 to 12 kB / max. 3 pictures

Supports / Transfer to operator | Documents saved as GIF file (*.gif) can be sent either by e-mail to exhibition.ch@congrex.com or on disc / CD Rom to the address below.

General

Terms of payment

within 30 days of invoice date net

Cancellation

When a banner/advertisement confirmed in writing has to be cancelled [advertisements before the respective deadline], a handling fee of € 150 per item will be charged.

After the advertisement deadline the full amount is due.

Contact / Mail address

22nd ECCMID 2012

c/o Congrex Switzerland Ltd

Daniela Stoyanova | Phone | +41 61 686 77 77
P.O. Box | Fax | +41 61 686 77 88
4002 Basel / Switzerland | E-Mail | daniela.stoyanova@congrex.com
## Order Form for Advertisements/Banners

### Advertisements in congress publications

<table>
<thead>
<tr>
<th>No.</th>
<th>Type</th>
<th>Programme</th>
<th>Final Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Inside page incl. 4-colours</td>
<td>€ 2'000 per ad</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Inside page black/white</td>
<td>€ 1'450 per ad</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Inside page incl. 4-colours</td>
<td>€ 2'500 per ad</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Inside page black/white</td>
<td>€ 1'950 per ad</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional colour(s)</td>
<td>€ 220 each</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Special colour(s)</td>
<td>€ 420 each</td>
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</tr>
<tr>
<td></td>
<td>Special placement acc. to previous agreement</td>
<td>€ 500 per ad</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Special placement acc. to previous agreement</td>
<td>€ 800 per ad</td>
<td></td>
</tr>
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<td><strong>TOTAL</strong></td>
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### Banners on the Congress Website

<table>
<thead>
<tr>
<th>No.</th>
<th>Type</th>
<th>Programme</th>
<th>Final Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Banner in combination with a printed advertisement</td>
<td>€ 1'300</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Banner without printed advertisement</td>
<td>€ 3'000</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Company

Street

P.O. Box

ZIP Code

City

Country

Key contact

Telephone

Mobile phone

Fax

E-mail

The conditions of the contract in the 'Technical Information on Advertisements/Banners' are binding for all advertisers.

Date

Signature

Please return this order form to 22nd ECCMID 2012
c/o Congrex Switzerland Ltd.
Daniela Stoyanova  E-mail  daniela.stoyanova@congrex.com
P.O. Box  Phone  +41 61 686 77 77
4002 Basel / Switzerland  Fax  +41 61 686 77 88