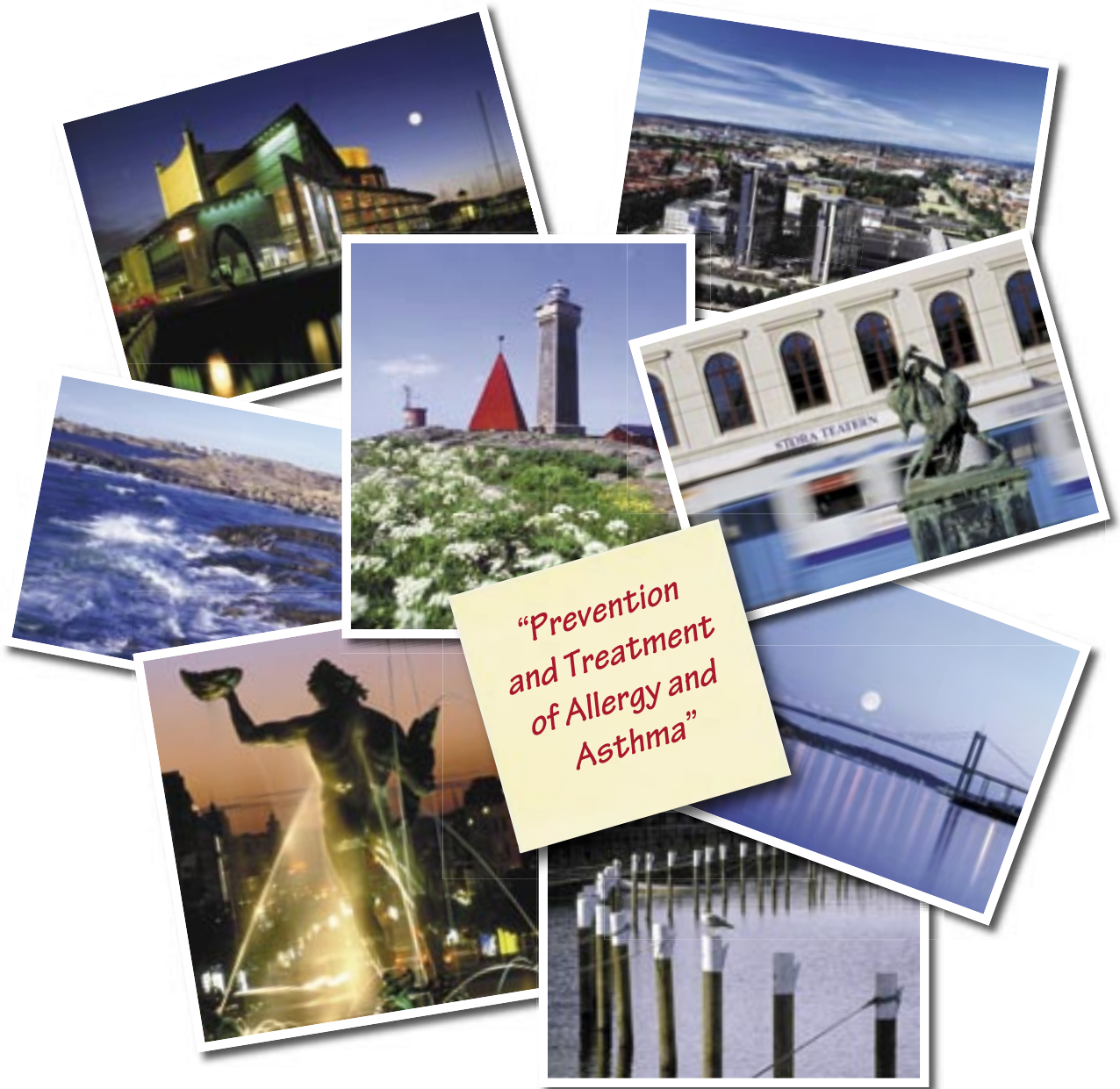


INVITATION TO SPONSORSHIP

XXVI EAACI CONGRESS IN GÖTEBORG
SWEDEN 9-13 JUNE 2007



*“Prevention
and Treatment
of Allergy and
Asthma”*





LOCAL ORGANISING COMMITTEE

Jan Lötvall, *Congress President*
Göran Wennergren, *Congress Vice President*
Morgan Andersson
Monica Arvidsson, *SFFA President*
Leif Bjermer
Kai-Håkon Carlsen
Sven-Erik Dahlén
Marianne van Hage
Christer Hansson
Inger Kull
Hans-Gustaf Ljunggren
Mona Palmqvist
Lars K Poulsen
Sabina Rak
Björn Stållberg
Kjell Torén

EAACI SCIENTIFIC PROGRAMME COMMITTEE

C. Akdis, *Switzerland (SPC co-ordinator)*
I. Agache, *Romania*
I. Ansotegui, *Spain*
B. Bohle, *Austria*
A. J. Frew, *United Kingdom*
R. Gerth van Wijk, *The Netherlands*
P. Gevaert, *Belgium*
J. Lötvall, *Sweden*
M. A. Muraro, *Italy*
G. Scadding, *United Kingdom*
R. Valenta, *Austria*
U. Wahn, *Germany*
T. Zuberbier, *Germany*

LOCAL ORGANISING COMMITTEE

Madeleine Ahrnens, *Adm. Assistant*
Dept. of Respiratory Medicine and Allergology
Göteborg University
Bruna stråket 11
SE-413 45 Göteborg, Sweden
Tel.: + 46 31 342 6151
Fax: + 46 31 41 52 49
E-mail: loc2007@lungall.gu.se

CONGRESS SECRETARIAT

Congrex Sweden AB
Attn: EAACI 2007
Karlavägen 108
P.O. Box 5619
SE-114 86 Stockholm, Sweden
Telephone: +46 8 459 6600
Fax: +46 8 661 9125
E-mail: eaaci2007@congrex.se
Congress web site:
www.congrex.com/eaaci2007

EAACI EXECUTIVE OFFICE

P.O. Box 24140
SE-104 51 Stockholm, Sweden
Telephone: +46 8 459 6623
Fax: +46 8 663 3815
E-mail: executive.office@eaaci.org
Web: www.eaaci.net

CONGRESS WEB SITE

<http://www.congrex.com/eaaci2007>

CONGRESS VENUE

Göteborg Convention Centre,
www.gcc.se

Welcome to **sponsor** the XXVI Congress of EAACI in Göteborg, Sweden 2007!

THE EUROPEAN ACADEMY OF ALLERGOLOGY AND CLINICAL IMMUNOLOGY (EAACI) cordially invites you to the 2007 Congress of the European Academy of Allergology and Clinical Immunology, which will be taking place in Göteborg, Sweden, on June 9 to 13 2007.

THE CONGRESS HAS the theme "Treatment and Prevention of Allergy and Asthma", and will have an exciting scientific programme with an extensive number of workshops in all areas of allergy, including asthma, dermatology, pediatrics, rhinitis, food allergy, drug hypersensitivity, as well as immunology and clinical immunology. EAACI 2007 is predicted to attract 5-6000 active participants, which makes the meeting one of the biggest in the world in this field. The venue for the 2007 Congress is conveniently located in the centre of the city of beautiful Göteborg, within 5-10 minutes walking distance from most hotels.

ONE OF THE KEY OBJECTIVES of an EAACI Congress is to provide ample opportunity for the delegates to interact with pharmaceutical/biotechnology companies, scientific and medical publishers, clinicians as well as basic scientists to interact with delegates working in the fields of allergology and immunology, life sciences and allied medical disciplines including internal medicine, pulmonary medicine, dermatology, pediatrics, and public health.

TO SUPPORT THIS PROCESS, we have developed a broad and exciting range of sponsorship during the Congress. These include possibilities for exhibition, satellite symposia and many other opportunities for sponsorship, which will give attention to your company and your brand.

THE EAACI 2007 CONGRESS will provide your company with a unique opportunity to highlight your products and services at one of the biggest allergy and immunology congresses in the world. We aim to facilitate the interaction between sponsors and the international audience. A successful congress also relies on the valued support provided by sponsors and exhibitors. Therefore, we cordially invite companies, publishers, and providers of patient services to participate in this exciting meeting.



Jan Lötvall
Jan Lötvall, Professor

CONGRESS PRESIDENT EAACI 2007

ABSTRACTS, POSTER PRESENTATIONS AND RELATED ITEMS

ABSTRACTS CD-ROM

This item will be distributed to each delegate and will contain the abstracts of all accepted scientific presentations in searchable format

Sponsor amount: EUR 35,000

Acknowledgement:

- Logo on the cover and on the CD-ROM itself.
- Inclusion in the List of Sponsors.

Enhancements:

- A CD coupon could be produced which would be placed in all Congress bags, redeemable at the sponsor's exhibition stand

POSTER EXHIBITION, POSTER CD AND POSTER VIEWING POSSIBILITIES ON PC'S

It is anticipated that about 1,400 posters will be presented during the Congress.

Sponsor amount: EUR 35,000

Acknowledgement:

- Company logo on all poster boards.
- Logo on the cover and on the CD-ROM itself.
- Inclusion in the List of Sponsors.

Enhancements:

- A CD coupon could be produced which would be placed in all Congress bags, redeemable at the sponsor's exhibition stand.
- Space in the Poster Exhibition area where the sponsor will arrange for poster viewing possibilities on PC's.
- The sponsor can ask the authors of accepted posters to send their posters to the company producing the Poster CD, which can then be distributed to all the delegates.

POSTER EXHIBITION LUNCH

Catering points will be located within the poster area and this is an opportunity to have high visibility for your organisation name.

**Sponsor amount: EUR 15,000/day
EUR 40,000 for the entire Congress**

Acknowledgement:

- Possibility to display the company logo at each serving point.
- Inclusion in the List of Sponsors.

Enhancements:

- You may provide sugar sticks, napkins etc with your company name to further profile your organisation.

PROGRAMME NAVIGATOR

The Congrex Abstract Information System enables all invited sessions to be published on the Congress web site in a searchable format. It allows participants to search for the following information by:

- Name of the presenter
- Topic
- Session
- Any word of the presentation title

Participants can use this system to create a personal agenda for the Congress. The Programme Navigator will be installed on a series of computers at the Congress site, also allowing participants to use it during the Congress. The full abstract texts will be displayed on the Programme Navigator and kept on the web site for a period of six months, allowing participants to go back and use the search facilities to find more information.

Sponsor amount: EUR 10,000

Acknowledgement:

- Logo on all the pages in the search system with a link to the company web site.
- Inclusion in the List of Sponsors.

SPEAKERS' PREVIEW ROOM

A Speakers' Preview Room will be available for all speakers where they can rehearse and view their presentation prior to their session.

Sponsor amount: EUR 15,000

Acknowledgement:

- Company name and logo on sign outside the entrance to the Preview Room and to decorate the room.
- The possibility to have company name/logo next to where the Speakers' Preview Room is indicated on directional signs in the Congress venue.
- Inclusion in the list of Sponsors.

Enhancements:

- The possibility to provide and serve coffee and refreshments to the sponsors.

PROGRAMME ADVERTISING

ADVERTISEMENT IN THE PRELIMINARY PROGRAMME

Number of copies, approx: 30,000
Number of pages, approx: 30
Size: A4

Prices full colour advertisement:

Inside: EUR 4,000
Inside back cover: EUR 8,000
Back cover: EUR 15,000

ADVERTISEMENT IN THE FINAL PROGRAMME

Number of copies, approx: 6,000
Number of pages, approx: 200
Size: A4

Prices full colour advertisement:

Inside: EUR 4,000
Inside back cover: EUR 8,000
Back cover: EUR 15,000

SOCIAL EVENTS

The sponsors of the social events will get prominent recognition – both in the Programme and at the Event.

CITY TOUR

A sightseeing tour of Göteborg will be offered to all participants and accompanying persons. The tour will be held in connection with registration on Saturday, 9 June 2007, and will depart from the Congress venue.

Sponsor amount: EUR 25,000

Acknowledgement:

- Company logo on display in the departure area, on all coaches and printed on tickets.
- Inclusion in the List of Sponsors.

OPENING CEREMONY AND WELCOME RECEPTION

The Opening Ceremony will be held at the Congress venue and will be followed by a Welcome Reception, where attendees will meet old and new friends over cocktails and light hors d'oeuvres. Regional entertainment will be featured.

Sponsor amount: price on application

WELCOME RECEPTION

All participants and accompanying persons will be invited to the Welcome Reception, which is an event that will take place after the Opening Ceremony in the conference centre.

Sponsor amount: price on application

Acknowledgement:

- Company name linked to the Event in all Congress publicity including the Final Programme.
- Logo to be displayed outside and inside the social venue.
- Company logo in the invitation and evening programme.
- Inclusion in the List of Sponsors.

Enhancements:

- Possibility to use sponsors napkins and other brand material during the dinner.
- Complimentary tickets.

PRESIDENTIAL DINNER

Sponsoring this event will provide an opportunity to interact with selected leaders of EAACI. The Presidential Dinner will be held for a selected number of invited guests at the City Hall "Börsen" which is a beautiful building built in 1849.

Sponsor amount: price on application

Acknowledgement:

- Company name on the invitation and menu cards.
- Inclusion in the List of Sponsors.

Enhancements:

- 10 complimentary invitations.

PROGRAMME OPTIONS

COMPANY SATELLITE SYMPOSIA

It is anticipated that a number of opportunities will be available for companies to organise satellite symposia to run in conjunction with the Congress outside the main programme.

Sponsor amount: EUR 40,000

Costs for speakers are not included (travel, accommodation and registration fee). The sponsor may choose a subject and nominate speakers and chairpersons. Time and session hall upon application.

Acknowledgement:

- Full details of the symposium will be printed in the Final Programme.
- Designated boards for advertisement on site.
- Inclusion in the List of Sponsors

Enhancements:

- Session hall with the standard A/V equipment.
- Session hall staff.

WEB CASTING

By using web casting you can extend your satellite symposia by:

- reaching doctors who did not visit the Congress
- reaching doctors who attended a parallel symposia
- providing a full and vivid documentation for internal use at your company

The price includes:

- Filming on location
- Digitalization
- Synchronizing of PowerPoint
- Website design
- Hosting for 6 months

If one sponsor wants to web cast more than one symposia, the price for additional web casts will be reduced.

Sponsor amount: EUR 20,000

Acknowledgement:

- Company logo on the website with a link to the company's website.
- Inclusion in the List of Sponsors.

OTHER OPTIONS

COFFEE BREAKS

Complimentary coffee/tea will be served daily to all delegates during official coffee breaks. The serving points will be located mainly in the exhibition area.

Sponsor amount: EUR 15,000 per day or EUR 50,000 for the **duration of the Congress**

Acknowledgement:

- Displays with company logo at each serving point.
- Inclusion in the List of Sponsors.

CONGRESS BAG

A Congress Bag containing delegate material will be distributed to all delegates upon registration in Göteborg. The bag will contain the Congress Programme, the Abstract Book and documentation. The EAACI 2007 logo will be printed on the bag. The bag should be approved by the Local Organising Committee.

Sponsor amount: EUR 60,000

Acknowledgement:

- Company name and logo on the Congress Bag.
- Inclusion in the List of Sponsors.

CONGRESS GIFT

It is planned to give each delegate a gift as a memento of the Congress.

Sponsor amount: price on application

Acknowledgement:

- The sponsor will be given the opportunity to have a company logo on the gift.
- Inclusion in the List of Sponsors.

CONGRESS NEWSLETTER

A Newsletter to be published daily during the Congress. It will contain up to date information on sessions, exhibition and social events.

Sponsor amount: EUR 20,000

Acknowledgement:

- The exclusive right to publish a daily Newsletter with company logo on the stationery.
- Inclusion in the List of Sponsors.

DIRECTIONAL SIGNS

A comprehensive range of signs will be positioned throughout the Congress centre directing delegates to the various areas in use.

Sponsor amount: EUR 20,000

Acknowledgement:

- Company name and logo discreetly displayed on all signs.
- Inclusion in the List of Sponsors.

ADVERTISING IN THE GÖTEBORG CONVENTION CENTRE

There will be possibilities for companies to advertise their company or their products on the wall, in the ceiling, on the floor and on standing banners in the entrance area of the venue.

Wall advertising (banner): 500cm _ 130cm (2 pcs)

Sponsor Amount: 8 000 EUR

Ceiling advertising (banner): 780cm _ 100cm (2 pcs)

Sponsor Amount: 8 000 EUR

Floor advertising: 70cm _ 100cm (4 pcs)

Sponsor Amount: 5 000 EUR

Standing banner (two-sided): 84cm _ 230cm (6 pcs)

Sponsor Amount: 12 000 EUR

Acknowledgement:

- Inclusion in the List of Sponsors.

EXHIBITION

The exhibition will be held in Hall C at the Göteborg Convention Centre (GCC) which has over 1500 square metres of flat-floor exhibition space available for the EAACI 2007 Congress, which allows for a wide variety of stand configurations including:
Free build, Shell scheme, Island sites

Refreshment points and lounge areas have been integrated into the exhibition area which will form the hub of the congress, maximising time delegates spend in this area.

EXHIBITOR BENEFITS

Exhibiting at EAACI 2007 will entitle your organisation to the following benefits:

Pre-event

- Technical manual with full joining instructions and participation advice
- Joining instructions
- Participation advice
- Full services of the Exhibition Organisers and their staff
- Pre site inspection for exhibitors

On-site

- Fascia Board with organisation name (if shell scheme)
- Free editorial in the final programme
- Limited number of stand personnel registration
- Daily cleaning of aisles and common areas
- 24-hour venue security
- Welcome Reception

INSERT IN THE CONGRESS BAG

Sponsors are welcome to have an insert in the bag, which will be given to each delegate. The insert to be produced by the sponsor.

Sponsor amount: EUR 4,000

Acknowledgement:

- Inclusion in the List of Sponsors.

WATER BOTTLES

Sponsors are welcome to offer a water bottle to insert in the congress bag.

Sponsor amount: Production cost + EUR 8,000

Acknowledgement:

- The sponsor's company name and/or logo can be printed on each bottle.
- Inclusion in the List of Sponsors.

ELECTRONIC MESSAGE CENTRE

An advanced event messaging system will be available for the delegates. All communication between and with delegates will be distributed throughout the venue by displaying on screens. Generic messages such as programme changes, sponsor messages and sign posting will also be displayed on screens. This is an excellent sponsorship item with multiple branding options.

Sponsor amount: EUR 15 000 + EUR 1250 per plasma screen (number to be decided by the sponsor)

Acknowledgement:

- The sponsor's company name and logo will be displayed on the screens.
- Inclusion in the List of Sponsors.

INTERNET CAFÉ/LOUNGE

The Internet Café will be centrally located. The Café will have 8 computers and 1 printer and will be open to delegates.

Sponsor amount: EUR 35,000

Acknowledgement:

- Floorspace with the possibility to decorate the area with furniture and company logos.
- Company name + logo on start page.
- Inclusion in the List of Sponsors.

WIRELESS NETWORK

There is also an opportunity to sponsor a wireless network for the congress. This allows delegates to connect to the web from their own wireless enabled laptop.

The sponsors' name and logo will be displayed as the first page accessed by the delegate. There is a possibility for the sponsor to give the delegate a message on the first page to collect a password for use of internet, in the sponsor's booth. This is an excellent way of attracting lots of people to your booth.

Sponsor amount: EUR 20,000 + production cost for PR material.

Acknowledgement:

- The sponsors name and logo will be displayed as the first page accessed by the delegates.
- Inclusion in the List of Sponsors.

PADS AND PENS

Distributed via the Congress Bag, this is a unique opportunity to highlight your company name and logo on two items, which will see continuous use throughout the Congress. Preferably A5 size pads.

Sponsor amount: Production cost + EUR 8,000

Acknowledgement:

- Company name and logo on each item.
- Inclusion in the List of Sponsors.

PRESS OFFICE

A Press Office will be available for members of the media. The sponsoring company will cover the costs for equipment, furniture and catering, which is not included in the sponsor amount.

Sponsor amount: EUR 20,000

Acknowledgement:

- Two directional signs and a sign on the room with the company logo (in corporate colours). The sign on the room will, apart from the company logo, have the text "EAACI Press Office supported by Company Name".
- Inclusion in the List of Sponsors.

Enhancements:

- Possibility to publish daily press releases.
- Four press registrations.

POCKET PROGRAMME

This is always a useful item for attendees and in constant use during the event. The pocket programme contains useful information 'at-a-glance' including programme, social events and general information. Distributed with the registration the, this is an ideal opportunity for a company to highlight its name to delegates. Your company's product-specific advertisement will be printed on the back cover of the pocket guide, presenting your marketing message.

Sponsor amount: EUR 20,000

Acknowledgement:

- Company logo on the pocket programme.
- Inclusion in the List of Sponsors.

RESTAURANT GUIDE

A great introduction to the local restaurants and attractions that Göteborg has to offer, this guide will be included in the Congress bags. With your company's product-specific advertisement on the back cover, the guide offers the opportunity to place your marketing message at the fingertips of every delegate.

Sponsor amount: EUR 20,000

Acknowledgement:

- Company logo on the restaurant guide.
- Inclusion in the List of Sponsors.

BADGE CORDS

Sourced and provided by the organisers and worn by all delegates for the duration of the Congress, badge cords are a very visible item.

Sponsor amount: Production cost + EUR 6,000

Acknowledgements:

- Company name and/or logo on each cord.
- Inclusion in the List of Sponsors.

WATER DISPENSER

Several water dispensers can be placed throughout the venue to provide delegates with cold fresh water.

Sponsor amount: EUR 20,000

Acknowledgement:

- Company name on paper cups and at each serving point.
- Inclusion in the list of sponsors.

The list of sponsorship items is not definite. Should you have some other ideas for suitable sponsorship items, you are welcome to discuss these with the Organising Committee/Congress Secretariat. Note: All prices are in EUR and excluding VAT.



**FOR MORE INFORMATION
AND FOR RESERVATION OF
SPONSOR ITEMS, PLEASE CONTACT
THE CONGRESS SECRETARIAT:**

Congrex Sweden AB
Attn: EAACI 2007
P. O. Box 5619
SE-114 86 STOCKHOLM, Sweden

Phone: +46-8 459 6600
Fax: +46-8 661 9125

E-mail: eaaci2007@congrex.se
www.congrex.com/eaaci2007

