Support and Exhibition Prospectus
# TABLE OF CONTENTS

- Welcome Letter ........................................ page 3
- General Information .................................... page 4
- Congress Objectives .................................... page 5
- Working in Partnership ................................ page 6
- About Madrid ........................................... page 7
- About IFEMA ........................................... page 8
- About The European Atherosclerosis Society (EAS) .......................................................... page 9
- Committees .............................................. page 10
- Previous Eas Congress Statistics .................... page 11
- EAS 2013 Sponsors and Exhibitors ................ page 13
- CME Accreditation ..................................... page 14
- Preliminary Topics ..................................... page 15
- Preliminary Scientific Program ................. page 16
- Sponsorship Items ..................................... page 17
- Exhibition .............................................. page 27
- Additional Information For Sponsors & Exhibitors .......................................................... page 30
- Booking Form .......................................... page 31
- Terms and Conditions .................................. page 34
Dear Colleagues,

It is our pleasure to invite you to Madrid, Spain, for the 82nd Congress of the European Atherosclerosis Society, which will take place May 31-June 03, 2014.

The Congress is hosted by the Spanish Society for Atherosclerosis (SEA). The organizing committee have worked together to prepare a programme that includes the latest developments in the field of atherosclerosis, together with timely reviews presented by outstanding speakers. We warmly welcome all health care professionals working in the field to participate.

The success of the Congress depends very much on the support from companies and organizations such as yours. This booklet is an introduction to the different options for your cooperation. We hope that your company will help us in our organizational efforts and consider some of the enclosed sponsorship opportunities.

The host city of Madrid is Spain’s capital city. It has excellent transport connections by air, road and rail, and will be at its most beautiful during the early summer. The Congress will be held in IFEMA Convention Center located at close to the airport and with excellent connections to the heart of the city; a modern complex providing first-rate facilities for both delegates and exhibitors. The congress center layout, with the central exhibition hall adjacent to the plenary and breakout rooms, has been designed to ensure optimum delegate flow through the exhibition area – affording exhibitors excellent opportunities for broad exposure amongst the international participants of the conference.

Please feel free to visit the official website at www.kenes.com/eas for constantly updated information on the Congress. If you have any queries regarding sponsorship or exhibition opportunities, please contact the Congress Secretariat by email eas2014@kenes.com.

On behalf of the organizing committee, we welcome you to Madrid. Indeed, the 2014 EAS Congress will be particularly memorable, since we will be celebrating the 50th Anniversary of the European Atherosclerosis Society (1964-2014) – an exceptional event that we are honored to hold in Spain’s capital city. Join us for the 82nd EAS Congress in 2014 – your support and participation are critical to its success.

Jesus Millan Nuñez-Cortes  
Congress Chair, EAS 2014 Madrid

Alberico L. Catapano  
President, EAS
GENERAL INFORMATION

DATES
May 31st - June 3rd 2014

CITY / COUNTRY
Madrid, Spain

VENUE
IFEMA. Feria de Madrid. 28042 Madrid, North Convention Centre, Parque Ferial Juan Carlos I. Campo de las Naciones, Phone: 34 902 22 15 15 www.ifema.es

PARTICIPANTS
2,500

LANGUAGE
The official language of the Congress is English.

EBAC ACCREDITATION
An application will be made to the European Board for Accreditation in Cardiology (EBAC) to provide accreditation to the EAS Main Scientific Program for medical specialists. The application for EBAC Credit will be made once the EAS scientific program is finalised.

Further details on guidelines for EBAC Accreditation for sponsored / special sessions will be available on the Congress website: www.kenes.com/eas2014

LIABILITY AND INSURANCE
The Congress Secretariat and organizers cannot accept liability for personal accidents or loss of or damage to private property of participants, either during or indirectly arising from the 82nd EAS Congress.
EAS 2014 will bring together leading scientists, public health experts and policy-makers to translate recent momentous scientific advances into action that will address Atherosclerosis and related cardiovascular conditions within the current context of significant global economic challenges.

EAS 2014 WILL HAVE A POSITIVE IMPACT ON THE Atherosclerosis RESPONSE GLOBALLY WITH THE FOLLOWING OBJECTIVES:

• To bring together the world’s scientific experts to catalyze and advance scientific knowledge about Atherosclerosis and related Cardiovascular conditions, present the most recent research findings, and promote and enhance scientific collaborations around the world.

• To bring together community leaders, scientists, and policy leaders to promote and enhance programmatic collaborations to more effectively address regional, national and local responses to Atherosclerosis around the world and overcome barriers that limit access to prevention, care and services.

• To engage key, new and non-traditional stakeholders throughout the world in the development of and participation in the Congress Programme.
INDUSTRY BENEFITS OF SUPPORTING EAS 2014

- Promoting cutting edge scientific research in the areas of Atherosclerosis and related Cardiovascular Diseases
- Meeting with 2,000 specialists from across the world
- Working towards improving the treatments of Atherosclerosis and other Cardiovascular diseases
- Educating the public for better understanding of implications and treatments of Atherosclerosis

WHO WILL ATTEND

Specialists in the fields of

- biochemistry
- cardiology
- clinical chemistry
- diabetes
- endocrinology
- internal medicine
- lipidology
- molecular genetics and cell biology
- nutrition
- pharmacology
- primary care
- And others

MEET THE SPECIALISTS IN ONE PLACE, AT ONE TIME
ABOUT MADRID

Madrid is the capital and largest city of Spain, as well as the capital of the autonomous community of the same name (Comunidad de Madrid). The population of the city is roughly 3.3 million with a metropolitan area population of almost 6.5 million. Madrid is best known for its great cultural and artistic heritage, a good example of which is the El Prado museum.

The culture of Madrid is dominated by its Royal history, as the centre of the Spanish Empire. Buildings used by the Spanish Monarchy, including The Royal Palace, and enormous cathedrals and churches are plentiful in Madrid. Alongside the medieval architecture, you’ll find modern architecture, lifestyle and culture and a very modern and elaborate transportation network of buses and Metro – making modern day Madrid a cosmopolitan city to rival any European capital.

Madrid is located just northeast of the geographical center of the Iberian Peninsula, in the middle of the Spanish central Castillian plateau (Meseta central), at an average altitude of 650m. Nearly all of the most famous tourist areas are located in the center of the city including Puerta del Sol, Plaza Mayor, Palacio Real, and Plaza de Colón. The major streets in Madrid include the Gran Vía, Alcalá Street, and Paseo de la Castellana.
ABOUT IFEMA

IFEMA Congress Centre de Madrid
Feria de Madrid, 28042 Madrid, Spain

IFEMA’s Convention and Congress Centre is a division specialized in managing space for trade fairs, events and congresses. Feria de Madrid has an exhibition complex which is characterized by excellent functionality, modern design, and multi-purpose, well-equipped installations.

NORTH CONVENTION AND CONGRESS CENTRE: This is located in the building at the North Entrance with an area of 10,000 square meters. The North Convention and Congress Centre possesses a total of 20 rooms, 18 of which are on the first floor with capacities ranging from 10 to 200 people. On the second floor, the Colon and Neptuno Rooms boast a large open-air terrace.

SOUTH CONVENTION AND CONGRESS CENTRE: Located in the Feria de Madrid Building’s South Entrance, also close to public transportation, the South Convention and Congress Centre boast an Auditorium, which can host 600 people.

The Feria de Madrid offers 45 rooms with space for meetings. These rooms are perfectly adequate as working rooms and for small meetings.
About the European Atherosclerosis Society (EAS)

Atherosclerosis continues to be a major worldwide health concern.

The European Atherosclerosis Society’s goal is to provide a framework for concerted scientific and clinical discussion of new developments in basic research, diagnosis, and therapy of atherosclerosis.

To this end, EAS is active in the publication of Guidelines and Consensus Position Papers, and its official Journal, the European Atherosclerosis Society. The Society organizes an annual Congress for approximately 2000 delegates, and runs a programme of Advanced Courses for both basic scientists and clinicians.

The EAS website, www.eas-society.org, contains not only details of activities involving the Society and its members, but also online educational material, including webcasts of presentations recorded both at Congress and Advanced Courses, Featured Commentaries, and a tailored newsletter direct from theheart.org.

Guidelines

The EAS has pioneered guidelines on the prevention of cardiovascular disease, the latest revision of the joint publication European Guidelines on Cardiovascular Disease Prevention in Clinical Practice is to be published in May 2012.

The EAS Joint Guidelines on Management of Dyslipidemia were first presented at EAS 2011 Gothenburg, June 2011, and are available at www.eas-society.org.

Consensus Papers

The EAS Consensus Panel comprises of internationally renowned experts in atherosclerosis and cardiovascular disease, and is chaired by Professors John Chapman and Henry Ginsberg.

EAS Consensus Position Papers (published as a cardiovascular risk factor, current status, and high-risk lipoprotein involvement in patients at high risk of cardiovascular disease) and guidelines for management were published in the European Heart Journal in 2010 and 2011, respectively, and are available online as open access publications.

EAS Annual Congress

The EAS organizes an annual 3-day scientific Congress in a different European country each year, in close collaboration with the National Atherosclerosis Society of the host country. The Congresses are attended by approximately 2000 delegates, which include basic and clinical scientists, clinicians and practitioners with interest in cardiovascular diseases. Each Congress features parallel sessions with lectures given by distinguished speakers, in-depth workshops on selected topics, and a wide variety of symposia and satellite dinners on issues in the field.

Advanced Courses

The EAS aims to promote education and training in the prevention and care of atherosclerosis and its clinical manifestations, and equality in basic science, in the atherosclerosis field. To fulfill this aim, the Society has launched a series of Advanced Courses in Atherosclerosis.

These courses each highlight a different aspect of basic science and research or clinical prevention, diagnosis and treatment in the field of atherothrombotic vascular disease and its complications.

The courses are run by recognised experts and distinguished specialists in the relevant research or clinical area, and are held in established centers of excellence throughout Europe.

Online Education

Selected presentations from Congress and Advanced Courses have been recorded and are available online as webcasts via www.eas-society.org. Development of an Educational Platform for the Society’s educational material is ongoing.

Journal

The official journal of the Society is Atherosclerosis, a weekly, widely cited, international publication with an impact factor of 5.57. Online access to the Journal is complimentary to EAS members.

Featured Commentaries

Regular topical commentaries on recent developments in the field are published on the EAS website and in Atherosclerosis.

Collaborations

The EAS has close links with the National Atherosclerosis Societies throughout Europe, and with other active European and International organizations, notably the European Society of Cardiology (ESC), the International Atherosclerosis Society (IAS), and the International Column on Cardiometabolic Risk (ICMR).

Corporate Partnership

EAS has a Corporate Partnership programme to foster working relationships with industry, to identify common goals and to design innovative, mutual strategies to achieve them. We gratefully acknowledge the support of the following partners: AstraZeneca, Danone, Gedeon Richter, Novartis, Roche, Merck and Pfizer.

Membership

Annual EAS membership fee for 2012 is 45 euros (open to all, except U55) and is a reminder you receive the following benefits:

- Member rate registration fee at EAS Congress 2012*
- Free online access to the EAS Journal Atherosclerosis
- Updates from EAS-bulletin news in collaboration with Thrombosis
- Eligible for Society’s Travel Grants and Awards
- Email newsletters, commentaries, journal highlights and information about AAS activities
- Eligible to apply for EAS organized educational activities, including Advanced Courses
- Receive 15% off Elsevier books when purchased via the EAS website

*Note you must have paid your EAS membership fee for 2012 to be eligible for member rate registration at EAS 2012 in Lyon.

Executive Committee

M. John Chapman (France) President
Alberto C. Catapano (Italy) President-elect
Laila Tellides (Turkey) Vice-President
Janet Chibalin (Sweden) Treasurer
Paulo Pinto (Portugal) Secretary
Christian Fritsche (Germany)
Gérard Ducimetiere (Switzerland)
Gilles Dureuil (Belgium)
Laila Messiah (Israel)

82nd EAS Congress | MAY 31st - JUNE 3rd, 2014 | MADRID | SPAIN

www.eas-society.org
COMMITTEEES

CONGRESS CHAIR
Jesús Millán Núñez-Cortés, Madrid
Juan Pedro-Botet, Co-Chair, Barcelona

EXECUTIVE COMMITTEE
Alberico L. Catapano, President
Olov Wiklund, Vice President
M. John Chapman, Past President
Petri Kovanen, Secretary and Award Committee Chair
Jan Borén, Treasurer
Geesje Dallinga-Thie
Borge Nordestgaard
Michal Vrablik
Arnold von Eckardstein

LOCAL ORGANIZING COMMITTEE
Jesús Millán Núñez-Cortés, Chair, Madrid
Juan Pedro-Botet, Co-Chair, Barcelona
Lina Badimón, Barcelona
Rafael Carmena, Valencia
Fernando Civeira, Zaragoza
Jesús Egido, Madrid
Pedro Gonzalez Santos, Málaga
Vicente Lahera, Madrid
Luis Masana, Reus
Jose Antonio Páramo, Pamplona
Francisco Pérez Jimenez, Córdoba
Fernando Rodriguez Artalejo, Madrid
Emilio Ros, Barcelona
Teresa Tejerina, Madrid

SCIENTIFIC PROGRAMME COMMITTEE
Arnold Von Eckardstein, Chair, Switzerland
Alberico L. Catapano, Italy
Philippe Moulin, France
Jesús Millán Núñez-Cortés, Spain
Bart Staels, France
Petri Kovanen, Finland
Ruth Frikke-Schmidt, Denmark
Chris Packard, UK
Juan Pedro-Botet, Spain
Miranda van Eck, The Netherlands

CONGRESS COMMITTEE
Marja-Riitta Taskinen, Chair, Finland
Philippe Moulin, France
Jesús Millán Núñez-Cortés, Madrid, Spain
Chris Packard, UK
Jan Borén, Sweden
PREVIOUS EAS CONGRESS STATISTICS

81th EAS Congress, June 2-5, 2013, Lyon, France

<table>
<thead>
<tr>
<th>Year</th>
<th>Venue</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>Hamburg, Germany</td>
<td>1,759</td>
</tr>
<tr>
<td>2011</td>
<td>Göteborg, Sweden</td>
<td>2,032</td>
</tr>
<tr>
<td>2012</td>
<td>Milan, Italy</td>
<td>1,704</td>
</tr>
<tr>
<td>2013</td>
<td>Lyon, France</td>
<td>1,884</td>
</tr>
</tbody>
</table>
PREVIOUS EAS CONGRESS STATISTICS

81st EAS Congress, June 2-5, 2013, Lyon, France

PARTICIPANTS BY PROFESSIONAL ROLE

- Clinician Researcher: 17%
- Clinical Practitioner: 24%
- Industry | Corporate Professional: 13%
- Student: 11%
- Ander: 10%
- Basic Science Researcher: 25%
- Epidemiology | Statistics: 3%
- Resident | Research Fellow: 5%
- Health Administrator: 1%
- Nurse Healthcare Practitioner: 1%

PARTICIPANTS BY WORLD REGIONS

- Western Europe: 57%
- Eastern Europe: 17%
- East Asia & Pacific: 12%
- North America: 6%
- South America: 6%
- Of the World: 2%
EAS 2013 SPONSORS AND EXHIBITORS

PLATINUM SPONSORS

- MSD
- SANOFI
- REGENERON
- Genzyme

GOLD SPONSOR

- Roche
- Aegerion Pharmaceuticals

SILVER SPONSOR

- Amgen Cardiovascular

SPONSORS

- AstraZeneca
- BASF
- Danone
- Eli Lilly
- Kowa
- Raisio
- Pfizer
- Unitair

EXHIBITORS

- Aegerion Pharmaceuticals
- Amgen Cardiovascular
- B. Braun
- Fresenius Medical Care
- Itamar
- Mercodia
- NSFA
- Randox
- Synageva
- WISEPRESS

82nd EAS Congress | MAY 31st JUNE 3rd 2014 MADRID | SPAIN
CME ACCREDITATION

COMMITMENT TO THE HIGHEST STANDARDS IN CME/CPD

Kenes is committed to being a valuable and knowledgeable partner in the design and delivery of educationally strong, independent, transparent, and effective CME/CPD programs. Kenes is a proud member of the Good CME Practice Group (gCMEp), a member organization contributing to improving health outcomes by:

- Championing best practice in CME
- Maintaining and improving standards
- Mentoring and educating
- Working in collaboration with critical stakeholders

*For more information, visit: [www.gcmep.eu/](http://www.gcmep.eu/)*

INTERNATIONAL CME ACCREDITATION

An application will be submitted to the European Accreditation Council for Continuing Medical Education (EACCME) for CME accreditation of this event. The EACCME is an institution of the European Union of Medical Specialists (UEMS): [www.uems.net](http://www.uems.net). For further information please visit the congress website at [www.kenes.com/eas2014](http://www.kenes.com/eas2014)

EDUCATIONAL SYMPOSIA

Educational Symposia are offered to industry as non-CME commercial/promotional sessions. As such, companies are free to choose their topics, invite speakers, and control content. However, topic and program are subject to approval by the scientific committee and all such sessions will be indicated in the program as: Educational Symposium organised by: Company Name (not included in the main event CME/CPD credit offering)
PRELIMINARY TOPICS

PLENARY SESSIONS

• Microbiota, immunity and regulation
• Energy metabolism and diabetes
• Risk factors and interventions

WORKSHOP TOPICS

• VASCULAR BIOLOGY OF THE ARTERIAL WALL
  • Immunology of atherosclerosis
  • Metabolism and functions of lipids in vascular cells
  • Atherosclerosis regression
  • Endothelial cell biology and angiogenesis

• LIPID AND LIPOPROTEIN METABOLISM
  • Genomics and proteomics of lipid metabolism
  • New protective effects of HDL on the cardiovascular system and beyond
  • Role of the intestine and microbiota in lipid homeostasis and atherosclerosis
  • Adipose tissue biology

• Risk Factors, Epidemiology, Presentation and Treatment of Cardiovascular Disease
  • Hypolipidemic drugs: presence and future
  • Nutrition and nutraceuticals
  • Environmental and psychosocial stressors in cardiovascular disease
  • Gene-environment interactions and epigenetics

• ADVANCED CLINICAL SEMINARS
  • Imaging of atherosclerosis and cardiovascular disease
  • Optimizing treatment of familial hypercholesterolemia
  • News targets for lipid lowering therapy
  • Ectopic fat as cardiovascular risk
# Preliminary Scientific Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Saturday May 31</th>
<th>Sunday June 1</th>
<th>Monday June 2</th>
<th>Tuesday June 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00</td>
<td>Registration Opens</td>
<td>Plenary 1</td>
<td>Plenary 2</td>
<td>Plenary 1</td>
</tr>
<tr>
<td>09:00</td>
<td></td>
<td>Coffee break and Exhibition</td>
<td>Coffee break and Exhibition</td>
<td>Coffee break and Exhibition</td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td>Educational Symposia</td>
<td>Poster Session</td>
<td>Poster Session</td>
<td>Congress Closes</td>
</tr>
<tr>
<td>13:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14:00</td>
<td>Educational Symposia</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15:00</td>
<td>Joint Workshop</td>
<td></td>
<td></td>
<td>Late-breaking Session</td>
</tr>
<tr>
<td>16:00</td>
<td>Educational Symposia</td>
<td>Coffee break and Exhibition</td>
<td>Coffee break and Exhibition</td>
<td></td>
</tr>
<tr>
<td>17:00</td>
<td>Educational Symposia</td>
<td>Special Lectures</td>
<td>Educational Symposia</td>
<td>Special Lectures</td>
</tr>
<tr>
<td>18:00</td>
<td>Opening Ceremony Anitschkow Lecture</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19:00</td>
<td>Welcome Reception</td>
<td>EAS President’s Reception</td>
<td>National Society Social Event</td>
<td></td>
</tr>
</tbody>
</table>
SPONSORSHIP ITEMS

CORPORATE PARTNERS

Priority choice of Educational Symposia slots, exhibition and sponsorship items will be provided to the Corporate Partners of the EAS Society.

WEBCASTING / RECORDING

It is possible to webcast or record your Educational Symposium. We have a preferred supplier for this service – please contact the Congress Secretariat for more details.

Policy for webcasting / recording of company supported sessions and lectures during EAS Congress

<table>
<thead>
<tr>
<th>SPONSORSHIP CATEGORY</th>
<th>WEBCASTING/RECORDING OF PRESENTATION</th>
<th>DISTRIBUTION OF PRESENTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company is both an EAS Corporate Partner and Congress Sponsor (PLATINUM, GOLD OR SILVER)</td>
<td>Can be arranged via EAS/Kenes. The cost of the webcasting/recording should be covered by the company, and is in addition to the fee for sponsorship of the Congress.</td>
<td>In the form of a webcast, the presentation(s) to be made available via the EAS website at no further cost. Access level (e.g., presentation is available to all/EAS members / Congress delegates) to be determined by the company.</td>
</tr>
<tr>
<td>Company is Congress Sponsor: (PLATINUM, GOLD OR SILVER)</td>
<td>Can be arranged via EAS/Kenes. The cost of the webcasting/recording should be covered by the company, and is in addition to the fee for sponsorship of the Congress.</td>
<td>Distribution of the webcasted / recorded presentation(s) via the company’s own means.</td>
</tr>
</tbody>
</table>
SPONSORSHIP ITEMS

CATEGORIES OF SPONSORSHIP

Sponsors may select any number of individual items from the sponsorship opportunities listed on pages 17-25. Each item is individually priced. Sponsors will be given a sponsorship category status according to the total amount of sponsorship (symposium, advertisements, etc.) booked. Platinum, Gold and Silver sponsors receive additional benefits as outlined in the table below. Please note that if a company purchases exhibition space only, the following categories will not apply and the company will be recognized as an exhibitor.

STATUS WILL BE ALLOCATED AS FOLLOWS:

<table>
<thead>
<tr>
<th>LEVEL OF SPONSORSHIP \ COMPLIMENTARY REGISTRATIONS</th>
<th>ADDITIONAL BENEFITS</th>
<th>ACKNOWLEDGEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PLATINUM SPONSOR</strong> 10</td>
<td>• Two promotional posters in the Congress venue (in coordination with the organizer and subject to the approval of the Executive Committee), to be provided by the Sponsor</td>
<td>• Sponsor’s logo will appear on the Congress Website with a hyperlink from the logo to a website of their choice</td>
</tr>
<tr>
<td></td>
<td>• Promotion of Educational Symposium through a link of the Congress website as well as through a webmail sent by the organizers</td>
<td>• Acknowledgement on Sponsors’ Board on-site according to sponsorship level</td>
</tr>
<tr>
<td><strong>GOLD SPONSOR</strong> 5</td>
<td>• One promotional poster in the Congress venue (in coordination with the organizer and subject to the approval of the Executive Committee), to be provided by the Sponsor</td>
<td>• A printed acknowledgement in categories in the: E-program**</td>
</tr>
<tr>
<td><strong>SILVER SPONSOR</strong> 3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**subject to receipt by publishing date

BRANDED ITEMS WILL CARRY COMPANY LOGO ONLY. NO PRODUCTS LOGOS OR ADVERTISEMENTS ARE PERMITTED.
EDUCATIONAL SUPPORT OPPORTUNITIES

Medical education plays an important role in the quality of healthcare delivered across the globe. By providing an educational grant in support of the educational opportunities below, you are making a vital contribution to these efforts.

All educational grants are managed in compliance with relevant accreditation and industry compliance criteria. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. No promotional, commercial, or advertising materials may be included in the following opportunities. All support will be disclosed to participants.

**EDUCATIONAL GRANT IN SUPPORT OF AN EXISTING OFFICIAL SCIENTIFIC SESSION**

€25,000 (+VAT)

An existing scientific session accepted or invited by the Executive Committee and supported by a grant from Industry.

- Sponsor’s support will be acknowledged in the E-program alongside the session as “Supported by an Unrestricted Educational Grant from...”
- Sponsor’s logo on Congress website
- Acknowledgement in the Sponsors’ List in the E-program (subject to receipt by publishing date)
- Acknowledgement on Sponsors’ Board on-site

**E-POSTER**

€15,000 (+VAT)

An electronic version of the traditional boards will be displayed on monitor screens in a prime location. The highly trafficked e-Poster all-in-one touch screen will allow attendees to access the electronic poster presentations easily and conveniently.

- Support will be recognized with signage at the entrance to the e-Poster area with “Supported by...” and a company logo only
- Sponsor’s logo on Congress website
- Acknowledgement in the Sponsors’ List in the E-program (subject to receipt by publishing date)
- Acknowledgement on Sponsors’ Board on-site
## SPONSORSHIP ITEMS

### POSTER BOARDS

<table>
<thead>
<tr>
<th>€12,000 (+VAT)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>An existing scientific session accepted or invited by the Executive Committee Congress Posters will be displayed in parallel to the scientific sessions and will be viewed during breaks.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sponsor acknowledgment at the entrance to the poster area</td>
</tr>
<tr>
<td>• Sponsor’s logo will be displayed on the poster header boards</td>
</tr>
<tr>
<td>• Sponsor’s logo on Congress website</td>
</tr>
<tr>
<td>• Acknowledgement in the Sponsors’ List in the E-program (subject to receipt by publishing date)</td>
</tr>
<tr>
<td>• Acknowledgement on Sponsors’ Board on-site</td>
</tr>
</tbody>
</table>

### MOBILE APPLICATION

<table>
<thead>
<tr>
<th>€35,000 (+VAT)</th>
</tr>
</thead>
</table>

| Company’s logo on launch page of Mobile App, alongside Congress logo, indicating “platform is sponsored by...” |
| Company icon linking to an educational symposium invitation as part of the Mobile Application. |
| Acknowledgment that the “platform is sponsored by...” [the Company] on all of the following: |
| Congress website (wherever the Mobile App is mentioned) |
| Acknowledgement on Sponsors’ board on-site |
| Printed Acknowledgment in the E-program |
PROMOTIONAL SUPPORT OPPORTUNITIES

PLENARY LUNCHTIME EDUCATIONAL SYMPOSIUM

Opportunity to organize an Official EDUCATIONAL Symposium in a Plenary Hall, up to 90 minutes, program subject to the approval of the Congress Executive Committee.

- Includes: hall rental, standard audio/visual equipment, display table
- Permission to use the phrase: “82nd European Atherosclerosis Congress”
- Symposium programs will be included in the Industry Sponsorship and Exhibition section of the E-program (subject to receipt by publishing deadline)
- Indicated in the program as: Educational Symposium organised by: Company Name (not included in the main event CME/CPD credit offering)
- Sponsor’s logo on Congress website
- Sponsor will be acknowledged in the E-program
- Acknowledgement on Sponsor’s Board on-site
- Timeslots are allocated on a “first come, first served” basis: TBA

* Speakers will be invited by the Sponsor. Travel costs, accommodation and registration fees of the speakers will be covered by the Sponsor. This also applies in cases where the speakers have already been invited by the Congress.

PARALLEL EDUCATIONAL SYMPOSIUM

Opportunity to organize an Official EDUCATIONAL Symposium in a Parallel Hall, up to 90 minutes, program subject to the approval of the Congress Executive Committee.

- Includes: hall rental, standard audio/visual equipment, display table
- Permission to use the phrase: “82nd European Atherosclerosis Congress”
- Symposium programs will be included in the Industry Sponsorship and Exhibition section of the E-program (subject to receipt by publishing deadline)
- Indicated in the programme as: Educational Symposium organised by: Company Name (not included in the main event CME/CPD credit offering)
- Sponsor’s logo on Congress website
- Sponsor will be acknowledged in the E-program
- Acknowledgement on Sponsor’s Board on-site
- Timeslots are allocated on a “first come, first served” basis: TBA

* Speakers will be invited by the Sponsor. Travel costs, accommodation and registration fees of the speakers will be covered by the Sponsor. This also applies in cases where the speakers have already been invited by the Congress.
SPONSORSHIP ITEMS

SPECIAL LECTURES

Special lectures of 45 minutes in parallel can also be sponsored. These should be lectures of high scientific quality given by a well-known investigator on a frontline subject. These lectures are primarily offered to our corporate partners or to sponsors of an educational symposium. However, in exceptional circumstances, other sponsors may also be accepted if the lecture is of very high scientific quality and interest.

- Sponsor’s logo on Congress website
- Sponsor will be acknowledged in the E-program
- Acknowledgement on Sponsor’s Board on-site
- Timeslots are allocated on a “first come, first served” basis: TBA

*Speakers will be invited by the Sponsor. Travel costs, accommodation and registration fees of the speakers will be covered by the Sponsor. This also applies in cases where the speakers have already been invited by the Congress.*

MEET THE EXPERT MORNING SESSIONS

An expert chosen by the sponsoring company (approved by the Congress Scientific Committee) discusses a topic to a small audience of participants (up to 30) for up to 45 minutes. The Sponsor will be responsible for the expert’s costs.

- Includes: hall rental, standard audio/virtual equipment, display table
- Will take place in a small meeting room with U-Shape setup
- Meet the Expert sessions will be included in the congress materials
- Promotion of the session on the EAS society website (subject to approval by deadline)
- Sponsor’s logo on Congress website
- Sponsor will be acknowledged in the E-program
- Acknowledgement on Sponsor’s Board on-site
- Timeslots are allocated on a “first come, first served” basis:

*Speakers will be invited by the Sponsor. Travel costs, accommodation and registration fees of the speakers will be covered by the Sponsor. This also applies in cases where the speakers have already been invited by the Congress.*

For the above EDUCATIONAL Symposium packages, Special Lectures and Meet the Expert Sessions, the following applies:

- Special time slots will be designated and will be allocated on a “first-come, first-served” basis.

*The sponsoring company for the EDUCATIONAL Symposia, Special Lecture or Meet the Expert Session may select speakers and topics. The sponsoring company, in addition to the sponsorship fee, must cover all speakers’ expenses, including registration fees, accommodation and travel expenses. This also applies in the case where the speakers have already been invited by the Congress. If the scientific committee will disapprove the program, each party will be entitled cancel the booking without penalty for the cancellation or for any damages caused by the cancellation to the other party. Accordingly up neither of the parties will have any claims, demands, suits, to wards the other.
SPONSORSHIP ITEMS

INFORMATION KIOSKS €25,000 (+VAT)

Exclusive Sponsorship of an easy to use touch screen application which provides the participant with the power to choose, plan and make the most out of the Congress, with smart searching options for easy access to data sources ie: per day, per hall, per topic.

- Opportunity to place your own carpet
- Opportunity to place signage at the Information Kiosk
- Opportunity to show your own slide between screen changes (to be provided by Sponsor)
- Sponsor’s logo on Congress website
- Acknowledgement on Sponsors’ board on-site
- Acknowledgement on the List of Sponsors in the E-program

CONGRESS BAGS €25,000 (+VAT)

The Congress Bags will be made of recycled material. Organizer will provide the participants’ Congress Bags as per the number of Congress participants.

- Support will be recognized on the bag with “Sponsored by...” and a company logo only
- Sponsor’s logo on Congress website
- Acknowledgement in the Sponsors’ List in the E-program (subject to receipt by publishing date)
- Acknowledgement on Sponsors’ Board on-site
# SPONSORSHIP ITEMS

## CYBER CENTER

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>There will be a Cyber Center equipped with workstations where attendees may check e-mails. Your company’s logo will be prominently displayed.</td>
<td>€22,000 (+VAT)</td>
</tr>
<tr>
<td>Opportunity to display company logo on screen saver and background</td>
<td></td>
</tr>
<tr>
<td>Opportunity to distribute mouse pads and related promotional gifts from the Center</td>
<td></td>
</tr>
<tr>
<td>Opportunity to provide your company’s letterhead for the Cyber Center’s printers</td>
<td></td>
</tr>
<tr>
<td>Opportunity to place your own carpet for branding</td>
<td></td>
</tr>
<tr>
<td>Sponsor’s logo on Congress website</td>
<td></td>
</tr>
<tr>
<td>Acknowledgement in the Sponsors’ List in the E-program (subject to receipt by publishing date)</td>
<td></td>
</tr>
<tr>
<td>Acknowledgement on Sponsors’ Board on-site</td>
<td></td>
</tr>
</tbody>
</table>

## EAS MEMBERS’ LOUNGE (Sole Sponsorship)

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>The EAS Members’ Lounge will be a special designated area where EAS Members will congregate during breaks between Congress sessions. This area will provide recreational facilities, including laptops and WI-FI and will provide an excellent opportunity for your company to gain exposure with the next generation of scientists. Hospitality provided will be in compliance with all relevant industry codes.</td>
<td>€15,000 (+VAT)</td>
</tr>
<tr>
<td>Sponsor’s name/or company logo will appear on signage of this room</td>
<td></td>
</tr>
<tr>
<td>Sponsor’s logo will appear on the EAS Members’ Lounge entry card</td>
<td></td>
</tr>
<tr>
<td>Opportunity to provide Sponsor’s mouse pad at each workstation</td>
<td></td>
</tr>
<tr>
<td>Opportunity to display Sponsor’s logo on screensavers at each workstation</td>
<td></td>
</tr>
<tr>
<td>Sponsor’s logo on Congress website</td>
<td></td>
</tr>
<tr>
<td>Acknowledgement in the Sponsors’ List in the E-program (subject to receipt by publishing date)</td>
<td></td>
</tr>
<tr>
<td>Acknowledgement on Sponsors’ Board on-site</td>
<td></td>
</tr>
</tbody>
</table>
SPONSORSHIP ITEMS

HOSPITALITY SUITES

An opportunity to hire a room at the Congress venue that will be used as a Hospitality Suite. Sponsor will be able to host and entertain its guests throughout the Congress. Sponsors will have the option to order catering at an additional cost. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to brand the hospitality suite
- Acknowledgement on directional signage outside suite
- Sponsor’s logo on Congress website

Depending on size of room

Q4U

Upgrade your Educational Symposium with Q 4 U.

- Q 4 U is an advanced system that integrates web and cellular technology to enable instant question-and-answer exchanges or quizzes in real time during Sponsor’s session.

€5,000 (+VAT)

NETWORKING STATIONS

There will be a seating area equipped with mobile phone chargers and workstations where attendees can meet in the breaks and may charge their mobile phones and check e-mails. Your company logo will be prominently displayed in the area.

- Sponsor’s logo on Congress website
- Acknowledgement on Sponsors’ board on-site
- Acknowledgement on the List of Sponsors in the E-program

€10,000 - €12,000 (+VAT)

SPECIAL REQUESTS
Tailored packages can be arranged to suit your objectives. Please feel free to contact the Sponsorship and Exhibition Sales Department to discuss your needs (Contact information provided in the “General Information” section)
SPONSORSHIP ITEMS

INSTANT INVITATION NOTIFICATION

€3,000 (+VAT)

Opportunity for Sponsor to send a session invitation to all the delegates who agreed to receive information by a push message to the mobile and email inbox at a set time of sponsor’s choice

• Opportunity to include text invitation, logo and link to the session description in the online scientific program
• Sponsor’s logo on Congress website
• Acknowledgement on Sponsor’s board on-site
• Acknowledgement in the Sponsor’s List in the E-program

DELEGATES PERSONAL SCHEDULER

€10,000 (+VAT)

(sole sponsorship)

Opportunity to sponsor the Delegates Personal Scheduler platform. Through a mobile application, delegates can choose, plan and optimize their personal congress itinerary by creating a personal, daily schedule for their time at the congress including the scientific sessions and presentations to attend and meetings scheduled with other delegates.

• Sponsor’s support will be acknowledged on the personal scheduler mobile screen as “sponsored by…”
• Company logo on the personal scheduler mobile screen
• Sponsor’s logo on Congress website
• Acknowledgement in the Sponsor’s List in the E-program

INFORMATION SCREENS

€12,000 (+VAT)

Opportunity to sponsor the session information screens located outside the session halls.

• Sponsor’s support will be acknowledged on the screens as “sponsored by…”
• Company logo on the screen
• Sponsor’s logo on Congress website
• Acknowledgement on Sponsor’s board on-site
• Acknowledgement in the Sponsor’s List in the E-program
EXHIBITION

The commercial/technical Exhibition will be held in the IFEMA Congress centre de Madrid. The Exhibition Floor Plan will be posted online shortly. In the meantime, as companies are expressing an interest in securing their preferred exhibition spaces, we are pleased to receive your preliminary bookings. All spaces will then be allocated based on the reservations received, on a first-come, first-served basis.

<table>
<thead>
<tr>
<th>SPACE ONLY RENTAL (Minimum of 12 sqm)</th>
<th>€575 (+VAT) per sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>The space only rental includes:</td>
<td></td>
</tr>
<tr>
<td>• Exhibitors’ badges</td>
<td></td>
</tr>
<tr>
<td>• 100 word company / product profile on the Congress Website</td>
<td></td>
</tr>
<tr>
<td>• Cleaning of public areas and gangways</td>
<td></td>
</tr>
<tr>
<td>• Invitation to the Welcome Reception for registered exhibitors</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SHELL SCHEME RENTAL</th>
<th>€600 (+VAT) per sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>The shell scheme rental includes:</td>
<td></td>
</tr>
<tr>
<td>• Exhibitors’ badges</td>
<td></td>
</tr>
<tr>
<td>• Shell scheme frame, basic lighting</td>
<td></td>
</tr>
<tr>
<td>• Fascia panel with standard lettering</td>
<td></td>
</tr>
<tr>
<td>• 100 word company / product profile on the Congress Website</td>
<td></td>
</tr>
<tr>
<td>• Cleaning of public areas and gangways</td>
<td></td>
</tr>
<tr>
<td>• Invitation to the Welcome Reception for registered exhibitors</td>
<td></td>
</tr>
</tbody>
</table>

ADDITIONAL BENEFITS:

When you exhibit your company will receive the following additional benefits:
• Listing as an Exhibitor on the Website prior to the Congress with link to the Company website
• Listing and profile on the Congress Website
• Company name on Exhibition signage during Congress

**Please note: Space only / shell scheme rental does not include any furniture, electrical usage or stand cleaning. All these services and others will be available to order in the Exhibitors’ Technical Manual.**
**DEVICE DEMONSTRATION AND EXHIBITION**

€7,000 (+VAT)

Exhibitor has the opportunity to present their equipment/device to the Congress delegates during one coffee break for up to 15 minutes.

- Exhibitor will receive a 9 sqm shell scheme booth within a designated area for equipment/device companies
- Exhibitor must supply the equipment for the demonstration and the booth
- Demonstration speaker is chosen by the Exhibitor with approval by the committee
- Exhibitor’s logo on Congress website
- Acknowledgement in the Exhibitor’s List in the E-program
- Acknowledgement on Exhibitor’s Board on-site

*Travel costs, accommodation and registration fees of the speaker will be covered by the exhibitor. This also applies in cases where the speaker has already been invited by the Congress.*

**VIRTUAL EXHIBITION**

€2,000 (+VAT)

**NEW FEATURE**

How the virtual exhibition works:

- This is a tool for EAS participants to plan which exhibitors they will visit at the Congress
- By clicking on the stands, the delegates will be taken into the virtual booth of the company, where the company logo and profile flash up
- In addition, companies will be able to supply information about their devices, and upload up to 4 videos/presentation up to 90 sec. each (option to increase company pages or add video for an additional fee)

**Virtual Booth Content**

- About Us- Introduction of the company and the products/services
- Products/services description
- Power Point Presentations
- Possibility for visitor to send a “Contact me” email to the company
ALLOCATION OF EXHIBITION SPACE

Space Allocation will be made on a “first come, first served” basis. A completed Exhibition Booking Form and Contract should be faxed / emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form and Contract, space will be confirmed and an invoice will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received.

EXHIBITOR REGISTRATION

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 9 sqm booked and one additional for each 9 sqm after. Any additional exhibitors will be charged an exhibitor registration fee of €90 (+VAT). Companies can purchase a maximum number of exhibitor registrations as follows:

- Booths of up to 60 sqm – 15 exhibitor registrations
- Booths larger than 60 sqm – 25 exhibitor registrations
- Exhibitor registrations allow access to the exhibition area only and shall be used by company staff only.
- An exhibitor registration form will be included in the Exhibitor’s Manual.

EXHIBITORS’ TECHNICAL MANUAL

An Exhibitors’ Technical Manual outlining all technical aspects of exhibiting will be circulated 3 months prior to the Congress. It will include the following:

- Technical details about the Venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

DISPLAY MATERIALS

- Please note that all materials entering the venue incur a handling charge. This includes materials for display.
- In order to receive a price quote for handling and to assure arrival of your materials, please be sure to complete the “Pre-Advise” form included in the shipping instructions when you receive either the Exhibition or Symposia Technical Manuals.
SITE INSPECTIONS

Exhibitors and Sponsors are free to visit the Congress venue at their convenience. Please contact the venue directly to arrange this. Contact information can be found in the “General Information” Section.

EXHIBITOR PROFILE

Upon receipt of the booking form, you will be asked to please upload a 100-word Exhibitor Company / Product profile to eas@kenes.com. This will be published on the Congress Website.

EXHIBITION TERMS & CONDITIONS

The Terms and Conditions of exhibiting are included in this Prospectus. Please note that signing of the EXHIBITION BOOKING FORM AND CONTRACT indicates acceptance of these Terms and Conditions. The Exhibition Booking Form will be held as a valid liable contract, by which both parties will be bound.

Hermes-Merkur has been elected as the exclusive handler for all Kenes congresses in 2014. The exclusivity of Hermes-Merkur for the handling needs of congresses refers specifically to work inside the venue. Exhibitors may use their own couriers up to the venue door and from outside of the venue door at the end of the congress. This organizational decision has been made for the safety and efficiency benefits to exhibitors and for the successful flow of the congress.

Further details will be included in the Exhibition Technical Manual.

ADDITIONAL INFORMATION FOR SPONSORS & EXHIBITORS

Applications for Sponsorship and/or Exhibition must be made in writing with the enclosed booking enquiry form.

CONTRACTS & CONFIRMATION SPONSORS

Once a Sponsorship Booking Form is received a contract will be sent to you for signature with an accompanying invoice. This contract should be signed and returned with a 60% deposit payment to the organizer. Upon receipt of the Sponsorship Booking Form the organiser will reserve the items listed in it. Completion of the Booking Form by the Sponsor shall be considered as a commitment to purchase the items.

EXHIBITORS

Once an Exhibition Booking Form is received a confirmation of exhibition will be mailed to you with an accompanying invoice.

SUPPORT TERMS & CONDITIONS

Terms and Conditions of Supporter are included in this Prospectus and will be included in the Sponsorship agreement.
## BOOKING FORM

Please complete all details and send to: Louise Thomsen  
EAS 2014 Kenes International, 1-3 Rue de Chantepoulet, CH 1211 Geneva 1, Switzerland,  
Tel: +41 22 908 0488 ext: 816, Fax: +41 22 906 9140,  
Email: lthomsen@kenes.com

**CONTACT NAME:**

**COMPANY NAME:**

**ADDRESS:**

**CITY:**
**POST / ZIP CODE:**
**COUNTRY:**

**TELEPHONE:**
**FAX:**
**EMAIL:**

**WEBSITE:**
**VAT NUMBER:**

I would like to book the following Supporter Items:

### Educational Opportunities

<table>
<thead>
<tr>
<th>Educational Opportunities</th>
<th>Price</th>
<th>(\text{\textdollar}) / Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational grant in support of an existing official scientific session</td>
<td>(\text{\textdollar}) 25,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>E-Poster Area</td>
<td>(\text{\textdollar}) 15,000 (+VAT*)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Poster Boards</td>
<td>(\text{\textdollar}) 12,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Mobile Application</td>
<td>(\text{\textdollar}) 35,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Total Amount (please complete)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Promotional Opportunities

<table>
<thead>
<tr>
<th>Promotional Opportunities</th>
<th>Price</th>
<th>(\text{\textdollar}) / Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plenary lunchtime educational symposium</td>
<td>(\text{\textdollar}) 80,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Parallel educational symposium</td>
<td>(\text{\textdollar}) 57,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Special Lectures</td>
<td>(\text{\textdollar}) 25,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Meet the Expert morning session</td>
<td>(\text{\textdollar}) 10,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Q 4 U</td>
<td>(\text{\textdollar}) 5,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Congress bags</td>
<td>(\text{\textdollar}) 25,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Cyber Center</td>
<td>(\text{\textdollar}) 22,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>EAS members’ lounge (Sole sponsorship)</td>
<td>(\text{\textdollar}) 15,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Hospitality Suite</td>
<td>Depending on size of room</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Information kiosans</td>
<td>(\text{\textdollar}) 25,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Networking stations</td>
<td>(\text{\textdollar}10,000-12,000 (+VAT) depending on size</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Instant Invitation Notification</td>
<td>(\text{\textdollar}) 3,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Delegates Personal Scheduler</td>
<td>(\text{\textdollar}) 10,000 (+VAT) sole sponsorship</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Information Screens</td>
<td>(\text{\textdollar}) 12,000 (+VAT)</td>
<td>(\text{\textdollar}) / Note</td>
</tr>
<tr>
<td>Total Amount (please complete)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## BOOKING FORM

### EXHIBITION SPACE

<table>
<thead>
<tr>
<th>Choice</th>
<th>Stand Number</th>
<th>Space only €575</th>
<th>No. of Sq Meters</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice # 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choice # 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choice # 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Device Demonstration package</td>
<td></td>
<td>€ 6,500 (+VAT)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual exhibition</td>
<td></td>
<td>€ 2,000 (+VAT)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Amount (please complete)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**VAT of Spain is currently at 21% - VAT charges are subject to change**

Special notes: Please indicate if your stand must be located adjacent to or opposite the following companies, or if special configuration is needed

- Provisional Booking – The item will be released if not confirmed within 14 days
- Please call me to discuss our support package
- Please send me a contract and first deposit invoice

### TERMS OF PAYMENT

**60% upon receipt of agreement and first invoice**

**40% by 31 November, 2013**

All payments must be received before the start date of the Congress. Should the Supporter fail to complete payments prior to the commencement of the Congress, the Organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

- Reservations made less than 6 months before the Congress will be subject to 100% payment upon reservations.

### PAYMENT METHODS

**Option 1:** Payment by check. Please make checks payable to: Kenes International Organizers of Congresses Ltd

Ref: EAS 2014 Congress, Spain

**Option 2:** Payment by Bank Transfer. Please make drafts payable to Kenes International Organizers of Congresses Ltd

- **Bank Name:** Credit Suisse Geneva
- **Account number:** 693980-52-536
- **IBAN:** CH53 0483 5069 3980 5253 6
- **Clearing number:** 4835
- **Swift:** CRESCHZZ80A

Bank charges are the responsibility of the payer
CANCELLATION / MODIFICATION POLICY
Cancellation / modification of items must be made in writing to the Industry and Liaison Sales Associate ILSA email address and name

The organizers shall retain:

• 10% of the agreed package amount if the cancellation/ modification is made before 31 October, 2013 inclusive

• 50% of the agreed package amount if the cancellation/ modification is made between 1 November, 2013 – 31 January, 2014 inclusive

• 100% of the agreed package amount if the cancellation/ modification is made after 31 January, 2014

** Please ensure that your VAT number appear on the booking form, in order to allow VAT reclaim.

VAT INFORMATION
VAT (Subject to Change)

All Supporter prices are exclusive of VAT, and are subject to VAT at the local rate which will be added to the invoice.

Where applicable VAT fees can be claimed through:
Mr. Richard Asquith
TH/IF VAT Services Managing Director

Work: +44 (0) 870 067 8881
Mobile: +44 (0) 79 777 23645
EMail: richard.asquith@tmf-group.com
Address: Dolphin House’ 2-5 Manchester Street
Brighton BN2 1TF, United Kingdom

We accept the contract terms and conditions (listed in this Support and Exhibition Prospectus) and agree to abide by the Guidelines for Industry Participation for the Congress. I am authorised to sign this form on behalf of the applicant/Company.

Signature

Date / / /
These terms are the contractual agreement between the Organizer and the Exhibitor / Sponsoring Firm (Exhibitor/s / Sponsor/s).

Application to Participate
Application to participate will be considered only if submitted on the appropriate forms, duly completed. Registration will be confirmed insofar as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal, all payments shall be fully refunded. In case of acceptance Sponsors/Exhibitor will be bound by the Terms and Conditions listed in the prospectus and/or contractual agreement.

Obligations and Rights of the Exhibitor/Sponsor
Registration implies full acceptance by the Exhibitors/Sponsors of the exhibition / sponsorship regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the Congress without compensation or refund of sums already paid, and without prejudice to the Exhibitor/Sponsor. By submitting an application to participate, the Exhibitor /Sponsor make a final and irrevocable commitment to occupy the space /items allocated and to maintain his/her installation until the date and time fixed for closure of the event. The Exhibitor/Sponsor may only present on his/her stand or space the materials, products or services described in the application to participate. No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

Obligation and Rights of Organizer
The Organizer undertakes to allocate exhibition space/sponsorship items space as far as possible on the basis of the preference expressed by applicants. Application will be considered in order of receipt of application forms accompanied by payment. The Organizer reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to Exhibitors/Sponsors. The Organizer reserves the right to offer to a different firm any stand, space or sponsorship item that has not been occupied by the event of the opening of the Congress, with no obligation to provide compensation to the defaulting Exhibitor /Sponsor.

Liability Insurance
Equipment and all related display materials installed by Exhibitors / Sponsors are not insured by the Organizer, and the Organizer under no circumstances will be liable for any loss, damage or destruction caused to equipment, goods or property belonging to Exhibitors / Sponsors. The Exhibitor / Sponsor agrees to be responsible for his property and person and for the property and persons of his employees and agents and for any third party who may visit his space. The Exhibitor/Sponsor shall hold harmless the Organizer from any and all damages/claims including those usually covered by a fire and extended – coverage policy. The Sponsor/Exhibitor will purchase insurance policies for the above listed damages.

Exhibition Regulations
The Exhibition Manager, acting under direction of the Organizing Committee, has the final decision as to the acceptability of displays. Exhibitors are not to share with others any space allotted to them without prior written consent by the Exhibition Manager. The Organizer reserves the right to alter the general layout or limit the space allotted to each Exhibitor / Sponsors, postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, the Organizer will not be held liable for expenses incurred other than the cost of exhibit space rental fees. All exhibits are to be displayed so as to avoid blocking aisles, obstructing adjoining booths, damaging the premises or the leased equipment. Exhibitors are kindly requested to allow sufficient see-through areas, which ensure clear views of surrounding exhibits.

In standard booths, height is restricted to 246cm. Exhibitors are responsible for the cost and execution of the design, installation and delivery of their display to (and its removal from) the exhibition site. Flammable materials are not to be used. Equipment displayed or demonstrated must be installed with strict adherence to safety measures. Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and its dismantling at the close of the exhibition. No dismantling or packing of the display before the designated hour. It is the Exhibitor’s responsibility to pack and remove or consign for shipment all items of value prior to leaving their exhibit unattended, otherwise the Organizer will arrange for their removal at the Exhibitor’s risk and expenses. Exhibitors are obliged to ensure that their stands are permanently staffed during the exhibition opening hours. Payment is to be made in accordance with the conditions of payment listed in the prospectus. Should the Exhibitor /Sponsor fail to make a payment on time, the Organizer is entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the stand/sponsorship items or seek compensation for non-fulfilment of contract. Participation by Exhibitors/Sponsors is dependent upon compliance with all rules, regulations and conditions stated herein.

Access to the exhibition is authorized on presentation of a badge issued by the Organizer. Exhibitors’ badges will not be mailed in advance and may be collected from the Exhibition Manager’s desk. The Organizer ensures daily cleaning of the aisles. Exhibitors /Sponsors are responsible for the cleaning of their stands. The provision of refreshments for the participants by Exhibitors is only permitted if the catering regulations of the exhibition building concerned are observed. Exhibition areas and fittings made available to Exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the Exhibitor.

Any special decoration or fittings must be submitted to the Organizer for prior authorization. Advertising panels and display are not permitted outside the exhibition areas allotted to Exhibitors. The Organizer will not approve stands, which do not comply with the accepted standards, until the necessary changes have been made.

Code of Practice
It is the Exhibitor’s / Sponsor’s responsibility to comply with the local authority’s regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) www.efpia.org and IFMPA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the Promotion of Medicines. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the Rules and Regulations will not excuse suits, demands by the Sponsors/Exhibitor/any third party.