

# 2<sup>nd</sup> Annual Meeting of the International Academy for Clinical Hematology (IACH)

September 19-21, 2019 | Paris, France



## *Sponsorship Prospectus*



## ABOUT IACH

### MISSION

IACH is a non-for-profit project devoted to the promotion of all aspects related to **CLINICAL HEMATOLOGY** including translational and clinical research, education and dissemination of knowledge.

The IACH aims to allow scientists, physicians, health care providers, and other stakeholders involved in the broader hematology field to share their experiences and develop collaborations, with a **SPECIAL FOCUS ON CLINICAL PRACTICE**.

The IACH aims to fulfill the unmet needs not covered by other sister societies and attract a broader audience.

### SCIENTIFIC PROGRAM MAIN TOPICS

- Clinical management of hematologic diseases (malignant and non-malignant)
- Anemias, coagulation, and hemorrhagic conditions
- Immune system-related diseases
- Transfusion medicine
- Hematology and pathology laboratory medicine
- Epidemiology and diagnosis of hematologic diseases
- Pharmaco-economics in hematology
- Nursing and patients' care
- Accreditation and certification of centers and physicians
- Disease-oriented registries and databases

### MEETING VENUE:

Les Salons De L'Aveyron  
17 Rue de l'Aubrac  
75012 Paris, France





## INVITATION TO THE INDUSTRY

Dear Friends and Colleagues

We are delighted to invite you to support in the 2<sup>nd</sup> Annual Meeting of the International Academy for Clinical Hematology (IACH), taking place September 19-21, 2019 in Paris, France.

The IACH Annual Meeting is an international meeting providing a platform for practicing physicians from all over the globe to share experiences. The development of new drugs (targeted therapies, immunotherapy, etc.) is accompanied by a growing demand for sharing experiences in order to improve the quality of patient treatment and care through the development of professional competencies and excellence.

The unique scientific programme of this meeting is focused on clinical practice. The aim of the program is enable practicing physicians to acquire knowledge, skills, clinical judgement, and attitudes essential for the practice of clinical hematology. In addition, the programme provides physicians concise updates on how to diagnose, treat, and resolve difficult situations, offering physicians treatment protocols and practical take home tips.

We invite you to support and participate in the IACH Annual Meeting.

We look forward to welcoming you in Paris!



*Prof. M. Mohty*



*Prof. A. Nagler*

*On behalf of the Organizing Committee*



## LEVELS OF SUPPORT

Sponsors may choose from the list of individual items or build a package that is tailor-made to their needs. Acknowledgements will be based on the levels below.

All sponsors and exhibitors will receive the following benefits regardless of sponsorship level.

- Logo and company profile on Meeting website
- Logo and company profile in printed program book and acknowledgment on sponsor page
- Logo on relevant onsite signage
- Company logo on Meeting newsletter

Platinum level sponsors will receive special acknowledgment by Meeting Co-Chairs at the Meeting Opening Ceremony.

### PRESIDENTIAL

€ 100,000+

### PLATINUM

€ 75,000+

### GOLD

€ 50,000+

### SILVER

€ 25,000+

### SUPPORTERS

€ 5,000+



## MEETING EDUCATIONAL AND SCIENTIFIC SPONSORSHIP OPPORTUNITIES

### Plenary Satellite Symposia (lunch slot €55,000, prime slot €50,000)

The fee for the satellite symposium includes the following:

- Opportunity to organise a satellite symposium of up to 90 minutes (lunch symposia is limited to 60 minutes).
- Hall rental
- Standard audio/visual equipment
- Publication of the satellite symposium program on Meeting website
- Publication of the satellite symposium program in printed program book
- 3 free satellite symposium badges for company staff
- Permission to prepare 2 free-standing signs that will be placed in public areas of the venue on the day of the symposium
- 1 bag insert
- 1 full page colour adv. in printed program book
- Should company decide to video symposia, at the company's request industry symposia recording will be hosted on the Meeting website (for at least one year)

Symposia programs are subject to the final approval of the Scientific Program Committee.

Symposia sessions are non-CME sessions and are indicated as "industry symposia". As such, companies are free to choose their topics, invite speakers and control content, however the final program is subject to the final approval of the Scientific Program Committee. The supporting company, in addition to the sponsorship fee, must cover all speaker expenses including registration, accommodation and travel expenses. This also applies in case a speaker has already been invited by the Meeting organizer.

### Pre-Meeting Industry Workshop €25,000

Sixty-minute interactive session with your target audience in a personal atmosphere to enhance knowledge exchange.

The fee for the pre-Meeting workshop includes the following:

- Opportunity to organise a 60-minute pre-Meeting workshop.
- Hall rental
- Standard audio/visual equipment
- Publication of pre-Meeting workshop program on Meeting website
- Publication of pre-Meeting workshop program in printed program book
- 2 free satellite symposium badges for company staff
- Permission to prepare 2 free-standing signs that will be placed in public areas of the venue on the day of the pre-Meeting workshop
- 1 bag insert
- Should company decide to video workshop, at the company's request workshop recording will be hosted on the Meeting website (for at least one year).

Pre-Meeting workshop are subject to the final approval of the Scientific Program Committee.

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## MEETING EDUCATIONAL AND SCIENTIFIC SPONSORSHIP OPPORTUNITIES

### Accredited Continuing Medical Education (CME) Session €35,000

*Opportunity to support an existing session or suggest a session as part of the CME-approved scientific program via an unrestricted educational grant.*

The fee includes the following:

- Hall rental
- Standard audio/visual equipment
- Free Meeting registration for 3 delegates
- 1 bag insert
- 1 full page colour adv. in printed program book

### Accredited Continuing Medical Education (CME) Presentation €18,000

*Opportunity to support an existing presentation or suggest a presentation as part of the CME-approved scientific program via an unrestricted educational grant.*

The fee includes the following:

- Hall rental
- Standard audio/visual equipment
- Free Meeting registration for 3 delegates
- 1 bag insert

### Poster Area €10,000 (*exclusive sponsorship*)

All Meeting participants are welcome to attend and enjoy networking with colleagues and poster viewing at the poster area. Sponsors' benefits include exclusive signage with sponsor logo at the poster area.

### IACH Meeting Awards (*Price upon request*)

At each IACH In-person Meeting, the Organizing Committee recognizes and reward innovative research and clinical work that contributed significantly to development and progress in the field of Hematology. These awards are a source of great pride for the IACH Meeting. Sponsor representatives will be invited to attend the award ceremony.



## EXTENDED SPECIAL VISIBILITY BENEFITS

### Post Meeting Highlights video €30,000 (*exclusive sponsorship*)

The Meeting Organizing Committee will prepare a video including highlights from the Scientific Program and interviews with Meeting Co-Chairs and speakers. The Post Meeting Highlights Video will be posted on the Meeting website and sent to all Meeting participants. The sponsor's logo will be displayed and the Co-Chairs will acknowledge the sponsor in the video.

## MEETING PROMOTION, BRANDING AND NETWORKING

### Bag Inserts: €3,000

Inclusion of promotional material such as leaflets and brochures, in the participants' Meeting bags/ folders.

### Email Blast: €3,500

Promote your company/symposium to all registered Meeting participants. The Meeting organizer will send out an HTML-based email to its mailing list on your requested date. Sponsor will have the opportunity to promote their activities during the Meeting by creating an electronic invitation that will be sent to all Meeting delegates by the Organiser. Content of the invitation is subject to Meeting organizer's approval.

### Fresh fruit / healthy snack station (*Price upon request*)

To encourage healthy eating and keep energy levels high throughout the long Meeting days, local and seasonal fruit will be available complimentary across the Meeting facilities at dedicated stations.

### Speakers' Ready Room: €7,000 (*exclusive sponsorship*)

Sponsor benefits include acknowledgement displays on the signage inside and outside of the speakers' ready room; and the sponsor's logo on all printed and digital Meeting material providing information about Speakers' Preview Room. Mouse pads can be provided in-kind.

### Welcome Reception: €15,000 (*exclusive sponsorship*)

All Meeting participants are invited to the Welcome Reception. High sponsorship visibility during event. Sponsors benefit include logo displayed on the official on-line invitation, exclusive signage with sponsors logo presented at the event and opportunity for sponsor to distribute material at the event.



## MEETING PROMOTION, BRANDING AND NETWORKING

### Coffee Breaks: €3,000/per break

Exclusive sponsorship of coffee breaks on one of the Meeting days. Featured recognition with company logo on a sign in the coffee service area. Sponsors benefits include 1 bag insert. Branded napkins and other items can be provided in-kind.

### Lunch Breaks: €15,000/ per lunch

Exclusive sponsorship of a lunch break on one of the Meeting days. Featured recognition with the company's logo on a sign in the lunch area. Sponsors benefits include 1 bag insert. Branded napkins and other items can be provided in-kind.

### Faculty Dinner €15,000 (*exclusive sponsorship*)

Official dinner for all Meeting invited faculty. High sponsorship visibility during event. Sponsors benefit include logo displayed on the official invitation, exclusive signage with sponsors logo presented at the event and sponsors representatives will be invited to the dinner.

### Meeting Folders €8,000 (*exclusive sponsorship*)

Custom-made folders will be distributed to all Meeting participants. Folders will house all the Meeting printed material. High sponsor visibility on this item. Sponsor benefits include sponsor logo on the back of the folder.

### Note pads and pens €3,000 + provided in kind (*exclusive sponsorship*)

Company branded note pads and pens to be distributed to Meeting participants at registration.

### Meeting Lanyards: €7,000 or €5,000 + provided in kind (*exclusive sponsorship*)

Lanyards will be given to each delegate at the registration area upon arrival and registration at the Meeting

### Branded Seating Area (*Price upon request*)

Branded seating area for Meeting participants including signage. Additional items can be provided by sponsor in-kind.

### Door Drops at Meeting Hotels (*Price upon request*)

Increase brand awareness and visibly. Branded door drops which include customized sponsor information will be distributed to all registered participants staying at the Meeting hotels.





## MEETING PRINTED PROGRAM

### Final Program Book colour advertisement full page

Inside page	€3,000
Main divider, industry section	€5,000
Inside back cover	€4,000

### Bookmark for the printed program book (Price upon request)

Branded bookmark that will be distributed with the program book. Bookmarks will be provided in kind.

## MEETING EXHIBITION

The exhibition floor plan is designed to maximize exhibitor visibility to all participants. Lunch and coffee breaks will be served in the exhibition area.

Space-Only - Commercial entity	€500/sqm
Space-Only - NGO and non-profit	€300/sqm
Minimum space that can be contracted 6 sqm	

### Exhibition space rental includes:

- Net stand area
- Table and 2 chairs
- Logo and company profile on Meeting website
- Logo and profile in printed program book together with acknowledgment on sponsor page
- Logo on relevant onsite signage
- Company logo on Meeting newsletter

### Exhibitor and Registration Badges

Exhibitor badges will be given to all exhibitors as follows:

6 sqm spaces	2 badges
For every additional 6 sqm reserved	1 badge

Additional exhibitor badges can be purchased for €160 and onsite for €200.



## GENERAL TERMS AND CONDITIONS

**Deposit:** Once sponsorship agreement is signed sponsor will be invoiced for the full amount, to be paid within 30 days of receipt.

**Cancellation policy:** Cancellation and changes to your original booking must be made in writing. For cancellations less than 30 days prior to the Meeting, 100% of the total cost of each item will be retained by the Meeting organizer.

**Obligations and rights of the exhibitor/sponsor:** 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 the organizer:** The organizer undertakes to allocate exhibition space on the basis of preference expressed by applicants. Applications 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. The organizer reserves the right to offer to a different firm any stand or space that has not been occupied by the eve of the opening of the exhibition, with no obligation to provide compensation to the defaulting exhibitor.

**Liability:** Organiser shall not be liable to injury or damage howsoever caused to goods and/or persons at the Meeting venue. Equipment and all related display materials installed by exhibitors/sponsors are not insured by the organizer, and the organizer will under no circumstances 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/her property and person and for the property and persons of his employees and agents through full and comprehensive insurance, and shall hold harmless the organizer for any and all damage claims arising from theft and those perils.

**Force majeure:** If the event is abandoned, cancelled or suspended in whole or in part by reason of war, fire, national emergency, labour dispute, strike, lock-out, civil disturbance, inevitable accident, the non-availability of the event premises or any other cause not within the control of the organizers, the organizers may at their entire discretion repay the delegate fee or service charge paid by the delegate or exhibitor, or part thereof, but shall be under no obligation to repay the whole or part of such delegate fee or service charge, and shall be under no liability to the delegate or exhibitors/sponsors in respect of any actions, claims, losses (including consequential losses, costs or expenses whatsoever which may be brought against or suffered or incurred by the delegate or exhibitor/sponsors, as the result of the happening of any such event.

**Floor Plan:** The Meeting organizer reserves the right to amend the published floor plan should it be necessary for the benefit of the exhibition and Meeting.

**Shipments:** The Meeting organizer is not liable for shipments that do not arrive due to custom clearance, transport delays or any other delays that may occur. Meeting organizer is not liable for shipments lost or damaged due to fault of Meeting venue.

**Hosting country laws/pharma code:** Meeting organizers would like to have a conflict-free advertising environment and reserves the right to cancel advertising efforts. Sponsors and exhibitors are advised to consider the codes of conduct for pharmaceutical and medical companies. Furthermore, it is important to adhere to the country-specific compliance regulations on the application of medical devices, exemplified EFPIA HCP Code, EBAH-CME code of medical ethics of the Local State Chambers of Physicians (national) and provisions of national law.



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