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The logo for EADV, consisting of the letters 'EADV' in a bold, serif font, enclosed within a grey rectangular box. The box is flanked by two horizontal red lines above and below it.

**25th EADV Congress**  
**28 September - 2 October 2016**  
**VIENNA, AUSTRIA**

# **25<sup>th</sup> EADV Congress**

**Vienna, 28 September – 02 October 2016**

# **Industry Opportunities**

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## **New opportunities**

Dear partners,

For the upcoming congress, the EADV is introducing a new mobile app, a bar-code scanning lead retrieval system and webcasting, audio and video recording systems. These services will be provided by three experienced companies which are shortly introduced here below. Details on the services offered can be read in the next pages.

The document also resumes the sponsorship and branding opportunities still available.

We look forward collaborating with you towards the event and remain at your availability for any further information you may require:

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### ***SpotMe***

The official congress app for the 25<sup>th</sup> EADV Congress will be the mobile app SpotMe, tailored for the EADV event. The app will provide access to the full scientific programme, to abstracts, to session surveys, speaker profiles, industry sessions, exhibition floor plan and other relevant information on the event and its participants. Additional features such as interactive sessions, surveys, sending of messages to participants of the event, business card exchange between participants and organizing private meetings between participants are also included in the app.

Participants will receive before the event an invitation e-mail with downloading instructions and private activation code in order to download the app.

### ***PndTech***

PndTech provide a reliable and proven solution for Lead Retrieval.

By simply scanning badges you will be able to retrieve delegate's contacts details with data export during the event. The final report will be sent to you after the congress.

### ***M-Events***

M-Events provide webcasting, audio and video recording of your sessions.

# SpotMe

## App invitation email

The app invitation email is sent to all congress participants, inviting them to install the app and providing them with detailed explanations. The sponsor banner will appear on the app invitation email.

### Required assets:

Banner image as PNG or JPEG file, 600 (width) by 200 (height) pixels

## App Store/Google Play install page/Sold

Acknowledgement on the App Store and Google Play app description installation page. Every app user must go to the App Store/Google Play installation page to download the app. Note: web app users do not see the App Store/Google Play page.

### Required assets:

Acknowledgement text, .e.g “The Congress App is brought to you by Example Pharmaceuticals Inc.”. Max 100 characters.

Deadline for assets: 29 July 2016

### Exclusive Sponsorship price:

(for App invitation e-mail and App Store/Google Play install page)

EUR 2'000.00



## App splash screen/Sold

The sponsor logo will be visible for 30-45 seconds during the initial loading of the app. It will then appear for a second, each time when re-opening the app.

### Required assets:

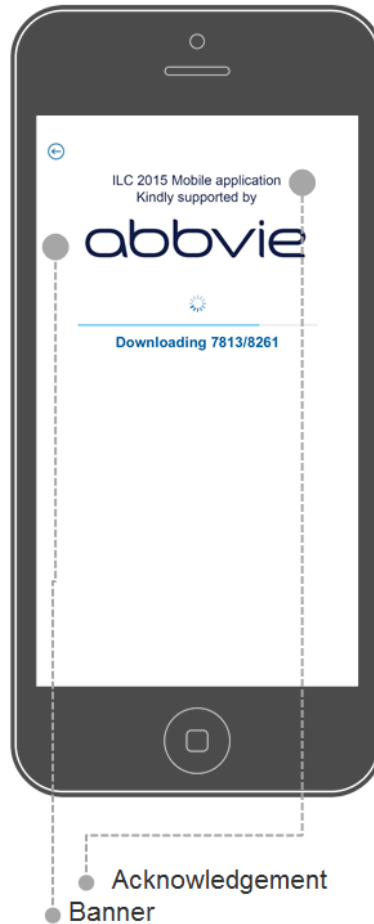
Vector files (AI, EPS, SVG) or high-resolution PSD of the logo.

### Deadline for assets:

29 July 2016

### Exclusive Sponsorship price:

EUR 1'000.00



## Splash screen

## Push notifications

Pre-programmed push notification to appear on all devices that have the native app installed. The push notification will have the truncated text (62 characters) and will link to the full message inside the app. No network is required for the push notification to work. Limited to 3 companies per day and max. 2 push notifications per company per day.

### Required assets:

Message subject (max 100 characters) and message body (rich text, no size imitation). Date/time for the message to be pushed. Specific demographics group (e.g. all attendees or a specific country). Optional banner image as PNG or JPEG file, 600 (width) by 200 (height) pixels

### Deadline for assets:

29 July 2016

### Price per push notification:

EUR 200.00



## Enhanced company description with analytics

In addition to company entry with company description and link to booth location in the exhibitor listing, exhibitors will be able to upload video and PDF resources. Analytics are available after the event on actual views and downloads.

### Required assets:

Logo image 200x200 pixels as PNG image. Company name (text), description (unlimited text), URL and booth location plus max 5 PDF documents with a maximum individual size of 5MB each, and max 1 movie with maximum individual size of 250MB (MPEG format).

Deadline for assets: 29 July 2016

Price per Enhanced profile: EUR 1'500.00

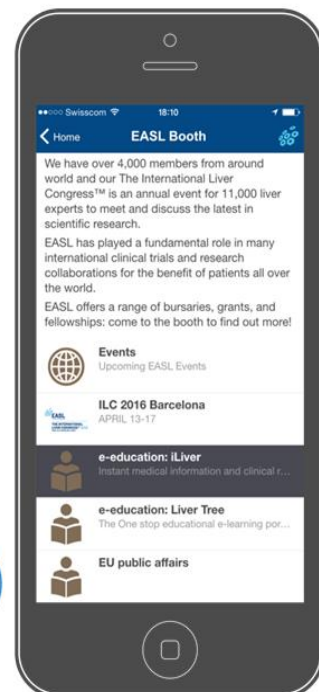


## Booth iBeacon

1 iBeacon to be installed on the booth to display push notification for people entering the booth and its vicinity. The push notification can then display a message or a document. The push notification will function only if the attendee has a Bluetooth connection.

### Required assets:

Message subject (max 100 characters) and message body (rich text, no size imitation). Date/time for the message to be pushed. Specific demographics group (e.g. all attendees or a specific country). Optional banner image as PNG or JPEG file, 600 (width) by 200 (height) pixels. Or 1 PDF document with a maximum individual size of 5MB.



Deadline for assets: 29 July 2016

Price per iBeacon/Configuration: EUR 2'000.00

**iBeacon activation**



## Booth QR code pack

Pack of 5, 10 or 15 QR codes to be installed/displayed on booth. Each QR code can be linked to one document of max. 5MB, for participants to save to their app.

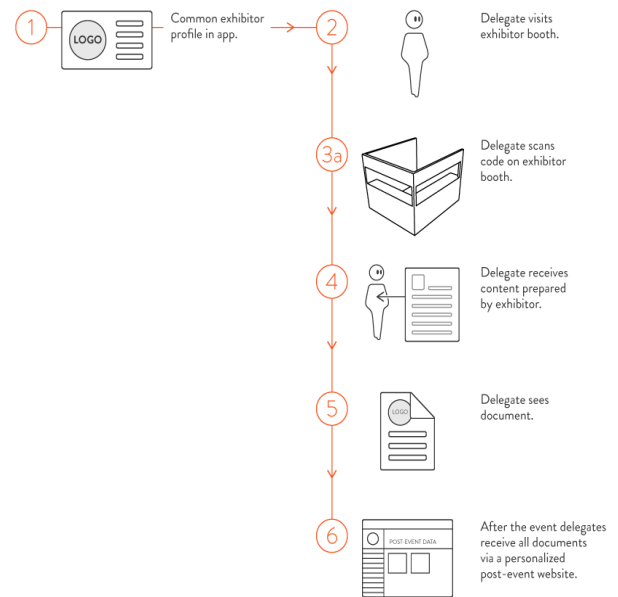
App provider will provide the QR codes to be installed on the booth, and deliver analytics after the congress.

### Required assets:

One PDF document with a maximum individual size of 5MB per QR code.

Deadline for assets: 29 July 2016

Price per QR code pack: price on request



## SpotMe App Industry sessions opportunities

### Interactive symposium package

Interactive activities for Industry sessions with extended session page in the programme, session description, speakers, bios, session evaluation and access to live polling and Q&A features. More information upon requests.

### Required assets:

Industry session description, speakers with title, bios and photo (JPG image 200x200 pixels).

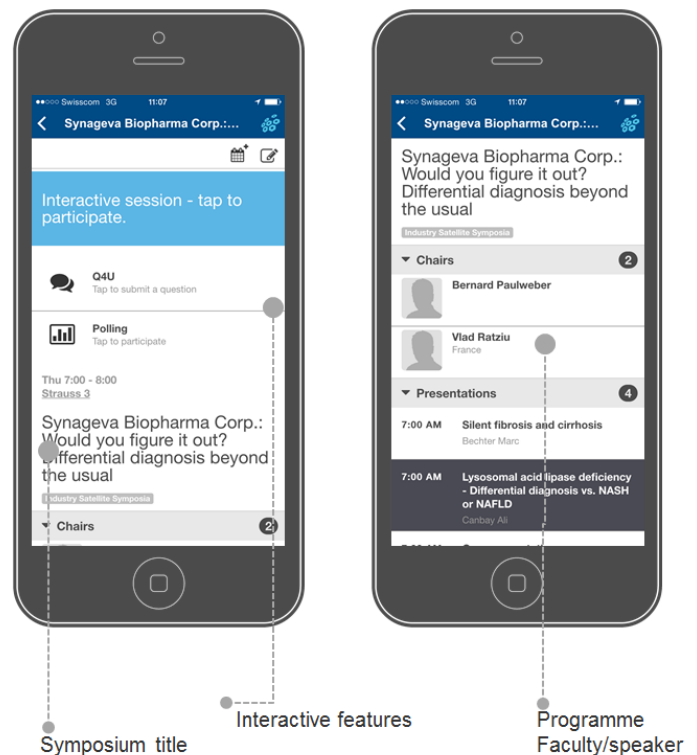
Polling questions. Evaluation form. PowerPoint template to be used during the Industry session.

### Deadline for assets:

29 July 2016

### Price per Industry session:

EUR 5'000.00



### Interactive symposium

## ***SpotMe Lead Retrieval opportunity***

Attendees, exhibitors and organizers can seamlessly network with each other using numerous methods to connect.

### **Digital Business Card Exchange**

The digital business card exchange is the core networking feature of every SpotMe app. The business card exchange lets your participants exchange details with each other, either by scanning each other's devices or approving contact requests inside the app. This feature is already included in the SpotMe app.

#### Where to use it?

The digital business card exchange feature can be used both at the exhibitor booth or at the entrance of each industry sessions for Lead Retrieval.

However, the EADV discourage the use of such feature as this may create waiting line and queue at the entrance of the Industry sessions due to the slow QR code scanning procedure.

In the below paragraph you will find an alternative solution for Lead Retrieval opportunities provided by our official supplier PndTech.

## ***PndTech Lead Retrieval opportunity***

PndTech provide a reliable and proven solution for Lead Retrieval.

By simply scanning badges you will be able to retrieve delegate's contacts details with data export during the event. The final report will be sent to you after the congress.

These small but powerful barcode scanners are able to store over 10'000 barcodes and have a stand-by time of more than 70 hours.

Regarding the scanners for the exhibition stand we recommend that you return the scanners each day at the Exhibitors registration desk in order to validate the results and recharge the battery.

For what concern the industry sessions, the scanners must be returned at the Exhibitor registration desk after each session.

### Deadline for assets:

31 August 2016

### Price per scanner (Exhibition stand):

First scanner EUR 1'500.00

Additional scanner EUR 500.00

### Price per scanner (Industry session):

The EADV will offer complimentary scanners depending on the room capacity where the session will be held as follow:

**Room capacity from 237 to 660 pax:** 1 scanner

**Room capacity over 1400 pax:** 2 scanners

Price per additional Scanner (Industry session): EUR 500.00



# M-Events audio/video and branding opportunities for industry sessions

The EADV is offering to its Industry Session Organisers the possibility of adding value to their sessions and extending their reach at the 25th EADV Congress in Vienna.

The services include:

- Branding
- Audio Recording
- Webcast
- Camera Recording

Some opportunities include Optional features. These features are handled directly by m-Events therefore, if you are interested, please contact:

Diana Paiva

**Project Manager**

[Diana.Paiva@m-events.com](mailto:Diana.Paiva@m-events.com)



## Branding opportunities

Have your industry session fully branded with your individual corporate design. Various screens inside and in front of the session rooms allow you to place individual background graphics, logos and advertisements.

### M-talk.design

Corporate branding of main screen projection in session room.

#### Features:

- Valuable space for corporate advertisements
- Display of programme overview
- Symposium title
- Room name
- Time slot

#### Technical requirements:

- Provide an image (PNG, JPG or similar graphic format)
- Projection format is 16:9 (1920px wide and 1080px high, 96dpi)

Deadline for assets: 29 July 2016

Price m-Talk.design package: EUR 650.00

#### Optional Features:

**Individual design made by m-events graphic designer:** EUR 125.00 per hour

The screenshot displays a conference session interface. At the top, a dark blue header contains the text "Thematic Session 03: The changing landscape in the management of prostate cancer recurrence - The genomic picture of recurrent prostate cancer". Below the header, a list of speakers and their presentation topics is shown in a grid format. The speakers include Jennifer L. Pratt, Christine A. Chandler, and Victor L. Richardson. The presentation topics are "New Currents in presentation: Reflections on and of Community Engagement", "Presentation in the Classroom: Ecologies of the Network", and "The Presentation of Rhetoric and the Identity of Student Identity Construction(s)". The interface also shows a timeline on the right side with time slots from 09:00 to 17:00. At the bottom, there are logos for the European Respiratory Society (ERS), International Congress 2016, m|EVENTS, and Lilly.

MAIN AUDITORIUM  
13:00  
Thematic Session 03: The changing landscape in the management of prostate cancer recurrence - The genomic picture of recurrent prostate cancer  
09:00 11:00 15:00 17:00  
Juan Alvarez de Toledo, Roberto Fernandez-Buenaga, Christoph Winkler von Mohrenfels

13:00 **Jennifer L. Pratt**  
New Currents in presentation:  
Reflections on and of  
Community Engagement

13:10 **Christine A. Chandler**  
Presentation in the Classroom:  
Ecologies of the Network

13:20 **Victor L. Richardson**  
The Presentation of Rhetoric  
and the Identity of Student  
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Reflections on and of Community  
Engagement

ERS EUROPEAN RESPIRATORY SOCIETY  
INTERNATIONAL CONGRESS 2016  
LONDON United Kingdom, 3-7 September

m|EVENTS

Lilly  
Audio-visual solution brought to you by

## M-look.design

Corporate branding of signage system in front of session room.

### Features:

- Display of symposium agenda (speaker name, presentation title, time slot and chairperson)  
Image of current speaker

### Technical requirements:

- Provide an image (PNG, JPG or similar graphic format)
- Resolution 1920px wide and 1080px high, 96dpi

### Deadline for assets:

29 July 2016

### Price m-look.design package:

EUR 450.00

### Optional Features:

**Individual design made by m-Events graphic designer:** EUR 125.00 per hour

**Social media integration (twitter feed hashtag):** EUR 300.00

## ***Audio-recording***

Audio recording of the session.

## Audio-recording

### Format:

- Raw sound file, mp3

### Technical requirements:

- Audio signal XLR (tech table)

### Deadline for assets:

29 July 2016

### Price audio-recording package:

EUR 400.00

### Optional features

**Audio post-production:** EUR 125.00 per hour

## **Webcast**

With a fully integrated automated system the presentation of an Industry Session will be recorded and the webcast produced. The webcast allows to view the presentation on demand in high-resolution with optimized file size, scalable or full screen, searchable and with a slide overview. The slides, including animations and videos are synchronised automatically with the presenter's voice.

A speaker photo (if available) will appear within the webcast.

The Session Organiser can provide a customized background image format on request.

The webcasted sessions will be given to the Organiser for use at their own discretion.

## **Audio-webcast**

Automated webcast export of the session

Webcast-features:

- Player incl. background, PPT, sound and speaker picture
- Display of session details (speaker name, presentation title)
- **Webcast format: (one file per speaker)**
  - Flash online/offline
  - HTML5

### System requirements:

Presentation should be uploaded via presentation software m.talk

**Using own hardware to display the presentations is not possible**

### Deadline for assets:

29 July 2016

Price audio-webcast package: EUR 1'500

### Optional features

**Individual design made by m-Events graphic designer:** EUR 125.00 per hour

**Post-production:** EUR 125.00 per hour

**Conversion to mp4:** EUR 500.00 per session

## Video-webcast package light

Video webcast export of industry session.

### Webcast-features:

- Recording via robotic camera system
- Player incl. background, PPT, sound and video feed
- Display of symposium details (speaker name, presentation title)
- **Webcast format: (one file per speaker)**
  - Flash online/offline
  - HTML5

### Optional features

**Individual design made by m-Events graphic designer:** EUR 125.00 per hour

**Post-production:** EUR 125.00 per hour

**Conversion to mp4:** EUR 500.00 per session

### Deadline for assets:

29 July 2016

### Price video-webcast package light:

EUR 4'000

## Video-webcast package pro

Professional Video webcast production of the session

### Webcast-features:

- Recording via HD camera system and camera operator
- Video file incl. background, PPT, sound and video feed
- Display of symposium details (speaker name, symposium title, presentation title)
- **Webcast format: (one file per speaker or one full file for the whole session)**
  - mp4

### Technical requirements:

- 230V power drop (camera position)
- Audio signal XLR (camera position)
- Video signal DVI (FHO) in case of own hardware

### Optional features

**Individual design made by m-Events graphic designer:** EUR 125.00 per hour

**Additional camera:** EUR 650.00 per day

**Additional camera operator:** EUR 650.00 per day

**Post-production:** EUR 125.00 per hour

### Deadline for assets: 29 July 2016

Price video-webcast package pro: EUR 7'700.00



## ***Camera-recording***

Professional recording of the session

### **Camera-recording**

#### Recording features:

- Recording via HD camera system and camera operator

#### Technical requirements:

- 230V power drop (camera position)
- Audio signal XLR (camera position)

#### Optional features

**Additional camera:** EUR 650.00 per day

**Additional camera operator:** EUR 650.00 per day

**DVD production:** on request

Deadline for assets: 29 July 2016

Price camera-recording package: EUR 5'000.00

## EADV – Interactive e-Poster Area/Sold

The purpose of the Interactive e-Poster Area is to expand the scope of e-Posters as a tool to engage more congress participants. Whereas e-Posters have previously been available for reading (via computer terminals), the Interactive e-Poster Area expands the program to include areas for presentations and discussions. The focus on interactivity allows participants to actively engage others in the ambience of research concepts and techniques and out of a roll as passive e-Poster consumers. Thus, the details of the Interactive e-Poster Area are designed around stimulating different learning styles, participation styles, and senses.

In terms of layout of the conference center, the Interactive e-Poster Area is positioned in an advantageous position of the Austrian Congress Centre able to increase foot traffic. As a matter of fact, congress participants have to move between level -2 and level 3, and therefore may be attracted to engage with the interactive e-Poster area. To fulfill the purpose of the Interactive e-Poster Area, three areas (for a total of 400sqm/4,306 sq. ft.) are proposed to be located in the Crystal Lounge: the Reading Area, Presenting Area and a Discussion Area.

The three main areas offer unique visibility for the sponsor throughout signage and screens.

Only company branding is allowed, no product advertising will be accepted. The sponsor will be acknowledged in the Final Programme too.

### Reading Area

EADV e-Posters are a unique combination of scientific and interactive posters. An e-Poster is an electronic version of the traditional paper poster and is shown at dedicated digital stations at the event. The highly trafficked e-Poster terminals located in prime locations will allow attendees to access the electronic presentations easily and conveniently.

#### E-Poster area sponsorship support includes

Signage at the entrance to the e-Poster area with “supported by...” and a company logo only, branding on every e-Poster screensaver station; signage during all event inside the Reading e-Poster area. For detailed instructions about branding artwork and production within the lounge, please contact the EADV Exhibition department.

### Discussion Area

A dedicated area will be available for an in-depth discussion with the poster authors. Four tables with five chairs each will accommodate small groups who are seeking a more colloquial interaction with the author. This area suit itself well for a coffee lounge area too in case interested for a coffee catering service.

#### Discussion area sponsorship support includes

Signage during all event inside the discussion Area. For detailed instructions about branding artwork and production within the area, please contact the EADV Exhibition department.

### Presenting Area

On the three full days of the Congress, 60 presenting authors will orally present their e-Poster research. In Room L4, approximately 80 seats will be provided for an audience. The presentations will occur in a morning and afternoon session each day over three days. Sessions will be “chaired” by a local representative selected by EADV.

#### Presenting area sponsorship support includes

signage during all event inside the presenting area. For detailed instructions about branding artwork and production within the area, please contact the EADV Exhibition department.

### Help Desk and Hostesses

A Help Desk staffed with two hostesses will be located inside the Reading Area. Primarily, the hostesses will function to monitor the Interactive e-Poster Area and assist participants.

E-Poster Help desk sponsorship support includes:

Signage during all event on the e-Poster desk. For detailed instructions about branding artwork and production, please contact the EADV Exhibition department.

Deadline for application: 12 August 2016

Exclusive sponsorship price (Interactive e-Poster Area): EUR 30'000.00

## EADV sponsorship opportunities

### Abstracts USB/Sold

The abstract USB will contain all 2016 Congerence Abstracts and will be delivered to all registered participants.

Abstract USB sponsorship support includes:

Exclusive delivery of Abstract USB to all Health Care Professionals at the booth of the sponsoring Company. Non health Care Professional will collect their USB at the New Technologies Booth of the EADV.

Deadline for application: 12 August 2016

Exclusive sponsorship price: on request

### Escalators Branding

There are two very visible escalators on both sides of the central hall leading to meeting rooms. Company branding can be placed on the escalators, which will make an impact and allow delegates to view your company branding several times a daily as well as when spending time in the central lounge and registration area. Vinyl stickers with company logo/branding provided on one escalator area for the duration of the Congress will be produced by the company and pre-approved by the Organiser. No prescription product advertising is allowed in this location.

Deadline for application: 12 August 2016

Price/escalator: EUR 18'000.00

### Media Room

The Media Room will host Austrian and International media covering the 25th EADV Congress. To sponsor the facility is a good opportunity to showcase your corporate image and increase your visibility to both the participants and the media. The sponsor will be entitled to signage on the entrance of the room and acknowledgement in the Programme Book.

Deadline for application: 12 August 2016

Exclusive sponsorship price: EUR 3'500.00

## Speaker Preview Room

This is a good and unique opportunity for direct reach to close to the 1'000 faculty members and key opinion leaders. The area will be available for all speakers and free communication presenters during the entire Congress. Sponsorship of this service includes the display of your company logo on each computer screen background and saver in the room. Not included in the price, the sponsor has also the possibility to organise and brand (branded napkins or other) the coffee/refreshment and small snack/fruit station in the speaker preview room. All expenses related to this service has to be covered by the sponsor. Prior approval of ordered items has to be received from the Organiser before confirmation of ordered.

Deadline for applications: 12 August 2016

Price (excluding coffee station): EUR 15'000.00

## Outdoor Advertisement Cubicles/Sold

A series of add cubicles lead the way from the nearby hotels and the metro/bus station to the entrance of the Congress Center. Exclusive branding of these cubicles, passed by most participants at least a day is available.

Deadline for applications: 12 August 2016

Exclusive sponsorship price: EUR 18'000.00

## The Congress WIFI

The WIFI system at the Austria Center for the Congress is available for sponsoring. The logo and a message of acknowledgement will pop-up on the mobiles, apps or laptops, each time a participant connects to internet at the Congress.

Deadline for applications: 12 August 2016

Exclusive sponsorship price: EUR 30'000.00

## Interactive Exhibition Map

An interactive exhibition map and listing of exhibitors will be available before the Congress to all participants on the Congress website. The company can insert a banner on the main page or/and a videoclip in their company profile.

Deadline for applications: 12 August 2016

Banner price: EUR 2'500.00

Video clip insert price: EUR 1'500.00

## Advertisements in the Second Announcement and Final Programme/Sold

The 14<sup>th</sup> EADV Spring Symposium Second Announcement and the 25<sup>th</sup> EADV Congress Final Programme will be included as a bag insert during 2016 EADV Congress in Vienna.

Boost your visibility and increase the awareness of your active participation in the Congress by placing an advertisement in these documents. Only company branding or non-prescription products advertisements are accepted.

### Final Programme 25<sup>th</sup> EADV Congress Vienna 2016

Inside page full page price: EUR 4'000.00  
Inside page half page price: EUR 2'000.00

### second announcement 14<sup>th</sup> EADV Spring Symposium Brussels 2017

Inside back cover price: EUR 5'000.00  
Inside page full page price: EUR 4'000.00  
Inside page half page price: EUR 2'000.00

Deadline for applications: 11 July 2016

## Programme at a Glance Wall

Exclusive sponsorship for the daily Programme at a Glance wall (per day/per room/per topic/per lecture) is available. The wall will be strategically placed. The company logo will appear as a banner on each of the walls/day. The sponsor will be acknowledged in the Final Programme.

Deadline for applications: 12 August 2016  
Exclusive sponsorship price: EUR 15'000.00

## Pencils and Notepads

The sponsorship will entitle the sponsoring company to the exclusive right to place a promotional pen and notepad with their corporate logo inside each Congress bag. The sponsor is responsible for the production & shipment to the Congress Centre.

Deadline for applications: 12 August 2016  
Exclusive sponsorship price: EUR 6'000.00

## Pre-Congress eBlasts

A good way to reach out to confirmed delegates prior to the Congress is via eBlasts, which are also an excellent way to build your brand connections, to drive traffic to the EADV event media landing page and extend your reach before the meeting. It is also a useful way to invite participants to your booth, Satellite Symposium or Meet-the-Expert sessions. The EADV will send the eBlast directly to all registered participants or health care professionals only (depending on the content), on behalf of the company. All contact details are provided by the participants themselves or the group registration contact person. The EADV does not accept responsibility for incorrect or unreliable details in mailing lists.

Deadline for applications: 12 August 2016

price (Limited to four mailings): EUR 5'000.00

## Bag Inserts

Companies can insert company or product advertisements of non-prescription products in the Congress bag. Prescription product advertisements, which can only be distributed to prescribers, will be included in a different EADV plastic bag distributed together with the Congress bag. This opportunity allows the companies to reach every participant attending the Congress. Maximum dimensions per insert copy: A4 format, 4 pages and 30 gr.

Deadline for applications: 12 August 2016

Price per insert: EUR 5'000.00

## Networking Symposium

The Networking Symposium will be one of the highlights of the 25th EADV Congress and will take place on the Wednesday 28 September 2016. The event is a pleasant and informal occasion for the medical scientific community present to meet with each other and the industry representatives. The sponsors branding will be displayed during the event in a way to be decided between the Organiser and the Sponsor. The event is a great opportunity to meet and greet. It is expected to be attended by some 3000 participants.

Deadline for applications: 12 August 2016

Exclusive sponsorship price: on request

## EADV President's Dinner

The dinner is by invitation only of the EADV President and gathers some 200 leading dermatologists worldwide. This event will take place on Friday 30 September 2016. The event will give 5 company representatives exclusive networking opportunities during the dinner. The sponsor's logo will be printed on the invitations and the menu cards.

Deadline for applications: 12 August 2016

Exclusive sponsorship price: on request