

Guidelines for Invitation to Industry

Sponsorship Prospectus

Sponsorship Prospectus

This Guidelines document has been outlined by representatives from
HCEA, IAPCO, IEARC, &. IPCAA

November 1999

HCEA

(The Healthcare Convention & Exhibitors Association)

IAPCO

(The International Association of Professional Congress Organizers)

IEARC

(The International Exhibitors Association on Radiological Congresses)

IPCAA

(The International Pharmaceutical Congress Advisory Association)

have recognised the need for a formal sponsorship bid document -

The Sponsorship Prospectus

Organising committees of medical meetings are strongly encouraged to provide such a Sponsorship Prospectus well in advance (a minimum 12 months ahead of the congress) of any request to potential sponsors for financial support.

The Congress Secretariat or responsible PCO should produce this document.

The document should include a statement of the objectives of the meeting from a scientific, educational and financial perspective.

The prospectus should show the demographics of previous events, with delegate attendance split by country, and expected attendance at the meeting for which sponsorship is sought.

The Prospectus should provide itemised costs of satellite symposia, exhibition space and any other support opportunities, which are available.

Where organisers wish to recognise major sponsors with different awards, this should be calculated on the comparative total value of each sponsor's activities.

This Guideline for the Sponsorship Prospectus is intended to be of assistance when preparing the document. Examples are given under certain headlines, recommendations from some of the Associations have been included as guidance.

Comments and suggestions are welcomed, and should be addressed to any of the involved associations.

■■■■th ■■■■ CONGRESS

(Full name + acronyms) ■■■■

City, Country, Date, Year ■■■■

Invitation to Industry

Sponsorship Prospectus

Note to the users of this Sponsorship Prospectus:

All gray blocks (■) need to be completed by the organizers of a meeting.

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INVITATION FROM THE PRESIDENT OF ■■■■

INVITATION FROM THE CONGRESS PRESIDENT ■■■■

INVITATION FROM THE SCIENTIFIC COMMITTEE OF THE CONGRESS ■■■■

A special Invitation from the Scientific Secretary to the Industry describing points such as:

- Session-types (format of sessions) ■■■■
- Expected No. of papers ■■■■
- Criteria for selecting papers; Quality, geographical, other ■■■■
- Key-note Speakers (if known) ■■■■
- Abstract Deadlines ■■■■

List of Committee members and the Scientific Committee
■■■■

■ THE SOCIETY OF ■■■■

(THIS IS AN EXAMPLE)

The Society was founded in ■■■■ by a group of ■■■■ who had also been involved in ■■■■. Its main objective at that time was the organisation of biennial meetings (■■■■), which were very successfully held in ■■■■, ■■■■, ■■■■ and ■■■■.

In ■■■■ the Society embraced.

The Society is governed by its members, through an executive committee (Prof. ■■■■). Plenary Meetings of the Society are held annually/ biennially. The executive committee is advised by a council consisting of representatives of all member countries as well as chairmen of ■■■■ study groups, working parties and committees.

Since ■■■■, the society's membership has grown constantly to the present number of ■■■■ members from ■■■■ different countries, among which ■■■■ and ■■■■ are best represented. Special emphasis is presently placed on increasing the membership from ■■■■ countries.

The Society's official organ is ■■■■, a journal that began publication in the summer of ■■■■ under its editor-in-chief;

Is there a standing committee with the Industry? If not, it is strongly advised to set up an Industry Standing Liaison Committee.

■ Homepage of the Society? ■■■■

■ Full address ■■■■

PREVIOUS CONGRESSES

■■■■ - ■■■■

Year	No. of the congress	Venue	No. of registered scientific delegates	Total No. of all attendants	No. of accepted papers	Exhibition m ² (net)

IMPORTANT:

- Mention Top 10 countries for each Congress by scientific delegate attendance
- Upon request provide:
Break-down of attendance of last congress by country.

CONGRESS ADMINISTRATION

THE CONGRESS IS ORGANIZED BY ■■■■

Society Council ■■■■

Local Organization Committee ■■■■

Scientific Committee ■■■■

The Objective(s) of the Congress are: ■■■■

The Local Organizing Committee has formed a legal body/
research foundation/ ■■■■ controlled by ■■■■.

**Please state the philosophy of handling the financial
outcome in order to be transparent with the sponsors:**

As an example:

■■■■ % of the surplus will go to the foundation of ■■■■ which
will with its annual income support medical research in ■■■■

All decisions are taken by ■■■■.

No members of the committee or relatives to such a member
have any personal financial involvement in the Congress or with
any of the contractors.

Contractors are:

- PCO: ■■■■
- Exhibition Organizer: ■■■■
- Sponsorship: ■■■■
- Congress Venue: ■■■■
- XXXXX: ■■■■

(Please state company name, address and contact person)

■■■■

It is anticipated that the registration fees will be:

	Advance	Normal	On-site
Members	■■■■	■■■■	■■■■
Non-members	■■■■	■■■■	■■■■
Accompanying Persons	■■■■	■■■■	■■■■
Students	■■■■	■■■■	■■■■

The fee includes: ■■■■

PRELIMINARY CONGRESS PROGRAMME

GENERAL OVERVIEW

ITEMS RECOMMENDED TO BE INCLUDED:

Day Structure
Programme Structure (kind of sessions)



**Show the Structure of the Congress days:
(Please, indicate time slots for satellite and/or
sponsored symposia)**

	DAY 1	DAY 2	DAY 3	DAY 4
MORNING	■	■	■	■
LUNCH	■	■	■	■
AFTERNOON	■	■	■	■
EVENING	■	■	■	■

**Please, do include the opening hours of the Technical
Exhibition, even if they are provisional.**

MAIN TOPICS

BASIC SCIENCE



CLINICAL SCIENCE



CONTINUING MEDICAL EDUCATION:



OFFICIAL SOCIAL/CULTURAL EVENTS OF THE CONGRESS

The Organizers have planned the followings events. Industry are invited to offer additional events which, however, should not take place in parallel to the official events/meetings of the Congress. Please leave at least one evening free for the sponsors

ITEMS RECOMMENDED TO BE INCLUDED:

Day, time and length of event	■ ■ ■ ■
Description of event	■ ■ ■ ■
Security issues	■ ■ ■ ■
Price, if any	■ ■ ■ ■

Industry propose that social/cultural events should be optional and not be included in the Registration Fee.

■ CITY OF ■■■■

ITEMS RECOMMENDED TO BE INCLUDED:

- Population ■■■■
- City Map ■■■■
- Distance from nearest International Airport ■■■■
- Transportation between Airport and City ■■■■
- Transportation within the City and to the Centre/Hall ■■■■
- Total number of hotel rooms in the City and surroundings ■■■■
- Climate ■■■■
- Currency ■■■■
- Customs regulations ■■■■
- Passport & Visa requirements ■■■■
- Medical Promotion Regulations in the Country ■■■■
 - Consult the local Industry companies and affiliates. ■■■■
- If there is any known regulation, please mention it! ■■■■
- Security ■■■■

Internet- addresses to the City, Tourist Board and attractions
■■■■

■ THE CONGRESS VENUE

ITEMS RECOMMENDED TO BE INCLUDED:

- Size ■■■■
- Location (Map) ■■■■
- General features ■■■■
- Floor plans of the whole venue indicating location of
 - Registration areas, Meeting Rooms, Exhibition, Food Functions etc. ■■■■
- Meeting Rooms: Names and Sizes (No. of persons and sqm.) ■■■■

INFORMATION FOR SPONSORS AND EXHIBITORS

ITEMS RECOMMENDED TO BE INCLUDED:

- Contractor(s) appointed by the Congress ■■■■
- Applicable National laws ■■■■
- Official currency ■■■■
- General description ■■■■
- Categories of sponsorship ■■■■
- Allocation policy of: Symposia, Exhibition Space, Hotel Rooms and Events ■■■■
- Customs regulations ■■■■
- VAT regulations ■■■■
- Invoice terms ■■■■
- Cancellation rules ■■■■

LIST OF OPTIONS FOR SPONSORSHIP

The congress organizer is offering companies the opportunity to become sponsors to the CONGRESS enabling them to promote their scientific endeavours.

LIST OF OPTIONS AND THEIR COST:

SYMPOSIUM Description	PRICE: CURRENCY ■■■■
SPECIAL SESSIONS	PRICE: CURRENCY ■■■■
PRINTED MATERIAL	PRICE: CURRENCY ■■■■
ELECTRONIC CONGRESS INFORMATION	PRICE: CURRENCY ■■■■
PREMISES IN THE VENUE (DURING THE CONGRESS)	PRICE: CURRENCY ■■■■
TECHNICAL EQUIPMENT	PRICE: CURRENCY ■■■■
HOSPITALITY DESKS OUTSIDE THE VENUE	PRICE: CURRENCY ■■■■
SOCIAL/CULTURAL EVENTS	PRICE: CURRENCY ■■■■
WEBSITE OPTIONS	PRICE: CURRENCY ■■■■
TRANSFERS	PRICE: CURRENCY ■■■■
CONGRESS BAG	PRICE: CURRENCY ■■■■
BADGES	PRICE: CURRENCY ■■■■
PRESS SECRETARIAT	PRICE: CURRENCY ■■■■
ADVERTISEMENTS • IN WHAT PUBLICATIONS • RULES	PRICE: CURRENCY ■■■■
OTHER ITEMS	PRICE: CURRENCY ■■■■
SPECIAL REQUESTS If you have any other particular request as to how you would like to present your company at the Congress, please contact: ■■■■ as soon as possible.	

CATEGORIES OF SPONSORS

Sponsors are free to make their selection from the list of sponsorship options

Sponsors supporting the Congress to a certain value will fall into different levels of categories.

Sponsor categories are as follows:

	Min.payment	Deadline
1. A level sponsor:	■■■■	date, month, year ■■■■
2. B level sponsor:	■■■■	date, month, year ■■■■
3. C level sponsor:	■■■■	date, month, year ■■■■
or		
4. Sponsor	no minimum payment	

“Level” sponsors will be given first choice until the deadlines given above have been reached and will be treated on a “first come, first served” basis.

“Level” sponsors will enjoy the following additional benefits:

1. A level sponsor: ■■■■
2. B level sponsor: ■■■■
3. C level sponsor: ■■■■

IPCAA recommendation:

Member companies of IPCAA are unlikely to provide unconditional support for congresses in the form of platinum, gold or silver sponsorship, but would prefer a fair and transparent system of value-for-money sponsorship in which itemised activities are available at a published price. IPCAA believes that it is in the common interest to keep the costs of medical congresses within acceptable limits.

■ TECHNICAL EXHIBITION

ITEMS RECOMMENDED TO BE INCLUDED:

Dates (proposed)

- Set-up times ■■■■
- Exhibition times ■■■■
- Dismantling times ■■■■

Space Rental per square metre net:

The Space Rental includes: ■■■■

No. of free congress registrations ■■■■

No. of free exhibitor's badges ■■■■

The Space Rental does not include: ■■■■

Preliminary or Firm Registration.

Exhibition Floor Plan ■■■■

(including all technical details such as; ceiling height, voltage etc.)

Application Form

General Rules for exhibiting ■■■■

List of Exhibitors at the previous Congress ■■■■

Site Inspections - formally organized? When? ■■■■

How many times? Where? ■■■■

IPCAA/HCEA/IEARC RECOMMENDATION:

Shell schemes to be Optional

HOTELS IN THE CITY

PCO [] [] [] [] has made block reservation on more than [] [] [] [] hotel rooms in [] [] [] [] price categories.

Please, state: Policy for allocation of rooms.

Sponsors and exhibitors can book the hotel rooms they require direct from the PCO at net rates without an agency's surcharge. A Partnership between the Industry Sponsors and the PCO is to be achieved based on mutual understanding of each partner's situation and requirements concerning the hotel bookings.

Terms are given below.

The following number of rooms is available:

- [] [] [] [] rooms in five-star hotels
- [] [] [] [] rooms in four-star hotels
- [] [] [] [] rooms in three-star hotels
- [] [] [] [] rooms in two-star hotels/budget accommodation

Luxury and first class hotel suites of various sizes are also available.

Prices quoted by the hotels for [] [] [] [] rates are:

	single room - Currency	double room - Currency
5-star hotels	[] [] [] [] - [] [] [] []	[] [] [] [] - [] [] [] []
4-star hotels	[] [] [] [] - [] [] [] []	[] [] [] [] - [] [] [] []
3-star hotels	[] [] [] [] - [] [] [] []	[] [] [] [] - [] [] [] []
2-star hotels	[] [] [] [] - [] [] [] []	[] [] [] [] - [] [] [] []

Prices are likely to increase for the [] [] [] [] (pending on how many months before the Congress this prospectus is printed).

CONDITIONS FOR BLOCKING ROOMS:

- Block bookings
- Deadlines for block bookings
- Rooming list (names)
- Deposits
- Payment terms
- Charges for changes
- Cancellation rules

SOCIAL/CULTURAL EVENTS OF THE INDUSTRY

The PCO will assist you to organize the social/cultural events which your company would like to host during the Congress in the City and its surroundings. Please contact the PCO with your ideas and requirements and they will put forward proposals, calculate the costs and organize your event.

Please find some suggestions for an event for your company before, during and/or after the Congress:

Lunch Invitations

- Selection of restaurants
- Transfers
- Consultancy services
- Costs, if possible

Evening Events

- Locations being pre-reserved for sponsors
- Consultancy services
- Transfers
- Entertainment
- Costs, if possible

IMPORTANT DATES

Presentation of the Congress on site to Industry for potential sponsorship ("Site Inspection") ■■■■

Deadline for the signing of sponsorship contracts with the Contractor; Level A ■■■■

Deadline for the signing of sponsorship contracts with the Contractor; Level B ■■■■

Publication of 2nd Announcement/Call for Abstracts ■■■■

Deadline for booking Exhibition space ■■■■

Deadline for Abstracts ■■■■

Circulation of technical information to exhibitors ■■■■

Deadline for reduced participant registration fee ■■■■

Publication of the Final Congress Programme ■■■■

Satellite Symposia before, during and after the Congress ■■■■

Setting up of Technical Exhibition ■■■■

The Congress ■■■■

Debriefing meeting between the Organizer and the Industry to the end of the Congress. ■■■■

Dismantling of the Technical Exhibition ■■■■



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INTERNATIONAL EXHIBITORS ASSOCIATION ON RADIOLOGICAL CONGRESSES



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