3rd World Congress on
CONTROVERSIES IN HEMATOLOGY

ISTANBUL, TURKEY • SEPTEMBER 11-14, 2014

SUPPORT AND EXHIBITION
Invitation for the Industry

www.comtecmed.com/cohem
Dear Friends and Colleagues,

We are delighted to invite you to participate in the 3rd World Congress on Controversies in Hematology (COHEM) which will take place in Istanbul, Turkey on September 11-13, 2014.

Following the success of the 1st and 2nd COHEM Congresses, which attracted almost 1,000 participants collectively from more than 60 countries, the 3rd COHEM Congress will continue the unique and successful debate format of the previous Congresses.

The 3rd COHEM Congress will share up-to-date information and provide a unique opportunity for world class leaders in the field to debate vital and contentious issues in Hematology. This thought-provoking academic dialogue will address the most challenging current clinical and technological questions.

By allocating substantial time for discussions following each debate, audience members are encouraged to take a pro-active role in this academic dialogue. These stimulating debates will provide clinicians with state-of-the-art recommendations regarding patient care.

We invite you to attend the 3rd COHEM Congress in Istanbul and to take an active role in this innovative and interactive experience.

We look forward to welcoming you at this rewarding scientific event!

Prof. Robin Foà
Italy

Prof. Rüdiger Hehlmann
Germany

Prof. Eliezer Rachmilewitz
Israel

Prof. Giuseppe Saglio
Italy

Prof. Emili Montserrat
Spain

Prof. Charles Schiffer
USA

Co-Chairpersons
On behalf of the Organizing Committee
CONGRESS PROFILE

AIMS OF THE CONGRESS

• To promote excellence in the field of Hematology by discussing, in a debate forum, evidence-based medicine and expert opinions on current controversial issues
• To bridge gaps between expansion of basic science and information, and their consolidation into clinical practice
• To promulgate ethics and standards of practice and treatment
• To reach consensus on certain controversial issues, through debates, round table discussions and plenary lectures
• To create a forum for the industry to meet with experts in the field, and to update international participants on pressing clinical and technological questions of the day

THE PROGRAM

• The Program
• Controversial topics
• Debates and discussions on unresolved controversies
• Cohesive and integrative sessions
• World renowned speakers
• Audience/speaker discussions
• Continuing Medical Education (CME)-approved program

PRELIMINARY TOPICS

• Acute Myeloid Leukemia (AML)
• Hodgkin Lymphoma
• Acute Promyelocytic Leukemia (APL)
• Non-Hodgkin Lymphoma (NHL)
• Acute Lymphoid Leukemia (ALL)
• ITP, Coagulation Disorders
• Chronic Lymphocytic Leukemia (CLL)
• Hemoglobinopathies & PNH
• Chronic Myeloid Leukemia (CML)
• Iron Overload
• Multiple Myeloma (MM)
• Anemia of Chronic Disease
• Myelodysplastic Syndrome (MDS)
• Stem Cell Transplantation (SCT)
• Myeloproliferative Disorders
• Infections
COHEM 2012, BARCELONA, SPAIN

CONGRESS AND STATISTICS

<table>
<thead>
<tr>
<th>Sessions:</th>
<th>16 + Symposia 3</th>
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<tbody>
<tr>
<td>Debates:</td>
<td>33</td>
</tr>
<tr>
<td>Faculty:</td>
<td>59</td>
</tr>
<tr>
<td>Poster Abstracts:</td>
<td>37</td>
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<tr>
<td>Countries:</td>
<td>56</td>
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TOP TEN ATTENDING COUNTRIES

USA  Spain  France  UK  Hungary  Poland  India  Romania  Italy

PREVIOUS SUPPORTERS

ARIAD  Takeda  Millennium  Bristol-Myers Squibb  TEVI  Oncology  gsk  GlaxoSmithKline  Ipsogen  Novartis Oncology
LEVELS OF SUPPORT
(Level determined by the accumulation of items of value)

PRESIDENTIAL CIRCLE
€65,000 +

PLATINUM
€40,000 – €65,000

GOLD
€25,000 – €40,000

SILVER
€12,000 – €25,000

SPONSOR
€5,000 – €12,000
EDUCATIONAL SUPPORT OPPORTUNITIES

CONTINUING MEDICAL EDUCATION (CME) APPROVED SESSION

€ 35,000

Opportunity to support an existing session or to suggest a session as part of the CME-approved scientific program
- Session hall and basic audiovisual equipment
- 6 sq. m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)
- Company profile in the supporters’ booklet
- One full page color advertisement in the supporters’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
- Brochure in the participants’ bags
- Company logo on regular announcements to congress database

CONTINUING MEDICAL EDUCATION (CME) APPROVED PRESENTATION

€ 18,000

Opportunity to support an existing presentation or to suggest a presentation as part of a CME-approved session in the scientific program
- Session hall and basic audiovisual equipment
- Company profile in the supporters’ booklet
- One full page color advertisement in the supporters’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
- Brochure in the participants’ bags

PRIZES FOR OUTSTANDING ABSTRACTS

Sole Support
€ 3,000

Prizes will be awarded to the authors of the most outstanding abstracts, as selected by the Congress Chairpersons
- Company profile in the supporters’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
- Company representatives will be invited to attend the award ceremony
PROMOTIONAL SUPPORT OPPORTUNITIES

INDUSTRIAL SYMPOSIUM (NON-CME APPROVED)

<table>
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<th>Plenary Symposium</th>
<th>€ 50,000</th>
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<tr>
<td>Parallel Symposium</td>
<td>€ 40,000</td>
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Opportunity to hold a non-CME approved industrial symposium - the content and speakers are subject to approval from the Congress Chairpersons
- Symposium hall and basic audiovisual equipment
- 12 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)
- Company profile in the supporters’ booklet
- One full page color advertisement in the supporters’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
- Brochure in the participants’ bags
- Company logo on regular announcements to congress database

The expenses (travel, accommodation and registration) of the chairpersons and speakers of an industrial symposium are additional and the responsibility of the supporter.

PRE-CONGRESS SATELLITE SYMPOSIUM (NON-CME APPROVED)

€ 50,000

Opportunity to hold a non-CME-approved industrial pre-Congress satellite symposium
- Symposium hall and basic audiovisual equipment
- 18 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)
- Company profile in the supporters’ booklet
- One full page color advertisement in the supporters’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
- Brochure in the participants’ bags
- Optional webcast of Symposium at discounted rates
- Company logo on regular announcements to congress database

The expenses (travel, accommodation and registration) of the chairpersons and speakers of an industrial pre-congress satellite symposium are additional and the responsibility of the supporter.
PROMOTIONAL SUPPORT OPPORTUNITIES

WELCOME RECEPTION

Sole Support
€ 15,000

Opportunity to support the welcome reception for all participants of the Congress
• Company logo on the official invitation to the welcome reception
• Company profile in the supporters’ booklet
• Acknowledgment: congress website, congress program book, on-site signage

FACULTY DINNER

Sole Support
€ 15,000

Opportunity to support the official dinner for all invited speakers of the Congress
• Company logo on the official invitation to the faculty dinner
• Company profile in the supporters’ booklet
• Acknowledgment: congress website, congress program book, on-site signage

SUPPORTERS’ BOOKLET

Sole Support
€ 15,000

The Congress program book will include the scientific program and abstracts, and will be distributed to all participants of the Congress
• Company profile in the supporters’ booklet
• Two full page color advertisement in the supporters’ booklet (back cover and prime location inside)
• Acknowledgment: congress website, congress program book, on-site signage

LUNCH

Sole Support per Lunch
€ 15,000 (per lunch)

Opportunity to support a buffet lunch to be served to all participants of the Congress
• Company logo on the official invitation
• Company profile in the supporters’ booklet
• Acknowledgment: congress website, congress program book, on-site signage
• Brochure in the participants’ bags
PROMOTIONAL SUPPORT OPPORTUNITIES

INTERNET AREA

Sole Support
€ 10,000

The Internet Area will be outfitted with internet workstations for participants to stay updated between sessions
- Display logo as a screen background
- Opportunity to provide branded mouse pads
- Company profile in the supporters’ booklet
- Acknowledgment: congress website, congress program book, on-site signage

PARTICIPANTS’ BAGS

Sole Support
provided-in-kind + € 10,000

Opportunity to provide branded bags for all participants of the Congress
- Company profile in the supporters’ booklet
- Acknowledgment: congress website, congress program book, on-site signage

POCKET PROGRAM

Sole Support
€ 8,000

A timetable of the scientific program to be distributed to all participants of the Congress
- Exclusive advertisement on the back cover of the pocket program
- Company profile in the supporters’ booklet
- Acknowledgment: congress website, congress program book, on-site signage

CONGRESS LANYARDS

Sole Support
provided-in-kind + € 6,500

This opportunity is reserved for presidential circle and platinum supporters, and will be available on a first-come, first-served basis.
- Opportunity to provide branded lanyards
- Company profile in the supporters’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
PROMOTIONAL SUPPORT OPPORTUNITIES

POSTER AREA

€ 5,000

Abstracts selected by the Congress Chairpersons for poster presentation at the Congress
• Company profile in the supporters’ booklet
• Acknowledgment: congress website, congress program book, on-site signage

NOTE PADS AND PEN

Sole Support
provided-in-kind + € 3,000

Opportunity to provide branded note pads and pens to be distributed in the participants’ bags
• Company profile in the supporters’ booklet
• Acknowledgment: congress website, congress program book, on-site signage

ADVERTISEMENT IN THE SUPPORTERS’ BOOKLET

€ 3,000

• Full page color advertisement in the supporters’ booklet (inside page)
• Company profile in the supporters’ booklet
• Acknowledgment: congress website, congress program book, on-site signage

BROCHURE INSERT

€ 2,000

• Company brochure to be inserted into the participants’ bags
• Company profile in the supporters’ booklet
• Acknowledgment: congress website, congress program book, on-site signage

COFFEE BREAK

€ 3,000 (per coffee break)

Opportunity to support, in part, a coffee break for all participants of the Congress
• Company profile in the supporters’ booklet
• Acknowledgment: congress website, congress program book, on-site signage
TAILOR-MADE SUPPORT PACKAGES

Support packages may be tailored to suit the company’s budget and interests and in order to maximize visibility, and to best promote products and services. Please contact the Congress Organizer for further details on creating the appropriate package.

EXHIBITION

The exhibition will be held at the Congress venue. The exhibition floorplan is designed to maximize exposure to the participants. All lunches and coffee breaks will be held in the exhibition area.

Exhibition space will be available on a first-come, first-served basis, with priority given to presidential circle and platinum supporters.

- Exhibition space will be available at 600 per sq.m.
- The minimum booth size is 2x3 sq.m.

Companies that have only exhibition up to EUR 5,000 will be acknowledged as exhibitors only.

Please visit www.comtecmed.com/cohem to view the exhibition floorplan.

Exhibition space rental is priced according to size (per sq.m) and includes:

- Net stand area
- Company profile in the supporters’ booklet
- Two exhibitor registrations (up to 18 sq.m, additional registration per 6 sq.m)
- Additional exhibitor registrations available for EUR 250 per badge
- General cleaning of public areas

Stand equipment and additional services may be ordered by means of the forms in the exhibitors’ manual on the website:

Furniture, partition walls, carpets, telephone and data lines, electricity, stand cleaning, exhibitors’ insurance, logistics, etc.
GENERAL INFORMATION

LANGUAGE
The official language of the Congress is English.

CONGRESS ORGANIZER AND SUPPORT/ EXHIBITION CONTACT:

ComtecMed
53, Rothschild Boulevard, PO Box 68
Tel Aviv, 6100001, Israel
Tel: +972 3 5666166
Fax: +972 3 5666177
E-mail: elda@comtecmed.com
Website: www.comtecmed.com/cohem

LIABILITY AND INSURANCE
The Congress Organizer cannot accept liability for personal accidents loss of or damage of private property of participants, either during or indirectly arising from the COHEM 2014 Congress. Participants are advised to issue their own personal travel and health insurance for their trip.

TERMS AND CONDITIONS:
• Support items are allocated on a first-come, first-served basis
• All support and exhibition prices quoted are in € and are subject to VAT
• All payments must be received before the beginning of the Congress. Should the company fail to make the payment prior to the commencement of the Congress, the Organizer saves the right to cancel the company’s participation and benefits.
• Time slot allocation will be based on level of support and approval from the Organizing Committee
• It is the responsibility of the supporters and exhibitors to comply with the regulations of the local authorities, EFPIA (European Federation of Pharmaceutical Industries & Associations) and IFMPA (International Federation of Pharmaceutical Manufacturers & Associations) Code of Practice on the Promotion of Medicines.
• The Congress Organizer reserves the right to accept or decline offers of support and application for exhibition space
• The Congress Organizer reserves the right to amend the published floorplan should it be deemed necessary for the benefit of the exhibition and the Congress as a whole
• Please note that the Congress Organizer must approve all exhibition stand designs
• Hermes & Merkur is the sole logistic supplier for the COHEM 2014 Congress. All materials sent directly to the venue (not via our logistic agent AKA Hermes) will not be under COMTECMED’s responsibility. We are not liable if the shipment does not arrive due to costumes clearness issues or any other delays that might occur