



CHEP

2ND WORLD CONGRESS ON
**CONTROVERSIES IN THE
MANAGEMENT OF VIRAL HEPATITIS**



BERLIN, GERMANY • OCTOBER 18-20, 2012

SPONSORSHIP AND EXHIBITION PROSPECTUS



www.comtecmed.com/chep • chep@comtecmed.com



2nd WORLD CONGRESS ON CONTROVERSIES IN THE MANAGEMENT OF VIRAL HEPATITIS
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Dear Friends and Colleagues,

Following the success of the **1st World Congress on Controversies in the Management of Viral Hepatitis (C-Hep)**, we are very pleased to invite you to participate in the **2nd C-Hep Congress** which will be held in Berlin, Germany on October 18-20, 2012.

The large attendance and enthusiastic feedback of the 1st Congress held last May in Barcelona highlighted the need for such a meeting focusing on the needs of the busy clinician caring for HCV and HBV infected patients. The C-Hep Congress attempts to summarize all the key new data recently presented – and how it might be implemented in routine care of Hepatitis B and C patients. Overviews, state of the art lectures and controversial debates with the outstanding faculty of prominent world leaders presenting both pro and con positions challenge and explore the optimal treatment for patients, including the appropriate use of new drugs. This educational Congress focuses on clinical practices in Viral Hepatitis and benefits not only Hepatologists and Infectious Diseases specialist, but also general practitioners, internists and primary care physicians with a desire to gain knowledge in these exciting advances.

The format includes a significant allocation of time for interactive debates and questions from the audience to each panel of experts. Participants are encouraged to take an active role in the discussions with faculty members which follow each debate, in a unique and open environment.

We look forward to welcoming you at the **2nd C-Hep Congress** in the lovely city of Berlin.

Sincerely,

Jürgen Rockstroh, MD
Germany

Jonathan M. Schapiro, MD
Israel

Co-Chairpersons





CONGRESS PROFILE

AIMS OF THE CONGRESS

- To promote excellence in the field of Hepatitis 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 make it possible for the industry to meet with outstanding experts in the field, and to update international participants on pressing clinical and technological questions of the day

THE PROGRAM

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

PAST CONGRESS STATISTICS

1st International Congress on Controversies in the Management of Viral Hepatitis (C-Hep)
May 19-21, 2012, Barcelona, Spain

Important figures:

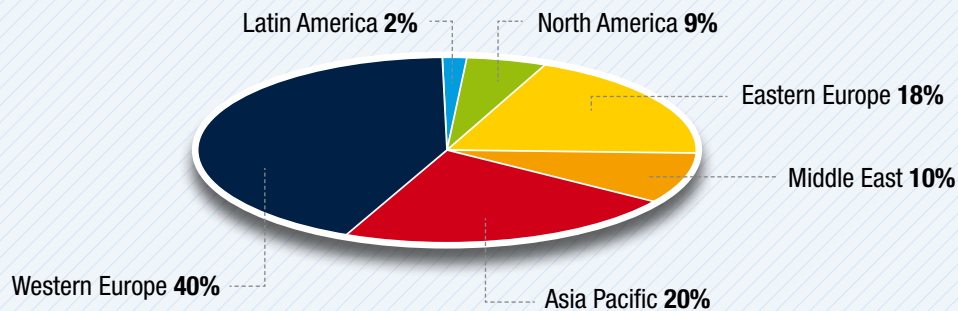
Sessions 15

Countries 48

Company Industrial Symposia 12

Faculty 33

DEMOGRAPHICS







CATEGORIES OF SPONSORSHIP

PRESIDENTIAL CIRCLE

€60,000 +

PLATINUM

€40,000 - €60,000

GOLD

€25,000 - €40,000

SILVER

€10,000 - €25,000

SPONSOR

€3,000 - €10,000



SCIENTIFIC SPONSORSHIP OPPORTUNITIES

CONTINUING MEDICAL EDUCATION (CME) APPROVED SESSION

€30,000

The opportunity to provide an unrestricted grant to support an existing session of particular interest to the company.

PROVIDED BY THE CONGRESS

Educational Session

- Session hall and basic audiovisual equipment
- Moderators, Chairs, and Speakers' expenses

Advertisement Package

- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags

Promotion

- Company logo on regular announcements to Congress Database

Optional for the Company

- Exhibition space will be available at the reduced rate of €450 per sq.m

The expenses (travel, accommodation and registration) of the Chairpersons and Speakers are additional and the responsibility of the Sponsor.

PLENARY INDUSTRIAL SYMPOSIUM DURING THE CONGRESS (NON-CME APPROVED)

€50,000

Opportunity to organize an industrial non-CME approved symposium (60-90 minutes), with no parallel scientific sessions simultaneously. The topic will be subject to approval by the Chairpersons of the Congress, and is expected to follow the controversies theme of the Congress. The Speakers and/or Moderators will be subject to approval by the Chairpersons so that they can be included in the Scientific Program as Speakers and/or Moderators. They should be available for the entire duration of the Scientific Program.

PROVIDED BY THE CONGRESS

Educational Session

- Plenary Symposium hall and basic audiovisual equipment

Advertisement Package

- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags

Promotion

- Optional webcast of Symposium at reduced rates
- Company logo on regular announcements to congress Database
- Specially-designed mailshots announcing Industrial Symposium to Sponsor's subsidiaries and affiliates

Optional for the Company

- Exhibition space will be available at the reduced rate of €450 per sq.m

The expenses (travel, accommodation and registration) of the Chairpersons and Speakers are additional and the responsibility of the Sponsor.



SCIENTIFIC SPONSORSHIP OPPORTUNITIES

YOUNG SCIENTISTS

€40,000

Sponsorship of the travel, registration fees and accommodation (up to three nights) of up to 15 young scientists below the age of 40, who will be selected by the Chairpersons based on abstracts submitted and accepted.

PROVIDED BY THE CONGRESS

- Company profile in the Conference Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- The Sponsor will provide selected scientists with complimentary registrations
- Names and contact details of selected scientists
- Representative of the company will be invited to a special ceremony where the winners will be announced and presented with the award

PIPELINE SHOWCASE: NEW DRUGS ON THE HORIZON

€5,000

The opportunity to provide an unrestricted grant for a presentation of 10-15 minutes on a new drug/product to be included in the "PIPELINE SHOWCASE".

PROVIDED BY THE CONGRESS

- Session hall and basic audiovisual equipment
- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags

The expenses (travel, accommodation and registration) of the Speaker of the "Pipeline Showcase: New Drugs on the Horizon" Presentation are additional, and the responsibility of the Sponsor.

EUROPEAN SPEAKER

€3,000

An unrestricted grant to cover, in part, the expenses of one invited European Speaker. Expenses include travel, accommodation and registration.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

NORTH AMERICAN, SOUTH AMERICAN, OR ASIA PACIFIC SPEAKER

€6,000

An unrestricted grant to cover, in part, the expenses of one invited Speaker. Expenses include travel, accommodation and registration.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage





SPONSORSHIP OPPORTUNITIES

LUNCH

€25,000 *(per lunch)*

To subsidize, in part, a buffet lunch to be served to all participants of the Congress.

PROVIDED BY THE CONGRESS

- Four complimentary registrations
- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags

WELCOME RECEPTION

Sole Sponsorship
€10,000

A Welcome Reception for all participants will be held on Thursday evening.

PROVIDED BY THE CONGRESS

- Two complimentary registrations
- Company logo on the official invitation
- Acknowledgment on special board on-site during the Welcome Reception
- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags

FACULTY DINNER

Sole Sponsorship
€15,000

A dinner will be held for the invited Speakers of the Congress.

PROVIDED BY THE CONGRESS

- Two complimentary registrations
- Company logo on the official invitation
- Acknowledgment on special board on-site during the Faculty Dinner
- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags



SPONSORSHIP OPPORTUNITIES

CONGRESS PROGRAM BOOK

Sole Sponsorship
€15,000

The Congress Program Book will include the Scientific Program and the Scientific Abstracts, and will be distributed to all participants.

This sponsorship opportunity is reserved for Presidential Circle and Platinum Sponsors, and will be available on a first-come, first-served basis.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Full page color advertisement on the back cover of the Congress Program Book
- Additional full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

INTERNET CENTER

Sole Sponsorship
SOLD

The Internet Center will be outfitted with internet workstations for participants of the Congress to stay updated between sessions.

THE SPONSOR MAY:

- Display logo as a screensaver
- Display logo on screen background

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

PARTICIPANTS' BAGS

Sole Sponsorship
provided-in-kind + **€10,000**

The opportunity to provide branded bags for all participants of the Congress.

This sponsorship opportunity is reserved for Presidential Circle and Platinum Sponsors, and will be available on a first-come, first-served basis.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags

SPONSORSHIP OPPORTUNITIES

POCKET PROGRAM

Sole Sponsorship
€8,000

A Pocket Program will be distributed to all participants in their Congress Kits.

PROVIDED BY THE CONGRESS

- Exclusive advertisement on the back cover of the Pocket Program
- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags

TRANSLATION

€5,000 (*per hall, per day*)

Simultaneous translation from English into any required language.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

WRITING PADS AND PENS

Sole Sponsorship
provided-in-kind + **€5,000**

The opportunity to provide branded writing pads and pens that will be included in the participants' bags.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage





SPONSORSHIP OPPORTUNITIES

CONGRESS LANYARDS

Sole Sponsorship

The Sponsor will provide printed lanyards for the name badges €5,000

The Congress will provide printed lanyards for the name badges €8,000

This sponsorship opportunity is reserved for Presidential Circle and Platinum Sponsors, and will be available on a first-come, first-served basis and will be included at registration.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

BROCHURE INSERT

€3,000

Company brochure to be inserted into the participants' bags, which will be distributed at the Congress.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

COFFEE BREAK

€3,000 *(per coffee break)*

There will be daily coffee breaks between sessions throughout the Congress.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

TAILOR-MADE SPONSORSHIP PACKAGES

Sponsorship packages may be tailored to suit the Sponsor's marketing strategy 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

An exhibition will be held in conjunction with the Congress. The exhibition floor plan is designed to maximize exposure to the participants. All lunches and coffee breaks will be held in the exhibition area daily.

Exhibition space will be available on a first-come, first-served basis, with priority given to Presidential Circle and Platinum Sponsors.

Exhibition space will be available as follows:

- The cost for exhibition space rental is €650 per sq.m.
- The minimum booth size is 2 x 3 sq.m.

The exhibition floor-plan will soon be available at www.comtecmed.com/chep

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

- Net stand area
- Company profile in Congress Program Book
- Two exhibitor registrations
- Exhibitors' Manual
- General cleaning of public areas
- Venue security

Stand equipment and additional services may be ordered by means of the forms in the Exhibitors' Manual: Furniture, partition walls, carpets, telephone and data lines, electricity, stand cleaning, exhibitors' insurance, logistics, among other services.

TERMS AND CONDITIONS:

- All sponsorship and exhibition prices quoted are in € and are subject to VAT
- Time slot allocation will be based on level of sponsorship and approval from the Scientific Committee
- It is the responsibility of the Sponsors and Exhibitors to comply with the regulations of the local authorities, EFPIA (European Federation of Pharmaceutical Industries & Associations) www.efpia.org and IFMPA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the Promotion of Medicines
- The Congress Organizers reserves the right to accept or decline offers of sponsorship and application for exhibition space
- The Congress Organizer reserves the right to amend the published floor plan should it be felt that such an amendment would benefit the exhibition and the Congress as a whole
- Please note that the Congress Organizer must approve all exhibition stand designs



GENERAL INFORMATION

LANGUAGE

The official language of the Congress is English.

CONGRESS ORGANIZER AND SPONSORSHIP / EXHIBITION CONTACT:



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Fax: +972 3 5666177

E-mail: Anat Weiss, anat@comtecmed.com

Website: www.comtecmed.com/chep

REGISTRATION FEES

	Early Registration Until August 6, 2012	Late Registration from August 7 until October 9, 2012	From October 10, 2012 and On Site
Participants - Physicians and Scientists	€540	€590	€650
Residents, Nurses, Students	€385	€430	€470

** Note: American Express and Diners Credit card payments (only) will be charged to your account in US\$ according to the rate of exchange to the Euro on the date of payment, all other credit cards will be charged to your account in Euro.*

Registration fees include: Participation in scientific sessions, Congress bag, program book, all printed material of the Congress, invitation to the Welcome Reception, coffee breaks, lunch on Friday.

LIABILITY AND INSURANCE

The Congress Organizer cannot accept liability for personal accidents, or for loss of or damage to private property of participants, either during or directly arising from the Congress. Participants should make their own arrangements with respect to health and travel insurance.





GHEP

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