

2<sup>nd</sup> WORLD CONGRESS

on **Controversies** in

# Pediatrics

Industry Support and  
Exhibition Prospectus



**CoPedia**



**Budapest, Hungary**

April 16-19, 2015

[www.congressmed.com/CoPedia](http://www.congressmed.com/CoPedia)

# Welcome Letter

Following the enormous success of the 1st Congress on Controversies in Pediatrics (CoPedia), which took place in April 2014 in Prague, Czech Republic, we invite you to attend and actively participate in the next congress, to be held in Budapest, Hungary, April 16-19, 2015.

The field of Pediatrics is witnessing an enormous expansion in clinical and basic data. Conferences are becoming more and more informative and there is limited time for thorough discussion.

The aim of CoPedia Congresses is to search for best fit answers and to reach current conclusions to the ongoing debates in the field through evidence-based medicine.

The CoPedia scientific program deals with the most burning questions of our profession and provides an effective forum for discussing and debating, by allowing ample time for speaker-audience discussions.

The 2nd Congress aims to bridge the gap between the expansion of information and its consolidation into clinical practice.

We look forward to welcoming you to Budapest in the year 2015.

Sincerely

Prof. Ami Ballin

On behalf of CoPedia Chairpersons

## CHAIRPERSONS



Ami Ballin  
Congress Chairperson



Gábor Veres  
Local Chairperson



Paolo Lionetti  
Congress Chairperson



Gideon Koren  
Congress Chairperson

## SECTION HEADS



Arie Levine  
Gastroenterology



Gili Kenet  
Hematology



Sami Bahna  
Allergy & Immunology

## SELECTED TOPICS

- *Is there over diagnosis and over treatment of ADHD?*
- *The necessity of coagulation work-up before surgical procedures (mainly ENT)*
- *Do we prescribe too many antibiotic drugs?*
- *Serious hypersensitivity to skin rashes*
- *Is it milk allergy or lactose intolerance?*
- *Vaccines for allergic children*

- *The new drug - TPO receptor agonist - for patients with ITP: If and when to give?*
- *Antibiotic therapy for Otitis Media*
- *Can we save irradiation (diagnostic) from our patients?*
- *Is there really a rise in the incidence of Autism?*
- *Is it justified to perform brain ultrasound in any fetus in the third trimester?*
- *Cannabis and epilepsy*

## AIMS OF THE CONGRESS

- To discuss controversial issues in a critical manner
- To be the leading forum for opinion leaders, clinicians and industry
- To reach the best clinical recommendations for therapeutic dilemmas

## THE PROGRAM

- Controversial topics and debates
- Cohesive and integrative sessions
- Reaching consensus where possible
- Internationally prominent speakers and opinion leaders
- 35% of the program devoted to discussion
- CME-accredited program

## WHAT'S IN IT FOR THE INDUSTRY?

- **Demonstrate** your company's leadership and innovation in the field
- **Present** your products and research to an international audience
- **Stimulate** and **discuss** new research: Use the unique debates concept to stir discussion and create awareness
- **Reach** key opinion leaders and **raise** your company's visibility in the field
- **Encourage** and **promote** education and public awareness
- **Cooperate** and **network** with world opinion leaders
- **Support** and **assist** world opinion leaders in reaching the best clinical recommendations for current therapeutic dilemmas
- **Inform** and **update** international participants on clinical and technological developments



## CATEGORIES of SUPPORT

*(category determined by the accumulated value of items)*

### Honorary Circle

€80,000 and higher

### Platinum

€60,000 – €80,000

### Gold

€30,000 – €60,000

### Silver

€20,000 – €30,000

### Bronze

€10,000 – €20,000

### Supporter

€2,000 – €10,000

## TAILOR-MADE SUPPORT PACKAGES

Support packages can be tailored to suit your company's objectives and budget. Please contact the Congress Organizer for further details on creating the package that will comply with your strategy and maximize your visibility.



## SCIENTIFIC SUPPORT OPPORTUNITIES

### CONTINUING MEDICAL EDUCATION (CME) ACCREDITED SESSION

€30,000

Opportunity to provide an unrestricted grant to support a CME-accredited session in the scientific program.

- Session hall and standard audio-visual equipment
- Four complimentary registrations for session chairpersons and speakers
- 6 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)
- Company profile in dedicated section of final congress program
- One full page color advertisement in dedicated section of final congress program
- Company brochure in the participants' bags
- Acknowledgment: congress website, final congress program, on-site signage
- Company logo on regular announcements to congress database
- Optional webcast of session at reduced rates

*\*The expenses of the session chairpersons and speakers (accommodation and travel) are additional and the responsibility of the supporter*

### INDUSTRY SYMPOSIUM

€40,000

Opportunity to hold an industry-sponsored symposium, non-CME accredited, during the congress.

- Session hall and standard audio-visual equipment
- Five complimentary registrations for symposium chairpersons and speakers
- 9 sq.m exhibition space (additional space available at reduced rates)
- Three exhibitor registrations (additional registrations available at reduced rates)
- Company profile in dedicated section of final congress program
- One full page color advertisement in dedicated section of final congress program
- Company brochure in the participants' bags
- Acknowledgment: congress website, final congress program, on-site signage
- Company logo on regular announcements to congress database
- Specially designed mailshots announcing symposium to supporter's subsidiaries and affiliates
- Optional webcast of symposium at reduced rates

*\*The expenses of the symposium chairpersons and speakers (accommodation and travel) are additional and the responsibility of the supporter*

*\*\* Time slots will be allocated on a first-come, first-served basis*

*\*\*\* The topic, program and speakers are subject to approval by the Organizing Committee*

### MEET THE EXPERT SESSION (NON-CME ACCREDITED)

€20,000

Opportunity to invite a speaker to discuss a specific topic in an industry sponsored session, non-CME accredited, during the congress.

- Session hall and standard audio-visual equipment
- One complimentary registration for the session speaker
- Company profile in dedicated section of final congress program
- One full page color advertisement in dedicated section of final congress program
- Acknowledgment: congress website, final congress program, on-site signage
- Company logo on regular announcements to congress database
- Optional webcast of session at reduced rates

*\*The expenses of the session speaker (accommodation and travel) are additional and the responsibility of the supporter*

*\*\* Time slots will be allocated on a first-come, first-served basis*

*\*\*\* The topic and speaker are subject to approval by the Organizing Committee*

## PRESENTATION – NEW PLAYERS ON THE BLOCK

€15,000

Opportunity to organize a 10-15 minute presentation on a new drug/product, non-CME approved, in the New Players Session. The session is intended to delineate new products in the field that are undergoing research and pending approval. The presentation should include innovation, scope and expectation.

- Session hall and standard audio-visual equipment
- One complimentary registration for the session speaker
- Company profile in dedicated section of final congress program
- Acknowledgment: congress website, final congress program, on-site signage
- Company logo on regular announcements to congress database
- Optional webcast of session at reduced rates

\*The expenses of the speaker (accommodation and travel) are additional and the responsibility of the supporter

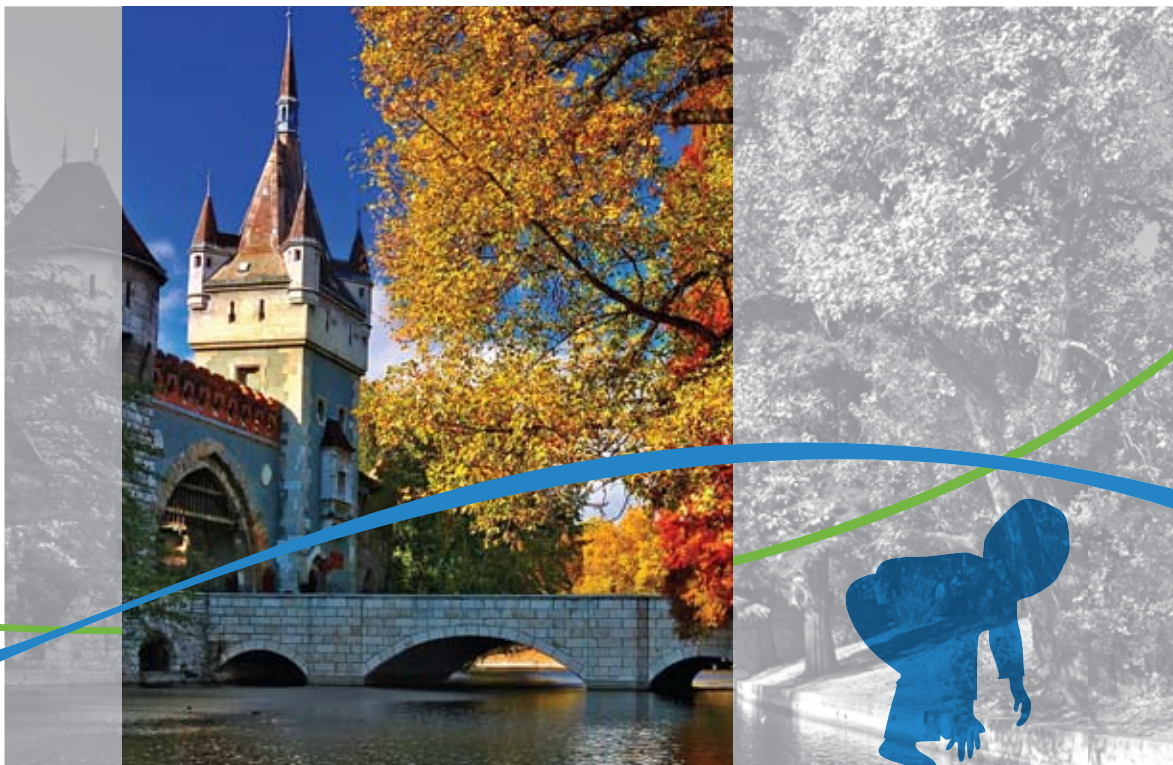
\*\* Time slots will be allocated on a first-come, first-served basis

\*\*\* The topic and speaker are subject to approval by the Organizing Committee

## PRE-CONGRESS SATELLITE SYMPOSIUM

Price upon request

Opportunity to hold an industry-sponsored satellite symposium, non-CME accredited, on the day of the official opening of the congress. Please contact the Congress Organizer for further details.



## BRANDING OPPORTUNITIES

### CONGRESS BAGS

Opportunity to provide the congress lanyards bearing the congress and company logos.

Provided-in-kind + €8,000

### CONGRESS LANYARDS

Opportunity to provide the congress lanyards bearing the company logo. This opportunity is reserved for gold supporters and above

Provided-in-kind + €5,000

### WRITING PADS AND PENS

Opportunity to provide all participants with writing pads and pens, which will be included in the congress bags.

Provided-in-kind + €5,000

### NETWORKING RECEPTION

Opportunity to support the networking reception for all participants of the congress.

€10,000

### REGISTRATION AREA

Opportunity to brand the registration area with company logo alongside congress logo at designated branding areas.

€8,000

### WEBCAST

The congress will provide a webcast for the supporter's symposium/session. The recording will be made available to the supporter and may be posted on the congress website (pending speakers' approval).

€5,000

### PROMOTIONAL MATERIAL

Inclusion of promotional material, such as leaflets and brochures, in the congress bags. Material must be provided by supporter and approved by the Congress Organizer.

€2,000

### WIFI INTERNET

Opportunity to support the WIFI access for all participants of the congress.

Price upon request

### ALL SUPPORTERS WILL RECEIVE THE FOLLOWING BENEFITS:

- Company profile in dedicated section of final congress program
- Acknowledgment: congress website, final congress program, on-site signage
- Company logo on regular announcements to congress database

## EXHIBITION

A professional exhibition will be held at the congress venue, in conjunction with the congress.

The floorplan has been designed so as to maximize exposure to the participants. Coffee breaks and lunches will be held in the exhibition area, providing ample time for networking.

Exhibition space is available at €480 per sq.m

The minimum space size is 2x3 sq.m

Exhibition space is available on a first-come, first-served basis, with priority given to gold supporters and up.

To view the updated exhibition floorplan, please visit the congress website.

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

- Net stand area
- Two exhibitor registrations (up to 18 sq.m, additional registration per 6 sq.m)
- Access to networking reception and lunch on Friday and Saturday
- Company profile in designated section of final congress program
- Acknowledgment: congress website, final congress program, on-site signage
- Cleaning service for public area

Stand equipment and services, including partition walls, electricity and carpets, can be ordered in accordance with the exhibitors' manual.

## GENERAL TERMS & CONDITIONS

1. Support items are allocated on a first-come, first-served basis.
2. All support and exhibition prices quoted are in euro and do not include VAT.
3. The Congress Organizer reserves the right to accept or decline offers of support and applications for exhibition space.
4. The Congress Organizer reserves the right to amend the published floorplan should it be felt that such an amendment would benefit the exhibition and the congress as a whole.
5. The Congress Organizer must approve all exhibition stand designs.
6. The Congress Organizer cannot accept liability for personal accidents, loss of or damage of private of participants, either during or directly arising from the congress. Participants are advised to issue their own personal travel and health insurance.
7. All payments must be received before the commencement of the congress. Should a company fail to make payment, the Congress Organizer reserves the right to cancel the company's participation and benefits.
8. Additional down payment structures and cancellation policies will be outlined in the order form.

## COMPLIANCE INFORMATION FOR SUPPORTERS AND EXHIBITORS

### Industry Symposia

Symposia are offered to industry as non-CME commercial/promotional sessions. As such, companies are free to choose their topics, invite speakers, and control content. However, topic and program are subject to approval by the Organizing Committee and all such sessions will be indicated in the program as: *Industry Symposium organized by: Company Name (not included in the main event CME credit offering)*

### CME unrestricted educational grants

Medical education plays an important role in the quality of healthcare delivered across the globe. By providing an educational grant in support of a CME-approved session, you are making a vital contribution to these efforts.

All educational grants are managed in compliance with relevant accreditation and industry compliance criteria. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. No promotional, commercial, or advertising materials may be included in the sessions. All support will be disclosed to participants.

### Advertisements

Advertisements are allowed to be for products only and may not include invitations to sessions.

Branded items will carry company logos only. No products logos or advertisements are permitted.

**Please note that it is the responsibility of supporters and exhibitors to comply with the local authorities' regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) and IFMPA (International Federation of Pharmaceutical Manufacturers & Associations) Code of Practice on the Promotion of Medicine.**

## CONGRESS ORGANIZER

### CongressMed

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Website: [www.congressmed.com/CoPedia](http://www.congressmed.com/CoPedia)





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