26TH EADV CONGRESS
EUROPEAN ACADEMY OF DERMATOLOGY AND VENEREOLOGY
13-17 SEPTEMBER 2017
PALEXPO
GENEVA
SWITZERLAND
www.eadvgeneva2017.org

INDUSTRY OPPORTUNITIES
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CONTACT INFORMATION

Official Congress Website

www.eadvgeneva2017.org

Congress Venue

PALEXPO
Route François-Peyrot 30
Case Postale 112
CH-1218 Le Grand-Saconnex
Geneva, Switzerland
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Fax: +41 91 973 4530
Website: www.eadv.org

Appointed Local Congress Organizer & Housing Agency

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EADV European Academy of Dermatology and Venereology Team

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Group registration
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Exhibition and Sponsorship Team
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Scientific Programme
scientific@eadvcongress.org

Abstracts
abstracts@eadvcongress.org

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https://www.palexpo.ch/en/exhibitor-area
Contact: exhibitorscontact@palexpo.ch.

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Geneva, Switzerland
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Fax: +41 22 306 40 10
Contact: commercial@mathys.pro
Web: www.mathys-expo.ch

Catering Services

Palexpo Restaurants SA
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CH-1218 Le Grand-Saconnex
Geneva, Switzerland
Tel: +41 22 761 1500
Fax: +41 22 798 0143
Contact: https://www.palexpo.ch/en/exhibitor-area
Distinguished colleagues,
My dear friends,

The European Academy of Dermatology and Venereology will shortly celebrate its 30th birthday and what better location for this event than Switzerland, the home of the EADV Headquarters, and specifically to showcase it in Geneva in parallel with the 26th Congress!

There are numerous reasons not to miss this annual Congress, and in fact there should be nothing to keep you from coming!

Firstly, the scientific programme will again provide an unmatchable opportunity for continuing medical education and professional development through a multiplicity of finely-tuned sessions that engage you in an inimitable 360 degree view of our speciality. The newly-structured thematic format of the sessions with their various tracks will meet your expectations and go beyond.

Secondly, the success of the Congress with participants coming in from all over the world should provide you with the prospect of sharing experiences with your international colleagues, to nurture new bonds and reinforce the old.

Finally, you will have the opportunity to discover both Switzerland and Geneva with their wonderful mountains and lakes, but also their historical and cultural backgrounds, their innovating high-tech industries reaching so far beyond delicious chocolate and cuckoo clocks. In addition, the old city centre with its treasures, the Reformation wall, wonderful museums and impressive collections, as well as the headquarters of both the International Red Cross and the United Nations, the CERN and the jet d'eau await your visit. Small but international, acknowledged with having one of the best qualities of life on the planet, Geneva has a worldwide reputation and will amaze you. Try its excellent restaurants and indulge in first-rate local wines, which are amongst the best in Switzerland.

I hope I have convinced you to come to Geneva and enjoy the success of the EADV Congress and the EADV birthday with us, and if a further aggregate is necessary, I had the privilege of spending an important part of my life and professional career in Geneva and, dear friends, this location and this Congress are truly not to be missed.

My very best wishes to you all and warm greetings from Switzerland,

Prof. Luca Borradori
EADV President (2016-2018)
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Task Force Facilitator
MEDENICA Ljiljana (RS)
ABOUT EADV – EUROPEAN ACADEMY OF DERMATOLOGY AND VENEREOLOGY

EADV - Profile, Mission and Short History

Founded in 1987, the EADV - European Academy of Dermatology and Venereology is a non-profit association whose mission is to advance excellence in clinical care, research, education and training in the field of Dermatology and Venereology and to act as the advocate and educator of patients particularly those with cutaneous or venereal diseases.

The vision of the EADV is to be the European Dermato-Venereology association with the important aims of leading in continuing medical education for all Dermato-Venereologists within Europe and advocacy to improve the quality of patient care.

It is a leading provider of certified Continuing Medical Education (CME) in Dermatology and Venereology in Europe through its Congress, Spring Symposium, ever growing extensive fostering training courses and online teaching for specialists and residents.

Since its creation in 1989 the EADV Congress has become an increasingly attractive established scientific event and a leading European event to the Dermato-Venereology community. It is today attended by over 10,000 healthcare professionals from all parts of the world.

Its scholarship and fellowship grants enable young dermatovenereologists from all over Europe and around the world to gain access to the highest standards of education and training, enriching professional networks and knowledge-sharing between future leaders in the specialty.

EADV actively promotes better awareness of skin and venereal diseases for patients, by working closely with global and European policy-makers, on public health campaigns to tackle occupational skin diseases, melanoma and sexually transmitted infections, among others.

The Academy’s official publication is the JEADV - the journal of the EADV, whose circulation extends beyond the actual number of EADV members.

All information about the Academy can be found at: www.eadv.org

### EADV past and future Congresses

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
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<tbody>
<tr>
<td>1989</td>
<td>Florence</td>
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<td>1991</td>
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<td>1993</td>
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<td>2019</td>
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<td>2020</td>
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### EADV past and future Spring Symposia

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<tr>
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<td>2012</td>
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<td>2014</td>
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<td>2015</td>
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<td>2016</td>
<td>Athens</td>
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<td>2017</td>
<td>Brussels</td>
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<tr>
<td>2018</td>
<td>Montenegro</td>
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## IMPORTANT DATES

### Registration

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<tr>
<td>On-line registration opens</td>
<td>January 2017</td>
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<tr>
<td>Early registration deadline</td>
<td>26 April 2017</td>
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<tr>
<td>Late registration deadline</td>
<td>12 July 2017</td>
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<tr>
<td>Online registration closes</td>
<td>5 September 2017</td>
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### Exhibition

<table>
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<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Industry site-visit</td>
<td>February 2017</td>
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<tr>
<td>Exhibition application deadline</td>
<td>31 July 2017</td>
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<tr>
<td>Deadline for receipt of final balance of payments</td>
<td>31 July 2017</td>
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<tr>
<td>Exhibition technical manual on-line</td>
<td>January 2017</td>
</tr>
<tr>
<td>Deadline for complete stand plan</td>
<td>30 June 2017</td>
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<tr>
<td>Deadline for application of additional exhibitor badges</td>
<td>5 September 2017</td>
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<tr>
<td>Stand construction</td>
<td>10 – 13 September 2017</td>
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<tr>
<td>Exhibition open</td>
<td>14 – 16 September 2017</td>
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<tr>
<td>Exhibition dismantling</td>
<td>16 – 17 September 2017</td>
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</tbody>
</table>

### Satellite Symposia & Meet the Experts

<table>
<thead>
<tr>
<th>Event</th>
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<tr>
<td>Industry sessions manual</td>
<td>January 2017</td>
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<tr>
<td>Deadline for applications</td>
<td>28 April 2017</td>
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<tr>
<td>Deadline for programme submissions</td>
<td>1 June 2017</td>
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<tr>
<td>On-line abstract submission for industry sessions opens</td>
<td>5 June 2017</td>
</tr>
<tr>
<td>On-line abstract submission for industry session closes</td>
<td>18 June 2017</td>
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<tr>
<td>Industry meeting invite e-blast material submission</td>
<td>31 July 2017</td>
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<tr>
<td>Application for rehearsal slots</td>
<td>31 July 2017</td>
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<tr>
<td>Deadline for receipt of final balance of payment</td>
<td>31 July 2017</td>
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### Sponsorship, Advertisement and Other Activities

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<tr>
<td>Deadline for receipt of payments</td>
<td>31 July 2017</td>
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<tr>
<td>Deadline for submitting advertisements</td>
<td>31 July 2017</td>
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<tr>
<td>Deadline for receipt of final balance of payment</td>
<td>31 July 2017</td>
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<tr>
<td>Deadline for submission of bag insert artwork</td>
<td>31 July 2017</td>
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<tr>
<td>Submission of artwork of Congress venue branding</td>
<td>31 July 2017</td>
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</table>

### Congress Scientific Session Abstracts

<table>
<thead>
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<th>Event</th>
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<tbody>
<tr>
<td>On-line abstract submission opens</td>
<td>10 January 2017</td>
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<tr>
<td>Deadline for abstract submissions</td>
<td>16 March 2017</td>
</tr>
<tr>
<td>Deadline for abstract evaluations</td>
<td>24 May 2017</td>
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<tr>
<td>On-line e-poster submission opens</td>
<td>26 June 2017</td>
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<tr>
<td>E-poster submission deadline</td>
<td>30 July 2017</td>
</tr>
<tr>
<td>Late Breaking Abstracts opens</td>
<td>3 August 2017</td>
</tr>
<tr>
<td>Late Breaking abstracts closes</td>
<td>17 August 2017</td>
</tr>
</tbody>
</table>
WHY ATTEND – FACTS & FIGURES

An annual educational leading congress in the field of Dermatology and Venereology, like the annual EADV Congress, is a true opportunity for the industry to meet with key decision makers and be visibly present, at the leading annual Congress in the field.

Recent surveys in the United States and in Europe have shown that physicians and practitioners prefer to meet with the industry on site at conferences and meetings rather than in the hospitals or in their units. This is therefore the ideal place for you to meet and network with your present and new customers.

The 5 main reasons given by participants for attending an event are (in order of priority):

- Gather new product information
- Education
- Peer to peer contact – networking
- Industry contact
- Incentives

Reasons for Your Company to be Present

- Visibility for your brand, products, services and science.
- Presence where cutting edge science is presented.
  Align your company with this educational experience and demonstrate your commitment to education.
- Face to face outreach and relationship building to over 10'000 healthcare professionals and present and future key opinion leaders from all around the world.
- Media exposure.
- Benefit from corporate hospitality opportunities available.
- Share and communicate your science.
- Capture the scientific content for further educational purposes.

Participant Profile - Who Will Attend?

This high-level medical education meeting is open to scientists, clinicians, dermatologists, university and private based physicians, public health officials, residents – future key opinion leaders, nurses and all those interested in the fields of Dermatology, Venereology, Allergology and their affiliated diseases. Over 10'000 delegates worldwide are anticipated to attend the Congress.

The Congress participants come from a large range of professions both from the private and public sector:

### Number of attendees

<table>
<thead>
<tr>
<th>Type of registrations</th>
<th>No. of registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegates</td>
<td>9043</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>2366</td>
</tr>
<tr>
<td>Journalist (without the journalists invited from the industry who registered as industry staff)</td>
<td>115</td>
</tr>
<tr>
<td><strong>Tot. No. of attendees</strong></td>
<td><strong>11’524</strong></td>
</tr>
</tbody>
</table>

### Number of attendees by specialty

<table>
<thead>
<tr>
<th>Specialty</th>
<th>No. of registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aesthetics</td>
<td>890</td>
</tr>
<tr>
<td>Allergology</td>
<td>410</td>
</tr>
<tr>
<td>Cosmetic</td>
<td>1215</td>
</tr>
<tr>
<td>Dermatology</td>
<td>3535</td>
</tr>
<tr>
<td>Dermatopathology</td>
<td>890</td>
</tr>
<tr>
<td>Endocrinology</td>
<td>37</td>
</tr>
<tr>
<td>General Practice</td>
<td>418</td>
</tr>
<tr>
<td>Gerontology</td>
<td>26</td>
</tr>
<tr>
<td>Gynaecology</td>
<td>26</td>
</tr>
<tr>
<td>Immunodermatology</td>
<td>570</td>
</tr>
<tr>
<td>Nutrition</td>
<td>25</td>
</tr>
<tr>
<td>Oncology</td>
<td>369</td>
</tr>
<tr>
<td>Ophthalmology</td>
<td>17</td>
</tr>
<tr>
<td>Others</td>
<td>367</td>
</tr>
<tr>
<td>Paediatric Dermatology</td>
<td>548</td>
</tr>
<tr>
<td>Plastic Surgery</td>
<td>146</td>
</tr>
<tr>
<td>Venereology</td>
<td>723</td>
</tr>
</tbody>
</table>
### Number of Scientific sessions

<table>
<thead>
<tr>
<th>Type of session</th>
<th>No. of sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free Communications session</td>
<td>8</td>
</tr>
<tr>
<td>Special Interest Meeting sessions</td>
<td>11</td>
</tr>
<tr>
<td>Workshops</td>
<td>12</td>
</tr>
<tr>
<td>Expert Forum sessions</td>
<td>12</td>
</tr>
<tr>
<td>Training and Educational Forum sessions</td>
<td>24</td>
</tr>
<tr>
<td>Plenary lectures sessions</td>
<td>3</td>
</tr>
<tr>
<td>Spotlights sessions</td>
<td>2</td>
</tr>
<tr>
<td>Late Breaking News sessions</td>
<td>1</td>
</tr>
<tr>
<td>Review and Updates sessions</td>
<td>103</td>
</tr>
<tr>
<td><strong>Tot. No. of sessions</strong></td>
<td><strong>176</strong></td>
</tr>
</tbody>
</table>

### Total number of abstracts approved

<table>
<thead>
<tr>
<th>Type of abstracts</th>
<th>No. of abstracts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal Abstracts</td>
<td>2318</td>
</tr>
<tr>
<td>Late Breaking Abstracts</td>
<td>12</td>
</tr>
<tr>
<td><strong>Tot. No. of abstracts</strong></td>
<td><strong>2330</strong></td>
</tr>
</tbody>
</table>

### Exhibition numbers

<table>
<thead>
<tr>
<th>Exhibition</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of Booths:</td>
<td>166</td>
</tr>
<tr>
<td>Total number of exhibiting companies:</td>
<td>164</td>
</tr>
<tr>
<td>Total SQM of exhibition:</td>
<td>4'400 sqm</td>
</tr>
</tbody>
</table>

### Number of industry sessions

<table>
<thead>
<tr>
<th>Type of Industry session</th>
<th>No. of industry sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet the expert</td>
<td>8</td>
</tr>
<tr>
<td>Satellite Symposia</td>
<td>22</td>
</tr>
<tr>
<td><strong>Tot. No. of Industry sessions</strong></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>
INDUSTRY OPPORTUNITIES

Introduction

Whether you are selling or promoting your company, establishing your corporate message, researching out to the market, increasing your client portfolio or introducing new products, do not miss this opportunity to be present and visible at the 26th EADV Congress 2017 in Geneva, Switzerland with an anticipated audience of over 10’000 healthcare professionals.

How to Participate

- **Exhibition**
  - Host a booth at the technical exhibition

- **Industry Sessions**
  - Organise a Satellite Symposium
  - Organise a Meet The Expert Session
  - Live Demonstrations at your booth

- **Educational Opportunities**
  - Support a scientific programme track
  - Support the interactive ePoster session area
  - Support the workshops

- **New technology**
  - Join EADV in its technological meeting solution

- **Advertisement**
  - Place an advert
  - Use branding opportunities available at the congress venue
  - Bag inserts, e-blasts
  - Congress app opportunities

- **Network and client relations**
  - Host an Industry lounge
  - Meeting rooms

- **Other forms of participation**
  - Discuss with the EADV

The various sponsorship items are listed on the following pages where potential sponsors can select the most suitable options for their profile (requirements) and an amount of financial support that falls within their budget. Based on EADV’s industry partner programme, all investments into the congress accrue to your partnership status (please refer to the exhibition department for further information about the programme).

If your company is interested in becoming a sponsor of the 26th EADV Congress 2017, please follow the instructions on the congress website www.eadvgeneva2017.org. All applications for exhibition space or sponsorship will be treated on a ‘first-come-first-served’ basis.

The EADV welcomes suggestions from exhibitors for individually sponsored programmes. Any such programme must be approved by the EADV before it can be implemented.

Any other ancillary events outside the official congress programme, cannot conflict with the congress official meetings, industry satellites or other official congress events. It is strictly forbidden to organise any such event at the Congress venue hired by the Organiser and to advertise it in the Congress premises.

Applications and Payment Policy

Orders for exhibition space and sponsoring items will be accepted from mid-December 2016 until dates indicated later in connection with the items. On-line forms will be available on the Congress website also by mid-December 2016.

Once the application has been approved by the Organiser you will be sent an invoice for the full amount. 50% of the invoiced amount is then to be settled as a deposit within 2 weeks of invoice issue. The remaining 50% is to be settled by 31 July 2017 at the latest. Failure to do this will automatically lead to cancellation by EADV of the stand/sponsorship order.

For the applications received after 31 July 2017 a full payment is required within 2 weeks. Non-payment by this deadline will lead to the cancellation of the booth or other services without reimbursement of the deposit paid. Payment must be made by bank transfer only. Credit cards are not accepted.

Cancellation Policy

All cancellations must be sent in writing by e-mail (exhibition@eadvcongress.org). A cancellation fee will be charged according to the below penalty policy:

- **10%** of the total amount agreed for cancellations received by EADV the latest **3 January 2017** (180 working days before the first day of the event);
- **25%** of the total amount agreed for cancellations received by EADV the latest **14 February 2017** (150 working days before the first day of the event);
50% of the total amount agreed for cancellations received by EADV the latest 28 March 2017 (120 working days before the first day of the event);

100% of the total amount agreed for cancellations received by EADV after 28 March 2017 (120 working days before the first day of the event).

These cancellation fees will apply and are payable to the EADV without delay, to cover any damages arising from the cancellation.

Regulations Related to Industry Activities

The prevailing EU directive (2001/83/EC, article 86) and the Swiss Pharma Code of Conduct on advertising applies to all participants, to the access in the Exhibition area, to advertising and to industry sessions.

Details and information on the regulations and restrictions applied will be available on the EADV Geneva website as of January 2017.

Exhibition

The Exhibition, an integral part of the 26th EADV Congress 2017, will run from 14 September – 17 September 2017 in Hall 2 of Palexpo. It will serve as a central forum for industry to network and conduct exchange with the Healthcare Professional participants.

<table>
<thead>
<tr>
<th>Exhibition Schedule (preliminary – subject to changes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Move-in and set-up</td>
</tr>
<tr>
<td>Sunday 10 September</td>
</tr>
<tr>
<td>Monday 11 September</td>
</tr>
<tr>
<td>Tuesday 12 September</td>
</tr>
<tr>
<td>Wednesday 13 September</td>
</tr>
<tr>
<td>Thursday 14 September</td>
</tr>
<tr>
<td>Friday 15 September</td>
</tr>
<tr>
<td>Saturday 16 September</td>
</tr>
<tr>
<td>Sunday 17 September</td>
</tr>
</tbody>
</table>

After the indicated period no further unloading or set-up is permitted

* Exhibitors can enter the exhibition hall at 8.30 and have to leave it latest 18.30
** Not mandatory
Exhibition Rates

Cost of space: EUR 650 per square meter (space only no shell included)
Minimum booth size: 6 sqm

Publishers
Cost of space EUR 325 per square meter (space only, no shell included)
Minimum booth size: 6 sqm

Subspecialty and National organizations
Cost of space EUR 325 per square meter (space only, no shell included)
Minimum booth size 6: sqm

The minimum exhibition space available for rental is 6 sqm. All prices in this brochure are net of VAT. All items in this brochure are subject to confirmation.

Detailed Technical information about the exhibition hall and meetings room can be found in the Exhibition Technical Manual which will be available on the congress website in January 2017.

Exhibition Space Includes:
- Use of the space during the exhibition, assembly and dismantling periods.
- The insertion of the full company contact details and profile on the Congress Interactive Exhibition floor plan available for viewing on the Congress website and Congress App.
- 2 exhibitor badges for the first 6 sqm booked and one extra badge for each additional 3 sqm (up to a maximum of 10 badges). Extra exhibitor badges can be purchased at EUR 120 each (plus VAT if applicable).
- 1 complete Congress pack (Congress Bag, Final Programme, Abstract USB flash drive).

Not included:
- Exhibitors are kindly requested to note that the costs stated do not include any furniture and/or equipment such as: shell scheme booths, partition walls, carpets, electricity, etc. For this purpose please refer to the Exhibitors Technical Manual which will be accessible online in January 2017.

Shell Scheme Booth

The shell scheme booths will be ordered by the exhibitors through our partner Mathys. Several shell schemes are available; please do not hesitate to contact our partner.

Mathys SA
11, Chemin Delay
CP 681 – 1214 Vernier
Geneva, Switzerland
Tel: +41 22 306 40 00
Fax: +41 22 306 40 10
Contact: commercial@mathys.pro
Web: www.mathys-expo.ch

Price per sqm starting from EUR 60.00 excl. VAT (floor space not included)

Booth Allocation

The exhibition layout and floor plan will be available on the Congress website. The allocation of booths will give priority to the top 20 partners (as per partnership program) and then on a “first-come-first-served” basis. The organiser will allocate any spaces reserved before the online publication of the floor plan, wherever possible respecting the order of receipt and exhibitor preferences. The organisers however reserve the right to change the location and layout of the spaces previously confirmed to the exhibitor, if necessary. Confirmed spaces may also be released without prior notification if the exhibitor fails to settle any invoice in due time.

All persons in the congress area must be registered and wear their badge at all time. All badges can be purchased online. For the exhibitor badge registration, you will receive instructions and details in order to register your staff in our online platform.

Exhibitor Badges

All exhibitors and booth staff must be registered and will receive a confirmation letter with a QR code/barcode in order to be able to print their badges on-site.

Exhibitor badges are subject to a fee of EUR 120 (+ VAT if applicable) each. These extra badges can be requested and paid online in advance using the provided company’s username and password no later than 5 September 2017. After this date, the on-line registration will be closed.

The exhibitor badge authorises access to the Exhibition hall, the Networking Symposium and the Industry sessions, but does not authorise entrance to the scientific activities and functions of the Congress. An authorised person of the company’s staff can collect exhibitor badges from the Exhibition Services Desk, which will be located at the entrance of the congress centre. Industry members wishing to have full access to all congress programmes should register as Industry participants.
Each exhibiting company will receive the following quantity of complimentary exhibitor badges, included in their rental space.

<table>
<thead>
<tr>
<th>Square meters</th>
<th>Number of free badges</th>
</tr>
</thead>
<tbody>
<tr>
<td>= 6</td>
<td>2</td>
</tr>
<tr>
<td>≤ 9</td>
<td>3</td>
</tr>
<tr>
<td>≤ 12</td>
<td>4</td>
</tr>
<tr>
<td>≤ 15</td>
<td>5</td>
</tr>
<tr>
<td>≤ 18</td>
<td>6</td>
</tr>
<tr>
<td>≤ 21</td>
<td>7</td>
</tr>
<tr>
<td>≤ 24</td>
<td>8</td>
</tr>
<tr>
<td>≤ 27</td>
<td>9</td>
</tr>
<tr>
<td>≥ 30</td>
<td>10</td>
</tr>
</tbody>
</table>

The exhibitors will receive username, password and an internet link from the EADV registration department which enable them to register online after confirming the booth registration (a template based on the total square meters booked will be already set-up). After having registered your staff, a confirmation letter for each participant will be sent to the contact person. To print your badge onsite, you will have to scan the QR code/barcode shown on the letter using the self-printing machines situated in the registration area. The badges will display the exhibiting company and the name of the representative.

**Outline of the exhibition area**

---

**Satellite Symposia**

Organised by the sponsor, the Satellite Symposia will take place on-site at the Congress venue, outside the official Congress schedule and core programme. The Satellite Symposium programme is under the responsibility of the sponsor. It is strictly forbidden for industry partners to organise educational events outside the congress premises during the congress days. Satellite slots have a duration of 120 minutes (30 minutes set-up and 90 minutes presentation) and are allocated on a “first-come-first-served” basis. The following services and benefits are included in the price:

- Provision of a room in the Congress Centre
- Supply of basic technical equipment (LCD projector for single power projection, microphones, screen and a technician)
- A hostess at the entrance of the conference room
- Access to the speakers preview room
- Rehearsal slot, upon request and availability (additional fee may apply)
- Publication in advance of general satellite symposia programmes with organiser logo on the Congress website and Congress Mobile App
- One e-blast with logo, titles, times and rooms of all symposia sent to all registered participants from EADV
- Publication of the Satellite Symposia organiser name, session title, timing and room information on the Industry Session wall
- Publication of the symposium abstracts on the official Congress Abstract USB Flash drive.

Slots are available as follows (Slot time to be confirmed):

<table>
<thead>
<tr>
<th>Location</th>
<th>Name</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hall 3</td>
<td>Room V</td>
<td>300</td>
<td>€ 43’000.00</td>
</tr>
<tr>
<td></td>
<td>Room W</td>
<td>400</td>
<td>€ 48’000.00</td>
</tr>
<tr>
<td></td>
<td>Room X</td>
<td>400</td>
<td>€ 48’000.00</td>
</tr>
</tbody>
</table>

---

**Outline of the exhibition area**

---
### Congress Centre

<table>
<thead>
<tr>
<th>Room</th>
<th>Capacity</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rooms A&amp;B</td>
<td>1500</td>
<td>€ 90'000.00</td>
</tr>
<tr>
<td>Room C</td>
<td>800</td>
<td>€ 65'000.00</td>
</tr>
<tr>
<td>Room E</td>
<td>120</td>
<td>€ 24’000.00</td>
</tr>
<tr>
<td>Room F</td>
<td>120</td>
<td>€ 24’000.00</td>
</tr>
<tr>
<td>Room G</td>
<td>120</td>
<td>€ 24’000.00</td>
</tr>
<tr>
<td>Room K</td>
<td>230</td>
<td>€ 39’000.00</td>
</tr>
</tbody>
</table>

### Hall 1

<table>
<thead>
<tr>
<th>Room</th>
<th>Capacity</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 1</td>
<td>2500</td>
<td>€ 150’000.00</td>
</tr>
<tr>
<td>Room 2</td>
<td>500</td>
<td>€ 53’000.00</td>
</tr>
<tr>
<td>Room 3</td>
<td>500</td>
<td>€ 53’000.00</td>
</tr>
<tr>
<td>Room 4</td>
<td>500</td>
<td>€ 53’000.00</td>
</tr>
</tbody>
</table>

### Deadlines to remember

- **Symposia and MTE applications**: 28 April 2017
- **Abstract submission for Satellite Symposia and MTE's**: 5 – 18 June 2017
- **Final programme for Symposia and MTE's to be submitted**: 1 June 2017

To book an Industry session slot, please fill out and sign the “Satellite Symposia, Meet-the-Expert online order form” and return it to the EADV Exhibition Department exhibition@eadvcongress.org, no later than 28 April 2017.

Time slots will be assigned based on a “first come, first served” basis. The EADV reserves the right to change slots after final review of all satellite programmes to avoid duplication of topics being presented simultaneously.

### Rules for Satellite Symposia

- Flyers and documents may be distributed on-site but only within the limits of the exhibition booth (if any) of the company holding the advertised symposium. It is strictly forbidden to distribute handouts in any other areas without prior written permission from the organizer.
- Companies are permitted to advertise their Satellite Symposia on freestanding posters in front of the doors of the rented conference room during the set-up time and the satellite. The sponsors must create and bring their own posters. These advertisements have to state clearly if the symposium is restricted to prescribers only. The content must be approved by the EADV.
- Symposia sponsors are responsible for the travelling and hotel accommodation expenses of their speakers as well as their registration at the Congress.
- All participants, speakers and staff must be registered.
- After approval, the EADV logo may be used in conjunction with the sponsor logo for advertising purposes (must be approved by the EADV).
- Only single Power Point projection will be provided. No translation will be provided in any room or during any session. Any additional audio-visual or technical equipment may only be ordered through the organizers. This will incur an extra cost.
- In order to avoid overlap with the official scientific programme and to ensure the scientific quality and scope, all Satellite Symposia programmes must be submitted for review and approval to the exhibition department – exhibition@eadvcongress.org. Deadline: 1 June 2017.
- Once the title, programme and detailed content are approved, changes must not be made without the specific approval of the scientific committee.
- Companies will have access to the designated hall 30 minutes before the assigned starting time.
- The hall should be completely vacated immediately after the end of the Satellite Symposium. Companies are responsible for removing all materials, waste, etc. from the room. A fine of EUR 2500 is given if the room is not cleared.

Due to the European Union directive (2001/83/EC, article 86) regarding the prohibition of advertising and promotion of prescription-only drugs to the general public and the Swiss Pharma Code, restrictions to attendance may apply and clearly mentioned in all branded material relat-
ed to the symposium. Further details on the restrictions will be provided in January 2017.

**Satellite Symposium Badge**

Each organiser will be allotted 9 complimentary Satellite Symposium badges. Persons registered as exhibitors, industry participants, delegates or satellite symposia are granted access to the industry session. The badges are only valid for one day and provide access only to the satellite. Additional badges can be purchased at the cost of EUR 100 (+VAT if applicable).

**Meet-the-Experts**

The industry partners can organize small group discussion meetings named "Meet the Expert" during the Congress. The programme is under the full responsibility of the sponsor, but must be approved by the EADV.

MTE slots have a duration of 90 minutes (30 min set up + 60 min presentation) and are allocated on a "first-come-first-served" basis. The following services and benefits are included in the price:

- A meeting room at the Congress Centre
- Standard audio-visual equipment
- Publication in advance of Meet-the-Expert programmes on the Congress website and Congress Mobile App
- One e-blast with logo, titles, times and rooms of all MTE sessions sent to all registered participants from EADV.
- Publication of the sponsor’s name, MTE title, schedule and programme in the Congress mobile application.
- Publication of the MTE organiser name, session title, timing and room information on the Industry Session wall
- Publication of the session abstracts on the official Congress Abstract USB Flash drive.

<table>
<thead>
<tr>
<th>Location</th>
<th>Name</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Room U</td>
<td>30</td>
<td>€ 5'000.00</td>
</tr>
<tr>
<td></td>
<td>Room T</td>
<td>30</td>
<td>€ 5'000.00</td>
</tr>
<tr>
<td></td>
<td>Room S</td>
<td>30</td>
<td>€ 5'000.00</td>
</tr>
</tbody>
</table>

**Rules for Meet-The-Expert (MTE)**

- Flyers and documents may be distributed on-site but only within the limits of the exhibition booth (if any) of the company holding the advertised Meet-The-Expert. It is strictly forbidden to distribute handouts in any other areas without prior written permission from the organizer.
- Companies are permitted to advertise their MTE on freestanding posters in front of the doors of the rented conference room during the set-up time and the MTE. The sponsors must create and bring their own posters. These advertisements have to state clearly if the MTE is restricted to prescribers only. The content must be approved by the EADV.
- MTE organizers are responsible for the travelling and hotel accommodation expenses of their speakers as well as their registration at the Congress.
- All participants, speakers and staff must be registered.
- After approval, the EADV logo may be used in conjunction with the sponsor logo for advertising purposes (must be approved by the EADV).
- Only single Power Point projection will be provided. No translation will be provided in any room or during any session. Any additional audio-visual or technical equipment may only be ordered through the organizers. This will incur an extra cost.
- In order to avoid overlap with the official scientific programme and to ensure the scientific quality and scope, all MTE programmes must be submitted for review and approval to the exhibition department: exhibition@eadvcongress.org. Deadline: 1 June 2017.
- Once the title, programme and detailed content are approved, changes must not be made without the specific approval of the scientific committee.
- Companies will have access to the designated hall 30 minutes before the assigned starting time.
- The hall should be completely vacated immediately after the end of the MTE. Companies are responsible for removing all materials, waste, etc. from the room. A fine of EUR 2500 is given if the room is not cleared.
Due to the European Union directive (2001/83/EC, article 86) regarding the prohibition of advertising and promotion of prescription-only drugs to the general public and the Swiss Pharma Code, restrictions to attendance may apply. In all branding related to the MTE, it has to be clearly mentioned. Further details on the restrictions will be provided in January 2017.

**Deadlines to remember**

<table>
<thead>
<tr>
<th>Event</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symposia and MTE applications</td>
<td>28 April 2017</td>
</tr>
<tr>
<td>Abstract submission for Satellite Symposia and MTE’s</td>
<td>05-18 June 2017</td>
</tr>
<tr>
<td>Final programme for Symposia and MTE’s to be submitted</td>
<td>1 June 2017</td>
</tr>
</tbody>
</table>

**Meet-The-Expert Badge**

Each organiser will be allotted 5 complimentary badges. Persons registered as exhibitors, industry participants, delegates or satellite symposia are granted access to the industry session. The badges are only valid for one day and provide access only to the MTE. Additional badges can be purchased at the cost of EUR 100 (+VAT if applicable).

**Sponsorship Opportunities**

**Educational sponsorship opportunities**

The educational opportunities as described are not definite and may be subject to minor changes. The EADV remains at your availability to further discuss the opportunities available and provide you with all information required. Please contact the EADV Exhibition and Sponsoring Department by email for any further information: exhibition@eadvcongress.org.

**Practical Workshops/Live Demonstrations**

The EADV is providing an expanded offering of workshops and live demonstrations for technical hands-on experience in 2017. The EADV will choose a fine team of chairs and speakers for these practical workshops. The supporters of these workshops will be acknowledged at the session, in the congress documentation and the congress app.

- The workshops can be repeated during the course of the congress if well-populated
- Each workshop lasts 3 hours

Practical Workshops for Geneva 2017, topics to be confirmed:

| Unrestricted grant/workshop: | EUR 15’000 |

It is also possible to support the workshops by providing the technical material required. Please contact the EADV for further information.

**Scientific Tracks**

Sessions of different formats will cover the more important fields in dermatology and venereology. Subjects will be treated with different approaches and from different perspectives depending on the level and structure of the session. The scientific sessions can be supported through an exclusive unrestricted grant.

- Half-day or full-day tracks on specific topics
- Sponsorship can be focused on a specialist, expert or junior level (3 levels of training tracks)
- Example tracks: psoriasis, urticaria, melanoma, atopic dermatitis, hidradenitis suppurativa

**Unrestricted grant:**

<table>
<thead>
<tr>
<th>Track Duration:</th>
<th>Training level</th>
<th>Unrestricted grant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialist</td>
<td>€ 35’000</td>
<td></td>
</tr>
<tr>
<td>Expert</td>
<td>€ 25’000</td>
<td></td>
</tr>
<tr>
<td>Junior</td>
<td>€ 15’000</td>
<td></td>
</tr>
<tr>
<td>Specialist</td>
<td>€ 50’000</td>
<td></td>
</tr>
<tr>
<td>Expert</td>
<td>€ 40’000</td>
<td></td>
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<tr>
<td>Junior</td>
<td>€ 30’000</td>
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</table>
Aesthetic Sunday

In response to the increasing demands for excellence and training in aesthetics, the Scientific Programming Committee has dedicated one single day to aesthetics and cosmetic dermatology during the annual congress. Aesthetic Sunday will take place in the morning of Sunday, 17 September and two tracks, each of 90-minute slots will cover topics such as:
- Aesthetic surgery
- Aesthetic lasers
- Fillers and botulinum toxin
- Peels, tightening, threads and fat melting.

Each topic will be allocated to a separate track and room.

<table>
<thead>
<tr>
<th>Exclusive Unrestricted grant:</th>
<th>EUR 40'000</th>
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<tbody>
<tr>
<td>Unrestricted grant for one track:</td>
<td>EUR 15'000</td>
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</table>

Abstract USB flash drive

Every participant receives the Abstract USB flash drive; it will be the only publication of the abstracts and a means for the company to exclusively profile themselves in the main educational supplement of the Congress.

The participants receive a voucher to collect the USB Key. The collection point can be:
- Your booth for HCPs and the new technologies EADV booth for non-HCP
- A desk at the New Technologies EADV booth. The desk will be sponsor branded.

| Exclusive sponsorship: | EUR 40'000 |

Interactive E-Poster area

The interactive e-poster area will be centrally located and offers unique visibility for the sponsor throughout the space as well as in the Congress website and Application in connection with the area description. The area will consist of a small auditorium for the selected oral poster presentation, as well as the e-poster area with 40 computer screens. The area will also include a small discussion area with table and chair for informal conversations with the authors and presenters.

Restricted to company branding only, no product advertising will be allowed. Branding artwork and production in the area is included and organized by EADV.

| Exclusive sponsorship: | EUR 45'000 |

Speaker Preview Room

This is a good and unique opportunity to directly reach the 600 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 organize and brand the coffee/refreshment and small snack/fruit station in the speaker preview room.

| Sponsorship (excluding coffee station): | EUR 15’000 |
| Sponsorship (with coffee station): | EUR 20'000 |

Advertisement

Pre-Congress e-Blasts

The specialised e-Blast builds your brand connections, drive traffic to your stand and events and expand your reach before the meeting. Note that these targeted e-Blasts will be restricted to prescriber delegates only for companies advertising prescription medicines. The format required for the e-Blasts is HTML.

The e-Blast will be sent one month before the Congress to targeted EADV delegates. Promotion of prescription-only sessions will be sent only to the prescriber registered participants. All contact details are provided by the participants themselves or the group registration contact. The EADV does not accept responsibility for incorrect or unreliable details in mailing lists.

| Price: | EUR 5’000 |

EADV Publications

Brussels 2017

Companies may also advertise in the official Spring Symposium publications (Final Programme Brussels 2017). Artwork is to be supplied by the sponsor and approved by the Organizer. The deadline for the submission of the advertisement material submission is 1 March 2017. This option is available only for companies providing non-prescriptional products. For the other companies providing prescription only medicines, the advertisements are restricted to appropriate bag inserts and materials distributed to the Healthcare Professionals meeting the Swiss Code of Practice cri-
teria. In the case that the advertisement contains only the company branding with no product branding, all publications and advertisement opportunities are available.

**Final Programme**
The Final Programme, distributed on site, is a complete document detailing all sessions, author index and general information. Printed in A4 format, the Final Programme is a key tool for all participants and a good way for you to increase your exposure. This option is available to companies advertising non-prescription medication or devices and to companies advertising their company branding.

**Future Events**
The call for future events, distributed on site and online, is a preliminary document detailing all sessions, author index and general information. Printed in A4 format, the Preliminary Programme is a brochure presenting the EADV future events. This option is available to companies advertising non-prescription medication or devices and to companies advertising their company branding.

**Advertisement fees:**

<table>
<thead>
<tr>
<th>Print Area Fee</th>
<th>Fee in EUR</th>
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<tbody>
<tr>
<td>Half page advertisement</td>
<td>1’500</td>
</tr>
<tr>
<td>Full page advertisement</td>
<td>3’000</td>
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<tr>
<td>Inside cover, back</td>
<td>4’000</td>
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</tbody>
</table>

**Deadline for application: 1 March 2017**

**Congress 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. Technical specifications:
- A4 format,
- maximum 4 pages,
- maximum 30 grams.

For Satellite Symposium and/or Meet-the-Expert invitation flyers, it is mandatory, when the case, to mention that the session is restricted to Healthcare Professionals only. All bag inserts have to be sent for approval to exhibition@eadvcongress.org.

**Pocket Programme**
The Pocket Programme contains the agenda of the scientific sessions as well as general information about the Congress and the exhibition. It will be distributed to all participants onsite. This useful and essential document will provide a high level of exposure for the sponsoring company. This option is available only to companies advertising non-prescription medication or devices and to companies advertising their company branding. Your advertisement will be printed on the back cover.

**Exclusive Sponsorship: EUR 8’000**

**Interactive Exhibition Floorplan**
The interactive exhibition floorplan 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.

**Banner price: EUR 1’000**

**Visual on Back Lit support**

Located above the stairs of Hall 2 (Exhibition Hall). Format: 4.50 x 1.30 m (h)

Price includes:
- Printing from ready-to-print file vectorised “.pdf” or “.eps”
- Installation and laying (done exclusively by the venue)
- The indicated prices are valid for the duration of the event

**Price:**

<table>
<thead>
<tr>
<th>Price: EUR 10’000</th>
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<tr>
<td>+ 8% VAT (if applicable)</td>
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</table>
Sponsoring Package in Toilets

Several locations available throughout the rented area.
Format: 0.30 x 0.30 m
Price includes:
- Printing from ready-to-print file vectorised “.pdf” or “.eps”
- Installation and laying (done exclusively by the venue)
- The indicated prices are valid for the duration of the event

Price per toilet block: EUR 7'000 + 8% VAT (if applicable)

Branding Stairs for Hall 1 or Hall 2

Stairs from registration area to Hall 1 and/or Hall 2.
Price includes:
- Printing from ready-to-print file vectorised “.pdf” or “.eps”

Branding Stairs for Toilet

Stairs toilets area from Hall 1 and/or Hall 2, 18 steps.
Price includes:
- Printing from ready-to-print file vectorised “.pdf” or “.eps”
- Installation and laying (done exclusively by the venue)
- The indicated prices are valid for the duration of the event

Price per staircase: EUR 9’000 + 8% VAT (if applicable)

Branding Ramps Escalators

Ramps escalators from Hall 1 and/or Hall 2.
Price includes:
Printing from ready-to-print file vectorised“.pdf” or “.eps”
Installation and laying (done exclusively by the venue)
The indicated prices are valid for the duration of the event

Price per ramp escalator: EUR 18’000
+ 8% VAT (if applicable)

Big posters outdoor

Located in front of the main entrance of the congress centre and the registration area.
Format: 5.80 m x3.80 m (h)
Important details:
- The prices are valid for the duration of the event only
- All prices of APG-SGA are subject to 8% VAT
- Orders must be placed through the EADV only

Price per space: EUR 15’000
+ 8% VAT (if applicable)
Additional costs (APG-SGA):
Production per space: EUR 1’700
Installation by Palexpo: EUR 1’650
Media space: EUR 2’500

Sponsored Items

Pens and Note Pads
Participants appreciate receiving writing pads and pens for the scientific sessions and they provide good visibility and logo exposure side by side with the Congress banner/EADV logo for the sponsor.

Exclusive sponsorship: EUR 2’000/per individual item

Lanyards
Every participant will receive a lanyard with the badge. Since badges must be worn at all times during the Congress, participants naturally rely on the fabric neck cords with a clip to display their badges. Sponsors are welcome to supply lanyards customized with the company and EADV logo.

Exclusive sponsorship: EUR 20’000

Media Room
The Media Room will host Swiss and International media covering the 26th EADV Congress. 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, congress app and sponsor wall.

Exclusive sponsorship: EUR 7’000
The Congress WiFi

The WiFi system at the Palexpo 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 Venue.

- **Exclusive sponsorship price:** EUR 30’000

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 at the bottom of the programme wall. The sponsor will be acknowledged in the Final Programme and on the congress app.

- **Exclusive sponsorship price:** EUR 15’000

Exhibition Hall Carpet

The carpet will be dark grey and the sponsor’s logo will be displayed in several locations as floor-print.

- **Exclusive sponsorship:** 60’000 EUR
- **Non-exclusive sponsorship (maximum of 4 companies):** 15’000 EUR

Mobile App. Opportunities

For the upcoming Congress, the EADV will use again the SpotMe mobile app.

**App invitation email & App Store/Google Play install page**

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. With regard to Acknowledgement, the sponsor banner will appear 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.

- **Exclusive Sponsorship price:** EUR 2’000
  (for App invitation e-mail and App Store/Google Play install page)

**App splash screen**

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.

- **Exclusive sponsorship:** EUR 1’000

**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.

- **Price per push notification:** EUR 200

**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.

- **Price per Enhanced profile:** EUR 1’500

**Booth iBeacon**

One 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.

- **Price per iBeacon/Configuration:** EUR 2’000
QR code pack

Pack of 1, 5, 10 or 15 QR codes to be installed/displayed on booth or on bag inserts/e-Blasts. Each QR code can be linked to one document of max 5MB, for participants to save on their app. It can also be linked to the company profile in the app.

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

<table>
<thead>
<tr>
<th>Price per QR code:</th>
<th>EUR 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price per 5 QR code pack:</td>
<td>EUR 500</td>
</tr>
<tr>
<td>Price per 10 QR code pack:</td>
<td>EUR 900</td>
</tr>
<tr>
<td>Price per 15 QR code pack:</td>
<td>EUR 1’300</td>
</tr>
</tbody>
</table>

M-look.design

Corporate branding of signage system in front of session room

<table>
<thead>
<tr>
<th>Price m-look.design package:</th>
<th>EUR 450</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional costs (if applicable):</td>
<td>Individual design made by m-events graphic designer; EUR 125 per hour &amp; Social media integration (twitter feed hashtag): EUR 300</td>
</tr>
</tbody>
</table>

Audio-recording

Audio recording of the session in raw sound file mp3.

<table>
<thead>
<tr>
<th>Price audio-recording package:</th>
<th>EUR 400</th>
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<tbody>
<tr>
<td>Additional costs (if applicable):</td>
<td>Audio post-production; EUR 125 per hour</td>
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</table>

Camera-recording

Professional recording of the session via HD camera system and camera operator

<table>
<thead>
<tr>
<th>Price camera-recording package:</th>
<th>EUR 5’000</th>
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<tbody>
<tr>
<td>Additional costs (if applicable):</td>
<td>Additional camera: EUR 650 per day</td>
</tr>
<tr>
<td>Additional camera operator:</td>
<td>EUR 650 per day</td>
</tr>
<tr>
<td>DVD production:</td>
<td>on request</td>
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</tbody>
</table>

Audio-webcast

Automated webcast export of the session. With a fully integrated automated system the audio presentation of an Industry Session will be recorded and the webcast produced.

<table>
<thead>
<tr>
<th>Price audio-webcast package:</th>
<th>EUR 1’500</th>
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</thead>
<tbody>
<tr>
<td>Additional costs (if applicable):</td>
<td>Individual design made by m-Events graphic designer; EUR 125 per hour</td>
</tr>
</tbody>
</table>

Video-webcast package light

Video webcast export of industry session. With a fully integrated automated system the presentation of an Industry Session will be video and audio recorded via robotic...
camera system and the webcast produced. A speaker photo (if available) will appear within the webcast. The Session Organiser can provide a customized background image format on request.

**Price video-webcast package light:** EUR 4’000

Additional costs (if applicable):
- Individual design made by m-Events graphic designer: EUR 125 per hour
- Post-production: EUR 125 per hour
- Conversion to mp4: EUR 500 per session

**Video-webcast package pro**

Professional Video webcast production of the session. With a fully integrated automated system the presentation of an Industry Session will be video and audio recorded via HD camera system and camera operator and the webcast produced. A speaker photo (if available) will appear within the webcast. The Session Organiser can provide a customized background image format on request.

**Price video-webcast package pro:** EUR 7’700

Additional costs (if applicable):
- Individual design made by m-Events graphic designer: EUR 125 per hour
- Additional camera: EUR 650 per day
- Additional camera operator: EUR 650 per day
- Post-production: EUR 125 per hour

**Lead Retrieval Opportunities**

During the 26th EADV Congress in Geneva, two lead retrieval solutions provided by two experienced companies are available. The two partners are JMarquardt Lion Lead and SpotMe. A QR-code will be printed on the badges of all delegates. This barcode is related to the participant's record in the registration database. Exhibitors simply need to scan the QR-code with the internal camera of the iPod.

**JMarquardt Lion Lead Retrieval**

Flexible and intuitive, exhibitors can scan the visitors’ QR-Codes badge with iPods and qualify, comment all leads immediately within the application.

**How does it work**
The Lion Leads App will be installed and individually set up on iPod touch rental devices.

**Where to use it**

**Lion Lead Retrieval for your booth**

- Scan the delegate QR-code badge
- Possibility to have an Opt-In
- No internet connection required

Exhibitors can edit and complete the details or add notes and predefined qualifiers straightaway. Qualifiers, i.e. product interest, follow up actions, status etc., can be ordered separately in advance and can be modified within the app at any time. All collected information is securely stored on the device and on a cloud server. At the end of the conference, the exhibitors order the collected data via the app (temporary internet connection required). Within 48 hours exhibitors will receive an export including the participant's details, notes and assigned qualifiers.

**Price per Lion scanner for Exhibition stand:**

**First scanner EUR 1’000 + VAT if applicable**

**Additional scanner EUR 400 + VAT if applicable**

**Additional Services for the Exhibition Area:**

- *Next day data export during the conference (price per license and device): EUR 120*
- Customized qualifier setup: EUR 120

*Additional next day data export orders have to be booked in advance and requested via the app before 6pm for a delivery by 10am the next day.

**Lion Lead Retrieval for Industry sessions**

The Lion Leads App contains a convenient “endless scanning” mode for industry sessions. The symposium package allows quick scan of each delegate. Qualifiers can be assigned to this scanning mode and will be attached to all scanned delegates automatically. For the symposium scan exhibitors will receive the data the day after the session.

**Price per Lion scanner for Industry session:**

EUR 400 + VAT if applicable

**Rental of Lion Lead Retrieval includes:**

- one license per rented Lion scanner
- one iPod touch rental device (app installed and set up)
- one data export after the conference

**SpotMe Lead Retrieval**

The SpotMe lead retrieval provides a reliable and proven solution to capture accurate participant's data with one simple scan of the badge.
How does it work
- Scan the delegate QR-code badge
- No internet connection required

SpotMe lead retrieval device has a QR code scanner tool for networking which enable participants information collections by simply scanning their badge. After scanning delegates QR-Code badge, business card information is available on SpotMe's web app for download. All collected information is securely stored and final report will be accessible after the congress.

Where to use it
The digital business card exchange feature can be used either at the exhibitor booth or at the entrance of industry sessions for Lead Retrieval.

| Price per SpotMe scanner for Exhibition stand: |
| First scanner EUR 600 + VAT if applicable |
| Additional scanner EUR 250 + VAT if applicable |

| Price per SpotMe scanner for Industry session: |
| EUR 250 + VAT if applicable |

Rental of SpotMe lead retrieval includes:
- one scanner rental device (app installed and set up)
- one data export after the conference

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.

Networking Opportunities

Networking Symposium
The Networking Symposium will be one of the highlights of the 26th EADV Congress and will take place on Thursday, 14 September 2017. This will be a pleasant and informal occasion for the medical scientific community to meet with the industry. The sponsor logo will be displayed at the Networking Symposium area. The reception is a great opportunity for attendees to meet and greet. Around 2’000 persons are expected to attend.

The Networking symposium follows the Opening Plenary Lecture.

| Exclusive sponsorship: EUR 10’000 |

EADV President’s Dinner
This event is by invitation of the EADV President and will gathers some 200 leading dermatologists and key opinion leaders worldwide. The event will take place on Friday, 15 September 2017. The sponsor’s logo will be printed on the dinner invitations and menu and will receive 5 individual invitations at the dinner

| Exclusive sponsorship: EUR 50’000 |

Industry Lounges
A limited number of temporary rooms, with soundproof walls, will be constructed in Hall 2 within the exhibition hall. These are available for industry partners to host their guests and hold meetings in a private setting. They will be charged EUR 150/SQM (excl. VAT). The price includes the room rental, basic electrical and lighting system, 1 table and 4 chairs. All additional services or the equipment will have to be ordered separately from the exhibition constructor.

Industry lounge sizes:
- 35 sqm
- 60 sqm
- Other sizes upon request and availability

| Price per square meter: EUR 150 |

Meeting Rooms
Temporary meeting rooms will be available in Hall 2 (exhibition Hall). The rooms are built with soundproof walls and will have the following set up/equipment:
- Boardroom set up
- Carpeting
- Electrical and lighting system
- Basic AV equipment (projector, screen)

Additional technical and audiovisual equipment will be charged separately.
Price:

Boardroom 12 pax:

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<tr>
<td><strong>per hour</strong></td>
<td>EUR 700 + VAT (if applicable)</td>
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<tr>
<td><strong>Half day</strong></td>
<td>EUR 2'500 + VAT (if applicable)</td>
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<tr>
<td><strong>Full day</strong></td>
<td>EUR 4'000 + VAT (if applicable)</td>
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Boardroom 20 pax:

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<tbody>
<tr>
<td><strong>per hour</strong></td>
<td>EUR 900 + VAT (if applicable)</td>
</tr>
<tr>
<td><strong>Half day</strong></td>
<td>EUR 3'000 + VAT (if applicable)</td>
</tr>
<tr>
<td><strong>Full day</strong></td>
<td>EUR 5'000 + VAT (if applicable)</td>
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</table>

Press Conference

Should you wish to organise a press conference during the Congress and increase your visibility to both the participants and the media, the Organiser can provide your company with facilities at the Congress Centre. The organisation and programme is under the full responsibility of the company and must be submitted for review and approval to the exhibition department: exhibition@eadvcongress.org.

The duration is 90 minutes (30 minutes of set-up and 60 minutes presentation) and the price includes the following services:

- A meeting room in the Congress Centre.
- Laptop, beamer, screen, sound, podium, 1 podium microphone and one remote microphone for the audience.
- Publication of the sponsor’s name, Press Conference title and schedule in the Congress App, as well as signage outside the room.

**Price per press conference:** EUR 2’000
EUROPEAN ACADEMY OF DERMATOLOGY AND VENEREOLOGY
GENERAL TERMS AND CONDITIONS INDUSTRY ACTIVITIES

1. APPLICATION AND ACCEPTANCE

1.1 Application
The application for Industry activities (exhibitions, satellite symposia, expert meetings, advertising, sponsored items, etc.) at any of the EADV Events is valid only if filed to EADV in writing by using an official EADV’s order form. The order form must be filled in truthfully and diligently and must carry legally binding signatures of the Applicant.

1.2 Binding Character
The Order form is an offer legally binding the Applicant. The signature of the Applicant on the Order form certifies among other the knowledge and acceptance by the Applicant of the present General Terms and Conditions. The Applicant ensures that all persons in its employ or somehow under its control at the venue are thoroughly instructed on and abide all relevant portions of the present General Terms and Conditions.

1.3 Acceptance
EADV is not obliged to accept any order forms of any Applicants. EADV accepts order forms only through EADV’s written confirmations under the specific terms stated therein in writing. The contract between EADV and the Applicant is effective after the Applicant has been silent for the ten days following the date of EADV’s written confirmation. Exceptional or additional contractual provisions bind the parties only if specifically agreed upon in writing.

1.4 Contract Components
Mandatory contract components are:

a) the written confirmation from EADV,
b) the exceptional or additional contractual provisions in writing, if any, and
c) the present General Terms and Conditions.

In case of discrepancies, above a) has priority over above b) and c), while above b) has priority over above c).

Said components contain all of the covenants by and between the Parties with regard to their object. They shall replace any prior oral or written agreement between the Parties with regard to their object. The contract between the parties may be validly amended only in writing.

2. RIGHT OF REFUSAL

EADV reserves the right to refuse at any time any Industry activities to single Applicants among other for reasons of practicality or compliance with the relevant laws and regulations. EADV may limit participation to certain representative groups deemed imperative to the achievement of the intended purpose of the event. EADV reserves the right to refuse single exhibits or activities, in particular if not adequately related to the objective and purpose of the event. In particular EADV reserves the right to refuse presentation material and/or methods found to be unsuitable or undesirable to the event or to be harmful, disturbing or intolerable to the visitors of the event, even after admittance, at the responsibility and cost of the Applicant or presenting agency, and may, if warranted, order the removal or temporary storage of unauthorized exhibits or materials. In the aforementioned eventualities, the affected parties forgo all rights to any claims against EADV.

3. PAYMENTS

3.1 Sole Debtor
The Applicant is the sole debtor of all payments and as such the sole responsible for timely payment to EADV of all agreed amounts for all agreed Industry activities. This also pertains to services provided by third parties which have been advanced by EADV within the contractual framework to the benefit of the Applicant or of the presenting agency. All prices are net and require the addition of the legal VAT, if applicable.

3.2 Due Date and Case of Default
All amounts are due at the date indicated in the invoice of EADV. If no due date is indicated, then any amounts are immediately due. Any and all supplementary services, among other if granted on-site before or at the event, will be invoiced immediately after termination of the event and become immediately due. The debtor is in default once the date indicated in the invoice has passed without performance of full payment. EADV may remind the debtor, but the reminder is of no relevance for the default. In case of default, a penalty interest p.a. of Euribor rate 3 months plus 5% is due and payable.

3.3 Set-off
The set-off of claims of EADV against claims of the Applicant is admissible only in case of direct, well founded and uncontested counterclaims of the Applicant against EADV.

4. ALLOCATION

EADV allocates any Industry activities primarily considering the effective availability and the date of receipt by EADV of the order form of the Applicant. Special requests of the Applicant will be paid due attention in the context of the above criteria, but may not bind EADV.
5. CHANGES

5.1 Right to Change of EADV
EADV reserves the right to change at any time (the physical space of) any Industry activities on short notice even after initial confirmation, if such physical space or Industry activity contravenes laws and regulations, which are considered to be in full force and effect in the country where the EADV Event takes place, or of necessary or somehow adequate to the benefit of the event. Neither restitutions nor claims of any kind shall apply.

5.2 Right to Request for Changes of the Applicant
Changes, in particular last-minute requests not explicitly accepted by EADV through its written confirmation or through exception or additional contractual provisions in writing always require the previous written consent of EADV. It is the responsibility of the Applicant to notify EADV well in advance of any such changes. The notification shall include a description of the extent of possible additional works required. The necessary permits to effect such changes must be secured in any case.

5.3 Exchange, Subletting and Sharing
Exchange, subletting and sharing of any Industry activities are not allowed. In particular, all responsible personnel representing an Applicant at one booth must be employed or engaged by a single Applicant.

6. LIMITS

6.1 General Principle
Any Industry activities are allowed only within the framework of the relevant laws and regulations, which are to be considered to be in full force and effect in the country where the EADV Event takes place. Any Industry Activities are allowed only within the relevant legal framework. It is the Applicant’s duty to determine without any involvement of EADV such legal framework and to fully comply. EADV has no obligation to monitor the compliance of any Industry activities with the applicable legal framework, but reserves the right to intervene or let intervene in case of non-compliance or even of suspected non-compliance.

6.2 House Rights
The exclusive House Rights are held by the Owner of the facility. The Owner is authorized to exercise control of the display areas and presentation methods as well as the enforcement of security measures and the adherence to rules and regulations, in the best interest of a successful event. Submission of a signed application commits the Applicant and/or presenting agencies to adherence of any referenced rules and regulations governing the event, as well as to the strict adherence to all security measures and government regulations and technical safety standards in force at the event.

6.3 Specific Instructions
Pets or animals are not permitted at the venue. The Applicant is responsible of the staffing and must assure the cleanliness of the rented display area during opening hours. The Applicant is further responsible to assure adequate staffing of the presentation locations during the set-up and dismantling phases and to vacate these timely and in clean conditions. Only 100% soluble adhesives may be used to secure temporary flooring / carpeting to pillars, walls and ledges.

The attachment of advertising materials, posters and any kind of directional signs, as well as gluing, painting, and wall papering of building parts, ceilings, walls, pillars, floors or other integral parts of the display area are strictly forbidden. Built-ins and/or changes to existing conditions, furnishings or inventory require the previous consent in writing of EADV. Any costs arising from such changes and the reversing of same after the event are the responsibility of the Applicant. Reconstruction and renovation works of any kind may only be initiated on order of EADV and its subagents.

Fire alarms, sprinkler systems, hydrants, electrical distributors, telephone jacks and hook-ups, emergency lighting, entrances and emergency exits must be left unobstructed and accessible at any time. They may neither be removed nor be obstructed, covered up or taken down.

The use of open fire and light, i.e. kerosene, heating oil, natural gas etc. for cooking, heating and fuelling purposes, the use of heating rods, as well as the hook up of portable heaters and cooking units which are not equipped with thermal overheating protection is strictly forbidden. The use of bottled gas usually warrants a special permit. It is the Applicant’s own responsibility to gather all respective approvals. Any procedures deemed potentially dangerous require scrutiny and permission by the applicable agency and must be applied for in advance through the responsible rental agency for the exhibit location. The usage of laser equipment requires previous permission and following coordination of EADV. Additionally, a permit of the responsible authority and a site inspection by a licensed inspector must be secured at the Applicant’s own costs. Demonstrations on and treatments of patients are forbidden. Technical inventory and supplies at the venue may only be operated by authorized and qualified personnel.
6.4 Booths in Particular
The respective minimum and maximum standards for booth construction are known to and accepted by the Applicant. Among others, booth construction must always be self-supporting and may not be attached to walls, pillars or floors. The Applicant has to file plans and layouts which need to comply to said standards and require approval. Booths must be realized within the accepted plans and layouts. Only minimal deviations from the originally submitted and accepted plans and layouts are permissible, whereby prior consultation with and prior written consent by EADV are mandatory.

6.5 Advertising in Particular
The Applicant is solely responsible for keeping any of its advertising activities compliant with all relevant laws and regulations. It is strictly forbidden to advertise at any of the EADV Events pharmaceutical products not officially admitted into the market where such EADV Events are held. It is also forbidden to advertise any product requiring a prescription to the Non Healthcare Professionals participants. Applicants are allowed to advertise only within the boundaries of the space allocated to them. Unsuitable solicitation or advertisement not conform to the framework of the event must be avoided. Company brands or logos in neon lights or flashing lights are only acceptable with the prior written consent by EADV. Optical, moveable and sound advertising materials are only tolerated if they do not constitute any aggravation to visitors, exhibitors and/or presenting agencies alike. Movie (celluloid film) presentations according to regulation are forbidden. EADV is authorized to confiscate, prevent or remove any advertising means or materials which are in violation to the aforementioned stipulations, without the aid of legal instruments, prior warning and no responsibility for eventual damages. Any resulting cost becomes the responsibility of the exhibitor and/or presenting agency. In the EADV Event publications it is not permitted to promote any industry sessions (specifically session title, date, hour, room, speakers and presentation titles).

6.6 Recordings in Particular
Video and/or sound recordings of the display area, portions thereof or presentations are only permitted during regular operating hours of the event with prior approval from EADV. Anyone recording the event or portions thereof must ensure under own, direct and full responsibility and liability that none of the recordings will represent a hazard to visitors. Furthermore, the express consent of any Applicants involved is necessary. Finally, any recordings may not refer to the EADV, its name, its logo or its trademarks, if any.

6.7 Sales in Particular
Sales activities on the EADV Event site of any kind are strictly forbidden. In case any sales activities are deployed, EADV reserves the right to take all necessary or adequate countermeasures at the EADV's own discretion, including shutting down any Industry activities Companies (publishers, equipment etc.) can take order forms at their booth and handle invoicing and delivery from countries where they are VAT registered after the EADV Event.

6.8 Lotteries in Particular
Lotteries can be organized only upon approval of the EADV. Money, prescription drugs and alcohol cannot be a lottery prize.

7. SECURITY
Failing a specific commitment in writing of EADV towards the Applicant, EADV does not grant the security of the venue or of portions thereof, including the exhibition and conference rooms. The undertaking and efficacy of any security measures, among other concerning the surveillance of individual booths and/or exponents, depend therefore solely on the Applicant. A specific fire protection watch will be furnished, if specified by local provisions.

8. SERVICES OTHER THAN INDUSTRY ACTIVITIES
EADV shall provide the Applicant with any services other than Industry activities agreed upon through the written confirmation or through the exceptional or additional contractual provisions in writing. EADV selects specific, usually on site providers for such services. It is the Applicant's duty to instruct and control such providers. EADV refuses liability for any of such services effectively provided or somehow expected by the Applicant.

9. DISMANTLING PHASE
After the official closing of the scheduled event, the Applicant and/or presenting agency is responsible for the timely dismantling of the display area within the contractually designated time frame. Ongoing presentations or events are to be terminated and any presentation materials and props must be removed from the rooms within the designated period. Rentals are to be returned before the deadline to the respective rental agency. If the dismantling of the display booth or the presentation materials as well as the imported objects by the Applicant
and/or presenting agency are not effected on schedule, EADV is then authorized, after giving due notice, to order removal of any such objects at the cost and responsibility of the Applicant and/or presenting agency. Should a presentation run overtime, EADV has the right to close or halt the presentation in order to re-use the facilities and/or bill the presenting agency for the overtime. Exponents and/or presentation materials which remain unclaimed after the event will be removed or stored, which ever pertains to the particular nature of the goods, at the cost of the responsible Applicant. Transportation or storage cost for unclaimed or left behind materials are the responsibility of the Applicant or presenting agency.

10. LIABILITY AND INSURANCE COVERAGE OF EADV

EADV is only liable for direct damages resulting from EADV’s own unlawful intent or gross negligence. EADV refuses liability for any indirect damages and loss of profits. EADV refuses liability for any damages resulting from reasons beyond its control. EADV refuses liability for loss, theft or damage to exponents or presentation objects and personal belongings imported during the event or damaged during transportation. EADV has an insurance coverage for personal and object damage. Any claims for any damages that are not submitted to EADV immediately after occurring of the damage(s) are not considered, in which case neither EADV nor its insurer will cover or somehow refund.

11. LIABILITY AND INSURANCE COVERAGE OF THE APPLICANT

The Applicant shall attend the event with all due care. It shall in particular employ personnel respectively, engage people which are adequately skilled in attending and serving at events like an international EADV Event. The Applicant shall select, instruct and control all employees and/or engaged people at the event. Any spaces, infrastructure, tools, devices, materials and similar are to be treated with care by the Applicant (and/or its presenting agency) before, during and after the event. Applicants (and/or presenting agencies) are held liable for all damages to persons or objects, caused by them, their employees and any third parties under temporary engagement, their vehicles or any visitors at the venue. Display booths and presentation rooms shall be adequately staffed and guarded during the entire event. Any additional or personal objects are to be safeguarded, as they are not covered by the effective EADV insurance policy.

The Applicant is obliged to request, obtain and, if required by EADV, give evidence of full insurance coverage, in particular to safeguard for any eventualities like damage to persons, objects or theft. It is advisable to make use of the specialized services provided at the event for extra night watches for individual booths or exponents.

12. CANCELLATION

12.1 Cancellation by the applicant
Applicants whose order form has been accepted by EADV cannot be released from the contract and all agreed amounts remain due and payable. Under exceptional circumstances represented in writing by the Applicant to EADV, EADV may at EADV’s sole discretion, without being obliged, release the Applicant. In such case, the following cancellation fees apply:

- 10% of the total amount agreed for cancellations received by EADV the latest 3 January 2017 (180 working days before the first day of the event);
- 25% of the total amount agreed for cancellations received by EADV the latest 14 February 2017 (150 working days before the first day of the event);
- 50% of the total amount agreed for cancellations received by EADV the latest 28 March 2017 (120 working days before the first day of the event);
- 100% of the total amount agreed for cancellations received by EADV after 28 March 2017 (120 working days before the first day of the event).

The above scheme applies also in case of cancellation of single Industry activities agreed upon.

12.2 Cancellation by EADV
EADV reserves the right to cancel all or even specific Industry activities:
   a) if the Applicant is in default according to the contractual terms and conditions;
   b) if the Applicant does not show up or disregards the assembly specifications, if the assembly of the booth or stand does not occur within the contractually agreed timeframe, or if the display booth/stand is not occupied in time, i.e. at least two hours before the official opening of the event;
   c) if infractions against the house rules are noticed and are not remedied in due course after one warning;
   d) if the Applicant and/or its presenting agent is insolvent or bankrupt. The Applicant or presenting agency is obliged to notify EADV without hesitation of any occurrences of such nature. In such cases the admission to the event can be revoked and the Industry activities may be
disposed of in a different manner at the EADV's sole discretion.
In such cases, no restitution or reimbursements are due and the Applicant and/or presenting agency are held liable for any damages or losses incurred by EADV or any third parties. As security for eventual claims, EADV can make use of its right to demand a security deposit. EADV cannot be held liable for damages to retained goods or objects.

13. REASONS BEYOND CONTROL

13.1 General
The event may be anticipated or postponed to a different date or cancelled or its time frame changed by EADV as a result of a) any negative circumstances beyond anyone's control or b) extenuating circumstances beyond the control of EADV. In case of anticipation, postponement or change of the time frame of the event, the Applicant remains bound and obliged and has no claim against EADV.
In case of cancellation of the event, 25% of the total agreed amount remain due to EADV and the Applicant has no claim against EADV.

13.2 Terrorism
Terrorism means, and this clause applies mainly to:
- any acts of terrorism; or
- independently from any acts, any alerts according to any official sources; or
- independently from any alerts, any circumstances reported by any official sources indicating any concrete threats of terrorism

Any of such up to 14 days before any EADV's Events or while any EADV's Events are running.

In case of Terrorism EADV reserves the right to unilaterally cancel, interrupt or postpone any EADV's Events.

EADV shall inform immediately about the cancellation, interruption, or postponement due to Terrorism of any EADV's Events.

With the cancellation, interruption or postponement due to Terrorism EADV's and any contractual party's obligations under any contracts regarding any EADV's events are converted so that EADV's and any contractual party's main obligation consists then no longer in rendering any services, but instead in minimizing any negative consequences of the cancellation, interruption or postponement. After any cancellation, interruption or postponement the remuneration conditions shall be re-negotiated in good faith. Any amounts already paid shall be refunded unless such amounts have already been spent or irrevocably allocated to any contractual purposes, or unless they become part of the remuneration conditions as renegotiated.

In no event EADV or any parties shall carry any liabilities for any direct, consequential, special, incidental, indirect or punitive damages, lost revenue, profits or income, diminution in value, loss of business, reputation or opportunity or similar costs suffered by EADV or any partners and their own counterparts.

14. MISCELLANEOUS

14.1 Consequences of Partial Nullity
The nullity of any of the clauses hereof shall not affect the validity of the other clauses. If need be, the Parties shall arrange to replace the offending clause by an equivalent legal provision or, failing that, by a new contractual clause meeting the original intent of the Parties.

14.2 Official Languages
The official language of the EADV Event is English.

14.3 Right of Change
EADV reserves the right to effect any changes deemed necessary to insure the overall success of the event.

14.4 Fees for Performing Rights, Salary and Social Security for Artists
The Application is solely responsible for payment of any artist salaries, social security and performance fees for all services or presentations hired or ordered and releases EADV from any responsibility against possible claims of third parties.

14.5 Non-transferability
Any obligations, debits and/or credits of an Applicant somehow originating from this contract are non-transferable to any third parties.

14.6 Data
The Applicant agrees that EADV may store, process, accede, let accede, use and publish (e.g. within the list/documentation of exhibitors and sponsors) any data somehow made available by the Applicant to EADV, in particular through the order form.
The Applicant agrees that the use of any data concerning any participants made available in the context of any
EADV Event is normally limited by the specific authorization to such use given by each participant in the registration process (in general restrictions of confidentiality and use for marketing purposes). The Swiss Federal Data Protection Act of June 19, 1992 applies.

14.7 Photo and Video disclaimer
The Applicant acknowledges and accepts that any EADV Meetings are usually documented in their entirety or even only in part by EADV appointed official photographer(s) so that photos and/or videos where the Applicant or the Applicants exhibition stand appears may be published (also for promoting the EADV and any of its activities) in traditional and/or digital media.

14.8 Alcohol policy
The EADV policy is that during the congress hours and at all times whilst on the congress premises, participants must be free from the influence of alcohol. Therefore no participant, exhibitor, sponsor or any other shall:
- be in possession of alcohol on the EADV Event premises
- supply others with alcohol

Alcohol may only be served and consumed during the below listed events:
- Fostering Networking Event
- Networking Symposium

14.9 Applicable law, Venue of competent Jurisdiction
Any legal relationship between EADV and the Applicant shall be governed solely by Swiss Law. In the event of any controversies arising from any legal relationship between EADV and the Applicant, inclusive of such issues as validity, nullity, violation or termination of such legal relationship, the parties shall first attempt to reach a settlement. Failing this within one month from the time when the controversy arose, EADV and the Applicant irrevocably submit for the determination of such disputes to the exclusive jurisdiction of the regular Courts at the seat of EADV (at present: Lugano, Switzerland).
MEDIA AND PRESS

The media and press regulations of the 26th EADV Congress together with the embargo policies will be published on the congress website in January 2017. It is mandatory for all participating industry partners to abide to the published regulations.

Media outlets and Press representatives contracted by the participating industry partners, whether on-site or off-site, are expected to abide by the full EADV Media and Embargo Policy and ensure that any member of staff or any third party acting on their behalf and/or under their authority, whether on-site or off-site, comply with the EADV Media and Embargo Policy.

Breaking of an EADV embargo by any media outlet, press representative, member of staff or any third party acting on behalf of and/or under the authority of the participating industry partners is a contractual breach. Legal actions and penalties will apply as foreseen in (but not limited to) the published regulations.

For any questions or additional information about Media and Press activities of the congress, kindly contact: nikos@eadv.org
About Geneva

Geneva has a total population of 200,000, making it the second largest city in Switzerland. Located in western Switzerland, the city is embedded between the Alps and the Jura area, and on the shore of Lake Geneva. The Rhone River leaves the lake in Geneva to run through France. The official language is French, as an international city, many will speak fluently English. Geneva is also known as the «smallest of the big metropolises» or the «City of peace» and is home to around 20 international organisations and several multinationals.

Facts & Figures
- 20% of city is covered in green areas
- Around 100 foreign banks are located in Geneva
- The European headquarters of ONU are located in Geneva
- International red Cross Committee
- Awarded as “Europe’s Leading City Break Destination 2015” at the World travel Awards (WTA)
- Easily reached within 2-hours flight from most major European Cities
- Currency is Swiss Francs (CHF) but you can pay with Euro almost everywhere

About the Venue

Palexpo, Geneva’s exhibition and convention centre, offers 106,000 sqm of interconnected event space. In early 2009, the Palexpo underwent a renovation project to enhance and improve the convention centre’s architecture, furniture and technology which enable to provide with state-of-the-art lighting and sound systems, and telecommunications equipment.

- 10-minute walk from Geneva Airport and its railway station
- 15-minute bus ride from the city centre
- 10 minutes to run between the airport and the centre by train
- 2,800 parking spaces available (paypark)
- More than 180 hotel in the vicinity to the conference centre
- Facilities for disabled visitors

The exhibition will be located on Hall 2 with direct access to/from Hall 1, the registration area and Hall 3 via escalators. The exhibition hall features one permanent food-service bar and one temporary food-service bar with sitting area strategically located.

Hall 2 technical information:
- Gross area 16'500 sqm
- 13'000 sqm of Exhibition
- 2'500 sqm of temporary Industry Lounge and meeting rooms
- 9.50 m useful height (maximum construction height 5 m)
- Overhead fixtures (load limit 1’000 kg per suspension point)
- Column-free exhibition space except at hall perimeter
- Road access at ground level (loading/unloading) on both sides of the building
BOOKING YOUR OWN CONFERENCE TRAVEL IS EASY AS ABC
WITH THE GLOBAL ONLINE BOOKING TOOL FROM STAR ALLIANCE CONVENTIONS PLUS

No matter where you are travelling from, the Star Alliance™ network offers you a wide choice of flights to the 26th EADV Congress in Geneva, Switzerland.

And with over 18,500 flights a day to 1,330 destinations across 192 countries, our 28 member airlines extend the same choice to any future conferences you are planning to attend.

You can also save money when you book your flights. Simply quote the Convention Code TK24S17 and you will receive a special discount. Better still, no matter which Star Alliance member airline’s frequent flyer programme you belong to, you can earn and redeem miles across all 28 airlines.

For more information, or to join the airline network that offers you more choice wherever your conferences take you, simply go to http://www.staralliance.com/en/corporate-and-conventions
Congress Centre Lower Level

Congress Centre Upper Level
IMPORTANT: The e-poster area will be moved to Hall 3
Hall 1 & Hall 2

HALL 2
15'600sqm

EXHIBITION & CATERING AREA
13,000 sqm

HALL 1
15'500sqm

LECTURE ROOM 1
2048 sqm

LECTURE ROOM 2
896 sqm

OVERFLOW ROOM
896 sqm

LECTURE ROOM 4
384 sqm

LECTURE ROOM 3
384 sqm
INDIVIDUAL AND GROUP REGISTRATION

http://eadvgeneva2017.org/registration/registration-fees-deadlines/

Registration fees (excluding VAT)

<table>
<thead>
<tr>
<th>CATEGORIES</th>
<th>PRE-REGISTRATIONS</th>
<th>ONSITE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>EARLY RATE until 26/04/2017</td>
<td>LATE RATE until 12/07/2017</td>
</tr>
<tr>
<td>Members</td>
<td>EUR 400</td>
<td>EUR 500</td>
</tr>
<tr>
<td>Resident Members</td>
<td>EUR 80</td>
<td>EUR 80</td>
</tr>
<tr>
<td>Retired Members</td>
<td>EUR 180</td>
<td>EUR 230</td>
</tr>
<tr>
<td>Non-Members</td>
<td>EUR 1’200</td>
<td>EUR 1’500</td>
</tr>
<tr>
<td>Industry Participants</td>
<td>EUR 1’200</td>
<td>EUR 1’500</td>
</tr>
<tr>
<td>Residents/ Students/ Nurses</td>
<td>EUR 200</td>
<td>EUR 300</td>
</tr>
<tr>
<td>1-Day ticket</td>
<td>EUR 350</td>
<td>EUR 350</td>
</tr>
<tr>
<td>Sub Specialty Meeting</td>
<td>EUR 200</td>
<td>EUR 200</td>
</tr>
</tbody>
</table>

* Online pre-registrations are possible until 5 September 2017 included; participants who wish to register after this date will have to proceed with the registration onsite.

Important: Children under the age of 18 are not authorised inside the Congress venue.

Additional badges

Exhibitors can purchase additional Exhibitor Badges at a price of EUR 120 (+VAT if applicable) online within 5.9.2017 and onsite after the deadline.

Satellite symposium organizers can purchase additional symposium entrance badges for EUR 100 (+VAT if applicable).

Sub speciality society meetings: Fee EUR 200 (+VAT if applicable) and entitles entrance only to these meetings.

Delegate registration fee includes

Delegate badge, admission to the EADV scientific sessions, possibility to collect ECMEC credits on participation at EADV scientific sessions, satellite sessions (some restricted to healthcare professionals only) Congress material, Congress e-tools and a certificate of attendance, admission to the Networking Session, admission to the Concluding Session and patient society village.

Due to the regulations entrance to the commercial, exhibition area is restricted to Healthcare professionals only.

Industry participant fee

The purpose of the industry participant category is to give persons working for the pharmaceutical industry, but not assigned to work at the booths, full access to all congress events, industry sessions, exhibition as well as congress materials.

Residents, Students and Nurses have to submit a written proof of status when registering.

It is imperative to indicate if the participant is a Healthcare professional (HCP) or a non-HCP for the EADV Registration department to handle badge issuance in accordance to the EU regulations on prescription product advertising. NOTE that one-day tickets cannot be requested more than once.

Cancellation & Special Requests

Cancellation

All badges’ cancellations must be notified in writing (by email) to the Registration Department (registration@eadvcongress.org/group@eadvcongress.org) according to the following policy:

- In case of cancellation of participation before 21 June 2017, registration fees will be refunded with a deduc-
tion of a handling fee of EUR 50 per person and, in case of bank transfer, additional EUR 20 will be deducted. After this date, there will be no refund whatsoever.

- Name changes will be charged a fee of EUR 30 per registration.
- Name changes are possible during the pre-registration period only, therefore no name change requests will be accepted onsite.
- Special requests for the processing of the invoice should kindly be submitted in writing to the Registration Department. For the reissuing of invoices EUR 20 will be charged.
- All refunds will be made within 2 months after the end of the event. Requests submitted after this period will not be considered. Refunds, if due, will only be issued via the same payment method used to settle the registration deducting an administrative fee of EUR 50. A deduction of additional EUR 20 will be applied for bank charges.

Registration and confirmation policy

Registrations will be confirmed and finalised only upon receipt of full prepayment or valid credit card details. To ensure the Early and Late registration fee, payment must be settled within the published deadline. If the deadline is not respected, the amount will automatically increase to the next registration fee.

Special Requests & Group Registrations

Name changes are possible for groups at the cost of EUR 30 per participant. However, please note that if name changes are requested for more than the 25% of the participants in the group, the relevant full registration fee will be applied for each name change.

All special requests regarding registrations fees (including name changes) should be sent to the Registration department no later than 1 month prior to the event:

- Individual/Third party (1-9 participants):
  registration@eadvcongress.org
- Groups (10 or more delegates):
  group@eadvcongress.org

Any specific requests concerning group registration fees will not be discussed on-site during the event for any purpose. If any difficulties do arise during the event, all requests/discrepancies should be sent to the Registration department after its closure; decisions will be made and sent out 2 months thereafter.

Group registration onsite will NOT be possible.

Important Notes

- Participants submitting and paying their registration as non-members will not be entitled to reimbursement if, at a later stage, they become members nor if, despite being active members, they incorrectly register as non-members.
- For the re-printing of forgotten badges, EUR 20 will be charged.
- For the re-printing of badges due to change of status from "Non-Healthcare Professional" to "Healthcare professional" (and vice versa), EUR 20 will be charged.

These general conditions are part of the “Registration Terms and Conditions” published on the meeting website, which are to be considered as the legal basis for all registrations. Verbal agreements are not binding, unless confirmed in writing.

AIFA Applications

In order to obtain the AIFA document, Italian parties sponsoring participants are kindly requested to contact the agency below by 15 June 2017 to assure all formalities:

Ecliptica srl – Servizi Congressuali
Via Aldo Moro, 22
IT-25124 Brescia
Telephone: +39 (0)30 245 28 18
Fax: +39 (0)30 245 28 26
E-mail: simona.motta@ecliptica.it

Use of Data – Authorization

The data made available through the online registration system are gathered and treated by the EADV in compliance with the Swiss regulation on data protection, in particular in compliance with Sec. 4 of the Swiss Federal Law of June 19, 1992 on Data Protection. All data are treated by the EADV only for organisational purposes, in particular for the registration to Meetings as well as for the monitoring of credits for the Continuing Medical Education of the participants.

At any Congress and Symposium each participant receives one badge carrying the family name and the first name of the participant as well as a QR code. Through the QR code all data on this form can be accessed through software at the sole disposal of the EADV. Each
participant shall consider that by accepting any scanning of the badge at any stand at the Congress or Symposium, the participant gives his/her authorization to the EADV to transfer the data of the participant regarding his/her postal address and e-mail to the holder of the stand (usually a pharmaceutical company), including the authorization to use said data for purposes such as the promotion of pharmaceutical products and similar.
How to Book a Room

MCI Suisse SA has reserved a large number of hotel rooms at very competitive rates in various hotels in different price categories. The majority of the hotels are located either in the city centre or near Palexpo.

Reservations will be made on a first come, first served basis. Geneva attracts many tourists, and due to the high demand for accommodation during this period, we recommend booking before Wednesday 12 July 2017 to ensure availability.

Individuals & Small groups reservation (from 2 to 9 rooms)
Hotel accommodation for individuals and small groups can be booked online through the EADV website: http://eadvgeneva2017.org/accommodation-travel/

Groups’ reservation (from 10 rooms)
For group reservations, a request form is downloadable on the accommodation website and has to be sent to eadv2017.hotels@mci-group.com

Pre & Post Nights
Pre & post nights' bookings will be confirmed upon availability of the hotel. Requests have to be made to MCI: eadv2017.hotels@mci-group.com
All additional room nights will be automatically contracted and terms and conditions will be applicable.

Cancellation & Modification

Modifications and/or Cancellations are to be sent to MCI only and not to the hotel directly to avoid any misunderstandings.

As liquidated damages, cancellation charges are calculated on projected charges (per hotel, per night, subject to all applicable taxes). In the event of total or partial cancellation.

For more details about cancellations per hotel groups, please download our terms and conditions for groups: here

1. Download, fill in and return the accommodation request form to MCI
2. Upon hotels availabilities, a contract and an invoice will be issued
3. Deposit payment according to the schedule will need to be settled to guarantee the rooms
4. After payment, an online access available 24/7 will be provided to the group leader, to enter the delegates’ names, assign the rooms and download the hotel vouchers

Bookings Process for Groups Destination Management Service

Ovation
Rutger Hoorn
E-mail: rutger.hoorn@ovationdmc.com

- Meet and greet hospitality services from airport arrivals to hospitality desks
- Ground Transportation (bus, limo, VIP service)
- Staffing
- Venue finding and consulting
- Restaurant sourcing for groups, offsite dinners, networking events, off site meetings
- Entertainment & speaker sourcing

Transportation

Transportation from the Geneva International Airport

The Geneva International Airport offers every passenger arriving in Geneva a UNIRESO ticket free of charge, valid for 80 minutes in Geneva public transportation. You may obtain your ticket in the baggage claim area, in a dispenser located next to the conveyor belts. A valid air transportation document (Boarding Pass or Plane Ticket) must be presented in the event of ticket inspection on the network.
Transportation during the Congress

Visitors staying in a hotel in the Canton of Geneva will benefit from the “Geneva Transport Card”, at no additional cost. This personal and non-transferable pass is established upon the visitor’s check-in at the hotel of choice, enabling its holder the use of the public transportation network without restriction (bus, train and boat). This card is valid for the entire duration of their stay including, the departure day.