The 6th World Congress on
CONTROVERSIES TO CONSENSUS IN DIABETES, OBESITY AND HYPERTENSION

February 21-22, 2018 • Tel Aviv, Israel

Support and Exhibition
Invitation for the Industry

www.codhy.com
Dear Supporters and Exhibitors,

It is with great pleasure that we invite you to attend The 6th World Congress on Controversies to Consensus in Diabetes, Obesity and Hypertension (CODHy) to be held in Tel Aviv, Israel February 21-22, 2018.

Over the years, our CODHy congress has provided an exclusive platform for excellent academic debates, providing a forum for international experts in the field of Diabetes, Obesity and Hypertension to discuss and compare data. This unique congress format provides excellent exposure to unresolved issues and facilitates active participation which leads to helpful everyday tools for the participating clinicians.

As one of the world leaders in technology and innovation, by holding CODHy in Israel, the ‘Start-up’ nation, we are continuing our focus on the ‘Digital Health’ initiative showcased at our 4th CODHy China meeting in May 2017. We will once again explore Digital Health within the treatment of Diabetes, Obesity and Hypertension to pave the way for future innovations in the field and continue our fruitful collaboration with China. CODHy Israel will serve as a platform for Digital Companies in the field to present, promote and expand their business opportunities with other companies partners and organizations.

As in the previous CODHy congresses, we offer a number of sponsorship opportunities, including industry-sponsored activities. This prospectus outlines the various support packages available and as always, we would be happy to tailor-make a sponsorship package to suit your specific interests and needs.

We cordially invite you to join us as sponsors and partners of CODHy 2018, an exceptional congress, providing participants and speakers alike with the opportunity to debate the most important topics in diabetes, obesity and hypertension.

We look forward to seeing you in February in Tel Aviv!

Sincerely,

Prof. Itamar Raz, Israel  |  Prof. Stefano Del Prato, Italy
CODHy Congress Co-Chairpersons
Congress Profile

AIMS OF THE CONGRESS

- To promote excellence in the field of Diabetes, Obesity and Hypertension by discussing, in a debate forum, evidence-based medicine and expert opinions on current controversial issues
- To bridge gaps between expansion of basic science and information, and their consolidation into clinical practice
- To promulgate ethics and standards of practice and treatment
- To reach consensus on certain controversial issues, through debates, round table discussions and plenary lectures
- To create a forum for the industry to meet with experts in the field, and to update international participants on pressing clinical and technological questions of the day
- To focus on ‘Digital Health’ initiative to explore how digital health can advance treatment of diabetes, obesity and hypertension

PREVIOUS WORLD CONGRESS DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Year</th>
<th>Sessions</th>
<th>Debates</th>
<th>Faculty</th>
<th>Poster Abstracts</th>
<th>Countries</th>
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<tr>
<td>2006</td>
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<tr>
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<td>22</td>
<td>20</td>
<td>69</td>
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<td>68</td>
</tr>
</tbody>
</table>

Barcelona 2008: Africa 7%, Asia Pacific 10.5%, Eastern Europe 20%, Latin America 3.5%, North America 4%, Western Europe 55%

Barcelona 2010: Africa 12%, Asia Pacific 8%, Eastern Europe 22%, Latin America 1%, North America 4%, Western Europe 53%

Barcelona 2012: Africa 11%, Asia Pacific 9%, Eastern Europe 16%, Latin America 3%, North America 7%, Western Europe 54%

Istanbul 2015: Africa 3%, Asia Pacific 4%, Eastern Europe 57%, Latin America 6%, Middle East 11%, North America 2%, Western Europe 17%
CME Accreditation

CME ACCREDITATION PREVIOUS SUPPORTER COMMITMENT TO THE HIGHEST STANDARDS IN CME/CPD

ComtecMed is committed to deliver within the platform of the Congress valuable knowledge based on independent, transparent, and effective CME/CPD educational programs by:

• Championing best practice in CME
• Maintaining and improving standards
• Mentoring and educating
• Working in collaboration with critical stakeholders

For more information, visit: www.goodcmepractice.net

International CME Accreditation

An application for CME Credit will be made once the scientific program is finalized. Further details will be available on the Conference web site:

www.cody.com/la

Industrial Symposia

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

Information contained in the scientific program must comply with the applicable CME/CPD regulations. Scientific/Educational Program shall not include any commercial elements such as company names, products names, etc. Commercial information shall be kept separate and clearly differentiated from the scientific accredited content. Non educational activities may include promotional elements and shall not be accredited.
Levels of Support
(level determined by the accumulation of items of value)

**Presidential Circle**
€ 85,000 and up

**Platinum**
€ 60,000 - € 85,000

**Gold**
€ 40,000 - € 60,000

**Silver**
€ 20,000 - € 40,000

**Bronze**
€ 10,000 - € 20,000

**Contributor**
€ 4,000 - € 10,000

**Categories Priorities**

- Presidential Circle category will have the priority in choosing up to two additional sponsorship items to the value of $15,000
- Platinum category will have the priority in choosing up to two additional sponsorship items to the value of $10,000
- Gold category will have the priority in choosing up to one additional sponsorship items to the value of $5,000
- All Supporting companies will receive the following benefits:
  - Acknowledgment: congress website, congress program book, on-site signage
  - Company logo on regular announcements to congress database

**IMPORTANT NOTES**

- Special industrial symposia time slots will be allocated on a first-come, first-served basis.
- The company supporting a satellite symposium may select the speakers and topics.
- The Program of the Satellite Symposia are subject to approval by the Scientific Committee of the Congress. In case that the Scientific Committee rejects the program of a satellite symposium, each party will be entitled to cancel the satellite symposium without paying a penalty for the cancellation or for any damages caused by the cancellation to the other party.
Educational Support Opportunities

CONTINUING MEDICAL EDUCATION (CME) APPROVED SESSION

€ 40,000

Opportunity to support an existing session or to suggest a session as part of the CME-approved scientific program

- Session hall and basic audiovisual equipment
- 6 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)
- Company profile in the Congress Material
- One full page color advertisement in the Congress Material
- Acknowledgment: Congress Material, on-site signage
- Brochure in the participants’ bags
- Company logo on regular announcements to Congress database

CONTINUING MEDICAL EDUCATION (CME) APPROVED PRESENTATION

€ 18,000

Opportunity to support an existing presentation or to suggest a presentation as part of a CME-approved session in the scientific program

- Session hall and basic audiovisual equipment
- Company profile in the Congress Material
- One full page color advertisement in the Congress Material
- Acknowledgment: Congress Material, on-site signage
- Brochure in the participants’ bags

PRIZES FOR OUTSTANDING ABSTRACTS

Sole Support

€ 4,500

Prizes will be awarded to the authors of the most outstanding abstracts, as selected by the Congress Chairpersons

- Company profile in the Congress Material
- Acknowledgment: Congress Material, on-site signage
- Company representatives will be invited to attend the award ceremony

IMPORTANT NOTES

“Congress Material” may include the CODHy Congress Website, Application or Program Book (depending on whether there will be a hard copy program book)
Promotional Support Opportunities

INDUSTRIAL SYMPOSIUM (NON-CME APPROVED)

Plenary € 50,000
Parallel € 40,000

Opportunity to hold a non-CME approved industrial symposium as part of the scientific program - the content and speakers are subject to approval from the Congress Chairpersons

- Symposium hall and basic audiovisual equipment
- 12 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)
- One full page color advertisement in the Congress Material
- Brochure in the participants’ bags
- Company logo on regular announcements to Congress database

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

PRE-CONGRESS SATELLITE SYMPOSIUM (NON-CME APPROVED)

€ 60,000

Opportunity to hold a non-CME-approved plenary industrial pre-Congress satellite symposium

- Symposium hall and basic audiovisual equipment
- 12 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)
- Company profile in the Congress Material
- Acknowledgment: Congress Material, on-site signage
- Brochure in the participants’ bags
- Optional webcast of Symposium at discounted rates
- Company logo on regular announcements to Congress database

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

PIPELINE SHOWCASE

€ 6,500

Opportunity to include a 10-15 minute presentation in the non-CME approved session entitled Pipeline Showcase

- Session hall and basic audiovisual equipment
- Company profile in the Congress Material
- Acknowledgment: Congress Material, on-site signage
- Brochure in the participants’ bags

The expenses (travel, accommodation and registration) of the speaker in the Pipeline Showcase presentation are additional, and the responsibility of the supporter.
# Promotional Support Opportunities

## MOBILE APPLICATION

**€ 10,000**

*Exclusive sponsorship provides high-exposure placement in the app in order to drive traffic to the company’s onsite presence or website*

- Every time an attendee requires event information, they’ll be accessing the app. Prior to arriving at the home page, they’ll be exposed to your logo
- Provide attendees in close proximity or specific sessions attention-grabbing push notifications.

## FACULTY DINNER

**Sole Support**

**€ 20,000**

*Opportunity to support the official dinner for all invited speakers of the Congress*

- Company logo on the official invitation to the faculty dinner
- Company profile in the Congress Material
- Acknowledgment: Congress Material, on-site signage

## LUNCH

**Sole Support per Lunch**

**€ 25,000 (per lunch)**

*Opportunity to support a buffet lunch to be served to all participants of the Congress*

- Company logo on the official invitation
- Company profile in the Congress Material
- Acknowledgment: Congress Material, on-site signage
- Brochure in the participants’ bags

## INTERNET AREA

**Sole Support**

**€ 12,000**

*The internet Area will be outfitted with internet workstations for participants to stay updated between sessions*

- Display logo as a screen background
- Opportunity to provide branded mouse pads
- Company profile in the Congress Material
- Acknowledgment: Congress Material, on-site signage

## PARTICIPANTS’ BAGS

**Sole Support**

*provided-in-kind + € 12,000*

- Opportunity to provide branded bags for all participants of the Congress
- Company profile in the Congress Material
- Acknowledgment: Congress Material, on-site signage
# Promotional Support Opportunities

## MOBILE CHARGING STATION

€ 10,000

*The Charging Station will be made available to all participants to charge electronic devices during the Congress, placed in a highly visible area.*

- Opportunity to brand the Charging Kiosk with your company name and logo
- Company profile in the Congress Material
- Acknowledgment: Congress Material and on-site signage
- Price quoted is for one charging station, prices for additional stations on request

## CONGRESS LANYARDS

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

*This opportunity is reserved for presidential circle and platinum supporters, and will be available on a first-come, first-served basis*

- Opportunity to provide branded lanyards
- Company profile in the Congress Material
- Acknowledgment: Congress Material, on-site signage

## TRANSLATION

€ 5,000 (per hall, per day)

*Simultaneous translation into any required language*

- Company profile in the Congress Material
- Acknowledgment: Congress Material, on-site signage

## POSTER AREA

€ 5,000

*Abstracts selected by the Congress Chairpersons for poster presentation at the Congress*

- Company profile in the Congress Material
- Acknowledgment: Congress Material, on-site signage

## NOTE PADS AND PENS

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

- Opportunity to provide branded note pads and pens to be distributed in the participants’ bags
- Company profile in the Congress Material
- Acknowledgment: Congress Material, on-site signage
Promotional Support Opportunities

**BROCHURE INSERT**

€ 3,000

- Company brochure to be inserted into the participants’ bags
- Company profile in the Congress Material
- Acknowledgment: Congress Material, on-site signage

**COFFEE BREAK**

€ 3,000 (per coffee break)

*Opportunity to support, in part, a coffee break for all participants of the Congress*

- Company profile in the Congress Material
- Acknowledgment: Congress Material, on-site signage

**TAILOR-MADE SUPPORT PACKAGES**

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

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

Exhibition space will be available on a first-come, first-served basis, with priority given to presidential circle and platinum supporters.
- Exhibition space will be available at € 650 per sq.m.
- Companies that have only exhibition up to € 4,000 will be acknowledged as exhibitors only.

**Exhibition space rental is priced according to size (per sq.m) and includes:**
- Net stand area
- Company profile in the Congress Material
- Two exhibitor registrations (up to 18 sq.m, additional registration per 6 sq.m)
- Additional exhibitor registrations available for € 250 per badge
- General cleaning of public areas

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

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

VENUE
Hilton Hotel Tel Aviv
Hayarkon 205, Tel Aviv, Israel
Tel: +972 (0) 3-520-2222

LANGUAGE
The official language of the Congress is English.

CONGRESS ORGANIZER AND SUPPORT / EXHIBITION CONTACT:

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www.codhy.com

LIABILITY AND INSURANCE
The Congress Organizer cannot accept liability for personal accidents loss of or damage of private property of participants, either during or indirectly arising from the CODHy 2018 Congress. Participants are advised to issue their own personal travel and health insurance for their trip.

TERMS AND CONDITIONS:
Support items are allocated on a first-come, first-served basis

1. All support and exhibition prices quoted are in € and are subject to VAT
2. All payments must be received before the beginning of the Congress. Should the company fail to make the payment prior to the commencement of the Congress, the Organizer saves the right to cancel the company’s participation and benefits.
3. Time slot allocation will be based on level of support and approval from the Organizing Committee
4. It is the responsibility of the supporters and exhibitors to comply with the regulations of the local authorities, EFPIA (European Federation of Pharmaceutical Industries & Associations) www.efpia.org and IFMPA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the Promotion of Medicines.
5. The Congress Organizer reserves the right to accept or decline offers of support and application for exhibition space
6. The Congress Organizer reserves the right to amend the published floorplan should it be deemed necessary for the benefit of the exhibition and the Congress as a whole
7. Please note that the Congress Organizer must approve all exhibition stand designs
8. All benefits: (logo, profile, insert, advertisement and registration) that are mentioned as part of the Supporter /Exhibitor packages are to be provided as per Comtec specifications and deadlines to ensure maximum exposure at the Congress.
9. Hermes & Merkur is the sole logistic supplier for the CODHy 2018 Congress. All materials sent directly to the venue (not via our logistic agent AKA Hermes) wil not be under COMTECMED’s responsibility. We are not liable if the shipment does not arrive due to costumes clearness issues or any other delays that might occur.
The 6th World Congress on Controversies to Consensus in Diabetes, Obesity and Hypertension

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www.codhy.com

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