



**Founder Sponsor
Manual
EAACI 2010
5-9 June 2010
London**



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General Information

Venue

ExCeL London
One Western Gateway
Royal Victoria Dock
London E16 1XL, UK
Tel: +44 20 7069 4000
E-mail: info@excel-london.co.uk
Website: www.excel-london.co.uk

Congress Secretariat and Exhibition Organiser

Congrex Sweden AB
Attn: EAACI 2010
Franzégatan 5, P.O. Box 5619
SE-112 51 Stockholm, Sweden
Tel: +46 8 459 66 00
Fax: +46 8 661 91 25
E-mail: eaaci2010@congrex.com
eaaci2010exhibition@congrex.com
Web: www.congrex.com

Congress Registrations

Congrex Sweden AB
E-mail: eaaci2010registration@congrex.com

Congress Scientific

Congrex Sweden AB
E-mail: eaaci2010scientific@congrex.com

Destination Management Services

For transports and evening arrangements:
Congrex UK, London
Att: Lisa K. Persson
Tel: +44 (0)20 8834 1014
E-mail: lisak.persson@congrex.com

Hotel Accommodation

Congrex Sweden AB
E-mail: eaaci2010hotels@congrex.com

Congress Web site

www.eaaci2010.com

Deadlines to Remember

4 March 2010

List of Delegates
Order EAACI 2010 Congress and EAACI logos
Company Presentations for the Final Programme

24 March 2010

Confirm intention to have Advertisement in the Final Programme

31 March 2010

Send full CSS programme for approval

15 April 2010

Send original for Advertisement in Final Programme
Insert in Congress Bag for approval
Technical set-up requirements
Participation in Presidential Dinner

4 May 2010

Final name list of group-registered delegates and exhibitors
Orders for hostesses, bar code readers, furniture, floral decorations etc.



Company Presentations

Founder Sponsors will be acknowledged in the Final Programme. In order to ensure that companies are acknowledged with their correct name, please complete **Order Form 1** and return it by **4 March 2010**.

Advertisements in the Final Programme

Founder Sponsors are entitled to one free inside full page four colour advertisement in the Final Programme. Kindly confirm your intention to use this opportunity by **24 March 2010**. You are welcome to buy additional advertising space at extra cost, or pay a slightly higher premium for a specific position for your ad.

Please deliver your advertisement/-s no later than **15 April 2010**.

The format (trim size) is 210 x 297 mm (+ 3mm bleed). The Programme is printed on glossy paper euroscale cmyk and the resolution of pictures is 300 dpi. We prefer the ad as a print optimized .pdf file. Please request icc profile and Acrobat Distiller setting/joboption to create a correct .pdf document from:
hasse@grafiskform.com

We can accept advertisements created in QuarkXPress, InDesign, Illustrator or Photoshop. Make sure that all pictures, logos and typefaces are included/attached. We kindly ask you to deliver the ads on CD-ROM, with a colour print attached.

Please send your material to:

Grafisk Form Hasse Bergsman AB
Ripstigen 5
SE-122 39 ENSKEDE
SWEDEN
E-mail: hasse@grafiskform.com

Bag Inserts

Founder Sponsors are entitled to one maximum A4 size (max. 8 pages) leaflet to be inserted in the delegate bags. Please submit a sample to the Congress Secretariat for approval before **15 April 2010**. Companies that have already received approval for their leaflets do not need to send in another sample. The number of copies needed will be **8000**.

As we have no possibility to store any materials at the Congress venue, the leaflets must be sent to the attention of the official forwarding agent Meritex International Ltd. The shipment must be sent for arrival at Meritex International c/o MPCO, Chessington Surrey (see address below) **not earlier than 24 May and no later than 27 May 2010**.

An e-mail should also be sent to henry@meritex.co.uk with the estimated delivery dates. It is not mandatory to use Meritex for the shipping, but we recommend it. Please, do not mix bag insert material with goods for delivery to the exhibition. **Please make sure to clearly mark all four sides of each box in the shipment:**

**"BAG INSERTS / EAACI2010 /
Your Company/Exhibitor Name"**

Bag insert material should be sent to:

**Meritex International
c/o MPCO
Davies Road
Chessington Surrey
KT9 1TT
United Kingdom**

Notify:

**Meritex International Freight Services Ltd.
Contact: Henry Osborne or Rasa Margyte
Tel: +44(0) 1392 454 999
Mobile: +44 (0) 7971 249 801 Henry
E-mail: henry@meritex.co.uk
rasa@meritex.co.uk**



Additional bag inserts can be ordered at **EUR 5,000 (+VAT)** each. To submit an extra leaflet in the Congress bags, please contact the Congress Secretariat at eaaci2010@congrex.com by **15 April 2010**.

Stock Deliveries

The participating companies wishing to distribute leaflets or other items during their Symposia should ensure that these are delivered to the relevant hall during official Congress breaks. No deliveries to the halls will be permitted while sessions are taking place.

Storage

No empty crates, cartons, boxes, shavings or other packing material may be stored at the session hall or venue. Participating companies are requested to make their own arrangements for the removal of all boxes, packing material etc. prior to the start of their Symposia. Storage space is available for rental. For further information please contact:

eaaci2010exhibition@congrex.com.

FS Registration and Group Registration

Founder Sponsors are entitled to **10 Free Full FS Registrations** and **a maximum of 40 Free Exhibitor Registrations**. Both registrations include the Opening Ceremony but there is an additional cost of EUR 90 incl. VATS each for the Welcome Evening. Additional Exhibitor registration fee is **EUR 120** each incl. VAT. Please also confirm if other company offices are entitled to order Exhibitor badges in your company name by a marking Yes/No on the attached form.

Founder Sponsors are also welcome to register their delegate groups for the Congress without simultaneously providing the names of the individual participants, with the understanding that payment must be provided in full for the total number of delegates registered. The

deadline for payment of early and late registrations will apply to all sponsors.

To register, please contact:

Congrex Sweden AB

Attn: EAACI 2010

P.O. Box 5619

SE-112 51 Stockholm, Sweden

Tel: +46 8 459 66 00

Fax: +46 8 661 91 25

E-mail: eaaci2010registration@congrex.com

The final name and address list of both the FS registrations and the Group-registered delegates, (including the list of social events required) must be sent to Congrex Sweden AB no later than **4 May 2010**, in order to guarantee the registration. Please note that once a name has been registered, there is considerable administrative work involved in changing the records to another individual. Name changes received **after 4 May 2010** will result in a surcharge of **EUR 60** incl. VAT.

The collection of group documentation will be offered to groups with 20 delegates or more. Closer to the Congress, notification will be sent out via e-mail announcing time and place for the collection.

Hotel Accommodation

If you require a block booking please contact Congrex Sweden AB:

E-mail: eaaci2010hotels@congrex.com

List of Delegates

Each Founder Sponsor is entitled to a list of the registered delegates three months and one month prior to the Congress free of charge. The list will be sent on request from the Congress Secretariat. Additional copies can be ordered and will be charged. The list will be sent electronically as an e-mail attachment in an excel format. The list can be sorted as you wish. Please complete and return **Order Form 1 before 4 March 2010**.



Hospitality Suites

The hospitality suites are all located with access from the Boulevard. They will have your company name on the door to the suite and there will also be signage on adjoining doors if applicable. No other signage is allowed and roll-ups etc. are not allowed outside of your room. The rooms vary in size (approx 20-25sqm) and layout and they have been distributed by ballot.

| <u>Room</u> | <u>Company</u> |
|----------------------|-----------------|
| Hall Office S1 lower | Novartis |
| Hall Office S2 lower | Airsonett |
| Hall Office S2 upper | Stallergenes |
| Hall Office S3 lower | Allergopharma |
| Hall Office S4 lower | Uriach |
| Hall Office S4 upper | MSD |
| Hall Office N3 lower | ALK |
| Hall Office N4 lower | Schering-Plough |
| Hall Office N4 upper | Phadia |

Each company will receive one key to the hospitality suite, to be collected at the Exhibitor Registration Desk on site from 6 June.

The room will have:

- A lockable door with one key
- Electrical supply (1 socket)
- General lighting
- A standard conference table and
- 6 standard chairs.

Catering

Refreshments can be served in your hospitality suite. To order catering, please contact:

Leith's @ ExCeL London

(For services with china, glassware and staff.)

Contact: Deborah Gater

Tel: +44 20 7069 4152

Email: Deborah.gater@compass-group.co.uk

Creativevents

(For food, beverages, disposable cups and equipment.)

Tel: +44 20 7069 4151

Fax: +44 20 7069 4201

Email: excelstandcatering@cevents.co.uk

Additional Furniture and Services

Additional orders for the hospitality suites will be available from Stanco Exhibitions through an online order system that will open in the end of February 2010. The link will be accessible from the Congress web site. **The deadline for orders is 4 May 2010.**

Use of the EAACI 2010 and the EAACI logos

Sponsors must use the EAACI and the EAACI 2010 Congress logos on items associated with their Symposia. However, companies must advise the Congress Secretariat in advance regarding the method of presentation. A sample of the item(s) must be sent to the Congress Secretariat for approval prior to production. Please note that EAACI requires the EAACI logo to be placed in the upper left corner of the prospect. If you need to order the logos please complete and return **Order Form 1 before 4 March 2010**. Companies that have already got their sample approved do not need to resend their samples for approval.

Presidential Dinner

Founder Sponsors receive an invitation for 2 colleagues to attend the Presidential Dinner. Complete the Invitation and return the form to eaaci2010scientific@congrex.com **by 15 April 2010**.

Available Sponsorship Items

The EAACI Congresses offer several promotional possibilities. To learn more about EAACI 2010 sponsorship items, please see the "Invitation to Sponsorship" leaflet which you can find on the Congress website www.eaaci2010.com, click Exhibition & Sponsors, and then Invitation to Sponsorship. At EAACI 2010 it is also possible to increase your visibility by using the ExCeL London signage boards. For further information: contact eaaci2010exhibition@congrex.com.



Company Sponsored Symposia

Session Hall

The Company Sponsored Symposia (CSS) will be held in Platinum Suite 1+2.

Set-up, Layout and Breakdown

The symposium can arrange promotional posters on the stage. However, due to the lack of access time prior to the start of the session, installation of own stage sets is limited. If you require alternative stage arrangements, please contact the Congress Secretariat for discussion and approval.

Aisles must be kept clear at all times. Any participating company who causes obstruction or nuisance after notice has been given will be liable to have their session discontinued by the Organisers at the participating company's expense.

Set-up and breakdown will take place on the day of the Symposia. Access will be from 15 minutes before the start of the Symposia. Because of the time limit, the set-up time will have to be shared with Sponsored Symposia scheduled before your Satellite Symposia. Breakdown should be completed 30 minutes after the session ends.

The stage set for all symposia are as follows:

- lectern with Congress logo
- top table for two persons
- floral arrangements next to lectern

Company wishing to alter or argument the existing stage set must obtain approval from the Congress Secretariat. Please note that speakers name cards will **not** be provided.

Session Timings

Due to the time restriction it is essential that all Congress Symposia run to time and participating companies are requested to ensure that their

CSS do run to time. Congress staff will be asked to clear all halls at the end of each session at the time given in the Programme regardless of whether the session has finished.

Text in Final Programme

You will receive the first draft of your symposium in the Final Programme around 15 April. We kindly ask you to send back your comments or changes to Congrex by 21 April. If there are any changes, you receive a final proof around 25 April. For questions about your company sponsored symposium, please contact: eaaci2010scientific@congrex.com

Speakers and Chairpersons

The costs of travel, accommodation and any honoraria for the speakers and chairs of the CSS are the responsibility of the Founder Sponsor. This applies even if the speaker is also speaking in the main programme. If the speaker is speaking in the main programme, the registration fee will be covered by the Congress; if not, the registration fee should be covered by the sponsor.

For speakers who are in the main programme as well, Congrex will send the sponsors an invoice of the collected travel and accommodation costs after the Congress. The sponsor does not need to arrange hotels for these speakers as they will be accommodated at the headquarters' hotel, nor do the sponsor need to arrange their travels as they book their own flights.

If you have any special request related to the costs of your speakers, please contact eaaci2010scientific@congrex.com.



Site Visit

The Congress Secretariat organises the FS Site Visit and the Exhibitor Technical Site Visit. Please contact the venue directly for additional site visits.

Audiovisual Equipment and Technicians

The following AV equipment will be provided in the room:

- Head table with 1 microphone
- 1 lectern with microphone
- Aisle microphones (fixed on stand)
- 1 screen, front projection
- 1 computer with PowerPoint on the lectern
- 1 video projector

AV staff will be on duty throughout the Symposia to operate the standard audiovisual equipment.

Sponsors requiring any additional AV equipment and/or AV technicians other than what is listed above, ***please send your technical set-up requirements to Johnson@johnsoncommunication.no before 15 April 2010. Please specify sound, lighting, AV and staging and rehearsal requirements. Due to short changeover time between sessions, careful planning is required in order to make transitions as smooth as possible. There will be a 40% surcharge on late arriving orders.***

Barcode Readers

All visitors at the EAACI 2010 Congress are registered and supplied with a personal bar code on the badge. The bar code can be used to extract name/address information from the registration database. You may rent one or several bar code readers. This is an easy way of keeping track of the people visiting the Symposia. It also gives you a good database to use if you send out circular of information after

the Congress. *To order please complete and return **Order Form 2 before 4 May 2010.***

Staffing

One member of the Congress staff will be on duty throughout the Symposia. She/he will assist CSS personnel with any meeting room queries and will act as the main liaison persons with the venue and the AV technician(s). The Congress staff will also take responsibility for briefing speakers on the AV equipment and for assisting them with tie microphones etc. Additional staff can be hired through the Congress Secretariat. To order please complete and return **Order Form 2 before 4 May 2010.**

Speakers' Preview Room

To ensure smooth running of the Symposia, presentations should be handed in and checked ***the day before the session.*** Companies wishing to operate their own previewing facilities are requested to contact the Congress Secretariat ***before 15 April 2010.***

CSS Information Desk and Boards

The Organisers will supply one information desk and a poster board located outside the entrance of the session hall. The company will have access to this information desk and board outside the room 30 minutes prior to the Symposia.

Two poster boards will also be located in centrally located areas at the venue. ***The size of the poster boards is 95x194 cm portrait style.*** The company will have access to the poster boards in the centrally located area the day of their symposium. Companies with a morning time slot will have access to the boards from 14.00 the day before their symposia.



CSS Time Slots

Sunday 6 June 2010

| | |
|--------------|---------------|
| Stallergenes | 10.30 – 12.00 |
| MSD | 13.30 – 15.00 |
| Phadia | 15.30 – 17.00 |

Monday 7 June 2010

| | |
|---------------|---------------|
| Novartis | 10.30 – 12.00 |
| GSK | 13.30 – 15.00 |
| Allergopharma | 15.30 – 17.00 |

Tuesday 8 June 2010

| | |
|-----------------|---------------|
| Schering-Plough | 10.30 – 12.00 |
| Airsonett | 10.30 – 12.00 |
| ALK | 13.30 – 15.00 |
| Uriach | 15.30 - 17.00 |

Each respective company should take care of staffing the desk.

Promotional Material

Display and distribution of CSS promotion material are allowed by the following means:

- from the CSS Information Desk during each respective company's time slot.
- by the session room door 30 minutes prior to the start of the symposia, staff to be provided by each respective company.
- by poster on the two assigned poster boards on the day of the symposium.
- by leaflet insert in the Congress bag.
- from the exhibition stand of each respective company.

Leaflet distribution and other promotion at other places than listed above is not permitted. Leaflets, posters etc. are at the cost of the sponsor. Announcements by loudspeakers will not be permitted.

Invitations for Symposia through Email

Invitations can be sent out to the registered delegates as an email through Congrex at a fixed cost of **EUR 60 + EUR 0,10 per address** excl.

VAT. For more information, please contact:

eaaci2010registration@congrex.com

Language

The official language of the EAACI 2010 Congress is English.

Webcasting

Congrex Sweden AB can assist if your company would like to web cast the Symposia. Please contact the Congress Secretariat at eaaci2010exhibition@congrex.com to learn more.

Catering

Refreshments can be served in connection with the Symposia outside the session hall, either 30 minutes before the session starts or for 30 minutes after the session has finished. If you wish to serve any refreshments in connection with your symposia please contact:

Leith's @ ExCeL London

(For services with china, glassware and staff.)

Contact: Deborah Gater

Tel: +44 20 7069 4152

Email: Deborah.gater@compass-group.co.uk

Creativevents

(For food, beverages, disposable cups and equipment.)

Tel: +44 20 7069 4151

Fax: +44 20 7069 4201

Email: excelstandcatering@cevents.co.uk

Additional Furniture and Services

Floral decorations may be placed in the halls. Additional orders for flowers and furniture can be made from Stanco Exhibitions through an online order system that will open in the end of February 2010. The link will be access able from the Congress web site. ***The deadline for orders is 4 May 2010.***



Signposts

All the halls in use at ExCeL London will be signposted by the Organisers. No additional signposting will be permitted.

Left Material

Companies are requested to remove any of their own material at the end of their sessions. Any matters not removed may be disposed of at the Organisers discretion.

Attendance

Attendance at the CSS will be open to all delegates. Ticketing of CSS will not be permitted. Personnel from the sponsoring company are welcome to attend their symposia provided they wear the company's name badge.

Security

The participating companies should note that the session hall used for CSS might not be deemed secure overnight or during breaks. The participating companies are requested to use common sense precautions at all times and to ensure that all company personnel wear their identity badges. Should any suspicious or unidentified articles be discovered, the fact must be reported to the Organisers' Office ***immediately***.

No person should touch or approach the article concerned until security personnel, the Organisers or the Police arrive.

Fire Prevention

Participating companies are reminded that they must comply with reasonable instructions to avoid the risk of fire.

Founder Sponsor Debriefing Meeting

A Founder Sponsor debriefing meeting will be held on site in the end of the Congress. More information about date, time and location will be distributed closer to the Congress. The meeting

will be attended by representatives from the EAACI Executive Committee and from Congrex. The purpose of the debriefing will be to evaluate:

- The scientific programme
- Logistics – pre, during and post congress
- Suggested improvements
- Further participation of the sponsors

Your presence at this meeting would be much appreciated, since this will be the key opportunity for you to evaluate our performance and to make suggestions on how we can better support your participation at the EAACI Congresses. Please feel free to invite your agencies to the meeting.

Disclaimer

The Organising Committee, Congrex Sweden AB and ExCeL London accept no liability for injuries/losses of whatever nature incurred by Sponsor Company, nor for the loss of or damage to their material and/or personal belongings.