



Satellite Sponsor Manual
EAACI 2010
5-9 June 2010
London



Table of Contents

General Information	3
Deadlines to remember	3
Company Presentations	4
Advertisements in the Final Programme	4
Bag Inserts	4
Stock Deliveries	4
Storage	5
Group Registration	5
Hotel Accommodation	5
List of Delegates	5
Invitations for Symposia through Email	5
Use of the EAACI 2010 and the EAACI logo	5
Available Sponsorship Items	5
Satellite Symposia	6
Session Hall	6
Set-up, Layout and Breakdown	6
Session Timings	6
Site visit	6
Audiovisual Equipment and Technicians	6
Staffing	6
Speakers Preview Room	6
Promotional Material	6
Language	7
Catering	7
Additional Furniture and Services	7
Bar Code Readers	7
Web Casting	8
Signposts	8
Left Material	8
Attendance	8
Security	8
Fire Prevention	8
Disclaimer	8

Appendix – Order Form1-2



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 Hotel Accommodation

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

Congress Registrations

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

Congress Scientific Programme

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

Congress Web site

www.eaaci2010.com

Destination Management Services

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

Deadlines to Remember

4 March 2010

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

24 March 2010

Confirm intention to have an Advertisement in Final Programme

31 March 2010

Send full Satellite Programme for approval

15 April 2010

Send original for Advertisement in Final Programme
Insert in Congress Bag for approval
Technical set up requirements

4 May 2010

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



Company Presentations

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

Sponsors are welcome to buy a full page four colour advertisement in the Final Programme at a cost of **EUR 4000 (+VAT)**. Kindly confirm if you plan to place an advertisement in the Final Programme to the Congress secretariat by **24 March 2010**

If you plan to place an advertisement in the Final Programme, please deliver your advertisement/-s according to the instruction below 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

Companies wishing to insert a leaflet maximum size A4 (max. 8 pages) in the delegate bags are welcome to do so at the cost of **EUR 5 000 (+VAT)**. 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 material 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 24th May and no later than 27th 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**

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 in 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.

Group Registration

Sponsors will be permitted to register their 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 all 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 fax or mail announcing time and place for the collection.

Hotel Accommodation

If you require a hotel reservation, individual and/or block booking, please contact:

Congrex Sweden AB:

E-mail: eaaci2010hotels@congrex.com

List of Delegates

Each Sponsor of a Satellite Symposia is entitled to a list of the registered delegates three months 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**.

Invitations for Symposia through Email

Invitations can be sent out to the registered delegates as an email from a Congrex server at a fixed cost of **EUR 60 + EUR 0,10 per address** excl VAT. For more information, please contact: eaaci2010registration@congrex.com

Use of the EAACI 2010 and the EAACI logo

Sponsors must use the EAACI and the EAACI 2010 Congress logo 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. 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.

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.



Satellite Symposia

Session Hall

The Satellite Sponsored Symposia will be held 17:30 – 19:00 on the following dates and in the following rooms:

Sunday, 6 June 2010

Faes Farma – Platinum Suite 3

Shire Human Genetic Therap. – Platinum Suite 4

Monday, 7 June 2010

Schering-Plough – South Event Hall 4

Phadia – 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, with regards to setting up pre your symposia you will have a limited amount of time which will be 15mins, this will also be shared with the 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

Companies wishing to amend or require additional items to be added to 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 Satellite Symposia 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.

Site Visit

Please contact the venue directly for 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 Power Point 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.

Staffing

One member of the Congress staff will be on duty throughout the Symposia. She/he will assist Satellite Symposia 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.***

Promotional Material

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

- by posters in two designated areas board size 95x194 cm portrait style
- by posters and leaflets outside the session room door 30 minutes prior to the start of the symposium. Staff to be provided by each respective company
- from the exhibition stand of each respective company

The Organisers will supply two boards per Satellite Symposium each day, in centrally located areas at the venue. The company will have access to the poster boards the day of their symposium. The Organisers will also supply one board outside the session hall 30 minutes prior to the start of the symposium. **Leaflet distribution at places other than outside the session hall or at the companies' exhibition both, prior to the Symposia is**

not permitted. Leaflets, posters etc. are at the cost of the sponsor. Announcements by loudspeakers will not be permitted.

Language

The official language of the EAACI 2010 Congress is English.

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.***

Bar Code 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. Immediately after the Congress you will receive an excel spreadsheet containing the full name and contact information of your visitors. 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.***

Web Casting

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.

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 Satellite Symposia will be open to all delegates. Ticketing of Satellite Symposia will not be permitted. Personnel from the sponsoring company are welcome to attend their symposium provided they wear the company's name badge.

Security

The participating companies should note that the session hall used for Symposia 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 Venue Security Team on 0207 069 444 or 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.

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.