

Sponsorship & Exhibition Brochure

June 25-29, 2011
Paris, Palais des Congrès

10th world congress on **inflammation**

Translating Basic Research to Patient Care

Translating Basic Research to Patient Care

www.inflammation2011.com

INTERNATIONAL
ASSOCIATION OF
IAIS
INFLAMMATION
SOCIETIES



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INVITATION TO PARTICIPATE

Dear Partner,

It is our pleasure to invite you to participate to the 10th World Congress on Inflammation to be held from Saturday June 25th to Wednesday June 29th, 2011, in the modern convention center "Le Palais des Congrès" strategically located near "Les Champs Elysées" in the heart of Paris.

This congress aims to provide an opportunity to update scientific knowledge and network as well as to emphasize the progress made in all areas of Inflammation since our last meeting held in 2009 in Tokyo, Japan.

With the Local Organizing and Scientific Committees, we are building an ambitious and unique program focused on basic science, applied biology, and clinical research, where state of the art views of the recent advances in inflammation would be fostered. During this 4 day- congress, we will bring together worldwide scientific and clinical leaders, as well as young scientists and newcomers to the field of inflammation, in order to lead lively and interactive debates.

We would be most pleased to welcome your company as a partner, your involvement and support playing a key role to the success of the meeting.

The following pages are dedicated to you with various opportunities for your company to reach and meet qualitative attendees from all over the world, and benefit from an immediate positive effect on your business prospects.

Looking forward to your sponsorship, we sincerely hope you will join us to make this endeavour a great success.



Michel Chignard
Congress Chairman

The World Congress on Inflammation

The World Congress on Inflammation is a biennial congress organized by the International Association of Inflammation Societies.

The **IAIS** is a non-profit organization which aims to promote international co-operation among inflammation scientists as well as providing a communication network between inflammation societies throughout the world.

The Group for Research and Studies on Mediators of Inflammation (**GREMI**) is a French-based association composed of academic and industrial members dedicated to promote studies on all aspects of inflammation research.

The **GREMI** is a member of the **IAIS** and has been designated to be the hosting organization for the 10th World Congress on Inflammation.



The 1st WCI was held in Vienna in 1993 and the latest edition of the congress took place in July 2009 in Tokyo.

The 2011 edition of the WCI

The 10th edition of the World Congress on Inflammation in the Palais des Congrès of Paris forecasts to welcome a minimum of 900 attendees.

Who will attend?

The Congress is devoted to all individuals involved in basic, applied therapeutic and clinical research in the field of inflammation:

- Rheumatology
- Dermatology
- Gastroenterology
- Anatomy pathology
- Immunology
- Pharmacology / Toxicology
- Neurology
- Pneumology
- Cardiology
- Cancer
- Infection
- Urology

Continuing Medical Education Credits

INFLAMMATION 2011 will be seeking approval from the European Association Council for Continuing Medical Education in Brussels (EACCME), an institution of the UEMS, to provide EACCME credits for the attendance at the scientific sessions.

10th World Congress

Committees

Congress Chairman

Michel Chignard (Paris, France)

Vice Chairmen

Charles Brink (IAIS, Awards)
Francis Berenbaum (Local Scientific Committee)
Vincent Lagente (Local Organizing Committee)

Honorary Chair

B. Boris Vargaftig (Sao Paulo, Brazil)

Local Organizing Committee

Claude Bertrand (Boulogne-Billancourt, France)
Marie-Thérèse Corvol (Paris, France)
Lise Halbwachs-Mecarelli (Paris, France)
Vincent Lagente (Rennes, France)
Xavier Norel (Paris, France)

Local Scientific Committee

Laurent Baud (Paris, France)
Francis Berenbaum (Paris, France)
Charles Brink (Paris, France)
Sylvie Chollet-Martin (Paris, France)
Jean-Yves Jouzeau (Nancy, France)

Françoise Pons (Strasbourg, France)
Jean-François Savouret (Paris, France)
Mustapha Si-Tahar (Paris, France)
Nathalie Vergnolle (Toulouse, France)
Véronique Witko-Sarsat (Paris, France)

International boards

IAIS officers and members

Ian M. Adcock (UK)
Ian Ahnfelt-Rønne (Denmark)
Michel Chignard (France)
John Di Battista (Canada)
Sergio Ferreira (Brazil)
John Hamilton (Australia)

Gordon Letts (USA)
Lisa Marshall (USA)
Kouji Matsushima (Japan)
Tineke Meijers (Canada)
Vincent Lagente (France)
Michael Parnham (Croatia)

Neville Punchard (UK)
John Rømer (Denmark)
William Selig (USA)
John Sommerville (USA)
Mauro Teixeira (Brazil)

International advisory board

Masayuki Amagai (Japan)
Michel Aubier (France)
Vickie E. Baracos (Canada)
Maria G. Belvisi (UK)
Pierre Borgeat (Canada)
Susan Brain (UK)
Marco Cassatella (Italy)
Jean-Marc Cavaillon (France)
Nadine Cerf-Bensussan (France)
Annick Clément (France)
Anthony J. Coyle (USA)
Leslie J. Crofford (USA)
Frédéric De Blay (France)
Elisabetta Dejana (Italy)
Béatrice Desvergne (Switzerland)
Mary Dinaver (USA)

Kate Fitzgerald (USA)
Nelly Frossard (France)
Frédéric Geissmann (UK)
Pierangelo Geppetti (Italy)
Loïc Guillevin (France)
Jiahuai Han (China)
Lars Klareskog (Sweden)
Karl-Heinz Krause (Switzerland)
Toby Lawrence (UK)
Peter Libby (USA)
Isabelle Maridonneau-Parini (France)
Kayo Masuko (Japan)
Jason MacDougall (Canada)
Jane A. Mitchell (UK)
Attila Mocsai (Hungary)
Mauro Perretti (UK)

Dana Philpott (Canada)
Andrew Rees (Austria)
Adriano G. Rossi (UK)
Jean-Michel Sallenave (France)
Abdelhadi Saoudi (France)
Caroline Savage (UK)
Charles Serhan (USA)
Hans Uwe Simon (Switzerland)
Martin Steinhoff (Germany)
Peter Stenvinkel (Sweden)
Wim Van Den Berg (The Netherlands)
John L. Wallace (Canada)
Cheryl Winckler (USA)
Arturo Zychlinsky (Germany)

Key Dates

- **October 2010** Second announcement and call for abstracts
- **January 20, 2011** Deadline for abstract submission
- **April 10, 2011** Deadline for early bird registration
- **April 30, 2011** Deadline for hotel reservation
- **June 25, 2011** Opening of the congress

The Scientific Programme

Main theme

TRANSLATING BASIC RESEARCH TO PATIENT CARE

Scientific Topics

- Inflammatory cells: adhesion, migration, differentiation
- Chemokines and cytokines
- Lipid mediators
- Reactive intermediates: reactive oxygen species, NO, CO, H₂S...
- Proteases and anti-proteases
- Sensors and cell signalling
- Cell death mechanisms
- Allergy and inflammation
- Infection, sepsis and inflammation
- Environment and inflammation
- Autoimmunity
- Cancer and inflammation
- Pain and inflammation
- Neuroinflammation: central and peripheral nervous systems
- Cardiovascular diseases
- Respiratory diseases
- Musculoskeletal diseases
- Gastrointestinal diseases
- Diseases of kidney and genitourinary tract
- Diseases of skin and sensory organs
- Inflammation and metabolic diseases
- Genetics and inflammation
- Resolution of inflammation and tissue repair
- New targets for drug development
- Innovative methodologies

Provisional congress Agenda

| | Saturday, June 25 | Sunday, June 26 | Monday, June 27 | Tuesday, June 28 | Wednesday, June 29 |
|----------------|--------------------------------------|--|--|--|---|
| 07:30 | | Educational sessions | Educational sessions | Educational sessions | |
| 08:30 10:00 | | Symposia | Symposia | Symposia | Young Investigators session |
| 10:30 | | Break | Break | Break | Break |
| 11:00 11:45 | | Keynote Lecture 2 | Keynote Lecture 3 | Keynote Lecture 4 | Keynote Lecture 5 |
| 12:00 13:00 | | Midday Satellite Symposia (X4) 12:00 - 13:00 | Midday Satellite Symposia (X4) 12:00 - 13:00 | Midday Satellite Symposia (X4) 12:00 - 13:00 | Closing Remarks and Awards 11:45 - 12:30 |
| 13:00 14:00 | | Poster Viewing 1 & lunch break | Poster Viewing 2 & lunch break | Poster Viewing 3 & lunch break | |
| 14:00 15:30 | | Society Sponsored Symposia (X4) | Society Sponsored Symposia (X4) | Society Sponsored Symposia (X4) | |
| 15:30 | | Break | Break | Break | |
| 16:00 17:30 | | Free oral communications (X4) | Free oral communications (X4) | Free oral communications | Women award session |
| 17:30 18:30 | Opening Address Keynote Lecture 1 | Evening Satellite Symposia (X2) 17:45 - 19:15 | Evening Satellite Symposia (X2) 17:45 - 19:15 | Evening Satellite Symposia (X2) 17:45 - 19:15 | |
| 18:30 19:30 | Welcome reception | | | | |
| Evening | | | | Congress dinner | |

Promotion Highlights

The promotion campaign for the 10th edition will be multi-faceted, as it will include :

- Direct marketing
- Media relations
- Advertising in medical and trade journals
- Promotion at other inflammation related events
- Web and electronic Media
- Various congress publications

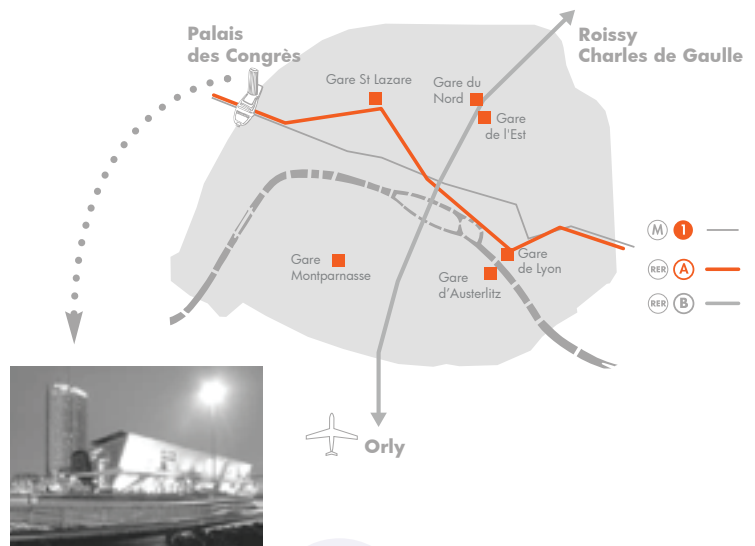
About PARIS

Paris is one of the premier cities of the world for conferences and exhibitions and offers all facilities for welcoming participants from all over the world in a very easy way with its 2 international airports and 6 railway stations at the crossroads of Europe, its famous and practical suburban and down-town transportation system (Metro) and its 100,000 bedrooms.



The Palais des Congrès

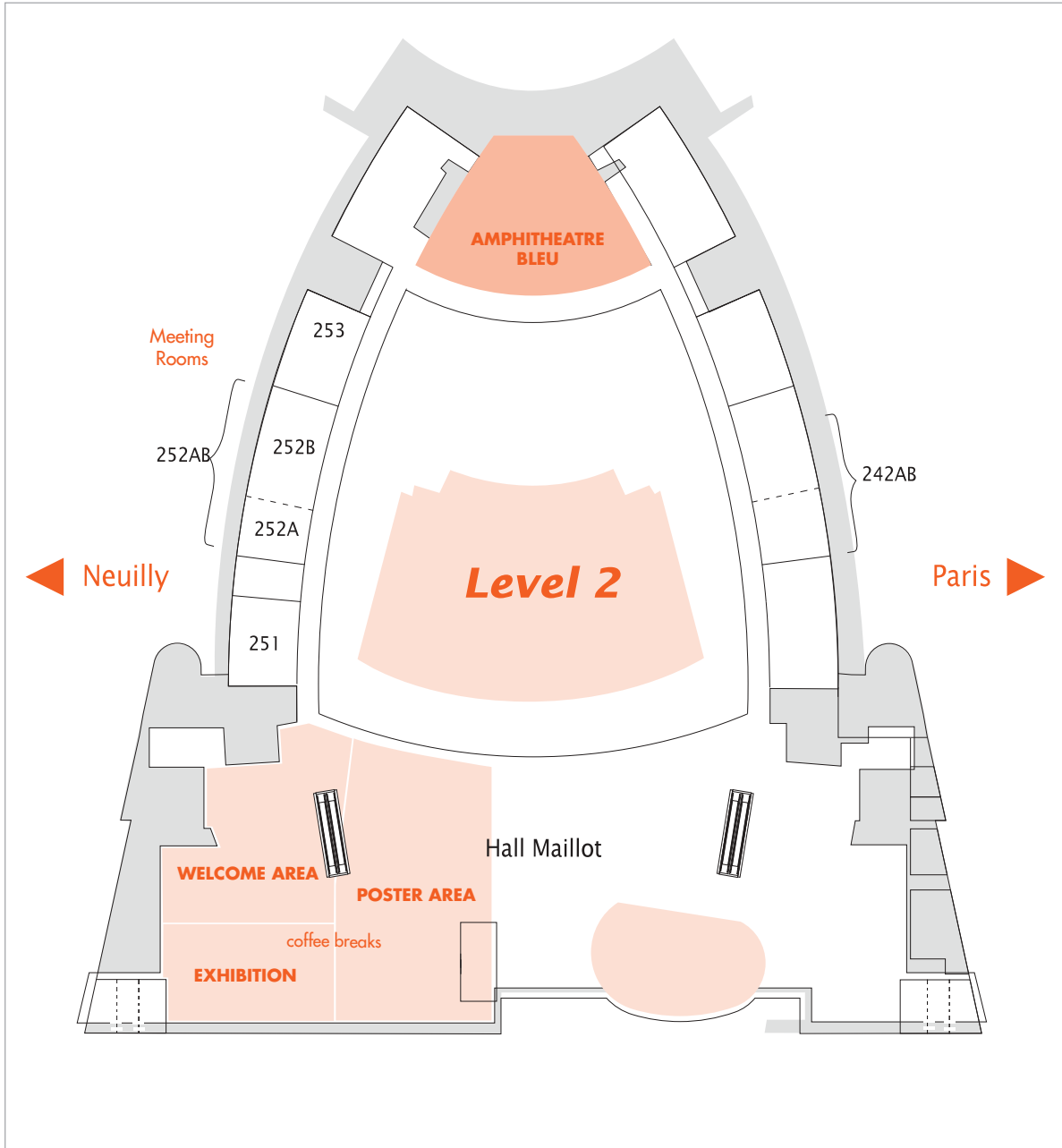
The Palais des Congrès is ideally located in the western part of the Capital, 10 minutes away from the Champs-Élysées, the Arc de Triomphe or the Eiffel Tower. It offers more than 20,000 sqm exhibition area and over 40 conference rooms able to accommodate 10,000 people together. In its new configuration, the Palais des Congrès de Paris is one of the largest convention centres in the world.



10th World Congress

The congress activities will be held on level 2 of the building.

General Floorplan level 2



HOW TO PARTICIPATE

We want to help you to achieve your business objectives and to maximize your ROI

You can contribute in different ways:

- Sponsorship
- Marketing and Advertising
- Exhibition

5 Good Reasons to join us!

- To meet face to face up to 1,000 experts in the field of inflammation
- To strengthen your network and create new partnerships
- To enhance the image and the leadership of your company
- To promote your latest technologies and services
- To keep up with your competitors and to know the market!

How does it work ?

1. Select which level of sponsorship suits your budgetary requirements
2. Then select your sponsorship, Marketing and Advertising items corresponding to the budget level you have defined
3. If you reach one of the sponsorship level, check the additional benefits you will get in the chart

If you are interested in becoming a sponsor of the Congress, the application form enclosed at the end of this document should be returned. All sponsors will be treated on a "first come, first served" basis.

Please note: the figures listed in this brochure do not include V.A.T.

| Sponsorship Level | minimum contribution of |
|-------------------|-------------------------|
| Diamond Sponsor | 45,000 Euros |
| Platinum Sponsor | 27,500 Euros |
| Gold Sponsor | 17,500 Euros |
| Silver Sponsor | 10,000 Euros |

Priority deadline for Sponsorship Categories = JUNE 30, 2010

Sponsorship Level Chart

| Benefits | DIAMOND Sponsor Over 45,000 € | PLATINUM Sponsor From 27,500 € | GOLD Sponsor From 17,500 € | SILVER Sponsor From 10,000 € |
|---|---|--|--------------------------------------|--|
| All Sponsorship opportunities | 1st choice | 2nd choice | 3rd choice | 4th choice |
| Preference on exhibition space selection | 1st choice | 2nd choice | 3rd choice | 4th choice |
| Priority choice for hotel accommodation | 1st choice | 2nd choice | 3rd choice | 4th choice |
| Rotating logo on congress home page web site | Yes | No | No | No |
| Acknowledgements to your company on the congress web site <i>(sponsors acknowledgement page)</i> | LOGO + LINK | LOGO + LINK | LOGO | NAME |
| Acknowledgement in the final programme | LOGO | LOGO | NAME | NAME |
| 1 Free full page advertisement in the final programme <i>(inner page)</i> | Yes | No | No | No |
| Use of congress logo* | Yes | Yes | No | No |

*Use of the congress logo

As part of the recognition program, the Diamond and Platinum Sponsors have the right to use the logo of the Congress of the Inflammation International Network under certain conditions.

If your company is an official sponsor of the congress, and you wish to use the congress logo please send your request to the congress secretariat.

Any use of the logo should be sent to the Organizers for proof-reading and endorsement.

Satellite Symposia

Midday Satellite Symposium - 1 hour session from 12:00 to 13:00 (limited to 4 symposia per day – on June 26th, 27th and 28th)

Organized by the Sponsor, the Midday Symposium will take place on site at the Congress Centre (Palais des Congrès de Paris) and will be included in the Official Congress Schedule.

Its programme should receive the endorsement of the Scientific Committee.
The price includes the following services.

- The meeting room in the Congress Centre
- Standard Audio-visual equipment provided (supply of computer, video projector, microphones, screen)
- Access to the Speakers Preview-Room
- Name of organizer in the meeting room and in the programme as sponsor of the symposium
- Publishing of the symposium title, schedule and programme in the preliminary congress announcement (if known at the time of printing)
- Publishing of the symposium title, schedule and programme in the congress final programme and on the web site.
- Sponsor may publish their own programme, abstracts and proceedings.

Reminder: lunches are not included in the delegate registration fees. On its own initiative, the sponsor may offer lunch boxes to the session participants; please note that food is not allowed inside the conference rooms. Lunch boxes will have to be distributed by the sponsor at the end of the session, at the exit of the room.

Evening Satellite Symposium - 1 hour and a half session from 17:45 to 19:15 (limited to 2 symposia per day – on June 26th, 27th and 28th)

Organized by the Sponsor, the Evening Symposium will take place on site at the Congress Centre (Palais des Congrès de Paris) and will be included in the Official Congress Schedule.

Its programme should receive the endorsement of the Scientific Committee.
The price includes the following services:

- The meeting room in the Congress Centre
- Standard Audio-visual equipment provided (supply of computer, video projector, microphones, screen)
- Access to the Speakers Preview-Room
- Name of organizer in the meeting room and in the programme as sponsor of the symposium
- Publishing of the symposium title, schedule and programme in the preliminary congress announcement (if known at the time of printing)
- Publishing of the symposium title, schedule and programme in the congress final programme and on the web site.
- Sponsor may publish their own programme, abstracts and proceedings.

2 possible rates according to the room capacity

| | |
|---------------------------|--------------------------|
| Up to 220 seats: 15,000 € | Over 220 seats: 20,000 € |
|---------------------------|--------------------------|

Other sponsorship items

Hospitality suite

Should you wish to host your guests in a convivial place, the congress organization can provide your company with a Hospitality Suite conveniently located within the congress venue.

The Hospitality Suite is the perfect place to entertain delegates and to have face to face with them.

Participation for the duration of the congress: **3,500 €** (if you booked an exhibition booth)
5,000 € (if your company is not exhibiting)

These rates include room rental and standard tables and chairs. All extra equipment will be at the sponsor own expenses.

Speakers preview room

Sponsoring of this area represents a unique opportunity to reach all speakers taking part in the official scientific programme. Your company logo is displayed on each computer screen background and saver.

Full financial participation: **5,000 €**

Speakers lounge with permanent coffee break

Permanent coffee break is offered to each speaker in a room adjacent to the preview room. This is the place where speakers can look for a few minutes of peace and quiet during their busy day! Should you wish to sponsor the speakers lounge, your company name and logo is displayed on the coffee break buffet.

Participation for the duration of the congress: **5,000 €**

Audio visual equipment

All the Congress sessions use audiovisual equipment. Your company logo is displayed on the screens during all session's breaks.

Exclusive Sponsorship: **7,500 €**

WIFI access

Give the opportunity to each delegate to access the internet!

WIFI access is available for all delegates within the exhibition area. This is very convenient for delegates needing to connect to the internet during the breaks. Your company is mentioned on the WIFI access page as the exclusive sponsor. You may also provide some mouse pads to be inserted in the congress bags to announce your sponsorship of the WIFI access.

Such a great opportunity to have an immediate visual impact!

WIFI Access Full participation: **5,000 €**

Registration area

The Congress welcome desk is the place where all delegates will show up to pick up their badges. Your company logo is displayed in the Congress registration area.

Exclusive Sponsorship: **10,000 €**

Congress bags

Sponsorship of the congress bags allows promoting your company in a very prominent and visual way. The logo of the sponsoring company is printed on each congress bag along with the congress logo. (Type, size and colour of the bags as well as position and size of the logo is at the organizer discretion).

Congress bags sponsorship: **15,000 €**

Metro and bus pass **BE GREEN**

Give the opportunity to each delegate to get free metro and bus pass to access easily to the conference centre and to visit different places in Paris! Each delegate will get a free pass included in their congress material. Your company logo is printed on the passes, such a high exposure for your company!

Exclusive participation: **20,000€**

Badge lanyards

Every attendee receives a lanyard with his/her badge. Since badges must be worn at all times while in the convention centre, the lanyards offer a wide visibility to the sponsoring company. The company logo is printed on the lanyard along with the Congress logo.

Exclusive Sponsorship: **10,000 €**

Bottled - Water station **BE GREEN**

Attractively labeled water distribution fountains will be available to attendees in various areas of the Congress. The distribution stations will be set up throughout the exhibit hall, making easy for the attendees to find them. Your company name and logo is added on the fountains.

Exclusive Sponsorship: **7,500 €**

Coffee breaks (10:30/11:00 and 15:30/16:00)

Will be served daily (morning and afternoon) between the sessions to all delegates within the exhibition area. The sponsor name/logo is displayed at all coffee / tea break stations.

Cost per morning coffee break: **5,000 €**

Cost per afternoon coffee break: **4,000 €**

Welcome reception: it will be held on Saturday June 25, 2011 (at 18.30): all delegates, accompanying persons and exhibitors are cordially invited to join the congress Welcome Reception which will be held in the exhibition area. A pleasant and informal occasion for all the delegates to meet the industry. The sponsor name/logo is displayed in the welcome cocktail area.

Participation as a sponsor, no exclusivity: **15,000 €**

Congress dinner: registered delegates may also participate in an exceptional evening especially organized for them, taking place on Tuesday, June 28, 2011. Venue will be advised at a later stage. The sponsor name is printed on the dinner access coupon and menu.

Participation as a sponsor, no exclusivity: **30,000 €**

All prices in this brochure are indicated VAT EXCLUDED

The selection fee of SPONSORSHIP cannot be set off against registration fees

Marketing and Advertising

Advertisement in printed material

Companies may also advertise in the Congress documents that will be printed.

The **Preliminary Programme** will be mailed to a large number of potential attendees on a worldwide basis.

The **Final Programme** will be distributed on site to every registered participant.

For your company, this will be an easy way to reach the entire "Inflammation community".

1. Preliminary Programme:

Advertisement on inner full page: **2,000 €**

Advertisement on inside front or inside back cover page: **3,000 €**

Advertisement on outside back cover page: **4,500 €**

2. Final Programme:

Advertisement on inner full page: **1,500 €**

Advertisement on inside front or inside back cover page: **2,500 €**

Advertisement on outside back cover page: **4,000 €**

Inserts in congress bags

The opportunity is offered to sponsors to either provide:

- 1. An insert:** A4 size double-sided, colour or black and white flyer/promotional piece. This flyer could be a text only promoting activities held on your exhibition stand or it may be an existing corporate flyer on information about your services or products.
Rate per insert: **1,000 €**
- 2. Writing pads and/or pens** with the logo of your company along with the congress logo. Delegates particularly appreciate to get writing pads and pens very useful for the scientific sessions.
Rate for writing pads and pens insertion: **2,000 €**

WEB options

The web site being set-up for the promotion of the congress, companies are cordially invited to sponsor this site with their names and logo. As sponsor of the web site, add your company logo and an internet link to your own web site and be always more present on the web!

Your company should then enhance its presence with a permanent presence on-line. It is the best way to reach already targeted people!

The logo from now until the end of the congress: **1,000 €**

Abstracts will also be submitted on line and registrations will be done through the web!

Lead retrieval on your exhibition booth = the added value

- **Gain time** to collect full contact details contained in the electronic badges of the participants
- **Get statistics** on participants
- **Follow up** your contacts more efficiently
- **Get a better** Market Evaluation

= **MAXIMIZE YOUR ROI**



ss on Inflammation

Exhibition

The Exhibition of the World Congress on Inflammation will be held in the Palais des Congrès, of Paris, France, from June 25-28, 2011, in the Hall Maillot A (level 2). This will be a great opportunity for exhibitors to display their new drugs, equipment and techniques, medical supplies, pharmaceuticals and medical publishing.



“Exhibiting is the most cost effective way of getting your products and services in front of customers.”

| | Saturday June 25 | Sunday June 26 | Monday June 27 | Tuesday June 28 | Wednesday June 29 | |
|-------|--|--------------------------------|--------------------------------|--------------------------------|------------------------------|-------------------------------------|
| 8.00 | SET-UP | Exhibition Opening Hours | Exhibition Opening Hours | Exhibition Opening Hours | Exhibition Opening hours | |
| 9.00 | | | | | | |
| 12.30 | | | | | Congress closing | |
| 13.00 | | | | | | |
| 17.00 | | | | | Dismantling & Move-out | |
| 17.30 | | | | | | Congress opening Keynote Lecture |
| 18.30 | | | | | | Opening Exhibition |
| 20.00 | Welcome reception in the exhibition area | | | Congress Dinner | | |
| 22.00 | | | | | | |

Rates (without VAT) and sizes of booths:

The rental price of a booth is per module and has been fixed at the rate of:

| Size of booth | 6 sqm | 9 sqm | 12 sqm | Add. sqm |
|---------------------|---------|---------|---------|----------|
| Shell scheme | 2,700 € | 3,600 € | 4,200 € | 325 € |

Additional Benefit!

**Exhibitors booking more than 12 square meters
will get a badge scanner for exhibit floor use FOR FREE!**

Booth Specification:

- **SHELL SCHEME** consists of a modular construction with:
 - Tufted carpet
 - Aluminium structure
 - Technical panels
 - Standardized double-sided sign



The rental price of a booth gives the right to the following services:

- Use of stand during the exhibition and during assembly and dismantling periods
- Information and coordination services during the assembly and dismantling of stands and during the exhibition
- 3 exhibitor badges per 9 square meters, giving access to the exhibition hall.
- 50 word company profile published in the congress final programme
- Care taking of public areas, excluding the stands which are under your responsibility
- Cleaning of public areas of the exhibition hall

Additional Exhibitor badge

Each additional exhibitor badge will be invoiced 45€ (excl VAT).

This exhibitor badge entitles to:

- Access to the exhibition area
- Welcome reception within the exhibition area
- Scheduled coffee breaks

Gain free additional exhibitor badges

- **Book your hotel rooms through the congress office**
- Every 5 rooms booked in the same hotel and for a minimum duration of 3 nights your company will receive 1 free additional exhibitor badge
- Clearly state your company name upon reservation

Tentative exhibition floor plan

Palais des Congres de Paris - Level 2 - Maillot hall

This floorplan is non contractual and may be subject to changes



Promotion and Media

The organizers are here to make you feel as a real partner of the congress and to ensure you maximize your investment!

- Ask for printed publications of the congress to share them with your contacts.
- Ask for congress banners to use in your email marketing campaigns to your clients and/or to promote your presence at the congress.
- Ask for the congress logo to use in your email marketing campaigns as well as in print advertisements and promotional material (reserved to Diamond and Platinum Sponsors).
- Inform your clients database of your participation in the event via e-mail blasts or newsletters.
- Send press releases to trade and medical publications.
- Post the congress banner on your company website!



Registration information

If you wish to register to the congress sessions, please consult the congress web site : www.inflammation2011.com and/or contact the registration Department : registration@inflammation2011.com

Early bird registration deadline: April 10, 2011

Housing information

The Organizers have managed to book some allocations in hotels close to the Palais des Congrès to comply with all of your future accommodation requests. Special rates have been negotiated in selected hotels.

Sponsors and exhibitors can book the hotel rooms they require direct from MCI France at net rates without any agency surcharge. The priority of room block will be given to the official Sponsors as indicated above in the chart.

Please contact the congress office for further details: registration@inflammation2011.com

Hotel reservation deadline: April 30, 2011

GAIN FREE ADDITIONAL EXHIBITOR BADGES
by booking your hotel rooms through the congress office (see more details on page 17)

Social/Cultural events

The Congress Organizers have planned the following events. The Industry is invited to offer additional events which, however, should not take place in parallel to the official events of the Congress.

- **Saturday June 25, 2011:** Welcome Reception offered to all registered participants and exhibitors.
- **Tuesday June 28, 2011:** Congress Dinner

No other event should be organized by the Industry during these 2 official congress events.

IMPORTANT NOTICE: The signing of a sponsorship contract (sponsorships, marketing, advertising and exhibition or any other form of participation) implies a commitment to neither organize nor promote conferences, congresses or events held during the schedule of the Official Congress Programme without the agreement of the Organizing Committee.

Applications, Payment & Cancellation Conditions

Applications

In order to be valid, Booth, Sponsorships, Marketing and Advertising application form(s) are to be carried out by POST on the ORIGINAL APPLICATION FORM here enclosed and sent to MCI. The signature of the Booth, Sponsorships, Marketing and Advertising application form(s) constitute a firm hire commitment and compel the subscriber to accept both the general conditions and the exhibition rules and regulations. A 50 % deposit of the total amount due will be invoiced on receipt of the completed reservation form and due for immediate payment upon receipt of the invoice to guarantee the reservation.

No verbal or telephone agreement will commit MCI nor the Organizing Committee unless confirmed in writing.

The remaining subscription fee is to be settled by February 25, 2011 at the latest. Non-payment by this stated deadline will lead to the cancellation of the right to use the booth, and without reimbursement of the deposit paid.

Site allocations will be attributed in reservation order of arrival (apart from the rights given to the official sponsors) and are subject to the full payment and the agreement of MCI and the Organizing Committee. Once locations have been attributed, no change of location will be possible without MCI's written agreement.

All payment must be received by the organizers prior to the event. No sponsor/exhibitor will be allowed to start move-in operations nor be listed as a sponsor/exhibitor in the onsite publications until full payment is received by the organizers.

The Exhibition floor plan presented in this document is a non-contractual one. It is subject to acceptance by the « Prefecture de Paris » (Paris Police Authority) and its official Fire & Safety Services. However, MCI reserves the right to change if deemed advisable, the location, importance and layout of the surfaces requested by the exhibitor. In the event of litigation, jurisdiction falls under the Paris Law Courts alone.

Acceptance of applications

The organizers reserve the right to refuse applications from companies not meeting standard requirements or expectations and reserve the right to curtail or close exhibits, wholly or in part, that reflects unfavourably on the character and the purpose of the meeting.

Payment :

The organizer has given mandate to MCI for the organization of its International congress and MCI is the sole competent company to receive payments for this congress.

Payment of the deposit may be made either:

- by cheque to the order of INFLAMMATION 2011/MCI and sent to :
INFLAMMATION 2011/MCI - Exhibition & Sponsorship Dept
24, rue Chauchat
75009 Paris - France
- Or by bank transfer to the order of MCI FRANCE INFLAMMATION 2011
Bank Name CREDIT LYONNAIS - Paris La Fayette
Bank code: 30002 - Bank sort code: 05666
Account N° : 0000060463S - Key 24
IBAN: FR223000 2056 6600 0006 0463 S24 - BIC: CRLYFRPP

In the case of a bank transfer, please do not forget to specify on your form, the reason of your payment and the invoice number.

Cancellation conditions

(applicable to Sponsorships, Advertising, Marketing options and Exhibition)

All cancellations must be made in writing to MCI. The organizer shall retain:

- 25% of the agreed amount due if the cancellation is made before **September 30, 2010**
- 50% of the agreed amount due if the cancellation is made between **October 1, 2010 and January 30, 2011**
- 100% of the agreed amount due if the cancellation is made after **February 1, 2011**

After exhibition space, sponsorship or advertising have been confirmed, a reduction in space or any other kind of is considered as a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of exhibit space at the discretion of the congress organizers.

Rules and Regulations

MCI has been entrusted with the general logistics and organization of the Congress and Exhibition of the 10th World Congress on Inflammation. It will be referred to as "The Organizers" here-below.

Local and Site Regulations

Exhibitors shall abide by the local and site regulations with respect to law and order, safe and security. The organizers will take appropriate action against those who do not comply with the regulations. The organizers have the authority to demand removal/change of any structure which is not in accordance with the Congress rules or cancel participation. The decision of the organizers will be final and binding.

Entry to the Exhibition

Access to the exhibition will only be possible to regularly registered conference participants or exhibition participants.

To attend any meeting sessions, exhibition staff will need to register as full delegates and pay the appropriate registration fee.

Sharing of stands

Exhibitors are not permitted to share with others any booth space allotted to them without prior written consent of the organizers.

Insurance

The signatory renounces to take recourse against the organizers or against the owners of the premises and undertakes to underwrite insurance policies covering all the risks incurred by the material exhibited (theft, damage, etc...) along with public liability covering the permanent or occasional staff employed by the company, present at the congress. In any case, the insurance protection will NOT be given to the exhibitors by the organizers.

Force Majeure

In the event of force majeure, the exhibition dates may be changed or the latter may be purely and simply cancelled. In the last event, the disposable funds after payment of expenses will be shared between exhibitors in proportion to their payments without it being possible to take recourse against the organizer or the producer.

Interpretation of the regulations and amendments

The MCI FRANCE Company is the sole competent authority as to problems arising from the interpretation of the here enclosed regulations and their enforcement. Any expenses resulting from the non-observance of the here-enclosed regulations will be chargeable to the exhibitor. MCI FRANCE reserves the right to change or to complete the here-enclosed regulations but the exhibitors will be informed.

Exhibitor Manual

An Exhibitor Technical Manual will be sent to every registered exhibitor a few months before the event and once deposit has been paid. This manual contains all information regarding general conditions, safety regulations, setting up of a booth and arrangement conditions, description of the booth, specification documents and maps along with order forms and prices for furniture, decoration and all necessary services (telephone, electricity, transport, storage...)

Refund of French TVA (VAT)

According to the European Tax Legislation, organizers of international exhibitions and service companies have to invoice all services with 19,6 % French Value Added Tax (TVA). Foreign companies (EU or non-EU) are, under certain conditions, entitled to a refund of TVA paid. Important: companies not belonging to the European Union have the obligation to appoint a French tax representative in order to apply for a tax refund. More details will be available in the Exhibition Technical Manual.

Rules and regulations for Exhibition and Sponsorship in France

As far as exhibition and sponsorship are concerned, there are certain rules and regulations in France for pharmaceutical industry to respect. Please make sure to check with your French subsidiary for more details or consult the EFPIA website: www.efpia.eu

Health and Safety at Work Regulations

It is the responsibility of the exhibitor to ensure that his contractor, employees, displays and exhibits comply with the latest legislation regarding Health and Safety at Work regulations.

Third party companies

MCI will communicate exclusively with clearly identified third party companies officially mandated by participating exhibitors and sponsors. Queries received from third party companies (i.e. communication and press agencies) which do not clearly indicate which company they are representing will not be answered. It is the responsibility of the exhibitor/ sponsor to inform the congress secretariat of the full contact details of the third party companies they are working with.

Press conferences

Press conferences organized by the pharmaceutical industry may only be organized at times specified by the congress organization. The congress office must be notified of any planned press conferences and all journalists must be officially registered to attend the meeting.

Promotion onsite

Promotion onsite (at the congress) must be limited to the confines of the exhibit space.

SPONSORSHIP APPLICATION FORM 1

(MIDDAY & EVENING SATELLITE SYMPOSIUM)

To be returned to:
 INFLAMMATION 2011 / MCI
 Exhibition and Sponsorship Dept
 24 rue Chauchat - 75009 Paris - France
 Fax: 00 33 (0)1 53.85.82.83

COMPANY NAME:

CONTACT NAME:

POSTAL ADDRESS:

ZIP CODE AND CITY:

COUNTRY:

E-MAIL:

TELEPHONE: FAX :

VAT NUMBER..... PURCHASE ORDER NUMBER.....

My company intends to sponsor a on

Midday Satellite Symposium
 (12:00 - 13:00)

Sunday June 26
 Monday June 27

Evening Satellite Symposium
 (17:45 - 19:15)

Tuesday June 28

ROOM CAPACITY < 220 seats 15,000 € > 220 seats 20,000 €

(please indicate your preferences, refer to page 10)

FORESEEN SYMPOSIUM TITLE:

| | |
|--------------------------------|--------|
| Total Amount (excl VAT) |€ |
| VAT Amount 19.6% |€ |
| Total Amount (Incl VAT) |€ |

Upon receipt of this form, an invoice will be sent to you for a 50% deposit, with balance due by February 25, 2011.
 We are aware of and agree to the financial and administrative conditions as specified in the Congress Official Sponsorship and Exhibition Brochure. An invoice will be sent on receipt of this form.

DATE AND SIGNATURE:

COMPANY STAMP :



Please keep a copy for your records!

10th World Congress

SPONSORSHIP APPLICATION FORM 2

To be returned to:

INFLAMMATION 2011 / MCI
 Exhibition and Sponsorship Dept
 24 rue Chauchat - 75009 Paris - France
 Fax: 00 33 (0)1 53.85.82.83

COMPANY NAME:

CONTACT NAME:

POSTAL ADDRESS:

ZIP CODE AND CITY:

COUNTRY:

E-MAIL:

TELEPHONE: FAX:.....

VAT NUMBER..... PURCHASE ORDER NUMBER.....

My company intends to sponsor (please, refer to page 11/13 and tick off your choice(s))

- | | | |
|--|--|---|
| <input type="checkbox"/> HOSPITALITY SUITE 3,500 € for exhibitor or 5,000 € | <input type="checkbox"/> SPEAKERS PREVIEW ROOM 5,000 € | <input type="checkbox"/> SPEAKERS LOUNGE with permanent Coffee Break 5,000 € |
| <input type="checkbox"/> Audio Visual EQUIPEMENT 7,500 € | <input type="checkbox"/> WIFI ACCESS 5,000 € | <input type="checkbox"/> REGISTRATION AREA 10,000 € |
| <input type="checkbox"/> CONGRESS BAGS 15,000 € | <input type="checkbox"/> METRO & BUS PASS 20,000 € | <input type="checkbox"/> BADGE LANYARDS 10,000 € |
| <input type="checkbox"/> BOTTLED-WATER Stations 7,500 € | <input type="checkbox"/> COFFEE BREAKS Morning 5,000 €, afternoon 4,000 € | <input type="checkbox"/> WELCOME RECEPTION 15,000 € |
| <input type="checkbox"/> CONGRESS DINNER 30,000 € | | |

| | |
|--------------------------------|--------|
| Total Amount (excl VAT) | |
|+..... | |
|+..... = |€ |
| VAT Amount 19.6% |€ |
| Total Amount (Incl VAT) |€ |

Upon receipt of this form, an invoice will be sent to you for a 50% deposit, with balance due by February 25, 2011.
 We are aware of and agree to the financial and administrative conditions as specified in the Congress Official Sponsorship and Exhibition Brochure. An invoice will be sent on receipt of this form.

DATE AND SIGNATURE:

COMPANY STAMP:



Please keep a copy for your records



Please keep a copy for your records!

10th World Congress

MARKETING AND ADVERTISING APPLICATION FORM

To be returned to:
 INFLAMMATION 2011 / MCI
 Exhibition and Sponsorship Dept
 24 rue Chauchat - 75009 Paris - France
 Fax: 00 33 (0)1 53.85.82.83

COMPANY NAME:
 CONTACT NAME:
 POSTAL ADDRESS:
 ZIP CODE AND CITY:
 COUNTRY:
 E-MAIL:
 TELEPHONE: FAX :
 VAT NUMBER..... PURCHASE ORDER NUMBER.....

My company is interested in the sponsorship of:

| Advert | Inner Full page | Inside front OR Inside back cover page | Outside back cover page |
|-----------------------|----------------------------------|--|---------------------------------|
| Preliminary programme | <input type="checkbox"/> 2,000 € | <input type="checkbox"/> 3,000 € | <input type="checkbox"/> 4,500€ |
| Final programme | <input type="checkbox"/> 1,500€ | <input type="checkbox"/> 2,500€ | <input type="checkbox"/> 4,000€ |

INSERTS IN THE CONGRESS BAGS:

- Insert(s), rate per insert: **1,000 €** (please indicate the number of inserts)
- Writing pads and/or pens** : Rate for writing pads and pens insertion: **2,000 €**

WEB OPTIONS:

- The logo from now until the end of the congress with link: **1,000 €**

Upon receipt of this form, an invoice will be sent to you for a 50% deposit, with balance due by February 25, 2011.
 We are aware of and agree to the financial and administrative conditions as specified in the Congress Official Sponsorship and Exhibition Brochure. An invoice will be sent on receipt of this form.

| | |
|--------------------------------|--------|
| Total Amount (excl VAT) |€ |
| VAT Amount 19.6% |€ |
| Total Amount (Incl VAT) |€ |

DATE AND SIGNATURE:

COMPANY STAMP :



Please keep a copy for your records!

10th World Congress

EXHIBITION APPLICATION FORM

To be returned to:

INFLAMMATION 2011 / MCI
 Exhibition and Sponsorship Dept
 24 rue Chauchat - 75009 Paris - France
 Fax: 00 33 (0)1 53.85.82.83

COMPANY NAME:
 CONTACT NAME:
 POSTAL ADDRESS:
 ZIP CODE AND CITY:
 COUNTRY:
 E-MAIL:
 TELEPHONE: FAX :
 VAT NUMBER..... PURCHASE ORDER NUMBER.....

My company is interested in booking:

| Size of booth | 6 sqm | 9 sqm | 12 sqm | Add. sqm |
|---------------|---------|---------|---------|----------|
| Sell scheme | 2,700 € | 3,600 € | 4,200 € | 325 € |

..... Square meters at the rate of €

| | |
|-------------------------|--------|
| Total Amount (excl VAT) |€ |
| VAT Amount 19.6% |€ |
| Total Amount (Incl VAT) |€ |

Booth Number: *(see floor plan page 18)*

1st choice : Nr. ____\
 2nd choice : Nr. ____\
 3rd choice : Nr. ____\
 \

We propose exhibiting the following items: _____

Upon receipt of this form, an invoice will be sent to you for a 50% deposit, with balance due by February 25, 2011.
We are aware of and agree to the financial and administrative conditions as specified in the Congress Official Sponsorship and Exhibition Brochure. An invoice will be sent on receipt of this form.

DATE AND SIGNATURE:

COMPANY STAMP :



Please keep a copy for your records!

10th World Congress



YOU HAVE TO BE THERE!

Check the various opportunities available in the brochure!

CATCH DELEGATES EYES

ENHANCE YOUR VISUAL IMPACT

ACQUIRE A STRATEGIC POSITION IN THE MARKET

MAXIMISE YOUR ROI!

For further details, please contact the Congress Office:

INFLAMMATION 2011 - MCI

24, rue Chauchat - 75009 Paris - France

Tel. : 33.(0).1.53.85.82.59 - Fax: 33.(0).1.53.85.82.83

e.mail : exhibition@inflammation2011.com - **web :** www.inflammation2011.com

www.inflammation2011.com