WE LOOK FORWARD TO SEEING YOU AT medinfo2013 IN COPENHAGEN

AUGUST 20 – 23 2013. medinfo WILL TAKE PLACE AT BELLA CENTER IN WONDERFUL COPENHAGEN

SPONSORSHIP & EXHIBITION PROSPECT

Congress Website: www.medinfo2013.dk
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Contact Information

Key Contact Organising Committee
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Sponsor & Exhibition Secretariat
Peder Andersen
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We welcome you to medinfo2013

It is an honour for the Danish Society of Medical Informatics to welcome you to Copenhagen, Denmark for the 14th International Congress on Medical-, Health- and Bio-informatics of the International Medical Informatics Association, IMIA. The congress will take place from August 20 to 23 in 2013 in Bella Center in wonderful Copenhagen with large space for exhibitions and many opportunities for international networking. We encourage you to support the medical informatics societies’ effort to bring together, from a global perspective, scientists, researchers, users, vendors, developers, consultants and policy makers in an environment of cooperation and sharing.

The topic of MEDINFO 2013 will address the challenges we foresee to continue in
- Conducting medical informatics by
- Converging technologies,
- Conveying sciences and
- Connecting people

We expect to receive approximately 600 scientific contributions from researchers and clinicians worldwide on the newest research results, cutting edge technology, and experiences from implementation and use of IT in healthcare.

Medinfo2013 will provide an opportunity to look into the future and see what we need to know from scientific and clinical perspectives to deliver efficient, high quality health services and meet the needs of patients and citizens. We shall critically appraise the basis of our scientific knowledge to showcase current and future research, and to view medinfo2013 as the international forum for the exchange of high quality scientific and clinical information.

We expect approximately 2,000 delegates from more than 80 countries. IMIA’s Medinfo2013 scientific program committee and the Local Organising Committee are working hard to ensure the outstanding quality and success of the congress.

We truly appreciate you being with us and supporting Medinfo2013. The facilities are being detailed in the enclosed prospectus. See you in Copenhagen, Denmark!

Sincerely yours, on behalf of the Danish Society of Medical Informatics and medinfo2013 Local Organising Committee,

Lene Vistisen
Chairman of medinfo2013 LOC
National board of eHealth
Denmark
Sponsorship opportunities

Gold Sponsorship
DKK 300.000 (USD 53.100)

A gold sponsorship (maximum three) includes:
• 18 sqm exhibition space free of charge and first priority choice of stand location in main hall by ordering before August 1st 2012
• One satellite symposium at Bella Center. As gold sponsor you have the first choice to pick a slot from the available timeslots
• 5 congress registrations
• Highlighted listing of the sponsor’s company name and sponsorship in the Final Programme
• Signage outside Main Session Hall
• One complementary full page, four colour advertisement, in the Final Programme
• Company logo on the congress web site (front page) with a hyperlink to the sponsor website
• Insert in the congress bag; 2 pages (A4 format) or 4 pages (A5 format) or USB stick
• Logo on the power points shown in the sessions during breaks and logo hyperlink from the programme-app

Silver Sponsorship
DKK 175.000 (USD 31.100)

A silver sponsorship (maximum three) includes:
• 9 sqm exhibition space free of charge and priority choice after gold sponsors of stand location in main hall by ordering before August 1st 2012
• One satellite symposium at Bella Center. As silver sponsor you have the choice after gold sponsors to pick a slot from the available timeslots
• 3 congress registrations
• Listing of the sponsor’s company name and sponsorship in the Final Programme
• Signage outside Main Session Hall
• One complementary ½ page, four colour advertisement, in the Final Programme
• Company logo on the congress web site (front page) with a hyperlink to the Sponsor website

Bronze Sponsorship
DKK 75.000 (USD 13.300)

A bronze sponsorship includes:
• 10% discount on exhibition space and priority choice after silver sponsors of stand location in main hall by ordering before August 1st 2012
• 2 complementary congress registrations
• Listing of the sponsor’s company name and sponsorship in the Final Programme
• Signage outside Main Session Hall
• One complementary ¼ page, four colour advertisement, in the Final Programme
• Company logo on the congress website (front page) with a hyperlink to the sponsor website

The selected sponsorship opportunities for the congress provide supporters with a number of ways to enhance their visibility and association with the event. The items presented below have been selected to allow each sponsor unique ways of associating brands or messages with different aspects of the congress.
Other sponsor items

Delegate Items
The following items bring visibility to the sponsor and a unique opportunity to reach each and every delegate.

Congress Bags/Computerbags
DKK 50,000 (USD 8,900)
+ production cost and delivery

All recipients will receive a congress bag containing the Final Programme. These bags should be fabricated especially for this congress. The sponsor’s logotype and Medinfo 2013 logo shall be displayed on the bag after approval of the Organising Committee. The company name will be included in the List of Sponsors.

Inserts in Congress Bags
DKK 15,000 (USD 2,700)

Sponsors will be able to add information and inserts to the congress bag that will be distributed to each delegate. Note that inserts must be approved by the Organising Committee. The insert is either paper or USB stick. Only a limited number of bag inserts will be made available, and this item is granted on a first come, first served basis. The company name will be included in the List of Sponsors.

Pencil and Note Pad
DKK 25,000 (USD 4,450)
+ production cost and delivery

Sponsors may supply pencil and pad for the congress bag. This opportunity provides sponsors a way of providing delegates with a needed service, as well as a visible advertising method that the delegates will carry away with them. Company name and/or logo are generally placed on the pencil and pad and the company name will be included in the List of Sponsors. The Pencil and Note Pad needs to be confirmed by the Organising Committee.

Name badge strings/Lanyards
DKK 35,000 (USD 6,200)
+ production cost and delivery

The name badges are attached to a string to hang around your neck. The sponsor may put the company name or logo on the string. Note that the string has to be approved by the Organising Committee. The company name will be included in the List of Sponsors.

Showcase
Price per door DKK 15,000 (2,700 USD)
Price two doors DKK 28,000 (5,000 USD)

Central Glass Showcase in the Bella Center Entrance doors. Show your brand or products at the entrance to the Medinfo.
Social Events

Social events include meals and breaks that form a core part for the networking opportunities. Each event attracts a large number of delegates, and sponsors can use these unique opportunities to network with delegates.

Opening reception
DKK 50,000 (USD 8,900)

The opening reception will be held on 20 August 2013. All participants and accompanying persons will be invited to this reception that will take place after the opening ceremony at the congress centre. The sponsors will have the opportunity to have signs/roll-ups at the reception area. The company name will also be included in the List of Sponsors in the final programme and on the website. Sponsors can further enhance their participation with branded napkins, etc.

Gala dinner
Price up on request

Included: catering, and all logistics. Additional marketing material to be provided.

All participants and accompanying persons will be invited to the Gala Dinner, which is a joint event that will take place on 22 August. The sponsors will be linked to the event in all printed and web based publicity, have logos inside and outside the venue, and will be included in the List of Sponsors. Sponsors can further enhance their participation with branded napkins, etc.

Lunches
Per day DKK 35,000 (6,200 USD)

Included: catering, and all logistics.

Lunches will be served in the restaurants at the congress centre. Sponsors will be acknowledged with logos in the restaurant area. The company name will also be included in the List of Sponsors in the programme book and on the website. Sponsors can further enhance their participation with branded napkins, sugar sticks, etc.

Coffee Breaks
Per time DKK 20,000 (3,500 USD)

Complimentary coffee/tea will be served daily to all delegates during official coffee breaks. The serving points will be located mainly in the exhibition area and can be coordinated around the sponsor’s booth. Sponsors will also be acknowledged at each service station and will be included in the List of Sponsors.

Special Requests

If you have any other particular request on how you would like to present your organisation at the congress, please contact exhibition@discongress.com as soon as possible. Sponsors are welcome to support part of one sponsorship item.

For more information, please contact the Sponsor & Exhibition Secretariat, Peder Andersen
Phone: +45 4492 4492 (DIS)
e-mail: exhibition@discongress.com

Please note: all prices are exclusive of VAT. Prices in USD is per April 2012 and may change.
Exhibition at Medinfo 2013

A commercial exhibition will be arranged in conjunction to the congress. The exhibition will take place at Bella Center and will be open during congress hours, 20-23 August 2013. The exhibition is integrated with the poster exhibition and the catering services and will thus be an excellent exhibition window towards the expected 1500-2000 delegates. Furthermore, exhibitors may invite guests to visit their stand during the medinfo2013 congress.

The program-structure will ensure that the participants are led through the exhibition during all breaks. This means that there are excellent opportunities for dialogue between exhibitors and congress participants.

Stand Information
Stands are sold in increments of minimum 3 m x 3 m (9 sqm) and include:
• one free congress registration pr 9 sqm stand
• product or company description in the onsite conference guide
• daily cleaning of aisles and common areas
• general lighting for all the event areas

Price – space only
DKK 26.100 (4.660 USD) for 9 sqm (DKK 2.900/517 USD pr sqm) including:
• one free congress registration
• product or company description in the onsite conference guide

Price including shell schemes
DKK 30.150 (5.380 USD) for 9 sqm (DKK 3.350/597 USD pr sqm) including:
• one free congress registration
• product or company description in the onsite conference guide
• standard wall division (2,5 m) – 25 mm. thick, foam filled panels
• 1 spot per 3 sqm
• carpeting (grey)
• 1 signboard, excl. text (25 mm thick, foam filled panels, 25 cm high)

All exhibitors must bring their own equipment or make an order to Bella Center. Web based catalogue and order forms will be distributed with the exhibition manual.

Please note: all prices are exclusive of VAT. Prices in UDS per April 2012 may change.

Price for invited visitors
Exhibitors may invite guests to visit their stand. Guests are only given access to the exhibition area for one day. The fee for each guest includes catering (during 8 - 17 o’clock) and name badge. Price is 750 kr pr guest (USD 133).

Meeting Room
Exhibitors may rent meeting rooms during the congress in either Bella Center or Bella Sky hotel. Price up on request.

If you have any questions or need any further information, please contact:
Peder Andersen
E-mail: exhibition@discongress.com
Phone: +45 4492 4492

How to apply for Exhibition Space

Please send your request for exhibition space to exhibition@discongress.com
Every effort will be made to accommodate exhibitors’ request for space and position. The floor spaces are assigned on a “first come - first served” basis.

Application for floor space will be made on an Application and Contract for Floor Space form (see page 10). The application form should be signed and returned to Sponsor & Exhibition Secretariat. The application form is legally binding.

The Sponsor & Exhibition Secretariat reserves the right before the construction of the stands to modify the exhibition floor plan. A full technical manual giving further general and technical information, advice and full details about the exhibition, venue, organisers and ancillary services will be available to exhibitors.
Floorplan
General Terms and Conditions

Terms of Payment
Conditions of payment mentioned on the invoice are valid. All payments must be received in full within the payment times indicated on the invoice. A deposit of 50% of the total sponsorship fee due will be invoiced once this signed Sponsorship Booking Form or/and exhibition booking Form has been received. The second payment of 50% of the total sponsorship fee will be invoiced 3 months before the medinfo2013 congress. No bank transfer fees will be accepted by the Organising Committee/DIS, and all exhibitors paying by bank transfer should ensure that all charges are met. If you wish to pay 100%, please indicate accordingly in the Comments section of the contract. If payment in full is not received by the start of the congress, participation cannot be guaranteed and the rental fee remains due. Under no circumstances may any discount be deducted.

The recommended payment method is Bank Transfer. Bank transfer information will be detailed on the invoice. Please ensure that you include the invoice number and the name of your company as listed above in the payment message.

If the exhibitor provides a credit card for payment and charges are rejected by the credit card company for any reason, the MedInfo 2013 Exhibition Management hereby provide notice that they will send a new request for payment, via email from exhibition@discongress.com which will detail your account overview and include the secure link to our payment suppliers (DIBS). Credit card payments attract a 3.5% surcharge on the amount. If payment in full is not received by the start of the congress, participation cannot be guaranteed and the rental fee remains due.

Third Party Order (Exhibitor appointed contractor) It is understood and agreed that the exhibiting company is ultimately responsible for payment of charges. In the event that the named third party does not pay amount owing by the move-in time, charges will revert to the exhibiting company.

All prices are indicated in DKK exclude VAT, unless otherwise specified.

Cancellation policies
Cancellations must be received in writing. A cancellation charge of 50% of total sponsorship fees will apply to cancellations received between 9 months and 3 months prior to the meeting. For cancellations received later than 3 months prior to the meeting a 100% charge of the application will be applied.

Agreement policies
The stand site shall be taken into possession by the time specified at the latest. If this is not complied with, the Organising Committee is entitled to take over possession of the stand site.

The Exhibitor shall have put the stand into order by the time specified.

Exhibitors who have bulky exhibition goods that cannot be transported freely in the exhibition aisles shall contact the contractor specified in sufficient time prior to the exhibition to allow the planning of transport.

The exhibitor shall keep his stand in good condition and, if so requested by the Organising Committee, make improvements to the stand at his own expense, if the Organising Committee considers that the stand does not make a good impression.

The Exhibitor undertakes to comply with “Terms and conditions for exhibitions organised by the Organising Committee” presented here and in other special regulations that the Organising Committee may issue.

Complaints regarding the allocated stand site shall be notified in good time prior to possession of the site being taken. If the Organising Committee should be unable to provide the stand that has been ordered, the Exhibitor shall submit to the modifications regarding site and space that, on account of circumstances, may be required. If the Organising Committee is not able to offer another site or space due to error or neglect for which the Organising Committee is responsible, the Exhibitor is entitled to repayment of the stand rent that has already been paid. The Exhibitor is not entitled, however, to any repayment other than for the stand rent, that has already been paid. The Exhibitor uses the allocated stand, the Exhibitor is not entitled to any compensation.

The stand may not be taken into possession until the stand rent has been paid in full.

The stand may not be assigned to a third party, partially or fully, without the consent of the Organising Committee.

Only such objects may be exhibited that the Organising Committee deems to be in agreement with the subject of the trade fair in question and to fulfill reasonable quality requirements. If an exhibited object should be deemed by the Organising Committee not to fulfill the said requirements, the Exhibitor shall immediately and at his own expense remove the said object from the stand. The Exhibitor is not entitled to repayment of the stand rent or part thereof, nor to receive other compensation from the Organising Committee for expense or damage - direct or indirect - that may occur by reason of the Organising Committee’s decision as per this provision.

It is prohibited to exhibit live animals, explosive goods or other objects that can be deemed to be unsuitable from a safety point of view. Exhibited objects shall be in agreement with government authorities’ and/ or control units’ regulations and shall, when required, be furnished with approval from such authorities or unit. The Exhibitor is reminded of his obligations regarding the exhibition of machinery etc as per the working environment legislation and the regulations of the National Board of Occupational Safety and Health. The Organising Committee releases itself from all liability for damage or obligations resulting from provisions not being complied with or approval not being obtained. The Exhibitor shall compensate the Organising Committee for all expenses and damage occurring in this connection.

The Exhibitor is prohibited within the exhibition area from, by use of signs, directing to any exhibition out of the exhibition area.

Exhibited goods may not be removed during an on-going exhibition without the specific consent of the Organising Committee.

The Organising Committee does not accept any liability for objects or decorations exhibited in the Exhibitor’s stand, irrespective of whether damage has been caused by error or neglect by the Organising Committee or by staff for whom the committee is responsible. The Exhibitor should therefore take out insurance for this purpose.

In cases where a catalogue has been issued the Organising Committee disclaims all responsibility for any errors in the catalogue, or in other printed material.

The Exhibitor agrees to any details relating to him being given to third parties.

It is prohibited for the Exhibitor to:
• Place objects out with the stand area or to block fire protection installations, emergency exits, electricity stations.
• Use anything other than the standard surface finish on walls and other material, unless permission is obtained.
• Allow decorations and the like to exceed the maximum heights that are laid down for the exhibition in question, unless the Organising Committee’s permission is given.
• Use decorating material that has not been approved by the fire authorities.
• Withdraw fire authorities’ and the Organising Committee’s permission, use open fire, store gases and inflammable fluids within the exhibition area.
• Out with the Exhibitor’s own stand, spread advertising without the Organising Committee’s permission.
• Arrange his stand, decorations, demonstrations and sales in a way that is contrary to the country’s code of standards of advertising practice or that disturbs other exhibitors and visitors. All marketing, both verbal and in writing, shall be authentic and consistent with current marketing legislation.

Political propaganda may not occur in the stand or in any other place within the exhibition area.

The Organising Committee can have objects, that have been left in the stand after the last removal date, removed at the Exhibitor’s risk and expense. As security for the fulfillment of all obligations in relation to the Organising Committee, which the Exhibitor has or will have, the Organising Committee is entitled to retain the Exhibitor’s objects until payment is made in full. The Organising Committee has this same right when the Exhibitor has left objects behind after the final removal date.

If, due to circumstances beyond the control of the Organising Committee, restrictions regarding heating or the provision of electricity or water occur, the Exhibitor is not entitled to repayment of the stand rent or part thereof. Nor is the Exhibitor entitled to any form of compensation.

If, as a result of war, special government or local authority measures, strike, lockout, fire or other comparable circumstance, The Organising Committee should be forced to cancel or postpone the exhibition; there shall be no repayment of stand rent. On the other hand, the Exhibitor is entitled, as soon as the exhibition can be held, to precedence as regards stand site, and to certain compensation for stand rent already paid when making payment of the new stand rent. Further to this, the Exhibitor is not entitled to any form of compensation.

If special tax or other duty is charged on the undertakings in accordance with this contract, a sum equivalent to the said tax or duty shall be paid by the Exhibitor.

If the Exhibitor cancels or reduces his stand site up until 3 months before the start of the exhibition, a cancellation charge of 50% of total exhibit fees will apply. Cancellations received in writing later than 3 months before the start of the exhibition, the exhibitor will be liable for the total charge of the application.

In the case of delayed payment, interest on arrears will be charged at the rate of 2% per month.

Changes to these terms and conditions can only be made in writing, to be signed by authorised representatives of the Organising Committee.

Signature of Contract form for exhibition and/or Contract form for sponsor acceptance of the above Terms and Conditions of Exhibiting/sponsor as outlined in this invitation.