

**Guidelines for Invitation to Industry**

# **Sponsorship Prospectus**

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**This Guidelines document has been outlined by representatives from  
HCEA, IAPCO & IPCAA**

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# Introduction

## **HCEA**

(The Healthcare Convention & Exhibitors Association)

## **IAPCO**

(The International Association of Professional Congress Organizers)

## **IPCAA**

(The International Pharmaceutical Congress Advisory Association)

have recognised the need for a formal sponsorship bid document

## **THE SPONSORSHIP PROSPECTUS**

Organizing committees of medical meetings are strongly encouraged to provide such a Sponsorship Prospectus well in advance (a minimum 12 months ahead of the congress) of any request to potential sponsors for financial support.

The Congress Secretariat or responsible PCO should produce this document.

The document should include a statement of the objectives of the meeting from a scientific, educational and financial perspective.

The Prospectus should show the demographics of previous events, with delegate attendance split by country, and expected attendance at the meeting for which sponsorship is sought.

A detailed description of the city, including the congress centre, hotel accommodation and local transportation, should be included. In the unlikely event that there could be a perception that the city is a resort destination, a detailed explanation should be provided to address the concerns of the sponsoring companies.

The Prospectus should provide itemised costs of satellite symposia, exhibition space and any other support opportunities which are available.

Where organizers wish to recognise major sponsors with different awards, this should be calculated on the comparative total value of each sponsor's activities.

This guideline for the Sponsorship Prospectus is intended to be of assistance when preparing the document. Examples are given under certain headlines and recommendations from some of the Associations have been included as guidance.

**Comments and suggestions are welcomed, and should be addressed to any of the involved associations.**

### **Note to the users of this Sponsorship Prospectus:**

All blue blocks (■) need to be completed by the organizers of a meeting.

## Cover

■■■■ th ■■■■ CONGRESS

(Full name + acronyms) ■■■■

City, Country, Date, Year ■■■■

Invitation to Industry

**Sponsorship Prospectus**

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# Invitation

**FROM THE PRESIDENT OF THE SOCIETY** ■■■■

**FROM THE CONGRESS PRESIDENT** ■■■■

**FROM THE SCIENTIFIC COMMITTEE OF THE CONGRESS** ■■■■

A special Invitation from the Scientific Secretary to the Industry describing points such as:

- Session types (format of sessions) ■■■■
- Expected no. of papers ■■■■
- Criteria for selecting papers: quality, geographical, other ■■■■
- Keynote speakers (if known) ■■■■
- Abstract deadlines ■■■■

List of Committee members and the Scientific Committee ■■■■

## The Society

**THE SOCIETY OF** ■■■■

(This is an example)

The Society was founded in ■■■■ by a group of ■■■■ who had also been involved in ■■■■. Its main objective at that time was the organization of biennial meetings (■■■■), which were successfully held in ■■■■, ■■■■, ■■■■ and ■■■■.

The Society is governed by its members, through an executive committee (Prof. ■■■■). Plenary Meetings of the Society are held annually/ biennially. The executive committee is advised by a council consisting of representatives of all member countries as well as chairmen of ■■■■ study groups, working parties and committees.

Since ■■■■, the Society's membership has grown constantly to the present number of ■■■■ members from ■■■■ different countries, among which ■■■■ and ■■■■ are best represented. Special emphasis is placed on increasing the membership from ■■■■ countries.

The Society's official publication is ■■■■, a journal that began circulation in the summer of ■■■■ under its editor-in-chief ■■■■.

***Is there a standing committee with industry? If not, it is strongly advised that an Industry Standing Liaison Committee be set up.***

**Homepage of the Society** ■■■■

**Full address** ■■■■

# Congress Details [ ] [ ] [ ] (year)

## CONGRESS ADMINISTRATION

### THE CONGRESS IS ORGANIZED BY [ ] [ ] [ ]

Society Council [ ] [ ] [ ]

Local Organizing Committee [ ] [ ] [ ]

Scientific Committee [ ] [ ] [ ]

State company name, address and contact person [ ] [ ] [ ]

### CONGRESS OBJECTIVES

The objective(s) of the Congress are: [ ] [ ] [ ]

The Local Organizing Committee has formed a legal body/research foundation/ [ ] [ ] [ ] controlled by [ ] [ ] [ ] .

**State the philosophy of how the financial outcome will be handled in order that there is complete transparency with the sponsors:**

For example:

[ ] [ ] [ ] % of the surplus will go to the foundation of [ ] [ ] [ ] which will with its annual income support medical research in [ ] [ ] [ ]

All decisions are taken by [ ] [ ] [ ] .

No members of the committee or relatives to such a member have any personal financial involvement in the Congress or with any of the contractors.

Contractors are:

- PCO [ ] [ ] [ ]
- Exhibition Organizer [ ] [ ] [ ]
- Sponsorship [ ] [ ] [ ]
- Congress Venue [ ] [ ] [ ]
- xxxxx [ ] [ ] [ ]

It is anticipated that the registration fees will be:

	Advance	Standard	On-site
• Members	[ ] [ ] [ ]	[ ] [ ] [ ]	[ ] [ ] [ ]
• Non-members	[ ] [ ] [ ]	[ ] [ ] [ ]	[ ] [ ] [ ]
• Accompanying persons	[ ] [ ] [ ]	[ ] [ ] [ ]	[ ] [ ] [ ]
• Students	[ ] [ ] [ ]	[ ] [ ] [ ]	[ ] [ ] [ ]

The fee includes: [ ] [ ] [ ]

# PRELIMINARY CONGRESS PROGRAMME

## GENERAL OVERVIEW

### RECOMMENDED ITEMS TO INCLUDE:

Day Structure

Programme Structure (kind of sessions)

■ ■ ■ ■  
■ ■ ■ ■  
■ ■ ■ ■  
■ ■ ■ ■

**Indicate the structure of the Congress days indicating time slots for satellite and/or sponsored symposia; include the opening hours of the Technical Exhibition even if they are provisional at this stage.**

	Day 1	Day 2	Day 3	Day 4
Morning	■	■	■	■
Lunch	■	■	■	■
Afternoon	■	■	■	■
Evening	■	■	■	■

## MAIN TOPICS

If the organization is applying for CME accreditation, it must state which sessions are designated for CME, and how independent, non-commercial industry-sponsored scientific sessions will be recognized.

Basic Science

■ ■ ■ ■  
■ ■ ■ ■  
■ ■ ■ ■  
■ ■ ■ ■

Clinical Science

■ ■ ■ ■  
■ ■ ■ ■  
■ ■ ■ ■  
■ ■ ■ ■

Continuing Medical Education

■ ■ ■ ■

## OFFICIAL CONGRESS SOCIAL/CULTURAL EVENTS

The Organizers have planned the followings events. Industry are invited to offer additional events which, however, should not take place in parallel to the official events/meetings of the Congress. Please leave at least one evening free for the sponsors.

### RECOMMENDED ITEMS TO INCLUDE:

Day, time and length of event

■ ■ ■ ■

Description of event

■ ■ ■ ■

Security issues

■ ■ ■ ■

Price, if any

■ ■ ■ ■

**Please bear in mind that the sponsoring industry is unable to support the inclusion in the delegate registration fee of costs associated with social or cultural events.**

## THE CITY

CITY OF ■■■■

**RECOMMENDED ITEMS TO INCLUDE:**

- Population ■■■
- City Map ■■■
- Distance from the nearest International Airport ■■■
- Transportation between the Airport and the City ■■■
- Transportation within the City and to the Centre/Hall ■■■
- Total number of hotel rooms in the City and surroundings ■■■
- Climate ■■■
- Currency ■■■
- Customs regulations ■■■
- Passport & Visa requirements ■■■
- Taxes including VAT ■■■
- Medical promotion regulations in the Country ■■■
  - Consult the local industry companies and affiliates. ■■■
  - If there is any known regulation, please mention it! ■■■
- Security ■■■

Internet addresses for the City, Tourist Board and other attractions ■■■

***A detailed description of the city, including the congress centre, hotel accommodation and local transportation, should be included. In the unlikely event that there could be a perception that the city is a resort destination, a detailed explanation should be provided to address the concerns of the sponsoring companies.***

## THE CONGRESS VENUE

**RECOMMENDED ITEMS TO INCLUDE:**

- Size ■■■
- Location (map) ■■■
- General features ■■■
- Floor plans of the whole venue indicating location of registration areas, meeting rooms, exhibition, food functions etc. ■■■
- Meeting rooms: names and sizes (no. of persons and m<sup>2</sup>.) ■■■

## Previous Congresses

■■■■ - ■■■■











Year	No. of the congress	Venue	No. of registered scientific delegates	Total no. of all attendees	No. of accepted papers	Exhibition m <sup>2</sup> (net)

***State the top 10 countries for each Congress by scientific delegate attendance; Upon request provide a break-down of attendance of the last congress listed by country.***

# Sponsorship

## INFORMATION FOR SPONSORS AND EXHIBITORS






### RECOMMENDED ITEMS TO INCLUDE:


- Contractor(s) appointed by the Congress 
- Applicable laws and regulations related to the promotion of healthcare products 
- Official currency 
- General description 
- Categories of sponsorship 
- Allocation policy for: symposia, exhibition space, hotel rooms and events 
- Customs regulations 
- VAT regulations 
- Invoice terms 
- Cancellation rules 

## LIST OF OPTIONS FOR SPONSORSHIP

The Organizers are offering companies the opportunity to become sponsors of the Congress enabling them to promote their scientific endeavours.

### LIST OF OPTIONS AND THEIR COST:

- Symposium  Price: Currency 
  - description
- Special sessions  Price: Currency 
- Printed material  Price: Currency 
- Electronic Congress information  Price: Currency 
- Premises in the venue (during the Congress)  Price: Currency 
- Technical equipment  Price: Currency 
- Hospitality desks outside the venue  Price: Currency 
- Social/cultural events  Price: Currency 
- Website options  Price: Currency 
- Transfers  Price: Currency 
- Congress bags  Price: Currency 
- Badges  Price: Currency 
- Press secretariat  Price: Currency 
- Advertisements  Price: Currency 
  - in what publications
  - rules
- Other items  Price: Currency 
- Special requests

If you have any other particular request as to how you would like to present your company at the Congress, please contact:  as soon as possible.

## CATEGORIES OF SPONSORS

Sponsors are free to make their selection from the list of sponsorship options. Sponsors supporting the Congress to a certain value will fall into different levels of categories, such categories are as follows:

	Minimum payment	Deadline
1. A-level sponsor:	■ ■ ■ ■	date, month, year ■ ■ ■ ■
2. B-level sponsor:	■ ■ ■ ■	date, month, year ■ ■ ■ ■
3. C-level sponsor:	■ ■ ■ ■	date, month, year ■ ■ ■ ■ or
4. Sponsor: no minimum payment		

“Level” sponsors will be given first choice until the deadlines given above have been reached and will be treated on a “first come, first served” basis.

“Level” sponsors will enjoy the following additional benefits:

1. A-level sponsor:	■ ■ ■ ■
2. B-level sponsor:	■ ■ ■ ■
3. C-level sponsor:	■ ■ ■ ■

**IPCAA recommendation:**

***Member companies of IPCAA are unlikely to provide unconditional support for congresses in the form of platinum, gold or silver sponsorship, but would prefer a fair and transparent system of value-for-money sponsorship in which itemised activities are available at a published price. IPCAA believes that it is in the common interest to keep the costs of medical congresses within acceptable limits.***

## Technical Exhibition

**RECOMMENDED ITEMS TO INCLUDE:**

Dates (provisional)	
• set-up times	■ ■ ■ ■
• exhibition times	■ ■ ■ ■
• dismantling times	■ ■ ■ ■
Space Rental per square metre net:	
• space rental includes:	■ ■ ■ ■
• no. of free congress registrations	■ ■ ■ ■
• no. of free exhibitor’s badges	■ ■ ■ ■
• space rental does not include:	■ ■ ■ ■
Exhibition Floor Plan	
(including all technical details such as ceiling height, voltage etc.)	
Application Form	
General Rules for exhibiting	
List of Exhibitors at the previous Congress	
Site Inspections - formally organized? When?	
How many times? Where?	

**IPCAA/HCEA recommendation:**

***Shell schemes to be optional***

# Hotels in the City and Surroundings

■■■■ (company handling hotel reservations) has made a block reservation with more than ■■■■ hotel rooms in ■■■■ price categories. Sponsors and exhibitors can book the hotel rooms they require direct from the PCO at net rates without an agency's surcharge.

***A partnership between the Industry Sponsors and the PCO is to be achieved based on mutual understanding of each partner's situation and requirements concerning the hotel bookings.***

**Terms are given below.**

The following number of rooms is available:

- rooms in five-star hotels
- rooms in four-star hotels
- rooms in three-star hotels
- rooms in two-star hotels/budget accommodation

Luxury and first class hotel suites of various sizes are also available.

Prices quoted by the hotels for ■■■■ (year) rates are:

	single room - currency	double room - currency
5-star hotels	■■■■ - ■■■■	■■■■ - ■■■■
4-star hotels	■■■■ - ■■■■	■■■■ - ■■■■
3-star hotels	■■■■ - ■■■■	■■■■ - ■■■■
2-star hotels	■■■■ - ■■■■	■■■■ - ■■■■

Prices are likely to increase for the ■■■■ (depending on how many months before the Congress this prospectus is printed).

## **Conditions for Blocking Rooms:**

- Block bookings
- Deadlines for block bookings
- Rooming list (names)
- Deposits
- Payment terms
- Charges for changes
- Cancellation rules

## ***State policy for the allocation of rooms***

***Please note that requests for rooms in up-market hotels are likely to be reduced due to internal and external regulations and policies.***

## Social/Cultural Events hosted by Industry

The PCO will assist you to organize the social/cultural events which your company would like to host during the Congress in the City and its surroundings. Please contact the PCO with your ideas and requirements and they will put forward proposals, calculate the costs and organize your event. Please find some suggestions for an event for your company before, during and/or after the Congress:

### Lunch Invitations

- Selection of restaurants
- Transfers
- Consultancy services
- Costs, if possible

### Evening Events

- Locations being pre-reserved for sponsors
- Consultancy services
- Transfers
- Entertainment
- Costs, if possible

## Important Dates

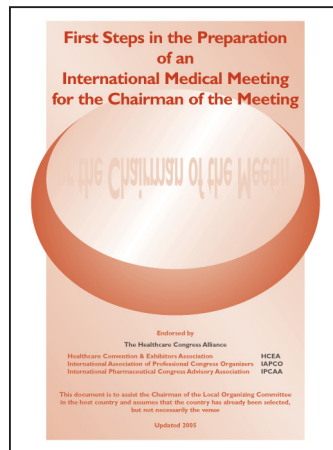
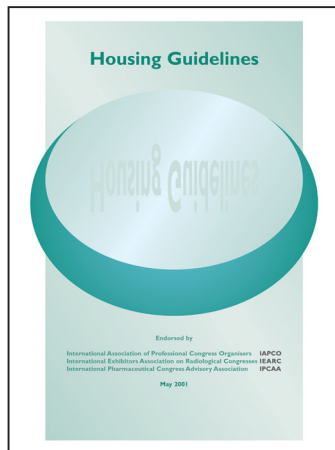
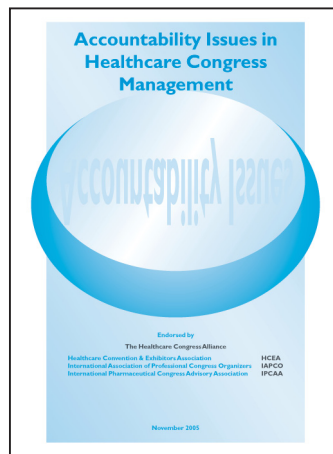
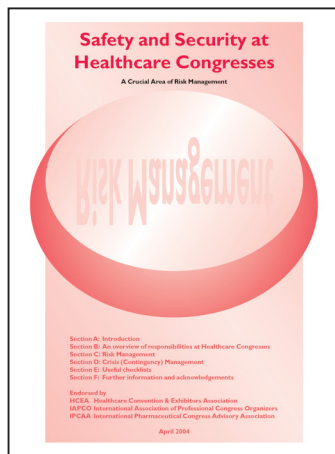
Presentation of the Congress on site to Industry for potential sponsorship (“Site Inspection”)	■■■
Deadline for the signing of sponsorship contracts with the Organizer Level A	■■■
Deadline for the signing of sponsorship contracts with the Organizer Level B	■■■
Publication of 2nd Announcement/Call for Abstracts	■■■
Deadline for booking Exhibition space	■■■
Deadline for Abstracts	■■■
Circulation of technical information to exhibitors	■■■
Deadline for reduced participant registration fee	■■■
Publication of the Final Congress Programme	■■■
Satellite Symposia before, during and after the Congress	■■■
Setting up of Technical Exhibition	■■■
<b>The Congress</b>	■■■
Debriefing meeting between the Organizer and Industry (towards the end of the Congress)	■■■
Dismantling of the Technical Exhibition	■■■

**Definition**

The Healthcare Congress Alliance includes the member associations of the Healthcare Congress Alliance, namely the Healthcare Convention & Exhibitors Association (HCEA), the International Association of Professional Congress Organizers (IAPCO) and the International Pharmaceutical Congress Advisory Association (IPCAA).

**Disclaimer**

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