



## HEADQUARTERS

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## Sponsorship Packages

### 14th International Conference on Thalassaemia and Other Haemoglobinopathies & 16th TIF Conference for Patients and Parents

17 - 19 November 2017

*Thessaloniki, Greece*

The Thalassaemia International Federation is a non-profit, non-governmental organisation based in Cyprus, founded in 1986 with a mission to promote equal access to quality care for patients with thalassaemia across the world. It is a pioneer patient-orientated organisation – one of the first disease-specific federations to be established worldwide.

TIF's educational programme is of crucial importance in achieving its goals. The programme addresses the needs of patients, parents, healthcare professionals and the general public and includes two main areas:

- (i) Major educational events (conferences, seminars and workshops) held at local, national, regional and international levels. TIF's established international events are the biennial International Conference on Thalassaemia and Other Haemoglobinopathies, and the Pan-European, Pan-Asian and Pan-Middle East Regional Conferences;
- (ii) the publication, translation and distribution of educational material (informational booklets for the community, books for patients/parents and health professionals, and TIF Magazine) as well as TIF's website. To-date TIF constitutes through its educational programme and its communication tools, including its website, magazine and social media, the most reliable and updated source of information in the field of thalassaemia and the haemoglobinopathies.

### 14th International Conference on Thalassaemia and Other Haemoglobinopathies & 16th TIF Conference for Patients and Parents (TIF International Conference)

TIF's International Conference constitutes the biggest educational event in the field of haemoglobin disorders organised on a global scale, comprise of two parallel Conferences, namely the 14th International Conference on Thalassaemia and Other Haemoglobinopathies & 16th TIF Conference for Patients and Parents.

Together, these will attract over 2,000 participants, including health professionals, medical specialists, nurses, scientists, researchers, patients/parents, from over 60 countries around the world.

It is anticipated that the TIF International Conference will provide a unique forum for discussion covering the latest advances in research and overviews on prevention, management, other healthcare issues and current regional, European and international policies directly or indirectly relevant to haemoglobinopathies.



THALASSAEMIA INTERNATIONAL FEDERATION  
is the 2015 WINNER of:  
• UNIVERSITY OF NICOSIA'S AWARD  
for its MOST NOTABLE SOCIAL CONTRIBUTION



THALASSAEMIA INTERNATIONAL FEDERATION  
is the 2015 WINNER of:  
• DR LEE JONG-WOOK MEMORIAL PRIZE  
for its OUTSTANDING CONTRIBUTION IN PUBLIC HEALTH

[www.thalassaemia.org.cy](http://www.thalassaemia.org.cy)



Simultaneously, a special focus on patients' disease education and capacity building programmes will facilitate the empowerment of the patient/parent community, whose strong and competent representation and participation is extremely important at all levels of decision-making bodies and processes leading to more productive and successful outcomes. It is well acknowledged that the input of knowledgeable and competent patient advocates has brought dramatic advances in the quality of health and life of patients across diseases all over the world, particularly those with chronic and rare diseases.

Furthermore, the networks of healthcare professionals which have developed globally in almost every region of the world, as result of research programmes, will be further strengthened by bringing medical specialists, patients/families and public health officials together to share knowledge and experiences. This effort will contribute to the reduction of inequalities in access to optimal care through the dissemination of good practice techniques and sharing of experiences of these preventable and treatable hereditary diseases.

## **Objectives**

The objectives of the TIF International Conference are:

### A. For patients

- i. Educate, empower, and create core groups of patients in each country to support and strengthen their role in monitoring their own disease;
- ii. Develop the skills and capacities of patients for the advocacy and productive participation in decision making at the country and regional level, and to;
- iii. Develop a robust infrastructure for National Patients' Associations, making them truly supportive to its patients and their families at the country level.
- iv. To empower and built capacities for patients and their families through strengthening disease specific knowledge and partnerships, though strengthening associations and creating networks of collaboration or joining national associations into national federations.
- v. To inform medical and patient communities and policymakers of the latest policies, projects and legislative developments in the fields of Hb disorders, rare diseases, medicines, patients' rights and mobility, reference networks, etc;
- vi. Identify through a survey conducted online prior/during the Conference, the level of access to appropriate care as an extension and upgrading of already existing information;
- vii. Distribution of new and existing publications and of new translated ones.

### B. For Health Professionals

- i. To continue to update the epidemiology of Hb disorders and rare disorders globally;
- ii. To extend the knowledge gained in experienced countries to other European countries through sharing experiences and best practices;
- iii. To enable the development of new and the strengthening of existing nuclei of expert medical specialists at the national and international level and encourage for more actions;
- iv. To strengthen awareness of Hb disorders among national authorities for its inclusion amongst national agenda priority items supporting further research and innovation in the field as well as operational support to Patients' Organisations;
- v. To empower and built capacities for patients and their families through strengthening disease specific knowledge and partnerships, though strengthening associations and creating networks of collaboration or joining national associations into national federations;
- vi. Monitor and follow up health system changes;

- vii. To inform medical and patient communities and policymakers of the latest policies, projects and legislative developments in the fields of Hb disorders, rare diseases, medicines, patients' rights and mobility, reference networks, etc;
- viii. Identify through a survey conducted online prior/during the Conference, the level of access to appropriate care as an extension and upgrading of already existing information;
- ix. Distribution of new and existing publications and of new translated ones.

### C. For Policy Makers

- i. Provide a forum of interaction for patients, families, and health professionals aiming to improve the recognition of priorities and needs of haemoglobin disorders by the government in each Region.

## ***SPONSORSHIP OPPORTUNITIES***

There are a number of levels at which corporate companies can become involved in and sponsor this event. The details below represent general framework of sponsoring the TIF International Conference.

**We are always happy to talk to you about your particular requirements and to put together a tailored support package.**

The support and close collaboration of the industry is extremely valuable in achieving our goals and we will be delighted to receive your expression of interest in this regional conference.

We take this opportunity to thank you for your past and ongoing collaboration and support in our educational program and we look forward to yet another such productive collaboration.

Attached you may also find TIF's *Policy on Corporate Financial Support*.

### **1. Silver Sponsor package**

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The Silver Sponsor package offers high visibility and advertising opportunities. The package is limited to 3 individuals or companies. Your investment is **\$160,000 (150,000€)**.

#### **A. Key benefits**

##### Conference programme.

- i. A 1/3 page advertisement with a 50-word description will be reserved for your company in the Conference programme.
- ii. Your company's name and logo will be displayed in the Conference programme, with acknowledgement of the company's Silver Sponsor status

#### **B. Other benefits**

Silver Sponsors will benefit from the highest level of visibility and exposure to all Conference participants.

1. Exhibition space. One standard exhibition booth will be reserved for your company
2. Complimentary Exhibitor registrations. Your company will receive one (1) exhibitor registrations, free of charge.
3. Complimentary Conference registrations. Your company will receive one (1) full conference registration for health professionals free of charge.
4. Press announcements. Your company's name will be included in the pre-Conference press announcement indicating Silver Sponsorship status.
5. Acknowledgement of support. Your company's support as a Silver Sponsor will be publicly announced during a specifically dedicated official ceremony.
6. Web visibility. Your company's name and logo will be displayed on the dedicated Conference webpage and on TIF's website, acknowledging Silver Sponsor status.

## 2. Gold Sponsor package

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Participating as a Gold Sponsor offers you the opportunity to raise your profile at an event with a combination of promotional and onsite visibility as well as content-related benefits. The Gold Sponsor package is limited to 2 individuals or companies. Your investment is **\$215,000 (200,000€)**.

### A. Key benefits

#### Conference programme.

- i. A ½ page advertisement with a 100-word description will be reserved for your company in the Conference programme.
- ii. Your company's name and logo will be displayed in the Conference programme, with acknowledgement of the company's Gold Sponsor status

Official delegate bag filler. Be in the hands of every Conference delegate by including 1 piece of your company's literature in the delegate bag distributed at registration, covering general company information and/or selected scientific information.

### B. Other benefits

Gold Sponsors will benefit from the highest level of visibility and exposure to all Conference participants.

1. Exhibition space. One standard exhibition booth will be reserved for your company
2. Complimentary Exhibitor registrations. Your company will receive two (2) exhibitor registrations, free of charge.
3. Complimentary Conference registrations. Your company will receive three (3) full conference registrations, of any category, free of charge.
4. TIF Magazine. Gold sponsors will have a reserved space for one (1) in TIF magazine for a full 1 page coloured advertisement.
5. Literature Table. A maximum of two (2) brochures or other company material can be placed at the literature table. All items must be approved by TIF.
6. Press announcements. Your company's name will be included in the pre-Conference press announcement indicating Gold Sponsorship status.
7. Acknowledgement of support. Your company's support as a Gold Sponsor will be publicly announced during a specifically dedicated official ceremony.
8. Web visibility. Your company's name and logo will be displayed on the dedicated Conference webpage and on TIF's website, acknowledging Gold Sponsor status.

## 3. Platinum Sponsor package

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Platinum Sponsors will have the opportunity to enjoy all the most desirable and effective promotional elements of the event and benefit from the highest level of exposure to event participants. The elements which comprise this class of sponsorship are exclusive to Platinum Sponsors. The package is limited to 1 individual or company, with an investment of **\$320,000 (300,000€)**.

### A. Key benefits

#### Conference programme.

- i. A 2 page advertisement with a 150-word description will be reserved for your company in the Conference programme.
- ii. Your company's name and logo will be displayed in the Conference programme, with acknowledgement of the company's Platinum Sponsor status.

Logo placement. As a Platinum Sponsor, your company's logo prominently placed on the following locations (please note availability depends on final decisions to proceed):

- Official delegate bag
- Badge pocket and lanyard
- Conference banners

Official delegate bag filler. Be in the hands of every Conference delegate by including 2 pieces of your company's literature in the delegate bag distributed at registration, covering general company information and/or selected scientific information.

## **B. Satellite Session**

Platinum Sponsors can choose to hold Satellite Sessions during the course of the scientific programme, on a subject of their choice. A total of two (2) satellite sessions are available and will be allocated on a first-come-first-served basis. Each company is limited to one (1) satellite session.

Benefits:

1. Conference Programme. The full satellite session programme will be included in the final conference programme.
2. Official delegate bag filler. Be in the hands of every Conference delegate by including an invitation to the satellite session in the delegate bag, distributed at registration.
3. Complimentary Conference registrations. Your company will receive a maximum of four (4) full conference registrations, free of charge for members of the faculty of the symposium.

*Important information:*

- All satellite symposia are organised by the Sponsor in collaboration with TIF.
- The symposium topic, programme and faculty must be shared with TIF by the given deadline.
- TIF will provide a suitable hall in the Conference venue for the satellite symposium and will ensure that basic technical equipment (LCD screens, projector, microphones) as well as technical staff are available.
- Logistical arrangements (including travelling and accommodation) of symposium faculty members are the responsibility of the Sponsor.

## **C. Other benefits**

Platinum Sponsors will benefit from the highest level of visibility and exposure to all Conference participants.

1. Exhibition space. Two exhibit spaces (one for Healthcare Professionals and another for Patients/Parents), in favourable locations of the exhibition areas will be reserved for your company. As a Platinum Sponsor, your company will be the first to select a space from the available area.
2. Complimentary Exhibitor registrations. Your company will receive four (4) exhibitor registrations, free of charge.
3. Meeting space. A private meeting space suitably located will be assigned to Platinum Sponsors for the Conference days (upon request).
4. Complimentary Conference registrations. Your company will receive six (6) full conference registrations, of any category, free of charge.
5. TIF Magazine. Platinum sponsors will have a reserved space for two (2) consecutive in TIF magazine for a full 2 page coloured advertisement.
6. Literature Table. A maximum of five (5) brochures or other company material can be placed at the literature table. All items must be approved by TIF.
7. Press announcements. Your company's name will be included in the pre-Conference press announcement indicating Platinum Sponsorship status.
8. Acknowledgement of support. Your company's support as a Platinum Sponsor will be publicly announced during a specifically dedicated official ceremony.
9. Web visibility. Your company's name and logo will be displayed on the dedicated Conference webpage and on TIF's website, acknowledging Platinum Sponsor status.

#### 4. Exhibition booth

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An exhibition booth is included in the Gold and Platinum Sponsor levels. Other sponsors may select a booth as an optional extra, or even opt for just a booth as a way of ensuring a strong presence at the conference. The investment for a booth is **\$5,000 (4,700€)**.

This will include:

1. Exhibition area – Specifications can be requested from TIF office.
2. 1 conference registration (Exhibitor category) free of charge.

#### 5. Satellite Sessions

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Sponsors can choose to hold Satellite Sessions during the course of the scientific programme, on a subject of their choice. Each company is limited to one (1) satellite session. A total of two (2) satellite sessions are available and will be allocated on a first-come-first-served basis. The investment for one satellite session (duration 90 minutes) is **\$30,000 (28,000€)**.

Key benefits:

1. Conference Programme.
  - i. The full satellite session programme will be included in the final conference programme.
  - ii. Your company's name and logo will be displayed in the Conference programme, with acknowledgement of the company's sponsor status
2. Official delegate bag filler. Be in the hands of every Conference delegate by including an invitation to the satellite session in the delegate bag, distributed at registration.
3. Complimentary Conference registrations. Your company will receive a maximum of four (4) full conference registrations, free of charge for members of the faculty of the symposium.
4. Press announcements. Your company's name will be included in the pre-Conference press announcement.
5. Web visibility. Your company's name and logo will be displayed on the dedicated Conference webpage and on TIF's website

*Important information:*

- All satellite symposia are organised by the Sponsor in collaboration with TIF.
- The symposium topic, programme and faculty must be shared with TIF by the given deadline.
- TIF will provide a suitable hall in the Conference venue for the satellite symposium and will ensure that basic technical equipment (LCD screens, projector, microphones) as well as technical staff are available.
- Logistical arrangements (including travelling and accommodation) of symposium faculty members are the responsibility of the Sponsor.

#### 6. Corporate Speaking Opportunity

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Share the latest research advances of your Company, or any other information, with conference participants by including a presentation on a subject of your choice within the Conference Programme (either scientific or patients/parents session). Each company is limited to one (1) speaking opportunity. A total of four (4) speaking opportunities are available and will be allocated on a first-come-first-served basis. The investment for Corporate Speaking Opportunity is **\$15,000 (14,000€)**.

Key benefits:

1. Speaking Opportunity. A 20 minute time slot, for a topic and speaker of your choice, will be reserved for your Company within the Conference Programme (either scientific or patients/parents session).

2. Conference Programme. Your company's name and logo will be displayed in the Conference Programme, next to the presentation supported.
3. Complimentary Conference registrations. Your company will receive a maximum of two (2) full conference registrations free of charge.
4. Press announcements. Your company's name will be included in the pre-Conference press announcement.
5. Web visibility. Your company's name and logo will be displayed on the dedicated Conference webpage and on TIF's website

*Important information:*

- The topic and speaker must be shared with TIF by the given deadline.
- Logistical arrangements (including travelling and accommodation) of the speaker are the responsibility of the Sponsor.

## 7. Additional Sponsorship Opportunities

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Sponsors may select one or more, or any combination of the sponsorship opportunities listed below.

Benefits are:

1. Inclusion of the company/ organisation logo in:
  - i. The material and/or event chosen to sponsor;
  - ii. On the Conference website
2. Free invitation to attend the opening ceremony and social events at the Conference
3. Reduced registration fees (50%) for one participant of Sponsor's choice.

<b>Social Events &amp; Catering</b>	<b>Date</b>	<b>Rate</b>	<b>Select</b>
Faculty Dinner	TBC	\$4,500 (4,300€)	
Gala Dinner	TBC	\$40,000 (38,000€)	
Sponsor one coffee or lunch break (on the Conference day of the Sponsor's choice)	TBC	\$3,000 (2,800€)	
<b>Invited Faculty</b>		<b>Rate</b>	<b>Select</b>
International Speakers - Outside the Region (e.g. USA) <sup>1</sup>		\$3,200 (3,000€)	
International Speakers - Within the Region <sup>2</sup>		\$3,000 (2,800€)	
National Speakers <sup>3</sup>		\$1,100 (1,000€)	
<sup>123</sup> This includes the economy class flight tickets, accommodation during the Conference days, Registration fees (including coffee breaks & lunches), and airport transfers per person.			
<b>Patients/Parents Participation</b>		<b>Rate</b>	<b>Select</b>
Registration fees for 10 patients/parents		\$1,100 (1,000€)	
Registration fees for 20 patients/parents		\$2,200 (2,000€)	
Registration fees for 40 patients/parents		\$4,300 (4,050€)	
<b>Conference Material &amp; Services</b>		<b>Rate</b>	<b>Select</b>
Conference Programme Book		\$5,250 (5,000€)	
Abstract Book		\$7,400 (7,000€)	

Proceedings Book	\$6,700 (6,280€)	
Posters/Banners	\$8,650 (8,110€)	
Notebook/Notepad (Limited to one sponsor only)	\$3,175 (3,000€)	
Pens (Limited to one sponsor only)	\$1,300 (1,220€)	
Translation facilities	\$3,600 (3,400€)	
WiFi (Limited to one sponsor only)	\$1,200 (1,150€)	
Insert in Conference Bags (per item)	\$450 (420€)	
Hospitality Suites (per day)  (Limited number available; allocated on a first-come-first-served basis)	\$800 (800€)	
Display brochures, company/organisation material at Literature Table (per item) <sup>1 2 3</sup>  <sup>1</sup> A maximum of 1 item from non-profit organisations can be placed free of charge. <sup>2</sup> All items must be approved by TIF. <sup>3</sup> Limited to a maximum of four (4) items per company/organisation	\$150 (140€)	
Advertising in one, a combination or all of the following:  - Conference Programme Book - Proceedings Book - TIF Magazine (one issue)	See rates below	

### Advertising Rates:

Conference Programme Book		Proceedings Book		TIF Magazine (one issue)	
Full page	Half page	Full page	Half page	Full page	Half page
\$650	\$415	\$520	\$340	\$1,000	\$600
610€	390€	490€	320€	940€	565€