



European Medical Travel Conference 2011
27th to 29th April Barcelona, Spain

**Sponsoring and Exhibition
Prospectus**

Sponsoring Opportunities - Fact Sheet



European Medical Travel Conference 2011

April 27. to 29. 2011 Barcelona, Spain

With an expected number of **400 participants plus**, the congress offers an excellent opportunity for sponsoring. Below we have listed the main sponsoring options and packages which can be offered. Details and customization on request.

Especially an **early sponsoring decision secures your presence** over the whole marketing period of **about eight months now!** Repeated newsletter mailings, extensive websitemarketing and brochure distribution on fairs and congresses make your sponsoring involvement comparable to a specifically targeted large marketing campaign. No way to position your company and interests better and at better cost.

Main Congress Sponsor:

As a main sponsor this package positions you **everywhere prominent**, privileged and at first place. Your benefits and visibility on the audience are optimized, long before the event takes place.

Approx. 15 **newsletter mass mailings** run from different providers and partners during the 8 month marketing period to 25.000 recipients in the global health care market. Newcomers will be constantly networked and added.

Price for this package: 40.000 €

Your benefits include:

Diamond Status

- Full appearance on the venue decoration
- Appearance on the pause screen during lectures
- Two full page (A4) advertisement in the final congress program (4 c)
- Pole position: banner included in all newsletter mass mailings (unique), **3 special appearances of your company in newsletters**
- Exhibition stand **double size (12 m²)**
- 4 free tickets for the whole event, **two speaker positions**
- 3 free Gala Dinner tickets
- 2 guest tickets for the lectures and workshops
- Congress promotion brochure: one full page advertisement (4 c)
- Large size banner on the website, your logo with link
- 5 minute speaker time during the opening addresses at the Welcome Reception **plus** the Gala Dinner

Gala Dinner Sponsor:

You will be the one who is directing an **opening address to the guests** during the Gala Dinner. The ambiente with music and dining will be a perfect situation for networking.

We will place on your table if any possible the VIPs you want to meet.

Price for this package: 20.000 €

Your benefits include:

Gold Status

- Appearance on the venue decoration
- Appearance on the Gala Dinner decoration
- 1 page advertisement in the final congress program (4 c)
- Exhibition stand single size (6 m²)
- 2 free tickets for the whole event
- 2 free Gala Dinner tickets, individual networking hostess
- 1 guest ticket for the lectures and workshops (4 c)
- Congress promotion brochure: one full page advertisement
- Large size banner on the website, your logo with link
- 5 minute speaker time at the Gala Dinner
- Large flat screen at the Dinner place with your dia or video show
- Your nice giveaway on the tables

Silver Status

Welcome Reception:

- Appearance on the decoration for the Welcome Party
- Appearance on the general venue decoration
- Congress brochure 1/2 page advertisement (4c)
- Exhibition stand 6 m²
- 2 free tickets for the whole event
- Free bag drop
- Your logo with link on the website
- 2 free tickets for the Gala dinner
- NEWS article of your choice on the congress website

15.000 €

Exhibition stands

6 sqm standard = 1.600 €

- **Plus:** 1 page A4 ad, satchel insert, logo on website, 2 tickets: **2660,00 €**. **You save: 710,00 €**
- **Plus:** 1/2 page A4 ad, satchel insert, logo on website, 1 ticket: **1.7200,00 €**. **You save: 690,00 €**
- **Plus:** satchel insert, logo on website, 1 ticket: **1320,00 €**. **You save: 390,00 €**

Bronze Status

Catering Sponsor:

- Place your company flyers, flags, marketing material, giveaways, on the tables for coffee breaks, lunch break and in the B2B area
- Appearance on venue decorations
- Congress promotion brochure: 1/4 page advertisement
- Final congress program 1/2 page advertisement
- Your logo with link on the website
- 2 free congress tickets
- 1 Newsletter special for your company
- Free bag drop

10.000 €

Transfers:

- Transparent film outside on the buses
- Logo/name on the signage of transfer busses and all transfer information tables
- Your logo with on the website
- 1 congress ticket for free
- Your brochure in the buses

2.000 €

Print Sponsor:

- Full page advertisement in the congress brochure & program
- Large banner on website, company logo
- NEWS article of your choice on the congress website
- 2 free tickets
- Free bag drop
- 1 Newsletter special for your company

5.000 €

Conference packs:

- Your logo on the satchel (satchel size 40 x 30 cm visible)
- Your corporate ID and logo on the conference pack (contains the final program)
- Your logo on the website
- Your company brochure in the satchel
- 1 congress ticket for free

2.800 €

Miscellaneous

Congress brochure pre-event	1 full page A 4 inside, 4 c, 210 x 297 mm	1.200,00 €
	1 full page 4, cover, 4 c, 210 x 297 mm	2.400,00 €
Congress program at event	1 full page A 4 inside, 4 c, 210 x 297 mm	1.400,00 €
	1 full page 4, cover, 4 c, 210 x 297 mm	2.600,00 €
Website	Logo plus link	600,00 €
Article on the website in the NEWS section	One page incl. max. 3 pics	1.200,00 €
Message / Article in a Newsletter mailing	1/4 page max. (price per Newsletter)	800,00 €
Advertisement in the Press Kits	1/2 page max.	1.000,00 €
Satchel insert of brochure/flyer	Any no. of pages, max. size A4	650,00 €
Name tags	Your logo and name on the name tags	600,00 €
Lanyards	Your logo and name on the lanyards	600,00 €

Exhibition Opportunities - Fact Sheet

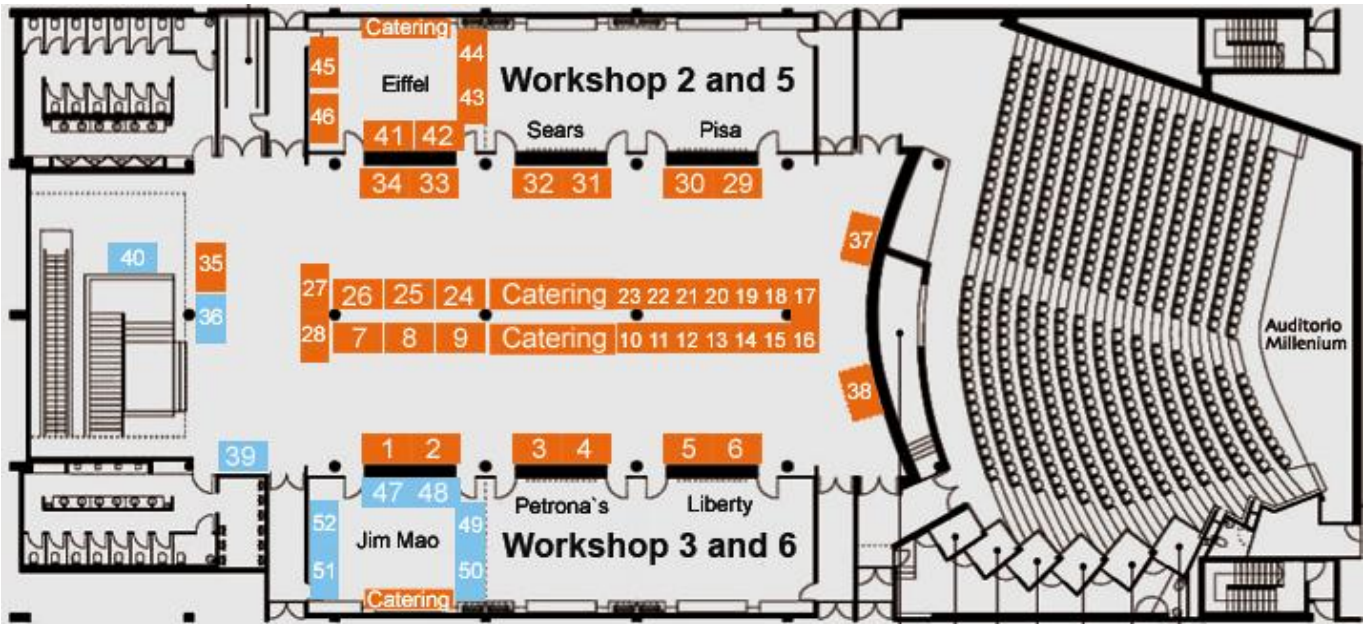


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With an expected number of **400 participants plus**, the congress offers an excellent opportunity for exhibitors.

Get your exhibitor package as early as possible! We have an early bird rate until October 31st. You still can select the best options and location for you. In case you are part of the industry and want to come as an exhibitor anyway, its now the right moment to take action and get most of the advantages on the safe side - your side.



With one stand booking you receive the area, a standard table and a chair. Additional equipment is on request. The Barcelona Team will take care of this.

The exhibition main area (Foyer) is perfectly integrated with catering stations and connected to all lecture and workshop rooms. The smaller rooms with only 4 stands allow to open up a larger and unique presentation area in case you want to become more visible and exclusive. This is ideal for sponsors and exhibitor groups of associations etc. Also here catering is integrated and will bring you traffic.

Exhibition stands

6 sqm standard = 1.600 €
1.400 € Early Bird until
31st of Oct. only!

- **Plus:** 1 page A4 ad, satchel insert, logo on website, 2 tickets: **2660,00 €**. You save: **710,00 €**
- **Plus:** 1/2 page A4 ad, satchel insert, logo on website, 1 ticket: **1.7200,00 €**. You save: **690,00 €**
- **Plus:** satchel insert, logo on website, 1 ticket: **1320,00 €**. You save: **390,00 €**



Print and use the reservation on the backside to apply by FAX or just go online at registration at www.emtc2011.com and do your stand booking there.

ORDER FORM FOR AN EXHIBITION STAND

**European Medical Travel Conference 2011
from 27th to 29th of April, 2011 in Barcelona, Spain.**

NAME:		FIRST NAME:	MR. <input type="checkbox"/> MS. <input type="checkbox"/>
TITLE:	COMPANY/INSTUTION:		
STREET:		CITY:	
ZIP CODE:	COUNTRY:		
PHONE:		MOBILE:	
EMAIL:		VAT ID No. (compulsory for EU invoice):	

REGISTRATION FEE FOR STAND OWNERS/PARTICIPANTS

Full registration (incl. see below)*	<input type="checkbox"/>	170 €
Non-Profit Organisation	<input type="checkbox"/>	150 €
Student	<input type="checkbox"/>	70 €
Exhibitor Rate (no access to B2B or workshops, lectures), compulsory for additional stand personnel, see below. In case the stand personnel books for a full registration at reduced rate (normally 460 €) this section is not applicable.	<input type="checkbox"/>	70 €
Gala Dinner Ticket	<input type="checkbox"/>	90 €
Stand reservation space 6 sqm flat rate (one chair, one table, electricity incl. More details see exhibition contract. Note: a stand registration is only valid with a stand rental contract. After application we will send you the relevant documentation.	<input type="checkbox"/>	1.600 € (1.400 € = early rate until 31.10.2010)

Booking one stand entitles one person (= stand owner) for: full access to all events, Welcome Reception, congress documentation, B2B meetings, bus transfers, two lunch, coffee and soft drinks, certificate of attendance.
All other additionally stand personnel have to register the *Exhibitor Rate*. For upgrade with access to all events, stand personnel have to register with the "Full registration". In that case the *Exhibitor Rate* is not applicable. All prices are net, excl. German VAT of 19%.
For hotel reservation in the conference hotel go to: <http://www.hesperia.com/>

PAYMENT CONDITIONS

Registration is only active, if payment is made within 10 days after signing the stand rental agreement.
Payments shall be made to account name: HCSI, Account no.: 0107426925,
Bank name: Apotheker und Aerztebank, IBAN DE 0330 0606 0101 0742 6925, SWIFT/BIC: DAAEDED

Please bill my credit card: VISA MASTER AMEX Other: _____
Cardholder Name: _____ Valid: ____/____/____ CCV: _____

Date: _____ Signature _____
(Name in capital letters):

With my signature I accept the following cancellation policy: Refunding is 50 % in case of cancellation until 31st of Dec. 2010. Refunding is 25% in case of cancellation until 28th of February 2011. After this date no refunding is possible. I/my company is in the possession of a liability insurance to hold the organizer free from third party liability claims.

Please FAX this document to: +49 89 1011 9221 For questions or assistance, call: +49 89 1011 9222

Destination Show - Fact Sheet



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The **Destination Show** allows you to spotlight your brand, to market your services or a destination, or just promote yourself. As the presenter, you may choose whatever format and media you want. There are no restrictions. You will have 10 minutes to win over the audience. A saxophone player will announce the end of your show and the next presentation will start promptly.

The audience will be seated comfortably in a relaxed environment and will be provided with refreshments. They will be able to contact you immediately after your presentation. The Destination Show will be located in the large **Foyer in the Hesperia Tower Hotel on April 29th from 9:30 until 13:00.**

As this high-profile marketing event requires considerable organization, there will be an additional fee for a presentation slot.

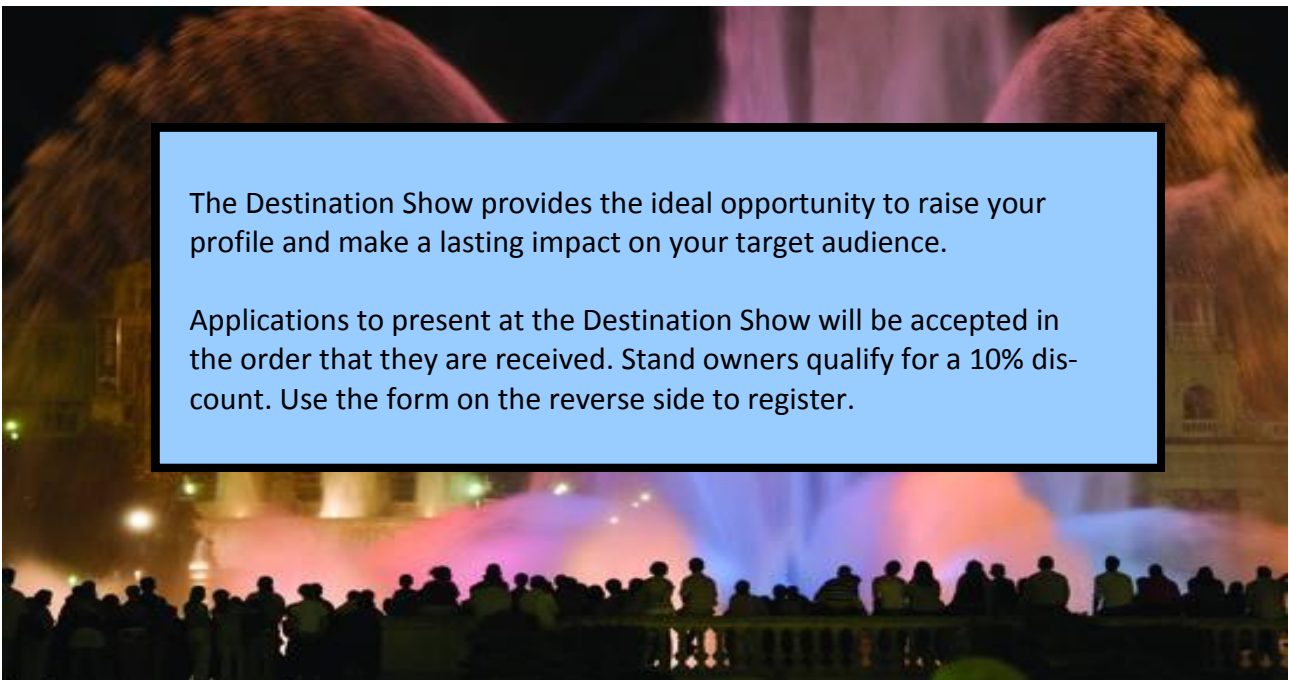


- **Get your message across**
- **Promote your services**
- **Sell your products**
- **Illustrate the beauty of your destination**
- **Excite the audience with your multimedia**
- **Presentation**
- **Distribute your brochures, flyers, CDs and DVDs**
- **Leave a lasting impression on your target market**

The Destination Show is a marketing platform where you have 10 minutes in a relaxed atmosphere to make a sales pitch to an audience and distribute your marketing material. Because of its commercial nature, this part of the conference has been **separated out from the other workshops** where experts will be presenting topics in a more neutral, non-commercial way.

The Destination Show provides the ideal opportunity to raise your profile and make a lasting impact on your target audience.

Applications to present at the Destination Show will be accepted in the order that they are received. Stand owners qualify for a 10% discount. Use the form on the reverse side to register.



EMTC 2011

ORDER FORM DESTINATION SHOW

European Medical Travel Conference 2011
from 27th to 29th of April, 2011 in Barcelona, Spain.

NAME:	FIRST NAME:	MR. <input type="checkbox"/> MS. <input type="checkbox"/>
TITLE:	COMPANY/INSTUTION:	
STREET:	CITY:	
ZIP CODE:	COUNTRY:	
PHONE:	MOBILE:	
EMAIL:	VAT ID No. (compulsory for EU invoice):	

REGISTRATION FEE FOR STAND OWNERS/PARTICIPANTS

Fee for the Destination Show*	<input type="checkbox"/> 500 € (10% discount in case you have booked an exhibition stand)
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* You need to register as a participant separately. The Destination Show allows you to present a marketing presentation including video, sound, special effects for the duration of 10 minutes. The Destination Show is held in the Foyer of Exhibitors on 29th of April from 10:00 to 12:30 hrs. Price is net, excl. German VAT of 19% (in case applicable).

PAYMENT CONDITIONS

Registration is only active, if payment is made within 10 days after signing the stand rental agreement. Payments shall be made to account name: HCSI, Account no.: 0107426925,
Bank name: Deutsche Apotheker und Aerztebank, Barthstr. 4, IBAN DE 0330 0606 0101 0742 6925, SWIFT/BIC: DAAEDED

Please bill my credit card: VISA MASTER AMEX Other:
Cardholder Name: Valid: / CCV:

Date: Signature
(Name in capital letters):

With my signature I accept the following cancellation policy: Refunding is 50 % in case of cancellation until 31st of Dec. 2011. Refunding is 25% in case of cancellation until 28th of February 2011. After this date no refunding is possible. I/my company is in the possession of a liability insurance to hold the organizer free from third party liability claims.

Please FAX this document to: +49 89 1011 9221 For questions or assistance, call: +49 89 1011 9222

Health Care Strategy International GmbH, Dr. Uwe Klein, Lenbachplatz 1, 80333 Munich, Germany
marketing@emtc2011.com or chairman@emtc2011.com
Phone +49 89 1011 9222

Special offer for Turkey:

- in case a group is booking three stands we can give 10 % discount until 31st of December 2010. After this date this option is expiring.
- In case a full room is taken (6 stands) then one stand is for free
- Both offers only effective if payments are **received** within 10 days after stand reservation
- We give 10 % discount on group sponsoring packages of any size and composition

Health Care Strategy International GmbH, Dr. Uwe Klein, Lenbachplatz 1, 80333 Munich, Germany
marketing@emtc2011.com or chairman@emtc2011.com
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