<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEPTEMBER 30, 2016</td>
<td>Industry Site Inspection, Copenhagen</td>
</tr>
<tr>
<td>OCTOBER, 2016</td>
<td>Call for Registration and Abstract</td>
</tr>
<tr>
<td>DECEMBER, 2016</td>
<td>Start allocation exhibition and sponsor items, based on sponsor levels</td>
</tr>
<tr>
<td>JANUARY, 2017</td>
<td>Circulation of technical information to exhibitors</td>
</tr>
<tr>
<td>MAY, 2017</td>
<td>Deadline for reduced participants’ registration fee</td>
</tr>
<tr>
<td>MAY, 2017</td>
<td>Deadline for signing sponsorship contracts</td>
</tr>
<tr>
<td>JUNE 16 &amp; 17, 2017</td>
<td>Setting up of exhibition</td>
</tr>
<tr>
<td>JUNE 17 – JUNE 21, 2017</td>
<td>27th Regional Congress of the ISBT</td>
</tr>
<tr>
<td>JUNE 18 – 21, 2017</td>
<td>Exhibition 27th Regional Congress of the ISBT</td>
</tr>
<tr>
<td>JUNE 21, 2017</td>
<td>Dismantling of exhibition</td>
</tr>
</tbody>
</table>
INTRODUCTION

The 27th Regional Congress of the ISBT will take place at the Bella Centre, Copenhagen. This is a modern conference centre situated between Copenhagen airport and the city centre. The Centre has an onsite hotel with over 800 rooms. The area ISBT will be using is compact with the exhibition hall sited between the plenary and parallel session rooms; this will make for a welcoming atmosphere and ensure excellent footfall in the exhibition, as delegates will pass through the exhibition hall to the different scientific session rooms. Coffee and tea breaks as well as lunch will be served in the exhibition area.

ISBT congresses give the opportunity for those working in transfusion medicine to meet with colleagues from around the world and to attend first rate scientific and educational sessions. The Scandinavians are renowned for their scientific achievements and we look forward to another high quality progressive scientific programme put together by Ellen van der Schoot and the local scientific committee. Networking and the scientific quality of the scientific programme are the two most important benefits listed by ISBT members. At our congresses over 50% of attendees completing feedback surveys site the exhibition as one of the reasons for attending the congress. The exhibition gives delegates an opportunity to connect with industry and vice versa. As an exhibitor you will have access to more than 2,000 delegates from over 100 countries including CEO’s of blood services, medical directors, physicians and senior research scientists. Over half of all delegates have purchasing responsibilities. The exhibition gives you the opportunity to showcase new and current products and technologies. ISBT congresses also give a number of sponsorship openings which give you extra exposure to the delegates.

We are looking forward to working with you at the 27th Regional congress of ISBT and thank you for your support.

Judith Chapman
Executive Director ISBT

CONGRESS ORGANISER
p/a MCI Amsterdam
Schipluidenlaan 4
1062 HE Amsterdam
The Netherlands
Tel: +31 20 570 9600
E-mail: copenhagen@isbtweb.org

AUDIENCE
Although the delegates will be primarily transfusion medicine scientists and clinicians, we are also anticipating participation by:
• Medical technologists
• Surgeons
• Anaesthetists
• Blood service managers
• Nurse Practitioners

SITE VISIT
An ISBT staff escorted visit to Bella Center Copenhagen will be organized for industry representatives on September 30, 2016. ISBT Copenhagen sponsors and exhibitors will be offered the possibility to see the exhibition areas, meeting rooms and meet with local suppliers for all needs like catering, hostesses, DMC. A reply form can be found on page 15 of this booklet.

SPONSORSHIP OPPORTUNITIES
In addition to exhibition space and satellite symposia the ISBT Congress offers a variety of other sponsorship opportunities. Although we are confident that you will be able to find a sponsor item that fits your specific interest and budget we are open to any creative proposals. Please see page 6 & 7 for the full range of sponsor opportunities.

BELLA CENTER COPENHAGEN
The congress will take place at the Bella Center in Copenhagen, the largest Congress Center in Scandanavia. This multi-purpose venue is located centrally in new Copenhagen and easily reachable by plane, train and metro.

HOTEL ACCOMMODATION
For accommodation requests in Copenhagen, please contact the official ISBT-Copenhagen Housing Agent; MCI Amsterdam
E: ISBTRegistration@mci-group.com
STATISTICS

NUMBER OF PARTICIPANTS

- **London 2015:** 2578
- **Amsterdam 2013:** 2357
- **Lisbon 2011:** 2241

PARTICIPANTS PER CONTINENT 25TH REGIONAL CONGRESS OF THE ISBT, LONDON

- **Europe:** 60%
- **Asia:** 20%
- **Africa:** 3%
- **Oceania:** 4%
- **Americas:** 13%

TOP 10 PARTICIPANTS

- United Kingdom: 427
- USA: 191
- Netherlands: 120
- France: 98
- Greece: 98
- Italy: 90
- Spain: 71
- Germany: 65
- India: 63
- China: 62
ISBT has a Corporate Partnership programme. Depending on the level of Corporate partnership the benefits include:

- Priority choice of booth location
- Priority choice of satellite symposia
- Meeting with members of the ISBT Board of Directors
- Complimentary registrations to the Congress – the number depends on the level
- Acknowledgment as a Corporate Partner in the exhibition manual and on the Congress website
- Discount on advertisements in Transfusion Today
- Recognition on the ISBT website
- Opportunity to work with ISBT when appropriate on relevant educational activities

BECOMING AN ISBT CORPORATE PARTNER
Please contact the ISBT Central Office for more details on becoming an ISBT Corporate Partner via Office@isbtweb.org
EXHIBITION

The exhibition will be located in the heart of the congress. The meeting rooms and catering areas are located in such a way that a dynamic flow of congress delegates and exhibition visitors will be generated.

The main scientific sessions and plenary room are located along the exhibition. This will create ample time to visit the exhibits and to meet the representatives of the sponsoring companies.

STAND RENTAL
The rental fee is €550 per m². Floor space is available in units of a minimum of 9 m² (3x3 meter). The rental fee is excluding stand construction.

Note, there will be a reduced fee for publishing houses, book stores, non-profits and NGO’s (after final approvalment by organisation): €300 per m².

TERMS OF PAYMENT
After the contract (page 13 & 14) is received by the Congress Organiser, a confirmation and an invoice for the total amount will be sent and is due to being paid within two weeks after receipt.

CANCELLATION OR REDUCTION
Notification of an exhibitor’s decision to cancel or reduce exhibit space must be submitted to the Congress Organiser in writing before April 1, 2017. The effective date of space cancellation or reduction will be the date on which the Congress Organiser receives the written notice.

For cancellation made:
• Before February 1, 2017, 10% of the total costs will be retained
• From February 1 – April 1, 2017, 50% of the total costs will be retained
• After April 1, 2017, 100% of the total costs will be retained

The exhibition will be open for registered congress participants and registered accompanying persons during the following hours (please note that these are preliminary hours):

- Sunday, June 18 18.30 - 21.00 hours
- Monday, June 19 09.00 - 18.00 hours
- Tuesday, June 20 09.00 - 18.00 hours
- Wednesday, June 21 09.00 - 12.00 hours

All Booths are sold as SPACE ONLY.
Bare Floorspace ideal for companies who wish to build their own stand. A shell scheme stand package can be ordered through the exhibitors manual.

Level 1** Level 2** Level 3** Level 4**
Major Sponsor Sponsor Contributor Exhibitor
Exposure on sponsor level (website/mailings)

Priority booth location 1st 2nd 3rd 4th
Priority satellite symposium 1st 2nd 3rd 4th
Priority sponsor opportunities 1st 2nd 3rd 4th
Priority hotel block booking 1st 2nd 3rd 4th

WWW-link on Congress website

Complimentary registrations full Congress 15 10 5

*‘Level’ sponsors will be given first choice within their level of sponsoring and will be treated on a ‘first come, first served’ basis.
**ISBT Corporate Partners will have first choice in all options.

Level 1: Major sponsor  €120,000
Level 2: Sponsor  €60,000
Level 3: Contributor  €35,000
Level 4: Exhibitor below €35,000

(level of combined sponsorship & exhibition contribution).
LEVEL SPONSORS
Your company is invited to apply for different sponsoring opportunities. Sponsors will be announced in related announcements and in the final programme. Sponsors are free to make their selection from the list of sponsorship options including 3 modules: satellite symposia, additional sponsorship options and exhibition space. The value of the sponsors’ contribution to the Congress selected will determine its sponsor level.

Please find below an overview of the sponsor levels (including their benefits)

<table>
<thead>
<tr>
<th>Level 1: Major sponsor</th>
<th>€ 120,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 2: Sponsor</td>
<td>€ 60,000</td>
</tr>
<tr>
<td>Level 3: Contributor</td>
<td>€ 35,000</td>
</tr>
<tr>
<td>Level 4: Exhibitor</td>
<td>below € 35,000</td>
</tr>
</tbody>
</table>

(LEVEL SPONSORS)

ADDITIONAL SPONSOR OPTIONS
Please find the complete list of additional sponsor options on page 8 and 9. We do welcome creative suggestions and are happy to liaise with you about extra options.

<table>
<thead>
<tr>
<th>Level 1**</th>
<th>Level 2**</th>
<th>Level 3**</th>
<th>Level 4**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Sponsor</td>
<td>Sponsor</td>
<td>Contributor</td>
<td>Exhibitor</td>
</tr>
<tr>
<td>Exposure on sponsor level (website/mailings)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Priority booth location</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
</tr>
<tr>
<td>Priority satellite symposium</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
</tr>
<tr>
<td>Priority sponsor opportunities</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
</tr>
<tr>
<td>Priority hotel block booking</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
</tr>
<tr>
<td>WWW-link on Congress website</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Complimentary registrations full Congress</td>
<td>15</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

* ‘Level’ sponsors will be given first choice within their level of sponsoring and will be treated on a ‘first come, first served’ basis.
** ISBT Corporate Partners will have first choice in all options.
In addition to exhibition space and satellite symposia the ISBT Congress offers a variety of other sponsorship opportunities. Although we are confident that you will be able to find a sponsor item that fits your specific interest and budget we are open to any creative proposals that do not appear on the list.

ADVERTISEMENT IN THE FINAL PROGRAMME/EXHIBITION GUIDE
The Final Programme & Exhibition Guide are separated booklets that will be distributed among the registered delegates and sponsors. The cost of a one-page full color advertisement will be:

<table>
<thead>
<tr>
<th>Package</th>
<th>Final Programme</th>
<th>Exhibition Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside back cover</td>
<td>€7,500</td>
<td></td>
</tr>
<tr>
<td>Inside front cover</td>
<td>€6,000</td>
<td></td>
</tr>
<tr>
<td>Inside back cover</td>
<td>€5,000</td>
<td>€5,000</td>
</tr>
<tr>
<td>Full page inside</td>
<td>€4,000</td>
<td>€4,000</td>
</tr>
</tbody>
</table>

PACKAGE DEAL: Have the same advertisement printed in the Final Programme and the Exhibition Guide at €7,000.

POCKET PROGRAMME
The pocket Programme is referenced time and again as attendees navigate their way around the show. Your logo will be featured prominently on the front cover of the programme, and will mark your booth location on the programme’s exhibition floor map

- €15,000

CONGRESS BAGS
All delegates will receive a bag, which will display your company logo in addition to the ISBT Copenhagen logo. The delegates will use this bag during the congress and as previous experience has shown long after the congress has ended.

- €25,000 (including production costs)

INSERTS IN CONGRESS BAG
Your company brochures can be placed in the congress bags.

- €2,500 per item

LANYARDS
Both your company logo and ISBT Copenhagen logo will adorn the badges worn by attendees every day. Be in attendees’ direct line of sight as they engage with their colleagues.

- €10,000 (including production costs)

STAFF SHIRT SPONSORING
With the company name printed on the sleeve of the staff shirts your brand will be carried throughout the congress. Your brand will be enhanced at the registration desks and by all the room attendants.

- €7,500 (including production costs)

MOBILE APPLICATION
Who doesn’t bring their smartphone to the congress these days? With at least 70% of the attendees using the app and with 2850 clicks on the exhibitors page during ISBT London this app will generate strong brand visibility throughout the congress.

- €15,000
**SPONSOR OPPORTUNITIES**

**CHARGING STATIONS**
Attendees are working with numerous devices, such as mobile (smart)phones, tablets or laptops. Unfortunately those devices don’t have unlimited battery supplies, that’s why ISBT offers the universal charging stations. These stations can be branded with your logo.

- **€ 12,500**

**HOTEL ROOM KEYS**
Start your brand visibility when the attendees check in in one of our hotels in the official housing block. Enhance the brand visibility by selecting several hotels. Sponsor should discuss directly with the hotels on the room keys.

- **Headquarter hotel €5,000**
  (excluding production costs)
- **Hotel within housing block €2,500**
  (excluding production costs)

**DOOR WRAPPING**
Have your company name and marketing message displayed at the most crowded area, primary gate of the venue.

- **€ 7,500**

**MAILING OF PERSONAL INVITATIONS**
The congress organiser will send your personal invitations per email to all pre-registered delegates after the deadline for early registration.

- **€ 2,500 per mailing**

**WWW-LINK**
A direct link from the congress website to your company’s homepage.

- **€ 2,500**

**SEATING AREAS**
The sponsor’s name and or logo will be displayed on customisable folding cardboard stool – see below. These cardboard stools are highly appreciated by congress delegates. Delegates can choose to set the stool down anywhere in the networking areas either singly or in a group therefore offering opportunity for group discussion.

- **€ 15,000 (including production costs)**

**CANCELLATION**
Notification of a sponsor to cancel any sponsored item(s) must be submitted to the Congress Organiser in writing before April 1, 2017. The effective date of cancellation of sponsor items will be the date on which the Congress Organiser receives the written notice. Please find the cancellation schedule on page 6.
FLOOR PLAN

Exhibition and scientific sessions in hall 3

[Diagram of floor plan showing session rooms, catering areas, and plenary hall]

Catering Areas
The ISBT Academy ePortal:
A rich variety of content in one place for ISBT members

- Practice guidelines
- Webcasts
- ePosters
- Learning quizzes
- Presentations
- Abstracts
- Textbooks
- More...

Visit www.isbtweb.org/knowledge-education to find out more about the ISBT Academy ePortal.
The Congress will offer opportunities for satellite symposia in rooms on different days. A high attendance of participants is likely since the satellite symposia will be held at lunch time. It should not interfere with the Congress Programme. All available satellite slots have a duration of 1.5 hours, with 1 hour of nett speaking time (15-min walk-in & 15-min walk-out). Please refer to the list below to have an overview of all possibilities and prices.

Companies must adhere to the rules for satellite symposium or sessions. They must be held within the Bella Center, Copenhagen and during an official slot. ISBT will take seriously any breach of these regulations and any company who does not conform to the regulations will be subject to a penalty fine.

<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
<th>Time</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Sunday June 18, 2017</td>
<td>12.00 - 13.30</td>
<td>400 pax</td>
<td>€ 20.000</td>
</tr>
<tr>
<td>B</td>
<td>Monday June 19, 2017</td>
<td>12.00 - 13.30</td>
<td>400 pax</td>
<td>€ 20.000</td>
</tr>
<tr>
<td>C</td>
<td>Tuesday June 20, 2017</td>
<td>12.00 - 13.30</td>
<td>400 pax</td>
<td>€ 20.000</td>
</tr>
</tbody>
</table>

All satellite symposia are organised by the sponsor in consultation with the Congress Organiser, the satellite symposia will take place in the Bella Center during the times given below with a maximum of 3 parallel symposia per slot.
CONTRACT

Company Name: 

VAT-Number (EU-companies only): 

Address: 

City: State: 

Zipcode: Country: 

Contact Person: 

E-Mail: 

EXHIBITION

Floor space only

m² for € 550,- euro per m²

m² for € 300,- euro per m² (societies, publishing houses, bookstores, non-profits and ngo’s only)

Total Amount Exhibition: Euro

SATELLITE SYMPOSIA

<table>
<thead>
<tr>
<th>No.</th>
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</tr>
</tbody>
</table>

Priority choice of satellite symposia is given to Corporate Partners, followed on a first-come-first-serve base

After receipt of the contract by MCI Amsterdam a confirmation together with an invoice for the total participation costs will be sent, due to be paid within three weeks after receipt.

☐ I have read and accepted the cancellation policy as indicated in this Sponsor & Exhibition Brochure at page 6.

Date: Signature:

PLEASE SEND THIS FORM TO:

ISBT Copenhagen
p/a MCI Amsterdam
Schipluidenlaan 4, 1062 HE Amsterdam
The Netherlands
Mail: copenhagen@isbtweb.org
Company Name: 

VAT-Number *(EU-companies only)*: 

Address: 

City: State: 

Zipcode: Country:  

Contact Person:  

E-Mail: 

**SPONSOR OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Advertisement in the Final Programme/Exhibition Guide</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Programme</td>
<td></td>
</tr>
<tr>
<td>Outside back cover</td>
<td>€ 7,500</td>
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<tr>
<td>Full page inside</td>
<td>€ 4,000</td>
</tr>
<tr>
<td>Exhibition Guide</td>
<td></td>
</tr>
<tr>
<td>Lanyards</td>
<td>€ 10,000</td>
</tr>
<tr>
<td>Staff Shirt Sponsoring</td>
<td>€ 7,500</td>
</tr>
<tr>
<td>Mobile Application</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>Charging stations</td>
<td>€ 12,500</td>
</tr>
<tr>
<td>Hotel Room Keys</td>
<td></td>
</tr>
<tr>
<td>Headquarter hotel</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>Hotel within housing block</td>
<td>€ 2,500</td>
</tr>
<tr>
<td>Door Wrapping</td>
<td>€ 7,500</td>
</tr>
<tr>
<td>Mailing of Personal Invitations</td>
<td>€ 2,500</td>
</tr>
<tr>
<td>WWW-Link</td>
<td>€ 2,500</td>
</tr>
<tr>
<td>Seating areas</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>Pocket Programme</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>Congress Bags</td>
<td>€ 25,000</td>
</tr>
<tr>
<td>Inserts in Congress Bag</td>
<td>€ 2,500</td>
</tr>
<tr>
<td>Package Deal</td>
<td>Total € 7,000</td>
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</table>

Total Amount Sponsoring: Euro

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☐ I have read and accepted the cancellation policy as indicated in this Sponsor & Exhibition Brochure at page 6.

Date: Signature:  

**PLEASE SEND THIS FORM TO:**

ISBT Copenhagen  
p/a MCI Amsterdam  
Schipliedenlaan 4, 1062 HE Amsterdam  
The Netherlands  
Mail: copenhagen@isbtweb.org
INDUSTRY SITE INSPECTION

REPLY FORM INDUSTRY SITE INSPECTION

ISBT offers the exhibitors the opportunity to have a first glance at the exhibition centre where the congress will be held. During the site visit the first logistical information will be shared and there will be ample time for questions. This year’s site visit will be held on Friday September 30. All exhibitors are invited to sign in for this site visit through this reply form.

THURSDAY, SEPTEMBER 29, 2016

☐ Yes, I will attend the Welcome Cocktail, 18.00 hours
☐ Yes, I will join for dinner after the Welcome Cocktail

FRIDAY, SEPTEMBER 30, 2016

☐ Yes, I will attend the Industry site inspection on September 30, 2016.
☐ No, I will not attend the Industry site inspection

Company: ________________________________________________________________

Family name / First name: ____________________________________________________

Telephone: __________________________________________________________________

E-mail: _____________________________________________________________________

NAMEs OF ADDITIONAL ATTENDEES

Family name/ First name: ______________________________________________________

Family name/ First name: ______________________________________________________

Please mail this form before September 1, 2016 to 27th Regional Congress of the ISBT
Mail: copenhagen@isbtweb.org