29th Regional Congress of the ISBT
Basel, Switzerland

In conjunction with Swiss Transfusion SRC and
the Swiss Association for Transfusion Medicine
INTRODUCTION

IMPORTANT DATES AND DEADLINES

21 SEPTEMBER, 2018
Industry Site Inspection

OCTOBER 2018
Call for registration and Abstracts
Start allocation exhibition and sponsor items, based on sponsor levels

JANUARY, 2019
Circulation of technical information to exhibitors

MAY 9, 2019
Deadline for reduced participants’ registration fee

MAY, 2019
Deadline for signing sponsorship contracts

JUNE 21 & 22, 2019
Setting up of exhibition

JUNE 22 – JUNE 26, 2019
29th Regional Congress of the ISBT
Exhibition 29th Regional Congress of the ISBT

JUNE 26, 2019
Dismantling of exhibition

CONGRESS ORGANISER
p/a MCI Amsterdam
Schipluidenlaan 4
1062 HE Amsterdam
The Netherlands
Tel: +31 20 570 9600
E-mail: basel@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 Congress Center Basel will be organized for industry representatives in September. ISBT Basel 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.

SPONSORSHIP OPPORTUNITIES
In addition to exhibition space and satellite symposia the ISBT Congress offers a variety of other sponsorship opportunities. Should you have a creative idea that differs from the offered opportunities, please do not hesitate to reach out to us. Please see page 8 & 9 for the full range of sponsor opportunities.

EDUCATIONAL GRANTS
Since 2018, globally, a large revision has taken place with regards to the Ethical Codes of various trade associations. This concerns e.g. Mecomed, MedTech Europe and APACmed. The revision prohibits member companies to directly sponsor delegates to third-party organized congresses. MCI, the official PCO of ISBT can issue educational grants, this way, your company can still invest in CME for Healthcare Professionals with indirect sponsoring. If you are interested in MCI supporting you in this way, please send an email to isbt@mci-group.com.

CONGRESS CENTER BASEL
The congress will take place at the Congress Center Basel, the largest congress center in Switzerland. The congress center is located in downtown Basel, its unique location in the middle of the city and right next to first-class hotels, restaurants and shops as well as its extensive facilities make the Congress Center Basel an excellent opportunity for delegates and exhibitors of the ISBT.

HOTEL ACCOMMODATION
For accommodation requests in Basel, please contact the official ISBT-Basel Housing Agent;
MCI Amsterdam
E: ISBTregistration@mci-group.com.
ISBT CORPORATE PARTNERSHIP

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
- Acknowledgement 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
- Access to ISBT Working Party meetings

BECOMING AN ISBT CORPORATE PARTNER

Please contact Bodine van Wingerden at the ISBT Central Office for more details on becoming an ISBT Corporate Partner via wingerden@isbtweb.org

STATISTICS

NUMBER OF PARTICIPANTS

<table>
<thead>
<tr>
<th>Location</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copenhagen 2017</td>
<td>2099</td>
</tr>
<tr>
<td>London 2015</td>
<td>2578</td>
</tr>
<tr>
<td>Amsterdam 2013</td>
<td>2357</td>
</tr>
<tr>
<td>Lisbon 2011</td>
<td>2241</td>
</tr>
</tbody>
</table>

THE FACTS

What is the origin of the ISBT delegates at prior congresses?

- REGIONAL: 50%
- INTERNATIONAL: 50%

HOW DO EXHIBITORS RATE THE EXHIBITION AT PRIOR ISBT CONGRESSES:

- Overall satisfaction: 8.0/10
- Sponsoring possibilities: 8.0/10
- Exhibition facilities: 7.8/10

WHAT IS THE AVERAGE BOOTH TRAFFIC AT ISBT CONGRESSES:

- SUNDAY: 78% OF ALL DELEGATES
- MONDAY: 74%
- TUESDAY: 62%
- WEDNESDAY: 34%
**EXHIBITION**

The exhibition will be located on two different floors 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 plenary room is located on a floor higher than the exhibition, just one flight of stairs away. 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.

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 23: TBA hours
- Monday, June 24: TBA hours
- Tuesday, June 25: TBA hours

**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, 2019. 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, 2019, 10% of the total costs will be retained
- From February 1 – April 1, 2019, 50% of the total costs will be retained
- After April 1, 2019, 100% of the total costs will be retained

**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 as of €120,000</th>
<th>Level 2: Sponsor as of €60,000</th>
<th>Level 3: Contributor as of €35,000</th>
<th>Level 4: Exhibitor as of €4,950</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>

**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.

**COMPLIANCE**
In order to maintain a healthy business environment during all congresses of ISBT, all exhibitors are expected to comply with any ethical code and/or regulations provided by law or trade associations that apply to the specific company.

**INDIRECT SPONSORSHIP**
This year, MCI will host indirect sponsorship opportunities, in the form of an educational grant which will be used to objectively invite more delegates. For more information, please send an email concerning this subject to isbt@mci-group.com.

**SPONSOR LEVELS**

- **Level 1**: Major sponsor as of €120,000
- **Level 2**: Sponsor as of €60,000 (level of combined sponsorship & exhibition contribution).
- **Level 3**: Contributor as of €35,000
- **Level 4**: Exhibitor as of €4,950

**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.

**Exposure on sponsor level (website/mailings)**

<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>✔</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 1 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 including the Exhibition Guide will be distributed among the registered delegates and sponsors. The cost of a one-page full color advertisement will be:

- $5,000
- $4,000
- $7,500
- $7,500
- $4,000 per item

**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

**ESCALATOR BRANDING**

During ISBT Basel, escalators will be on route for participants every day. Participants have to take one from registration down to the hall with meeting areas, from there they can take another one down to the poster & exhibition area and the main session room. The glass decals and the well runners of the three escalators can be covered with your brand, exposure guaranteed.

- Upon request

**CONGRESS BAGS**

All delegates will receive a bag, which will display your company logo in addition to the ISBT Basel 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 Basel logo will adorn the badges worn by attendees every day. Be in attendees' direct line of sight as they engage with their colleagues.

- $12,500 (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.

- $4,000 (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 Copenhagen this app will generate strong brand visibility throughout the congress.

- $15,000

**APPLICATION CARROUSSEL**

When you open the event app, the opening screen of the main sponsor will show. After that a 'carrousel' of commercials will start. You are free to design your own commercial that should be responsive for all mobile devices! The carrousel will keep going until the delegate specifically selects to close it. Recognizing the added value when combined with a satellite symposium, a small discount is offered!

- $5,000
- in combination with satellite symposium $4,000

**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

**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

**SOAPBOX SESSIONS**

The opportunity for you to promote your products or equipment on a small stage in the exhibition hall. The power of the pitch, without visuals. The opportunity provides you with the possibility to do this twice, during the congress. Time slots will be during the coffee breaks and allocated on a first come first serve base.

- $3,500

**SEATING AREA**

The sponsor’s name and ISBT 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 single 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 1st, 2019. 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.
The floorplan for the exhibition in Basel is still in design. Please note that the exhibition will be split over two floors.

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](http://www.isbtweb.org/knowledge-education) to find out more about the ISBT Academy ePortal.
SATELLITE SYMPOSIA

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.

All satellite symposia are organised by the sponsor in consultation with the Congress Organiser, the satellite symposia will take place in the Congress Center Basel during the times given below with a maximum of 2 parallel symposia per slot.

Companies must adhere to the rules for satellite symposium or sessions. They must be held within the Congress Center Basel 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 23, 2019</td>
<td>12.00 - 13.30</td>
<td>400 pax</td>
<td>€ 20.000</td>
</tr>
<tr>
<td>B</td>
<td>Monday June 24, 2019</td>
<td>12.00 - 13.30</td>
<td>400 pax</td>
<td>€ 20.000</td>
</tr>
<tr>
<td>C</td>
<td>Tuesday June 25, 2019</td>
<td>12.00 - 13.30</td>
<td>400 pax</td>
<td>€ 20.000</td>
</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 two 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 Basel
p/a MCI Amsterdam
Schipluidenlaan 4, 1062 HE Amsterdam
The Netherlands
Mail: basel@isbtweb.org

EXHIBITION
Floor space only

m² for € 550,- euro per m² (societies, publishing houses, bookstores, non-profits and ngo’s only)
m² for € 300,- euro per m² (EU-companies only)

Total Amount Exhibition: ___________ Euro

Company Name: ________________________________________________________________
VAT-Number (EU-companies only): ________________________________________________
Adress: ____________________________________________________________
City: ___________________________ State: ___________________________ Zipcode: ___________ Country: ________________
Contact Person: ________________________________________________________________
E-Mail: __________________________________________________________

No. Date Time Capacity Price
☐ A Sunday June 23, 2019 12.00 - 13.30 400 pax € 20.000
☐ B Monday June 24, 2019 12.00 - 13.30 400 pax € 20.000
☐ C Tuesday June 25, 2019 12.00 - 13.30 400 pax € 20.000

Contract Satellite Symposia
29th Regional Congress of the ISBT
June 22 - 26, 2019, Basel, Switzerland

Company Name: 

VAT-Number (EU-companies only): 

Adress: 

City: State: 

Zipcode: Country: 

Contact Person: 

E-Mail: 

**SPONSOR OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Advertisement in the Final Programme /Exhibition Guide</th>
<th>Lanyards</th>
<th>€ 12,500 ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside back cover</td>
<td>€ 5,000  ☐</td>
<td></td>
</tr>
<tr>
<td>Full page Inside</td>
<td>€ 4,000  ☐</td>
<td></td>
</tr>
<tr>
<td>Expo Tab</td>
<td>€ 7,500  ☐</td>
<td></td>
</tr>
<tr>
<td>Floor Plan Tab</td>
<td>€ 7,500  ☐</td>
<td></td>
</tr>
</tbody>
</table>

| Staff Shirt Sponsoring                                 | € 4,000  ☐ |
| Mobile Application                                     | € 15,000 ☐ |
| Charging Stations                                      | € 12,500 ☐ |
| Mailing of Personal Invitations                        | € 2,500  ☐ |
| Application Carrousel                                  | € 5,000  ☐ |
| WWW-Link                                               | € 2,500  ☐ |
| Seating Areas                                          | € 15,000 ☐ |
| Pocket Programme                                       | € 15,000 ☐ |
| Congress Bags                                          | € 25,000 ☐ |
| Inserts in Congress Bag                                | € 2,500  ☐ |
| Escalator Branding                                     | ☐         |
| Soapbox Session                                        | € 3,500  ☐ |

Total Amount Sponsoring: Euro

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 Basel
p/a MCI Amsterdam
Schipluidenlaan 4, 1062 HE Amsterdam
The Netherlands
Mail: basei@isbtweb.org

29th Regional Congress of the ISBT
June 22 - 26, 2019, Basel, Switzerland

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 21. All exhibitors are invited to sign in for this site visit through this reply form.

**FRIDAY, SEPTEMBER 21**

☐ Yes, I will join the Industry site visit on September 21, 2018.

☐ 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 email this form before September 1, 2018 to the 29th Regional Congress of the ISBT

Mail: basei@isbtweb.org

Data protection clause

1. In accordance with European data protection regulation, in particular Regulation (EU) No. 2016/679 on the protection of natural persons with regard to the processing of personal data, MCI Group, as data controller, processes the exhibitor/sponsor’s personal data for the purposes of (i) managing and organizing the event, in particular the management of exhibitor/sponsor’s stand, (ii) managing and organizing prospecting and loyalty, (iii) enabling the exhibitor/sponsor to benefit from our services, (iv) enabling the exhibitor/sponsor to receive our news. These data processing have as legal basis the execution of the contract: the information we collect is necessary for the implementation of the contract to which the exhibitor/sponsor has adhered, failing which the contract cannot be executed.

2. In any event, the exhibitor/sponsor acknowledges compliance with European data protection regulations for its own processing, including Regulation (EU) No. 2016/679 on the protection of personal data, foremost among which the integrity and confidentiality of data communicated by participants and compliances with their data retention periods. In case of communication to MCI by the exhibitor/sponsor of a personal data file, the exhibitor/sponsor acknowledges having informed and obtained the consent of the persons concerned by this communication.