GENERAL INFORMATION:

DATES AND VENUE
10th - 13th June 2018
HOTEL MELIÁ CASTILLA****
C/ Capitán Haya, 43
28028 Madrid

CONGRESS SECRETARIAT

Tel: +34 913 612 600
Fax: +34 913 559 208
email: ecc2018@kenes.com
web: www.cytology2018.com

REGISTRATION AND ACCOMMODATION
ecc2018-reg@kenes.com

SPONSORSHIP & EXHIBITION
psuarez@kenes.com

EXHIBITION AREA
OPENING HOURS
Sunday June 10th 18:30h - 21:30h
Monday June 11th 9:00h - 18:00h
Tuesday June 12th 9:00h - 18:00h
Wednesday June 13th 9:00h - 13:00h

SETTING UP*
Saturday June 9th 9:00h - 21:00h
Sunday June 10th 9:00h - 14:00h

DISMANTLING*
Wednesday June 13th 16:00h - 21:00h
*Submitted to changes
INVITATION TO PARTICIPATE:

The Spanish Society of Cytology, on behalf of the European Federation of Cytology Societies, invites you to participate and to contribute as a sponsor in the next European Congress of Cytology, ECC2018. The Congress will be held in Madrid on June 10th-13th of 2018.

This is an important event for any Company that wishes to be part of commercial and scientific activities in the fields of cytopathology and molecular pathology. Cytopathologists make diagnostic decisions that are crucial for patient’s management, particularly in the oncological disease. They also apply numerous tumor biomarkers available for prognostic as well as for therapeutical information, guiered towards targeted personalized treatments.

In addition, cytopathologists are now intensly involved in the challenging implementation of new strategies for cervical cáncer screening with HPV molecular testing.

ECC2018 will be a good opportunuty to encounter over 800 pathologists, biologists and cytotechnologists from all Europe and abroad, all collaborating to create a highly profesional athmosphere through a complete scientific program.

Commercial stands will be placed in a large hall shared by refreshment break meeting points. Industry-fostered luncheon seminars will round up the programme.

In consonance with a positive environmental effort, we will embrace a paperless philosophy for the upcoming meeting and no handouts will be distributed on-site! However, all information will be electronically available online prior to the meeting. For a period of time, most session materials and images will also be electronically available for the attendees after the meeting. Impressed copies of the handout will be ready upon request of the attendees.

Language simultaneous translation will be available for Spanish-speaking attendees.

Your participation in this scientific event is important for us and we are planning to share commercial as well as relaxing experiences by including you in all congress activities, including opening and closing ceremonies.

The venue, Hotel Meliá Castilla, one of the largest hotels in Europe, is strategically located in the city center with excellent access to and from any part of the city. It is placed next to Paseo de la Castellana, the Real Madrid football stadium and the Golden Mile.

Madrid, a sunny and renowned cultural city, hosts some of the best museums of the continent and is worldwide known for its gastronomy and its vibrant nightlife. Nearby historical towns (Toledo, Segovia, Ávila, El Escorial) will complete your stay.

I look forward to meeting you in Madrid, and to enjoy together this exciting event.

Welcome to the 41st ECC Meeting!

Rosario Granados
President of the Organizing Committee
LOCAL ORGANISING COMMITTEE:

Dr. Rosario Granados *(Chair)*  
Dr. Francesc Alameda  
Dr. Ignacio Arias-Camisón  
Mrs. Encarnación Camarmo *(CT-IA)*  
Dr. Alejandra Caminoa

Mrs. Teresa Corrales *(CT-IA)*  
Dr. Domingo De Agustín  
Dr. Dolores Lozano  
Dr. Belén Lloveras *(FIAC)*  
Dr. Julio Rodriguez-Costa

ABOUT EFCS:

The European Federation of Cytology Societies (EFCS) exists to represent Cytology across Europe, and was formed in 1969.

**Its objectives are:**

- To offer and promote professional training of both medical and non-medical (scientific and technical) cytologists.
- To make recommendations with regard to minimum requirements for the training, qualification and practice of cytology.
- To encourage exchange of knowledge and experience with regard to cytology.
- To promote scientific and organisational projects with regard to cytology.
- To help in matters of problem solving both on scientific and organisational level.
- To support cytological applications in order to obtain subsidies.
- To offer advice to official health institutions about the role of cytology in disease prevention and diagnostics.
- To encourage friendly relations between its members and affiliated members.

The federation will organize congresses, symposia, workshops or training sessions on a regular basis, which will be announced in written or by electronic means.

Please review the society’s website for more information: [http://www.efcs.eu/](http://www.efcs.eu/)

IMPORTANT DATES:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call for Abstracts:</td>
<td>November 7th 2017</td>
</tr>
<tr>
<td>Registration Opens:</td>
<td>November 7th 2017</td>
</tr>
<tr>
<td>Early Registration Fees Deadline:</td>
<td>April 15th 2018</td>
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<tr>
<td>Abstract Submission Deadline:</td>
<td>February 1st 2018</td>
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<tr>
<td>Abstract Notifications:</td>
<td>March 2018</td>
</tr>
<tr>
<td>Opening of ECC 2018:</td>
<td>June 10th 2018</td>
</tr>
</tbody>
</table>
CONFIRMED SPEAKERS:

Edmund S. Cibas. Professor, Pathology, Harvard Medical School Director of Cytopathology, Brigham and Women’s Hospital Boston. USA.


Fernando Schmitt. Secretary-Treasurer of the International Academy of Cytology. Director of Pathology Laboratoire National de Santé. Luxembourg.


Lukas Bubendorf. Professor of Pathology Institute of Pathology, University Hospital Basel, Switzerland.

Luigi Di Bonito. Past President of the European Federation of Cytology Societies. Professor of Pathology. Trieste University. Italy

Jeffrey F. Krane. Associate Director, Cytology Division. Chief, Head and Neck Pathology Service. Brigham & Women’s Hospital. Associate Professor of Pathology, Harvard Medical School. Boston. USA.

Paul Cross. Past President of the EFCS and of the ECC 2016 Liverpool. Queen Elizabeth Hospital. Tyne and Wear. UK


Fernando López-Rios. Head of the Targeted Cancer Therapy Laboratory. Chair Pathology Department. Hospital Sanchinarro Madrid. Spain.

Silvia de Sanjosé. President of the International Papilloma Virus Society (IPVS). Head of the Cancer Epidemiology Research Program at the Catalan Institute of Oncology (Institut Català d’Oncologia). Barcelona. Spain.

Giancarlo Troncone. Professor of Anatomic Pathology. Director of the Molecular Pathology Unit. University of Naples Federico II. Italy.

Pio Zeppa. Associate Professor in Pathology and Cytopathology. University of Naples Federico II. Italy.

Ritu Nayar. Professor Northwestern University Feinberg School of Medicine and Medical Center. Chicago. IL USA

Barbara Centeno. Vice Chair, Anatomic Pathology, and Pathologist at Moffitt Cancer Center Tampa. Florida. USA

Sabine Pomplum. Consultant Histo-/Cytopathologist. University College London. UK.


Miguel Ángel Pérez-Machado. Consultant Histopathology and Cytopathology at The Royal Free Hampstead NHS Trust. UK.

Allan Wilson. President British Association of Cytopathology (BAC). UK.

Sinchita Roy-Chowdhuri. Assistant Professor, Department of Pathology, Director, Molecular Cytopathology. The University of Texas MD Anderson Cancer Center. Houston. USA.

Karin Denton. Consultant cytopathologist North Bristol. Director of the South & West Regional Cervical Screening Quality Assurance Reference Centre. UK.

Enrique de Álava. Chairman Of Pathology Department, Hospital Universitario Virgen del Rocío. Seville. Past President of the Spanish Society of Pathology. Spain

José Palacios. Chairman Pathology Department. Hospital Universitario Ramón y Cajal. Madrid. President of the Spanish Society of Pathology. Spain.

Julían Sanz. Associate Pathologist Hospital Clínico San Carlos Madrid. Associate Professor Complutense University of Madrid, Spain.

William C. Faquin. Associate Pathologist, Massachusetts General Hospital. Associate Professor of Pathology, Harvard Medical School. Boston. USA.


Robert Y. Osamura. President IAC. Professor and Director of Diagnostic Pathology Center at International University of Health and Welfare, Mita Hospital. Tokyo. Japan.


Guliz Barkan. Director, Cytopathology, Fellowship Program Director, Cytopathology, Residency Program Director, Pathology. Loyola Medicine.

Zubair Baloch. Professor of Pathology and Laboratory Medicine at the Hospital of the University of Pennsylvania. USA.

Eva Wojcik. Chair Loyola University Pathology Department. Loyola U Medical Center. USA.

# Programme:

## Sunday June 10th

<table>
<thead>
<tr>
<th>Time</th>
<th>Companion Meetings</th>
<th>Scientific Societies Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-17:30</td>
<td>China, India, Eurasia, Croatia, Greece, Finland, Russia, Mexico, Colombia, Argentina, Chile, Latino-American Society of Cytology (SLAC)</td>
<td>European Federation of Cytology Societies (EFCS), Papanicolaou Society, International Academy of Cytology, American Society of Cytology, IAC exam for CT and Pathologists, European Association of Cytotechnologists (EACC), Spanish Cytotechnology Course</td>
</tr>
</tbody>
</table>

18:30 Opening Ceremony and Welcome Cocktail

## Monday June 11th

<table>
<thead>
<tr>
<th>Time</th>
<th>Room 1</th>
<th>Room 2</th>
<th>Room 3</th>
<th>Room 4</th>
<th>Room 5</th>
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</thead>
<tbody>
<tr>
<td>8:30-10:30</td>
<td>Gynecological Cytology Symposium (part 1)</td>
<td>Salivary Gland Cytology Symposium</td>
<td>Breast Cytology Symposium</td>
<td>Free Papers (1)</td>
<td>Telecytology Short Course</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>COFFEE BREAK AND POSTER EXHIBITION</td>
<td></td>
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</tr>
<tr>
<td>11:00-13:00</td>
<td>HPV – Gynecological Cytology Symposium (part 2)</td>
<td>Urine Cytology Symposium</td>
<td>Thyroid Cytology Symposium</td>
<td>Free Papers (2)</td>
<td>Workshop: Breast Cytology</td>
</tr>
<tr>
<td>13:00-14:00</td>
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<td></td>
<td>KEYNOTE LECTURE</td>
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<tr>
<td>14:00-15:30</td>
<td>INDUSTRY LUNCH SYMPOSIUM / LUNCH BREAK, FINGER BUFFET / POSTER EXHIBITION</td>
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<tr>
<td>15:30-17:30</td>
<td>Slide Seminar: Gynecological Cytology</td>
<td>Slide Seminar: Thyroid Cytology</td>
<td>Molecular Cytopathology Symposium (1)</td>
<td>Free Papers (3)</td>
<td>Respiratory Cytology Symposium</td>
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</table>
### TUESDAY JUNE 12th

<table>
<thead>
<tr>
<th>Time</th>
<th>Room 1</th>
<th>Room 2</th>
<th>Room 3</th>
<th>Room 4</th>
<th>Room 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-10:30</td>
<td>Short Course: Biomarkers in Breast Cancer Cytology</td>
<td>Workshop: Salivary Gland Cytology</td>
<td>Cytotechnology Course (1)</td>
<td>Free Papers (4)</td>
<td>Lymph Node Symposium</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>COFFEE BREAK AND POSTER EXHIBITION</td>
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<tr>
<td>11:00-13:00</td>
<td>Effusion Cytology Symposium</td>
<td>Workshop: Lymph Node Cytology</td>
<td>Cytotechnology Course (2)</td>
<td>Free Papers (5)</td>
<td>Molecular Cytopathology Symposium (2)</td>
</tr>
<tr>
<td>13:00-14:00</td>
<td>KEYNOTE LECTURE</td>
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<tr>
<td>14:00-15:30</td>
<td>INDUSTRY LUNCH SYMPOSIUM / LUNCH BREAK, FINGER BUFFET / POSTER EXHIBITION</td>
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<tr>
<td>15:30-17:30</td>
<td>Gynecological glandular lesions</td>
<td>Workshop: Lung Cytology</td>
<td>Cytotechnology Course (3)</td>
<td>Resident’s cytology space</td>
<td>Workshop: Thyroid Cytology</td>
</tr>
</tbody>
</table>

### WEDNESDAY JUNE 13th

<table>
<thead>
<tr>
<th>Time</th>
<th>Room 1</th>
<th>Room 2</th>
<th>Room 3</th>
<th>Room 4</th>
<th>Room 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-10:30</td>
<td>Workshop: Molecular Cytopathology</td>
<td>CNS Cytology Symposium</td>
<td>Pancreatic Cytology Symposium</td>
<td>Workshop: Gynecological Cytology</td>
<td>Workshop: Urine Cytology</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>COFFEE BREAK AND POSTER EXHIBITION</td>
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<tr>
<td>11:00-13:00</td>
<td>Update HPV implementation in Europe</td>
<td>Pediatric Cytology</td>
<td>Workshop: Pancreatic Cytology</td>
<td>Free Papers (6)</td>
<td>Short Course: Soft Tissue Cytology</td>
</tr>
<tr>
<td>13:00-14:00</td>
<td>KEYNOTE LECTURE</td>
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<td></td>
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</tr>
<tr>
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<td>INDUSTRY LUNCH SYMPOSIUM / LUNCH BREAK, FINGER BUFFET / POSTER EXHIBITION</td>
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<td></td>
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</tr>
<tr>
<td>15:30-17:30</td>
<td>Pancreatic Cytopathology, slide seminar</td>
<td>Workshop: Effusion cytology</td>
<td>Telecytology: E-learning in cytology</td>
<td>Slide Seminar: Head and Neck Cytology</td>
<td>Review of terminology consensus in cytology</td>
</tr>
<tr>
<td>20:30</td>
<td>CONGRESS DINNER</td>
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</tbody>
</table>
CME ACCREDITATION:

COMMITMENT TO THE HIGHEST STANDARDS IN CME/CPD

Kenes is committed to being a valuable and knowledgeable partner in the design and delivery of educationally strong, independent, transparent, and effective CME/CPD Programs. Kenes is a proud member of the Good CME Practice Group (gCMEp), a member organization contributing to improving health outcomes by:

- Championing best practice in CME.
- Maintaining and improving standards.
- Mentoring and educating.
- Working in collaboration with critical stakeholders.

Membership in the Good CME Practice Group illustrates the Kenes commitment to high standards and knowledgeable partnership with its clients in the design and delivery of educationally strong, independent, transparent, effective and financially viable medical events. For more information, visit:

www.gcmepeu

International CME Accreditation
An application for CME Credit will be made once the scientific Program is finalized. Full details will be available on the Symposium website at:

http://www.cytology2018.com/scientific-information/scientific-programme/
WHY PARTICIPATE:

This is an important event for any Company that wishes to be part of commercial and scientific activities in the fields of cytopathology and molecular pathology. Cytopathologists make diagnostic decisions that are crucial for patient’s management, particularly in the oncological disease. They also apply numerous tumor biomarkers available for prognostic as well as for therapeutical information, particularly guided towards targeted personalized treatments.

In addition, cytopathologists are now intensively involved in the challenging implementation of new strategies for cervical cancer screening with HPV molecular testing.

ABOUT MADRID

Madrid is a lively cosmopolitan and friendly city where everyone feels at home. It is a place for business and new trends, the capital of Spain offers a safe, comfortable setting where taking time out and doing business are equally enjoyable.

Its rich artistic and natural heritage, cutting-edge transport network, quality accommodation, fine cuisine and the passion locals show when enjoying their city’s day and night life, makes it one of the most attractive cities in the world.

THE VENUE

Melia Castilla is strategically located in the city center with excellent access to and from any part of the city, it is next to Paseo de la Castellana, the Real Madrid football stadium and the Golden Mile. Spacious, comfortable, soundproofed, outward-facing and bright rooms. Exclusive Convention Centre with magnificent and innovative facilities.

Meliá Castilla provides 903 rooms and 12 suites on fifteen floors with a full range of services and facilities to meet our guests’ needs. Your comfort and relaxation is our priority. Comfort and silence are priority in all our rooms. Exclusive beds, an extensive choice of pillows, double glazing, blackout curtains and beautiful, individualized decoration create the ideal setting.
PARTNERSHIP CATEGORIES:

The Sponsor will receive status depending on the total contribution.

The total contribution will be done according to the items you choose in a personalized way: Satellite Symposium, advertising, exhibition space (excluding storage space), etc.

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM: minimum contribution 35.000€</th>
<th>GOLD: minimum contribution 25.000€</th>
<th>SILVER: minimum contribution 15.000€</th>
<th>GENERAL: up to 15.000€</th>
</tr>
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<tbody>
<tr>
<td>Branding on ECC partners page of website</td>
<td>€</td>
<td>€</td>
<td>€</td>
<td>€</td>
</tr>
<tr>
<td>Use of ECC Madrid 2018 image in your promotional activities</td>
<td>€</td>
<td>€</td>
<td>€</td>
<td>€</td>
</tr>
<tr>
<td>Complementary registration</td>
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<td>3</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Complementary exhibitor registrations</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Complementary tickets to the Open Ceremony Cocktail</td>
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<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Complementary tickets to the Gala Dinner</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Complementary tickets to the Daily Finger Buffet</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Colour advert in the congress programme</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td>0</td>
</tr>
<tr>
<td>Logo on the Acknowledgement Board on site according to their Sponsorship Level</td>
<td>€</td>
<td>€</td>
<td>€</td>
<td>€</td>
</tr>
<tr>
<td>Insert into delegate bag</td>
<td>€</td>
<td>€</td>
<td>€</td>
<td>0</td>
</tr>
<tr>
<td>150 word e-mail blast to our delegate distribution list</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Logo on the Final Program according to their Sponsorship Level</td>
<td>€</td>
<td>€</td>
<td>€</td>
<td>€</td>
</tr>
</tbody>
</table>

ACKNOWLEDGEMENTS

Please note that all Supporters will be acknowledged in the Program, on the onsite Supporters’ Acknowledgement Board, in the mobile app and on the Congress website.
Subjected to changes.

All coffee breaks both in the morning and in the afternoon would take part in the Exhibition Area.

Poster Area right before the Exhibitors Area.
SPONSORSHIP OPPORTUNITIES:

PLENARY SPONSORED SYMPOSIUM

Company plenary sponsored symposium. Program subjected to the approval of the Organizing Committee.

• Includes: hall rental, standard audio/visual equipment, display table.

• Permission to use the phrase: “Official symposium of the ECC 2018”.

• Sponsored Symposium Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).

• Time Slots: allocated on a first come, first served basis.

• Industry sessions will be clearly indicated in the Program as: “Industry Session- not included in the main event CME/CPD credit offering”.

• Bag insert with Symposium information.

• Support will be acknowledged in the Industry Support and Exhibition section of the program, in the mobile app, on the event website, and with signage during the event.

The supporting company, in addition to the support fee, must cover all speakers’ expenses, including registration fees, accommodation and travel expenses. This also applies in the case when the sponsored symposium speakers have already been invited by the Congress.

PARALLEL SPONSORED SYMPOSIUM

Company parallel sponsored symposium. Program subjected to the approval of the Organizing Committee.

• Includes: hall rental, standard audio/visual equipment, display table.

• Permission to use the phrase: “Official symposium of the ECC 2018”.

• Sponsored Symposium Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).

• Time Slots: allocated on a first come, first served basis.

• Industry sessions will be clearly indicated in the Program as: “Industry Session- not included in the main event CME/CPD credit offering”.

• Bag insert with Symposium information.

• Support will be acknowledged in the Industry Support and Exhibition section of the program, in the mobile app, on the event website, and with signage during the event.

The supporting company, in addition to the support fee, must cover all speakers’ expenses, including registration fees, accommodation and travel expenses. This also applies in the case when the sponsored symposium speakers have already been invited by the Congress.
EDUCATIONAL GRANT IN SUPPORT OF AN EXISTING SCIENTIFIC SESSION

Educational Grant in support of an existing official session accepted or invited by the organizing committee and supported by a grant from the industry.

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, in the mobile app and with signage during the event.

EDUCATIONAL GRANT

Grants of any amount, whether for the overall program or for individual sessions, are appreciated and important to the success of the event.

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, in the mobile app and with signage during the event.

SPEAKERS’ READY ROOM

Facilities will be available at the Congress Venue for speakers and abstract presenters to upload and check their presentations.

- The Supporter’s name/or company logo will appear on all signs for this room.

- Opportunity to display Supporter’s logo on screensavers at each workstation.

- Support will be acknowledged in the Industry Support and Exhibition section of the program, in the mobile app, on the event website, and with signage during the event.

WELCOME RECEPTION / NETWORKING EVENT

Supporter will have the opportunity to promote itself through the welcome reception / networking reception to which all registered attendees are invited. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- Supporter’s logo on sign at the entrance to the reception.

- Opportunity to provide items bearing company logo for use at the event.

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, in the mobile app and with signage during the event.

COFFEE BREAKS

Coffee will be served during breaks in the exhibition area. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to have a one day display of company’s logo at the catering point located within the exhibit area.

- Opportunity to provide items bearing company logo for use during the supported break.

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, in the mobile app and with signage during the event.
CHARGING KIOSK

Technology: Featuring exclusive fast charge technology for 14 devices, with the latest charging standards and utilize integrated circuitry to ensure your phone or tablet are never overcharged. We keep you always charged and always ready.

Fully Customizable: Place your company name and logo/movies on the LCD screen which is attached to the charging station. It’s a great way to leave a lasting impression on the congress delegates.

Works with All Mobile Devices: Compatible with everything from the Apple iPhone and Android to Amazon Kindle and Blackberry.

- Opportunity to brand the Charging Kiosk with your company name and logo.
- Acknowledgement in the Supporters’ List in designated section of the Final Program.
- Acknowledgement on Supporters’ Board on-site, in the mobile and on the website.

NOTEPADS & PENS

Supporter will provide funding for the Notepads & Pens for the participants.

- Notepads & Pens will bear the Congress logo, the Supporter’s company logo and will be distributed in the participants’ Congress bags.
- Supporter’s logo on event website and in the mobile app.
- Acknowledgement on Supporters’ Board on-site.
- Acknowledgement in the Supporters’ List in the Final Program.

CONGRESS BAGS

Supporter will provide funding of the Congress bags. It is the Supporter’s responsibility to produce the bags that need to be approved by the organizing committee. The bag will bear the Supporter’s logo and the Congress logo.

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, in the mobile app and with signage during the event.

CONGRESS LANYARDS

Opportunity to place company logo on the lanyards. The Organizing Committee will select the type and design of the lanyards. The support entitlements are as follows:

- Supporter’s logo to be printed on the lanyards.
- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, in the mobile app and with signage during the event.

BADGES

Opportunity of including logo or banner with company advertising in the badge.
PROMOTIONAL MATERIAL (BAG INSERT)

Inclusion of a one-page promotional material in the participants’ Congress bags.

Material should be provided by the Supporter and approved by the Secretariat.

Supporters’ product information will be available for all Congress participants.

The distribution arrangement will be advised.

ABSTRACTS USB

USB will contain the logos of both the supporter Company and the Congress logo. It is allowed for the supporter to give the USB to the attendees at its booth. It is possible to insert a voucher in the Congress bag with this information (to be provided by the supporter).

Full inside page, color advertisement in designated section of the Final Program.

The Final Program will contain the timetable, information about the scientific program and other useful information. It will be distributed to all registered participants in the Congress bags.

PROMOTIONAL MAILBLAST - EXCLUSIVE OR JOINT

Gain additional exposure for your Symposium, company or exhibition booth by sending out a Mail Blast to the preregistered delegates who have agreed to disclose their details at a date and time coordinated with the Congress Organizer.

- **Exclusive:** Mail blast will be exclusive for the supporting company. The designed mail blast (html) to be provided by the Supporter and subject to receipt by deadline.

- **Joint:** Mail blast will list all supporting companies according to the support level. Each company will have a section of approximately 150 words. Design will be provided by Organiser.

Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, in the mobile app and with signage during the event.

CONGRESS APP PUSH NOTIFICATION

Push notification* sent to all participants** onsite through the mobile app - to be coordinated with Congress Organizer.

* (Only available for companies that have an industry symposium).

** (Only for those who have accepted to receive such information).
REGISTRATION CONFIRMATION E-MAIL

Possibility that the sponsor include a link to his web in a prominent way, in the email received by all attendees at the time of enrolling in the Course. In addition, the logo will also be included in the informative email to be carried with them when they go to the BTIC machines to print their badge.

MINI PROGRAM

- Support will be acknowledged on the back cover as: “Supported by...” and a company logo only.

- Support will be recognized in the Industry Support and Exhibition section of the Final Program, on the event website, and on signage during the event.

HOSPITALITY SUITES / MEETING ROOMS

An opportunity to hire a room at the Congress venue that may be used as a Hospitality Suite or Congress Room. Supporter will be able to host and entertain its guests throughout the Congress. Supporters will have the option to order catering and AV equipment at an additional cost.

Hospitality provided will be in compliance with all relevant industry codes and compliance guidelines.

- Opportunity to brand the hospitality suite.

- Acknowledgement on directional signage outside suite.

CONGRESS MOBILE APP

The Congress App engages attendees with personalized planning tools and real-time event updates. The App transforms smartphones, tablets and laptops into a tool for active congress participation, making it easy for participants to access congress information they need and to connect with speakers and colleagues. The App includes the scientific program, abstracts, speaker info, participant lists, rating/voting system for sessions/speakers and a personalized scheduler and is easily downloadable from the App Store and Google Play.

Congress App support includes:

- Supporter acknowledgement on the splash/pop-up screen of the app: "Supported by: company name/logo" (product logo not permitted).

- 2 push notifications sent to users from the App.

- Priority listing in the list of supporters.

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, in the mobile app and on signage during the event.
E-PROGRAM BOOK

An electronic version of the traditional final program will be available to participants to access the scientific program and other congress information easily and conveniently online and as a download on mobile phones or computer.

With e-Books, participants can use the intuitive Search button, have the ability to bookmark sessions, events and other information, share information with colleagues and if desired, even print the program. Supporter will not have any input regarding the content.

- Supporter acknowledgement on the cover of the e-Book: "Supported by: company name/logo" (product logo not permitted).

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, in the mobile app and on signage during the event.

E-POSTERS AREA

E-Posters are a unique combination of scientific posters and interactive content. An e-Poster is an electronic version of the traditional paper poster and is shown at dedicated digital stations at the event. E-Posters create unique networking and engagement opportunities and generate participants’ interest and good exposure for authors. The highly trafficked e-Poster terminals located in prime locations and will allow attendees to access the electronic presentations easily and conveniently. E-poster support includes:

- Signage at the entrance to the e-Poster area with "Supported by..." and a company logo only.

- Signage, "Supported by..." and a company logo only on each individual e-poster station OR on the "sail".

- Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and with signage during the event.

Please note that it is the Exhibitors'/Supporters’ responsibility to comply with the local authority’s regulations, EFPIA(European Federation of Pharmaceuticals Industries & Associations) www.efpia.org, Eucomed (represents Medical Technology industry) http://archive.eucomed.org/ and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the promotion of medicines. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the rules and regulations will not expose the Organizer to any suits, demands by the Exhibitor/Supporter or any other third party.

SPECIAL REQUESTS

Tailored packages can be arranged to suit your objectives. Please do not hesitate to contact the Support and Exhibition Sales Department to discuss your needs: Paula Suarez, psuarez@kenes.com

ACKNOWLEDGEMENTS

Please note that all Supporters will be acknowledged in the Program, on the onsite Supporters’ Acknowledgement Board, in the mobile app and on the Congress website.
## SUPPORT & EXHIBITION PRICE LIST:

For bookings and further information, please contact: ECC 2018  
Mrs. Paula Suarez · +34 91 361 26 00 Ext. 229 · Email: psuarez@kenes.com

### SUPPORT ITEMS

- ABSTRACTS USB  
- CHARGING KIOSK  
- COFFEE BREAK  
- CONGRESS LUNCH per day  
- CONGRESS MOBILE APP  
- CONGRESS BADGE  
- CONGRESS BAGS  
- CONGRESS LANYARDS  
- EDUCATIONAL GRANTS / OR IN SUPPORT OF AN EXISTING SCIENTIFIC SESSION  
- E-POSTERS (to be confirmed)  
- E-PROGRAM BOOK  
- FACULTY DINNER (exclusive)  
- FINAL PROGRAM INSIDE BACK PAGE ADVERTISEMENT  
- FINAL PROGRAM INSIDE FRONT PAGE ADVERTISEMENT  
- FINAL PROGRAM BACK PAGE ADVERTISEMENT  
- FINAL PROGRAM INSIDE PAGE ADVERTISEMENT  
- FUN WALK  
- HOSPITALITY SUITES / MEETING ROOMS  
- MINI PROGRAM  
- NOTEPADS AND PENS  
- PARALLEL SATELLITE SYMPOSIUM  
- PLENARY SATELLITE SYMPOSIUM  
- POSTER BOARDS (to be confirmed)  
- PROMOTIONAL MAILSHOT (EXCLUSIVE FOR SUPPORTER)  
- PROMOTIONAL MATERIAL (INSERT)  
- PUSH NOTIFICATION THROUGH APP  
- SPEAKER’S READY ROOM  
- WELCOME RECEPTION  
- WIFI  

### EXHIBITION – Floor Plan

Space Only (Requires minimum space of 3x3sqft)  
Shell Scheme
Status will be allocated according to the total amount of your support, as follows:

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>MINIMUM CONTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM SUPPORTER</td>
<td>35,000€</td>
</tr>
<tr>
<td>GOLD SUPPORTER</td>
<td>25,000€</td>
</tr>
<tr>
<td>SILVER SUPPORTER</td>
<td>15,000€</td>
</tr>
<tr>
<td>GENERAL SUPPORTER</td>
<td>&lt;15,000€</td>
</tr>
</tbody>
</table>

ACKNOWLEDGEMENTS

Each Supporter and Exhibitor will receive the following benefits:

- Supporter’s logo on Congress website.
- Acknowledgement on Supporters’ Board on-site.
- Acknowledgement in the Supporters’ List.
- Supporter’s logo and company profile in the Congress App.

CANCELLATION / MODIFICATION POLICY:

Cancellation/modification of Support items must be made in writing to:

**Paula Suarez**
ECC 2018
Tel: +34 91 361 26 00 Ext. 229
Email: psuarez@kenes.com

The Organizers shall retain:

- 10% of the agreed package amount if the cancellation / modification is made on or before February 17, 2018, inclusive.
- 50% of the agreed package amount if the cancellation / modification is made between February 18, 2018 and March 17, 2018 inclusive.
- 100% of the agreed package amount if the cancellation / modification is made from March 18, 2018 onwards.

TERMS OF PAYMENT

- 60% upon receipt of the Sponsorship agreement and first invoice.
- 40% by January 17, 2018.

All payments must be received before the start date of the Congress. Should the Supporter fail to complete payments prior to the commencement of the Congress the Organiser will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

Completion of the Booking Form by the Supporter shall be considered as a commitment to purchase the items.
BOOKING FORM:

Please, fill in and send it to psuarez@kenes.com

<table>
<thead>
<tr>
<th>CONTACT:</th>
<th>COMPANY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME:</td>
<td>ADDRESS:</td>
</tr>
<tr>
<td>CITY:</td>
<td>POSTAL ZIP:</td>
</tr>
<tr>
<td>PHONE:</td>
<td>FAX:</td>
</tr>
<tr>
<td></td>
<td>EMAIL:</td>
</tr>
</tbody>
</table>

I would like to book the following support items:

<table>
<thead>
<tr>
<th>CHOICE</th>
<th>BOOTH #</th>
<th>SHELL SCHEME BOOTH</th>
<th>SQUARE METERS</th>
<th>TOTAL PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Choice</td>
<td></td>
<td></td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>2nd Choice</td>
<td></td>
<td></td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>3rd Choice</td>
<td></td>
<td></td>
<td></td>
<td>€</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ITEM</th>
<th>TOTAL PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€</td>
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<td></td>
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</tbody>
</table>

☐ I confirm the selected sponsorship items.

<table>
<thead>
<tr>
<th>SIGNATURE</th>
<th>DATE</th>
</tr>
</thead>
</table>

We accept the contract terms and conditions (listed in this Sponsorship and Exhibition Prospectus) and agree to abide by the Guidelines for Industry Participation for the Congress and the cancellation policy. I am authorised to sign this form on behalf of the applicant/Company.
TERMS AND CONDITIONS:

APPLICATION TO PARTICIPATE
Application to participate will be considered only if submitted on the appropriate forms, duly completed. Registration will be confirmed insofar as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal, all payments shall be fully refunded. In case of acceptance Supporters/Exhibitor will be bound by the Terms and Conditions listed in the prospectus and/or contractual agreement.

OBLIGATIONS AND RIGHTS OF THE EXHIBITOR/SUPPORTER
Registration implies full acceptance by the Exhibitors/Supporters of the exhibition/supporter regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the Congress without compensation or refund of sums already paid, and without prejudice to the Exhibitor/Supporter.

By submitting an application to participate, the Exhibitor/Supporter make a final and irrevocable commitment to occupy the space/items allocated and to maintain his/her installation until the date and time fixed for closure of the event.

The Exhibitor/Supporter may only present on his/her stand or space the materials, products or services described in the application to participate. No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

OBLIGATION AND RIGHTS OF ORGANIZER
The Organizer undertakes to allocate exhibition space/supporter items space as far as possible on the basis of the preference expressed by applicants. Application will be considered in order of receipt of application forms accompanied by payment.

The Organizer reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to Exhibitors/Supporters. The Organizer reserves the right to offer to a different firm any stand, space or supporter item that has not been occupied by the event of the opening of the Congress, with no obligation to provide compensation to the defaulting Exhibitor/Supporter.

LIABILITY INSURANCE
Equipment and all related display materials installed by Exhibitors/Supporters are not insured by the Organizer, and the Organizer under no circumstances will be liable for any loss, damage or destruction caused to equipment, goods or property belonging to Exhibitors/Supporters. The Exhibitor/Supporter agrees to be responsible for his property and person and for the property and persons of his employees and agents and for any third party who may visit his space. The Exhibitor/Supporter shall hold harmless the Organizer from any and all damages/claims including those usually covered by a fire and extended – coverage policy. The Supporter/Exhibitor will purchase insurance policies for the above listed damages.

EXHIBITION REGULATIONS
The Exhibition Manager, acting under direction of the Organizing Committee, has the final decision as to the acceptability of displays. Exhibitors are not to share with others any space allotted to them without prior written consent by the Exhibition Manager.

The Organizer reserves the right to alter the general layout or limit the space allotted to each Exhibitor/Supporter, postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, the Organizer will not be held liable for expenses incurred other than the cost of exhibit spacerental fees. All exhibits are to be displayed so as to avoid blocking aisles, obstructing adjoining booths, damaging the premises or the leased equipment. Exhibitors are kindly requested to allow sufficient see-through areas, which ensure clear views of surrounding exhibits.

In standard booths, height is restricted to 246cm. Exhibitors are responsible for the cost and execution of the design, installation and delivery of their display to (and its removal from) the exhibition site.

Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and its dismantling at the close of the exhibition. No dismantling or packing of the display before the designated hour. It is the Exhibitor’s responsibility to pack and remove or consign for shipment all items of value prior to leaving their exhibit unattended, otherwise the Organizer will arrange for their removal at the Exhibitor’s risk and expenses.

Exhibitors are obliged to ensure that their stands are permanently staffed during the exhibition opening hours.

Payment is to be made in accordance with the conditions of payment listed in the prospectus.

Should the Exhibitor/Supporter fail to make a payment on time, the Organizer is entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the stand/supporter items or seek compensation for non-fulfilment of contract.

Participation by Exhibitors/Supporters is dependent upon compliance with all rules, regulations and conditions stated herein.

Access to the exhibition is authorized on presentation of a badge issued by the Organizer. Exhibitors’ badges will not be mailed in advance and may be collected from the Exhibition Manager’s desk.

The Organizer ensures daily cleaning of the aisles. Exhibitors/Supporters are responsible for the cleaning of their stands.

The provision of refreshments for the participants by Exhibitors is only permitted if the catering regulations of the exhibition building concerned are observed.

Exhibition areas and fittings made available to Exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the Exhibitor.

Any special decoration or fittings must be submitted to the Organizer for prior authorization.

Advertising panels and display are not permitted outside the exhibition areas allotted to Exhibitors.

The Organizer will not approve stands, which do not comply with the accepted standards, until the necessary changes have been made.

INDUSTRY CODES OF PRACTICE
All Exhibitors and Supporting Companies must comply with applicable national and international rules, regulations and industry standards regarding exhibition areas. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the Rules and Regulations will not expose the Organizer to any suits, demands by the Supporters/Exhibitor/any third party.