

## MANUAL SPONSOR - 2018

Product name	Description	Price
<b>BOOTH SPACE</b>	All Booth spaces are sold empty (Walls, Carpets, Electricity, Furniture or any other items are not included) <b>Standard Booth Space:</b> <b>3x2 = 6 sqm</b> For personalized Booth Spaces, please contact MCA	<b>€ 6.000</b>
<b>LUNCHEON SYMPOSIUM</b>	Symposium which is held during the lunch hour. Topics and Speakers to be agreed with the Board.	<b>€ 20.000</b>
<b>PARALLEL SYMPOSIUM</b>	Symposium in parallel with the Official Scientific Sessions. Topics and Speakers to be agreed with the Board.	<b>€ 25.000</b>
<b>EXCLUSIVE SYMPOSIUM</b>	Exclusive Symposium with no other contemporary sessions.	<b>TBD</b>
<b>PRE CONGRESS COURSE</b>	The sponsor has the possibility to propose "tailor-made" Pre-congress courses. Topics and speakers to be agreed with the Board.	<b>TBD</b>
<b>ADV PAGE</b>	ADV page in the scientific program. Available: 2nd, 3rd and 4th cover pages and internal pages	<b>2° 3°: € 4000 each</b> <b>4°: € 5.000</b> <b>Internal ADV: € 3.000</b>
<b>INSERT IN THE CONGRESS BAGS</b>	The sponsor has the opportunity to insert a flyer/gadget/documentation in the congress bags, to inform the participants/speakers of topics/symposiums/hot news	<b>€ 3.000 each</b>
<b>DEMS</b>	Dedicated high impact DEMS (dedicated email shots) which will be sent out to all the congress participants and all contacts on MCA's dedicated mailing lists. The sponsor will provide a HTML file with text and images. MCA's communication dept. will prepare a test DEM for the sponsor to approve before it is sent out to the mailing list.	<b>€ 3.000 each</b>

<b>OFFICIAL CONGRESS DEMS</b>	Official Congress DEMS (email shots) for example abstract submission deadlines or other important messages for the congress participants.	<b>€ 8.000</b>
<b>IDT – INTERACTIVE DIGITAL TOOL</b>	The IDT will be promoted on all MCA communication channels before and during the congress	<b>€ 15.000 exclusive € 10.000 shared</b>
<b>REC IS ON<sup>®</sup></b>	REC is ON produces live recordings of all congress sessions. The presentations are available on the official congress IDT.	<b>€ 15.000</b>
<b>WI-FI LANDING PAGE</b>	Official Congress WI-FI – the sponsor will have the possibility to place a dedicated logo on the opening page of the official WIFI to guarantee brand awareness.	<b>€15.000 exclusive €5.000 shared</b>
<b>LANYARDS</b>	The Sponsor has the opportunity to personalize the congress lanyards with their company's logo, for maximum brand awareness and exposure during the event. Production costs are excluded.	<b>€ 8.000</b>
<b>SIGNAGE</b>	The sponsor has an opportunity to personalize the Congress signage with the company's logo, for maximum brand awareness.	<b>€ 5.000 shared € 15.000 exclusive</b>
<b>CYBER AREA</b>	Dedicated area with 4/5 PC stations and printers where participants are able to print boarding passes, check emails and browse on internet. The sponsor has the possibility to brand all multimedia tools and signage.	<b>€ 15.000 exclusive</b>
<b>MCA TV</b>	MCA TV is a dedicated CCTV channel located in the CONGRESS VENUE.	<b>€ 20.000 exclusive € 10.000 shared</b>
<b>USB KEY</b>	USB Key (various formats, 4gb) branded with the Sponsor's logo. Contains: Scientific programme, Abstracts, Material provided by the sponsor.	<b>€ 12.000</b>
<b>NOTEBOOKS AND PENS</b>	The sponsor has the possibility to brand the notebooks and pens which will be inserted in the official congress bags, which will be distributed to all congress participants/speakers.	<b>€ 3.000</b>
<b>CONGRESS BAG</b>	The sponsor has the possibility to brand the official congress bags, which will be distributed to all congress participants/speakers. Good solution for brand awareness and visibility. Production costs excluded.	<b>€ 5.000</b>

<b>BRANDED E-Poster Area</b>	The sponsor has an opportunity to personalize the Branded E-Poster area with the company's logo, for maximum brand awareness.	<b>€12.000 exclusive        €5.000 shared</b>
<b>HOSPITALITY SUITE</b>	Dedicated Suite where the sponsor can arrange appointments with customers	<b>€ 8.000</b>
<b>FACULTY DINNER</b>	The Sponsor will have the possibility to place its logo on the tables of the Faculty dinner	<b>TBD</b>
<b>WELCOME RECEPTION</b>	The Sponsor will have the possibility to place its logo on the tables of the Welcome Reception	<b>TBD</b>
<b>COFFEE BREAKS</b>	The Sponsor will have the possibility to place its logo on the tables of the Coffee Breaks	<b>TBD</b>
<b>WEBINAR APPETIZER</b>	Interactive webinar, usually presented by the Congress President or KOL involved in the organisation of the scientific event. During the webinar scientific issues and practices related to the congress are discussed. The sponsor may brand the webinar page with a static frame or with an opening video.	<b>€ 5.000</b>
<b>MEET THE EXPERT SESSION</b>	Dedicated Session in the Scientific Programme called Meet the Expert in which a KOL following a brief presentation of 20 minutes will answer the questions of the audience. The questions will be sent to the moderator by IDT	<b>TBD</b>



Promo Package	Description	Price
<b>BOOTH + PROMO PACKAGE</b>	This promo package includes: empty booth space, 4 dedicated DEMS, IDT shared sponsorship, insert in congress bag, internal ADV page.	<b>€ 17.500</b>
<b>PARALLEL SYMPOSIUM + PROMO PACKAGE</b>	This package includes: Symposium in parallel with the Official Scientific Sessions, booth space, insert in the congress bags, 2 DEMS, ADV page (internal page), hostess.	<b>€ 35.000</b>
<b>LUNCHEON SYMPOSIUM + PROMO PACKAGE</b>	This package includes: Symposium which is held during the lunch hour, booth space, insert in the congress bags, 2 DEMS, ADV page (internal page), hostess.	<b>€ 30.000</b>
<b>BRAND AWARENESS</b>	Empower your business before, during and after the congress. MCA has studied a dedicated business structured proposal for clients to provide high quality and constant visibility during the congress. The package includes: USB keys, cyber area, ADV page on the Scientific Program, DEMS (5 dedicated), hospitality suite, projection of sponsor's logo, lanyards, congress bags.	<b>€ 45.000</b>
<b>EDUCATION IS THE KEY</b>	An educated world is a better world... that's what we believe! MCA offers various educational possibilities in order to interact with the participants. The package includes: symposium, insert in the congress bags, booth space, 2 DEMS, hostess.	<b>€ 25.000</b>
<b>DIGITAL TOOLS</b>	Communicate to all congress players in an innovative way with our digital package. MCA offers you a range of digital tools to maximize the effectiveness of your presence before, during and after the congress. The package includes: banner on the official website, 5 DEMS, App mono sponsor with 5 push messages, official congress DEMS (5 email shots), logo/message on the official WI-FI.	<b>€ 22.000</b>

