



## **Welcome Letter**

Dear Colleagues,

It is my pleasure to invite you to the **Fourth Up Close and Personalized, International Congress on Personalized Medicine**, which will take place 17-20 June, 2015 in Tel Aviv, Israel.

Personalized Medicine (Precision Medicine) is revolutionizing the medical world. Understanding and translating genetic and molecular knowledge into clinical practice is the hallmark of this transformation. At present much of the medical practice is based on standards of care derived from the clinical studies of large cohorts that do not take into account the individual's genetic, proteomic, and metabolic characteristics. Furthermore, in spite of efforts to develop data-driven, expert-based, clinical decision support systems, there are no clear and simple means to disseminate new findings into clinical practice.

Following the great success of the previous meetings in Florence, Paris and Prague, the main focus of the Fourth Up Close and Personalized Congress is to examine the essential clinical, genomic, proteomic, metabolomic, pharmacogenomic, biomarker data and imaging necessary to predict, prevent and treat major medical conditions concerning metabolism (diabetes and obesity), cancer and autoimmunity. We will explore big data and bio-informatic tools, decision support systems and other new platforms for disease diagnosis, prediction and better tailoring treatment modeling to the individual patient. Furthermore, we will discuss policy issues such as barriers for implementing Personalized Medicine, health and quality assurance.

On behalf of the Scientific and Organizing Committees I look forward to welcoming you to Tel Aviv to what promises to be an exciting and fruitful event.

*Eddy Karnieli*

Congress Chairperson

Eddy Karnieli, MD



## **Sponsorship Opportunities**

**Feel free to speak with our industry manager about a tailor-made individual package for your organization. Anything is possible!**

### **Platinum Sponsorship Package ₪50,000**

#### **Organization of a Satellite Symposium**

- Sponsorship of a Satellite Symposium, for up to 120 minutes.
- The program is subject to the approval of the Congress Scientific Committee (Satellites will be allocated on a "first come, first served basis").
- Includes: Hall rental, standard audio/visual equipment, display table
- Permission to use the phrase: "Official Satellite Symposium of UPCP 2015."
- Symposium program and abstracts will be included in the Final Program (Subject to receipt by publishing deadline).

#### **Exhibition Space**

- 12 sqm exhibition space. Platinum Priority Exhibition space allocation
- 6 exhibitor registrations.

#### **Advertisement**

- Inclusion of sponsor's symposium invitation in the Congress bags (insert to be provided by sponsors.)
- Inclusion of one further insert for promotional purposes in the Congress bag (Insert of up to 8 A4 pages to be provided by sponsor).
- Acknowledgment of Sponsorship in the Congress book as "Platinum Sponsor"
- 2 color advertisements in the Final Program/Book of Abstracts
- Sponsor's logo with hyperlink on Congress website.
- Inclusion of symposium program on the Congress website.



## **Gold Sponsorship Package ₪30,000**

### **Exhibition Space**

- 9 sqm exhibition space. Allocation based on a "first come, first served basis."
- 4 exhibitor registrations.

### **Advertisement**

- Inclusion of one insert for promotional purposes in the Congress bag (Insert of up to 8 A4 pages to be provided by sponsor).
- Acknowledgment of Sponsorship in the Congress book as "Gold Sponsor"
- A color advertisement in the Final Program/Book of Abstracts
- Sponsor's logo with hyperlink on Congress website.

## **Silver Sponsorship Package ₪15,000**

### **Exhibition Space**

- 6 sqm exhibition space. Allocation based on a "first come, first served basis."
- 2 exhibitor registrations.
- Acknowledgment of Sponsorship in the Congress book as "Silver Sponsor"
- A color advertisement in the Final Program/Book of Abstracts
- Sponsor's logo with hyperlink on Congress website.



## **Acknowledged at the Coffee Breaks**

Sponsorship of Coffee breaks: One day ₪ **10,000**

All meeting ₪ **20,000**

Coffee will be served in the exhibit space during morning and afternoon breaks on each day of Congress sessions.

Sponsorship will be acknowledged as follows:

- Logo in Congress Program book
- A color advertisement in the Final Program/Book of Abstracts
- Significant branding at the Coffee breaks
- Sponsor's logo with hyperlink on Congress Website

## **Sponsorship of Congress Bags ₪ 16,000**

- A bag bearing the sponsor and Congress logos will be provided to each participant
- Inclusion of one insert for promotional purposes in the Congress bag
- Sponsor's logo with hyperlink on Congress Website

## **Lanyards ₪8,000**

- The sponsoring company is responsible for the production of the lanyards.
- The sponsoring company will provide approximately 400 lanyards, on which the Congress and Sponsor's logo will be displayed.
- The design of the lanyards needs to be approved by the organizers.

## **Congress Badges ₪ 7,000**

- A congress badge will be given to each conference participant.
- The conference and sponsor's logo will be displayed on the badge.
- The sponsor's logo will be included on the conference website.
- Acknowledgement in the sponsors' list in the final program.

**✚ For sponsorship package of lanyards + badges a discount will be given : ₪12,000**



### **Notepads and Pens ₪5,000**

The sponsoring company is responsible for the production of the notepads and pens. The sponsoring company will provide approximately 400 notepads and pens, on which the Congress and Sponsor's logo will be displayed. The design of the notepads and pens needs to be approved by the organizers.

### **Pocket Program ₪1,500**

Exclusive advertisement on the back cover of the pocket sized program.

### **Promotional Material ₪2,000 per insert**

Inclusion of promotional material, such as leaflets and brochures, in the participants' Congress bags.

Please note that the material should be provided by the Sponsor and must be approved by the Secretariat (maximum size A4, maximum 8 pages).

## **Advertisements**

Full-page color advertisements are available in the following Congress publications:

- Final Program/Abstract Book – Back Cover ₪3,000
- Final Program/Abstract Book – Inside Front Cover ₪2,500
- Final Program/Abstract Book – Internal Page ₪2,000

Additional advertisements within the publication are available by application.

All Sponsors will have their logo published on the Congress website with a hyperlink and on the Sponsors' list on-site.

Please note that all the above is subject to availability.

## **Special Requests**

We are aware that the Sponsorship of any of the above items may not suit your current marketing aims. In this case, we can present you with alternative offers which may be more suitable for you.

Please feel free to contact our Industry Manager to discuss your needs.



## **Acknowledgements**

Please note that all Sponsorship opportunities include:

- The publication of the Sponsors' logos with hyperlinks on the Congress website
- Acknowledgement on the Sponsors' boards on-site
- Acknowledgement in the Sponsors' list in the Final Program

Please forward your company logo (in eps 300dpi format) in both black and white and full color versions to [Yrosenfeld@paragong.com](mailto:Yrosenfeld@paragong.com)

## **Sponsor Profile**

A 100-word Sponsor company/product profile will be published in the list of Sponsors and Exhibitors in the official program and must be submitted electronically by e-mail to [Yrosenfeld@paragong.com](mailto:Yrosenfeld@paragong.com)

## **Sponsorship Application Form and Contract**

Please complete the following information and return to the Exhibition Manager:

### ***SPONSORSHIP CONTRACT APPLICATION FORM***

Please complete the following information and return to the Exhibition Coordinator:

Paragon Group  
Mr. Yaniv Rosenfeld  
60A Medinat Hayehudim St.  
4676652 Herzliya, Israel  
Tel / Fax: 972-03-576-7728  
Email: [yrosenfeld@paragong.com](mailto:yrosenfeld@paragong.com)



We, the undersigned, express our wish to sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

Company Name	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
Website	
Short company description (100 words)	

**\* Name of the company - as you wish it to appear on all acknowledgments.**

Item	Price	Total

***SPONSORSHIP CONTRACT APPLICATION FORM (continued)***

**Name of Company:** \_\_\_\_\_

Please send me a sponsorship contract and the invoice for the first 50% Method of Payment:

Credit Card:

Credit card no.: \_\_\_\_\_

Expiry Date: \_\_\_\_\_ Type of Card: \_\_\_\_\_

Name of card holder: \_\_\_\_\_

Bank Transfer:

Please make checks payable



Dan Knassim and Taaruchot Ltd.  
60 Medinat Hayehudim St.  
Herzelia  
Israel

Details will be available in the invoice

Bank charges are the responsibility of the payee.

Signature and company stamp..... Date.....

**Cancellation policy**

Cancellations will be accepted in writing only. A cancellation notice which must be received no later than 30 May 2015 will be subject to a 50% cancellation fee. Any cancellation notice received after 30 May 2015 will be subject to a 100% cancellation fee.

**Allocation of exhibition space**

Space allocation will be made on a "first-come, first-served basis". A completed contact application form accompanied by advance payment should be mailed / faxed to ensure reservation of a desired location.

**Terms and conditions**

The terms and conditions of exhibiting are included in this prospectus. Please note that signing of the application form indicates acceptance of these terms and conditions.