SPONSORSHIP & EXHIBITION OPPORTUNITIES

FIP Congress Buenos Aires 2016

28 August – 1 September 2016

“Reducing the global burden of disease – Rising to the challenge”
INTRODUCTION

The Confederación Farmacéutica Argentina (COFA), member of the International Pharmaceutical Federation (FIP), welcomes the 76th World Congress of Pharmacy and Pharmaceutical Sciences to Buenos Aires, city of tango. As the representative of all Argentinian pharmacists, we are proud to receive the largest event of the pharmaceutical profession in our country.

Under the slogan “Reducing the global burden of disease – Rising to the challenge”, the congress will focus on addressing the contribution pharmacists can make through pharmaceutical services to help achieve health objectives.

Visitors can access exhibition areas for the different stakeholders of the pharmaceutical industry at local and international level.

The 22nd Argentinian Pharmaceutical Congress will be organised parallel to the FIP congress.

Succumb to the exciting rhythm of tango and discover one of the most dazzling cities in South America!

This brochure describes what you can expect from the FIP Buenos Aires 2016 congress in terms of target audience and promoting your organisation. For more information regarding the target audience and what you can expect, please contact Oliver van der Spek (oliver@fip.org), marketing and business development manager at FIP.
ABOUT THE CONGRESS

28 August — 1 September, 2016

Following the successful FIP annual congress in Düsseldorf last year, FIP Buenos Aires promises to be the most significant global event in pharmacy and pharmaceutical sciences of 2016.

The FIP congress will offer five days of sessions, symposia, workshops, discussions and world class social events that will bring together over 3,000 participants from diverse areas of pharmacy practice and pharmaceutical sciences. The congress will take place at the Hilton Buenos Aires.

The theme of the congress is: “Reducing the global burden of disease – Rising to the challenge”.

❖ GENERAL EXHIBITION INFORMATION

Monday 29 August — Thursday 1 September 2016

The exhibition will be located in the foyers of the session halls and will be accessible for registered congress participants and registered accompanying persons during the following hours: 09:00 – 18:00.

❖ GLOBAL DEANS FORUM AND PHARMACY TECHNICIANS SYMPOSIUM

As in previous years, the Global Deans Forum and Pharmacy Technicians Symposium will be held before the congress. The Deans Forum specifically focuses on education and development among schools of pharmacy worldwide. The Pharmacy Technicians Symposium focuses on technicians. Two days are dedicated to technicians and their development. If you would like to target these groups, please let us know; we are happy to assist you.

❖ KEY DATES

Opening Ceremony  Sunday 28 August 2016
Congress programme  Monday 29 August – Thursday 1 September
Exhibition / Stands  Monday 29 August – Thursday 1 September
(09:00 – 18:00)
**CONESSUS VENUE**

Located in the prestigious Puerto Madero, the Hilton Buenos Aires hotel provides the best location for a congress in Buenos Aires. It is within walking distance of the city’s top attractions and best restaurants.

**AUDIENCE PROFILE**

The FIP congress is the only truly global event for pharmacists and pharmaceutical scientists, and all partners involved in organising the congress expect to attract over 2,500 international and more than 1,000 local professionals from community and hospital pharmacy, industry and academia, as well as pharmacy students, recent graduates and leaders of the profession and related sectors across the world.
ABOUT THE ORGANISERS

 COFA

The Confederación Farmacéutica Argentina (COFA) is the institution that represents pharmacists across Argentina through their professional associations. The 16,000 community pharmacies in Argentina serve more than a million people each month. Medicines can only be dispensed at pharmacies and a pharmacist must be responsible for each pharmacy. Argentina currently has 20,000 pharmacists practising in community pharmacy, hospital pharmacy, industry, university and other sectors.

Founded in 1935, COFA joins together 20 pharmacy school and various provincial pharmaceutical associations in Argentina. Throughout its 80-year history it has established itself as a democratic and pluralistic organisation that works for the recognition of the pharmaceutical profession in all policy areas.

COFA is also the representative body of pharmacists in international professional organisations such as FIP, the Pan American Federation of Pharmacy, the American Pharmaceutical Federation and the Pharmaceutical Forum of the Americas. COFA is a member of FIP.

 FIP

The International Pharmaceutical Federation (FIP) is the global body representing pharmacy and pharmaceutical sciences, founded in 1912. Through our 137 national organisations, academic institutional members and over 3,500 individual members, we represent over three million pharmacists and pharmaceutical scientists around the world.

FIP is a non-governmental organisation that has been in official relations with the World Health Organization since 1948. Through our partnerships and our extensive global pharmacy and pharmaceutical sciences network, we work to support the development of the pharmacy profession, through practice and emerging scientific innovations, in order to meet the world’s health care needs and expectations.

FIP’s Mission is to improve global health by advancing pharmacy practice and science to enable better discovery, development, access to and safe use of appropriate, cost-effective, quality medicines worldwide. FIP is at the table when decision makers discuss any aspects of medicines on a global level.
SPONSORSHIP OPPORTUNITIES DURING FIP BUENOS AIRES 2016

The FIP congress is an attractive framework for investing in advertisement, with an attendance of more than 3,000 pharmacists from around the world making it the most important pharmaceutical event of 2016. Do not miss the unique opportunity to position your brand with them.

There are numerous possibilities for sponsoring and partnering with the Buenos Aires congress. In addition to the items listed in the following pages, we are happy to facilitate tailored packages.

Sponsors will be listed in the final congress programme and on the congress website.

✦ CONGRESS BAGS

Exclusive sponsorship of the congress bag with the sponsor name discreetly displayed on each bag. This sponsorship also includes one piece of promotional literature in the congress bag.

- Total investment for 3,000 bags "Sole sponsor": US$ 25,000
- Total investment for 3,000 bags "Two sponsors": US$ 15,000 per sponsor
- Total investment for 3,000 bags "Three sponsors": US$ 12,000 per sponsor
**PRIVATE MEETINGS AND BREAKFAST MEETINGS**

The congress will offer the opportunity for sponsoring a number of private meetings and or breakfasts that will take place at the congress venue.

These meetings should not interfere with the congress programme and are set up by the sponsor in consultation with the congress organiser.

The price includes the following benefits:

- Session room
- Supply of basic technical equipment in the room
- Inclusion of name/logo in the final programme

Not included: travel expenses for speakers and other expenses

- *Total investment: US$ 20,000*

**WELCOME RECEPTION**

The venue for the Welcome Reception will be the foyer of the Hilton Buenos Aires.

As a sponsor you will have your signage/logos prominently displayed throughout the reception and it will be mentioned in the final programme.

- *Total investment: US$ 25,000*

**WI-FI AT THE CONGRESS CENTRE**

Wi-Fi is a key requisite for exhibitors and delegates alike. By sponsoring Wi-Fi in the congress centre, your company logo will be displayed in this Wi-Fi area.

Your name/logo will be included in the final programme.

- *Total investment: US$ 7,500*
❖ **LANYARDS**

The sponsor’s name and logo can be printed on the lanyards for the participants’ congress badges (costs include manufacturing).

- *Total advertisement investment on 3,000 lanyards: US$ 6,000*

❖ **FIP BUENOS AIRES 2016 MOBILE APP**

Our first congress app was launched at the FIP Centennial in Amsterdam with great success. This year, this easy-to-use app will include a number of additional features, including advertising with links to sponsors’ websites. This special app can be downloaded by all participants and will be promoted heavily.

- *Total investment: US$ 10,000*

❖ **COFFEE & TEA BREAKS**

Coffee and tea breaks will be served in the foyers of the Hilton Buenos Aires. Sponsor recognition will be by signage as well as in the final programme.

This sponsorship is open on an exclusive basis to a single sponsor or can be packaged on a *per diem* basis at a rate of €5,000.00 per day.

- *Total investment: US$ 5,000*

❖ **POSTER AREA IN EXHIBITION AND/OR CONGRESS CENTRE FOYERS**

The sponsor name/logo will be included in the final programme and on a dedicated sign above the poster area(s).

- *Total investment: US$ 7,500*

❖ **STUDENT & STAFF SHIRTS**

Pharmacy students will work as assistants to delegates throughout the congress and the sponsor’s name/logo printed on the sleeve of their shirts will ensure high visibility throughout the Hilton Buenos Aires.

- *Total investment: US$ 5,000*

❖ **NOTEPADS & PENS**

The sponsor name and logo will be printed on notepads and pens to be included in the congress bag (costs excluding manufacturing).

- *Total investment: US$ 5,000*
**OPENING CEREMONY**

The opening ceremony will include a wonderful customised entertainment piece. The best of Argentinian folk music, song and dance will intersperse the formalities.

The sponsor will be acknowledged during the course of the opening ceremony and will be mentioned in the final programme

- *Total investment: US$ 7,500*

**INSERT IN CONGRESS BAG**

One promotional leaflet, approved by the FIP, will be included in the congress bags of all participants.

- *Total investment: US$ 2,500*

**FIP FUN RUN**

A 5km fun run for congress delegates will take place through the streets of Buenos Aires. Participants will be provided with a T-shirt that will bear the sponsor’s logo, as well as bottled water/soft drinks.

- *Total investment: US$ 5,000*

**ADVERTISING FINAL PROGRAMME**

Should you wish to have some advertisement in the Final Programme, please see below the possibilities:

- Full colour page **US$ 1,500**
- Back cover **US$ 3,000**
- Inner cover **US$ 2,000**
- Inner back cover **US$ 2,000**
EXHIBITION DURING FIP BUENOS AIRES

The exhibition will be an integral part of the congress and offers a unique opportunity to showcase the interests and services of industry partners, both global and local.

❖ EXHIBITION STANDS (ASSEMBLY AND DISASSEMBLY)

Companies and organisations wishing to be part of the FIP Congress exhibition 2016 should note that the rent includes:

- Floor space
- Limited amount of watts per stand, extra use of electricity will cost extra

Moreover, exhibitor regulations and technical requirements for assembling stands should be met.

Stand assembly: Friday 26 August, between 07:00 – 22:00
Stand disassembly: Thursday 1 September, 18:00 – 23:00 (extends to morning of 2 September)

❖ SECTORS AVAILABLE FOR BOOTH RENTAL

<table>
<thead>
<tr>
<th>Lobby (Accreditation / Exhibition) nine slots available</th>
<th>Foyer Pacifico (Exhibition) 26 slots available</th>
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<tbody>
<tr>
<td>At this level we have nine spaces available for installation of stands. This is an attractive area because of its location. Here attendees will pass by your stand while entering and exiting the exhibition area.</td>
<td>This area will be used exclusively by congress exhibitors. There are 26 spaces available for stands. It is a wide area appealing to all attendees and connecting to the poster exhibition and conferences.</td>
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<tr>
<td>- Price per m²: US$ 300</td>
<td>- Price per m²: US$ 400 / 500</td>
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If you are interested in one of the sponsoring items, please get in contact with

Carola van der Hoeff | COO & Congress Director
International Pharmaceutical Federation (FIP)
Andries Bickerweg 5 | 2517 JP | The Hague | The Netherlands
Tel: +31 70 302 1981

If you are interested in being part of the exhibition, please get in contact with

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