

# EphMRA 2011

## Sponsorship Opportunities



EphMRA 2011  
Pharmaceutical Market  
Research Conference

27-29 June 2011  
Basel Congress Centre  
Basel, Switzerland

# **E***ph***MRA**

*European Pharmaceutical Market Research Association*

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## About EphMRA

**EphMRA Vision:** 'Creating excellence in professional standards and practices to enable Healthcare market researchers to become highly valued business partners'.

The purpose of EphMRA is to develop and improve standards and techniques in Europe for market research in the field of health and healthcare, and to strengthen the role of the Association in the relevant decision-making processes in order to support its members in their international activities and to create transparency to the general benefit. Our mission, aims and objectives are shared by our sister organisation in the USA, the PBIRG, in order to ensure mutual benefits to all international healthcare companies.

EphMRA assists its members to:

- Improve strategic decision-making throughout all member companies.
- Enhance the image of marketing research by improving techniques and methods in pharmaceutical marketing research and drives suppliers to provide cost effective solutions.
- Provide recognised standards by continuously supporting and actively participating in establishing high levels of standards and quality control in pharmaceutical marketing research.

## About EphMRA 2011

Basel is our conference location in June 2011. A city that comprises international flair with small town charm. It is no accident that the city attracts highly skilled specialists and their families from the widest possible variety of countries. A place where three countries meet, it is the fastest growing economic region in Switzerland. Clearly an appropriate location to refocus on our own business prospects and the changes needed to ensure that we too develop our continued growth.

Novartis and F.Hoffmann-La Roche are two of the most significant business entities not only in Basel but within the healthcare industry. They represent two shining examples of innovative change which we would do well to understand and appreciate.

## Contacts

### Conference Venue

#### Basel Congress Centre

MCH Swiss Exhibition (Basel) Ltd.  
4005 Basel, Switzerland

Website: [www.congress.ch](http://www.congress.ch)

### EphMRA General Secretariat

*Kindly contact the **EphMRA General Secretary** for any matters related to the Conference Programme, and to EphMRA Membership.*

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Website: [www.ephmra.org](http://www.ephmra.org)

### EphMRA Conference Organisation & Sponsoring

*Kindly contact **MCI Suisse SA** for any matters related to the Organisation of the Conference and to the Sponsoring.*

#### MCI SUISSE SA

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Website: [www.mci-group.com](http://www.mci-group.com)

## EphMRA 2011 Sponsorship opportunities

We are pleased to propose various sponsorship and advertising opportunities which should allow you to have a maximal exposure to potential customers and to highlight your commitment to the field, as well as contribute to the success of EphMRA 2011.

**Each Sponsor will be acknowledged in the Printed Conference Programme and on the EphMRA 2011 Website, and can also feature in the Advance Programme if the commitment is received by 30 October 2010.**

All prices indicated are Swiss VAT (8%) excluded (will be added on the invoice).

### 1. Publications (based on the number of registered delegates)

The sponsoring of the Publications gives the opportunity to promote your company and product/service in a very prominent and visual way:

- › On the cover page: "The printing of the *item* is kindly sponsored by *Company name*" + Logo
- › In the Sponsors' section of the Website: Company Name + Logo
- › The Sponsors will be thanked during the Conference on a slide as well as during an official announcement.

**Conference Programme** CHF 16'900.- for exclusivity\*  
CHF 11'900.-

*The Sponsor of this item will also have the possibility to publish an advertisement on the back cover page of the Conference Programme. It gives the Sponsor an excellent exposure as it is the main document used by all the participants through the Conference. Exclusive sponsorship prevents other companies from inserting an advertisement in the Conference Programme.*

**Agency Fair Guide** CHF 9'900.-

*The Agency Fair Guide is inserted in the badge holder, it is thus very visible at all times by all the delegates.*

**Delegate List** CHF 9'900.-

*The Delegate List will be distributed to each delegate in the Conference bag. It is very often kept by the participants.*

**EphMRA 2012 Call for Synopses** CHF 9'900.-

*Delegates will keep the Call for Abstracts even after the Conference as they need it to prepare their abstract, which means a longer visibility for the Sponsor.*

**Post Conference Newsletter** CHF 9'900.-

The Post Conference Newsletter is mailed directly to each delegate after the Conference. It is thus a direct marketing.

**EphMRA 2011 Website** CHF 11'900.- for exclusivity\*  
CHF 3'900.- for shared sponsorship

The Sponsor(s) of this item will get a banner on the EphMRA 2011 website (Homepage and Sponsors' section) and will get a direct link to their website. For exclusive sponsorship, the company is allowed to publish any text on its part of the "Sponsors' section". Sponsoring this item provides a high exposure as all the potential delegates go through the Website in order to register.

\* Exclusivity on a first come first served basis. From the moment a Sponsor has requested the exclusivity sponsorship, the shared sponsorship will no longer be available.

## **2. Advertisement & Inserts**

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### **2.1. Advertisement in the Conference Programme**

- › A4 whole page advertisement

The Programme is one of the most used documents, as delegates need to read through it several times a day. A colour advertisement will therefore be visible. Moreover, the A4 size of the advertisement allows the Company to advertise via a large space. The Sponsor will have to provide a high definition document.

<b>Inside Cover (2<sup>nd</sup>) or Inside Back Cover (3<sup>rd</sup>) page - in colour</b>	<b>CHF 6'900.-</b>
<b>Outside Back Cover (4<sup>th</sup>) - in colour*</b>	<b>CHF 10'900.-</b>
<b>Any Inside page - in colour</b>	<b>CHF 4'900.-</b>

\*Only available if there is no Sponsor for the Conference Programme. First come, first served basis.

### **2.2. Inserts**

EphMRA is offering all companies the opportunity to place items of literature in the delegate bag. This is open to all. The items should be A4 or A5, and a 4 page leaflet is the maximum size.

Included in the Conference bag, the inserts will be seen by all delegates.

**Inserts in Conference Bags** CHF 900.-

### 3. Promotional Material

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- › Company's Logo + Name on each item

*Delegates not only have those items with them during the whole Conference, but also take them home, using them at the office, the notepad in meetings, etc...*

<b>Conference Badge Holders</b>	<b>CHF</b>	<b>4'200.-</b>	<i>(Kindly note this is the HOLDER and not the name badge).</i>
<b>Pens</b>	<b>CHF</b>	<b>5'000.-</b>	
<b>Conference Bags</b>	<b>CHF</b>	<b>13'000.-</b>	
<b>Notepads</b>	<b>CHF</b>	<b>5'000.-</b>	<i>(A5 notepad with Company Logo in the background as watermark).</i>

*Note: The above prices include the production cost as well as the sponsorship fee. The production of the items above is taken care of by MCI Suisse SA, and no items provided by the Sponsor will be accepted.*

### 4. Services

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#### 4.1. Signage **CHF 7'000.-**

- › Company Logo + Name on specific signage boards (the signs which will feature the logo are those relating to the conference programme on 28 and 29 June).

*Delegates pass near the signs the whole day during the Conference, also reading them in order to find their way. The signs remain throughout the Conference, and thus mean a very good exposure for the Sponsor.*

#### 4.2. Relax Zone with Wi-Fi **CHF 14'900.-**

- › Including Wi-Fi connexion

*The Sponsor will benefit from the Company Name + Logo on the signage board indicating "The Relax Zone with Wi-Fi is kindly sponsored by ..." The Relax Zone with Wi-Fi is a spot highly appreciated by the participants.*

## 5. Other Sponsorship Opportunities

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### Welcome Reception

**CHF 8'900.- for exclusivity\***

**CHF 3'900.- for shared sponsorship**

Company Logo + Name on the Voucher. Possibility for the Sponsor to place a sign board at the entrance door (board to be provided by the Sponsor). Acknowledgement of the Welcome Reception Sponsor on the Social Events part of the Website.

### Evening Event

**CHF 16'900.- for exclusivity\***

**CHF 4'900.- for shared sponsorship**

Company Logo + name on the Voucher & on the Menu (displayed on each table). Possibility for the Sponsor to place a sign board at the entrance door (board to be provided by the Sponsor). Acknowledgement of the Evening Party Sponsor on the Social Events part of the Website and during the Evening Event. For an exclusive sponsorship, 3 free invitations to the Evening Event will be provided.

### Coffee Breaks

**CHF 3'900.-**

Coffee, tea and snacks will be served daily (morning and afternoon) between the Conference sessions to all delegates in the Agency Fair. The Sponsor will be acknowledged on the Coffee Break signage posted during the whole Conference and at all Coffee Break stations during the sponsored Coffee Breaks.

### Lunches

**CHF 4'900.-**

Lunches will be served within the Agency Fair Area. The Sponsor will be acknowledged on the Lunch signage posted during the whole Conference and at all lunch stations during the sponsored Lunches.

### Closing Cocktail

**CHF 4'900.- for exclusivity\***

**CHF 2'000.- for shared sponsorship**

Company Logo + Name on the voucher. Possibility for the Sponsor to place a sign board at the entrance door (board to be provided by the Sponsor). Acknowledgement of the Closing Cocktail Sponsor on the Social Events part of the Website.

*\* Exclusivity on a first come first served basis. From the moment a Sponsor has requested the exclusivity for the sponsorship, the shared sponsorship will not be available anymore.*

## 6. Sponsorship Opportunities Summary

Item	Price (excl. VAT 19%)	S* / J**
<b>Publications</b>		
Conference Programme (Exclusivity)***	CHF 16'900	S
Conference Programme (Shared Sponsorship)	CHF 11'900	J
Agency Fair Guide	CHF 9'900	S
Delegate List	CHF 9'900	S
EphMRA 2012 Call for Synopses	CHF 9'900	S
Post Conference Newsletter	CHF 9'900	S
EphMRA 2011 Website (Exclusivity)***	CHF 11'900	S
EphMRA 2011 Website (Shared Sponsorship)	CHF 3'900	J
<b>Advertisement &amp; Inserts</b>		
Inside Cover (2 <sup>nd</sup> ) or Inside Back Cover (3 <sup>rd</sup> ) page - in colour	CHF 6'900	S
Outside Back Cover (4 <sup>th</sup> ) - in colour	CHF 10'900	S
Any Inside page - in colour	CHF 4'900	S
Insert in Conference Bags****	CHF 900	S
<b>Promotional material</b>		
Conference Badge Holders	CHF 4'200	S
Pens	CHF 5'000	S
Conference Bags	CHF 13'000	S
Notepads	CHF 5'000	S
<b>Services</b>		
Signage	CHF 7'000	S
Relax Zone with Wi-Fi	CHF 14'900	S
<b>Other Sponsorship Opportunities</b>		
Welcome Reception (Exclusivity)***	CHF 8'900	S
Welcome Reception (Shared sponsorship)	CHF 3'900	J
Evening Party (Exclusivity)***	CHF 16'900	S
Evening Party (Shared sponsorship)	CHF 4'900	J
Coffee Breaks	CHF 3'900	S
Lunches	CHF 4'900	S
Closing Cocktail (Exclusivity)***	CHF 4'900	S
Closing Cocktail (Shared sponsorship)	CHF 2'000	J

\* S means Sole Sponsorship Item: The Sponsor has its logo on its own, on the sponsored item.

\*\* J means Joint Sponsorship Item: The Sponsor shares the space with another Sponsor.

\*\*\* Exclusivity on a first come first served basis. From the moment a Sponsor has requested the exclusivity for the sponsorship, the shared sponsorship will not no longer be available.

\*\*\*\* Sole Sponsorship Item per insert. There might be several inserts in the Conference bags.

**Important:** Exclusive sponsorship prevents other companies from inserting an advertisement in the Conference Programme. **Until 11 November, requests for exclusive sponsorship will prevail over requests for shared sponsorship. As such, no confirmation will be sent for shared sponsorship request before 12 November.**

# Payment and Conditions

## 1. Payment conditions

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**All prices indicated in this document are Swiss VAT (8%) excluded.**

All payments must be made in Swiss Francs (CHF).

Payment is due within 30 days from the date of the invoice.

If the invoice remains unpaid after 30 days then a late payment penalty fee is applied as following:

Invoice Amount	Penalty fee added
CHF 0 - 1'000	CHF 100,-
CHF 1'001 - 5'000	CHF 250,-
CHF 5'001 - 10'000	CHF 500,-
CHF 10'001 and over	CHF 750,-

If the invoice remains unpaid after 90 calendar days the membership is withdrawn.

### **Payment by bank transfer at MCI Suisse SA**

MCI Suisse SA, UBS SA - Rue des Noirettes 35 - 1211 Genève

Account N°: 240-369.393.00U

Swift code: UBSWCHZH80A

IBAN CH94 0024 0240 3693 9300U

### **Payment by Credit Card**

For payment by credit card, following details will be needed: Cardholder's Name, Card Number, Card Expiry Date, Card CVC.

## 2. Cancellation conditions

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Cancellations and changes to your original booking must be made in writing to MCI Suisse SA.

**Until 14 February 2011**, 50% of the total cost can be refunded.

**From 15 February to 14 March 2011**, 25 % of the total cost can be refunded.

**From 15 March 2011**, 100% of the total cost of each item will be retained. No refund will be possible.

## 3. Technical information

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Kindly note that for all the sponsorship items mentioned, further technical details will be provided to you upon reservation, confirmation and payment of the given items.

All the items are produced by MCI and EphMRA. No items can be provided by the Sponsors.

## Conference venue overview



### **Congress Centre Basel**

MCH Swiss Exhibition (Basel) Ltd.  
4005 Basel, Switzerland

Situated in Switzerland at the heart of Europe, Basel is one of the continent's most convenient locations for major events. The Congress Centre Basel is in the city centre and easy to get to, while the Old Town, the shopping districts and the city's many museums and parks are within easy walking distance – and just a few minutes away by public transport.

The Congress Centre Basel covers a larger area than any other congress venue in Switzerland. Our multi-purpose spaces, professional services and proven expertise in the organisation of congresses, conferences, seminars, exhibitions and presentations make absolutely certain that your event will run without a hitch.

## Dates to remember

- 30 October 2010**      Deadline for sponsorship booking to appear in the Advance Programme.
- 11 November 2010**      Deadline for presenting an exclusive sponsorship request.
- 14 March 2011**      Deadline for cancellation of any sponsorship items. After this date, no refund - even partial - will be possible.