

**EphMRA 2012**  
**Sponsorship Opportunities**



**19-21 June, 2012**  
**Pullman Hôtel Montparnasse**  
**Paris, France**

**EphMRA**

*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.

# Contacts

## Conference Venue

### **PULLMAN HÔTEL MONTPARNASSE**

19 Rue du Commandant Mouchotte

Tel: +33 1 40 55 67 71

Fax: +33 1 40 55 67 81

Website: [www.accorhotels.com](http://www.accorhotels.com)

## EphMRA Secretariat

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

### **Bernadette Rogers**

351 Mottram Road, Stalybridge,  
Cheshire SK15 2SS, United Kingdom

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E-mail: [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org)

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**

Laetitia Slottved & Helene Marot

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1211 Geneva 13, Switzerland

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

# EphMRA 2012 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 2012.

**Each Sponsor will be acknowledged in the Printed Conference Programme and on the EphMRA 2012 Website. If the commitment is received by 15 November 2011 the sponsor may also feature in the Advance Programme**

***Notice to all EphMRA Sponsors:*** Once a sponsor has confirmed and paid, a 'Sponsor Badge/Tag' will be provided by EphMRA (jpeg format) which can be used by the sponsor to demonstrate they are a conference sponsor. This can be used up until end July 2012. Any press releases, promotional materials etc. which sponsors wish to release about their involvement in the conference must be pre-approved by EphMRA

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

## **1. Publications** (for printed items, the number produces is based on the number of registered delegates)

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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

**Conference Programme** CHF 9'900.-  
(printed and inserted in the badge holder)

*The Conference Programme is used onsite and will be inserted into the badge holder. It gives the Sponsor an excellent exposure as it is the main document used by all the participants through the Conference.*

**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 2013 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 2012 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 2012 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.

### **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...

**Conference Badge Holders** CHF 4'200.-  
(Kindly note this is the HOLDER and not the name badge).

**Pens** CHF 5'000.-

**Conference Bags** CHF 13'000.-  
(Screen-print Sponsor logo along with EphMRA logo)

**Notepads** CHF 5'000.-  
(A5 notepad with Company Logo on the cover along with EphMRA logo).

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 ones mentioning the programme).

*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.*

# Promotional Items

## 1. Inserts

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### Delegate Bag 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 a one page (back & front) A4 or A5 format.*

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

### Insert in Conference Bags

**CHF 900.-**

# Summary

Sponsorship Items	Price (excl. VAT 8%)	S* / J**
<b>Publications</b>		
Conference Programme	CHF 9'900	S
Agency Fair Guide	CHF 9'900	S
Delegate List	CHF 9'900	S
Post Conference Newsletter	CHF 9'900	S
EphMRA 2012 'Asia in the Spotlight' Website (Exclusivity)***	CHF 11'900	S
EphMRA 2012 'Asia in the Spotlight' Website (Shared)	CHF 3'900	J
<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 Event (Exclusivity)***	CHF 16'900	S
Evening Event (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
<b>Promotional Item</b>		
Insert in Delegate Bags	CHF 900	****

\* 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.

\*\*\*\* One Company 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 20 November, 2012 requests for exclusive sponsorship will prevail over requests for shared sponsorship. As such, no confirmation will be sent for shared sponsorship request before 21 November, 2012.**

# Payment 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 2012**, 50% of the total cost can be refunded.

**From 15 February to 14 March 2012** 25 % of the total cost can be refunded.

**From 15 March 2012**, 100% of the total cost of each item will be retained. No refund will be possible.

## 3. "Exhibitor Pack" - Technical Information

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Kindly note that for all the sponsorship items mentioned, further technical details will be provided in early 2012. This is only sent 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

### PULLMAN HÔTEL MONTPARNASSE

19 Rue du Commandant Mouchotte

Tel: +33 1 40 55 67 71

Fax: +33 1 40 55 67 81

Website: [www.accorhotels.com](http://www.accorhotels.com)



The **Pullman Paris Montparnasse** is a contemporary hotel, ideally located in the heart of the historical, commercial and cultural Left Bank district of Paris. The hotel is a stone's throw from the **Montparnasse train station**, a few minutes' walk from the **Latin Quarter** and 10 minutes by metro from the **Eiffel Tower**. With 953 rooms, all with spectacular views, and all of the latest technology and Wi-Fi, this is one of the largest conference hotels in Europe.

## Dates to Remember

- 15 November 2011**      Deadline for sponsorship booking to appear in the Advance Programme.
- 20 November 2011**      Deadline for presenting an exclusive sponsorship request.
- 14 March 2012**      Deadline for cancellation of any sponsorship items. After this date, no refund - even partial - will be possible.