

# EASO

European Association for the Study of Obesity

## *15th European Congress on Obesity*



## *Sponsorship and Exhibition Prospectus*

# *15th Eco*

Budapest, Hungary  
22nd - 25th April 2007

[www.eco2007.org](http://www.eco2007.org)

## The Congress

The 15<sup>th</sup> European Congress on Obesity (ECO2007) will take place in Budapest, Hungary from 22<sup>nd</sup> to 25<sup>th</sup> April 2007. The congress will be hosted by the European Association for the Study of Obesity (EASO) and the Hungarian Society for the Study of Obesity (HSSO).

The objectives of the European Congress on Obesity are:

- To provide an annual forum for the dissemination of information about research advances in the field of obesity
- To identify, debate and promote innovative preventive and treatment strategies to reduce the prevalence of obesity and its associated burden of diseases.

## Delegates

The congress expects to attract approximately 3000 international delegates who are experts and opinion leaders in the field of obesity and its related conditions.

Delegates cover a wide range of professions including, clinicians, scientists, allied health professionals working in the field of obesity research and education, opinion leaders and advocacy groups, health related organisations, governments, policy makers, representatives of UN Bodies and the international community.

## Why Sponsor

Obesity poses one of the greatest public health challenges for the 21<sup>st</sup> century, with particularly alarming trends in several parts of the world, including Europe. The prevalence of adult obesity has risen three-fold in many European countries since the 1980s. The epidemic is spreading at particularly high rates in children. The management of Obesity and its related disorders is now at the forefront of Government and Public Health initiatives across Europe. There is increasing concern within the European Union and the WHO Regional Office for Europe about Obesity and its co-morbidities such as Type 2 Diabetes, Hypertension, Cardiovascular Disease and Cardiometabolic Risk and Prevention.

EASO is supporting initiatives such as the EU Platform on Diet, Physical Activity and Health and is involved in a consultation process with the WHO Regional Office for Europe which will culminate in a European Union Ministerial Conference on Counteracting Obesity, taking place in Istanbul in November 2006. It can be anticipated that Obesity will be a major political issue in Europe in 2007 and the 15<sup>th</sup> European Congress on Obesity will provide an essential platform for discussion on the latest scientific developments in the field.

The scientific programme has been developed by a committee of leading experts and comprises 4 main tracks: Cellular and Molecular Mechanisms; Integrated Physiological Systems; Disease and Treatment; and Public Health and Prevention. The interdisciplinary nature of Obesity research and education allows the programme to address key issues on Obesity and its co-morbidities, thus attracting delegates from a variety of specialties.

The European Congress on Obesity is the most important annual congress on Obesity held in Europe. Sponsorship of the congress will demonstrate your commitment to addressing the problem of Obesity and will help EASO achieve its important and challenging goals. It will also provide companies and organisations with an outstanding opportunity to promote their products and services to obesity specialists from Europe and around the world. As the European Congress on Obesity will not be held in 2006, European professionals will be keen to get together after ECO2005 in Athens. ECO2007 therefore promises to be one of the biggest ECOs to date!

In this brochure you will find information on all sponsorship and exhibition opportunities. For further assistance, please contact the Congress Organisers. Contact details can be found on page 4.

## Host Associations

### The European Association for the Study of Obesity (EASO)

Established in 1988, the European Association for the Study of Obesity has more than 2500 members in 27 countries. Members come from a wide range of professions including sports specialists, dieticians, doctors and scientists. EASO aims to promote research into obesity, facilitate contact between individuals and organisations, and promote action that tackles the epidemic of obesity. In 2001, EASO launched three task forces, one on Public Health and Prevention, one on Obesity Management and one on Childhood Obesity.

The establishment of these task forces reflects the goals of EASO:

- Enhancing understanding and treatment of obesity across Europe
- Improving the quality of obesity education in Europe
- Developing a coherent approach to obesity management throughout Europe
- Forging European and global links between individuals and organisations concerned with the study of obesity
- Connecting active researchers from diverse disciplines who contribute to the development of a European perspective on obesity.
- Providing optimal input at the international level from this European perspective

[www.easoobesity.org](http://www.easoobesity.org)

### The Hungarian Society for the Study of Obesity (HSSO)

The Hungarian Society for the Study of Obesity was founded in Siofok, Hungary on 19<sup>th</sup> September 1999, as an organisation of public usefulness and to continue the aims and activities of its predecessor, The Hungarian Foundation for the Study of Obesity (HFSO), which was established in 1992.

The scope of HSSO is:

- To bring together individuals interested in obesity, both from research and management backgrounds
- To promote preventive, diagnostic and curative medical approaches of obesity
- To participate in graduate and post-graduate teaching programmes for clinicians and health care professionals in obesity-related fields
- To collaborate with other national societies in the organisation of joint events on obesity related events

HSSO became a member of EASO in 1999 and of the International Association for the Study of Obesity (IASO) in 2000. The original foundation organised a large number of events for its members including 19 national and 10 regional conferences plus 8 symposia. An expert group produced the proceedings of the Consensus Conference of Obesity held in 1998, providing a state-of-the-art report and guidelines for healthcare professionals on the diagnosis, treatment, aetiology and prevention of obesity (including childhood obesity). The latest Consensus Conference on Obesity was held on 30<sup>th</sup> April 2004.

In 2000, HSSO founded its own scientific journal, *Obesitologia Hungarica*. HSSO now has 387 members and has organised annual conferences since 1992 on a wide range of themes including Hypertension and Obesity, Food Intake Disorders, Absorption of Carbohydrates and Lipids, Metabolic Causes of Cardiac Disease and Childhood Obesity.

[www.elhizastudomany.hu](http://www.elhizastudomany.hu)

## Previous ECOs

The first European Congress on Obesity (ECO) took place in Stockholm in 1988. ECO now takes place on an annual basis, (except in the year of an International Congress on Obesity) and attracts thousands of international delegates.

• 1988	Stockholm - Sweden	• 1999	Milan - Italy
• 1989	Oxford - England	• 2000	Antwerp - Belgium
• 1991	Nice - France	• 2001	Vienna - Austria
• 1992	Noordwijkerhout - The Netherlands	• 2003	Helsinki - Finland
• 1993	Ulm - Germany	• 2004	Prague - Czech Republic
• 1995	Copenhagen - Denmark	• 2005	Athens - Greece
• 1996	Barcelona - Spain	• 2007	Budapest - Hungary
• 1997	Dublin - Ireland	• 2008	Geneva - Switzerland

## Committees

**Congress Chair:** László Halmy

**Congress Co-chair:** Péter Jákó

**Local Organising Committee:**

László Bajnok  
István Barna  
Éva Erhardt  
Csaba Halmy  
Eszter Halmy  
Éva Martos  
Csaba Nyakas  
György Paragh  
József Pucsok  
János Szvitek  
Sándor Túri

**International Scientific Committee:**

Wim Saris, The Netherlands (Chair)  
France Bellisle, France  
Ellen Blaak, The Netherlands  
Vojtech Hainer, Czech Republic  
László Halmy, Hungary  
Nicholas Katsilambros, Greece  
Jan Kopecky, Czech Republic  
Inge Lissau, Denmark  
Csaba Nyakas, Hungary  
Renato Pasquali, Italy  
Constantine Tsigos, Greece

**Financial Committee:**

Eszter Halmy  
Antal Czinner  
Ferenc Kovács

**Social Committee:**

József Pucsok  
Attila Pintér  
Gábor Zajkás

**Advisory Board:**

Gyula Gyenis  
Gyula Pados  
Aila Rissanen  
Dragan Micic  
Ioannis Kaklamanos  
Marie Kunesova  
Yves Schutz

**EASO Executive Board:**

Peter Kopelman, President  
Vojtech Hainer, President-Elect  
Jean-Michel Oppert, Treasurer  
Marleen van Baak, Secretary

**Congress Organiser:**

EASO Secretariat

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## Congress Organiser

The 15<sup>th</sup> European Congress on Obesity will be organised 'in-house' by the EASO Secretariat, with all organisational matters being dealt with by Obesity International Trading Ltd, a wholly owned subsidiary of IASO. In-house organisation will enable us to reduce registration fees (which will increase delegate numbers) and will allow us to establish consistency and transparency in the organisation of our congresses.

Should you require any further information, please contact us at:

**15<sup>th</sup> European Congress on Obesity**  
**European Association for the Study of Obesity**  
231 North Gower Street  
London, NW1 2NR, UK

**Tel:** +44 (0) 20 7691 1900

**Fax:** +44 (0) 20 7387 6033

**Email:** [eco2007@easoobesity.org](mailto:eco2007@easoobesity.org)

**Web:** [www.eco2007.org](http://www.eco2007.org)

## Venue

ECO2007 will be held at the Budapest Sports Arena. The Arena is situated in the heart of the city and can be easily reached by car or by public transport. It is 25 minutes from Budapest airport and only two minutes from the Népstadion Metro station.

The state of the art, 21<sup>st</sup> century facility is capable of accommodating up to 12,500 delegates in safety and comfort. The venue is equipped with the most modern audio visual equipment.

## Scientific Programme: 'From Cell to Society'

The International Scientific Committee has agreed the following structure:

- Track 1 – Cellular and Molecular Mechanisms  
Track 2 – Integrated Physiological Systems  
Track 3 – Disease and Treatment  
Track 4 – Public Health and Prevention
- 6 Plenary Lectures, each lasting 45 minutes.
- 4 Review Sessions per track (a total of 16 review sessions). Each Review Session will last for 90 minutes and will consist of 3 individual lectures.
- Poster sessions will form an integral part of the programme and will be integrated into the main programme and not held at lunchtime. At least one (guided) poster session (where all poster authors must be present at their poster) will be timetabled for each track and will run in parallel with oral sessions.
- Maximum of 5 parallel sessions – 4 oral sessions plus 1 poster session or workshop.
- The EASO Young Investigator Award Lectures will take place during the Opening Ceremony.
- A maximum of 15 'Hot Topic' abstracts will be selected and will be presented as posters.

## Draft Abstract Topic List

### Track 1 – Cellular & Molecular Mechanisms

International Track Head: Jan Kopecky

Genes Underlying Regulation of Energy Balance  
Transcriptional and Post-Transcriptional Control  
Modulation of Gene Expression by Diet & Physical Activity  
Cell Signalling and Metabolism  
Intracellular Control of Lipid Metabolism  
Mitochondrial Function  
AMP-Activated Protein Kinase  
Fatty Acid Transport  
Thermogenesis  
Adipokines  
Inflammatory Response in Different Tissues  
Genotype and Treatment  
New Therapeutic Targets

### Track 3 – Disease and Treatment

International Track Head: Constantine Tsigos

Metabolic Syndrome  
Asthma and Sleep Disorders  
Reproductive Abnormalities and Cancer  
Eating Behaviour / Eating Disorders  
Dietary/Nutrient Patterns and Obesity  
Inflammatory Markers / Adipokines  
Dietary Interventions  
Exercise for Obesity  
Drug Induced Weight Loss and Weight Gain  
Predictors of Weight Maintenance  
Emerging Therapeutic Options  
Obesity Surgery  
Long Term Outcomes

### Track 2 – Integrated Physiological Systems

International Track Head: Ellen Blaak

Energy Metabolism  
Appetite Control  
Body Weight Regulation by the Brain  
Gut-Brain Axis  
Cross Talk Adipose Tissue, Muscle, Liver and Brain  
Obesity and Insulin Action  
Ectopic Fat  
Inflammation and Stress Hormones  
RAS in Obesity  
Perinatal Programming  
Aging and Metabolism  
Animal Models of Obesity  
Emerging Technologies

### Track 4 – Public Health and Prevention

International Track Head: Inge Lissau

Epidemiology and Prevalence  
Population Genetics  
Burden of Obesity  
Ethnic Differences in Obesity  
Obesity in Developing Economies  
Obesity in Minority Populations  
Age & Gender Influences on Obesity  
Food & Nutrient Intake Patterns  
Behavioral Interventions  
Environmental & Economic Based Interventions  
Physical Activity Interventions  
School-Based Interventions  
Food Supply & Marketing

Further information on the scientific programme will be available on the congress website from April 2006 and will be distributed in the Preliminary Programme.

## SCIENTIFIC PROGRAMME (PROVISIONAL)

	Sunday 22 April	Monday 23 April				
08.30 hrs	Registration	Plenary 1 (08.30 hrs - 09.15 hrs)				
09.00 hrs						
09.15 hrs		Oral Sessions (09.30 hrs - 11.00 hrs)				
09.30 hrs						
10.00 hrs		Oral Session 1	Oral Session 2	Oral Session 3	Oral Session 4	Workshop 1
10.30 hrs	Industry Sponsored Satellite Symposium 1 (10.00 hrs - 12.00 hrs)	Coffee Break/Commercial Exhibition				
11.00 hrs		Review Sessions (11.30 hrs - 13.00 hrs)				
11.30 hrs		Review Session 1	Review Session 2	Review Session 3	Review Session 4	Workshop 2
12.00 hrs		Lunch and Exhibition				
12.30 hrs	Industry Sponsored Satellite Symposium 2 (13.00 hrs - 15.00 hrs)	Industry Sponsored Satellite Symposium 4 (13.30 hrs - 14.30 hrs)				
13.00 hrs						
13.30 hrs						
13.45 hrs		Plenary 2 (14.45 hrs - 15.30 hrs)				
14.00 hrs						
14.30 hrs	Industry Sponsored Satellite Symposium 3 (15.30 hrs - 17.30 hrs)	Coffee Break/Commercial Exhibition				
14.45 hrs		Review Sessions (16.00 hrs - 17.30 hrs)				
15.00 hrs						
15.30 hrs		Review Session 5	Review Session 6	Review Session 7	Review Session 8	Poster Session - Track 1
16.00 hrs						
16.30 hrs	Opening Ceremony to include Young Investigator Award lectures	Oral Sessions (17.45 hrs - 19.15 hrs)				
17.00 hrs		Oral Session 5	Oral Session 6	Oral Session 7	Oral Session 8	Poster Session - Track 2
17.15 hrs						
17.30 hrs						
17.45 hrs						
18.00 hrs	Welcome Reception (19.30 hrs - 21.30 hrs)	Social Event (Delegate Concert) (20.00 hrs - 22.00 hrs)				
18.30 hrs		Young Investigators United (20.00 hrs - 24.00 hrs)				
19.00 hrs						
19.15 hrs						
19.30 hrs						
20.00 hrs						
20.30 hrs						
21.00 hrs						
21.30 hrs						

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## Major Sponsorship: €70,000.00 + VAT

As a Major Sponsor of the congress, your organisation will benefit from superior exposure and recognition leading up to and throughout the congress. In addition to numerous benefits reserved for major sponsors, your company will receive a hosted satellite symposium within the core congress hours.

### Major Sponsorship Benefits include:

- A satellite symposium to be held in the main congress auditorium within core congress hours. The topic of each symposium must be approved by the International Scientific Committee
- Exhibition space of 50m<sup>2</sup> (space only)
- 10 Exhibitor Registrations. Exhibitor registration includes:
  - Access to the Exhibition Area
  - Access to the Poster Area
  - Access to the Catering Areas
  - Access to the Opening Ceremony and Welcome Reception
- 2 Complimentary Conference Registrations
- 2 Invitations to the Speakers' Dinner
- One full page colour advertisement in the congress programme book (inside front or inside back cover)
- Half page company profile entry in the congress programme
- One Delegate Bag Insert
- Acknowledgement as a Major Sponsor on the congress website with a hyperlink to your company website
- Acknowledgement in all congress print material (to include the Registration Brochure, Programme Book and Programme-at-a-Glance)
- Acknowledgement by the Congress Chairman at the Opening and Closing Ceremonies
- Signage to be displayed extensively throughout the venue
- First choice of all other sponsorship opportunities
- Congress logo for use in your promotional material

## Principal Sponsorship: €40,000.00 + VAT

Principal sponsors will receive excellent exposure leading up to and throughout the congress.

### Principal Sponsorship Benefits include:

- A satellite symposium to be held in the main congress auditorium within core congress hours. The topic of each symposium must be approved by the International Scientific Committee
- First Choice of Exhibition Space (after Major Sponsors)
- 5 Exhibitor Registrations. Exhibitor registration includes:
  - Access to the Exhibition Area
  - Access to the Poster Area
  - Access to the Catering Areas
  - Access to the Opening Ceremony and Welcome Reception
- 2 Invitations to the Speakers' Dinner
- Half page company profile entry in the congress programme
- One Delegate Bag Insert
- Acknowledgement as a Principal Sponsor on the congress website
- Acknowledgement in all congress print material (to include the Registration Brochure, Programme Book and Programme-at-a-Glance)
- Acknowledgement by the Congress Chairman at the Opening and Closing Ceremonies
- First choice of all other sponsorship opportunities (after Major Sponsors)
- Congress logo for use in your promotional material



## Tailor-Made Sponsorship Packages

In addition to the packages above, you can tailor your marketing strategy by purchasing individual sponsorship items as detailed below. We will be happy to work with you to maximise the return on your investment by helping you to pick from the list of individual sponsorship items, to create a successful package for your organisation.

Further to this, any additional ideas that you may have to promote your products and services are welcome for consideration.

All sponsors will receive the customary acknowledgements outlined in this brochure, regardless of their level of investment. Additional acknowledgements and benefits are listed throughout this prospectus to coincide with the opportunities undertaken and the level of sponsorship achieved.

## Programme and Speakers

### Company Sponsored Symposium: €35,000.00 + VAT

A company sponsored symposium is the perfect opportunity to exchange ideas and experiences between industry and scientists.

#### Benefits include:

- A satellite symposium to be held in the main congress auditorium within core congress hours. The topic of each symposium must be approved by the International Scientific Committee
- One Delegate Bag Insert
- Exposure to a large target audience
- Company logo on all Session signage
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

### Poster Sessions: €10,000.00 per poster session + VAT

Themed Poster Sessions will form an integral part of the scientific programme. The International Scientific Committee expects to receive in the region of 800 abstracts for poster presentations and free communications. The poster exhibition will be located close the commercial exhibition and to all catering areas and the scientific programme has been structured to ensure maximum attendance at poster sessions.

#### Benefits include:

- Company logo on each poster board (logo printed on each poster number)
- Company logo on all Poster Session signage
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

### Speakers Dinner: €15,000.00 + VAT

The speakers dinner will be held at one of the most prestigious venues in Budapest and the invitees will include all invited speakers, all ECO2007 organising committee members and the EASO Executive Board.

This is an excellent opportunity to support this prestigious event and gain access to the key opinion leaders in the field.

#### Benefits include:

- Company logo printed on all signage at the venue
- Access to Key Opinion Leaders
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Acknowledgement by the Congress Chairman at the Opening and Closing Ceremonies
- Congress Logo for use in your promotional materials

## Speaker Support: €2,000.00 Per Speaker + VAT

The International Scientific Committee will invite experts from around the world to give lectures. Supporting invited speakers will allow us to bring world leaders to ECO2007.

### Benefits include:

- Association with World Leaders in Obesity Research
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Acknowledgement by the Congress Chairman at the Opening and Closing Ceremonies
- Congress Logo for use in your promotional materials

## Young Investigators United: €7,500.00 + VAT

EASO and HSSO are of the firm belief that young scientists and researchers represent the future of the discipline and wish to encourage as many as possible to attend ECO2007. Young Investigators United was established in 2005 with the aim of facilitating the networking of young European scientists and providing an arena for the exchange of ideas and best practices between experts and experts-to-come. This will promote and improve opportunities for future collaborations or consultations when heading for the common goal: preventing and treating obesity.

The Young Investigators United group will organise a specific workshop and social event during ECO2007 – the inaugural event at ECO2005 was a great success with over 60 participants from 15 European countries attending. This is an opportunity for you to develop long term relationships with the brightest young researchers in the field.

### Benefits include:

- Company Logo on all Young Investigators United print material and signage
- 2 complimentary tickets to the Young Investigators United Workshop and Social Event
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Acknowledgement by the Congress Chairman at the Opening and Closing Ceremonies
- Congress Logo for use in your promotional materials

## Printed Materials

### Preliminary Programme: €7,500.00 + VAT

The preliminary programme will contain information on the scientific programme including details of the Plenary Lectures and Review Sessions. It will also contain a Call for Abstracts and registration information. It will be mailed to approximately 10,000 potential delegates, distributed at numerous international congresses and will be available on the congress website plus the IASO and EASO websites.

An excellent opportunity for long term exposure to a high number of potential delegates.

#### Benefits include:

- Full page advertisement on the outside back cover of the Preliminary Programme
- Long term exposure
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

### Congress Programme: €10,000.00 + VAT

Together with the abstract supplement, the Congress Programme will be the main point of reference for delegates throughout the congress and beyond. It will contain the official congress timetable, full details of all sessions (plenary lectures, review sessions, oral session, workshops and poster sessions), information on speakers and details of the company sponsored satellites. It will also contain detailed information on the Congress sponsors, exhibition layout and exhibitors, social events and the organisers.

All registered delegates will receive a copy of the Congress Programme at registration.

An excellent opportunity for long term exposure to all registered delegates.

#### Benefits include:

- Full page advertisement on the outside back cover of the Congress Programme
- Long term exposure
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

### Congress Programme Advertisement: €2,500.00 Per Advertisement + VAT

Every registered delegate will receive a copy of the Congress Programme which will be heavily referred to during the congress and beyond, making this a high profile, long term sponsorship opportunity.

#### Benefits include:

- Full page, full colour advertisement in the body of the Congress Programme
- Long term exposure
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

**Note:** Half page advertisements are also available. Please contact the organisers for further details.

## Abstract CD ROM: €7,500.00 + VAT

**Note: Cost of production to be covered by the sponsor**

The Congress CD ROM will contain an electronic copy of the proceedings, including details of the programme and all abstracts. It will be used for reference long after the event and will give companies lasting exposure to delegates and their colleagues.

### **Benefits include:**

- Company logo printed on CD ROM (placement of the logo will be at the discretion of the organisers)
- Long term exposure
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

## Certificates of Attendance: €5,000.00 + VAT

Each registered delegate, provided that they attend the congress, is entitled to a Certificate of Attendance. Sponsorship of the Certificates of Attendance will guarantee long term exposure to delegates.

### **Benefits include:**

- Company logo printed on every certificate
- Long term exposure
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

## Pocket Programme-at-a-Glance: €7,500.00 + VAT

Every registered delegate will receive a 'pocket' programme which will contain an overview of the scientific programme plus maps of the venue and Budapest. This item offers high exposure as delegates will refer to it throughout the congress.

### **Benefits include:**

- Company logo printed on the front cover
- Exposure throughout the Congress
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

## Signage: €12,000.00 + VAT

Effective signage is key to the on-site success of a congress and is constantly referred to by delegates. This is an excellent opportunity for high visibility of your brand throughout the congress.

### **Benefits include:**

- Company logo printed on all signage
- High visibility
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

## Delegate Materials and Services

### Delegate Bags: €25,000.00 + VAT

Each registered delegate will receive a Delegate Bag which will contain congress materials including the abstract book, programme book, delegate pad & pen and company literature. Sponsorship of the Delegate Bag ensures high visibility during the Congress and a lasting exposure afterwards.

**Benefits include:**

- Company logo printed on each Delegate Bag (placement of the logo will be at the discretion of the organisers)
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

### Delegate Bag Insert (Per Insert): €2,500.00 + VAT

Advertising in the delegate bags is a highly effective way of reaching the target audience. The delegate bag contains all congress materials and delegates' use and referral to it will extend beyond the congress.

**Benefits include:**

- Direct exposure to all registered delegates
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

### Delegate Badges: €12,000.00 + VAT

Each delegate will be provided with an official name badge, which they must wear at all times during the Congress. This offers a fantastic opportunity for brand identification throughout the congress.

**Benefits include:**

- Company logo printed on each Delegate Badge
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

### Delegate Pad and Pen: €10,000.00 + VAT

Most delegates take notes during conferences. A customised notepad and pen, displaying the company logo, will be an excellent vehicle for brand recognition with delegates during and after the Congress.

**Benefits include:**

- Company logo printed on each Delegate Pad and Pen
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

## Delegate Transport: €25,000.00 + VAT

Each delegate will receive a 'Budapest Card' which will allow them to travel around the city, using public transport (buses and underground), free of charge for the duration of the congress.

This service is of great benefit to delegates who will use the card not only during congress opening hours but during their own leisure time. Company branding on the 'Budapest Card' will allow the company to benefit from high exposure to delegates whilst helping to fund a greatly beneficial service to delegates.

### Benefits include:

- Company logo printed on each 'Budapest Card'
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Acknowledgement by the Congress Chairman at the Opening and Closing Ceremonies
- Congress Logo for use in your promotional materials

## Internet Café: €10,000.00 + VAT

The Internet Café will be situated at the heart of the congress – in the same area as the commercial exhibition, catering and poster exhibition. The Internet Café is an invaluable service which will give delegates the opportunity to access email whilst at the congress. It is anticipated that the Internet Café will be hugely popular with delegates.

### Benefits include:

- Naming rights to the Internet Café
- Signage in the Internet Café, including screensavers
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

## Congress Website: €10,000.00 + VAT

The Congress Website will be potential delegates' main source of information about the congress. All abstract submission will be on-line and we anticipate that the majority of registration and accommodation bookings will also be received via the Congress Website. The site will be regularly updated with information on the scientific programme, registration dates and abstract submission instructions and general information on the congress.

The website will be live from May 2005 until June 2007 and offers companies an excellent opportunity for maximum exposure in the run up to the congress.

### Benefits include:

- Company logo on the Congress Website 'homepage'
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement by the Congress Chairman at the Opening and Closing Ceremonies
- Congress Logo for use in your promotional materials
- Long-term Exposure

## Message System: €10,000.00 + VAT

When a congress has over 2500 registered delegates, it is often difficult to meet friends and colleagues. The Congress Message System will allow delegates to leave important messages for each other and will operate from a dedicated 'Message Desk' in the registration area. Names of delegates with messages to collect will be displayed on monitors throughout the congress centre.

### Benefits include:

- Naming rights to the Message System
- Signage on all Message System monitors
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

## Social Events and Catering

The social programme at any congress offers an excellent opportunity for companies to gain exposure to delegates as they interact in a relaxed, informal setting.

### Welcome Reception: €20,000.00 + VAT

The Welcome Reception will follow the Opening Ceremony and will be attended by the majority of registered delegates. Guests will be offered traditional Hungarian refreshments and entertainment.

**Benefits include:**

- Company logo on all tickets and signage
- Company Logo displayed at all catering points
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

### Delegate Concert: €20,000.00 + VAT

The Delegate Concert will be an ideal opportunity for delegates, speakers and sponsors to interact in an informal setting in one of the most beautiful buildings in Budapest.

**Benefits include:**

- Company logo on all Delegate Concert tickets and signage
- Long term exposure
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

### Gala Dinner: €35,000.00 + VAT

The Gala Dinner will be the major social event of the congress. Delegates will be invited to an evening of Hungarian hospitality and entertainment at the world famous Lázár Equestrian Park. The Gala Dinner promises to be a spectacular event, the memories of which will remain with delegates for years to come.

**Benefits include:**

- Company logo on all Gala Dinner tickets and signage
- Long term exposure
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

### Lunch (Per Day): €10,000.00 + VAT

All registered delegates will be offered a packed lunch on each full day of the congress (23<sup>rd</sup> and 24<sup>th</sup> April 2007).

**Benefits include:**

- Company logo displayed at all catering points and on lunch bags
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials



## Coffee Break (Per Break): €5,000.00 + VAT

All registered delegates will be offered tea/coffee at designated coffee breaks as follows:

23 <sup>rd</sup> April 2007	Morning Coffee Break
23 <sup>rd</sup> April 2007	Afternoon Coffee Break
24 <sup>th</sup> April 2007	Morning Coffee Break
24 <sup>th</sup> April 2007	Afternoon Coffee Break
25 <sup>th</sup> April 2007	Morning Coffee Break

### Benefits include:

- Company logo displayed at all catering points
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

## Other

### Corporate Memory Sticks: €2,500.00 + VAT

**Note: Cost of production to be covered by the sponsor**

This is an excellent opportunity to provide delegates with a high-value branded product which will be used well beyond the congress.

### Benefits include:

- Company logo on each Memory Stick
- High value, long term exposure
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

### Hotel Room Drop: €2,500 per hotel + VAT

The majority of registered delegates will stay at the official congress hotels. A room drop will enable you to communicate information on your organisation or satellite symposium directly to delegates.

### Benefits include:

- Direct communication with delegates
- Acknowledgement in the Programme Book
- Acknowledgement in the programme-at-a-Glance
- Acknowledgement on the Congress Website
- Congress Logo for use in your promotional materials

**These are a selection of sponsorship opportunities. Should you have additional ideas, please contact the organisers for further discussion.**

## Commercial Exhibition

The exhibition will be a focal point of ECO2007 and will be located close to the main auditorium, the poster exhibition, all catering points and the delegate internet café. The scientific programme will be structured to maximise the opportunity for delegates to visit the commercial exhibition.

ECO2007 will address obesity and its related disorders and as such will appeal to the following:

- Pharmaceutical Companies
- Food and Nutrition Companies
- Weight Management Programmes
- Government Health Departments/Organisations
- Medical Instrument Companies
- Sports Product Companies
- Publishers
- Groups involved in the Promotion of Healthy Lifestyles
- Education Providers

Space at the Commercial Exhibition will be sold on a first come, first served basis, with stands priced according to size and location.

### Exhibition Costs:

#### A: Shell Scheme Stands

Shell scheme stands are available in a variety of sizes starting from 9 square metres (3m x 3m). The cost of shell scheme stands is €450.00 + VAT per square metre and this price includes:

- Back and side walls with Velcro compatible covering
- Stand carpet
- Basic stand cleaning
- One electrical socket (230V)
- 3 spotlights per 9m<sup>2</sup>
- 1 table per 9m<sup>2</sup>
- 2 chairs per 9m<sup>2</sup>
- 1 lockable cabinet per 9m<sup>2</sup>
- Company name-board on every open side
- Company listing in the Congress Programme Book
- Two Exhibitor registrations per 9m<sup>2</sup> stand

#### B: Space Only

For the construction of custom designed stands, space (above 36m<sup>2</sup>) is available at the discounted 'Space Only' rate of €375.00 + VAT per square metre.

Price includes:

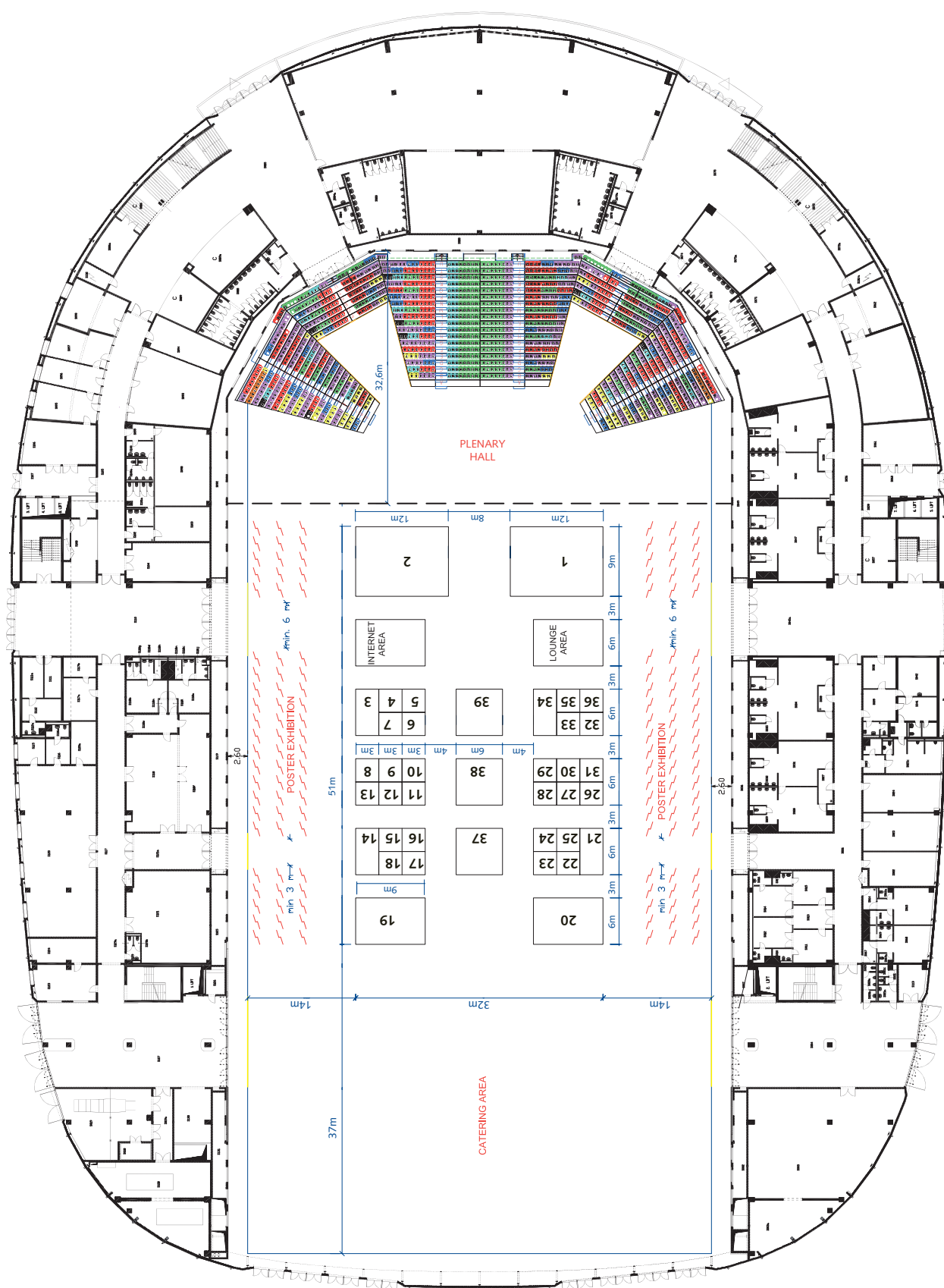
- Stand space
- One standard power supply per 9m<sup>2</sup>
- Two exhibitor registrations per 9m<sup>2</sup>

The exhibition manual will be distributed approximately 3 months prior to the congress. The manual will contain details of the costs and booking arrangements for additional carpet, electricity, furniture, spotlights and stand catering etc.

**Please note that Exhibitor Registration includes:**

- Access to the Commercial Exhibition
- Access to the Poster Exhibition
- Access to the Internet Café
- Attendance at the Welcome Reception
- Lunch on 23<sup>rd</sup> and 24<sup>th</sup> April 2007
- Refreshments at all scheduled coffee breaks

## Exhibition Floor Plan



## Exhibition Timetable (Provisional)

Friday 20 <sup>th</sup> April 2007	Exhibition Build
Saturday 21 <sup>st</sup> April 2007	Exhibition Build
Sunday 22 <sup>nd</sup> April 2007	Exhibition Build Exhibition opens at 14.00 hrs
Monday 23 <sup>rd</sup> April 2007	Exhibition Open
Tuesday 24 <sup>th</sup> April 2007	Exhibition Open
Wednesday 25 <sup>th</sup> April 2007	Exhibition Open Exhibition closes at 14.00 hrs, break-down commences
Thursday 25 <sup>th</sup> April 2007	Exhibition break-down

## Terms and Conditions

### Important Information

The details in this document are correct at the time of printing. The organisers do not accept liability for any changes that may occur.

All prices quoted are exclusive of Hungarian VAT (20%).

The organisers reserve the right to accept or decline all offers of sponsorship and applications for exhibition space.

The commercial exhibition will be held in an area which will also include the poster exhibition and all catering and will be in close proximity to all lecture halls. Only registered congress delegates will be granted access to the commercial exhibition.

The organisers reserve the right to amend the attached floor plan should it be felt that such an amendment would benefit the congress as a whole.

The organisers must approve the size and content of all delegate bag inserts.

Branding and catering over and above that listed in this prospectus is at the sponsors' expense.

In return for a hyperlink from your company logo on the congress website, the sponsor is required to provide a reciprocal link from their website to the congress website – [www.eco2007.org](http://www.eco2007.org)

## Payment Schedule

- 25% on signing of booking Form to secure your preferred sponsorship option and exhibition space
- 25% due 1<sup>st</sup> September 2006
- 50% due 1<sup>st</sup> January 2007

### Payments must be made by either:

- Direct bank transfer – details available upon request
- International Bank Draft payable to Obesity International Trading Ltd
- Company Cheque payable to Obesity International Trading Ltd

All payments must be in EUROS.

## Terms and Conditions of Contract

**1.** If the Exhibitor fails to comply in any substantial respect with the terms of this agreement, the Organisers shall have the right to sell the space to another company. The Exhibitor, however, will be liable for any loss suffered by the Organisers thereby, and all monies paid by the Exhibitor hereunder shall be absolutely forfeited to the Organisers. If, in the event of the Exhibitor failing to occupy the said space by the advertised opening time of the show, the Organisers are authorised to occupy or cause the said space to be occupied in such manner as it may deem best in the interests of the Exhibition without refund to the said Exhibitor and without releasing the exhibitor from any liability hereunder.

**2.** No exhibitor shall erect any sign, stand wall, or obstruction, which in the opinion of the Organisers interferes with an adjoining Exhibitor. Plans of the proposed exhibition stand must be supplied to the Organisers for approval by the date stipulated in the Exhibitor Manual.

**3.** All exhibitors shall be producers, importers or representatives for goods and/or services displayed. No Exhibitor shall display on his stand any advertisement for goods manufactured and/or sold, or services provided by a non-Exhibitor unless written permission has been obtained from the organisers.

**4. Dismantling the Exhibits** – Exhibits must not be removed and displays must not be dismantled either partially or totally, before closing time on the last day of the Exhibition – 25 April 2007. All exhibits and display material must be removed by the time indicated by the Organisers in the Exhibitor Manual. Early dismantle may result in the Exhibitor being prohibited from exhibiting at future ECOs.

**5.** Exhibitors shall comply with the Rules and Regulations stipulated by the Organisers, the relevant Health and Fire Departments and with all relevant State Acts.

**6.** The Exhibitor will not damage any walls or floors or ceiling of the exhibition area in which the stand is located- by nails, screws, oil, paint or by any other cause whatsoever. The Exhibitor guarantees to pay for the repair of any damage caused.

**7.** Exhibitors have seven (7) days in which to make their final payment when it falls due. After this time, and only when monies have not been paid, the stand will be available for sale to another firm. All deposits paid to this stage will automatically be forfeited and no refund will be made, and no Exhibitor shall occupy his stand space in the Exhibition until all monies owing to the Organisers by the Exhibitor are paid in full.

**8. Exhibitor's Liability** – Every Exhibitor hereby accepts liability for all acts or omissions by himself, his servants, contractors, agents and visitors and undertakes to indemnify the Organisers and to keep them indemnified against all liability in respect thereof and against all actions, suits, proceedings, claims, demands, costs and expenses whatsoever, which may be taken or made against the Organisers or incurred or become payable by them. Arising there from or in respect thereof including any claims arising out of the supply or demonstration by the Exhibitor of samples of any kind whatsoever whether such samples be sold or given away free and including any legal costs and expenses and any compensation costs and disbursements paid by the Organisers on the advice of Counsel to compromise or settle any such claims. Notwithstanding the indemnity hereby given, the Exhibitor undertakes to arrange appropriate third party liability insurance.

**9. Insurance Liability** – Neither the organisers nor the Budapest Sports Arena will be responsible for the safety of any exhibit or property of any Exhibitor, or any other person, for the loss or damage of, or destruction to same, by theft or fire or any other cause whatsoever, or for any loss or damage whatsoever sustained by the Exhibitor by reason of any defect in the building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lock outs, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Organisers or for any loss or damage occasioned, if by reason of happenings of any such event, the opening of the Exhibition is prevented or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Exhibition. The Exhibitor agrees and undertakes to insure in their full replacement value the contents of the stand and all associated equipment and materials. The Exhibitor will produce proof of coverage upon request from the Organisers.

**10.** The Exhibitor is responsible for the safety of products and general display of the stand. During move-in and move-out period, material should not be left unattended at any time.

**11.** It is the responsibility of the Exhibitor to leave the stand clean and tidy during the Exhibition and after moving out.

**12.** The Organisers reserve the right to postpone the holding of the Exhibition from the set dates, and to hold the exhibition on other dates as near to the original dates as practicable, utilising the right only where circumstances necessitate such action and without any liability to the Organisers.

**13.** If due to any unforeseen circumstances it is found necessary to close the Exhibition on any day or days or to vary the hours the Exhibition is open, the Organisers reserve the right to do so, at their sole discretion without any liability to the Organisers.

**14.** The Organisers may from time to time add to or vary the foregoing Rules and Regulations and do anything at their sole discretion they deem desirable for the proper conduct of the Exhibition, provided that such amendments or additions do not operate to diminish the rights reserved to the Exhibitor under this agreement and shall not operate to increase the liabilities of the Organisers.

**15. Cancellation of Space** – In exceptional circumstances the Organisers will be prepared to consider cancellation of their Contract with Exhibitors, but only if the following conditions are complied with:

- (a) That the request for cancellation is submitted by registered post
- (b) That the request is received at least three months prior to the opening of the Exhibition.
- (c) That the Organisers are able to re-let the cancelled space in its entirety.
- (d) That the reason given for the request of the cancellations is, in the opinion of the Organisers, well-founded.
- (e) That the Exhibitor agrees that the Organisers shall retain 25% of the contract price if the cancellation is accepted more than twelve months before the Exhibition, 50% of the contract price if the cancellation is accepted between twelve and three months before the exhibition and 100% of the contract price if the cancellation is accepted within three months of the opening of the Exhibition.

**16.** The Organisers reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Organisers.

**17. Conduct of Exhibitor and Representatives**

(a) *Annoyance:* The Organisers reserve the right to stop any activity on the part of any Exhibitor that may cause annoyance to other Exhibitors or visitors. Business must be conducted only from the Exhibitor's own stand and under no circumstances may this be carried out from a gangway or elsewhere in the Exhibition.

(b) *Microphones:* The use of microphones is permitted, but the volume must not be such as to cause any annoyance to other Exhibitors. The Organisers reserve the right to prohibit their use if in the Organisers opinion any annoyance is being caused.

(c) *Gangways:* Any encroachment upon gangways or passages shall be deemed to be a breach of contract and articles or goods found therein during the period of the Exhibition may be removed by the Organisers or their agents and the Organisers shall not be responsible for any loss thereto occasioned by such removal.

(d) *Publicity Material:* Any publicity material shall be displayed and/or given away only from the Exhibitor's own stand.

**18.** The Organisers shall not be responsible for any damages claimed by any person or persons who may be injured whilst in the area allotted to the Exhibitor and the Exhibitor agrees to indemnify the Organisers in the Event of any claim made against the Organisers.

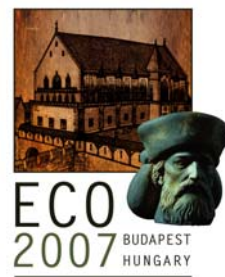
**19. Right of Rejection** – Exhibits are admitted to the Exhibition, and shall remain there, solely on strict compliance with these Rules and Regulations. The Organisers reserve the right to prohibit in whole or part and reject any Exhibitor or his representative in the case of failure to comply with the Rules and Regulations. The Organisers reserve the right to reject applications for exhibit space when they deem such application is not appropriate to the exhibition. In the case of non compliance with the rules and regulations there shall be no return of payment if such rejection or prohibition is deemed necessary by the Organisers.

**20.** No stand may be sublet in any manner without the consent of the Organisers.

**15<sup>th</sup> European Congress on Obesity**  
**22-25 April 2007: Budapest, Hungary**

**Commercial Exhibition**

**Application for Sponsorship and Commercial Exhibition Space**



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Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Postcode \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Facsimile \_\_\_\_\_

Email \_\_\_\_\_

We agree to abide by the terms and conditions as set out in this brochure

Name \_\_\_\_\_ Signature \_\_\_\_\_

Date \_\_\_\_\_

**Please return this form to:**

**15<sup>th</sup> European Congress on Obesity**  
**European Association for the Study of Obesity**  
**231 North Gower Street**  
**London, NW1 2NR**  
**UK**

**Tel: +44 (0) 20 7691 1900**  
**Fax: +44 (0) 20 7387 6033**  
**Email: [eco2007@easoobesity.org](mailto:eco2007@easoobesity.org)**



### We wish to reserve sponsorship as follows:

Major Sponsorship: €70,000.00 + VAT ☐

Preferred Exhibition Space \_\_\_\_\_

Principal Sponsorship: €40,000.00 + VAT ☐

### Programme and Speakers

Company Sponsored Symposium: €35,000.00 + VAT ☐ Preferred Session \_\_\_\_\_

Plenary Session: €10,000.00 + VAT ☐ Preferred Session \_\_\_\_\_

Poster Sessions: €10,000.00 + VAT per poster session ☐ Preferred Session \_\_\_\_\_

Speakers Dinner: €15,000.00 + VAT ☐

Speaker Support: €2,000.00 + VAT Per Speaker ☐

Young Investigators United: €7,500.00 + VAT ☐

Young Scientist Support: €1,500.00 + VAT Per Individual ☐

### Printed Materials

Preliminary Programme: €7,500.00 + VAT ☐

Congress programme: €10,000.00 + VAT ☐

Congress Programme Advertisement: €2,500.00 + VAT ☐

Abstract CD ROM: €7,500.00 + VAT ☐

Certificates of Attendance: €5,000.00 + VAT ☐

Pocket Programme-at-a-Glance: €7,500.00 + VAT ☐

Signage: €12,000.00 + VAT ☐

### Delegate Materials and Services

Delegate Bags: €25,000.00 + VAT ☐

Delegate Bag Insert (Per Insert): €2,500.00 + VAT ☐ Number of Inserts \_\_\_\_\_

Delegate Badges: €12,000.00 + VAT ☐

Delegate Pad and Pen: €10,000.00 + VAT ☐

Delegate Transport: €25,000.00 + VAT ☐

Internet Café: €10,000.00 + VAT ☐

Congress Website: €10,000.00 + VAT ☐

Message System: €10,000.00 + VAT ☐

## Social Events and Catering

- Welcome Reception: €20,000.00 + VAT ☐
- Delegate Concert: €20,000.00 + VAT ☐
- Gala Dinner: €35,000.00 + VAT ☐
- Lunch (Per Day): €10,000.00 + VAT ☐ Preferred Day \_\_\_\_\_
- Coffee Break (Per Break): €5,000.00 + VAT ☐ Preferred Break \_\_\_\_\_

## Other

- Corporate Memory Sticks: €2,500.00 + VAT ☐
- Hotel Room Drop: €2,500 per hotel + VAT ☐

## Commercial Exhibition

We wish to reserve space in the Commercial Exhibition at ECO2007

Our preferred site positions are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Payment Summary

### Sponsorship

Sponsorship Total (NET) € \_\_\_\_\_

### Commercial Exhibition

#### Shell Scheme Stands

Shell Scheme Area \_\_\_\_\_m<sup>2</sup> at €450.00 + VAT per square metre

Total Shell Scheme (NET): € \_\_\_\_\_

#### Space Only

Space Only Area \_\_\_\_\_m<sup>2</sup> at €375.00 + VAT per square metre

Total Space Only (NET): € \_\_\_\_\_

Total (Sponsorship Plus Exhibition): € \_\_\_\_\_

VAT @ 20%: € \_\_\_\_\_

Grand Total: € \_\_\_\_\_

**25% deposit required to secure sponsorship option  
and exhibition space**