



19th WONCA
Europe
Conference

**New Routes for General Practice
and Family Medicine**
2-5 July 2014 • Lisbon • Portugal



**EXHIBITION AND
PARTNERSHIP
OPPORTUNITIES**

General Information

Organised by:



Portuguese Association of General Practice and Family Medicine – APMGF
WONCA Europe

19th WONCA Europe Conference Theme:

New routes for General Practice and Family Medicine

Conference programme related to the following main areas:

Innovation in primary care
The new generation of family doctors
Personalized and comprehensive care
Knowledge management

Organising Committee

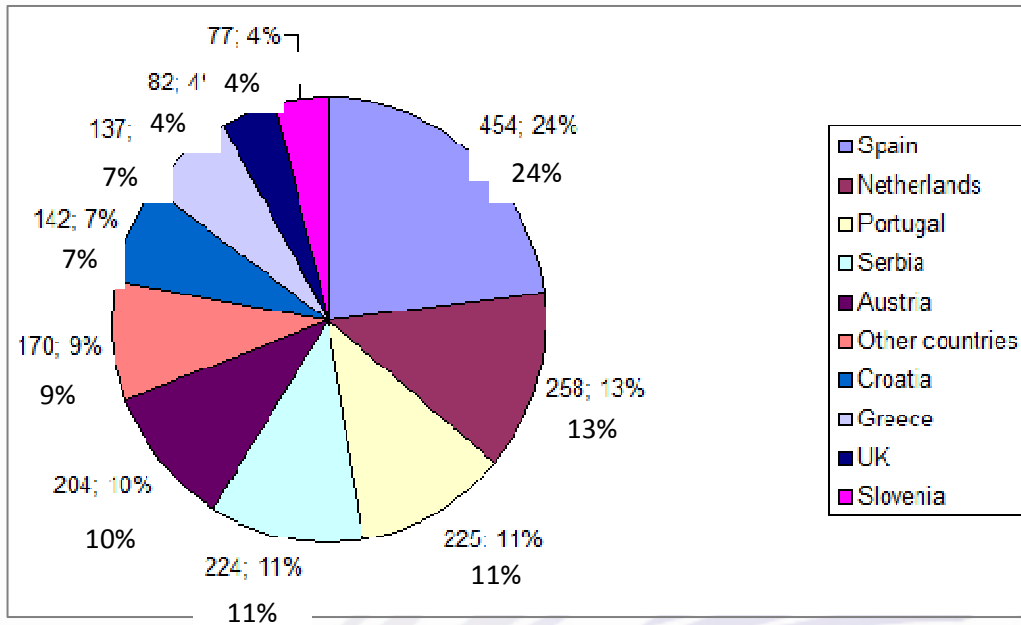
Alexandre Gouveia, Chairman,
Portugal
Ana Margarida Cruz, Portugal
Catarina Matias, Portugal
Job Metsemakers, The Netherlands
Jorge Brandão, Portugal
Rizério Salgado, Portugal
Rui Nogueira, Portugal
Susana Medeiros, Portugal

Scientific Committee

Isabel Pereira dos Santos, Chair, Portugal
Alberto Pinto Hespanhol, Portugal
Alexandra Fernandes, Portugal
Armando Brito Sá, Portugal
Jaime Correia de Sousa, Portugal
José Mendes Nunes, Portugal
Luis Rebelo, Portugal
Raquel Braga, Portugal
Vítor Ramos, Portugal

WONCA Europe estimated number of participants
2014 Lisbon 3000/3500

Distribution of participants – top 10 countries/regions



Other countries with a considerable number of participants

Belgium
Bosnia
Brazil
Czech Republic
Finland

France
Ireland
Italy
Switzerland
Turkey

Conference Promotion

The 19th WONCA Europe Conference is being actively promoted with an established conference promotion campaign consisting of a wide range of activities including; Promotion on national associations web sites, at events and national educational courses. Promotion of the 19th WONCA Europe Conference at other international events related to General Practice and Family Medicine.

Direct marketing to the target audience, such as download of promotion materials on the official conference website.

Periodical e-newsletter campaigns during 12 months prior to the Conference Press cover is ensured through the ongoing efforts of a Press Officer and the collaboration with various Media Partners.

Conference & Exhibition Venue

The 19th WONCA Europe Conference and Exhibition will be held at the Lisboa Congress Centre from Wednesday, 2 to Saturday, 5 July 2014.

<http://www.lisboacc.pt>

Conference Key Dates

Registration early bird deadline

28 February 2014

Registration standard

1 March - 31 May 2014

Registration late

1 June and onsite

19th WONCA Europe Conference

2 - 5 July, 2014

Exhibition Dates

Set up dates: Tuesday, 1 July (08h00 – 20h00)

Wednesday, 2 July (08h30 – 15h00)

Exhibition opening hours during the Conference:

Wednesday, 2 July 16h00 - 20h00

Thursday, 3 July 09h00 - 18h30

Friday, 4 July 09h00 - 18h30

Saturday, 5 July 09h00 - 13h00

Dismounting date: Saturday, 5 July (13h00 - 18h30)

Official Agency & Exhibition

Carin Isacson

c/o Leading Largo da Lagoa 15 F

2795-116 Linda-a-Velha | Lisboa | PORTUGAL

Tel: +351 21 771 26 34 | Fax: +351 21 771 26 39

e-mail: wonca2014exhibition@leading.pt

For visitors' general information on the city of Lisboa please see the Conference website or www.visitlisboa.pt

PLATINUM PARTNERSHIP PACKAGE | 70,000 €

PLATINUM PARTNERSHIP PACKAGE OFFERS THE FOLLOWING ADVANTAGES

Please note that interest in below offer should be confirmed until 31 December 2013.

- Identification of company as "PLATINUM PARTNERSHIP" of the 19th WONCA Europe Conference
- Company logo including link to company website on the Conference website.
- Company logo advertised as Platinum Partner on banner in prime position in the registration area and main conference auditorium.
- Company logo on printed announcements and conference programme.
- Two pages colour advert in final programme.
- One insert free of charge in the conference bag.
- First option on choice of day for lunchtime satellite symposium/workshop*
- First choice of stand location in the exhibition hall.
- **40% discount** and first option on any additional partnership opportunities as presented in the list below including the satellite symposium.
- **40% discount** on conference registration fees. Offer valid for registrations paid within the established deadline.

**Satellite symposium topic and presenter will be subject to approval by the scientific committee.*

GOLD PARTNERSHIP PACKAGE | 45,000 €

THE GOLD PARTNERSHIP PACKAGE OFFERS THE FOLLOWING ADVANTAGES

Please note that interest in below offer should be confirmed until 15 January 2014.

- Identification of company as "GOLD PARTNERSHIP" of the 19th WONCA Europe Conference
- Company logo including link to company website on the Conference website.
- Company logo on printed announcements and conference programme.
- Company logo advertised as Gold Partner on banner in main conference auditorium.
- One page colour advert in final programme.
- One insert free of charge in the conference bag.
- Second option on choice of day for lunchtime satellite symposium/workshop*
- Second choice of stand location in the exhibition hall.
- **30% discount** and second option on any additional partnership opportunities as presented in the list below including the satellite symposium.
- **30% discount** on conference registration fees. Offer valid for registrations paid within the established deadline.

**Satellite symposium topic and presenter will be subject to approval by the scientific committee.*

SILVER PARTNERSHIP PACKAGE | 30,000 €

SILVER PARTNERSHIP PACKAGE OFFERS THE FOLLOWING ADVANTAGES

Please note that interest in below offer should be confirmed until 31 January 2014.

- Official identification of company as "SILVER PARTNERSHIP" of the 19th WONCA Europe Conference
- Company logo including link to company website on the conference website.
- Company logo advertised as Silver Partner on banner in main conference auditorium
- Company logo on printed announcements and conference programme.
- Third option on choice of day for lunchtime satellite symposium/workshop*
- Third choice of stand location in the exhibition hall.
- **20% discount** on any additional partnership opportunities as presented in the list below.
- **20% discount** on conference registration fees. Offer valid for registrations paid within the established deadline.

VAT at legal rate (23%) will be added to all presented costs and must be paid as invoiced. The 19th WONCA Europe Conference organisers reserves the right to increase presented costs of exhibition or partnership materials/services should VAT or any other official fee be imposed/alterd by law.

SYMPOSIUM (pre-conference and lunchtime)

The conference programme will offer the following opportunities to reach the participants through the organisation of symposia.

Please note that partnership package (platinum, gold and silver) subscribers will be offered first choice of the symposia slots within the established deadlines for confirmation of the partnership packages.

Choice of topic and main speaker will be subject to approval by the scientific committee.

Symposium type	Meeting room capacity	Nr of time slots available	Day and time	Cost per time slot
Symposium A	300	One slot per day	Thursday,3 July 13:00 -14:30 Friday,4 July 13:00 -14:30	20,000 €
Symposium B	150	Two slot per day	Thursday,3 July 13:00 -14:30 Friday,4 July 13:00 -14:30	14,000 €
Symposium C	100/150/300	One slot per day	Wednesday,2 July 15:30 -16:30	8,000 €

Please see the table below with information on the Symposium types, time slots, meeting room capacities and costs.

The meeting rooms include basic AV equipment and technical assistance.

EXHIBITION SPACE

Minimum space for rent: 4,5 m² (3m front x 1,5m depth)

Rental of exhibition space includes;

- Floor space
- Basic carpet delimitating rented floor space
- Basic electricity access and usage (monophasic 10A and 10KW electric connection). Exhibitors must provide their own adaptors for Portuguese sockets.
- Company logo in the exhibitors list, on the conference website and in the final programme.
- Free of charge exhibition badge as presented below. Additional exhibitor badges available at the cost of 100€
- Access to extensive exhibitor service manual with all necessary information.
- Hotel reservations via official conference agency at official hotels.

Cost of exhibition space available

Space	Cost	Including
4,5 m ² (3m front x 1,5m depth)	2,500 €	1 free of charge exhibition badge
6 m ² (3m front x 2m depth)	3,000 €	1 free of charge exhibition badge
9 m ² (3m front x 3m depth)	4,500 €	2 free of charge exhibition badges
12 m ² (4m front x 3m depth)	6,000 €	3 free of charge exhibition badges
18 m ² (6m front x 3m depth)	8,500 €	3 free of charge exhibition badges
Additional square meters	350 €	xxxxx

Please note that no stand equipment or separation panels are included in the costs presented above. Please see the exhibitor manual for all equipment, furniture and stand decorations available for rent.

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PARTNERSHIP OPPORTUNITIES

Conference website	Company logo with link	2,500 €
On line registration form	Company logo & link on registration form and selected e-mail replies	2,500 €
E-newsletter mailings	Company logo & link on e-newsletter. Cost per edition	2,500 €

ON SITE

Internet Café	Company logo and link to company website on computer screens. Company logo displayed in the area.	10,000 €
Water dispensers	Company logo on each water dispenser for the duration of the conference.	5,000 €

CONFERENCE PROGRAMME ADVERTISEMENT

Half page	4/0 colour print	2,000 €
Full page	4/0 colour print	3,000 €
Inside back cover	4/0 colour print	4,500 €
Back cover	4/0 colour print	6,000 €
Pocket programme exclusivity	4/0 colour print	6,000 €

CONFERENCE BAG INSERT

Single sheet max size A4	Estimated minimum number: 2500	1,00 € / bag
4 pgs leaflet max size A4	Estimated minimum number: 2500	2,00 € / bag

PARTICIPANTS MATERIAL

Conference bag, exclusivity	Company logo on conference bag. Not including the cost of bag or printing of logos	16,000 €
Lanyards, exclusivity	Company logo on lanyard. Not including the cost of lanyard or printing of logos.	8,000 €
USB stick, exclusivity	Company logo on USB. Not including the cost of the USB	8,000 €
Note pads, exclusivity or Pen, exclusivity	Company logo printed on note pad. Not including the cost of note pad or printing of logos. Note pad can be provided by company.	2,000 €

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