

# Sponsorship Opportunities

26 - 29 March, 2014



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## 19th Congress of the EAHP

Centre de Convencions Internacional de Barcelona

# The EAHP Daily Dose

*-Sponsor a feature article with a spokesperson from your organisation*

*-promote your company or organisation's brand and key messages*

*-draw the attention of attendees to a sponsored satellite symposia or exhibition stand*



At the 2014 Congress of the EAHP in Barcelona, the EAHP will continue with its **daily communication** to hospital pharmacists in attendance called "The EAHP's Daily Dose".

**Delivered to the bedroom doors of all attendees in registered hotels** on the first day of Congress and distributed by hostesses on the first and second day of congress, this newspaper gives a daily run-down of that day's key speeches, seminars and associated symposia and workshops.

## Sponsorship Opportunities

(available for 1 or 2 days):

- Sponsored feature article (1 page)
  - Full back page
  - Front page quarter page
  - Inside half page
  - Quarter page

**Deadline for submission: 17 January, 2014**

# Scientific Poster Session

*- Approximately 600 posters displayed*

## Products included:

- 3 double-sided banners
  - Branded napkins
- Distribution of promotional marketing materials
- PA announcement



The scientific poster session is considered an essential component of the congress, as it provides an invaluable learning experience for attendees. **Approximately 600 posters will be displayed** during this occasion.

## Your sponsorship includes:

- **3 banners, double sided.** The images must be provided by the sponsor (these must be **non product related**)
- **Branded napkins.** EAHP will have these made (with image provided by the sponsor) and distribute to the catering department for use during the poster area coffee breaks.
- **Distribution of brochures or other promotion materials** during the coffee breaks (materials to be provided by the sponsor).
- **Announcement of sponsorship** of the coffee breaks through the public address system (loud speaker).

**Deadline for submission: ASAP**

# Cyber Café Advertisement

*-Centrally located in the main entrance of the congress center near the exhibition hall and poster area*



The **free Cyber Café** is one of the most **popular and busiest locations**. It will be used for internet access, programme and exhibition information, etc.



Sponsoring the entire Cyber Café will allow your company to be present, not only at the home page, but also on the **Cyber Café signage**.

## **Sponsorship Opportunities:**

- Home page advertisement on computers  
or
- Sponsorship of entire Cyber Cafe (includes signage)

**Deadline for submission:** mid-February

# Congress bag inserts

*-Promotional materials to be placed in Congress bags and distributed to ALL congress attendees at registration*

*-Approximately 4.000 attendees*



Place brochures, flyers or other promotional items in the congress bags which are **distributed to all congress participants.**

**Congress bag material inserts due to be delivered to:**

RESA EXPO  
EAHP 2014 Congress Bag Inserts  
C/Ciencias – Entrada No.1 – FIRA GRAN VIA  
08908 Hospitalet ( Barcelona ) SPAIN  
Attn: EAHP Congress bag inserts 2014

**Deadline for submission: 19 March 2014**

# EAHP website advertisement

**-Advertise your company to visitors from the health care community on the new EAHP website**



With more visitors from the health care community viewing the EAHP site,

**EAHP's renewed**

**website** is a unique opportunity to increase your company's visibility! See below the various options to **advertise online** and improve your visibility on EAHP's website.

## **Sponsorship Opportunities:**

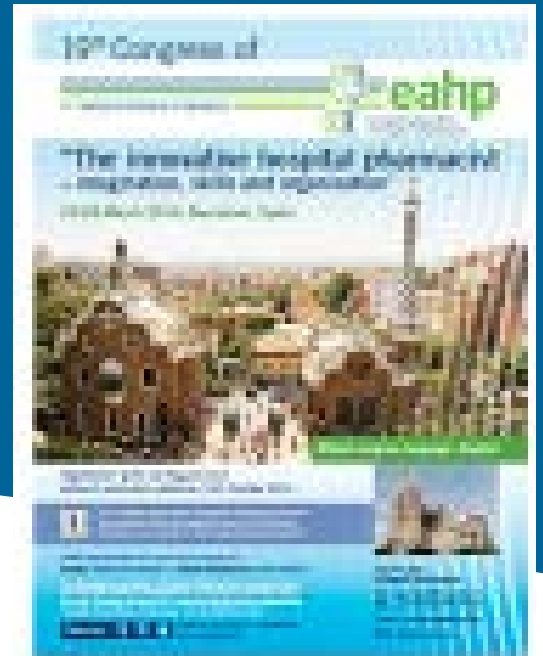
- Corporate logo, with hyperlink to company website on EAHP sponsors page
- Corporate logo, on EAHP congress page with hyperlink
- Skyscraper (located on the right side of the congress landing page)
- Skyscraper (located on the right side of other internal pages)

**Deadline for Submission:** ongoing

# EAHP congress programme book

*-Placed in congress bags and distributed to all attendees in the registration area*

*-All exhibitors are entitled to one FREE A4 page full (4) color page advertisement*



The congress programme book will be handed out during congress registration and contains a daily schedule of the congress including seminars, workshops, satellite symposia, breaks, etc.

**All exhibitors at the congress are entitled to one FREE A4 page full (4) color page advertisement inside the program book.**

## **Sponsorship Opportunities:**

-Exhibitor A\$ page full (4) colour advertisement

-Exhibitor additional inside advertisement

-Inside front cover OR Inside back cover

\*Advertisement must be a certified PDF with a colour proof

**Deadline for submission:** 15 January 2014

# European Journal of Hospital Pharmacy

*-100% coverage for your products  
and services*

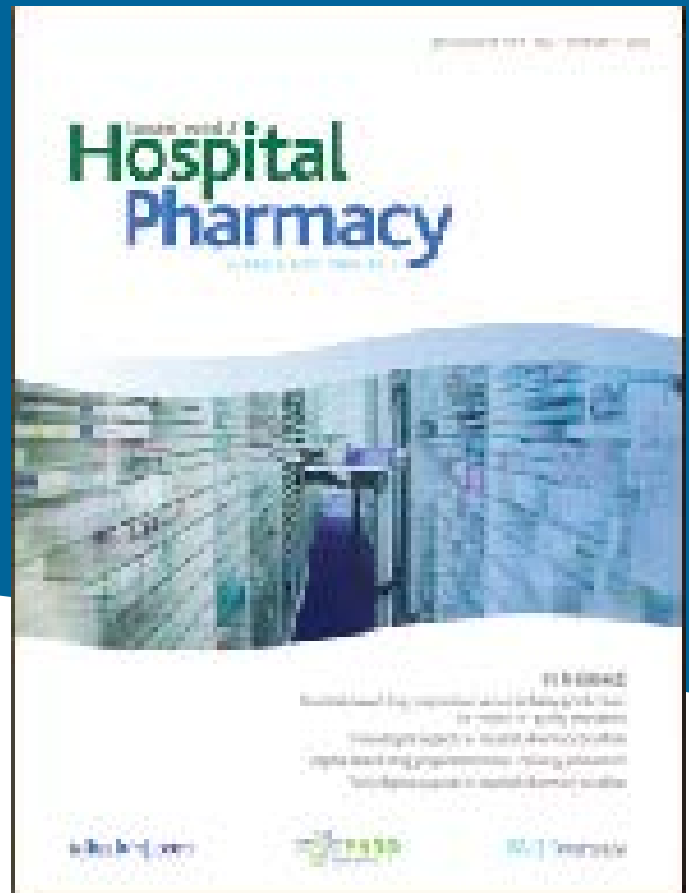
*-In print or online*

*-Most respected and recognized journal  
in the field*

Let us help you inform pharmacists in advance of your attendance, promote your symposium, or just help increase stand visits by placing an advertisement within the **European Journal of Hospital Pharmacy, the official journal of the EAHP.**

## **Sponsorship Opportunities:**

- DPS (4 colour or mono)
- Full page (4 colour or mono)
- Half page (4 colour or mono)
- Quarter page (4 colour or mono)



For more information about this advertising opportunity, please contact **Nick Gray** :

[nickgray@bmjgroup.com](mailto:nickgray@bmjgroup.com)

or

+44 (0) 20 7383 6386



## DVD recording of Satellite Symposium

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For sponsors of satellite symposia who wish to have the session video recorded and integrated into a web cast to be posted on the EAHP web site. To view examples, please visit the link below.

<http://www.farmaactueel.nl/webcasts/extern/EAHP2013/Inleiding.htm>

**Deadline for submission:** ongoing

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## Floor space for posters/roll-up banners

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Do you wish to further promote your Exhibition space or Satellite symposium? If so, you may purchase floor space in the congress center to place your signage. For information on where signage may be placed, please visit the 2014 congress floor plan at:

<http://www.eahp.eu/congresses/exhibitors>

**Deadline for submission:** ongoing

\*Price includes floor space only. Signage must be provided by your organisation



## Pre-congress e-blast to participants

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Sponsors now have the opportunity to get in touch with EAHP congress participants before they arrive in Barcelona, with **pre-approved htm or text advertisements**. Please note that these advertisements may not be product-related.

**Deadline for submission:** ongoing

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## Meeting room/hospitality suites

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EAHP is offering on-site rooms in the congress centre to be used as hospitality suites or meeting rooms. Available rooms and the overall floor plan can be viewed at the following link:

<http://www.eahp.eu/congresses/exhibitors>

**Deadline for submission:** Ongoing

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## Public announcement in congress centre

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EAHP is offering the opportunity for your company to have a promotional announcement read over the loud speaker at the congress centre.

**Deadline for submission:** Ongoing



# PDF invitation to Satellite event

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Is your organisation sponsoring a satellite event? If so, welcome congress attendees to your event with a **PDF invitation featured on the congress programme schedule** and **satellite symposia section** located on the EAHP website.

**Deadline for submission:** Ongoing

## Other branding opportunities

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For the below events, branding may consist of signage, napkins with your company logo, etc. and sponsors will be **acknowledged in the congress programme book**.

**Opening Reception** - 26th March, open to all participants

**Faculty Dinner** - attended by presenters of scientific programme, board members, and scientific committee members:

**Tea/Coffee Break** - to be served in the exhibition hall

**Lunch** - to be served in the exhibition hall

For more information about sponsorship opportunities and/or rates for the 2014 EAHP congress, please contact:

**Elizabeth Van Staeyen**

Sponsorship Coordinator

[elizabeth.vanstaeyen@eahp.eu](mailto:elizabeth.vanstaeyen@eahp.eu)