

Sponsorship Opportunities

26 - 28 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



Welcome to our 18th Congress!



The Congress really is the highlight of the EAHP year, bringing together so many representatives from the hospital pharmacy profession from all over Europe and beyond. It is a unique opportunity to share the latest concepts on improving practice and delivering the highest standards of pharmacy services to patients in hospitals.

This year's theme "Improving patient outcomes – a shared responsibility" is a real hot topic for everyone who works in the health service and covers almost every facet of daily practice. It begs so many important questions, such as:

- How can professionals work and

collaborate better to ensure the very best patient outcomes?

- What are the barriers to such cooperation and how do we overcome them?
- What aspects of regular practice might need to be rethought to deliver positive change in inter-disciplinary cooperation?

“The Congress really is the highlight of the EAHP year”

With the packed programme of thought-provoking speakers, stimulating seminars, challenging workshops and high quality satellites, I am confident that this Congress can go some way to answering those questions, and help to send every attendee home with new ideas for raising standards in hospital pharmacy in their own country.

Finally, just as the search for continuous improvement in practice is the

driving force behind the Congress's Scientific Programme, so continuous improvement remains a watchword amongst our Congress organising team. This year sees new innovations in delivery of the Congress educational content with:

- the launch of the new Spryng Satellite programme (see interview with Congress Organiser Jennie de Greef, page 7);
- our first ever session dedicated to students (see preview article page 6).

Not to forget of course the introduction too of this publication, the EAHP Daily Dose, designed to help Congress attendees plan their session participation and have sneak previews of the content to be delivered.

On behalf of myself, and all the Congress organising team, I hope you have an exciting, refreshing and inspiring Congress!



Engage in the Twitter Debate at #EAHP13!

Twitter is an excellent tool for engaging in discussion with many colleagues, both at the Congress and beyond. By using the Twitter hashtag #EAHP13 you can keep in touch with what people are saying about the keynote speeches, seminars, workshops and satellites and share your thoughts with the global hospital pharmacy "network". You can follow EAHP on Twitter directly at @EAHPnews.

p. 2 PhD programme of activities

p. 3 Keynote premiere: Massimo Ivry

p. 6 Our first ever student session

p. 7 Interview of Jennie de Greef

p. 9 Policy piece

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 F 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
- Acknowledgement in congress programme book



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).
- **Acknowledgement of sponsorship in congress programme book**

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.**



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

Mini-programme book

*-pocket style reference guide (size: closed:
105x148mm - open: 210x148mm)*

*- Daily schedule of events including seminars,
workshops, satellite symposia, breaks, etc.*



This pocket style reference guide (size: closed: 105x148mm - open: 210x148mm) will be handed out during congress registration and contains a daily schedule of the congress including seminars, workshops, satellite symposia, breaks, etc.

The Mini-Programme debuted during the Vienna congress and has become every congress attendee's pocket source for helpful information during the event.

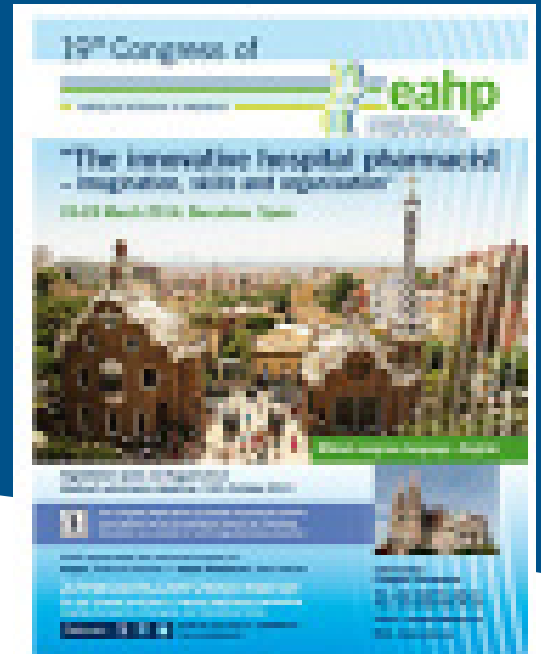
Your sponsorship includes:

- inside front cover
- Inside advertisement
- Back cover

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 inside of the congress bags 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 A4 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

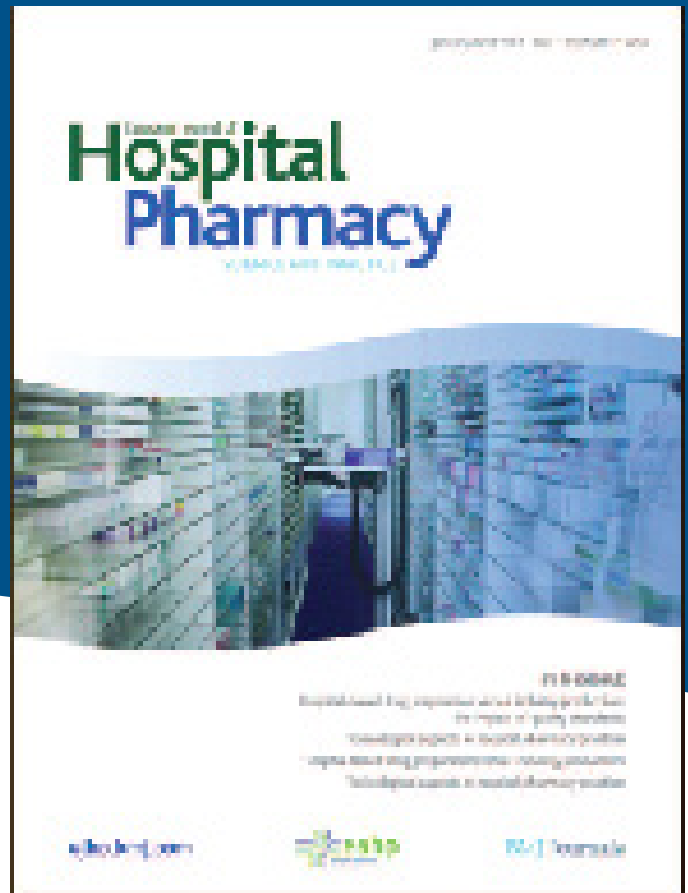
European Journal of Hospital Pharmacy

*-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 published by BMJ.



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

or

+44 (0) 20 7383 6386

DVD recording of Satellite Symposium

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For sponsors of satellite symposia who wish to have their 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

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 [HERE](#).

Deadline for submission: ongoing

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



Pre-congress e-blast to participants

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

Deadline for submission: ongoing

Meeting room/hospitality suites

EAHP is offering on-site rooms in the congress centre to be used as hospitality suites or meeting rooms. Available rooms can be viewed [HERE](#) and the overall floor plan can be viewed [HERE](#).

Cost: Varies depending on room size/capacity

Deadline for submission: Ongoing

Public announcement in congress centre

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

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

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

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