

THE LANCET Summit

Chronic Obstructive Pulmonary Disease and Lung Cancer

July 28-29, 2017 | Perth, Australia

Sponsorship and Exhibition Opportunities

THE CONFERENCE

This new Summit, organised by *The Lancet Respiratory Medicine* and *The Lancet Oncology*, will cover all of the main areas of debate for patients with COPD and lung cancer from prevention, diagnosis, treatment through to palliative care. It will also look at shared lessons from having a better understanding of the development and management of both diseases

TOPICS INCLUDE

- Prevention of COPD and lung cancer
- Screening for COPD and lung cancer
- Genetic insights into disease development
- COPD and lung cancer: latest insights into treatment paradigms
- Infectious complications in patient management
- Latest advances in surgery and radiation
- Post treatment and end of life care

CONFERENCE COMMITTEE

A/Prof David Collingridge

Editor-in-Chief,
The Lancet Oncology

Dr Emma Grainger

Editor-in-Chief,
The Lancet Respiratory Medicine

A/Prof Paul Mitchell

Associate Professor, University of
Melbourne, Australia

Prof Jon Emery

General Practice and Primary Health
Care Academic Centre, University of
Melbourne, Melbourne, VIC, Australia

Prof Christine Jenkins

George Institute for Global Health,
Concord Clinical School, University of
Sydney, Sydney, NSW, Australia

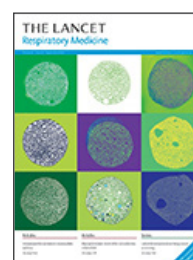
Organised by



THE LANCET
Oncology

THE LANCET
Respiratory Medicine

Supporting publications



www.thelancetsummit.com

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INFORMATION

RAISE YOUR PROFILE

Elsevier's extensive global network of medical doctors, academics and government officials is being targeted to generate a highly qualified audience from the health and medical science community.

The Lancet Summit: COPD and Lung Cancer will bring together leaders from medical centres and academia to exchange and share their experiences, present research results, explore collaborations and to spark new ideas, with the aim of developing new treatment guidelines and exploiting new technology.

USE YOUR PRESENCE AT THE LANCET SUMMIT: COPD AND LUNG CANCER TO:

- launch new products and highlight existing ones
- spotlight key executives
- elevate your company profile in the thought leader community
- network with specialists, seek international partners and form new alliances
- increase visibility in focused markets
- give maximum exposure for your company and increase brand awareness
- communicate your message to a highly qualified scientific community
- build relationships for the future
- attract new talent and strengthen partnerships
- generate sales leads and educate the market
- sell direct to international buyers.

For further information on sponsorship and exhibition opportunities please contact:

Tom Faulkner

Head of Conference Sales

Elsevier, Amsterdam, The Netherlands

Tel: +31 20 485 2175 | E-mail: t.faulkner@elsevier.com

EXCLUSIVE PLATINUM SPONSOR

USD \$ 29,000

- Awareness & Recognition: Logo placement on conference website programme booklet and delegate email campaign
- Exhibition Space: Choose between: Space only or Display area x 2
- Entry Passes: Complimentary registration for 20 delegates
- Delegate Bag Insert: Your promotional material inserted into each delegate bag
- Advertising: Exclusive programme booklet back cover advertisement
- Networking Opportunities: 3 satellite symposia
- Promotional Materials: Your company logo on the delegates' conference bags

GOLD SPONSOR

USD \$ 22,000

- Awareness & Recognition: Logo placement on conference website programme booklet and delegate email campaign
- Exhibition Space: Choose between: Space only or Display area x 2
- Entry passes: Complimentary registration for 10 delegates
- Delegate Bag Insert: Your promotional material inserted into each delegate bag
- Advertising: Double page spread
- Networking Opportunities: 2 satellite symposia
- Promotional Materials: Your company logo on the Lanyards

SILVER SPONSOR

USD \$ 17,000

- Awareness & Recognition: Logo placement on conference website programme booklet and delegate email campaign
- Exhibition Space: Display area x 1
- Entry Passes: Complimentary registration for 10 delegates
- Delegate Bag Insert: Your promotional material inserted into each delegate bag
- Advertising: One front inside advertisement
- Networking Opportunities: 1 satellite symposia

BRONZE SPONSOR

USD \$ 10,000

- Awareness & Recognition: Logo placement on conference website programme booklet and delegate email campaign
- Exhibition Space: Display area x 1
- Entry Passes: Complimentary registration for 5 delegates
- Delegate Bag Insert: Your promotional material inserted into each delegate bag
- Advertising: Page advertisement in programme booklet
- Networking Opportunities: 1 satellite symposium

(*) Based on first come first served receipt of commitments

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EXHIBITION

An exhibition will run alongside the summit providing you with the opportunity to network with the delegates, demonstrate your products, generate new sales leads and raise your profile within the scientific community.

The exhibition package includes the listing of your logo and company name, a short description and link on the conference website and in programme booklet.

The following options are available:

- **Display Area x 1** **USD \$ 1,900**
(Inclusive of 1 table, 2 chairs, power outlet and 2 "exhibition only" entry passes)
- **Display Area x 2** **USD \$ 3,300**
(Inclusive of 2 tables, 4 chairs, 2 power outlets and 4 "exhibition only" entry passes)
- **Space Only** **USD \$ 5,000**
(4x2m space to construct your own stand. Includes 5 "exhibition only" entry passes)

Please note: it is prohibited to build a construction if a table option is booked

SATELLITE SYMPOSIA

USD \$ 8,000

In today's world, knowledge and networking are more important than ever, providing businesses an edge in a tough economy. Sponsoring a symposium gives you access to the community you want to reach. Whether you choose to launch a product, give a presentation or host an interactive workshop, sponsoring a symposium gives you the best speaking opportunity to showcase your business.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Promotion exposure for our sponsors includes:

- Listing of your company name and logo in the programme booklet
- Listing of your logo and company name, short description and link through to your company website on the conference website

DELEGATE BAG (ONLY TWO PLACES AVAILABLE) **USD \$ 6,500**

Have your company logo on the highly valued delegate bag. Used long after the event this will ensure long lasting visibility for your company.

LANYARDS (ONLY TWO PLACES AVAILABLE) **USD \$ 4,000**

Your company logo on the woven conference lanyard given to each delegate and worn throughout the conference.

DELEGATE BAG INSERT **USD \$ 1,250**

Your promotional material can be inserted into each delegate bag given to participants on site. This applies to light weight materials only – books etc. will not be inserted into delegate bags, but are more appropriate for literature displays.

Materials should be sent to the Project Lead in time for insertion - specific dates and quantities will be provided on application.

CONFERENCE APP **CONTACT US**

Sponsor Elsevier's new conference App, available on all Android and iOS devices. The App includes:

- Details of the programme and speakers
- Abstracts of all the talks and posters
- Presentation and Poster files
- Information on exhibitors and sponsors
- Conference floor plans

Allows participants to plan what presentations to attend, add notes to the programme, make lists via the To Do feature and add custom tags to presentations and exhibitors.

ADVERTISEMENTS

- Front Inside cover **USD \$ 6,000**
- Back Inside cover **USD \$ 6,000**
- Back cover **USD \$ 8,000**
- Double Page spread **USD \$ 6,000**
- Run of Page x 2 **USD \$ 5,000**
- Run of Page (per page) **USD \$ 3,000**

If you find that our offerings do not provide a perfect match for your marketing needs, let us know and we will customise a sponsorship programme for you.

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E-mail: t.faulkner@elsevier.com

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SPONSORSHIP AND EXHIBITION ORDER FORM

1. YOUR DETAILS

Company contact name for correspondence

Title (Prof. Dr. Mr. Ms.) First Name

Surname

Job Title

Organization

Address

State/Country

Post/Zip Code

Tel Fax

Email

2. ORDER DETAILS

SPONSOR OPPORTUNITIES

- | | |
|---|---------------|
| <input type="checkbox"/> EXCLUSIVE PLATINUM SPONSOR | USD \$ 29,000 |
| <input type="checkbox"/> GOLD SPONSOR | USD \$ 22,000 |
| <input type="checkbox"/> SILVER SPONSOR | USD \$ 17,000 |
| <input type="checkbox"/> BRONZE SPONSOR | USD \$ 10,000 |

EXHIBITION OPPORTUNITIES

- | | |
|---|--------------|
| <input type="checkbox"/> DISPLAY AREA x1 | USD \$ 1,900 |
| <input type="checkbox"/> DISPLAY AREA x2 | USD \$ 3,300 |
| <input type="checkbox"/> SPACE ONLY | USD \$ 5,000 |
| <input type="checkbox"/> SATELLITE SYMPOSIA | USD \$ 8,000 |
| <input type="checkbox"/> CONFERENCE APP | CONTACT US |

BRANDING VISIBILITY

- | | |
|--|--------------|
| <input type="checkbox"/> DELEGATE BAG | USD \$ 6,500 |
| <input type="checkbox"/> LANYARDS | USD \$ 4,000 |
| <input type="checkbox"/> DELEGATE BAG INSERT | USD \$ 1,250 |

ADVERTISEMENTS

- | | |
|---|--------------|
| <input type="checkbox"/> FRONT INSIDE COVER | USD \$ 6,000 |
| <input type="checkbox"/> BACK INSIDE COVER | USD \$ 6,000 |
| <input type="checkbox"/> BACK COVER | USD \$ 8,000 |
| <input type="checkbox"/> DOUBLE PAGE SPREAD | USD \$ 6,000 |
| <input type="checkbox"/> RUN OF PAGE X 2 | USD \$ 5,000 |
| <input type="checkbox"/> RUN OF PAGE (PER PAGE) | USD \$ 3,000 |
| <input type="checkbox"/> GROUP REGISTRATIONS | CONTACT US |

3. HOW TO PAY

Please note that all figures are subject to VAT at the prevailing rate

Total amount payable USD \$

- I will arrange a bank transfer to Elsevier Ltd, please send me the payment details

4. SIGN AND DATE THE FORM

I have read and agree to abide by the payment and cancellation terms as outlined below, and I understand that this form confirms my booking. I accept that from now on charges will be imposed for cancelled bookings, and that up to the full fee will be payable:

Signature Today's Date

5. RETURN TO

Tom Faulkner

Head of Conference Sales

Elsevier

Amsterdam, The Netherlands

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TERMS AND CONDITIONS OF BOOKING:

- Acceptance of applications for table-top exhibits or sponsorship is at the discretion of the organisers.
- Cancellations: If you find it necessary to cancel your exhibition or sponsorship package, please fax the conference department immediately on +44 (0) 1865 843958. Cancellation more than 91 days prior to the first open day of the conference – 50% of the total charge as a cancellation penalty provided that written notice is received. Cancellation 91 days or less prior to the first open day of the conference – 100% of the total charge as a cancellation penalty.
- Payment must be made in advance of the conference and is non-refundable according to the above cancellation terms.
- You will be provided with confirmation of your booking, along with full details of shipping co-ordinates and relevant shipping deadlines.
- A reduction in Stand space shall be treated as a pro rata cancellation. A signed order of a Stand implies participation by the Exhibitor for the whole of the time when the hall is open to the Visitors. In the event of cancellation by the Exhibitor or failure to exhibit the Stand charges shall be paid in full to the Organiser. Cancellation charges will be applied as indicated above and the parties hereby agree that these constitute a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the Exhibitor.
- The exhibition stand contract constitutes a license to exhibit and not a tenancy. The Organiser reserves the right at any time and from time to time to make such alterations in the ground plan of the Exhibition as may in their opinion be necessary in the best interests of the Exhibition and to alter the shape, size or position allocated to the Exhibitor. No alternations to the space allotted will be made in such a way as to impose on the Exhibitor any greater liability for rental than that undertaken in the exhibition stand contract.
- The Exhibitor or Sponsor shall not be entitled to withhold payment of any amounts payable to the Organiser in relation to the exhibition or sponsorship package by reason of any dispute or claim by the Exhibitor or Sponsor in connection with the exhibition/sponsorship package or otherwise nor shall the Exhibitor or Sponsor be entitled to set off any amount which is alleged to be payable or due from the Organiser against any amount payable to the Organiser in relation to the exhibition or sponsorship package.
- Exhibitors are responsible for their own insurance for the event. A copy of your public liability insurance certificate (providing cover of US\$3,000,000) is required prior to the event.