

## European Medical Writers Association

### 29<sup>th</sup> EMWA Conference

#### Westin Grand Hotel, Frankfurt, Germany

#### 12–14 November 2009

##### OVERVIEW

The EMWA Autumn Conference promises another interactive gathering culminating in interesting discussions and lively presentations. The conference provides an opportunity conducive to networking and cost-effective professional training. We welcome you to share experience and best practice with your fellow members.

The venue, facilities and training programme are chosen to offer the best possible learning environment. In addition to the formal training sessions, a relaxed, friendly conference atmosphere provides an ideal opportunity to forge relationships as well as introduce yourself to other medical writers and communicators at all stages in their careers.

The programme for the conference is as follows:

- Thursday 12 November - opening welcome drinks reception & first opening session
- Friday 13 November - workshops and conference dinner
- Saturday 14 November - workshops

##### BACKGROUND INFORMATION

The European Medical Writers Association (EMWA) is a not for profit organisation dedicated to promoting standards of excellence in medical writing. Founded in 1989, EMWA is the only organisation providing in-depth professional training for medical writers in Europe.

With around 900 members made up of academics and professionals working in-house or freelance for pharmaceutical and medical communication companies, contract research organisations, research institutes and those in the field of scientific journalism, the spring conference offers a great opportunity for members and sponsors to network and make new contacts across Europe.

Run for and by its members, EMWA aims to assist with the professional development of those in the medical writing field and increase awareness of medical writing throughout Europe.

For more information, please visit the EMWA website at [www.emwa.org](http://www.emwa.org).

##### WHY GET INVOLVED?

This year's autumn conference in Frankfurt is likely to be very well attended. Around 20% of our members reside and work in Germany and are thus likely to attend. Furthermore Frankfurt is a central location with easy air and rail access for participants travelling from all corners of Europe. The conference is also supported by a strong faculty of national and international speakers and workshop leaders.

Sponsorship of the conference is an excellent way to make your company known to the European medical writing community. No matter how you choose to contribute, sponsoring this conference will bring your company's name to a broad spectrum of writers across the medical field.

##### HOW DO I GET INVOLVED?

In addition to the Exhibition, the idea of sponsoring various opportunities at an event is always very popular. With this in mind, we have provided a number of sponsorship opportunities throughout the conference. Many of the opportunities that we have created are for a single sponsor, offering you the prominence of your brand alongside that of EMWA.

Sponsorship opportunities are being offered to both existing members of the association as well as the wider community.

If, however, you have an idea of your own, or would like to know more about EMWA, please don't hesitate to contact us by email at [emwaconference@associationhq.com](mailto:emwaconference@associationhq.com) or on telephone number +44 (0)1730 715216.

**SPONSORSHIP AND EXHIBITION BOOKING FORM**
**29<sup>TH</sup> EMWA CONFERENCE 12–14 November 2009, FRANKFURT**

Contact Name:

Company:

Address:

Post code:

Telephone:

Fax:

Email:

Sponsorship	Price €	Tick
A. Conference Welcome Drinks Reception	€1,500	
B. Conference Dinner	€2,500	
C. 1 hour lunch session	€1,500	
D. Cotton ecological conference bags	€2,500	
E. Conference pocket programme - inside front cover	€1,800	
E. Conference pocket programme - inside back cover	€1,500	
F. Conference pens (to be provided by sponsor)	€500	
G. Conference pads (to be provided by sponsor)	€500	
H. Conference bag inserts (to be provided by sponsor)	€500	
I. Registration area and badges	€2,000	
J. Dedicated mail shot, postal (postage/printing charged separately)	€1,000	
J. Dedicated mail shot, email	€1,000	
K. The Write Stuff - full page	€1,000	
K. The Write Stuff - half page	€500	
K. The Write Stuff - quarter page	€250	
L. 1. Basic website advert	€750	
L. 2. Longer website advert	€1,125	
L. 3. Agency listing on website	€750	
M. Advert in Spring 2010 brochure – inside front cover	€1,800	
M. Advert in Spring 2010 brochure – inside back cover	€1,500	
N. Table Top Exhibition Space	€700	
Purchase order number or reference number:		
Invoice address if different from above:		

**PLEASE RETURN THIS FORM TO:**
**EMWA Head Office, Durford Mill, Petersfield, Hampshire, GU31 5AZ**
**Telephone +44 (0)1730 715216 Fax: +44 (0)870 442 9940 Email:**
**[emwaconference@associationhq.com](mailto:emwaconference@associationhq.com)**

PLEASE NOTE: Full payment is required prior to the conference. Our standard invoice terms are 30 days, however for late bookings immediate payment may be required. The organisers reserve the right to deny participation should full payment not be made prior to the conference.

**SPONSORSHIP OPPORTUNITIES**

**A. Social Event—Conference Welcome Drinks Reception—Day one**

There is opportunity to sponsor a social networking event being held for all the delegates on the opening evening of the conference. This will provide an occasion for the sponsor to mingle with the delegates and make a personal impression whilst welcoming them to the event.

Package includes:

- Sponsor logos will appear on all signage relating to the evening
- Company contact details in each delegate pack
- 2 tickets to attend the evening
- Sponsors may supply napkins with their logos and erect a free standing pop up banner.

Total Cost excl UK VAT: €1,500

**B. Social Event—Conference Dinner—Day two**

A formal dinner has been arranged for the Friday evening of the conference. All delegates will be invited to attend. There is an opportunity to sponsor the evening and the sponsor may supply branded napkins and free standing pop up banners to promote their presence.

Package includes:

- Sponsor logos will appear on all signage relating to the evening
- Sponsor logo will appear on menus for the evening
- Company contact details in each delegate pack
- 2 tickets to attend the evening
- Sponsors may supply napkins with their logos and erect a free standing pop up banner.

Total Cost excl UK VAT: €2,500

**C. 1 hour Lunch Session**

This option allows the opportunity to interact with delegates by presenting a marketing presentation. The sponsor will also have opportunity to brand the workshop area with free standing pop-up style banners and supply the attendees with a relevant handout upon entering or departing the session.

Package includes:

- Sponsor logos will appear on all signage relating to the session
- You will be entitled to use one of the meeting rooms (set up in classroom style) as well as enjoying complimentary use of the audio visual equipment already within the meeting room. Quotations are available for additional audio visual requirements at the sponsor's request.
- Company contact details in each delegate pack

Total Cost excl UK VAT: €1,500

#### **D. Cotton Ecological Friendly Conference Bags**

Every delegate and speaker will receive a conference bag. The design will be chosen to maximise the opportunity for delegates to re-use the bag time and time again. This will contain conference materials and supporting documentation.

Package includes:

- Sponsor logo to appear on the Conference bag (one colour)
- Company contact details in each delegate pack

Total Cost excl UK VAT: €2,500

#### **E. Conference Pocket Programme—multiple opportunities**

Every delegate pack will contain a pocket programme. This will contain key information about the conference, a programme of activity, details on the work of EMWA and local information. Advertising space is available as follows:

Total Cost excl UK VAT:

Inside front cover	€1,000
Inside back cover	€800

Please note that advertisers will be responsible for designing their own advertisement and providing appropriate materials to the publisher within the timescales which will be confirmed on request.

#### **F. Conference Pens—1 sponsor only**

Every delegate bag will contain a conference pen. Pens to be supplied by the sponsor.

Package includes:

- Inclusion of one pen per conference bag
- Company contact details in each delegate pack

Total Cost excl UK VAT: €500

#### **G. Conference Pads—1 sponsor only**

Every delegate bag will contain a conference pad. Note pads to be supplied by the sponsor.

Package includes:

- Inclusion of one notepad per conference bag
- Company contact details in each delegate pack

Total Cost excl UK VAT: €500

#### **H. Conference Bag Inserts—multiple opportunities**

Insert into the conference bags. Please note that the advertisers will be responsible for providing their own materials in a format ready for inserting into the conference bags (if inserts need to be folded, this should be done by the sponsor).

Total Cost excl UK VAT: €500

### **I. Registration Area and Badges—1 sponsor only**

This option allows the opportunity to display your banner on the registration table plus your name and logo will be featured on the badges, both of which give high exposure of your company name and logo throughout the conference.

Package includes:

- Company banner next to the registration desk (to be supplied by sponsor)
- Sponsor logos will appear on all conference badges
- Company contact details in each delegate pack

Total Cost excl UK VAT: €2,000

### **J. Dedicated Mail Shot—multiple opportunities**

This option allows the opportunity to send a mail shot to all EMWA members either by post or by email prior to the conference. This opportunity can be used on its own to market your company or jointly with another sponsorship opportunity to advertise activities you will be involved with during the conference.

Total Cost excl UK VAT:

Postal mail shot €1,000 (postage/printing charged separately)  
Email mail shot €1,000

### **K. The Write Stuff—multiple opportunities**

EMWA's journal, The Write Stuff (TWS) is issued four times a year and is your connection to the medical writing community, featuring news, opinion and information on everything you need to know to keep up to date with the rapidly evolving world of medical writing. The membership circulation is around 1000 medical writers in over 27 European countries, Africa, USA, Australia and the Far East. The journal is A4 portrait and is published in March, June, September and December. The journal also appears online, initially for members and then becomes accessible globally after six months.

Total Cost excl UK VAT:

Full page €1,000  
Half page €500  
Quarter page €250

Please note that advertisers will be responsible for designing their own advertisement and providing appropriate materials to the publisher within the timescales which will be confirmed on request.

### **L. Website Advert**

We accept three types of medical writer recruitment adverts. The costs are for up to 2 months' display.

#### 1. Basic advert (350 words limit) €750

Up to two posts at the same company can be included in any one advert maximum 350 words. (Agencies can opt to use this type as long as they are placing for one client up to two vacancies and sharing the same logo)

#### 2. Longer advert (525 words limit) €1125

Up to three posts at the same company can be included in any one advert maximum 525 words. (Agencies can opt to use this type as long as they are placing for one client up to three vacancies and sharing the same logo)

#### 3. Agency listing €750

Any number of posts for any number of companies but with a maximum of 150 words.

### **M. Brochure for Spring Conference—March 2010**

Around three months prior to the next EMWA conference, the first announcement brochure will be mailed to all relevant parties likely to be seeking involvement in the event. The brochure will be mailed to approximately 1200 individuals with an interest in the Medical Writing arena including all EMWA members. We have one opportunity to offer a full page, inside front cover advertising feature to a sponsor. The opportunity also comes with the complimentary benefit of the advert being repeated on the 2010 EMWA Conference website throughout the advertising and registration period of this forthcoming event.

Total Cost excl UK VAT:

Full page inside front cover advert	€1,000
Full page inside back cover advert	€1,500

### **EXHIBITION SPACE**

The table top exhibition spaces will be accessible to delegates throughout the meeting; positioned in the coffee break area, located outside all meeting rooms, the exhibition spaces will be ideally located for networking and information exchange during the breaks. To ensure that you get unrivalled access to the people that you want to meet, EMWA will limit the number of exhibitors.

### **N. Exhibition Package**

The exhibition space includes:

- A table with two chairs
- 2 x exhibitor registrations giving you access to refreshment breaks and lunch
- Company contact details in each delegate pack

Total Cost excl UK VAT:

Exhibition space	€700
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