

Partnership opportunities

30th EMWA Conference

11 – 15 May 2010

Hotel Tiara Park Atlantic, Lisbon, Portugal

'Medical Writing in an Electronic Era'

EMWA strives for continuous improvement in medical communication and is committed to pro-actively develop the association to benefit you and all of the EMWA members. With an ever increasing European membership base of almost 1000, we appreciate that this presents fruitful commercial opportunities and you may be keen to target this audience.

The EMWA Conferences take place twice each year and

EMWA Conference Frankfurt Autumn 2009



present interactive exposure opportunities. The forthcoming events scheduled for spring 2010 in Lisbon and autumn 2010 in Nice both provide a medium for networking, active discussions and extensive cost-effective professional training amongst the community. The venues, facilities, and training programmes are chosen to offer you the best possible learning environment. In addition to the formal training sessions, a relaxed, friendly conference atmosphere provides an ideal networking opportunity and enables all those attending to interact with medical writers and communicators at all stages in their career.

'The Write Stuff' is a quarterly, 100 page publication that is well read by our audience. It is circulated to around 1000 medical writers across Europe and offers rewarding opportunities in the form of advertising and editorial. In parallel with sponsorship at the EMWA Conferences, it provides repetition of your message and therefore becomes memorable.

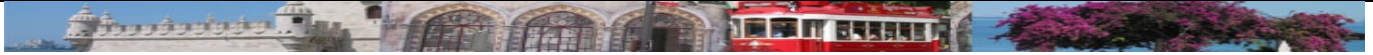
Whether your organisation is a pharmaceutical company, or offers relevant training, personal development, software solutions or professional services, we are pleased to present the following opportunities for your perusal.

Unlike many other associations, with our industry partners in mind, we are happy to offer the enclosed discounted rates in return for longer-term commitment and, we are happy to set up a payment plan. Longer-term partnership will be more commercially effective for you as with a combination strategy of regular advertising and sponsorship you will be provided an increased level of awareness. This in turn ensures that you obtain a viable and fruitful return on investment.

Benefits of partnership:

- Cost effective opportunities
- Longevity of commitment provides a high return on investment
- Relevant and targeted audience
- Friendly and interactive environment conducive to forging strong relationships
- Limited number of partners invited providing exclusivity of commercial partners

Platinum Partner (throughout 2010)



Package includes:

- √ Exclusive, sole opportunity for one partner only
- √ Inside back cover, full page advert within the following 'The Write Stuff' publications:
 - June 2010
 - September 2010
 - December 2010
- √ Acknowledgement of your status as the EMWA Platinum Partner throughout 2010 online at www.EMWA.org
 - Online advert includes the opportunity of limited amends to feature new products or situations vacant
- √ Spring 2010 Conference Sponsorship:
 - 45 minute lunchtime slot to present to the audience. The session will be advertised in the programme and be fully accredited to your organisation
 - Sole branding opportunity of the registration area allowing you to display banners and incorporation of logo onto the delegate badges
 - Acknowledgement in final conference programme
- √ Autumn 2010 Conference Sponsorship:
 - Sole branding opportunity of the registration area allowing you to display banners and incorporation of your logo onto the delegate badges
 - Acknowledgement in final conference programme

Price for *Platinum Partner* package: **€7800**

Or, 10 equal payments of €800 commencing in February 2010

Gold Partner (throughout 2010)

Package includes:

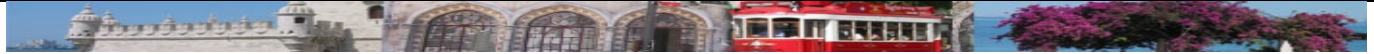
- √ Exclusive, sole opportunity for one partner only
- √ Full page advert within the following 'The Write Stuff' publications:
 - June 2010
 - September 2010
 - December 2010
- √ Acknowledgement of your status as the EMWA Gold Partner throughout 2010 online at www.EMWA.org
 - Online advert includes the opportunity of limited amends to feature new products or situations vacant
- √ Spring 2010 Conference Sponsorship:
 - Sole branding opportunity of the conference delegate packs (provided by EMWA) incorporating your logo
 - Table top exhibition space
 - 1 x delegate pack insert
 - Acknowledgement in final conference programme
- √ Autumn 2010 Conference Sponsorship:
 - Table top exhibition space
 - 1 x delegate pack insert
 - Acknowledgement in final conference programme

Price for *Gold Partner* package: **€6000**

Or, 10 equal payments of €620 commencing in February 2010

We are flexible to compiling a package suitable for your requirements and always happy to discuss your proposed ideas. Please contact Victoria at EMWA HO: **Phone +44 (0) 1730 715216 Fax +44 (0) 870 442 9940 or info@emwa.org**

Partnership opportunities (throughout 2010)



Package option 1 includes:

- √ Half page advert within the following 'The Write Stuff' publications:
 - June 2010
 - September 2010
 - December 2010
- √ Acknowledgement of your status as an EMWA Partner throughout 2010 online at www.EMWA.org
- √ Spring 2010 Conference Sponsorship:
 - Opportunity to provide conference pads or pens
 - Table top exhibition space
 - 1 x delegate pack insert
- √ Autumn 2010 Conference Sponsorship:
 - Table top exhibition space
 - 1 x delegate pack insert

Price: **€4000**

Package option 2 includes:

- √ Spring 2010 Conference Sponsorship:
 - *Lunchtime 45 minute demo/presentation opportunity on Wednesday, Thursday or Friday
 - Table top exhibition space
 - 1 x delegate pack insert
 - Acknowledgement in final conference programme
- √ Acknowledgement of your status as an EMWA Partner throughout 2010 online at www.EMWA.org with a hyper link to a demo/webinar or landing page of your choice

Price: **€2750**

Package option 3 includes:

- √ Quarter page advert within the following 'The Write Stuff' publications:
 - September 2010
 - December 2010
- √ Acknowledgement of your status as an EMWA Partner throughout 2010 online at www.EMWA.org
- √ Spring 2010 Conference Sponsorship:
 - Table top exhibition space
 - 1 x delegate pack insert
- √ Autumn 2010 Conference Sponsorship:
 - 1 x delegate pack insert

Price: **€2500**

Conference programme advertising:

Every delegate pack will contain a conference programme/workbook. This will contain key information about the event, a programme of activity, details on the work of EMWA, useful contacts and local information. The programme has a long shelf life and is often referred to and/or shared by peers for many months following a conference. We have the following advertising space available*:

Inside front cover (Lisbon only): €1800

Inside back cover (Lisbon only): €1500

Full page (Lisbon only): €1000

Half page (Lisbon only): €500

Inside front cover (Lisbon & Nice): €2800

Inside back cover (Lisbon & Nice): €2400

Full page (Lisbon & Nice): €1600

Half page (Lisbon & Nice): €800

Advert in first announcement brochure for Autumn 2010 Conference & EMWA Web presence:

Around three months prior to the Autumn EMWA Conference, the first announcement brochure will be mailed to all relevant parties likely to be seeking involvement with the event. The brochure will be mailed to between 1000-1500 named individuals all 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 opportunity along with an acknowledgment on the EMWA website throughout the advertising and registration period of this event.

Price: €1800

Longer-term advertising opportunity includes:

Half page advert within the following 'The Write Stuff' publications in 2010:

- June 2010
- September 2010
- December 2010

Quarter page advert in final conference programme

- Spring 2010 Lisbon
- Autumn 2010 Nice

Price: €1600

Table top exhibition space:

The exhibition space measures approximately 1.5m x 1.5m for you to erect a freestanding display within and includes a table with two chairs. Power and sufficient lighting are included as is one exhibitor pass allowing the attendee access, refreshments and lunch daily (excludes entrance to scientific and social programme). We anticipate approximately 350 delegates at the Lisbon Conference (Spring 2010), and 250 at the Nice Conference (Autumn 2010). Your company will also be acknowledged in the final conference programme.

Lisbon only: €700

Lisbon & Nice: €1200

EMWA Website advertising:

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 (150 words limit) €750

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

- 1. Basic ad up to 350 words: €750
- 2. Longer ad up to 525 words: €1125
- 3. Agency listing numerous posts: €750

Delegate pack insert:

An A4 flyer to be produced by the sponsor (content requires approval by EMWA in advance). Approximately 350 will be inserted into every delegate pack handed to all conference attendees on arrival in Lisbon (Spring 2010), and 250 to all conference attendees on arrival in Nice (Autumn 2010).

Lisbon only: €500

Lisbon & Nice: €600

Provision of conference pens:

Every delegate pack will contain a pen. Approximately 350 delegates are expected at the Lisbon Conference (Spring 2010), and 250 at the Nice Conference (Autumn 2010). Pens to be provided by the sponsor.

Lisbon only: €500

Lisbon & Nice: €600

Provision of conference notepads:

Every delegate pack will contain a notepad. Approximately 350 delegates are expected at the Lisbon Conference (Spring 2010), and 250 at the Nice Conference (Autumn 2010). Notepads to be provided by the sponsor.

Lisbon only: €500

Lisbon & Nice: €600

All prices above are shown exclusive of VAT. *All sponsorship and advertising opportunities are subject to availability. We ask that you adhere to the timescales we provide regarding advertising and print production elements.

BOOKING FORM:

30 TH EMWA CONFERENCE 11-15 May 2010, LISBON		
Contact Name:		
Company:		
Address:		
		Post code:
Telephone:	Fax:	
Email:		
Partnership opportunity selection	Price €	Tick
Platinum Partner	€7,800	
Gold Partner	€6,000	
Partnership Opportunities		
Package Option 1	€4,000	
Package Option 2	€2,750	
Package Option 3	€2,500	
Conference Programme Advertising		
Inside front cover (Lisbon only or Lisbon & Nice)	€1,800 or €2,800	
Inside back cover (Lisbon only or Lisbon & Nice)	€1,500 or €2,400	
Full page (Lisbon only or Lisbon & Nice)	€1,000 or €1,600	
Half page (Lisbon only or Lisbon & Nice)	€500 or €800	
1 st Announcement brochure advert	€1,800	
Longer-term advertising opportunity	€1,600	
Table top exhibition space (Lisbon only or Lisbon & Nice)	€700 or €1,200	
EMWA Website Advertising		
Basic ad, up to 350 words	€750	
Longer ad, up to 525 words	€1125	
Agency listing, numerous posts	€750	
Delegate pack insert (Lisbon only or Lisbon & Nice)	€500 or €600	
Conference pens	€500 or €600	
Conference notepad	€500 or €600	
Purchase order number or reference number:		
Invoice address if different from above:		

Please return this form to the address below using email, fax or post.

Thank you for your support.

Upon signing this booking form, you are agreeing to the enclosed Terms & Conditions.



TERMS AND CONDITIONS:

1. SPONSORSHIP, ADVERTISING AND PARTNERSHIP OPPORTUNITIES

This is the list of all available opportunities to purchase along with specific items, entitlements and current prices. Prices may be subject to amendment.

2. COMMITMENT

If you would like to be a sponsor, please complete, sign and return the booking form by fax or post.

Fax or send the completed forms to the following address:

Victoria Giordano, EMWA HO, Durford Mill, Petersfield, Hampshire, GU31 5AZ.

Upon receipt of the completed booking form, EMWA will proceed to issue your company the necessary invoice with full payment instructions.

3. DEPOSIT

100% of the entire sponsorship money is to be paid to EMWA in order to secure the opportunity, no later than 30 days from receipt of the official invoice. Any deposit is non-refundable.

4. CANCELLATION POLICY

We cannot accept cancellation of sponsorship commitment once it has been secured. Upon commitment of sponsorship, the sponsors will be liable to the organising committee for the total sponsorship committed. This includes the cost of the items/materials pledged under the commitment of sponsorship.

6. PRIORITISATION

In the event that more than one company is interested in sponsoring an item, the date in which we receive the booking form will decide on item assignment and will be based on a first-come, first-served basis.