



Target the whole vaccine development chain and community

'A spectacular opportunity to network with representatives from all areas of vaccine development and deployment from basic science to immunization program development.'

Now in its fourth year, the annual Vaccine Congress, organized by Elsevier, has become *the* forum for the exchange of ideas to accelerate the rate at which vaccines can come to benefit the populations that need them. In 2010 the congress returns again to Europe and is set to attract a record number of academics and researchers, regulatory and governmental agencies, charities, and health and industry professionals.

Special sponsorship feature: affiliate your brand with the Virtual Conference

As with previous events in the series a number of sponsorship opportunities are available to organisations looking to support the congress and benefit from extensive pre event and on-site exposure. In addition, the congress will once again host a virtual counterpart allowing sponsors to extend their marketing reach even beyond the delegate base for the conference and for months after the event.

Topics will include:

Human vaccines, infectious diseases
Human vaccines, non-infectious diseases
Veterinary vaccines
Immunology / Animal models
Vectors / Adjuvants / Drug delivery
Production / Manufacturing / Safety
Regulatory / Societal / Legislation aspects

Congress Committee

Shan Lu (Co-chair), University of Massachusetts Medical School, USA
Ray Spier (Co-chair), Guildford, Surrey, UK
Alan Barrett, University of Texas Medical Branch, Galveston, USA
Rick Bright, PATH, Seattle, USA
Adolfo Garcia-Sastre, Mount Sinai School of Medicine, USA
Walter Orenstein, Gates Foundation, USA
Marie Paule Kieny, WHO, Switzerland
Rino Rappuoli, Novartis Vaccines & Diagnostics, Italy
John Shiver, Merck & Co., USA
Alexander Von Gabain, Intercell, Austria

Speakers include:

Nick Andrews, Health Protection Agency, UK
Alan Barrett, University of Texas Medical Branch, USA
Noel Barrett, Baxter Innovations GmbH, Austria
Rick Bright, PATH, USA
Joe Cohen, GSK, Belgium
Mark DeSouza, US Military Medical Research, USA
Emilio Emini, Pfizer, USA
Olivera Finn, University of Pittsburgh School of Medicine, USA
Adolfo Garcia-Sastre, Mount Sinai School of Medicine, USA
Hiroshi Kyono, University of Tokyo, Japan
Marie Paule Kieny, WHO, Switzerland
Myron Levine, University of Maryland School of Medicine, USA
Christian Mandl, Novartis, USA
Greg Poland, Mayo Clinic and Foundation, USA
Konstantin Pugachev, Sanofi-Pasteur, USA
Guus Rimmelzwaan, Erasmus Medical Center, The Netherlands
Masayuki Saijo, National Institute of Infectious Diseases, Japan
John Shiver, Merck & Co, USA
Theo Schetters, Intervet, The Netherlands
Alexander Von Gabain, Intercell, Austria
David Weiner, CAMB University of Pennsylvania, USA
Yumei Wen, Fudan University, China



Sponsorship & Support Opportunities

Platinum Level (Contributions of € 30,000 / \$ 42,000)

As an exclusive Platinum Level Sponsor, your company will receive tangible benefits, including the following:

- Direct access to the >400 attendees made up of academics (those in research and development), regulatory and government agencies, charities, and health and industry professionals in the field of vaccinology
- Complimentary registration for 5 delegates
- Complimentary 3x3m booth expansion
- One set of promotional materials included in registration material
- A complimentary meeting room
- A complimentary full page advertisement in the program
- Promotional exposure, including
 - Company acknowledgement by level on all official *Vaccine Congress* support signs
 - Special recognition on *Vaccine Congress* website: display of company logo with a direct link to your website
 - Company acknowledgement by level in the program
- Option to brand specific portions of the meeting, including*:
 - Welcome reception
 - Refreshment break
 - Lunch break
 - Congress bags
 - Dinner
 - Distinguished Vaccinologist Award
 - Poster Award
 - Lanyard
 - Notebook
 - Pens

Gold Level (Contributions of € 20,000 / \$ 28,000)

As a Gold Level Sponsor, your company will receive tangible benefits, including the following:

- Direct access to the >400 attendees made up of academics (those in research and development), regulatory and government agencies, charities, and health and industry professionals in the field of vaccinology
- Complimentary registration for 4 delegates
- Complimentary 3x3m booth expansion
- One set of promotional materials included in Registration material
- A complimentary full page advertisement in the program
- Promotional exposure, including
 - Company acknowledgement by level on all official *Vaccine Congress* support signs
 - Special recognition on *Vaccine Congress* website: display of company logo with a direct link to your website
 - Company acknowledgement by level in the program
- Option to brand specific portions of the meeting, including*:
 - Welcome reception
 - Refreshment break
 - Lunch break
 - Congress bags
 - Dinner
 - Poster Award
 - Lanyard
 - Notebook
 - Pens

* Based on first-come, first-serve receipt of commitments



Silver Level (Contributions of € 10,000/\$ 14,000)

As a Silver Level Sponsor, your company will receive tangible benefits, including the following:

- Direct access to the >400 attendees made up of academics (those in research and development), regulatory and government agencies, charities, and health and industry professionals in the field of vaccinology
- Complimentary registration for 3 delegates
- Complimentary 3x3m booth expansion
- One set of promotional materials included in Registration material
- Promotional exposure, including
 - Company acknowledgement by level on all official *Vaccine Congress* support signs
 - Special recognition on *Vaccine Congress* website: display of company logo with a direct link to your website
 - Company acknowledgement by level in the program
- Option to brand specific portions of the meeting, including*:
 - Welcome reception
 - Refreshment break
 - Lunch break
 - Congress bags
 - Poster Award
 - Lanyard
 - Notebook
 - Pens

Bronze Level (Contributions of € 5,000 / \$ 7,000)

As a Bronze Level Sponsor, your company will receive tangible benefits, including the following:

- Direct access to the >400 attendees made up of academics (those in research and development), regulatory and government agencies, charities, and health and industry professionals in the field of vaccinology
- Complimentary registration for 2 delegates
- Complimentary 3x3m booth expansion
- One set of promotional materials included in Registration material
- Promotional exposure, including
 - Company acknowledgement by level on all official *Vaccine Congress* support signs
 - Special recognition on *Vaccine Congress* website: display of company logo with a direct link to your website
 - Company acknowledgement by level in the program
- Option to brand specific portions of the meeting, including*:
 - Refreshment break
 - Congress bags
 - Poster Award
 - Lanyard
 - Notebook
 - Pens

* Based on first-come, first-serve receipt of commitments

Friend (Contributions of € 2,500 / \$ 3,500)

As a Friend, your company will receive tangible benefits, including the following:

- Direct access to the >400 attendees made up of academics (those in research and development), regulatory and government agencies, charities, and health and industry professionals in the field of vaccinology
- Complimentary registration for 1 delegate
- One set of promotional materials included in Registration material
- Promotional exposure, including
 - Company acknowledgement by level on all official *Vaccine Congress* support signs
 - Special recognition on *Vaccine Congress* website: display of company logo with a direct link to your website
 - Company acknowledgement by level in the program
- Option to brand a specific portion of the meeting, including*:
 - Lanyard
 - Notebook
 - Pens



Summary of sponsor opportunities

Opportunities	Platinum € 30,000 \$ 42,000	Gold € 20,000 \$ 28,000	Silver € 10,000 \$ 14,000	Bronze € 5,000 \$ 7,000	Friend € 2,500 \$ 3,500
Free registration	5 persons	4 persons	3 persons	2 persons	1 person
Congress notebook	X	X	X	X	X
Congress bag insert	X	X	X	X	X
Lanyard	X	X	X	X	X
Congress pens	X	X	X	X	X
Exhibition booth	X	X	X	X	
Poster award	X	X	X	X	
Congress bags	X	X	X	X	
Refreshment break	X	X	X	X	
Lunch break	X	X	X		
Welcome reception	X	X	X		
Full page advertisement in programme book	X	X			
Congress dinner	X	X			
Congress room	X				
Distinguished Vaccinologist award	X				
Number of opportunities to choose*	7	6	5	4	3

* Based on first-come, first-serve receipt of commitments

All sponsors will be acknowledged on the Congress website (www.vaccinecongress.com), in the programme book, and on various e-mail shots.

For further information and to book contact your local sales representative

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2010 Vaccine Virtual Congress: Sponsor Opportunities

Extend your market reach and generate sales leads

'Meet' with potential new customers across time zones from the comfort of your desk. Elsevier has years of experience in hosting virtual events and producing effective webinars for our customers – benefit from our knowledge in what works and how best to achieve it.

Following the success of previous virtual events, the annual Vaccine Congress, organized by Elsevier, will once again host a virtual counterpart for the Vaccine Congress 2010.

Selected presentations from the event will be captured in high-quality webcast format, including audio and synchronized slides, and archived on the Vaccine Congress website. The virtual conference allows an extended audience to hear the latest research developments from top international speakers from the Vaccine Congress, on demand and free of charge.

A range of sponsorship opportunities are available to organisations looking to affiliate their brand to this high quality and unique event, accessing the Vaccine community. This extends your marketing reach beyond the delegate base for the congress and for months after the event. Sponsors of the virtual congress also have the option to host their own webinar within the virtual platform and thus increase direct sales leads.

Cost-effective advertising

Sponsorship of the Virtual Congress is highly effective in terms of both time and cost.

Virtual Conference Features	Virtual Conferences Sponsor Benefits
Online access to selected congress presentations in high quality webcast format via the Vaccine Congress website. Available from 2 weeks after the live 2010 congress until the 2011 event.	Promote your brand to the Vaccine community, and reach a wide audience for months after the event via banner adverts on the Vaccine virtual congress pages. Previous events show that we can attract more than 250 registrants, spending an average of 109 minutes on our virtual congress sites.
Promotion to Vaccine 2010 congress delegates and via the extensive Vaccine databases.	Raise brand awareness in the Vaccine community via logo inclusion on promotional emails and banner advertising on ScienceDirect.
Free registration to the virtual congress via online sign up	Receive profiled leads from our registration process
High-profile speakers	Affiliate your products and services with leaders in the field.
On-demand easy access– 24/7	Reach an international audience from the comfort of your desk: the virtual environment is location and time independent
Tracking and reporting	Receive comprehensive reports on visitor traffic
Sponsor webinars	Increase exposure and focus your message via a dedicated company webinar embedded in the virtual conference platform. Engage with potential new customers via live Q&A session and delegate polls.



Virtual Congress Sponsorship Opportunities

Premium Level: Engage + Interact (Contributions of €30,000 / \$ 42,000)

As a Premium Level Sponsor, your company will receive tangible benefits, including the opportunity to engage and interact with the vaccine community via a live online webinar, at a day and time selected by you.

- Inclusion in 4 promotional emails to our Vaccine congress delegates and related Vaccine databases
- **500,000** Banner impressions on Science Direct
- Company banner on Virtual Congress website pages
- Reports: delegate profiles and visitor traffic
- Virtual conference leads will be delivered 6 weeks post-event.
- **Hosting and project management of a dedicated live company webinar embedded in the virtual conference platform. Interact with potential new customers via live Q&A sessions and delegate polls, and receive leads 48hrs post-event.**

Standard Level: Engage (Contributions of € 20,000 / \$ 28,000)

As a Vaccine Virtual Congress Sponsor, your company will receive tangible benefits, including the following:

- Inclusion in **2** promotional emails to our Vaccine congress delegates and related Vaccine databases
- **250,000** Banner impressions on Science Direct
- Company banner on Virtual Congress website pages
- Reports: delegate profiles and visitor traffic
- Virtual conference leads will be delivered 6 weeks post-event

For further information and to book contact your local sales representative



Delegates register to access the online virtual congress. They select online presentations in high-quality webcast format, including audio and synchronized slides. Sponsor banners appear above the webinar.

