



6th ifad *International Fluid
Academy Days*

Sponsorship Opportunities

November 23 – 25th 2017

Hilton Congress Centre, Antwerp, Belgium

A concise 3-day meeting on Fluid Management and Monitoring in the Critically Ill
Networking Event – 4th Course Acute Care Ultrasound – Nursing Critical Care Quiz

fluid-academy.org | info@imerit.org | [#IFAD2017](https://twitter.com/IFAD2017) | [@Fluid_Academy](https://twitter.com/Fluid_Academy)





6th International Fluid Academy Days November 23-25th 2017

Antwerp, April 2016

Dear iFAD Partner,

We are very pleased to announce the Sixth International Fluid Academy Days, which will take place on November 23-25th 2017 at the Hilton Hotel in Antwerp, Belgium.

The aim of this sixth edition is again to review recent advances in fluid management, and hemodynamic and organ function monitoring in the critical care setting in a comprehensive manner for intensivists, anaesthesiologists and emergency physicians as well as interested internists and surgeons. However the meeting will deal with any broad topic related to critical care. As always it is also a great way to promote professional interaction between faculty members, participants and delegates of the industry.

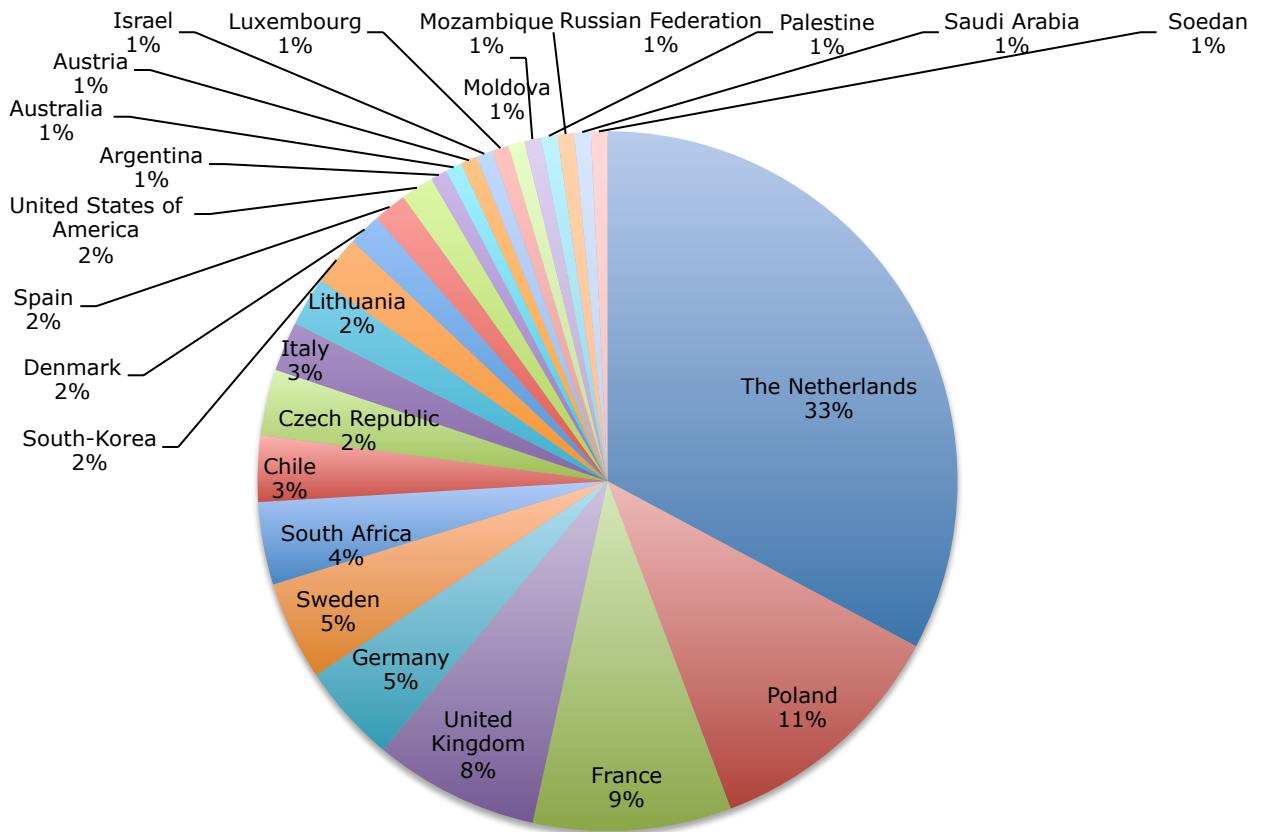
ABOUT iFAD

iFAD is an innovative Critical Care Educational meeting. This conference provides the highest quality of Critical Care education and is guaranteed to innovate and inspire. The iFAD Faculty is the most provocative, engaging, motivating and inspiring group of international educational speakers and as organizing committee we want to ensure we have the sponsors to match. Together, we make iFAD stand apart from other Critical Care conferences.

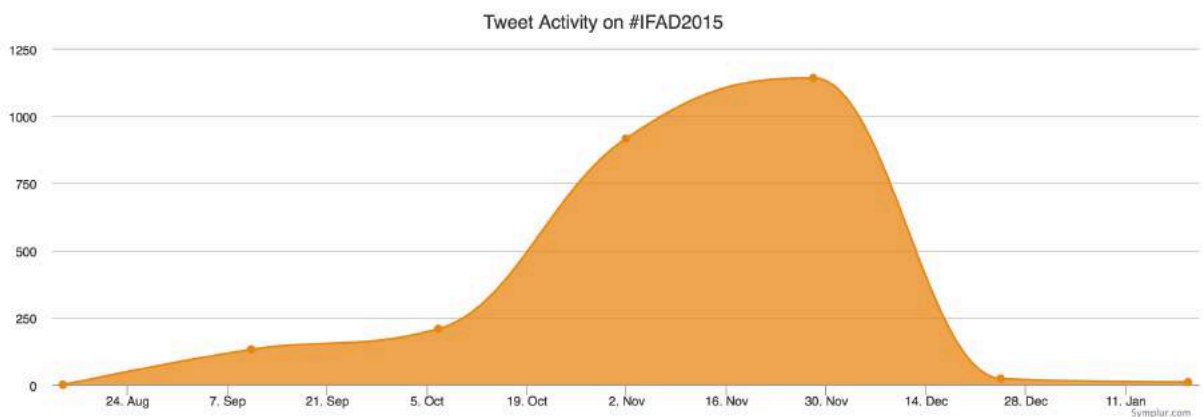
iFAD has a dynamic and growing community of delegates. In this brochure you will find some information about iFAD, its origins, the history of the first five conferences and why it became a bi-annual meeting. There are many reasons why this educational conference is a must for your company:

- Your exposure at iFAD spans months before and after the event. As a sponsor your logo will be listed, with a hotlink, on the iFAD website (www.fluid-academy.org). We are working on a new website, the beta version of which is soon to be launched (www.fluidacademy.org)
- iFAD is a truly international meeting – with participants coming from around the world and offering great exposure for your company. At iFAD2015 in Antwerp, there were 500 delegates from over 30 countries. Around fifty

percent of the delegates were international travellers as shown in the pie chart below!



- The iFAD delegates are also part of what has been called the new generation of Critical Care practitioners.
- As of last year, the social media connectivity of iFAD is increasing in analogy to other medical conferences (eg SMACC). The hashtags #iFAD2015 #IFA5 from the last meeting had many views and impressions on Twitter since September 1st 2015. The average number of daily Tweets is shown in the graph below.



- The final Twitter statistics of the #IFAD2015 are listed in the figure on the next page with **5,096,524** impressions, **2,520** Tweets, **382** participants and on average 1 Tweet per hour (official statistics on #IFAD2015 are accessible via www.symplur.com).

The #IFAD2015 Influencers

Top 10 by Mentions

@avkwong	1,224
@fluid_academy	1,014
@anesthritcare	547
@critcarereviews	284
@manu_malbrain	243
@vimeo	92
@symplur	47
@andersperner	45
@jlvincen	45
@youtube	41

Top 10 by Tweets

@fluid_academy	563
@manu_malbrain	344
@drshahru80	307
@avkwong	200
@tomcattomek	43
@jvficu	42
@curromir	36
@rubbadoc	30
@critcarereviews	27
@tymkow	26

Top 10 by Impressions

@brodalumab	2,901,903
@fluid_academy	628,477
@avkwong	303,546
@drshahru80	243,967
@critcarereviews	125,753
@anesthritcare	112,098
@icu_management	90,734
@hcsnews	72,422
@ketaminh	63,326
@healthhashtags	46,386

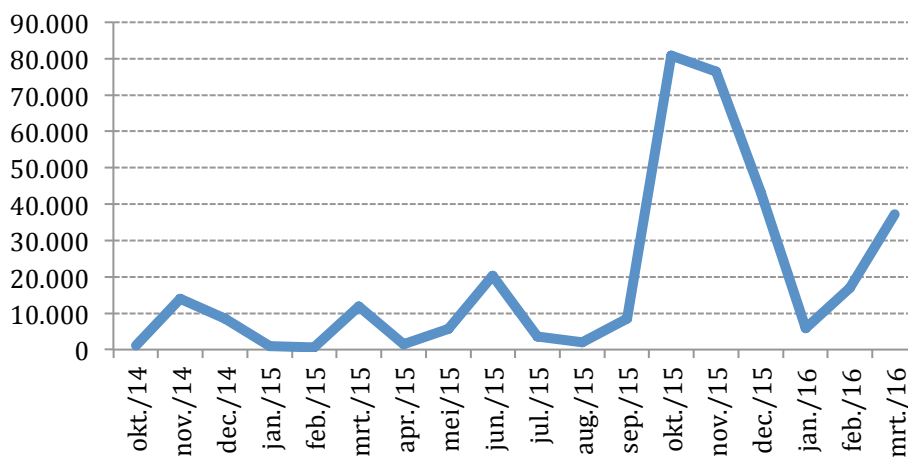
The Numbers

5,096,524	Impressions
2,520	Tweets
382	Participants
1	Avg Tweets/Hour
7	Avg Tweets/Participant

#IFAD2015 analytics for time period 09/01/2015 00:00 to 03/19/2016 00:00 (Pacific Time: GMT-0700) [change time period]

- The Twitter account @Fluid_Academy had **1,153** new followers, **12,178** profile views and posted **1,211** new Tweets over the last year resulting in **339,227** views and impressions.

@Fluid_Academy Views



- As a sponsor and privileged partner you have the possibility to engage with a Critical Care community that you won't find elsewhere easily, and the exhibition hall is also a great place for networking between delegates and speakers giving your company booth plenty of traffic throughout the regular coffee and lunch breaks during the conference.
- While it is a scientific meeting, it is also a lot of fun to participate, with vivid discussions and interactions between speakers and delegates. Participants will remember the hilarious moments with throwing of books, T-shirts, umbrellas... in the crowd. **Expect the unexpected** and even then you will be amazingly surprised by the special vibes during the iFAD meeting.
- The speakers are chosen because they are not only world experts in their field but also very inspirational teachers. Therefore, whilst other conferences may have variable attendance throughout the day, at iFAD everyone is eager to attend each session and remain for the entire conference including the prize award and wrap it up ceremony at the very end.

- As a privileged partner you are allowed to attend all educational sessions without extra costs.
- While many features of the iFAD conference resemble the sort of traditional medical education conferences you would be used to, the overall iFAD experience is completely unique (and in line with other new type of events like eg SMACC). One of the key elements is the vibrating sense of a Critical Care community and a networking atmosphere. This atmosphere is facilitated by the exhibition hall being a networking hub for delegates for the entire conference including all catering being served in this area during the lunch and coffee breaks. And all this is included within the registration package, avoiding delegates leaving the convention hall for grabbing lunch.
- The experience continues after the meeting as the conference powerpoint presentations, photos, journal review papers, promotional and educational videos are released free online during the months afterwards, providing long-lasting exposure for your company. As a token of appreciation we have listed our major previous partners on the new website and recent flyers.
- Most of all iFAD is about inspiration, motivation, networking, innovation, connection, education and... fun.

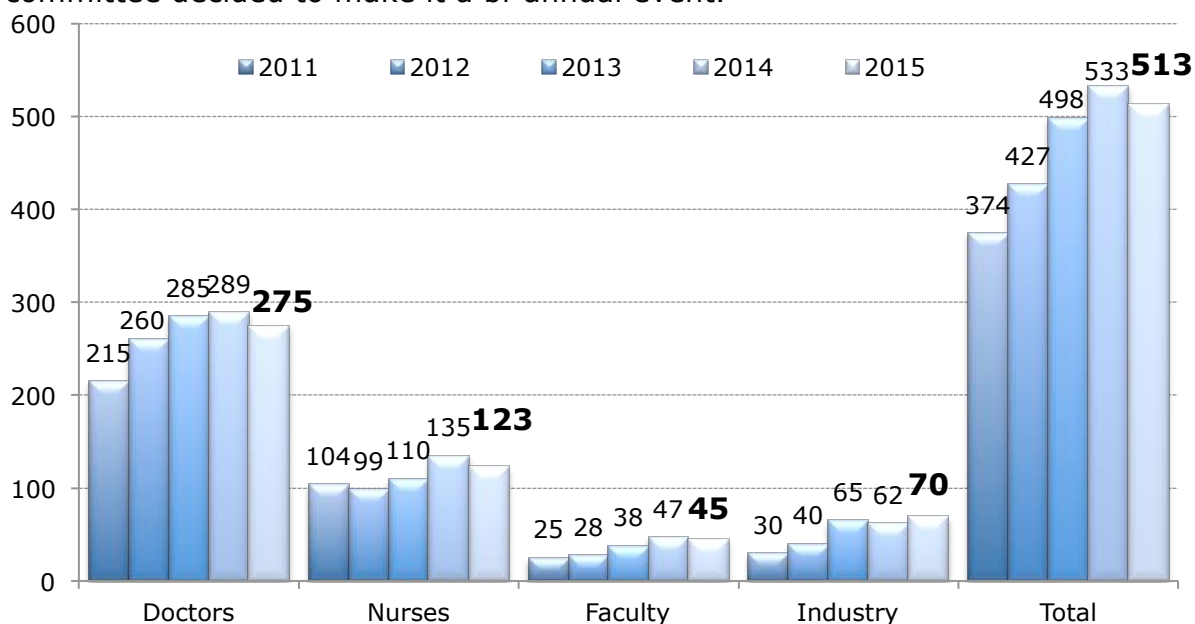
So, if your company wants to be part of one of the most exciting and rapidly evolving events on the Critical Care education calendar and would like to connect with the new generation of providers in critical care, emergency medicine, and anaesthesia, then you can't afford to miss iFAD Antwerp in November 2017.

iFAD HISTORY

The iFAD started as local initiative from the pharmaceutical working group on fluids from the Ziekenhuis Netwerk Antwerpen (www.zna.be). Today iFAD is integrated within the not-for-profit charitable organization iMERiT, International Medical Education and Research Initiative, under Belgian law and as such the iFAD Organising Committee strongly recognizes and values a constructive partnership with the industry.

Founded in 2011 during the 1st International Fluid Academy Day (iFAD) meeting the goals of the IFA are to foster education and promote research on fluid management and monitoring in critically ill patients, and thereby improve the survival of critically ill patients by bringing together physicians, nurses, and others from a variety of clinical disciplines. The primary goal of the IFA is to establish an international collaboration group with the final aim to improve and standardize care and outcome of critically ill patients with an emphasis on fluids, fluid management, monitoring and organ support. This can be achieved by collaborative research projects, surveys, guideline development, joint data registration and international exchange of health care workers and researchers. The acquired knowledge and results of research will be published in *Medical Fluids*, the international journal on medical fluid management (published in *Anaesthesiology Intensive Therapy*), and shared with his peer group each year during the meeting. About 370 participants attended the 1st iFAD on November 19th in 2011 (at Elzenveld Congress Centre in Antwerp, Belgium). 425 participants attended the second edition, held on November 17th in 2012 (at the Radisson Blue Congress and Convention Centre, Antwerp, Belgium). Because this success the 3rd iFAD held in 2013, was a 2-day event (Nov 29-30) gathering 500 delegates from all over the world at the Hilton Hotel in Antwerp. The 4th and 5th editions were a 3-day event held again at the Hilton Hotel in Antwerp, Belgium from Nov 27th till 29th in 2014 and Nov 26th – 28th

in 2015 respectively. The last 2 editions of the International Fluid Academy Days were a huge success with on average 500 delegates: around 300 critical care specialists, 110 critical care nurses, 50 keynote speakers together with 50 industry representatives from all over the globe. After 5 successful editions the organising committee decided to make it a bi-annual event.



The aim of this sixth edition is to review recent advances in fluid management, hemodynamic and organ function monitoring in the critical care setting in a comprehensive manner for intensivists, anaesthesiologists and emergency physicians as well as interested internists and surgeons.

FREE OPEN ACCESS MEDICAL EDUCATION (#FOAMed)

The slides of the presentations can be viewed on <http://fluid.slidejar.com>, and as of today more than **15,000** slides can be searched for specific content. In 2014 collaboration with Anaesthesiology and Intensive Therapy as the official iFAD journal, publishing the proceedings (<http://czasopisma.viamedica.pl/ait>), with all the invited, oral and poster abstracts and also original reviews (Editor-in-chief Prof Dr Radoslaw Owczuk, Associate Editor Dr Manu Malbrain). As of today over **100** papers have been published and soon available on the new website. The journal (p-ISSN 1642-5758) is also indexed on PubMed (Medline), Elsevier, Index Copernicus (5.89). The electronic copy (e-ISSN 1731-2531) is the primary one. Articles published in "Anaesthesiology Intensive Therapy" are free of charge and the PDFs are available as open access. The proceedings of the 4th and 5th iFAD and the abstracts are available for download via the publisher ViaMedica website: <http://czasopisma.viamedica.pl/ait>. The Fulltext PDF's of the review papers (written by key opinion leaders in their field like Pietro Caironi, Maurizio Cecconi, Luciano Gattinoni, Robert Hahn, Daniel Lichtenstein, Antoine Vieillard Baron, Stefan De Hert and many more) can be downloaded via the following links:

- <http://czasopisma.viamedica.pl/ait/issue/view/3335> – AIT 2014, 46(5)
- <http://czasopisma.viamedica.pl/ait/issue/view/3526> – AIT 2015 Spec Issue
- <http://czasopisma.viamedica.pl/ait/issue/view/3516> – AIT 2015, 47(5)

We are working on the preliminary program and as a token of gratitude we listed our previous sponsors on the **5,000** copies of this flyer that were recently distributed at the ESICM meeting. Most of the speakers invited to the previous iFAD meetings already confirmed their participation for the 6th edition. Moreover as a privileged partner you will also benefit from company exposure via our mailing

lists. 4 to 6 times a year the iFAD newsletter is send out to over **20,000** recipients with an opening rate around 25% and you will be able to announce your satellite symposium via a special mailing to the iFAD delegates two weeks before the meeting.

To organise an excitingly big event like this, we need your ongoing support and we are happy to present you our new sponsorship opportunities. Hoping for a fruitful cooperation in the future as it was in the past and present we're looking forward to your feedback.

For any questions we remain at your full disposal.

Yours sincerely,

The organizing committee

Dr Manu Malbrain
ICU Director
ZNA Stuivenberg

Dr Dirk Himpe
Director of Anaesthesia
ZNA Middelheim

Dr Niels Van Regenmortel
Intensivist
ZNA Stuivenberg/UZA

Congress Secretariat: Mrs. Peggy Verboven +32 217 7339 – info@imerit.org
Intensive Care Unit, ZiekenhuisNetwerk Antwerpen, ZNA Stuivenberg, Lange Beeldekensstraat 267,
B-2060 Antwerpen, Belgium



iFAD SPEAKERS

One of the very successful educational innovations at iFAD has been combining traditional big name speakers together with delegate interaction by means of voting pads, ProCon debates and open discussions. During the last meeting the audience appreciated the ProCon sessions with an introductory lecture on each topic "What you should know about..." followed by Pro and Con stands and rebuttal. Last year Adrian Wong (@avkwong) from Oxford was invited in order to facilitate interaction with popular opinion leaders from the Social Media communities on thought-provoking topics. The daily blogs with iFAD summaries are available at the website (www.fluidacademy.org/blog/). In the next iFAD edition we will enhance Social Media interaction and follow the great SMACC example. The speakers are carefully chosen because they are not only experts in their field but also inspirational educators, which

accounts for why the delegates are so positive and enthusiastic. In 2017, we may include a session based on the TED-talk principle and to ensure a selected group of our speakers are prepared they may receive a couple of months prior to the conference a copy of the book "Talk like TED"!

INVITED TOP SPEAKERS

- Djilalli Annane
- Karim Brohi
- Pietro Caironi
- Robert Hahn
- Can Ince
- Luciano Gattinoni
- Daniel Lichtenstein
- Dileep Lobo
- Paul Marik
- Zsolt Molnar
- Xavier Monnet
- Monty Mythen
- Azriel Perel
- Anders Perner
- Jan Poelaert
- Mervyn Singer
- Jean-Louis Vincent



KEY PROGRAM TOPICS

- Resuscitation fluids
- Maintenance fluids
- Replacement fluids
- Crystalloids vs colloids
- Balanced vs unbalanced
- Summary of recent big fluid trials
- The 4 D's of fluids therapy (drug – dose – duration – de-escalation)
- The R.O.S.E. concept (resuscitation – optimisation – stabilisation – evacuation)
- The role for albumin
- Blood products and substitutes
- The microcirculation and the glycocalix
- De-resuscitation
- Hemorrhagic shock and trauma
- Hemodynamic monitoring
- Calibrated vs uncalibrated CO
- Goal directed therapy
- Sepsis definitions
- Volumetric vs barometric preload
- Organ function monitoring
- ARDS definitions
- EIT and EVLWI monitoring
- Future directions
- Perioperative management
- Social Media, medical technology, information and decision systems

iFAD PRE-CONFERENCE WORKSHOPS

In addition to the two-day program, iFAD provides preconference workshops to over **100** delegates! The 4th CACU Course on Ultrasound in Acute Care will consist of a "Beginners Course" and an "Advanced Course" with keynote speakers. Last year's third CACU was a big success. All participants appreciated the practical theoretical courses and the hands-on sessions. Our industry partners were instrumental in providing resources for these fantastic learning opportunities. We look forward to running again the pre-symposium workshops and hands-on sessions with procedure-based small group skill labs on Ultrasound in 2017.



SPONSORSHIP OPPORTUNITIES

For the next iFAD the organizing committee encourages their sponsors to establish the package that best fits with their needs in order to get the most out of your investment.

Once you have chosen your basic sponsorship package (diamond, gold, silver, bronze, standard, supporter) you are instantly entitled to the following:

- Soft copy of the Delegate list (name, organisation and country only) in accordance with Privacy Legislation one week prior to the event
- Company logo (with a hot link to your website), contact details and 100 word profile on the conference website
- Verbal acknowledgement during the opening ceremony (only for diamond, gold and silver)
- Complimentary full registrations to all conference sessions and social functions
 - 4 registrations for Platinum Sponsors, 3 registrations for Gold Sponsors, 2 registrations for Silver Sponsors and 1 registration for Bronze and Standard Sponsors
- Platinum and Gold Sponsors will be entitled to a full-page advertisement on the iFAD homepage.
- Platinum and Gold Sponsors will be entitled to a full-page information in the Whova conference App.
- Platinum and Gold and Silver sponsors will be able to announce their satellite symposium to all delegates prior to the iFAD and to benefit from 1 combined mailing announcing the satellites to the **20,000** recipients of the iFAD mailing list

You can then select other items listed on the following pages to create your personalised sponsorship package. The total monetary value of the items you choose will define the final category of sponsorship

Diamond	Gold	Silver	Bronze	Standard
(two available) €15,000+	(three available) €10,000-15,000	(four available) €7,500-10,000	€5,000-7,500	€3,000-5,000

DIAMOND PACKAGE

€15,000

- Only 2 available
- Acknowledgement in all publications
- Active participation – booth 12 m² (area TBA, but will be premium location on a first come first served basis)
- 4 registrations for company representatives, lunch included
- 3 complimentary registrations for the Gala Dinner/ Networking Event
- The possibility to register extra attendants for the scientific program at permanently reduced rates (see separate conditions at the end)
- Acknowledgement on the website of the symposium “with the full support of ...” under heading “Diamond sponsors”
- Acknowledgement on all presentations screens between all sessions under heading “Diamond Sponsor”
- The possibility to organize a **one-hour Satellite Symposium, or two 30 minutes session** about Fluids, Hemodynamic/End Organ Monitoring or any other topic related to Intensive Care in the afternoon during prime time (from 13:00 to 15:00). The Satellite Symposia will be organized in maximally two parallel sessions.
 - o Content:
 - 2 topics of 20 minutes each + 10 minutes discussion for each topic. The invited speakers can be suggested but speakers and program have to be approved by the iFAD organizing committee
 - There will be two chairmen, one of which will be member of the iFAD scientific committee. The second one can be appointed and has to be approved by the iFAD organizing & scientific committee
 - o Deadline for delivering title & content of the Satellite Symposium: April 1st 2017.
 - o Funding:
 - The costs of this Satellite Symposium (Conference room reservation + audiovisuals) are included in the Diamond Sponsorship status
 - Additional costs such as honorarium, travelling & accommodation for the chairman and the invited speakers are not included
 - o Size and location of the room will depend on the number of attendants
- The 2nd or 4th cover page in Medical FLUIDS Journal (depending on availability on a first come first serve basis)
- A 2 pages Advertorial in the Medical FLUIDS Journal
- A 1 page abstract on a key innovative product in the Medical FLUIDS Journal
- Max 1 booklet and/or 5 A4 pages bag insert in the congress bags

- Only 3 available
- Acknowledgement in all publications
- Active participation – booth 9 m² (area TBA, but will be on a premium location on a first come first served basis)
- 3 registrations for booth-representatives, lunch included
- 2 complementary registrations for the Gala Dinner/ Networking Event
- The possibility to invite extra persons for the scientific program at permanently reduced rates (see separate conditions at the end)
- Acknowledgement on the website of the symposium “with the full support of ...” under heading “Gold sponsors”
- The possibility to organize a **30 minutes Satellite Symposium** about Fluids, Hemodynamic/End Organ Monitoring or any other topic related to Intensive Care in the afternoon during prime time (from 13:00 to 15:00). The Satellite Symposia will be organized in maximally two parallel sessions.
 - o Content:
 - 1 topic of 20 minutes + 10 minutes discussion. The invited speaker and program can be suggested, but have to be approved by the iFAD organizing committee
 - There will be two chairmen, one of which will be member of the iFAD scientific committee. The second one can be appointed and has to be approved by the iFAD organizing & scientific committee
 - o Deadline for delivering title & content of the Lunch Session: April 1st 2017.
 - o Funding:
 - Costs of this Lunch Session (Room reservation + audiovisual) are included in the Golden Sponsorship status
 - Additional costs such as honorarium, travelling & accommodation for the chairman and the invited speaker are not included
 - o Size and location of the room will depend on the number of attendants
- The half of the 2nd or 4th cover page in Medical FLUIDS Journal (depending on availability on a first come first serve basis)
- Max. 5 A4 bag insert in the congress bags
- A half page abstract on a key innovative product in the FLUIDS Journal

SILVER PACKAGE

€7,500

- Only 4 available
- Acknowledgement in all publications
- Active participation – booth 9 m² (area TBA, but will be on a premium location on a first come first served basis)
- 2 registrations for booth-representatives, lunch included
- 1 complementary registrations for the Gala Dinner/ Networking Event
- The possibility to invite extra persons for the scientific program at permanently reduced rates (see separate conditions at the end)
- Acknowledgement on the website of the symposium “with the full support of ...” under heading “Silver sponsors”
- The possibility to organize a **30 minutes Satellite Symposium** about Fluids, Hemodynamic/End Organ Monitoring or any other topic related to Intensive Care in the afternoon during prime time (from 13:00 to 15:00). The Satellite Symposia will be organized in maximally two parallel sessions.
 - o Content:
 - 1 topic of 20 minutes + 10 minutes discussion. The invited speaker and program can be suggested, but have to be approved by the iFAD organizing committee
 - There will be two chairmen, one of which will be member of the iFAD scientific committee. The second one can be appointed and has to be approved by the iFAD organizing & scientific committee
 - o Deadline for delivering title & content of the Lunch Session: April 1st 2017.
 - o Funding:
 - Costs of this Lunch Session (Room reservation + audiovisual): €2,500
 - Additional costs such as honorarium, travelling & accommodation for the chairman and the invited speaker are not included
 - o Size and location of the room will depend on the number of attendants
- Max. 3 A4 bag insert in the congress bags
- A quarter page abstract on a key innovative product in the Medical FLUIDS Journal

- Acknowledgement in all publications
- Active participation – booth 6 m² (area TBA, but will be on a standard location on a first come first served basis)
- 1 registration for booth-representative, lunch included
- 1 complementary registration for Gala Dinner/ Networking Event
- The possibility to invite 1 extra person for the scientific program at permanently reduced rates (Early Bird)
- Acknowledgement on the website of the symposium “with the support of ...” under heading “Bronze sponsors”
- The possibility to organize a **30 minutes Satellite Symposium** about Fluids, Hemodynamic/End Organ Monitoring or any other topic related to Intensive Care in the afternoon during prime time (from 13:00 to 15:00). The Satellite Symposia will be organized in maximally two parallel sessions.
 - o Content:
 - 1 topic of 20 minutes + 10 minutes discussion. The invited speaker and program can be suggested, but have to be approved by the iFAD organizing committee
 - There will be two chairmen, one of which will be member of the iFAD scientific committee. The second one can be appointed and has to be approved by the iFAD organizing & scientific committee
 - o Deadline for delivering title & content of the Lunch Session: April 1st 2017.
 - o Funding:
 - Costs of this Lunch Session (Room reservation + audiovisual):
€4,500
 - Additional costs such as honorarium, travelling & accommodation for the chairman and the invited speaker are not included
 - o Size and location of the room will depend on the number of attendants
- Max. 2 A4 bag inserts in the congress bags
- A quarter page abstract on a key innovative product in the Medical FLUIDS Journal

STANDARD SPONSORSHIP

€3,000

- Acknowledgement in all publications
- Active participation – booth 3 m² (area TBA, but will be on a standard location on a first come first served basis)
- 1 registration for booth-representative, lunch included
- 1A4 bag insert in the congress bags
- A quarter page abstract on a key innovative product in the Medical FLUIDS Journal

SUPPORTER SPONSORSHIP

€1,500

- With sympathy
- Acknowledgement in all publications
- 1 A4 bag insert in the congress bags

LOGO ON FLYER

€750

- Logo on flyer at ESICM distributed at 5000 examples
- 1 A4 bag insert in the congress bags

ADVERTISEMENTS in the FINAL PROGRAM of "MEDICAL FLUIDS" journal

Back Cover (4 th cover page)	€1,100
Inside Front or Back Cover	€950
Full page, 4-colour	€750
Half page, 4-colour	€500
Advertorial or Abstract on Key Innovative Product	
1-page	€750
½-page	€500
¼-page	€250

ADDITIONAL ITEMS

- Gala Dinner Sponsor (1 Available) €5,000**
- Freestanding banner(s) – maximum size 2m high x 1m wide (quantity to be determined depending on venue logistics), which will be positioned in prominent locations at the Gala Dinner (sponsor to supply)
 - Additional branding opportunities at the Gala Dinner (at an additional expense)
 - Opportunity to greet delegates upon arrival
 - Exclusive naming rights within the conference program.
 - Opportunity to make a 5 minute speech at the beginning of the Welcome Reception
 - 5 x Complimentary tickets for company representatives to attend the Gala Dinner
- Entertainment at the Gala Dinner (1 available) €2,500**
- Verbal announcement of company during special act at gala dinner
 - Exclusive naming rights within the conference program.
 - 2 x Complimentary tickets for company representatives to attend the Gala Dinner
- Welcome Reception Sponsor (1 available) €3,500**
- Freestanding banner(s) – maximum size 2m high x 1m wide, number to be determined depending on venue logistics, which will be positioned in prominent locations at the Welcome Reception (sponsor to supply)
 - Exclusive naming rights within the conference program.
 - 5 x Complimentary tickets for company representatives to attend the Welcome Reception
 - Opportunity to make a 5 minute speech at the beginning of the Welcome Reception
- Lunch sponsor (2 available) €1,500**
- Exclusive naming rights to one lunch within the conference program.
 - Banners provided by the sponsor will be displayed at this time (lunch sessions are allocated on a first come, first served basis)
 - 2 complimentary registrations to all conference sessions including refreshments and access to the social functions
- Morning or Afternoon Tea/Coffee (4 available) €1,000**
- Exclusive naming rights to one session break within the conference program.
 - Banners provided by the sponsor will be displayed at this time (breaks are allocated on a first come, first served basis)
 - 1 complimentary registration to all conference sessions including refreshments and access to the social functions

Twitter Wall (2 Available)	€2,000
<ul style="list-style-type: none"> • Logo to appear on the Twitter wall in the exhibition hall for the conference duration • Company Brand will appear on Twitter account @Fluid_Academy • 2 complimentary registrations to all conference sessions including refreshments and access to the social functions 	
Exclusive delegate Lanyards (1 Available)	€3,500
<ul style="list-style-type: none"> • Company logo displayed on delegates' lanyards worn by all delegates for the conference duration • Product included in cost 	
Pre-Conference Workshop Sponsor	€2,000
<ul style="list-style-type: none"> • Naming rights (non-exclusive) to one pre-conference workshop. • Content generated by conference organizers but sponsor entitled to provide equipment. • Your logo displayed on the holding slide throughout the session • Opportunity to briefly introduce your assigned speaker • 1 complimentary registration to all conference sessions including refreshments and access to the social functions 	
Exclusive Conference BAG with company logo	€7,500
<ul style="list-style-type: none"> • Company logo displayed on delegates' bags given to all delegates for the conference duration • Product included in cost 	
Exclusive Conference Pen with logo	€2,500
<ul style="list-style-type: none"> • Company logo displayed on delegates' pens inserted in congress bags from to all delegates for the conference duration • Product included in cost 	
Exclusive notebook insert	€1,000
<ul style="list-style-type: none"> • Company logo displayed on delegates' notebook inserted in congress bags from all delegates for the conference duration • Product not included in cost 	
Speakers Gifts	€1,000
Flowers for Display	€500



DIFFERENT SPONSORSHIP PACKAGES AT A GLANCE

		BOOTH STAND	SATELLITE MEETINGS
Diamond	15,000 €	PREMIUM LOCATION (12 m ²)	60 minutes (incl.)
Gold	10,000 €	Premium (9 m ²)	30 minutes (incl.)
Silver	7.500 €	Premium (9 m ²)	30 minutes (€2,500)
Bronze	5,000 €	Standard (6 m ²)	30 minutes (€4,500)
Standard	3,000 €	Basic (3 m ²)	NO
Sympathy	1,500 €	NO	NO
Logo on Flyer	750 €	NO	NO

	INVITATIONS			MEDICAL FLUIDS Journal		Congress Bag
	Registrations (booth/iFAD)	Gala	Invitations	Cover Pages	Advertorial	Bag inserts
Diamond	4	3	*	4 th or 2 nd	2 page	Max 1booklet/5A4
Gold	3	2	*	4 th or 2 nd – half page	1 page	5A4
Silver	2	1	*	NO	½ page	3A4
Bronze	1	1	*	NO	½ page	2A4
Standard	1	NO	NO	NO	NO	1A4
Sympathy	NO	NO	NO	NO	NO	1A4
Logo Flyer	NO	NO	NO	NO	NO	1A4

*Special early bird rates will apply for company invites with complimentary registration to all conference sessions including refreshments (not including access to social functions)



SOCIAL PROGRAM

Opening Reception

The opening reception will take place in the Antwerp Town Hall, on Friday November 24th 2017 from 19:00 till 20:00
Location: Antwerp Town Hall

Gala Dinner

The gala evening on Friday November 24th 2017 will start at 20:30 with a networking event followed by a walking dinner with musical entertainment. Make sure you bring your dancing shoes! (Separate registration is mandatory)
Location: TBA

City of Beer – De Koninck

Established in 1833 De Koninck is the only brewery in the famous city of Antwerp, it is the name of the brewery and also the name of its main product. De Koninck is Antwerp's everyday beer. No other city in Belgium has such a close relationship with its local beer and no other city in Belgium has such a speciality beer to call its own. The De Koninck brewery has been renovated, expanded and modernized several times over the years but the pride, passion and craftsmanship of the original brewmasters has not been affected. Today, five generations later, the Van den Bogaert family maintains this noble tradition. The unique glass is known as a 'bolleke' in Antwerp the name is synonymous with De Koninck beer. In fact throughout the world the special ball shaped glass is linked to De Koninck.



City of Diamonds

Antwerp World Diamond Centre is not just a slogan. 'Antwerp quality' and 'Antwerp cut' are international trade terms synonymous with perfect processing and flawless beauty. Antwerp has a long and magnificent tradition as a diamond city. Since the 15th Century the city has played an important role in the diamond trade and industry. After the port, the diamond industry is the second pillar of commercial activities. Some 1,500 diamond companies are concentrated in the city centre. In less than one square kilometer nearby Central Station, more than half of all cut diamonds pass through a network of diamond cutting shops, diamond bourses and selling centers.



City of Fashion

As a fashion city Antwerp owes its reputation to the pioneers of the fashion movement, the so-called 'Antwerp Six': Walter Van Beirendonck, Ann Demeulemeester, Dries Van Noten, Dirk Van Saene, Dirk Bikkembergs and Marina Yee travelled to London and Paris together in the Eighties as well as Martin Margiela (the seventh). Together they conquered the fashion world with their very distinct vision of fashion.



Harbour tour

The Scheldt, a life line through the ages. The romantic Victorian images of cruise ships, ladies with parasols and gentlemen in top hat and tails disembarking onto cobbled streets from cruise liners has never left the Port of Antwerp. The echoes are loud and continue to shape the City as it is today. The saying goes 'The Scheldt River owes its existence to God, Antwerp owes its existence to the Scheldt River', it is hard to imagine Antwerp without the River Scheldt. The city's prosperity has ebbed and flowed with the mighty Scheldt giving the city its international outlook. As the most important European port and one of the most productive ports worldwide Antwerp rubs shoulders with the top ten global ports. Its expansive 13, 500 hectares crown the north of the city, lying in wait to be discovered by you either on foot, by boat, car or bike. Stroll along the quays in the city centre to explore the history that oozes from the cobbles. Hear the laughter of excited passengers; hold someone's hand as you sit under the lights on the promenade. Gaze across the water watching the changing colors reflecting on the ripples. The skyline silhouetted against the sunset, takes you back to the age of romance, cruise ship travel and the allure of foreign lands. Antwerp Tourism & Convention has information on how to discover Antwerp's millennial port history.

The zoo

The Antwerp ZOO is one of the oldest and best-known zoos in Europe. It will take you and your parents at least half a day to see and do it all! The penguins live in Vriesland with their own arctic enclosure, elephants and giraffes are as tall as the Egyptian temple they stay in and hippopotamuses goof around in a pink villa. 950 different species and 5000 animals live at the zoo, that's more than all the sweets you'll ever eat all in one place! Antwerp ZOO is also a very special place because it has a program to help save animals that are endangered such as bonobos and okapi. What are they? You may ask – well come and visit the zoo to see who's who! The Zoo's beautiful buildings and garden have been listed as monuments and when it was built in 1843, more than 150 years ago it was just outside of the city's walls. Now – the city has grown so much that the ZOO is now in the middle of town and is a green oasis next to Central Station



IFAD 2017 APPLICATION FORM (All prices are in Euros)

Contact Person: _____

Position: _____

Company: _____

Address: _____

Suburb: _____

State: _____

Postcode: _____

Telephone: _____

Mobile: _____

Email: _____

EXHIBITION AND SATELLITE OPPORTUNITIES

- Diamond package (booth 12 m² + 2 satellites included) €15,000
 Gold package (booth 9 m² + 1 satellite included) €10,000
 Silver package (booth 9 m² + 1 satellite possible at €2,500 extra) €7,500
 Bronze package (booth 6 m² + 1 satellite possible at €4,500 extra) €5,000
 Standard package (booth 3 m²) €3,000
 With sympathy Supporter (NO booth) €1,500

REFRESHMENTS, BREAKS AND SESSION SPONSORSHIP

- Preconference workshop Sponsor Thursday November 23rd €2,000
 Lunch Sponsor Friday November 24th €1,500
 Lunch Sponsor Saturday November 25th €1,500
 Morning Tea/Coffee Sponsor Friday November 24th €1,000
 Morning Tea/Coffee Sponsor Saturday November 25th €1,000
 Afternoon Tea/Coffee Sponsor Friday November 24th €1,000
 Afternoon Tea/Coffee Sponsor Saturday November 25th €1,000

SOCIAL PROGRAM SPONSORSHIP OPPORTUNITIES

- Gala Dinner Sponsor Friday November 24th €5,000
 Welcome Reception Sponsor Friday November 24th €3,500
 Entertainment at Gala Dinner Sponsor Friday November 24th €2,500

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Exclusive Conference Bags €7,500
 Exclusive Delegate Lanyards €3,500
 Exclusive Conference Pens €2,500
 Twitter Wall €2,000
 Exclusive Conference Notebook €1,000
 Speakers Gifts €1,000
 Advertisement in Medical Fluids Back Cover €1,100 Front Cover €950
 Advertisement page in Medical Fluids Full €750 half €500 Quarter €250
 Logo on Flyers €750
 Flowers on Display €500

Diamond	Gold	Silver	Bronze	Standard
(two available) €15,000+	(three available) €10,000-15,000	(four available) €7,500-10,000	€5,000-7,500	€3,000-5,000

Signed: _____

Date: _____

Please complete and send as PDF to info@imerit.org or forward to: IFAD 2017 Secretariat, iMERIT vzw, Dreef 3, B-3360 Lovenjoel, Belgium. Tel: +32 3 217 7399 :: Fax: +32 3 217 7574 :: Email: info@imerit.org