

BUDAPEST, HUNGARY | NOVEMBER 5-8, 2008



TPE
BUDAPEST 2008

THERAPEUTIC PATIENT EDUCATION 2008

PATIENT-CENTRED SELF-MANAGEMENT EDUCATION
AND LONG-TERM FOLLOW-UP STRATEGIES
IN DIABETES AND OTHER CHRONIC DISEASES

Including

DAWN
Diabetes Attitudes Wishes & Needs

**THE 4th INTERNATIONAL
DAWN SUMMIT**



**INVITATION TO INDUSTRY SPONSORSHIP AND
EXHIBITION PROSPECTUS**

www.kenes.com/tpe

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WELCOME MESSAGE

Dear Colleague,

Self-management education of people with chronic conditions - such as diabetes, hypertension, obesity, post-myocardial infarction, asthma, epilepsy, back pain, cancer - is recognised as an essential part of treatment. Moreover spreading education for healthy lifestyles to the general population appears to be the only way to prevent the anticipated explosion of obesity, type 2 diabetes, the metabolic syndrome, and their cardiovascular complications.

Almost two years ago, the international congress Therapeutic Patient Education 2006, including the International DAWN Summit, brought together in Florence more than nine hundred professionals from all over the world, and served as an important platform for presentation and evaluation of educational efforts in the management and long-term follow-up of diabetes and other chronic diseases.

The great success of TPE 2006, and the impressive amount of research and activities, that were initiated globally to further advance the implementation of patient-centred chronic care, led us to convene Therapeutic Patient Education 2008. The congress will cover recent advances in TPE, and will create a novel possibility for experts in human sciences such as psychology, sociology, pedagogy, anthropology, bioethics, and for health professionals specialized in different chronic diseases to exchange their experiences and confront different paradigms of medicine. Again, the concurrence with the DAWN Summit will add a unique opportunity for sharing worldwide experience in therapeutic education and psycho-social care.

Still too often self-management education is limited to information and training, in a prescriptive framework. A significant aim of this congress will be the clarification of more efficient strategies to facilitate individuals' inner motivation and sustain healthy lifestyle permanent changes.

Along with scientific sessions, several optional master-classes will enable participants to exercise specific skills with the supervision of experts in the field.

Budapest, with its continental beauty, at the intersection of European history and art, appears to be a very appropriate venue for this congress.

We hope that the congress will attract again hundreds of physicians, nurses, dieticians, psychologists, podiatrists, and other health professionals working in this field, and that the series of congresses started in 2006 will be confirmed as the primary arena for discussion and diffusion of the educational approach to chronic disease management.

Yours sincerely,

Aldo Maldonato

Chair, Therapeutic Patient Education 2008
On behalf of the Organising Committee

COMMITTEES

UNDER THE AUSPICES OF:

**HUNGARIAN DIABETES
ASSOCIATION**

**EGÉSZSÉGÜGYI
MINISZTERIUM**



JDRF ITALIA

LIST OF SPONSORS

MAJOR SPONSOR



Organizing Committee

Aldo Maldonato, Italy, **Chair**
 José Boavida, Portugal
 Andrew Brooks, UK
 Alain Golay, Switzerland
 Anne Marie Felton, UK
 Ilana Harman-Boehm, Israel
 Frank Snoek, The Netherlands
 Godfrey Xuereb, Malta

Scientific Secretariat

Donatella Bloise, Italy
 Alessandra Baldelli, Italy

International Advisory Board

Bob Anderson, USA
 Jean-Philippe Assal, Switzerland
 François Bonnici, South Africa
 Jean-François D'Ivernois, France
 Pierpaolo De Feo, Italy
 José J. Gagliardino, Argentina
 Amparo Gonzales, USA
 Norbert Hermanns, Germany
 Marg McGill, Australia
 Helen Mosnier-Pudar, France
 Ingrid Mülhauser, Germany
 Teresa Pearson, USA
 Massimo Porta, Italy
 Richard Rubin, USA
 Pesach Segal, Israel
 Linda Siminerio, USA
 Chas Skinner, UK



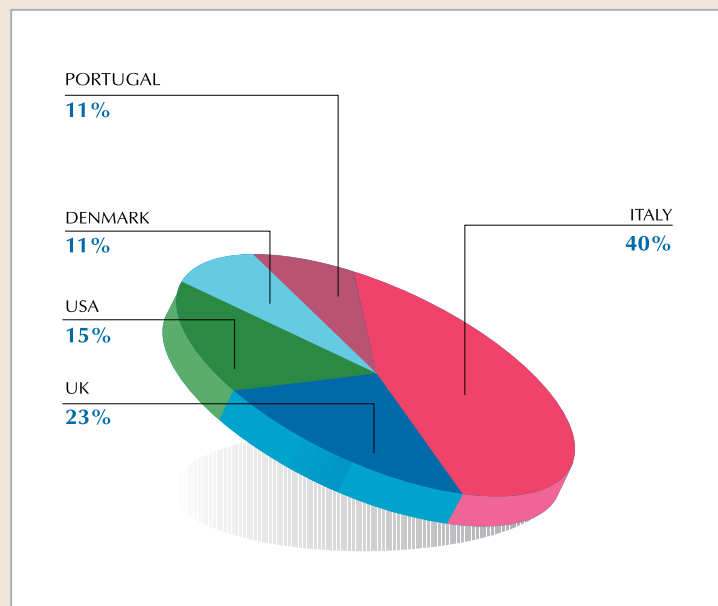


PREVIOUS MEETINGS STATISTICS AND DEMOGRAPHICS

TPE 2006 aimed at enhancing the discussion on self-management education of people with chronic conditions and promoting the research and action in this field.

TPE 2006 was attended by approximately 900 participants from over 60 different countries.

Below you will find a summary of delegates' geographic distribution.



ABOUT THE CONGRESS

The Congress will cover the latest advances in therapeutic patient education and self-management support in diabetes and other chronic diseases. It aims at clarifying state of the art strategies to facilitate motivation for permanent lifestyle changes and active self management of people with chronic diseases. Along with scientific sessions, several optional master classes will enable participants to exercise specific skills with the supervision of experts in the field.

The 4th DAWN Summit, in collaboration with the International Diabetes Federation, will facilitate multidisciplinary dialogue and better practice sharing for psychological and patient-centred care for people with diabetes around the world. In recognition of 2008 being the Year of the Child with Diabetes, a special focus will be placed on the DAWN Youth initiative.

TPE 2008 offers a unique opportunity for health professionals, health researchers and advocates in chronic care, medicine, education, psychology, sociology, pedagogy and related fields to exchange experiences in a multidisciplinary and multi-national environment.



PRELIMINARY LIST OF TOPICS

The Congress will focus on the following topics:

- Long-term follow-up strategies in chronic diseases
- Evidence-based Therapeutic Patient Education
- Evaluation of results: how to determine outcome
- Monitoring self-management behaviours: strategies and tools
- The empowerment of people with chronic diseases
- Emotional intelligence and self management of a chronic disease
- Therapeutic Patient Education and Quality of Life
- Therapeutic Patient Education and motivation to change
- From knowledge to action in the management of chronic disease
- The narrative approach to chronic disease management
- Psychosocial treatment in chronic care
- Psychosocial determinants of self-management in chronic diseases
- Role of Arts in Therapeutic Patient Education
- Internet-based patient support and education systems
- Technological approaches to enhancing patient-provider communication
- Educating the educators. Curricula for evidence-based methods for TPE
- Dealing with /preparing for the unexpected
- Cost-effective Therapeutic Patient Education
- Organisational aspects of Therapeutic Patient Education
- Implementing patient education for chronic diseases in primary care
- Implementing patient education for chronic diseases during acute hospitalization
- Therapeutic education for patients with severe complications
- Specific education for chronic diseases:
 - Asthma and respiratory diseases
 - Back pain and rheumatic diseases
 - Cancer
 - Chronic pain management
 - Diabetes, Type 1
 - Diabetes, Type 2
 - Epilepsy and neurologic diseases
 - Hypertension
 - Obesity
 - Post-myocardial infarction and heart conditions
 - Skin diseases



PRELIMINARY TIMETABLE

WEDNESDAY, NOVEMBER 5, 2008

Morning	Registration and Distribution of Material	
	Hall A	Hall B
Noon	DAWN Summit Regional meetings	
15:00-17:30	TPE & DAWN Workshops	Parallel Satellite Symposia
18:00- 18:30	Opening Session	
18:30 -19:15	Plenary Lecture	
19:15 Get Together Buffet Reception in the Exhibition Area		

THURSDAY, NOVEMBER 6, 2008 – 4 International DAWN Summit

	Hall A
08:30 - 09:30	Opening Session
09:30 - 11:00	Plenary Lecture
11:00 -11:30	Coffee Break, Exhibition and DAWN Summit Poster Visit
11:30-12:45	Plenary Lecture
12:45 - 14:00	Lunch Break, Exhibition and DAWN Summit Poster Visit
14:00 - 15:15	Plenary Lecture
15:15 - 15:45	Coffee Break, Exhibition and DAWN Summit Poster Visit
15:45 - 17:00	Plenary Lecture
17:00 - 17:30	Closing Remarks

FRIDAY, NOVEMBER 7, 2008

	Hall A	Hall B
08:30 – 10:30	Plenary Session	
10:30 – 11:00	Coffee Break, Exhibition and Poster Visit	
11:00 – 12:30	Round Table I	Oral Communications I
12:30 – 14:00	Lunch Break, Exhibition and Poster Visit	
14:00 – 15:30	Round Table II	Oral Communications II
15:30 – 16:00	Coffee Break, Exhibition and Poster Visit	
16:00 – 17:30	Round Table III	Oral Communications III
20:00 Farewell Dinner (Optional)		



SATURDAY, NOVEMBER 8TH, 2008

	Hall A	Hall B
08:30 – 10:20	Plenary Session II	
10:20 – 10:50	Coffee Break, Exhibition and Poster Visit	
10:50 – 12:20	Round Table IV	Oral Communications IV
12:20 – 13:25	Plenary Session III	
13:25 – 13:30	Closing Remarks	



GENERAL INFORMATION

Congress Venue:

Budapest Congress and World Trade Center
H1123 Jagelló út 1-3, Hungary
Tel: +36 1 372 5400
Fax: +36 1 466 5636
www.bcwtc.hu

Language

The official language of the Congress is English.

Weather

The average temperature in Budapest in November is 3-7°C, with the possibility of rain.

Clothing

Informal for all occasions.

Liability and Insurance

The organizer is not able to take any responsibility whatsoever for injury or damage involving persons and property during the meeting. Sponsors, Exhibitors and all participants are advised to take out their own personal insurance.

TPE 2008 SECRETARIAT

KENES *International*
CARES FOR YOUR ORGANIZATION
GLOBAL CONGRESS ORGANIZERS AND
ASSOCIATION MANAGEMENT SERVICES

c/o Kenes International
1-3 Rue de Chantepoulet
P.O. Box 1726
CH-1211 Geneva 1
Switzerland
Tel: +41 22 908 04 88 ext. 519
Fax: +41 22 732 2850
E-mail: tpe2008@kenes.com
Website: <http://www.kenes.com/tpe/>

SPONSORSHIP AND EXHIBITION SALES CONTACT:

TPE 2008
Kenes International
Address as Secretariat
Tel: +41 22 908 0488
Fax: +41 22 732 2850
E-mail: ils_tpe@kenes.com



IMPORTANT DATES

Deadline date for abstract submission:	May 27, 2008
Early registration deadline:	August 10, 2008

REGISTRATION FEES AND SOCIAL EVENTS

Online registration is available via the Congress website: <http://www.kenes.com/tpc/>

	Early Until August 10, 2008	Late From August 11, 2008	On Site from October 29, 2008
Participants - physicians and scientists	€ 380	€ 430	€ 470
Residents*, nurses, dieticians, psychologists, social workers	€ 300	€ 350	€ 370
Workshop	€ 20		€ 35
Farewell Dinner	€ 75		
Additional ticket for Opening Session&Welcome Reception	€ 40		

Fees for PARTICIPANTS include:

- Participation in scientific sessions
- Participation in the DAWN summit
- Printed material of the Congress
- Entrance to the exhibition
- Get-Together Reception on Wednesday

* In order to obtain the special fee for Students/Fellows/Nurses, an approval letter signed by the head of the department must accompany the registration form (if registered via the website, please fax the approval to +41 22 732 2850 for the attention of Sharon Gonen).

For group registration and housing information, please see page 12 of this prospectus

OFFICIAL SOCIAL EVENTS

In order to prevent clashes between industry events and official social functions, below please find the provisional dates for the official Social Events:

Date	Time	Event
Wednesday, November 5, 2008	19:15	Get Together Reception in Exhibition area
Friday, November 7, 2008	20:00	Farewell Dinner (Optional)

GROUP REGISTRATION

The Group Registration procedure will be valid for a group with a minimum of 10 delegates.

Pre-Registration for groups is possible upon request. Company representatives should apply to Kenes International to receive a special group registration form.

Pre-Onsite Registration will only be available to companies whose registration fees have been paid in full.

Kenes International will coordinate onsite meetings with the company representatives at specific dates and times, for the registration material to be collected prior to the official opening of the general registration.

HOUSING INFORMATION

As the official organizer of the **Therapeutic Patient Education 2008** Including the 4th International **DAWN Summit**, Kenes International is pleased to offer specially reduced rates at the city's top hotels.

We strongly recommend that hotel accommodation is booked early and would appreciate if you could forward these housing guidelines to any affiliates who may be interested in attending the meeting as well.

Once you send your accommodation request, you will receive a contract which will include the payment & cancellation policy; if you are interested in reserving a hotel that is not listed, please contact us and we will be happy to negotiate and reserve it for you.

Meeting Rooms / Hospitality Desks

Kenes will be happy to coordinate meeting rooms and a Hospitality desk should they be required.

Other Benefits

Free upgrades for VIP guests upon availability and number of rooms blocked.

Blocking rooms without name list until 1 month prior to the Congress.

Help in coordination of site visits.

Room Rates

Please find enclosed a list of the available hotels and rates.

Rates shown are per room, per night and include breakfast and all taxes.

Be assured that we will be pleased to assist you personally with all required accommodation needs and requests.

For further information on either the Group Registration or Housing please contact:

Sharon Gonen

Kenes International

Global Congress Organizers and Association Management Services

1-3 rue de Chantepoulet

CH 1211 Geneva 1

Switzerland

Tel: +41 22 908 0488 ext. 287

Fax: +41 22 732 2850

E-mail: reg_tpe2008@kenes.com

Website: <http://www.kenes.com/tpe>

HOUSING BOOKING FORM

Please complete and send to:

TPE 2008

Sharon Gonen

Kenes International

1-3 rue de Chantepoulet

PO Box 1726

CH-1211 Geneva

Switzerland

Tel: +41 22 908 0488 ext. 287

Fax: +41 22 732 2850

E-mail: sgonen@kenes.com

CONTACT NAME: _____

NAME OF COMPANY: _____

ADDRESS: _____

CITY: _____ COUNTRY: _____ CODE: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

I would like to book the following Items:

Hotel	Category	Distance from Venue	Single Room	Double Room	Number of Rooms
Novotel Budapest Congress Center	4*	Congress Venue	€ 145	€ 160	
Gellert	4*	15 minute drive	€ 145	€ 160	
Novotel Budapest Centrum	4*	20 minute drive	€ 135	€ 155	
Mercure Budapest City Center	4*	15 minute drive	€ 125	€ 145	
Mercure Budapest Buda	4*	15 minute drive	€ 120	€ 140	
Mercure Budapest Nemzeti	4*	20 minute drive	€ 110	€ 123	
Mercure Budapest Metropol	4*	20 minute drive	€ 110	€ 123	
Sofitel Budapest	5*	15 minute drive	€ 170	€ 190	
Ibis Budapest Heraos Square	3*	20 minute drive	€ 75	€ 85	
Total Amount (please complete)					

Check-in Date: _____ Check-out Date: _____

Please call me to discuss your accommodation services

Please send me a hotel contract and first deposit invoice (one night's accommodation)

SIGNATURE: _____ DATE: _____

INFORMATION FOR SPONSORS AND EXHIBITORS

APPLICATION FOR SPONSORSHIP

Application for sponsorship can be made in writing with the enclosed booking enquiry form to:

TPE 2008

Kenes International

1-3 rue de Chantepoulet

PO Box 1726

CH-1211 Geneva, Switzerland

Tel: +41 22 908 0488, Fax: +41 22 732 2850

E-mail: ils_tpe@kenes.com

Once a Sponsorship Booking Form is received a contract will be sent to you for completion. This contract should be signed and returned with a 50% deposit payment to the Sponsorship Office address above. Alternatively an invoice for the deposit can be requested on the Booking Form. Once this has been received a confirmation of sponsorship will be mailed to you with an accompanying invoice.

NEW FEATURE – ONLINE BOOKING FORM ON:

[HTTP://WWW.KENES.COM/TPE/](http://www.kenes.com/tpe/)

PAYMENT TERMS

50% with signed contract

50% by August 4, 2008

All payments must be received before the start date of the Congress.

PAYMENT METHODS

- **Option 1:** Payment by cheque. Please make cheques payable to: TPE 2008
- **Option 2:** Payment by Bank Transfer. Please make drafts payable to: TPE 2008

Bank Account: Credit Suisse Bank Geneva, 1211 Geneva 70, Switzerland, Bank Code 4835, Swift No. CRESCHZZ12A.
 Account Number: 693980-52-117 IBAN CODE: CH17 0483 5069 3980 5211 7.

Bank charges are the responsibility of the payee.

CANCELLATION

Cancellation must be made in writing to:

TPE 2008

Kenes International

Address as above

Tel: +41 22 908 0488, Fax: +41 22 732 2850

E-mail: ils_tpe@kenes.com

The organizers shall retain:

- 10% of the agreed package amount if the cancellation/space reduction is made on or before March 31, 2008 inclusive
- 50% of the agreed package amount if the cancellation/space reduction is made between April 1, 2008 and July 7, 2008 inclusive
- 100% of the agreed package amount if the cancellation/space reduction is made from July 8, 2008 onwards

SPONSORSHIP TERMS AND CONDITIONS

Terms and Conditions for sponsorship will be included in the contract.

EXHIBITION TERMS AND CONDITIONS

The Terms and Conditions of exhibiting are included in this Prospectus. Please note that signing of the EXHIBITION BOOKING FORM AND CONTRACT (page 23 of this Prospectus) indicates acceptance of these Terms and Conditions.



TPE 2008 LIST OF SPONSORSHIP ITEMS

SATELLITE SYMPOSIUM

€ 25,000

Satellite Symposium

- Exclusive sponsorship of an Official Satellite Symposium in a Parallel Hall, up to 90 minutes, program subject to the approval of the Congress Scientific Committee.
- Permission to use the phrase: "Official Satellite Symposium of the Therapeutic Patient Education Congress 2008"
- Symposium programs and abstracts will be included in the Final Program Booklet (subject to receipt by publishing deadline)

Advertisement

- Inclusion of Sponsor's Symposium invitation and company brochure in the Congress bags (insert to be provided by Sponsor)
- Full page colour symposium advertisement in the Final Program Booklet (subject to receipt by publishing date)
- Sponsor's logo with hyperlink on Congress website

Registration

- 2 complimentary Congress registrations

Acknowledgement

- Sponsor's support will be acknowledged in the Final Program Booklet alongside the session information as "Sponsored by"
- Acknowledgement on Sponsors' List in the Final Program Booklet (subject to receipt by publishing date)
- Acknowledgement on Sponsors' Board on site

For the above Satellite Symposium item, the following applies:

- Special time slots have been designated and will be allocated on a first come, first served basis.
- The sponsoring company for the Satellite programs may select speakers and topics.
- The sponsoring company, in addition to the presented package as an additional educational grant, must cover speakers' registration fees, accommodation and flights. This also applies in the case where the speakers have already been invited by the Congress.
- All Satellite Congress programs must be submitted for approval by the Congress Scientific Committee.
- Satellite Symposia programs are subject to approval by the Symposium Scientific Committee. In the event that the Scientific Committee declines the Satellite Symposia programs, each party will be entitled to cancel the Satellite Symposia bookings without paying any penalty for the cancellation or for any damages caused by such cancellations to the other party. Accordingly upon such cancellation neither party will have any claims, demands, suits etc towards the other.



**UNRESTRICTED EDUCATIONAL GRANT IN SUPPORT OF
 AN EXISTING OFFICIAL PLENARY SESSION**

€ 10,000

A Plenary Session is an existing scientific session accepted or invited by the Scientific Committee and supported by a grant from the industry.

- Sponsor's support will be acknowledged in the Final Program Booklet alongside the session information as "Sponsored by"
- Sponsor's logo with hyperlink on Congress website
- Acknowledgement in the Sponsors' List in the Final Program Booklet (subject to receipt by publishing date)
- Acknowledgement on Sponsors' Board on-site

SPEAKERS' READY ROOM or designated area

€ 5,000

Facilities will be available at the Congress Centre for speakers and abstract presenters to check their presentations.

- Sponsor's name/company logo will appear on all signs for this room
- Opportunity to provide Sponsor's mouse pad at each workstation
- Opportunity to display Sponsor's logo on screensavers at each workstation
- Sponsor's logo with hyperlink on Congress website
- Acknowledgement in the Sponsors' List in the Final Program Booklet (subject to receipt by publishing date)
- Acknowledgement on Sponsors' Boards on-site

CD-ROM (Sole Sponsorship)

€ 8,500

The CD-ROM will contain all of the 2008 TPE Congress Abstracts. It will be distributed to all participants from the Sponsor's exhibition booth. An exchange voucher (printed by the Sponsor) will be placed in the Congress Bags.

- Sponsor's logo on the front cover of the CD-ROM case
- Exclusive advertisement on the back cover of the CD-ROM case
- Sponsor's logo on the CD-ROM
- Sponsor's logo with hyperlink on Congress website
- Acknowledgement in the Sponsors' List in the Final Program Booklet (subject to receipt by publishing date)
- Acknowledgement on Sponsors' Board on-site

INTERNET AREA

€ 12,000

The Congress will provide workstations and technical assistance in the setup of the internet area.

- Opportunity to display Sponsor's logo on screen saver
- Opportunity to display Sponsor's logo on screen background
- Opportunity to distribute mouse pads and related promotional gifts from the Internet Area
- Opportunity to provide Sponsor's letterhead for the Internet Area's printers
- Sponsor's logo with hyperlink on Congress website
- Acknowledgement in the Sponsors' List in the Final Program Booklet (subject to receipt by publishing date)
- Acknowledgement on Sponsors' Board on-site



POSTER AREA

€ 8,000

Congress Posters will be displayed in parallel to the scientific program.

- Sponsor will be acknowledged at the entrance to the poster area
- Sponsor's logo will be displayed on the poster boards
- Sponsor's logo with hyperlink on Congress website
- Acknowledgement in the Sponsors' List in the Final Program Booklet (subject to receipt by publishing date)
- Acknowledgement on Sponsors' Board on-site

CONGRESS BAGS

RESERVED

Sponsor will provide the participants' Congress bags.

- The bags will bear the Sponsor's logo and the Congress logo
- Sponsor's logo with hyperlink on Congress website
- Acknowledgement in the Sponsors' List in the Final Program Booklet (subject to receipt by publishing date)
- Acknowledgement on Sponsors' Board on-site

NOTEPADS AND PENS

RESERVED

Sponsor will provide the participants' Notepads and Pens.

- The Notepads and Pens will bear the Sponsor's name/company logo and will be distributed in the participants' Congress Bags
- Sponsor's logo with hyperlink on Congress website
- Acknowledgement in the Sponsors' List in the Final Program Booklet (subject to receipt by publishing date)
- Acknowledgement on Sponsors' Board on-site

UMBRELLAS

Provided-in-kind

Sponsor will provide umbrellas with company logo to be included in the Congress Bags.

- Sponsor's logo with hyperlink on Congress website
- Acknowledgement in the Sponsors' List in the Final Program Booklet (subject to receipt by publishing date)
- Acknowledgement on Sponsors' Board on-site

PRESS ROOM

€ 400 per hour

Press Conference facilities will be made available upon request. Reservations will be confirmed on a "first come, first served" basis. The cost for the use of the Press Conference Room is € 400 per hour (not including special AV & refreshments). For further information and bookings, please contact the secretariat at tpe@kenes.com.

ADVERTISING

Advertisements are available in the following Congress publications:

Type	Back Page	Inside Front	Inside Back	Inside Page
	€	€	€	€
Final Program Booklet	5,000	3,000	3,000	2,500
Mini-Program	6,500	-	-	-

FINAL PROGRAM BOOKLET
€ 5,000 / € 3,000 / € 3,000 / € 2,500

The Final Program Booklet will be distributed in the Congress Bags to all participants. Advertisements can be purchased for the back cover, inside back, inside front and inside page. Sponsor will receive:

- Sponsor's logo with hyperlink on Congress website
- Acknowledgement in the Sponsors' List in the Final Program Booklet (subject to receipt by publishing date)
- Acknowledgement on Sponsors' Board on-site

MINI PROGRAM (Sole Sponsorship)
€ 6,500

The Mini Program will be distributed to all participants, together with their personal registration kits.

- Exclusive advertisement on the cover of this pocket-size useful Congress overview
- Sponsor's logo with hyperlink on Congress website
- Acknowledgement in the Sponsors' List in the Final Program Booklet (subject to receipt by publishing date)
- Acknowledgement on Sponsors' Board on-site

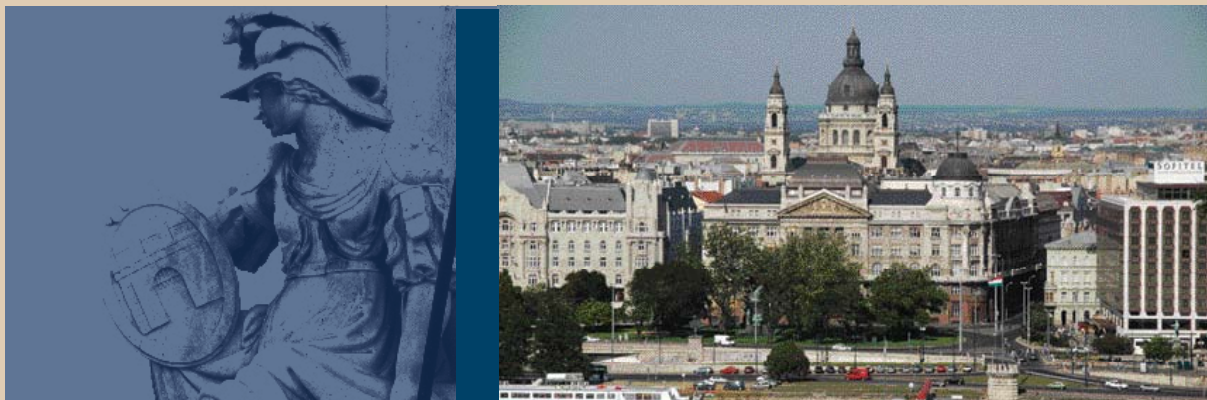
SPECIAL REQUESTS

We are aware that the customized Sponsorship items listed above may not entirely meet your marketing objectives. We would therefore be happy to tailor a package that suits your organization's specific needs. Please feel free to contact the Sponsorship Office and discuss your preferences.

ACKNOWLEDGEMENTS

Please note that Sponsors and Exhibitors will be acknowledged in the Final Program Booklet, on the Sponsors' Acknowledgement Board at the Congress and on the Congress website. Please forward your company logo (in eps 300dpi format) to: ils_tpe@kenes.com.

NEW FEATURE – ONLINE BOOKING FORM ON:
[HTTP://WWW.KENES.COM/TPE/](http://www.kenes.com/tpe/)





SPONSORSHIP BOOKING FORM

Online booking form on: <http://www.kenes.com/tpe/>

Please complete and send to:

TPE 2008

Kenes International

1-3 rue de Chantepoulet

PO Box 1726

CH-1211 Geneva

Switzerland

Tel: +41 22 908 0488

Fax: +41 22 732 2850

E-mail: ils_tpe@kenes.com

CONTACT NAME: _____

NAME OF COMPANY: _____

ADDRESS: _____

CITY: _____ COUNTRY: _____ CODE: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

I would like to book the following Sponsorship Items:

Sponsorship item	Price	✓
Satellite Symposium	€ 25,000	
Unrestricted Educational Grant	€ 10,000	
Speakers' Ready Room	€ 5,000	
CD-ROM (Sole Sponsorship)	€ 8,500	
Internet Area	€ 12,000	
Poster Area	€ 8,000	
Congress Bags	RESERVED	
Notepads and Pens	RESERVED	
Umbrellas	Provided-in-kind	
Press Room	€ 400 per hour	
Advertising		
Final Program Booklet	€ 5,000 / € 3,000 / € 3,000 / € 2,500	
Mini Program (Sole Sponsorship)	€ 6,500	
Total Amount (please complete)		

Provisional Booking-Items will be released if not confirmed within 14 days

Please call me to discuss our sponsorship package

Please send me a sponsorship contract and first 50% deposit invoice

SIGNATURE: _____ DATE: _____

EXHIBITION

The Congress will be held in the Budapest Congress and World Trade Centre. The floor plan has been designed to maximise Exhibitors' exposure to the delegates and coffee breaks will be held in the exhibition area.

PROPOSED DATES: (Subject to Change)

Set up times – Tuesday, November 4th, 2008, 10:00-18:00

EXHIBITION OPENING HOURS (Subject to Change):

- Wednesday, November 5, 2008, 17:00 until end of the Get-Together Reception
- Thursday, November 6, 2008, 10:00-18:00
- Friday, November 7, 2008, 10:00-18:00
- Saturday, November 8, 2008, 09:30-14:30

Dismantling / Breakdown times – Saturday, November 8 2008, 14:30-20:30

SPACE ONLY (Minimum of 12 sqm)

The price for space only is € 350 per square meter. This includes:

- Exhibitors' Technical Manual
- Refreshments for registered exhibitors
- Exhibitor badges
- 100 word company / product profile in the Final Program Booklet
- Cleaning of public areas and gangways
- Invitation to the Get-Together Reception for registered exhibitors

SHELL SCHEME RENTAL

The price for shell scheme is € 400 per square meter. This includes:

- Exhibitors' Technical Manual
- Refreshments for registered exhibitors
- Exhibitor badges
- Shell scheme frame, basic lighting, electrical socket (500 W)
- Fascia panel with standard lettering
- 100 word company / product profile in the Final Program Booklet
- Cleaning of public areas and gangways
- Invitation to the Get-Together Reception for registered exhibitors



Space only / shell scheme rental does not include any furniture, electrical usage or stand cleaning. All these services and others will be available for ordering in the Exhibitors' Technical Manual.

NEW FEATURE – ONLINE BOOKING FORM ON:
[HTTP://WWW.KENES.COM/TPE/](http://www.kenes.com/tpe/)

Please note that it is the Exhibitor's responsibility to comply with the local authorities' regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) www.efpia.org and IFMPA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the Promotion of Medicines.

ALLOCATION OF EXHIBITION SPACE

Space Allocation will be made on a "first come, first served" basis. A completed Exhibition Booking Form and Contract should be registered online / faxed / e-mailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form and Contract, space will be confirmed and an invoice will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received.



EXHIBITOR REGISTRATION

All Exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 9 sqm booked and one additional badge for each 9 sqm thereafter. Any additional exhibitor will be charged an exhibitor registration fee of € 75. An exhibitor registration form will be included in the Exhibitors' Technical Manual.

EXHIBITORS' TECHNICAL MANUAL

An Exhibitors' Technical Manual outlining all technical aspects of exhibiting will be circulated 3 months before the Congress. It will include the following

- Technical details about the venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

SITE INSPECTIONS

Exhibitors and Sponsors are free to visit the Congress venue at their convenience. Please contact the venue directly to arrange this. Contact Name:

Ms. Ida Voros - Manager of Meetings, Incentives, Conferences & Exhibitions

Tel: +36 1 372 5704

E-mail: h0511-cg4@accor.com

EXHIBITOR PROFILE

A 100-word Exhibitor Company/Product profile will be published in the list of exhibitors in the Final Program Booklet and must be submitted electronically by e-mail to companyprofile@kenes.com.

PAYMENT METHODS

As mentioned previously in the Sponsorship section.

CANCELLATION / SPACE REDUCTION POLICY

Cancellation / Space reduction must be made in writing to:

TPE 2008

Kenes International

1-3 rue de Chantepoulet

PO Box 1726, CH-1211 Geneva

Switzerland

Tel: +41 22 908 0488

Fax: +41 22 732 2850

E-mail: ils_tpe@kenes.com

The organizers shall retain:

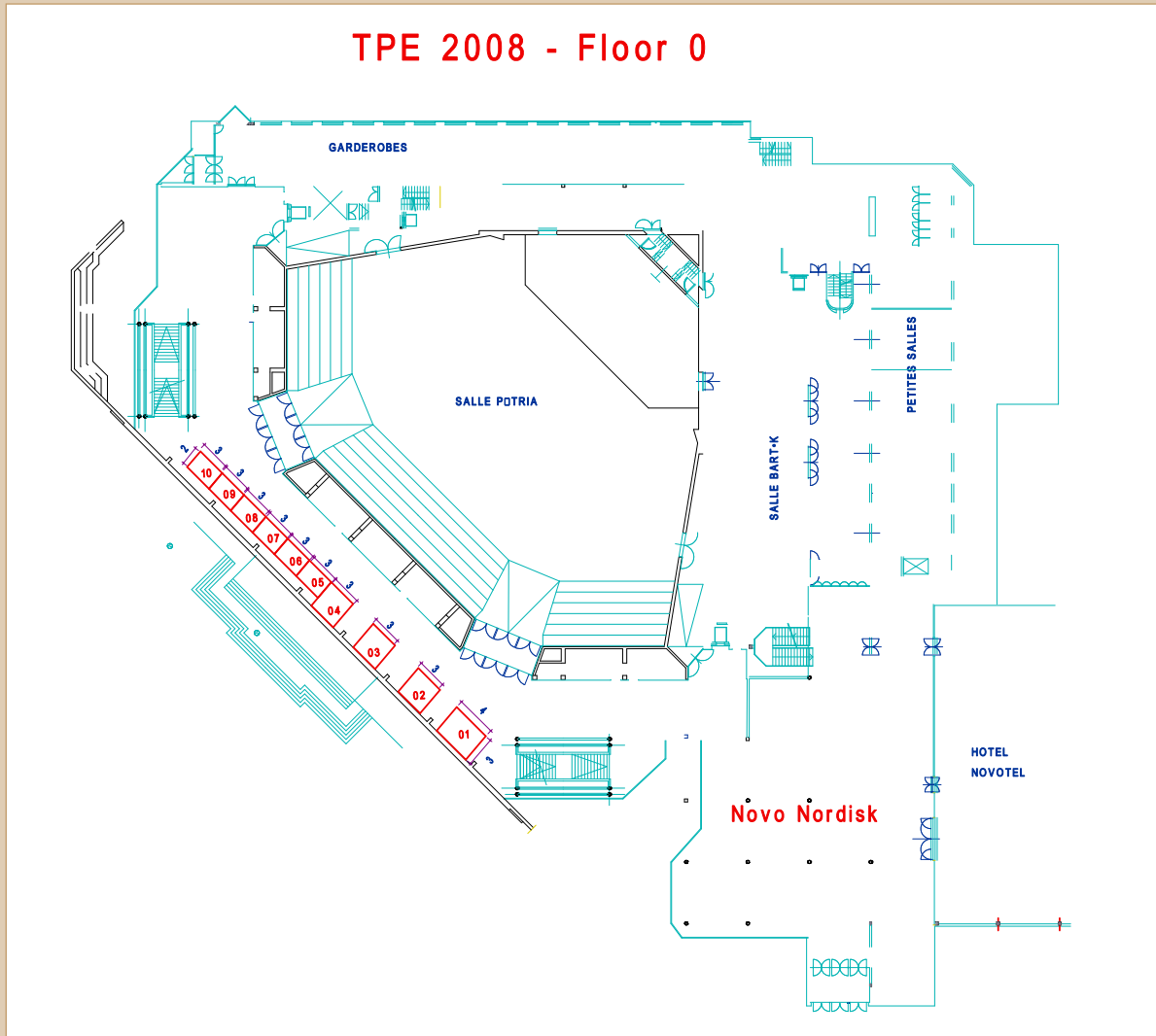
- 10% of the agreed package amount if the cancellation/space reduction is made on or before March 31, 2008 inclusive
- 50% of the agreed package amount if the cancellation/space reduction is made between April 1, 2008 and July 7, 2008 inclusive
- 100% of the agreed package amount if the cancellation/space reduction is made from July 8, 2008 onwards

TERMS AND CONDITIONS

The Terms and Conditions of exhibiting are included in this Prospectus. Please note that the signing of the Exhibition Booking Form and Contract indicates acceptance of these Terms and Conditions.

EXHIBITION FLOOR PLAN

please visit the website for continuous updates on booth availability: <http://www.kenes.com/tpe/>





EXHIBITION BOOKING FORM AND CONTRACT

Online booking form on: <http://www.kenes.com/tpe/>

Please note that all acknowledgements of your company and listing of company details and address will be generated from the following information. Please complete and send to:

TPE 2008

Kenes International
1-3 rue de Chantepoulet
PO Box 1726
CH-1211 Geneva
Switzerland
Tel: +41 22 908 0488
Fax: +41 22 732 2850
E-mail: ils_tpe@kenes.com

CONTACT NAME: _____

NAME OF COMPANY: _____

ADDRESS: _____

CITY: _____ COUNTRY: _____ CODE: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

WE HEREBY APPLY TO BOOK EXHIBITION SPACE ONLY / SHELL SCHEME, THE COST OF WHICH IS € 350 / € 400 PER SQUARE METERS

Choice	Booth No.	No. of sqm	Total Price
1 st Choice			€
2 nd Choice			€
3 rd Choice			€

Special notes: Please indicate if your space must be located adjacent to or opposite the following companies, or if special configuration is needed

- Provisional Booking – The booth will be released if not confirmed within 14 days
- Payment has been made by cheque/transfer, please forward me the final confirmation and invoice
- Please send me a first deposit invoice for 50% of the total amount due

We have read the Terms & Conditions and agree to observe and be bound by them.

We hereby affirm that the said Terms and Conditions will remain applicable in the event we make any future modification in the details of our order.

SIGNATURE: _____ DATE: _____

BUDAPEST CONGRESS & WORLD TRADE CENTRE FLOORPLAN





TERMS AND CONDITIONS

These terms are the contractual agreement between the Organizer and the Exhibiting Firm (Exhibitor/s).

Application to Participate

Application to participate will be considered only if submitted on the appropriate forms, duly completed, signed and accompanied by the necessary payment. Registration will be confirmed insofar as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal, all payments shall be fully refunded.

Obligations and Rights of the Exhibitor

Registration implies full acceptance by the Exhibitors of the exhibition regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the exhibition without compensation or refund of sums already paid, and without prejudice to the Exhibitor.

By submitting an application to participate, the Exhibitor makes a final and irrevocable commitment to occupy the space allocated and to maintain his/her installation until the date and time fixed for closure of the exhibition.

The Exhibitor may only present on his/her stand or space the materials, products or services described in the application to participate.

No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

Obligation and Rights of Organizer

The Organizer undertakes to allocate exhibition space as far as possible on the basis of the preference expressed by applicants. Application will be considered in order of receipt of application forms accompanied by payment.

The Organizer reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to Exhibitors. The Organizer reserves the right to offer to a different firm any stand or space that has not been occupied by the eve of the opening of the exhibition, with no obligation to provide compensation to the defaulting Exhibitor.

Cancellation

In case of cancellation received (in writing) as per the above policy.

Liability Insurance

The Organizer provides general guard service and third party insurance at the exhibition site. Equipment and all related display materials installed by Exhibitors are not insured by the Organizer, and they will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to Exhibitors. The Exhibitor agrees to be responsible for his property and person and for the property and persons of his employees and agents through full and comprehensive insurance, and shall hold harmless the Organizer for any and all damage claims arising from theft and those perils usually covered by a fire and extended-coverage policy.

Exhibition Regulations

The Exhibition Manager, acting under direction of the Organizing Committee, has the final decision as to the acceptability of displays.

Exhibitors are not to share with others any space allotted to them without prior written consent by the Exhibition Manager.

The Organizer reserves the right to alter the general layout or limit the space allotted to each Exhibitor, postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, the Organizer will not be held liable for expenses incurred other than the cost of exhibit space rental fees.

All exhibits are to be displayed so as to avoid blocking aisles, obstructing adjoining booths, damaging the premises or the leased equipment. Exhibitors are kindly requested to allow sufficient see-through areas, which ensure clear views of surrounding exhibits.

In standard booths, height is restricted to 246cm. Exhibitors are responsible for the cost and execution of the design, installation and delivery of their display to (and its removal from) the exhibition site.

Flammable materials are not to be used. Equipment displayed or demonstrated must be installed with strict adherence to safety measures.

Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and its dismantling at the close of the exhibition. No dismantling or packing of the display before the designated hour. It is the Exhibitor's responsibility to pack and remove or consign for shipment all items of value prior to leaving their exhibit unattended, otherwise the Organizer will arrange for their removal at the Exhibitor's risk and expenses.

Exhibitors are obliged to ensure that their stands are permanently staffed during the exhibition opening hours.

Payment is to be made in accordance with the conditions of payment on the Exhibition Application Form.

Should the Exhibitor fail to make a payment on time, the Exhibition Manager is entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the stand or seek compensation for non-fulfilment of contract.

Participation by Exhibitors is dependent upon compliance with all rules, regulations and conditions stated herein.

Access to the exhibition is authorized on presentation of a badge issued by the Organizer. Exhibitors' badges will not be mailed in advance and may be collected from the Exhibition Manager's desk.

The Organizer ensures daily cleaning of the aisles. Exhibitors are responsible for the cleaning of their stands.

The provision of refreshments for the participants by Exhibitors is only permitted if the catering regulations of the exhibition building concerned are observed.

Exhibition areas and fittings made available to Exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the Exhibitor.

Any special decoration or fittings must be submitted to the Organizer for prior authorization.

Advertising panels and display are not permitted outside the exhibition areas allotted to Exhibitors.

The Organizer will not approve stands, which do not comply with the accepted standards, until the necessary changes have been made.

