



**THERAPEUTIC PATIENT EDUCATION 2006**  
**Patient-centred Self-management Education and Long-term  
Follow-up Strategies in Diabetes and other Chronic Diseases**

Including



**3rd INTERNATIONAL DAWN SUMMIT**

*From Practice and Research to Large Scale Implementation*

**Dedicated to the contribution of Jean-Philippe Assal to TPE**

**Florence, Italy, April 27-30, 2006**

**Sponsorship and Exhibition Prospectus**

**<http://www.kenes.com/tpe2006>**

UNDER THE AUSPICES OF:

**EASD**

**FEND**  
Federation of European Nurses in Diabetes



**International Diabetes Federation**

**diabete Italia**



**World Health Organization**

# COMMITTEES

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## **Organizing Committee**

Aldo Maldonato, Italy, *Chair*

Andrew Brooks, UK  
Alain Golay, Switzerland  
Anne Marie Felton, UK  
Pesach Segal, Israel  
Frank Snoek, The Netherlands  
Godfrey Xuereb, Malta/Jamaica

## **Honorary President**

Jean Philippe Assal, Switzerland

## **Scientific Secretariat**

Donatella Bloise, Italy  
Alessandra Baldelli, Italy

## **Advisory Board**

Bob Anderson, USA  
José Boavida, Portugal  
Clare Bradley, UK  
Rudolf Chlup, Czech Republic  
Serge Halimi, France  
Ilana Harman-Boehm, Israel  
Norbert Hermanns, Germany  
Pierre Lefèbvre, Belgium  
Marg McGill, Australia  
Ingrid Mülhauser, Germany  
Teresa Pearson, USA  
Massimo Porta, Italy  
Richard Rubin, USA  
Barbara Semlitsch, Austria  
Linda Siminerio, USA  
Chas Skinner, UK  
Adriaan Visser, The Netherlands

## TIMETABLE

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### **THURSDAY, APRIL 27, 2006**

All Day          Registration and Distribution of Material

17:30          Opening Session followed by Get Together Reception

### **FRIDAY, APRIL 28, 2006**

All Day          Registration continues

DAWN Summit

### **SATURDAY, APRIL 29, 2006**

All Day          Scientific Sessions

Evening          Farewell Dinner (optional)

### **SUNDAY, APRIL 30, 2006**

All Day          Scientific Sessions (until 16:00)

## TOPICS

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- Long-term follow-up strategies in chronic diseases
- Evidence-based Therapeutic Patient Education
- Evaluation of results
- 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
- The narrative approach to chronic disease management
- Psychosocial treatment in chronic care
- Psychosocial determinants of self-management in diabetes and other chronic diseases
- Role of Art in Therapeutic Patient Education
- Internet-based patient support and education systems
- Technological approaches to enhancing patient-provider communication
- Educating the educators. Curricular for evidence-based methods for TPE and self-management support
- Cost-effective of Therapeutic Patient Education
- Organisational aspects of Therapeutic Patient Education
- Implementing patient education for chronic diseases in primary care
- Specific learning objectives for chronic diseases: diabetes (Type 1, Type 2), asthma, back pain, hypertension, post myocardial infarction, obesity, epilepsy, ...

# GENERAL INFORMATION

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## LOCATION

### Palazzo dei Congressi

Piazza Adua, 1

50123 Florence

Italy

Tel. +39 055 49.721; Fax +39 055 49.73.237

[www.firenze-expo.it](http://www.firenze-expo.it)

## LANGUAGE

English is the official language of the Congress.

## PERSONAL INSURANCE

We recommend that all participants take out a personal travel and health insurance for their trip.

## CLIMATE

The weather in Florence in April is pleasant. Temperatures range from 7° - 17°C.

## CLOTHING

Informal for all occasions.

## HOW TO GET THERE

**By plane:** Florence International airport "Amerigo Vespucci" is located only 5 kilometres away from the city center.

**By train:** The Santa Maria Novella Railroad Station is located in the historic center of Florence, almost opposite the Congress venue.

**By car:** The branches of the Italian highway network that come into Florence permit fast travel to the rest of the country and bordering European countries. Any of the four exits between Firenze Sud and Firenze Nord on the A1 Autostrada will bring you within 4 kilometers of the city.

## HOTEL ACCOMMODATION

Kenes International

17 Rue du Cendrier, P.O. Box 1726

CH-1211 Geneva 1, Switzerland

Tel: +41 22 908 0488

Fax: +41 22 732 2850

E-Mail: [reg\\_tpe@kenes.com](mailto:reg_tpe@kenes.com)

## CONGRESS ORGANIZERS

Please do not hesitate to contact the Organizers if you require any additional information or assistance. Please address all correspondence to:

TPE 2006

c/o Kenes International – Global Congress Organizers and Association Management Services

17 Rue du Cendrier; P.O. Box 1726, CH-1211 Geneva 1, Switzerland

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

E-Mail: [tpe2006@kenes.com](mailto:tpe2006@kenes.com), Website: [www.kenes.com/tpe2006](http://www.kenes.com/tpe2006)

# INFORMATION FOR SPONSORS AND EXHIBITORS

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## Application for Sponsorship

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

### **TPE 2006**

#### **Audrey Alloul**

Kenes International

17, rue du Cendrier

PO Box 1726

CH-1211 Geneva

Switzerland

Tel: +41 22 908 0488 ext. 541

Fax: +41 22 732 2850

E-mail: [aalloul@kenes.com](mailto:aalloul@kenes.com)

Once an application is made a contract will be sent to you for completion. This contract should be signed and returned with a 50% deposit payment to the sponsorship/exhibition 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.

## Terms of Payment

50% with signed contract

50% - by January 31, 2006

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 2006

Option 2: Payment by Bank Transfer:

Please make drafts payable to TPE 2006

Bank Account: Credit Suisse Bank Geneva, 1211 Geneva 70, Switzerland

Clearing Number: 4251

Bank Account number: 693980-52-34

IBAN number: CH11 0425 1069 3980 5203 4

Bank charges are the responsibility of the payee and should be paid at source in addition to the rental fees.

## **Cancellation Policy**

Cancellation must be made in writing to:

TPE 2006  
Kenes International  
17 Rue du Cendrier, P.O. Box 1726  
CH-1211 Geneva 1  
Switzerland

Fax: +41 22 732 2850

E-Mail: [ddreman@kenes.com](mailto:ddreman@kenes.com)

The organisers shall retain:

- § 10% of the agreed package amount if the cancellation is made more than 12 months prior to the Congress
- § 50% of the agreed package amount if the cancellation is made between 12 and 4 months prior to the Congress
- § 100% of the agreed package amount if the cancellation is made up to 4 months prior to the Congress

# LIST OF SPONSORSHIP ITEMS

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## 1. SCIENTIFIC ACTIVITIES

## Level of Sponsorship

### A. Congress Scientific Session

**€ 10,000**

Support of one of the main sessions of the Scientific Programme. Company support will be acknowledged in the Final Programme as supported by an "unrestricted educational grant from..."

#### **Acknowledgement of Sponsorship:**

- Sponsor's support will be acknowledged in the Final Programme as providing an unrestricted educational grant
- Logo with Hyperlink on Congress website
- Acknowledgement on Sponsor Board on-site
- Acknowledgement on Sponsor's list in the final Programme

### B. Company Sponsored Satellite Symposia

**€ 30,000**

In order to ensure maximum participation for your company's symposium while complementing the Scientific Programme, the Organizing Committee has designated exclusive two-hour slots for these symposia. Please note that no other scientific activity will take place at the same time.

The cost of sponsoring includes:

Hall rental, standard audio visual aids and technicians, a hostess, a table at the entrance to the hall to promote your company's products, insertion of an invitation to your company's symposium in the participants' kits, inclusion of your company's symposium in the official final Programme. Additional means of advertising your company's symposium are negotiable.

Symposia time slots will be assigned on a "first come first served" basis, thus we look forward to receiving your reply at your earliest.

The sponsoring company is responsible for the selection and invitation of the speakers and chairpersons in the symposium, and covering their registration fees, travel and accommodation expenses.

Suggested Timeslot

**Thursday, April 27, 2006**

15:00-17:00

#### **Acknowledgement of Sponsorship:**

- Sponsor's support will be acknowledged in the Final Programme
- Logo with Hyperlink on Congress website
- Acknowledgement on Sponsor Board on-site
- Acknowledgement on Sponsor's list in the final Programme

## 2. PRINTED ITEMS

### A. Final Programme

€ 10,000

An exclusive advertisement of your company will appear on the back cover. This book will be distributed in Florence to all registered participants.

#### Acknowledgement of Sponsorship:

- Sponsor's support will be acknowledged in the Final Programme
- Logo with Hyperlink on Congress website
- Acknowledgement on Sponsor Board on-site
- Acknowledgement on Sponsor's list in the Final Programme

### B. The Abstract Book

€ 15,000

An exclusive advertisement of your company will appear on the back cover. This book will be distributed in Florence to all registered participants.

#### Acknowledgement of Sponsorship:

- Sponsor's support will be acknowledged in the Final Programme
- Logo with Hyperlink on Congress website
- Acknowledgement on Sponsor Board on-site
- Acknowledgement on Sponsor's list in the Final Programme

### C. "Programme at a Glance"

€ 6,000 **RESERVED**

Will be distributed to all participants. This useful item is carried at all times. An exclusive advertisement of your company will appear on the back cover.

#### Acknowledgement of Sponsorship:

- Sponsor's support will be acknowledged in the Final Programme
- Logo with Hyperlink on Congress website
- Acknowledgement on Sponsor Board on-site
- Acknowledgement on Sponsor's list in the Final Programme

### D. Participants Bags

**PROVIDED IN KIND** **RESERVED**

Providing the participants bags including a writing pad and pen. The bag will bear the sponsor's logo and the Congress logo.

#### Acknowledgement of Sponsorship:

- Sponsor's support will be acknowledged in the Final Programme
- Logo with Hyperlink on Congress website
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- Acknowledgement on Sponsor Board on-site
- Acknowledgement on Sponsor's list in the Final Programme

**3. SERVICES TO THE PARTICIPANTS****Cyber-Café****€ 12,000**

A special area will be assigned as the cyber-café centre of the Congress. A number of work stations will be installed enabling participants to send and receive e-mails and surf the web. The sponsoring company's name will be prominently displayed on the signage as well as the screen savers of the computers.

**Acknowledgement of Sponsorship:**

- Sponsor's support will be acknowledged in the Final Programme
- Logo with Hyperlink on Congress website
- Acknowledgement on Sponsor Board on-site
- Acknowledgement on Sponsor's list in the Final Programme

**Special Requests**

We are aware that sponsorship of any of the above items may not suit your current marketing aims. We are therefore willing to tailor a package to suit your objectives. Please feel free to contact the Congress Secretariat to discuss your needs.

**Acknowledgements**

Please note that all sponsors and exhibitors may be acknowledged in the final Programme, on the acknowledgement board at the Congress and on the website. Please forward your company logo (in JPG format) to tpe2006@kenes.com.



## EXHIBITION

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A professional exhibition will be held concurrently with the Congress. For more details, please contact:

Sarit Mor  
17 Rue du Cendrier  
P.O. Box 1726  
CH-1211 Geneva 1, Switzerland  
Tel: +41 22 908 0488  
Fax: +41 22 732 2850  
E-mail: smor@kenes.com

The commercial/technical Exhibition will be held in the Marriott.

### Proposed Dates

Set up times:	Wednesday, April 26:	09:00 – 19:00
	Thursday, April 27	07:00 – 15:00
Exhibition open times:	Friday, April 28	09:00 – 17:30
	Saturday, April 29	09:00 – 17:30
	Sunday, April 30	09:00 – 15:30
Dismantling times:	Sunday, April 30	from 16:00

### Shell Scheme Rental

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

- Exhibitors' Manual.
- Tea/coffee for registered exhibitors
- Exhibitors' badges
- White Shell Scheme frame
- Fascia Panel
- 100 Word Company/product profile in the official Programme
- Cleaning of public areas and gangways
- Get-together Reception for registered exhibitors
- 24 hour security

**At the request of industry we have included 24 hour security in the stand rental price.**

Please note that shell scheme does not include the following:

- Stand cleaning
- Electrical sockets
- Lighting
- Furniture

All these services and others will be available to order in the technical manual.

### **Allocation of Exhibition space**

Space Allocation will be made on a "first come, first served basis". A completed application form accompanied by advance payment should be mailed/faxed to ensure reservation of a desired location. Upon receipt of the application form with payment, space will be confirmed and an invoice for the balance due 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. Advance payment will be refunded if space is fully booked or space offered is not acceptable to exhibitors.

### **Exhibitor Registration**

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Each exhibitor will receive two complimentary exhibitor badges for the first 9 sq.m. of space rented and another one for each additional 9 sq.m. booked or part thereof. Any additional exhibitors will be charged an exhibitor registration fee of €100. An exhibitor registration form will be included in the exhibitor's manual.

### **Technical/Exhibitor Manual**

A 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.

### **Exhibitor Profile**

A 100-word Exhibitor Company/Product profile displayed at the Exhibition will be published in the list of exhibitors in the official Programme and must be submitted electronically by e-mail to [tpe2006@kenes.com](mailto:tpe2006@kenes.com) no later than September 27, 2005.

### **Floor Plan**

The Exhibition floor plan will be added at a later stage.

### **Payment Methods**

Option 1: Payment by cheque

Please make cheques payable to: TPE 2006

Option 2: Payment by Bank Transfer:

Please make drafts payable to TPE 2006

Bank Account: Credit Suisse Bank Geneva, 1211 Geneva 70, Switzerland

Clearing Number: 4251

Bank Account number: 693980-52-34

IBAN number: CH11 0425 1069 3980 5203 4

Note: Bank charges are the responsibility of the payee and should be paid at source in addition to the rental fees.

### **Cancellation Policy**

Cancellation must be made in writing to:

Sarit Mor

17 Rue du Cendrier

P.O. Box 1726

CH-1211 Geneva 1, Switzerland

Fax: +41 22 732 2850

E-mail: smor@kenes.com

The organisers shall retain:

- § 10% of the agreed package amount if the cancellation is made more than 12 months prior to the Congress
- § 50% of the agreed package amount if the cancellation is made between 12 and 4 months prior to the Congress
- § 100% of the agreed package amount if the cancellation is made up to 4 months prior to the Congress

If exhibition space is resold a full refund will be made less a 10% administration charge.

### **Terms and Conditions**

The terms and conditions of exhibiting are included in this prospectus. Please note that signature of the exhibition contract indicates acceptance of these terms and conditions.

# EXHIBITION APPLICATION FORM AND CONTRACT

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Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information

Please complete and send to:

**TPE 2006**

c/o Sarit Mor

17 Rue du Cendrier, P.O. Box 1726

CH-1211 Geneva 1, Switzerland

Fax: +41 22 732 2850

Name of Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Post/Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone (company) \_\_\_\_\_ Direct \_\_\_\_\_

Fax (company) \_\_\_\_\_ Direct \_\_\_\_\_

Email (company) \_\_\_\_\_ Direct \_\_\_\_\_

Website \_\_\_\_\_

**We hereby apply to book shell scheme space, the cost of which is €400 per square metre**

Choice	Stand No	No. of Square Metres	Total Price
1 <sup>st</sup> Choice			€
2 <sup>nd</sup> Choice			€
3 <sup>rd</sup> Choice			€

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

œ This is a provisional booking. Please hold for 14 days.

œ Payment has been made by cheque/transfer. Please forward me final confirmation and invoice.

œ Please send me a first deposit invoice for 50% of the total amount due.

We have read the regulations & agree to observe & be bound by them

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## **TERMS AND CONDITIONS**

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

### ***APPLICATION TO PARTICIPATE***

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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***

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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***

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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***

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

### ***LIABILITY INSURANCE***

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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***

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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.