

SPONSOR & EXHIBITION - BROCHURE

# ISBT BANGKOK 2019

November 16 - 19, 2019

30<sup>th</sup> Regional  
Congress of the ISBT  
Bangkok, Thailand



In conjunction with the National Blood  
Center and Thai Red Cross Society

ISBT

International Society  
of Blood Transfusion



# IMPORTANT DATES AND DEADLINES



## **JULY 1, 2019**

Start allocation exhibition and sponsor items, based on sponsor levels

## **AUGUST 2019**

Circulation of technical information to exhibitors

## **OCTOBER, 2019**

Deadline for signing sponsorship contracts

## **NOVEMBER 15 - 16, 2019**

Setting up of exhibition

## **NOVEMBER 16 - 19, 2019**

30<sup>th</sup> Regional Congress of the ISBT

## **NOVEMBER 19, 2019**

Dismantling of exhibition

The 30<sup>th</sup> Regional Congress of the ISBT will take place at the Centara Grand & Bangkok Convention Center and will be held in conjunction with the National Blood Center & Thai Red Cross Society. The Centara Grand is a modern hotel, located in the center of Bangkok, is easily accessible, and boasts ample space for conventions. At 55 storeys the hotel offers spectacular city views from its guestrooms and restaurants. ISBT will be using a discrete area of the convention center with the exhibition hall situated close to the plenary and parallel session rooms. As usual coffee and tea breaks as well as lunch will be served in the exhibition area. The congress will take place over four days from Saturday November 16 through Tuesday November 19, 2019. The exhibition is a key part of ISBT congresses and Bangkok will be no exception. The exhibition will give you the opportunity to showcase current products and your latest developments and equipment. It will also give you an opening to the leaders and senior staff of blood services in Thailand and delegates from the Western Pacific and Asia region, many of who have purchasing responsibilities. As well as participating in the exhibition we encourage you also to think about hosting a satellite symposium; we have kept the price low as we did for the congress in China. We are looking forward to working with you at the 30<sup>th</sup> Regional congress of ISBT and thank you for your support

## CONGRESS ORGANISER

p/a MCI Amsterdam  
Schipluidenlaan 4  
1062 HE Amsterdam  
The Netherlands  
Tel: +31 20 570 9606  
E-mail: [Bangkok@isbtweb.org](mailto:Bangkok@isbtweb.org)

## AUDIENCE

Although the delegates will be primarily transfusion medicine scientists and clinicians, we are also anticipating participation by:

- Medical technologists
- Surgeons
- Anaesthetists
- Blood service managers
- Nurse Practitioners

## VENUE

Centara Grand & Bangkok Convention Centre at  
CentralWorld999/99 Rama 1 Road, Pathumwan,  
Bangkok 10330, Thailand

## SPONSORSHIP OPPORTUNITIES

In addition to exhibition space and satellite symposia the ISBT Congress offers a variety of other sponsorship opportunities. Although we are confident that you will be able to find a sponsor item that fits your specific interest and budget we are open to any creative proposals. Please see page 7 & 8 for the full range of sponsor opportunities.

### Data protection clause

1. In accordance with European data protection regulation, in particular Regulation (EU) No. 2016/679 on the protection of natural persons with regard to the processing of personal data, MCI Group, as data controller, processes the exhibitor/sponsor's personal data for the purposes of (i) managing and organising the event, in particular the management of exhibitor/sponsor's stand (ii) managing and organising prospecting and loyalty (iii) enabling the exhibitor/sponsor to benefit from our services (iv) enabling the exhibitor/sponsor to receive our news. These data processing have as legal basis the execution of the contract: the information we collect is necessary for the implementation of the contract to which the exhibitor/sponsor has adhered, failing which the contract cannot be executed. Exhibitor/sponsor's data are retained for the time necessary for processing purposes, namely 5 years from the end of the business relationship. For processing purposes, the data of the exhibitor/sponsor's data - or transmitted by him - will be transmitted to the following recipients: management service providers of our Customer Relationship Manager, service providers in charge of management, event service providers (reception service providers, security, printing, etc.). The data necessary for MCI Group to fulfil the purposes described above are those appearing on this order form. In accordance with the regulations in force, the exhibitor/sponsor benefits from a right of access, rectification, limitation, deletion and portability on his data. The exhibitor/sponsor may also object to the processing of his personal data concerning him and lodge a complaint with the data protection and control authority. The exhibitor/sponsor may exercise his rights by sending a request to the following address: [isbt@mci-group.com](mailto:isbt@mci-group.com) or by contacting our Data Protection Officer (DPO): [anne.lesca@mci-group.com](mailto:anne.lesca@mci-group.com)
2. In any event, the exhibitor/sponsor acknowledges compliance with European data protection regulations for its own processing, including Regulation (EU) No. 2016/679 on the protection of personal data, foremost among which the integrity and confidentiality of data communicated by participants and compliance with their data-retention periods. In case of communication to MCI by the exhibitor/sponsor of a personal data file, the exhibitor/sponsor acknowledges having informed and obtained the consent of the person(s) concerned by this communication.

# ISBT CORPORATE PARTNERSHIP



## PARTNERSHIP

ISBT has a Corporate Partnership programme. Depending on the level of Corporate partnership the benefits include:

- Access to ISBT Working Party Business Meetings
- Priority choice of booth location
- Priority choice of satellite symposia
- Meeting with members of the ISBT Board of Directors
- A number of complimentary registrations to the Congress
- Acknowledgment as a Corporate Partner in the exhibition manual and on the Congress website
- Discount on advertisements in Transfusion Today
- Recognition on the ISBT website

## BECOMING AN ISBT CORPORATE PARTNER

Please contact the ISBT Central Office for more details on becoming an ISBT Corporate Partner via [Wingerden@isbtweb.org](mailto:Wingerden@isbtweb.org)



## STAND RENTAL

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### Floor space only

The rental fee floor space only is € 550 per m<sup>2</sup>.

Floor space is available in units of a minimum of 9 m<sup>2</sup> (3x3 meter). The rental fee is excluding stand construction.

*There will be a reduced fee for publishing houses, book stores, non-profits and NGO's (after final approval by organisation): € 300 per m<sup>2</sup>.*

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The exhibition will be open for registered congress participants during the following days (*please note that these are preliminary hours*):

- Sunday November 17, 2019
- Monday November 18, 2019
- Tuesday November 19, 2019

### TERMS OF PAYMENT

After the contract is received by the Congress Organiser, a confirmation and an invoice for the total amount will be sent and is due to being paid within two weeks after receipt.

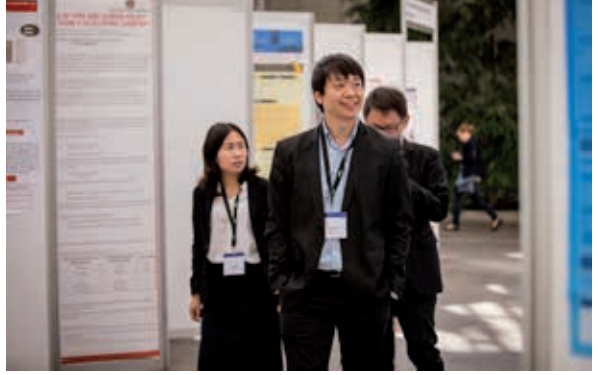
### CANCELLATION OR REDUCTION

Notification of an exhibitor's decision to cancel or reduce exhibit space must be submitted to the Congress Organiser in writing before September 1, 2019. The effective date of space cancellation or reduction will be the date on which the Congress Organiser receives the written notice.

### For cancellation made:

- Before July 1, 2019, 10% of the total costs will be retained
- From July 1 - September 1, 2019, 50% of the total costs will be retained
- After September 1, 2019, 100% of the total costs will be retained

# SPONSOR LEVELS



## LEVEL SPONSORS

Your company is invited to apply for different sponsoring opportunities. Sponsors will be announced in related announcements and in the final programme. Sponsors are free to make their selection from the list of sponsorship options including 3 modules: satellite symposia, additional sponsorship options and exhibition space. **The value of the sponsors' contribution to the Congress selected will determine its sponsor level.**

Please find below an overview of the sponsor levels (including their benefits)

- Level 1: Major sponsor** € 120,000
- Level 2: Sponsor** € 60,000
- Level 3: Contributor** € 35,000
- Level 4: Exhibitor** below € 35,000

*(level of combined sponsorship & exhibition contribution).*

	Level 1**	Level 2**	Level 3**	Level 4**
	Major Sponsor	Sponsor	Contributor	Exhibitor
Exposure on sponsor level (website/mailings)	✓	✓	✓	✓
Priority booth location	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
Priority satellite symposium	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
Priority sponsor opportunities	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
Priority hotel block booking	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
WWW-link on Congress website	✓	✓	✓	
Complimentary registrations full Congress	15	10	5	

\* 'Level' sponsors will be given first choice within their level of sponsoring and will be treated on a 'first come, first served' basis.

\*\* ISBT Corporate Partners will have first choice in all options.



In addition to exhibition space and satellite symposia the ISBT Congress offers a variety of other sponsorship opportunities. Although we are confident that you will be able to find a sponsor item that fits your specific interest and budget we are open to any creative proposals that do not appear on the list.

### ADVERTISEMENT IN THE FINAL PROGRAMME/ EXHIBITION GUIDE

The Final Programme including the Exhibition Guide will be distributed among the registered delegates and sponsors. The cost of a one-page full color advertisement will be:

	Final Programme including Exhibition guide
Inside back cover	€ 5,000
Full page inside	€ 4,000
Expo Tab	€ 7,500
Floor Plan Tab	€ 7,500

### POCKET PROGRAMME

The Pocket Programme is referenced time and again as attendees navigate their way around the show. Your logo will be featured prominently on the front cover of the programme, and will mark your booth location on the programme's exhibition floor map.

- € 10,000

### CONGRESS BAGS

All delegates will receive a bag, which will display your company logo in addition to the ISBT logo. The delegates will use this bag during the congress and as previous experience has shown long after the congress has ended.

- € 17,500 (including production costs)

### INSERTS IN CONGRESS BAG

Your company brochures can be placed in the congress bags.

- € 2,500 per item

### LANYARDS

Both your company logo and ISBT logo will adorn the badges worn by attendees every day. Be in attendees' direct line of sight as they engage with their colleagues.

- € 12,500 (including production costs)

### STAFF SHIRT SPONSORING

With the company name printed on the sleeve of the staff shirts your brand will be carried throughout the congress. Your brand will be enhanced at the registration desks and by all the room attendants.

- € 4,000 (including production costs)

### MOBILE APPLICATION

Who doesn't bring their smartphone to the congress these days? With at least 70% of the attendees using the app and with 2850 clicks on the exhibitors page during ISBT Copenhagen this app will generate strong brand visibility throughout the congress.

- € 15,000

# SPONSOR OPPORTUNITIES



## APPLICATION CARROUSEL

When you open the event app, the opening screen of the main sponsor will show. After that a 'carroussel' of commercials will start. You are free to design your own commercial that should be responsive for all mobile devices! The carroussel will keep going until the delegate specifically selects to close it. Recognizing the added value when combined with a satellite symposium, a small discount is offered!

- € 5,000
- in combination with satellite symposium € 4,000

## CHARGING STATIONS

Attendees are working with numerous devices, such as mobile (smart)phones, tablets or laptops. Unfortunately those devices don't have unlimited battery supplies, that's why ISBT offers the universal charging stations. These stations can be branded with your logo.

- € 12,500

## MAILING OF PERSONAL INVITATIONS

The congress organiser will send your personal invitations per email to all pre-registered delegates after the deadline for early registration.

- € 2,500 per mailing

## SOAPBOX SESSIONS

The opportunity for you to promote your products or equipment on a small stage in the exhibition hall. The power of the pitch, without visuals. The opportunity provides you with the possibility to do this twice, during the congress. Time slots will be during the coffee breaks and allocated on a first come first serve base.

- € 3,500

## SEATING AREA

Design your own cardboard stool (see below) featuring your logo(s) and the ISBT logo. 500 cardboard stools will be placed around the venue to optimize visibility. These cardboard stools are highly appreciated by congress delegates.

- € 15,000 (including production costs)



## CANCELLATION

Notification of a sponsor to cancel any sponsored item(s) must be submitted to the Congress Organiser in writing before July 1st, 2019. The effective date of cancellation of sponsor items will be the date on which the Congress Organiser receives the written notice. Please find the cancellation schedule on page 5.





The Congress will offer opportunities for satellite symposia in rooms on different days. A high attendance of participants is likely since the satellite symposia will be held at lunch time. It should not interfere with the Congress Programme. All available satellite slots have a duration of 1.5 hours, with 1 hour of nett speaking time (15-min walk-in & 15-min walk-out). Please refer to the list below to have an overview of all possibilities and prices.

All satellite symposia are organised by the sponsor in consultation with the Congress Organiser, the satellite symposia will take place in the Centara Grand & Bangkok Convention Centre during the times given below with a maximum of 3 parallel symposia per slot. Companies must adhere to the rules for satellite

symposium or sessions. They must be held within the Centara Grand & Bangkok Convention Centre and during an official slot. ISBT will take seriously any breach of these regulations and any company who does not conform to the regulations will be subject to a penalty fine.

No.	Date	Time	Price
A	Sunday November 17, 2019	12.00 - 13.30	€ 10.000
B	Monday November 18, 2019	12.00 - 13.30	€ 10.000
C	Tuesday November 19, 2019	12.00 - 13.30	€ 10.000

Company Name: .....

VAT-Number (EU-companies only): .....

Address: .....

City: .....

State: .....

Zipcode: .....

Country: .....

Contact Person: .....

E-Mail: .....

## EXHIBITION

9 m<sup>2</sup> Shell Scheme Booth (incl. sqm): **€ 6,000**

9 m<sup>2</sup> Shell Scheme Booth (incl. sqm): **€ 4,000** (societies, publishing houses, bookstores, non-pro ts and ngo's only)

**OR**

..... m<sup>2</sup> floor space only for **€ 550,- euro** per m<sup>2</sup>

..... m<sup>2</sup> floor space only for **€ 300,- euro** per m<sup>2</sup> (societies, publishing houses, bookstores, non-profits and ngo's only)

Total Amount Exhibition: .....

Euro .....

## SATELLITE SYMPOSIA

	No.	Date	Time	Price
<input type="checkbox"/>	A	Sunday November 17, 2019	12.00 - 13.30	€ 10.000
<input type="checkbox"/>	B	Monday November 18, 2019	12.00 - 13.30	€ 10.000
<input type="checkbox"/>	C	Tuesday November 19, 2019	12.00 - 13.30	€ 10.000

After receipt of the contract by MCI Amsterdam a confirmation together with an invoice for the total participation costs will be sent, due to be paid within two weeks after receipt.

I have read and accepted the cancellation policy as indicated in this Sponsor & Exhibition Brochure at page 5 & the privacy statement as mentioned on page 3.

Date: .....

Signature: .....

## PLEASE SEND THIS FORM TO:

**ISBT Bangkok**

p/a MCI Amsterdam

Schipluidenlaan 4, 1062 HE Amsterdam

The Netherlands

Mail: [Bangkok@isbtweb.org](mailto:Bangkok@isbtweb.org)



Company Name: .....

VAT-Number (EU-companies only): .....

Address: .....

City: ..... State: .....

Zipcode: ..... Country: .....

Contact Person: .....

E-Mail: .....

**SPONSOR OPPORTUNITIES**

**Advertisement in the Final Programme  
/Exhibition Guide**

- Inside back cover € 5,000
- Full page Inside € 4,000
- Expo Tab € 7,500
- Floor Plan Tab € 7,500

- Lanyards € 12,500
- Staff Shirt Sponsoring € 4,000
- Mobile Application € 15,000
- Charging Stations € 12,500
- Mailing of Personal Invitations € 2,500
- WWW-Link € 2,500
- Seating Areas € 15,000
- Pocket Programme € 10,000
- Congress Bags € 17,500
- Inserts in Congress Bag € 2,500
- Escalator Branding
- Soapbox Session € 3,500

Total Amount Sponsoring: ..... Euro

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Schipluidenlaan 4, 1062 HE Amsterdam  
The Netherlands  
Mail: [Bangkok@isbtweb.org](mailto:Bangkok@isbtweb.org)





International Society  
of Blood Transfusion

## ISBT CORPORATE PARTNERS

### Gold Partner



GRIFOLS

IMMUCOR



TERUMOBCT  
Unlocking the Potential of Blood

### Silver Partner



The Diagnostic Specialist

### Bronze Partner



CERUS



[www.isbtweb.org](http://www.isbtweb.org)