11th European Cytogenetics Conference
1 - 4 July 2017
Palazzo dei Congressi
Florence, Italy
www.eca2017.org
Florence
the Cradle of the
Renaissance
1. GENERAL INFORMATION

1.1 ABOUT EUROPEAN CYTOGENETICS CONFERENCES

The European Cytogenetics Conferences have attracted scientists from all the major cytogenetics laboratories in Europe and further afield since 1997.

European Cytogenetics Conferences are organized biennially. More than eight hundred delegates including key decision makers from all over Europe attend the European Cytogenetics Conferences organized in important cities of Europe. Delegates come to learn about the latest methods and results, and your company is invited to be a part of this learning experience. With a focus on modern methods in molecular and classical cytogenetics, ranging from molecular biology, array hybridization, microscopy, imaging, data analysis to bioinformatics, this is the essential conference to showcase your company to this highly influential audience.

1.2 DATE AND PLACE

1-4 July 2017
CONGRESS VENUE: PALAZZO DEI CONGRESSI

FLORENCE, ITALY

Florence, the capital of the Tuscany region of Italy and the birthplace of the Renaissance, is home to masterpieces of art and architecture. The city lies on the river Arno surrounded by gentle hills. It is world-renowned for its beautiful city centre, which looks like an open-air museum. The historical centre of Florence is classified as a UNESCO World Heritage Site because of its artistic and architectural heritage.

In Florence you can experience the splendour of the Renaissance and visit some of the most beautiful Italian museums such as the Uffizi Gallery and the Accademia Gallery where you can admire Michelangelo’s “David”, see universally known Florentine landmarks such as the Ponte Vecchio, the Cathedral of Santa Maria del Fiore (Duomo) and much more.

1.3 CONFERENCE VENUE

CONGRESS VENUE: PALAZZO DEI CONGRESSI

Located inside the 18th century Villa Vittoria, the Palazzo dei Congressi boasts a prestigious auditorium. The charming interiors of the venue are characterised by a combination of Florentine antique furniture with modern and functionally designed halls.

Surrounded by a centuries-old garden, the Palazzo dei Congressi and its adjacent Lemon House are located in front of the Palazzo degli Affari and are connected to the Fortezza da Basso through a pedestrian square, thus forming a congress and exhibition area which is completely accessible on foot, in the heart of the city. It is only a few steps away from the Santa Maria Novella Railway Station and only 5 km from the Amerigo Vespucci Airport.
Outline of E.C.A. 2017 CONFERENCE
1.4 OUTLINE OF E.C.A 2017 CONFERENCE

<table>
<thead>
<tr>
<th>1 JULY 2017</th>
<th>2 JULY 2017</th>
<th>3 JULY 2017</th>
<th>4 JULY 2017</th>
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<tbody>
<tr>
<td>08:00 - 18:00</td>
<td>REGISTRATION DESK OPEN</td>
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<td>08:30 - 12:30</td>
<td>PLENARY SESSIONS</td>
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<td>14:00 - 17:00</td>
<td>PERMANENT WORKING GROUPS</td>
<td>CONCURRENT SESSIONS</td>
<td>CONCURRENT SESSIONS</td>
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<td>17:30 - 18:30</td>
<td>OPENING CEREMONY</td>
<td>POSTER SESSION</td>
<td>POSTER SESSION</td>
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<td>18:30 - 19:30</td>
<td>WELCOME RECEPTION</td>
<td>E.C.A. GENERAL ASSEMBLY</td>
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<td>20:00</td>
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<td>CONFERENCE DINNER</td>
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1.5 COMMITTEES

E.C.A. Committee
Elisabeth SYK-LUNDBERG - President
Kamlesh MADAN - First Vice-President
Pat HESLOP-HARRISON - Second Vice-President
Konstantin MILLER - General Secretary
Jean-Michel DUPONT – Treasurer

Scientific Programme Committee
Mariano ROCCHI (Chair)
Claudia HAFERLACH
Damien SANLAVILLE
Joris VERMEESCH
Orsetta ZUFFARDI

1.6 PROFILE OF THE DELEGATES

Expected Number of Participants: 800 to 1000

Profile of the Delegates: The conference is meant for anyone working in human, animal or plant cytogenetics. The majority of the delegates work in clinical diagnostic laboratories for postnatal, prenatal and tumour cytogenetics.

1.7 REGISTRATION FOR THE CONFERENCE

Online registration and detailed information on registration for the conference will soon be available on the conference official web site: www.eca2017.org

Please do not hesitate to contact DEKON Congress & Tourism for further information and assistance.

ORGANIZING SECRETARIAT

DEKON
CONGRESS & TOURISM
Sultan Selim Mah. Hümeysa Sk. No:12 Kağıthane
34415 Istanbul / TURKEY
Tel : +90 212 347 63 00
Fax : +90 212 347 63 63
E-mail : dekon@dekon.com.tr - sponsorship@eca2017.org
Visit www.dekon.com.tr for more information
SPONSORSHIP
LEVELS
2. SPONSORSHIP LEVELS

PLATINUM LEVEL SPONSORSHIP

- EXHIBITION BOOTH : 24 sqm
  - Platinum level sponsorship includes an exhibition area of 4 units of 6 sqm each.
- SATELLITE SYMPOSIUM : 1 Satellite Symposium
  - Gold level sponsorship provides an opportunity for a satellite symposium.
- FREE REGISTRATION : 5 Company Representatives
- FREE REGISTRATION : 8 Delegates
- COMPANY LOGO and/or ADVERTISEMENT
  - The company will be announced as the “Platinum Sponsor” on the conference official web site and in all printed materials.
  - The company logo will be used on the conference official web page with a link to the company website.
  - Outside back cover (colour) advertisement of the company in the second announcement to be circulated to thousands of specialists from all over the world.
  - Full inner page advertisement of the company in the abstract book (BW)
  - A company insert will be placed in the conference bags.
  - The company logo will be displayed at the level of the meeting rooms & exhibition hall.
  - Possibility of displaying one company roll-up at the entrance to the venue.

N.B. Platinum level sponsorship is not limited to only one company.
N.B. Platinum level sponsorship rate : € 35,000

GOLD LEVEL SPONSORSHIP

- EXHIBITION BOOTH : 18 sqm
  - Gold level sponsorship includes an exhibition area of 3 units of 6 sqm each.
- SATELLITE SYMPOSIUM : 1 Satellite Symposium
  - Gold level sponsorship provides an opportunity for a satellite symposium.
- FREE REGISTRATION : 2 Company Representatives
- FREE REGISTRATION : 4 Delegates
- COMPANY LOGO and/or ADVERTISEMENT
  - The company will be announced as the “Gold Sponsor” on the web site and in all printed materials.
  - A company insert will be placed in the conference bags.
  - Possibility of displaying 1 company roll-up at the entrance to the venue.

N.B. Gold level sponsorship is not limited to only one company
N.B. Gold level sponsorship rate : € 25,000
3. EXHIBITION

Normal Stand: € 5,000 / per unit  
- 6 sqm booth space /per unit  
- Free registration for two company representatives (exhibition area only) or one delegate registration.

Larger Stand: € 10,000 / per unit  
- 9 sqm booth space /per unit  
- Free registration for two company representatives (exhibition area only) or one delegate registration.

Please contact DEKON Congress & Tourism for floor plans and other exhibition requests.
4. SATELLITE SYMPOSIA

The satellite symposia consisting of presentations will be organized at time slots approved by the scientific committee. For further details, please contact DEKON Congress & Tourism.

Satellite Symposium Rate: € 6,000

- Standard technical A/V equipment
- Company flags or roll-ups may be used in the meeting room (only during the symposium)
- Symposium invitation cards will be placed in the conference bags
5. PROMOTION TOOLS

5.1 COMPANY LOGO DISPLAY
At the entrance of the convention center

Advertising Rate: € 1,000 per position / per day
N.B. Roll-up to be provided by the company.

5.2 FLAGS AT THE VENUE
Brand the entrance to the conference venue with your company flags and be the first to be seen by the delegates visiting the 2017 E.C.A. Conference!

Advertising Rate: € 2,000 per flag
N.B. Company flag to be provided by the company at adequate sizes which will be announced by DEKON Congress & Tourism.

5.3 CONFERENCE WEBSITE & ELECTRONIC CONFERENCE NEWS
Start promoting your product and/or company way before the 2017 E.C.A. Conference begins
This tool includes:
- Placing product and/or company logo on the E.C.A. Conference home page which will be online for nearly a year and will be visited more than 10,000 times.
- Placing your product and/or company logo in the electronic conference news, which is a well established medium with the latest news and information about the conference and which is sent to thousands of recipients. This presents a fantastic opportunity to get your message across.

Advertising Rate: € 5,000
(Exclusive option, for one company only)

5.4 ADVERTISING IN THE SECOND ANNOUNCEMENT
Start promoting your product and/or company name from the first to the last step!
The second announcement of the 2017 E.C.A. Conference will be circulated to thousands of specialists from all over the world.

Advertising Rate: € 2,500
Full page advertisement on the back cover of the second announcement (colour).

Advertising Rate: € 1,500
Inner page advertisement in the second announcement (colour).
5.5 ADVERTISING IN THE BOOK OF ABSTRACTS
The book of abstracts is distributed to all E.C.A Conference delegates and is the primary source of information regarding the scientific programme. Display your company information in the “book of abstracts” on a full page.

Advertising Rates:
- Inner full page (BW) € 1,500
- Inside front cover (BW) € 2,000
- Inside back cover (BW) € 2,000
- Outside back cover (BW or Colour) € 3,000

5.6 BRANDED BOOKMARKS IN THE ABSTRACT BOOK
A bookmark branded with the company advertisement will be inserted in each of the 1000 copies of the book of abstracts.

Advertising Rate: € 1,500
(Exclusive option, for one company only)

5.7 BRANDED CONFERENCE BAG
Advertising Rate: € 12,000
(Exclusive option, for one company only, notepad and pen to be provided by the company)

5.8 CONFERENCE BAG INSERTS
Promote your product at the 2017 E.C.A. Conference or simply advertise your company’s services with a single flyer or brochure (max. size A5 format with max. 8 pages) in the conference bag of each participant.

Advertising Rate: € 1,000

5.9 INTERNET POINT
The internet terminals provide internet access to the delegates. This service will be provided at terminals throughout the venue and the company logo will be loaded onto screensavers and desktops of all computers, company page will be set as home page in the browsers.

Advertising Rate: € 3,000
(Exclusive option, for one company only)

5.10 ADVERTISING IN THE POSTER SESSION HALL
The poster session hall will be accessible from the first to the last day of the 2017 E.C.A. Conference. Posters will be exhibited on 80 to 100 poster panels. Be present with your logo on each one!

Advertising Rate: € 3,000
(Exclusive option, for one company only)

5.11 DIRECTION SIGNS
The company’s logo will appear on all direction signs.

Advertising Rate: € 2,000
(Exclusive option, for one company only)
6. MOBILE APPLICATION SPONSORSHIP:
Become the sponsor of the official mobile app of the 11th European Cytogenetic Conference and get connected to all participants.

The application will include information on scientific programme, exhibition area, information about Florence, information about social events, etc.

This sponsorship tool will be limited to 1 company only and the opening page of the app will include a private tab for the Mobile App Sponsor.

Mobile Application Sponsorship Rate: €5,000
FOOD & BEVERAGE
SPONSORSHIP
7. FOOD & BEVERAGE SPONSORSHIPS

7.1. WELCOME RECEPTION SPONSORSHIP

The welcome reception offers the perfect opportunity for promoting your company and your product, while everyone is enjoying drinks and delicious appetizers.

This offer includes:
- 12 sqm booth space free of charge
- placing the company flags in the reception area and as table flags on service tables
- placing the company banner at the reception venue
- placing the company logo on invitation cards

Welcome Reception Sponsorship Rate: €20,000

N.B. Company flags & banner to be provided by the company.

7.2. COFFEE BREAK SPONSORSHIP

Morning & Afternoon Coffee Breaks
3 days / 5 coffee breaks: €15,000

This tool includes:
- 6 sqm booth space free of charge
- placing the company flags in the coffee break area and as table flags on service tables

N.B. Company flags & banner to be provided by the company.
## COMPANY DETAILS

Name of the Company: 
Address: 
Name/Surname (Contact Person): 
Telephone: Fax: 
E-mail: Mobile: 

## SPONSORSHIP CATEGORIES

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>UNIT PRICE</th>
<th>UNIT</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>1. Platinum Level Sponsorship</td>
<td>€35,000</td>
<td>1</td>
<td></td>
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<tr>
<td>2. Gold Level Sponsorship</td>
<td>€25,000</td>
<td>1</td>
<td></td>
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<tr>
<td>3. Normal Stand (per unit / per 6 sqm)</td>
<td>€5,000</td>
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<tr>
<td>Larger Stand (per unit / per 9 sqm)</td>
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<td>4. Satellite Symposium</td>
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<td>5. Promotion Tools</td>
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<td>5.1 Company Logo Display</td>
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<td>5.2 Flags at the Venue</td>
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<td>5.3 Conference Web Site &amp; Electronic Conference News</td>
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<td>5.4a Advertising in The Second Announcement - Back Cover</td>
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<td>5.4b Advertising in The Second Announcement - Inner Page</td>
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<td>5.5 Advertising in The Book of Abstracts</td>
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<td>5.5.1 Inner full page (black &amp; white)</td>
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<td>5.5.2 Inside front cover (black &amp; white)</td>
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<td>5.5.3 Inside back cover (black &amp; white)</td>
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<td>5.5.4 Outside back cover (black &amp; white or in colour)</td>
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<td>5.6 Branded Bookmarks in The Abstract Book</td>
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<td>5.7 Branded Conference Bag</td>
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<td>5.9 Internet Point</td>
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<td>5.10 Advertising at Poster Session Hall</td>
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<td>5.11 Direction Signs</td>
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**TOTAL**

### PAYMENT FORM

- □ By Bank Transfer (Please contact DEKON Congress & Tourism by e-mail sponsorship@eca2017.org for bank account details)
- □ By Credit Card

I hereby authorize DEKON Congress & Tourism to debit this credit card account for the total amount due, ___________________ Euro.

- □ VISA  □ MasterCard

Name of Cardholder: 
Card Number (16 digits): 
Expiry Date: 
CVC Number: (Last 3 digits on signature panel)

Signature: Date: ___________________