

20<sup>th</sup> IFCC-EFCC European Congress of Clinical Chemistry and Laboratory Medicine

May 2011

**Re.: Sponsors at EUROMEDLAB Milano 2013  
20<sup>th</sup> IFCC-EFCC European Congress of  
Clinical Chemistry and Laboratory Medicine  
Milano, 19-23 May 2013**

**CONGRESS PRESIDENT**

**Prof Mauro Panteghini**  
Dipartimento di Scienze Cliniche  
University of Milano Medical School  
Via G.B. Grassi 74 - 20157 Milano - Italy

**CONGRESS ORGANISING  
COMMITTEE**

**Prof M. Panteghini**, *Congress President*  
**Dr A. Dolci**, *Executive Manager*  
**Dr F. Ceriotti**, *Scientific Programme*  
**Prof M. M. Corsi**, *Social Programme*  
**Prof M. Ferrari**, *PR and Communications*  
**Prof A. Mosca**, *Finances*  
**Prof T. Özben**, *IFCC Committee on  
Congresses and Conferences*

**ORGANISING SECRETARIAT**

**MZ Congressi srl**  
Via Carlo Farini 81  
20159 Milano, Italy  
Phone: +39 02 66802323  
Fax: +39 02 6686699  
congress.secretariat@milan2013.org

[www.milan2013.org](http://www.milan2013.org)

**To the Marketing Directors of IVD Companies**

Dear Sir,

We have the pleasure to inform you that MZ Congressi has been appointed to manage and organize **EUROMEDLAB Milano 2013**, the 20<sup>th</sup> IFCC-EFCC European Congress of Clinical Chemistry and Laboratory Medicine that will be held in Milano (Italy) on May 19-23, 2013 at Convention Center MIC plus.

The **EUROMEDLAB Milano 2013** Organising Committee has decided to maintain the same registration fees and the categories of promotional involvement of the Berlin Congress, with **Platinum, Gold, Silver and Bronze Sponsors** in addition to standard exhibitors and sponsors. A significant advantage granted to Platinum, Gold, Silver and Bronze Sponsors will be the priority in the selection of exhibition space, sponsored events, and educational workshops scheduling. Other opportunities are:

- more efficient planning of costs: you will purchase a sponsoring "package" that already comprises the main promotional activities related to the Congress;
- publication of the company logo in the second or third cover-page of all promotional brochures of the Congress and on the Congress web site.

The tables in Appendix describe the content of each sponsorship package.

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In planning the Congress programme, the Organising Committee intends to increase the scientific contribution of the participating companies through the organization of industry workshops. For this reason, it has been decided that these sessions will be re-named as *Educational Workshops* and CME accredited at European level using the EACCME accreditation. The *Educational Workshops* (a total of 39 – 1 h each) will be scheduled in the afternoon of each Congress day, from Monday to Wednesday, without any overlap with other congress events.

**IFCC Corporate Members will be offered a 20% discount on the official rate. In addition, Companies applying by 15 September 2011 will get an additional 10% exhibition area free of charge.**

To take advantage of this opportunity, please contact at your earliest convenience Ms. Patrizia Sirtori, either by phone: +39 392 9285840 or e-mail: [patrizia@milan2013.org](mailto:patrizia@milan2013.org).

We look forward to hearing from you soon.

Sincerely,

**Stefano Montalbetti**  
Congress Coordinator  
EUROMEDLAB Milano 2013

Enclosure: Congress Timetable

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**SPONSORSHIPS**

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**PLATINUM SPONSOR:**

• exhibition space in special position (minimum sqm 160 x € 670/sqm)	€ 107.200
• sponsorship	€ 114.000
- name and logo in all congress publications	
- 3 <i>educational workshops</i>	
- 3 advertising half pages in the Daily News	
- 1 advertising page on the Final Programme	
- other sponsorship options for a total amount of € 22.500	
• 10 registration fees for company employees	€ 5.000
<b>TOTAL AMOUNT</b>	<b>€ 226.200+VAT</b>
<b>TOTAL as IFCC CORPORATE MEMBERS</b>	<b>€ 180.000+VAT</b>

**GOLD SPONSOR:**

• exhibition space in special position (minimum sqm 120 x € 670/sqm)	€ 80.400
• sponsorship	€ 80.000
- name and logo in all congress publications	
- 2 <i>educational workshops</i>	
- 2 advertising half pages in the Daily News	
- 1 advertising page on the Final Programme	
- other sponsorship options for a total amount of € 11.000	
• 8 registration fees for company employees	€ 4.000
<b>TOTAL AMOUNT</b>	<b>€ 164.400+VAT</b>
<b>TOTAL as IFCC CORPORATE MEMBERS</b>	<b>€ 132.000+VAT</b>

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**SILVER SPONSOR:**

• exhibition space in special position (minimum sqm 60 x € 670/sqm)	€ 40.200
• sponsorship	€ 51.500
- name and logo in all congress publications	
- 1 <i>educational workshop</i>	
- 1 advertising page on the Final Programme	
- other sponsorship options for a total amount of € 8.500	
• 6 registration fees for company employees	€ 3.000
<b>TOTAL AMOUNT</b>	<b>€ 94.700+VAT</b>
<b>TOTAL as IFCC CORPORATE MEMBERS</b>	<b>€ 75.000+VAT</b>

**BRONZE SPONSOR:**

• exhibition space in special position (minimum sqm 40x € 670/sqm)	€ 26.800
• sponsorship	€ 23.000
- name of the company in congress publications	
- 1 advertising page on the Final Programme	
- other sponsorship options for a total amount of € 7.000	
• 2 registration fees for company employees	€ 1.000
<b>TOTAL AMOUNT</b>	<b>€ 50.800+VAT</b>
<b>TOTAL as IFCC CORPORATE MEMBERS</b>	<b>€ 40.000+VAT</b>

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**OTHER SPONSORSHIP OPPORTUNITIES**

	<i>Item to be sponsored</i>	<i>No. of copies</i>	<i>Cost</i>
<b>CONGRESS PRESIDENT</b>  <b>Prof Mauro Panteghini</b> Dipartimento di Scienze Cliniche University of Milano Medical School Via G.B. Grassi 74 - 20157 Milano - Italy	Advertising page on the Second Announcement	(25,000)	€ 33,000
	Advertising page on the Preliminary Program	(25,000)	€ 9,500 (every 5,000 copies)
<b>CONGRESS ORGANISING COMMITTEE</b>  <b>Prof M. Panteghini</b> , <i>Congress President</i> <b>Dr A. Dolci</b> , <i>Executive Manager</i> <b>Dr F. Ceriotti</b> , <i>Scientific Programme</i> <b>Prof M. M. Corsi</b> , <i>Social Programme</i> <b>Prof M. Ferrari</b> , <i>PR and Communications</i> <b>Prof A. Mosca</b> , <i>Finances</i> <b>Prof T. Özben</b> , <i>IFCC Committee on Congresses and Conferences</i>	Advertising page on the Final Program	(5,000)	€ 5,000 4-colour page € 6,500 back cover
	USB (including all Congress info)	(5,000)	€ 26,500
	Pads and Pens	(5,000)	€ 4,200 + cost of material
	Congress Map and Schedule	(5,000)	€ 6,500
	Logo on the Exhibition Maps		€ 6,500
	Daily Newspaper	(5,000)	€ 9,500 back pages € 5,000 int. full page € 3,500 int. half page
	Additional square meter		€ 670 each
	Educational Workshop		€ 15,000 (60 min each)
	Congress Bags	(5,000)	cost of bags
	Leaflet/Gadgets in Congress Bags	(5,000)	€ 5,500
<b>ORGANISING SECRETARIAT</b>  <b>MZ Congressi srl</b> Via Carlo Farini 81 20159 Milano, Italy Phone: +39 02 66802323 Fax: +39 02 6686699 congress.secretariat@milan2013.org  www.milan2013.org	Shuttle Service for Gala Dinner		cost
	Shuttle busses		cost
	Travel Card		cost
	Reception – PCs		€ 10,000
	Congress Badges	(5,000)	cost
	Press Office		€ 10,000
	Audio-visual equipment (in all rooms)		€ 30,000
	Post-it	(5,000)	cost
	Messages service		cost
	Copy and Fax Service		cost
	Internet point(s)		cost
	Coffee points (6)		€ 9,500 each
	President Dinner (200 guests)		cost
Speakers Reception (300-400 guests)		cost	
Congress Party (3,000 people)		cost	
Bursaries for young scientists		€ 1,200 each	
Poster Award		€ 1,000 each	