



22nd International Congress of Clinical Chemistry and Laboratory Medicine (IFCC Worldlab 2014)
22nd Meeting of the Balkan Clinical Laboratory Federation (BCLF 2014)
26th National Congress of Turkish Biochemical Society (TBS 2014)

Re.: Sponsors at IFCC-Worldlab Istanbul 2014
22nd International Congress of Clinical Chemistry and Laboratory Medicine
Istanbul, 22-26 June 2014

**To the Marketing Directors of Industrial Companies
in the field of Clinical Chemistry and Laboratory Medicine**

Dear Sirs,

We have the pleasure to inform you that MZ Congressi has been appointed to manage and organize **IFCC-WorldLab Istanbul 2014**, the 22nd International Congress of Clinical Chemistry and Laboratory Medicine, which takes place every four years.

The **IFCC-WorldLab Istanbul 2014** Organizing Committee has decided to maintain the same categories of promotional involvement employed for the Berlin and Milano Congresses with **Platinum, Gold, Silver** and **Bronze Sponsors** in addition to standard exhibitors and sponsors. One significant advantage granted to Platinum, Gold, Silver and Bronze Sponsors will be the priority in the selection of exhibition space, sponsored events, and workshop scheduling, through 15 October 2012 (provided, of course, that these companies are registered as IFCC or TBS Corporate Members).

The enclosed table presents the four choices available for sponsors at **IFCC-WorldLab Istanbul 2014**. The following choices offer a wide range of opportunities to promote your company during the Congress:

1. **Platinum Sponsor**: for a "first-class" presence of leading companies in the field of Clinical Chemistry and Laboratory Medicine;
2. **Gold Sponsor**: for a relevant and important presence;
3. **Silver Sponsor**: for a remarkable presence.
4. **Bronze Sponsor**: for a visible presence.

Let us now take a look at the real opportunities that Platinum, Gold, Silver and Bronze Sponsors can take advantage of:

- More efficient planning of costs: you will receive a sponsoring “package” that already comprises the entire promotion during the Congress;
- Priority in choosing the position in the exhibition area, the workshop time, and all other sponsoring initiatives;
- Publication of the company *logo* in the second or third cover-page of all promotional brochures of the Congress and web site
- Information (brief presentation) concerning the Company, will be published in the Final Congress Program.

As a reminder - in order to become either Platinum, Gold, Silver or Bronze Sponsor, a company must be an IFCC or TBS Corporate Member.

IFCC and TBS Corporate members will be offered a 20% discount on the official rate.

In addition, Companies applying by 15 October 2012 will get an additional 10% exhibition area free of charge.

We would like to point out that all the opportunities presented in this letter are limited, in terms of time and of a number of other factors.

For this reason, we kindly urge you to contact Mrs. Marina Festinese as soon as possible, either by phone: +39-02-66802323-919, fax: +39-2-6686699 or e-mail: marina.festinese@mzcongressi.com. In case of her absence when you call, please ask to speak to Mr. Stefano Montalbetti.

For further information, please do not hesitate to get in touch with us.

We look forward to hearing from you soon, with our kindest regards,

Sincerely,

Marina Festinese
MZ Congressi
IFCC-WorldLab Istanbul 2014 Organizing Secretariat

SPONSORHIPS

PLATINUM SPONSOR:

• exhibition space in special position (minimum sqm 160 x € 620/sqm)	€ 99.200
• sponsorship	€ 101.000
- name and logo in all congress publications	
- 3 industry sponsored workshops	
- 2 full advert. pages in the daily newspaper	
- one advertising pages on the Final Program	
- one advertising pages on the Abstract Volume	
- other sponsorship opportunities to be defined for a total amount of € 21.000	
• 10 registration fees reserved to the company employees	€ 5.000
TOTAL AMOUNT	€ 205.200

FINAL COST FOR IFCC/TBS CORPORATE MEMBERS

€165.000+VAT

GOLD SPONSOR:

• exhibition space in special position (minimum sqm 120 x € 620/sqm)	€ 74.400
• sponsorship	€ 72.500
- name and logo in all congress publications	
- 2 industry sponsored workshop (60 minutes)	
- 1 full advert. pages in the daily newspaper	
- one advertising pages on the Final Program	
- one advertising pages on the Abstract Volume	
- other sponsorship opportunities to be defined for a total amount of € 13.000	
• 8 registration fees reserved to the company employees	€ 4.000
TOTAL AMOUNT	€ 150.500

FINAL COST FOR IFCC/TBS CORPORATE MEMBERS

€120.000+VAT

SILVER SPONSOR:

• exhibition space in special position (minimum sqm 72 x € 620/sqm)	€ 44.640
• sponsorship	€ 52.000
- name and logo (small size) in all congress publications	
- industry sponsored workshop (60 minutes)	
- 1 half advert. pages in the daily newspaper	
- one advertising pages on the Final Program	
- one advertising pages on the Abstract Volume	
- other sponsorship opportunities to be defined for a total amount of € 10.000	
• 6 registration fees reserved to the company employees	€ 3.000
TOTAL AMOUNT	€ 99.640
FINAL COST FOR IFCC/TBS CORPORATE MEMBERS	€ 80.000+VAT

BRONZE SPONSOR:

• exhibition space in special position (minimum sqm 36x € 620/sqm)	€ 22.320
• sponsorship	€ 20.000
- name of the company in congress publications	
- industry sponsored workshop (60 minutes)	
- other sponsorship opportunities to be defined for a total amount of €3000	
• 2 registration fees reserved to the company employees	€ 1.000
TOTAL AMOUNT	€ 43.320
FINAL COST FOR IFCC/TBS CORPORATE MEMBERS	€ 35.000+VAT

COMPANIES applying by 15 October 2012
will get an additional 10% exhibition area
free of charge

OTHER SPONSORSHIP OPPORTUNITIES

<i>Item to be sponsored</i>	<i>Numbers</i>	<i>Cost</i>
First Announcement	(10,000)	approx € 17,000
Second Announcement	(25,000)	approx € 30,000
Preliminary Program	(25,000)	approx € 9,000 (every 5,000 copies)
Final Program	(3,500)	€ 4,500 4colours page-back cover: € 6,000
Abstracts Volume	(3,500)	€ 4,500 4colours page-back cover: € 6,000
CD-ROM (Abstracts)	(3,500+500)	€ 25,000
Pads and Pens	(3,500)	€ 4,000 + cost of material
Congress Map and Schedule	(3,500)	€ 6,000
Logo on the Exhibition Maps		€ 6,000
Daily Newspaper	(3,000)	
back pages		€ 9,000
internal full page		€ 4,500
internal half page		€ 3,500
Additional square meter		€ 620 each
Industry sponsored workshop		€ 13,000 (60 minutes)
Congress Bags	(3,500)	cost of bags
Leaflet/Gadgets in Congress Bags	(3,500)	€ 5,000
Sponsor of Poster area	(150-200 boards)	€ 6,500
Shuttle Service for Gala Dinner		cost
Shuttle busses		cost
Reception – PCs		€ 10,000
Badges	(3,500)	cost
Hostess Service		€ 25,000 + sponsored t-shirts
Press Office		€ 10,000
Audiovisual Equipment (in all rooms)		€ 30,000
Post-it	(3,500)	cost
PC Messages service		cost
Copy and Fax Service		cost
Internet Room		cost
Coffee Points (6 different points)		€ 9,000 each point
Plenary Lecture		€ 5,500
Symposium		€ 5,000
Satellite Meeting		cost
Awards		cost
VIP Dinner (150 guests)		cost
Speakers Reception (300-400 guests)		cost