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
# SPONSORSHIPS

## PLATINUM SPONSOR:

- exhibition space in special position  
  (minimum sqm 160 x € 620/sqm)  
  € 99,200
- sponsorship  
  - 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  
  € 101,000
- 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  
  - 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  
  € 72,500
- 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**  
  - 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**  
  - 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**

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**COMPANIES applying by 15 October 2012**  
**will get an additional 10% exhibition area**  
**free of charge**
# OTHER SPONSORSHIP OPPORTUNITIES

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