

# **TOXINS** 2019

**Basic Science and Clinical Aspects of Botulinum and Other Neurotoxins** 

Bella Center Copenhagen 16-19 January, 2019 Copenhagen, Denmark

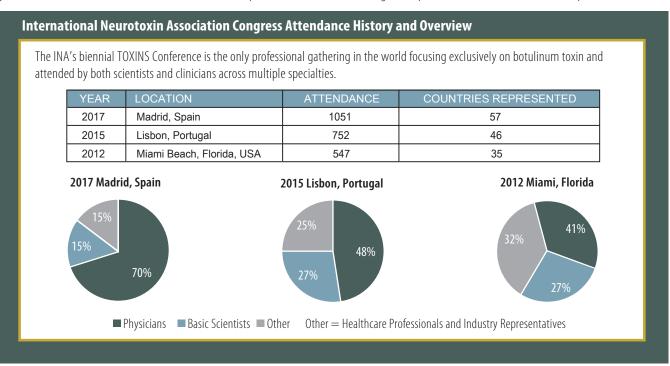
Sponsorship Opportunities & Exhibitor Prospectus





# **Society Facts**

The International Neurotoxin Association (INA) is a not-for-profit, international scientific society dedicated to advancing scientific research, supporting education, and fostering understanding about botulinum and other neurotoxins. The INA provides a forum for the exchange of information and ideas among scientists, clinicians, allied health and other medical professionals, as well as the general public about the science and therapeutic use of neurotoxins.



# **Topics of Discussion**

### Botulinum neurotoxin for "classic" and "emerging" clinical uses in:

Adult spasticity • Aesthetics • Cervical dystonia • Dermatology • Focal limb dystonia & tremor • Gastroenterological disorders • Headache and migraine • Hemifacial spasm and blepharospasm • Oromandibular dystonia • Pain • Pediatric spasticity (cerebral palsy) • Sialorrhea • Spasmodic dysphonia • Facial tics • Urologic disorders

### The Basic Science of Botulinum Neurotoxin

Advances on the architecture of the BoNT complex • Genetics and evolution • Molecular interactions • Novel BoNTs and toxin engineering • BoNT trafficking

### **Hot Topics**

New clinical indications and ongoing clinical trials
 The scientific basis of, and latest clinical data on, duration of BoNTs
 New delivery systems
 New BoNTs in preclinical and clinical development

### **Clinical Workshops**

- Guidance and techniques for muscle localization
- Practical clinical workshops featuring case-based sessions with live patients and hands-on injection demonstrations

# **Educational Program Support**

### Support of conference program

TOXINS 2019 will be accredited by the European Union of Medical Specialists (UEMS). Through an agreement between the UEMS and the American Medical Association, physicians may convert EACCME credits to an equivalent number of *AMA PRA Category 1 Credits*<sup>m</sup>. Information on the process to convert EACCME credit to AMA credit can be found at https://www.ama-assn.org/education/uemseaccme-credit-recognition.

# **Commercial Support Opportunities**

We invite you to become a TOXINS 2019 supporter. Commercial support is an excellent way for your organization to show its commitment to advancing the field of botulinum and other neurotoxins.

Benefits of Commercial Support

• Enhance your visibility • Gain a more powerful presence • Increase your impact on INA members

# Sponsorship Benefits

# Platinum Sponsor – €250,000

- 6 Complimentary conference registrations
- Full-page advertisement in conference program
- Meet and greet area
- One (1) private meeting room for the duration of the congress (use during scheduled sessions is not permitted)
- Will be acknowledged on the TOXINS 2019 website, conference program and a banner hanging in the conference area

# Gold Sponsor – €200,000

- 4 Complimentary conference registrations
- Half-page advertisement in conference program
- One (1) private meeting room for the duration of the congress (use during scheduled sessions is not permitted)
- Will be acknowledged on the TOXINS 2019 website, conference program and a banner hanging in the conference area

# Silver Sponsor – €125,000

- 3 Complimentary conference registrations
- Will be acknowledged on the TOXINS 2019 website, conference program and a banner hanging in the conference area

### Bronze Sponsor – €100,000

- 1 Complimentary conference registrations
- Will be acknowledged on the TOXINS 2019 website, conference program and a banner hanging in the conference area

# Sponsorship Opportunities

# Welcome Reception

A cocktail and appetizer reception for TOXINS 2019 will be held on Wednesday, 16 January, from 19:30 PM to 22:00 PM. Specific sponsorship benefit: ability to have product name and logo on serving cups and napkins as well as 10' x 10' or larger banner (provided by sponsor) promoting the sponsorship in the reception location.

# Cell Phone Charging Stations (2)

Stations are placed in general traffic locations of the exhibit hall and registration area. The logos are on display throughout the duration of the exhibit hall hours and dates of the entire meeting. Additional benefits include: INA-provided signage with sponsor's product logo (exhibit hall station only) and corporate logo in general areas of the meeting.

# Conference Bags

The eco-friendly bag is a tote that TOXINS 2019 attendees use to carry their syllabi and other meeting items. The bag contains the TOXINS 2019 logo on one side of the outside of the bag and the corporate sponsor logo on the other side.

# **Conference Beverage Bottle**

The sponsor's logo will appear on this durable bottle for containing hot and cold beverages. The bottle's unique shape and comfortable grip includes a flip-up carrying loop that makes it easy to attach it to the conference bag.

# Speaker Ready Room

The room will be set up for speakers to prepare for their presentations and will be supplied with computers, printers, and refreshments. INA-provided signage with sponsor's name and logo will be displayed in the room.

# High Speed Wi-Fi With Splash Page

Sponsor's logo is displayed on the splash page where conference attendees log on to the internet.

# **Conference Badge Holder**

Neck pocket badge holder with a clear front pocket for name insert. There are two back pockets, one with a zipper, and 46" neck cord with adjustable cord lock. Sponsor's corporate or product logo goes on back of holder.

# Hotel Room Keys

Logo on hotel room keys for TOXINS 2019 conference hotels

# Program Book

Meeting materials, including the abstracts and the schedule of events, are combined in this book. The sponsor's corporate and product logo will be printed on the back of the book.

# Support an Event

Event Support	Price
Welcome Reception	€65,000
Cell Phone Charging Station/per day	€6,650
Conference Bags	€17,500
Conference Badge Holder	€9,000
Conference Beverage Bottle	€15,000
Speaker Ready Room	€20,000
High Speed Wi-Fi With Splash Page	Wednesday/Friday €12,500 Thursday/Saturday €12,500
Hotel Room Keycards	€10,000
Program Book	€20,000

All requests must be made using the Commercial Support Form and be submitted prior to 2 October, 2018

For commercial support opportunities contact: Rose Puleo at info@neurotoxins.org.

# **Customized Sponsorship & Support**

If the above list does not include an item you would like to support, please contact the INA. Customized support packages can be arranged.

# **Program Book Advertising Opportunities**

Advertising in the TOXINS 2019 Program Book provides concentrated exposure to the more than 1,000 neurotoxin specialists who are expected to attend TOXINS 2019. The program book features the complete listing of educational sessions, presenters, meeting events and exhibit activities. It is a valuable tool for all attendees, and they refer to it often.

Take advantage of this opportunity to place your message in the hands of more than 100 decision makers and over 1,000 participants. To reserve space, contact Scott White at scott.white@neurotoxins.org.

# **Printing Specifications:**

The program book is printed via HP Indigo 5500 using a 110-line screen and is perfect bound. Halftone images should be 1200 ppi.

# Ad Materials:

Digital composite ads are acceptable in EPS or PDF formats, with all images and fonts embedded, and TIFF or JPEG formats at 1200 ppi with no compression applied. Our printing methods produce pleasing color, and we do not require a high-end color proof.

If you have more exacting color requirements, please send a match print or color-calibrated professional proof.

# Web Transfer Site Instructions:

For your convenience, ad files can be emailed to our program designer at scott.white@neurotoxins.org.

Contact Scott White at scott.white@neurotoxins.org for instructions on how to send files larger than 10 MB.

Space/Specifications	Exhibitor Rate	Nonexhibitor Rate	Space Closing: 15 October, 2018
1 Page With Bleed A4	€2,000	€2,500	No space cancellations will be accepted after the space closing date.
1/2 Page Vertical A4	€1,000	€1,500	
1/2 Page Horizontal A4	€1,000	€1,500	Materials Due: 1 November, 2018

Important Dates			Advertising in Program Book	Date
Exhibit Space Deadlines	Date	·	Space Closing	15 October, 2018
Applications	1 August, 2018		Materials Due	1 November, 2018
Cancellations	1 October, 2018		Sponsored Events	
Downsizing	1 October, 2018		Application Deadline	1 October, 2018
Food and Beverage Request	1 November, 2018		Commercial Support	
Giveaway Request	1 November, 2018		Opportunities	Ongoing

# Industry-Sponsored Events

INA policy allows exhibiting companies and nonprofit organizations to host events during TOXINS 2019, but places limits on the times and venues of these events. Entertainment, meetings or similar activities will not be permitted without prior INA approval.

The INA must review and approve ANY event affecting TOXINS 2019 meeting attendees during the inclusive dates of the conference before promotion and implementation of the event can occur, whether it is being held at INA-contracted facilities or otherwise. Industry representatives are required to submit an Affiliate Event Application and, if available, a copy of the brochure, invitation, or agenda to Rose Puleo at info@neurotoxins.org. to request approval to host events during TOXINS 2019. Failure to seek approval prior to promotion and/or implementation of the event may result in the cancellation of the event and/or sanctions by the INA.

All requests must be made using the Industry-Sponsored Event Form and be submitted prior to 1 October, 2018. Please review the Industry-Sponsored Event Guidelines prior to applying.

No ancillary events involving TOXINS 2019 attendees are allowed during the following times:

Wednesday, 16	January, 2019	
12:00 - 16:00	Toxins 101 Preconference Workshop	
18:00 - 19:30	Opening Session	
	Welcome and Opening Remarks and Lifetime Achievement Awards Ceremony	
	Presentation by Basic Science Lifetime Achievement Award Recipient	
	Presentation by Clinical Lifetime Achievement Award Recipient	
19:30 - 22:00	Welcome Reception	
Thursday, 17 Jan	uary, 2019	
07:00 - 08:30	Exhibits Open	
08:30 - 18:30	Plenary, Parallel Tracks, and Workshops	
12:00 - 14:30	Poster Sessions & Exhibits Open	
12:00 - 13:30	Satellite Symposium	
18:30 - 20:30	Dinner Satellite Symposium	
19:30 - 21:30	Faculty Dinner	
Friday, 18 Janua	ry, 2019	
07:00 - 08:30	Exhibits Open	
08:30 - 18:30	Plenary, Parallel Tracks, and Workshops	
12:00 - 14:30	Poster Sessions & Exhibits Open	
12:00 - 13:30	Satellite Symposium	
Saturday, 19 January, 2019		
07:00 - 09:00	Exhibits Open	
09:00 - 12:15	Plenary Session	
	Industry-sponsored events contact <sup>.</sup> Rose Puleo at <b>info@neurotoxins org</b>	

Industry-sponsored events contact: Rose Puleo at info@neurotoxins.org

# **Exhibit Information**

The exhibit hall is an integral part of the TOXINS 2019 conference, offering exhibitors, both neurotoxin- and non-neurotoxin-related, the opportunity to share information on the most innovative and exciting advances in research and uses of neurotoxins with meeting attendees.

All requests for exhibit space must be made using the Application for Exhibit Space and submitted and paid for prior to 2 October, 2018

Exhibit Schedule	
Wednesday, 16 January	Exhibit Set-Up All Day
Thursday, 17 January	Open 7:00 – 8:30 • 12:00 – 14:30
Friday, 18 January	Open 7:00 – 8:30 • 12:00 – 14:30
Saturday, 19 January	Open 07:00 – 09:00

# Exhibit Information (cont'd)

# **Exhibit Guidelines**

# Exhibitors participating in TOXINS 2019 must understand the following:

- 1. The INA reserves the right to decline applications.
- 2. Exhibitor representatives are required to conduct themselves professionally.
- 3. All TOXINS 2019 registrants must be accorded equal treatment.
- 4. Exhibitors are required to abide by the guidelines and policies outlined in this publication and distribute the guidelines to exhibit personnel, display house personnel, and any other contractors working for the exhibiting organization.
- 5. All booths must be staffed during exhibit hours.
- **6.** All exhibitors must have exhibit materials and handouts available throughout the exhibition. Breaking down or packing up materials earlier than 12:00 pm, 19 January, 2019, is prohibited. Any booth vacated before the close of the show will be in violation of the Exhibit Contract and sanctions will be applied.
- 7. Exhibit personnel may not leave their booths to encourage attendees in the aisles to return with them to their booths. Noncompliance with this guideline will result in the prompt removal of the person and property from that area.
- **8.** Persons, exhibitors, companies, or organizations may not display or demonstrate products, processes, or services; solicit orders; or distribute advertising materials anywhere in the exposition facility (outside of the exhibit hall) or in any hotel contracted by the INA.

**PLEASE NOTE:** It is the Exhibitor's responsibility to comply with the local authority's regulations, EFPIA (European Federation of Pharmaceutical Industries and Associations (www.efpia.eu) and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations [www.ifpma.org]) Code of Practice on the Promotion of Medicines.

# Certificate of Insurance

The INA does not provide liability or property damage insurance for exhibitors' property. Exhibitors will be responsible for adequately insuring their indemnification liability and property damage risks, and will be required to submit a certificate of insurance to the INA. Externally appointed contractors will also be required to submit a certificate of insurance to the INA.

# Indemnification

The exhibitor agrees to indemnify, hold harmless and defend the INA and Bella Center Copenhagen, along with their respective members, officers, directors, agents and employees from and against any and all liabilities, damages, actions, costs, losses, claims and expenses (including attorneys' fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or resulting, in whole or in part, from any act, omission, negligence, fault, or violation of law or ordinance of the exhibitor or its employees, agents, subcontractors or invitees when installing, removing, maintaining, occupying or using the exhibition premises within the Bella Center.

# **Use of INA Property**

The INA name, insignia, logo or acronym (INA) and the TOXINS 2019 conference logo and artwork may not be used in signs, advertising, or promotion in any media or on descriptive product literature either inside or outside the exhibit area. This applies before, after and during the conference. The TOXINS 2019 name and logo are registered trademarks of the INA. Those requesting use of the official TOXINS 2019 Conference logo must do so in writing to Rose Puleo at **exhibits@neurotoxins.org**.

# Subletting

The subletting, reassignment or apportionment of any part of any exhibitor's space is prohibited.

# Exhibit Information (cont'd)

# Promotion

1. All booth activities and materials, with the exception of company literature, must include a disclosure statement describing the activities occurring in the contracted exhibit space. Details of booth activities must be submitted to Rose Puleo at **exhibits@neurotoxins.org**.

The INA has the right to request the exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate by the INA.

2. The following promotional practices are prohibited (this list is not exhaustive):

- Press conferences or filming in exhibit area
- Operating x-ray equipment
- Use of microphones
- Distribution of any materials featuring paid job advertisements
- Distribution of lanyards
- Illegal raffles and drawings
- Promotion of INA education and/or science programs
- Use of magicians, fortune tellers, dancers, mimes, puppet shows, balloons (helium or otherwise), or other entertainment
- Entering the nonpublic area of another exhibitor's booth without permission
- Photography of any kind unless requested in writing before 1 November, 2018
- Unofficial door drops at INA hotels
- Live music
- Excessive noise levels for prerecorded music or presentations

# Compliance

Exhibitors must comply with all applicable European, national, and local laws and guidances.

# Food and Beverage Distribution

Exhibitors wishing to dispense or serve any food or beverage from their assigned exhibit space must disclose this to the INA and have catering handled by the Bella Center Copenhagen catering department. Requests should be made by email to exhibits@neurotoxins.org by 1 November, 2018.

- 1. No alcoholic beverages may be served or distributed in the exhibit hall.
- 2. All items are limited to sample-size quantities and are to be dispensed in disposable containers using supplies purchased through the official caterer.
- 3. Exhibitors may not use imprinted containers or supplies of any kind.

# Sanctions

The INA reserves the right to refuse exhibits, curtail activities, or close exhibits or parts of exhibits that do not comply with the TOXINS 2019 Exhibit Guidelines. Exhibitors who violate these guidelines may be dismissed from the meeting without refund. The TOXINS 2019 Exhibit Guidelines will be enforced without exception.

# **Space Assignment and Fees**

Space will be assigned according to the date on which both the contract and deposit are received, availability of requested space, special needs, and compatibility of exhibitors' products.

Exhibit Space	Cost Per Booth	The following services will be provided to exhibitors at no additional charge:
1.5 m x 3 m (5' x 10')	€3,000	General overhead lighting
3 m x 3 m (10' x 10')	€7,250	<ul> <li>Exhibit listing in program book</li> </ul>
6 m x 6 m (20' x 20')	€12,500	Preregistration list
6 m x 8 m (20' x 26')	€14,500	<ul> <li>Discount advertising in the program book</li> </ul>

# **Exhibitor Registration**

Online registration for exhibitors will be available from 10 April, 2018, through 3 December, 2018. Admission to the exhibit hall is by badge only. Security guards will monitor entrances for proper badges. Badges for preregistered exhibit personnel will be available for pick up at the exhibitor registration counters in the registration area. Badges will not be mailed in advance. Exhibitor badges must be worn at all times.

Photo identification and a company business card are required on site for badge pick up.

Exhibitors will re	eceive:		
Exhibit Space		Complimentary Registrations	Included with exhibitor badge:
1.5 m x 3 m	(5′ x 10')	1	<ul> <li>Poster sessions</li> </ul>
3 m x 3 m	(10' x 10' )	2	<ul> <li>Plenary sessions</li> </ul>
6 m x 6 m	(20' x 20' )	4	<ul> <li>Workshops (basic and clinical)</li> </ul>
6 m x 8 m	(20' x 26' )	5	

# Installation

All exhibits must be set up and the aisles cleared by 17:00 on Wednesday, 16 January, 2019, without exception.

# Dismantling

The official exhibit closing time is 12:00 noon on Saturday, 19 January, 2019. All exhibit material must be packed and ready for removal from the exhibit hall by 17:00 on Saturday, 19 January, 2019.

# **Booth Relocation**

If it becomes necessary to relocate an exhibitor after a contract has been accepted, the INA will contact the company involved. Every effort will be made to reassign the exhibitor to a similar space.

# **Cancellation and Downsizing Policy**

# Cancellation

If written cancellation is received by the INA on or before 2 October, 2018, a full refund will be granted, less  $\leq$ 500 to be withheld as a cancellation fee. If the exhibiting company cancels after 2 October, 2018, the exhibiting company will forfeit all payments made to the INA under this agreement, and the company will be held liable for the full amount of the cost of exhibit space. The INA shall have the right to use cancelled space to suit its own convenience, including the selling of space to another exhibitor without any rebate to the exhibiting company.

# Downsizing

If a written downsizing request is received by the INA on or before 2 October, 2018, a full refund will be granted. All notifications of downsizing received after 2 October, 2018, will not receive a refund. The INA has the right to relocate the exhibiting company after downsizing.

# Security

Security service will be provided during move-in, move-out and show hours, as well as after daily exhibit hours. The INA, Bella Center Copenhagen, and the official security company are not responsible for any loss or damage to exhibitor property.

# Nonprofit Space

The INA offers three (3) 1.5 m x 3 m (5' x 10') complimentary shared spaces in the exhibit hall. The first 3 medically-related nonprofit association contracts received will be guaranteed a free space. After that, spaces will be offered at a reduced fee. Booths will be assigned by the INA based on availability. Requests for shared or reduced association space must be accompanied by proof of nonprofit status.

Nonprofit Exhibit Space	Cost Per Booth
1.5 m x 3 m (5' x 10')	€500.00

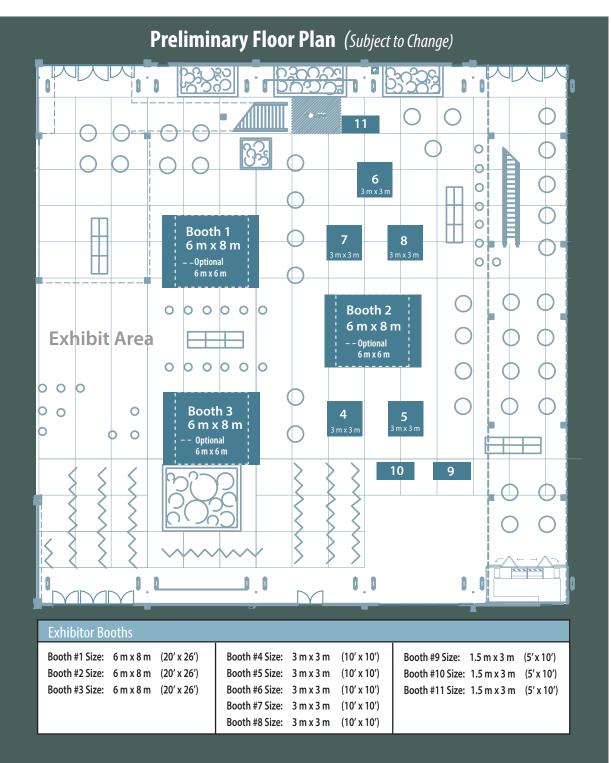
# Giveaways

Exhibitors must limit promotional "giveaway" items to products that can be used during the conference or in the professional activity of the attendees. All giveaways are subject to the approval of the INA and may not exceed the AMA/EACCME Guidelines regarding gifts to physicians. All exhibitors wishing to have giveaways must complete a Booth Giveaway and Contests Approval Form for INA approval.

# Prizes and Drawings

Prizes, sponsored contests and drawings are permitted as long as permission is received in advance from the INA. The contest must be open to all attendees and be conducted in a professional manner. All exhibitors wishing to conduct contests and drawings must complete a Booth Giveaway and Contests Approval Form for INA approval.

Exhibit Contact: exhibits@neurotoxins.org.



# Image: Science and Clinical Aspects of Botulinum and Other NeurotoxinsBella Center Copenhagen16-19 January, 2019 Copenhagen, Denmark

# Application for Exhibit Space

# Exhibit Dates: 17-19 January, 2019

We understand that space will be rented at the following rates:

# **Space Fees**

Exhibit Space		Cost Per Booth
1.5 m x 3 m	(5'x 10')	€3,000
3 m x 3 m	(10'x 10')	€6,500
6 m x 6 m	(20'x 20')	€12,500
6 m x 8 m	(20'x 26')	€14,500

Note: Single booths cannot be merged

We understand that all space must be paid for in full by 1 October, 2018. If assigned space is not paid for in full by the specified date, it may be assigned to another exhibitor at the discretion of the International Neurotoxin Association (INA).

We agree to abide by the terms and conditions included in the exhibitor prospectus, which are made part of this contract. This is not a binding contract until signed by Rose Puleo on behalf of INA for TOXINS 2019.

After referring to the floor plan, please indicate preferred booth location.

1st choice	2nd choice
3rd choice	4th choice
List companies you would prefer not to	be near.
List products that will be exhibited.	
services to be exhibited, exactly as you	Is or less, a description of your products or want the information to appear in the an Schuster, <b>exhibits@neurotoxins.org</b> .

by 1 October, 2018.

Please print or type.		
Firm Name		
(exactly as you wish it to appear in pr	inted program and on exhibit sign)	
Street Address		
City, State, Zip		
	On-Site Cell	
Fax*		
Email		
Web Address		
Signature		
Name		
(first)	(last)	
Title		

\* I understand that by providing the fax number(s) listed above, on behalf of the company specified above, I declare that I am authorized to and hereby give consent for the company to receive faxes sent by or on behalf of INA. The signer of the application for exhibit space — or person designated below, **if different** — shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all

negotiations. This contract and related future mailings will be addressed to the signer (or designee indicated below, if different).

Name		
	(first)	(last)
Title	• • • • • • • • • • • • •	
Address		
	(if di	ifferent from above)
City, State, Zip		
Phone		On-Site Cell Phone
Email		Fax
2. Make a copy for your 3. Return the original w TOXINS 2019 Exhibits 48 Wall St, Suite 1100 New York, NY 10005 USA	orm to 212–461 records vith a 50% dep c/o INA	I-1011 or email to <b>exhibit@neurotoxins.org</b> osit per booth to:
Make checks payable to In	ternational Neu	rotoxin Association (INA) or pay with a credit/debit card
🗋 Visa 🔲 Masterc	ard 🗖 Amer	ican Express 🔲 Discover
Card Number		Exp Date

Signature (not valid without signature)3 or 4 Digit V-Code, on front or back of cardQuestions may be directed to Rose Puleo, exhibits@neurotoxins.org.

For INA Use Only Booth number(s) assigned	d	cc#	Exp	\$
Total Cost	\$	Check#	\$	Date
Amount Paid	\$	Check#	\$	Date
Accepted for INA by		Special Instructions		