

The 6th International Investigative Dermatology Meeting

International Investigative Dermatology 2013

8-11 May 2013

Edinburgh Scotland

Marketing & Sponsorship Opportunities



Dear Colleagues,

On behalf of the IID 2013 Local Organising Committee, we would like to warmly invite you to take part in the 6th International Investigative Dermatology Meeting, taking place over 8th – 11th May 2013 in Edinburgh Scotland.

Bringing the European Society for Dermatological Research, Japanese Society for Investigative Dermatology and Society for Investigative Dermatology together under one roof, and with the meeting taking place on UK shores for the first time, this promises to be both a unique and exciting event.

The International Investigative Dermatology (IID) meeting has expanded and developed over recent years and is now a high profile event which sees dermatologists and skin specialists from around the world gather together to share information and ideas. IID 2008 saw over 1,800 delegates in attendance, for IID 2013 we are anticipating numbers of 2,000 delegates at the meeting, if not more.

IID 2013 will be held at the prestigious Edinburgh International Conference Centre (EICC), with the meeting's focus being to present the latest information on cutaneous biology and skin diseases. So with that in mind, we would like to complement the meeting with sponsor organisations who are also at the forefront of biological and skin research. To this effect we are pleased to announce details of the IID 2013 marketing & sponsorship opportunities.

This meeting presents a wealth of unique promotional opportunities which we are only offering to selected organisations such as yourselves. By being involved in this meeting, participating companies can rest assured that they will reap the benefits of this global meeting which offers countless opportunities to promote, network, or even just find out more about your target market in a relaxed and informal environment.

So please read this brochure and see what we have on offer. If you wish to take advantage of any of the promotional opportunities or require further details, please contact the IID 2013 Secretariat office whose details can be found within this pack.

We look forward to working with you towards a successful IID 2013 meeting.



J. m. Leigh

Professor Irene Leigh
Chair – IID 2013 Local Organising Committee



C. S. Griffiths

Professor Christopher Griffiths
Chair – IID 2013 Finance Committee

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THE CITY - EDINBURGH:

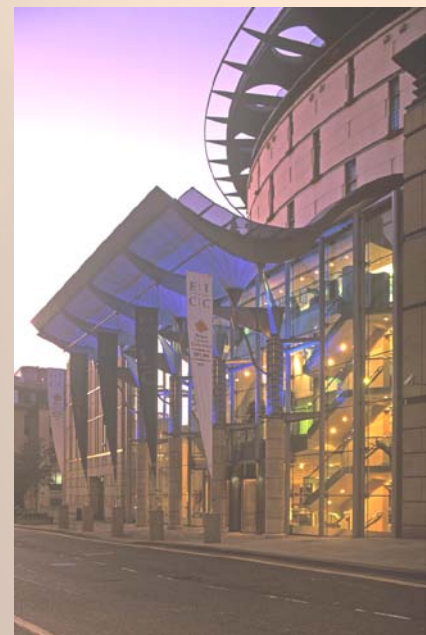
A beautiful and historic city, Edinburgh combines its heritage with vibrant, modern facilities and first class service making it an ideal platform on which to stage a highly professional and memorable event. With its notable buildings and magnificent views, Edinburgh offers something for everyone. There are accommodation options to suit all budgets within walking distance of the conference venue (EICC), and the airport is conveniently positioned only 12km away.

The city has a proven track record for organising large scale international events, making Edinburgh truly a destination capable of delivering a successful International Investigative Dermatology Meeting.

THE VENUE - EDINBURGH INTERNATIONAL CONFERENCE CENTRE (EICC):

The EICC is regarded as one of Europe's foremost conference venues. Centrally positioned the spectacular purpose-built structure is designed to give maximum flexibility for all types of occasions.

From the registration, exhibition and banqueting areas to the outstanding main auditorium, the EICC offers the perfect combination of advanced technical facilities and professional service across a broad spectrum of events.



IID 2013: The Gold Sponsorship Package

The Gold Sponsorship package offers companies a plethora of opportunity to ensure premium visibility at IID 2013. So whether you are looking to boost your corporate image or seek out new clientele, IID 2013 is an opportunity which cannot be missed.

Your sponsorship package will include:

- A set **lunchtime** symposium length of 60mins to be held at the Edinburgh International Conference Centre (*Symposium topic subject to approval from the IID 2013 Scientific Committee*).
- An allocated symposium room with capacity for 300 delegates
- Free centrally located exhibition space of 12m²
- Free full registration for 4 delegates
- 4 free tickets for the IID 2013 Gala Dinner on 10th May
- Standard audio-visual equipment (video projectors, microphones, screen)
- Access to the Speaker's Preview Room
- Recognition as a **GOLD** sponsor of the meeting (website/flyers/signage)
- Publication of symposium title, schedule & programme in the IID 2013 preliminary meeting announcement (if known at time of printing)
- Publishing of the symposium title, schedule and programme in the final meeting programme.
- Sponsor may publish their own programme, abstracts and proceedings as an insert for the delegate bags.
- Opportunity to have an insert in the pre-conference mailing

Time Slots

(exact time slots and numbers to be confirmed)

Thursday 9th May 2013 – Slots 1 & 2

Friday 10th May 2013 – Slots 3 & 4

Saturday 11th May 2013 – Slots 5 & 6

Price: £50,000 + VAT

Please note that sponsorship packages will be allocated on a **"first-come, first-served"** basis. Contact the IID 2013 Secretariat office on iid2013@bad.org.uk for more information.

IID 2013: The Silver Sponsorship Package

The Silver Sponsorship package is the second level of sponsorship for IID 2013. Similar to that of the Gold package, companies taking up this package will also have ample opportunities to promote themselves at the meeting.

Your sponsorship package will include:

- A set **breakfast** symposium length of 60mins to be held at the Edinburgh International Conference Centre (*Symposium topic subject to approval from the IID 2013 Scientific Committee*).
- An allocated symposium room with capacity for 200 delegates
- Free centrally located exhibition space of 6m²
- Free full registration for 2 delegates
- 2 free tickets for the IID 2013 Gala Dinner on 10th May
- Standard audio-visual equipment (video projectors, microphones, screen)
- Access to the Speaker's Preview Room
- Recognition as a **SILVER** sponsor of the meeting (website/flyers/signage)
- Publication of symposium title, schedule & programme in the IID 2013 preliminary meeting announcement (if known at time of printing)
- Publishing of the symposium title, schedule and programme in the final meeting programme.
- Sponsor may publish their own programme, abstracts and proceedings as an insert for the delegate bags.

Time Slots

(exact time slots and numbers to be confirmed)

Thursday 9th May 2013 – Slots 1 & 2

Friday 10th May 2013 – Slots 3 & 4

Saturday 11th May 2013 – Slots 5 & 6

Price: £25,000 + VAT

Please note that sponsorship packages will be allocated on a **"first-come, first-served"** basis. Contact the IID 2013 Secretariat office on iid2013@bad.org.uk for more information.

Further Sponsorship Opportunities*:

**Please note that all prices quoted are excluding VAT.*

Advertisements – Final Programme

Full page A4 colour advert in the IID 2013 Final Programme	£2,000
Cover: Inside front (full page)	£3,000
Cover: Inside back (full page)	£3,000
Cover: Back cover (full page)	£3,500
Half A4 page colour advert in the IID 2013 Final Programme	£1,000

Company Sponsored Bags

Add your company logo to the delegate bags and have maximum impact at the conference.

£10,000

Delegate Badge Inserts

All delegates and attendees are required to wear a badge for entry.
Include your brand on the badge inserts

£5,000

e-posters

The opportunity to sponsor the electronic poster area. Your company logo will be displayed on all signage in the area. The branding will continue on the login page on each terminal and continue to be displayed post-meeting when delegates will continue to access the posters. The logo will have a direct link to your company website.

£15,000

Inserts

Delegate bags

- Into delegate bags – supplied and delivered by the sponsor and inserted in the delegate bag

£1,500

A4 notepads, pens, key rings

- Add an item into each of the delegate bags and send the IID 2013 delegates home with a personalised company branded item.

£1,500

Internet Cafe

Sponsor the internet café at IID 2013 and have your company name prominently displayed on signage in the café area.

£2,000

Lanyards

All delegates and attendees are required to wear a badge for entry. Include your brand on the lanyard. Company must supply the lanyard to our specifications.

£2,000

Pocket Programme

All delegates will be given a miniature “pocket-size” version of the conference programme to use at their convenience. Include your brand on this programme.

£2,000

Registration

As the first point of call for over 1,800 delegates, this area is a highly visible and strategic area. Make the most of this busy area – include an advert or flyers on the registration desk, supply branded pens or sweets. Discreet branding can also be featured behind the registration desks and panels.

£5,000

Scanners

Capture full details of visitors to your stand with a non-contact scanner. Qualify your leads using simple barcodes and download your data. Invaluable for post event marketing campaigns

£500

Showcase Exhibition

We are offering an option to join the on-line showcase exhibition for the meeting; this will be subject to a minimum take up. It will offer delegates the opportunity to see your company details and link to your company website from the sponsorship page of the IID 2013 website.

£500

*Other suggestions on sponsorship opportunities for this meeting can be considered.
Please contact the IID 2013 Secretariat to discuss this further: iid2013@bad.org.uk*

Social Programme

The IID 2013 programme will also include a wealth of social activities which in turn offers companies a great range of events to become involved with;

- Welcome Reception
- President's Dinner
- Young Investigator Collegiality Night
- Social Gathering
- Official Tours

Welcome Reception – 8th May 2013, EICC Cromdale & Strathblane Halls

Held at the EICC Conference centre this will be a great way for your welcome guests to IID 2013 and Edinburgh. Sponsorship includes the opportunity to display banners and signage within the EICC venue and throughout the reception. Company logo and acknowledgment in meeting literature.

£30,000

President's Dinner – 9th May 2013, Edinburgh Castle

Held at the prestigious Queen Anne Room of Edinburgh Castle, this will be a dinner for around 120 guests. The sponsor of this dinner will have their company logo prominently displayed on the dinner menus. An allocation of 6 dinner tickets is also incorporated into your package – excellent for networking opportunities with the meeting's V.I.P.'s. Recognition as sponsor of the dinner in meeting literature.

£15,000

Young Investigator Collegiality Night – 9th May 2013

This social event will host around 1,200 young investigators come together and offers a fantastic opportunity for your company to support the future of dermatology research.

Have your company logo prominently displayed on greeting bus stop signs as well as an allocation of 10 tickets for the dinner included in your package. Recognition as sponsor of the Collegiality Night in meeting literature.

£20,000

Social Gathering: Gala Dinner – 10th May 2013, National Museum of Scotland.

A buffet dinner for 1,500 guests and an opportunity for you to support what promises to be a fantastic gala event. Sponsor the Gala Dinner at IID2013 and have your company logo prominently displayed on the dinner menus, as well as having the opportunity to display your company banner. An allocation of 10 tickets is also included in this package, excellent for networking with the meeting's V.I.P.'s. Have your company recognised as the sponsor of the Gala Dinner in meeting literature.

£50,000

Official Tours

Whisky Tasting, 'Nicht on the Toun' (Night on the Town) – The Scottish National Portrait Gallery; The Royal Yacht Britannia, Golf. Have your company recognised as sponsor of your chosen tour in meeting literature and at key locations at the tour venues.

£ - available on request

International Investigative Dermatology 2013
8 – 11 May
Edinburgh Scotland

Host Societies:

European Society for Dermatological Research (ESDR)

Japanese Society for Investigative Dermatology (JSID)

Society for Investigative Dermatology (SID)

Supporting Organisation:

University of Dundee

IID 2013 Secretariat:

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from
The British Association of Dermatologists

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