



**3<sup>rd</sup> World Congress on**  
**Clinical Lipidology**  
**10-12 February, 2017**  
**Brisbane, Australia**

# **Industry Prospectus**



3<sup>rd</sup> World Congress on  
**Clinical Lipidology**  
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### Invitation from the Congress Chairperson

Dear Colleague,

I would like to draw your attention to the Third World Congress of Clinical Lipidology which will take place in Brisbane, Australia from February 10<sup>th</sup> to 12<sup>th</sup>, 2017.

This extraordinary event will provide state of the art educational lectures in the field of clinical Lipidology, focusing on practical lipid management including difficult to treat hyperlipidemias, genetic dyslipidemias, screening, dietary and nutraceutical approaches and case studies. Major emphasis will be given to new therapeutics, diagnosis and management of high risk patients.

The speakers are internationally recognized experts in the field of dyslipidemias and will be available for small group discussions and workshops. In addition debate sessions will highlight topics that are currently controversial.

Don't miss this unique opportunity. Register now to get the early bird admission fee.

Further details are found at: [www.clinical-lipidology.com](http://www.clinical-lipidology.com)

Yours sincerely,

**Assoc. Prof. K. Kostner**

**Chair of the Organizing Committee**

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**Advisory Committee**

- ❖ Gerald Watts      **Australia**
- ❖ David Colquhoun      **Australia**
- ❖ Stan Woodhouse      **Australia**
- ❖ Ian Hamilton Craig      **Australia**
- ❖ Steve Nicholls      **Australia**
- ❖ David Hare      **Australia**
- ❖ David Sullivan      **Australia**
- ❖ Paul Nestel      **Australia**
- ❖ Richard O'Brien      **Australia**
- ❖ Gert Kostner      **Austria**
- ❖ Patrick Moriarty      **USA**
- ❖ Peter Toth      **USA**
- ❖ Maciej Banach      **Poland**



# 3<sup>rd</sup> World Congress on **Clinical Lipidology** 10 – 12 February, 2017 | Brisbane, Australia



## Profile of Attendance

The 3<sup>rd</sup> World Congress of Clinical Lipidology to be hosted in the beautiful city of Brisbane, Australia will build on the success of the previous conferences hosted in Budapest and Vienna. The conference is aimed at health care professionals, who would like to increase their knowledge in lipid disorders.

Lipid disorders remain amongst the most important treatable risk factors for cardiovascular diseases. While we have better and better drugs available to treat dyslipidemias, residual risk remains and many patients do not reach their targets.

This conference aims to deal with all aspects of lipid disorders from diagnosis to treatment, from diet to novel lipid lowering drugs, from adverse events to compliance issues.

Prominent speakers will exchange updated information and guidelines in the treatment of lipid disorders. Current and future lipid lowering therapies will be discussed in plenary lectures and small workshops by world leaders in lipidology.

Conference attendees will gain unique and powerful insights into the latest research, developments and treatments. Leading clinicians from around the world will contribute to a cutting edge program that aims to capture the scope and depth of the exciting field of lipidology.

- ❖ General Practitioners
- ❖ Physicians
- ❖ Cardiologists
- ❖ Endocrinologists
- ❖ Lipidologists
- ❖ Nephrologists
- ❖ Dieticians
- ❖ Healthcare professionals with an interest in lipid disorders
- ❖ Epidemiologists

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### **Preliminary Topics**

Key topics to include:

- ❖ Classification and Detection of Dyslipidemias
- ❖ Lipid Guidelines
- ❖ Atherosclerosis Imaging
- ❖ Familial Dyslipidemias
- ❖ Difficult to treat Hyperlipidemia
- ❖ Statin Resistance/Intolerance
- ❖ Lipid Control in Diabetes and Metabolic Syndrome
- ❖ Diet and Neutraceuticals
- ❖ Novel Drugs
- ❖ HDL, TG, Lp(a)
- ❖ Apheresis

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## General Information

The congress venue is:

### **Brisbane Convention & Exhibition Centre**

Cnr Merivale & Glenelg Streets,

South Bank

Brisbane, Queensland

Australia

<http://www.bcec.com.au/>

### **Dates**

10 – 12 February, 2017

### **Language**

The official language of the Congress is English. All abstract submissions and presentations are to be conducted in English.

### **Weather**

With an average high temperature of 26.4C and minimum low of 16C, Brisbane characteristically has a hot and humid period between October and March, with occasional thunderstorms, hail and torrential rain more common.

### **About Brisbane**

We recommend you visit the following website <http://www.visitbrisbane.com.au/> to find out more about this friendly and vibrant city, all the attractions and excellent facilities it offers.

### **Currency**

The Australian Dollar (\$AUD) is the currency of Australia. All major credit cards are accepted.

### **Visa Requirements**

Lipids 2017 Participants are requested to consult the Australian Embassy or Consulate in their home country or with their travel agency for specific details relating to visa requirements. It is the responsibility of the participant to obtain a visa if required.

### **Liability and Insurance**

Delegates are requested to take out their own personal travel and health insurance as the congress organisers cannot accept liability for personal accidents or loss or damage to private property.

### **Official Letter of Invitation**

Official letters of invitation designed to help overcome administrative difficulties in certain countries will be sent on request. It must be understood that such letters do not represent a commitment on the part of the Organising Committee or Congress to provide any financial assistance.

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## **Registration & Accommodation**

All participants must submit a completed registration form. Hotel accommodation at special Congress rates is offered to participants.

## **Information for Sponsors and Exhibitors**

### **Application for Sponsorship**

Application for Sponsorship can be made in writing with the enclosed booking form to:

#### **Paragon Group**

**Jason Rade | Industry Liaison Manager**

Tel: +27 87 470 0365

Email: [JRade@paragong.com](mailto:JRade@paragong.com)

All company details, as filled in the form, will be used for advertisement.

Once an application is made, a contract will be sent to you for completion.

This contract should be signed and returned with a 50% deposit payment to the above Sponsorship/Exhibition office address. Alternatively, an invoice for the deposit can be requested on the booking form. Once this has been received, a confirmation of Sponsorship and an invoice will be sent to the Sponsor. Please note all Sponsorship and Exhibition opportunities are in USD\$

### **Terms of Payment**

50% due with signed contract

50% balance due by January 10, 2017

The total amount should be received before the opening date of the Congress.

### **Payment Methods**

Option 1: Payment by credit card

Option 2: Payment by bank transfer:

Details will be provided in the invoice

Bank charges are the responsibility of the Sponsor/Exhibitor

### **Cancellation Policy**

Cancellations will be accepted in writing only. A cancellation notice received by January 10, 2017, will entitle a reimbursement of 50% of the Sponsorship payment, under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after January 10, 2017

### **Terms and Conditions**

The terms and conditions of Sponsorship and Exhibition are included in this prospectus. Please note that a signature on the Exhibition contract indicates the acceptance of these terms and conditions.



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## **Registration Information**

Please refer to the Congress website at <http://clinical-lipidology.com/>

Registration fees will be payable in USD (\$).

Amex credit card holders will be charged in US Dollars.

Fees for Congress participants include participation in all scientific sessions, printed material of the Congress, an invitation to the Welcome Reception, coffee breaks, and entrance to the Exhibition.

### **Group Registration Policy**

The group registration policy is valid for groups with a minimum of 10 delegates. For further details, please contact the Congress Secretariat.

### **Hotel Information**

Companies interested in booking hotel accommodation are kindly requested to contact the Registration Department at Paragon Group.

Please see below the contact information of the Registration Department at Paragon Group:

### **Registration Department**

Paragon Group  
18 Avenue Louis-Casai  
5<sup>th</sup> Floor  
1209 Geneva, Switzerland  
Tel: +41 (0)22 533 0948  
Fax: +41 (0)22 580 2953  
E-mail: [Registration@clinical-lipidology.com](mailto:Registration@clinical-lipidology.com)

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## Sponsorship Opportunities

An exciting range of Sponsorship opportunities has been created to allow each company the opportunity to showcase itself as best suits their needs and budget. Companies are able to select a package from our list of opportunities however please feel free to speak with our industry manager about a tailor-made individual package for your organization. *Anything is possible!*

- Platinum Sponsors - Sponsorship of **\$35,000**
- Gold Sponsors - Sponsorship of **\$21,000**
- Silver Sponsors - Sponsorship of **\$14,000**

Companies exhibiting only will be acknowledged as exhibitors.

**All Sponsorship and Exhibition opportunities are available in USD\$**

See below the packages that we have created for Platinum, Gold and Silver Sponsors.

### Platinum Sponsorship Package

**\$35,000**

#### ❖ **Organization of a Satellite Symposium**

- Sponsorship of a Satellite Symposium, for up to 90 minutes.
- The program is subject to the approval of the Congress Organizing Committee (Satellites will be allocated on a "first come, first served basis").
- Includes: Hall rental, standard audio/visual equipment, display table
- Permission to use the phrase: "Official Satellite Symposium of the World Congress on Clinical Lipidology 2017."
- Symposium program and abstracts will be included in the Final Program (Subject to receipt by publishing deadline)

#### ❖ **Exhibition Space**

- 18 sqm exhibition space. Platinum Priority Exhibition space allocation
- Additional space can be purchased upon request at a reduced cost of USD\$350 per square meter. Shell Scheme is required at an additional cost.
- 4 exhibitor registrations.

#### ❖ **Advertisement**

- Inclusion of sponsor's symposium invitation in the Congress bags (insert to be provided by sponsors.)
- Inclusion of one further insert for promotional purposes in the Congress bags (Insert of up to 8 A4 pages to be provided by sponsor).
- Acknowledgment of Sponsorship in the Congress book as "Platinum Sponsor."
- A color advertisement in the Final Program/Book of Abstracts.
- Sponsor's logo with hyperlink on Congress website.
- Inclusion of symposium program on the Congress website.
- Symposium invitation will be sent out to registered delegates by email 1 month before the Congress.

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## **Gold Sponsorship Package**

**\$21,000**

### ❖ **Sponsorship of Congress Bags**

- A bag bearing the sponsor and Congress logos will be provided to each participant.

### ❖ **Exhibition Space**

- 12 sqm exhibition space. Allocation based on a "first come, first served basis."
- Additional space can be purchased upon request at a reduced cost of USD\$350 per square meter. Shell Scheme is required at an additional cost.
- 2 exhibitor registrations.

### ❖ **Advertisement**

- Inclusion of one insert for promotional purposes in the Congress bags (Insert of up to 8 A4 pages to be provided by sponsor).
- Acknowledgment of Sponsorship in the Congress book as "Gold Sponsor."
- A color advertisement in the Final Program/Book of Abstracts.
- Sponsor's logo with hyperlink on Congress website.

## **Silver Sponsorship Package**

**\$14,000**

### ❖ **Exhibition Space**

- 6 sqm exhibition space. Allocation based on a "first come, first served basis."
- Additional space can be purchased upon request at a reduced cost of USD\$350 per square meter. Shell Scheme is required at an additional cost.
- 1 exhibitor registration.

### ❖ **Advertisement**

- Inclusion of one insert for promotional purposes in the Congress bags (Insert of up to 8 A4 pages to be provided by sponsor).
- Acknowledgment of Sponsorship in the Congress book as "Silver Sponsor."
- A half-page color advertisement in the Final Program/Book of Abstracts
- Sponsor's logo with hyperlink on Congress website.

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## Additional Sponsorship Opportunities

### Satellite Symposium

**\$14,000**

- Sponsorship of a Satellite Symposium, for up to 90 minutes. The program is subject to the approval of the Congress Scientific Committee (Satellites will be allocated on a "first come, first served" basis).
- Includes: Hall rental, standard audio/visual equipment, display table
- Permission to use the phrase: "Official Satellite Symposium of the World Congress on Clinical Lipidology 2017"
- Symposium program and abstracts will be included in the Final Program (Subject to receipt by publishing deadline)
- The Symposium program will be included on the Congress website
- The Symposium invitation will be sent out to registered participants by email one month before the Congress.
- Insertion of symposium invitation produced by the Sponsor into the Participant's bags.

#### **Please note the following for Satellite Symposiums:**

Special time slots will be designated and allocated on a "first come, first served" basis. Companies sponsoring the Satellite Symposiums may select speakers and topics. In addition to the sponsorship fee, companies sponsoring the Satellite Symposiums must cover all speakers' expenses, including registration fees, accommodation and travel expenses. This also applies in case the Symposium speakers have already been invited by the Congress.

### Lanyards

**\$2,800**

The sponsoring company is responsible for the production of the lanyards. The sponsoring company will provide approximately 400 lanyards, on which the Congress and Sponsor's logo will be displayed. The design of the lanyards needs to be approved by the organizers.

### Notepads and Pens

**\$2,000**

The sponsoring company is responsible for the production of the notepads and pens. The sponsoring company will provide approximately 400 notepads and pens, on which the Congress and Sponsor's logo will be displayed. The design of the notepads and pens needs to be approved by the organizers.

### Speakers' Ready Room

**\$4,000**

Facilities will be available at the Congress Center for speakers and abstract presenters to go over their presentations.

- The Sponsors' name and/or company logo will appear on the signposts for the room
- Opportunity to provide a Sponsor's mouse pad at each workstation
- Opportunity to display the Sponsor's logo on screensavers at each workstation

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## **Cyber Centre**

**\$4,000**

The company's logo will be prominently displayed at the Cyber Centre.  
Sponsorship includes: Workstations, printers, signage to reach the internet area, furniture, internet set-up, internet connection and technical support.

- Opportunity to display company logo on screen savers
- Opportunity to display company logo on screen background
- Opportunity to use the Sponsor's mouse pads at the Cyber Centre
- Opportunity to provide the company's letterhead for the Cyber Centre

## **Electronic Poster Area**

**\$3,500**

Sponsorship of the e-poster area includes a printed banner or LCD screen with the Sponsor's logo, acknowledging Sponsorship of the electronic poster presentations.

## **Pocket Program**

**\$2,000**

Exclusive advertisement on the back cover of the pocket sized program.

## **Promotional Material**

**\$1,400 per insert**

Inclusion of promotional material, such as leaflets and brochures, in the participants' Congress bags

Please note that the material should be provided by the Sponsor and must be approved by the Secretariat (maximum size A4, maximum 8 pages).

## **Advertisements**

Full-page color advertisements are available in the following Congress publications:

- Final Program/Abstract Book – Back Cover **\$2,600**
- Final Program/Abstract Book – Inside Front Cover **\$2,000**
- Final Program/Abstract Book – Inside Back Cover **\$2,000**
- Final Program/Abstract Book – Internal Page **\$1,200**

Additional advertisements within the publication are available by application.

All Sponsors will have their logo published on the Congress website with a hyperlink and on the Sponsors' list on-site.

Please note that all the above is subject to availability.



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## Social Function Opportunities

### Welcome Reception

**\$21,000**

Exclusive Sponsorship of the Congress Welcome Reception

Benefits include:

#### ❖ **Advertisement and Acknowledgement**

- Branding/logo in Congress program
- Full page advertisement in Congress program
- Significant branding at the Welcome Reception
- Sponsor's logo with hyperlink on Congress website
- Name & logo on Welcome Reception vouchers
- Option to brand suitable promotional souvenirs at the Welcome Reception

#### ❖ **Registration**

- 2 complimentary passes to attend the Congress and social functions

### Sponsorship of Any Coffee Break

**\$3,500**

- Coffee will be served in the centrally located Exhibition Area during morning and afternoon breaks during the Congress. Sponsor may choose the specific coffee break on a "first-come, first-served" basis.

### Special Requests

We are aware that the Sponsorship of any of the above items may not suit your current marketing aims. In this case, we can present you with alternative offers which may be more suitable for you.

Please feel free to contact our Industry Liaison Manager to discuss your needs.

### Acknowledgements

Please note that all Sponsorship opportunities include:

- The publication of the Sponsors' logos with hyperlinks on the Congress website
- Acknowledgement on the Sponsors' boards on-site
- Acknowledgement in the Sponsors' list in the Final Program

Please forward your company logo (in JPG format) in both black and white and full color versions to [JRade@paragong.com](mailto:JRade@paragong.com)

### Sponsor Profile

A 100-word Sponsor company/product profile will be published in the list of Sponsors and Exhibitors in the official program and must be submitted electronically by e-mail to [JRade@paragong.com](mailto:JRade@paragong.com)

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**Sponsorship Application Form and Contract**

Please complete the following information and return to:

**Paragon Group**  
**Jason Rade | Industry Liaison Manager**  
 Tel: +27 87 470 0365  
 Email: [JRade@paragong.com](mailto:JRade@paragong.com)

We, the undersigned, express our wish to Sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

<b>* Company Name</b>	
<b>Contact Name</b>	
<b>Address</b>	
<b>Post/Zip Code</b>	
<b>Country</b>	
<b>Telephone</b>	
<b>Fax</b>	
<b>Email</b>	
<b>Web-Site</b>	
<b>Short company description (max of 100 words)</b>	

\* Name of the company - as you wish it to appear on all acknowledgments.

I would like to book the following Sponsorship Items:

<b>Item</b>	<b>Price USD\$</b>	<input type="checkbox"/>	<b>Total</b>

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**Name of Company:** .....

**Method of Payment:**

**Credit card:**

Credit card no.:

Expiry Date:

Card Holder:

Type of Card:

**Bank Transfer:**

**UBS**

**Paragon Conventions SA**

**Account: 240-459284.71E**

**IBAN: CH27 0024 0240 4592 8471E**

**BIC: UBSWCHZH80A**

Bank charges are the responsibility of the Sponsor/Exhibitor

**Terms and Conditions**

The terms and conditions of Sponsorship and Exhibition are included in this prospectus. Please note that your signature on the application form indicates your acceptance of these terms and conditions.

**Signature and company stamp..... Date.....**

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## Information for Exhibitors

A commercial and professional Exhibition will take place parallel to the Congress hours.

We wish to maximize the exhibitors' exposure to the delegates. For this reason, all coffee breaks will be held in the Exhibition area.

Please note that the final Exhibition set up, opening and dismantling schedule will be updated in the Exhibition Technical Manual, available 1 month prior to the Congress.

### Raw Space Stand

The price for raw space only is USD\$450 per square meter with a minimum of 9 sqm.

*This includes:*

- 1 x 4 amp power point
- 100-word Company profile in the Final Program
- 2 Exhibitor badges for every 9 sqm
- Entrance to coffee breaks for two exhibitors
- Entrance to Welcome Reception for two exhibitors
- Cleaning of public areas and gangways

### Shell Scheme Rental

The price for floor space including shell scheme per square meter is USD\$550 with a minimum of 9 sqm.

*This includes:*

- 2500mm aluminium frame with white laminate infills
- 2 x 150-watt mounted spotlights, 1x4 amp power point
- 380mm high Fascia Panel with digital print lettering
- 100-word Company profile in the Final Program
- 2 Exhibitor badge for every 9 sqm
- Entrance to coffee breaks for two exhibitors
- Entrance to Welcome Reception for two exhibitors
- Cleaning of public areas and gangways



Please note that stand space/shell scheme rental does not include any additional furniture or stand cleaning. All these services and others will be available to order in the Technical Manual.

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## **Booth Decorations**

Exhibitors are reminded not to extend their booths into the thoroughfare or other areas which were not ordered and paid for by the exhibitor.

## **Allocation of Exhibition Space**

Space allocation will be made on a "first come, first served basis." A completed application form accompanied by advance payment should be scanned and mailed to ensure the reservation of a desired location.

Upon the receipt of the application form with the payment, space will be confirmed and an invoice for the balance due will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which the application forms with the payment have been received. Advance payment will be refunded if space is unavailable or if the space offered is not acceptable to exhibitors.

## **Exhibitor Registration**

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for every 9 sqm booked. Any additional exhibitors will be charged an exhibitor registration fee of \$400. An exhibitor registration form will be included in the Exhibitor Technical Manual.

## **Exhibition Technical Manual**

A technical manual outlining all the technical aspects of the Exhibition will be sent 1 month prior to the Congress and will include the following:

- Technical details about the venue
- Final Exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

## **Acknowledgements**

Please note that all Sponsorship opportunities include:

- The publication of the Sponsors' logos with hyperlinks on the Congress website
- Acknowledgement on the Sponsors' boards on-site
- Acknowledgement in the Sponsors' list in the Final Program

Please forward your company logo (in JPG format) in both black and white and full color versions to [JRade@paragong.com](mailto:JRade@paragong.com)

## **Site Inspections**

Exhibitors and Sponsors are free to visit the Congress venue at their convenience. Please contact the venue directly to arrange this.



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We, the undersigned, express our wish to Sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

<b>* Company Name</b>	
<b>Contact Name</b>	
<b>Address</b>	
<b>Post/Zip Code</b>	
<b>Country</b>	
<b>Telephone</b>	
<b>Fax</b>	
<b>Email</b>	
<b>Website</b>	
<b>Short company description (max of 100 words)</b>	

\* Name of the company - as you wish it to appear in all acknowledgments.

We would hereby wish to book an exhibition space, the cost of which is USD\$450 per square meter for raw space only, or including rental of shell scheme, the cost of which is USD\$550 per square meter.

<b>Choice</b>	<b>Stand No</b>	<b>Raw space</b> (\$450 per sqm)	<b>Shell Scheme</b> (\$550 per sqm)	<b>No. of sqm</b>	<b>Total Price</b>
<b>1<sup>st</sup> Choice</b>					\$
<b>2<sup>nd</sup> Choice</b>					\$
<b>3<sup>rd</sup> Choice</b>					\$

Payment has been made by transfer, please forward me final confirmation and invoice.

Please send me an invoice for the total amount due.

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**Name of Company:** .....

**Method of Payment:**

**Credit card:**

Credit card no.:

Expiry Date:

Card Holder:

Type of Card and CVV:

**Bank Transfer:**

**UBS**

**Paragon Conventions SA**

**Account: 240-459284.71E**

**IBAN: CH27 0024 0240 4592 8471E**

**BIC: UBSWCHZH80A**

Bank charges are the responsibility of the Sponsor/Exhibitor

**Terms and Conditions**

The terms and conditions of Sponsorship and Exhibition are included in this prospectus. Please note that your signature on the application form indicates your acceptance of these terms and conditions.

**Signature and company stamp..... Date.....**