

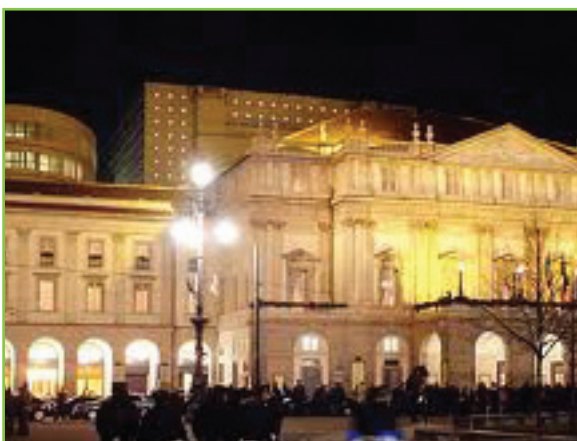
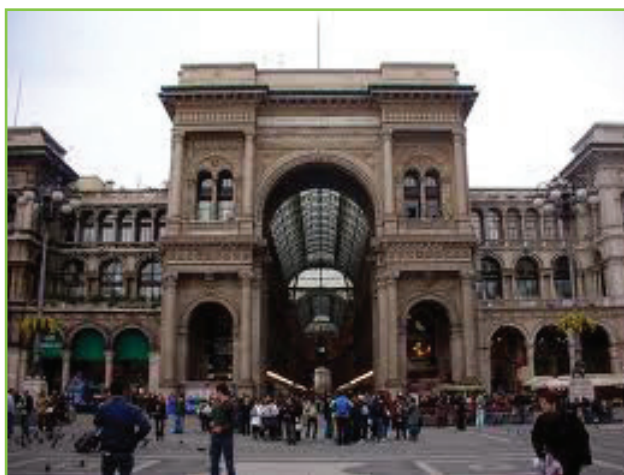


## 20<sup>th</sup> IFCC - EFCC European Congress of Clinical Chemistry and Laboratory Medicine

45<sup>th</sup> Congress of the Italian Society of Clinical Biochemistry and  
Clinical Molecular Biology (SIBioC)

Milano, Italy  
Milano Convention Centre - MiCo  
19-23 May 2013

**SPONSORS' PROSPECTUS**



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# EUROMEDLAB MILANO 2013

19-23 May 2013  
Milan, Italy - Milano Convention Centre - MiCo

20<sup>th</sup> IFCC-EFCC European Congress of Clinical Chemistry  
and Laboratory Medicine

45<sup>th</sup> Congress of the Italian Society of Clinical Biochemistry and Clinical  
Molecular Biology (SIBioC)

## PROMOTED BY:

**IFCC** - International Federation of Clinical Chemistry and Laboratory Medicine  
**EFLM** - European Federation of Clinical Chemistry and Laboratory Medicine  
**SIBioC** - Italian Society of Clinical Biochemistry and Clinical Molecular Biology

## ORGANISING SECRETARIAT



### MZ CONGRESSI

Via C. Farini 81  
20159 Milan (Italy)  
Phone: +39 02 66802323  
Fax: +39 02 66 86 699  
E-mail [info@milan2013.org](mailto:info@milan2013.org)



### International Federation of Clinical Chemistry and Laboratory Medicine

Via C. Farini 81  
20159 Milan (Italy)  
Phone: +39 02 66 80 99 12  
Fax: +39 02 60 78 18 46  
E-Mail: [ifcc@ifcc.org](mailto:ifcc@ifcc.org)



### European Federation of Clinical Chemistry and Laboratory Medicine

Via C. Farini 81  
20159 Milan (Italy)  
Phone: +39 02 66 80 99 12  
Fax: +39 02 60 78 18 46  
E-Mail: [efcc@ifcc.org](mailto:efcc@ifcc.org)



### Italian Society of Clinical Biochemistry and Clinical Molecular Biology

Via Libero Temolo 4  
20126 Milan (Italy)  
Phone: +39 02 87390041  
Fax: +39 02 87390077  
E-Mail: [segreteria@sibioc.it](mailto:segreteria@sibioc.it)

# COMMITTEES

## Congress President

Mauro Panteghini  
*Department of Clinical Sciences "Luigi Sacco"*  
*University of Milano Medical School*

## Congress Organising Committee

Alberto Dolci	<i>Executive Manager</i>
Ferruccio Ceriotti	<i>Scientific Programme Chair</i>
Massimiliano M. Corsi	<i>Delegate to Social Programme</i>
Andrea Mosca	<i>Treasurer</i>
Tomris Ozben	<i>IFCC Liaison</i>

## Promoting Committee

Pierangelo Bonini (Milano, IT)  
Luigi Caimi (Brescia, IT)  
Vanna Chigorno (Milano, IT)  
Carlo Franzini (Milano, IT)  
Gianvico Melzi d'Eril (Milano, IT)  
Giampaolo Merlini (Pavia, IT)  
Paolo Mocarelli (Milano, IT)  
Remigio Moratti (Pavia, IT)  
Andrea Mosca (Milano, IT)  
Guido Tettamanti (Milano, IT)

## Scientific Programme Committee

Ferruccio Ceriotti (Milano, IT)  
Giorgio Federici (Roma, IT)  
Giampaolo Merlini (Pavia, IT)  
Mario Pazzagli (Firenze, IT)  
Mario Plebani (Padova, IT)  
Francesco Salvatore (Napoli, IT)  
Sverre Sandberg (Bergen, NO)  
Ian Young (Belfast, UK)

## International Scientific Advisory Board

Anyla Bulo (Albania)	Jan Lindemans (The Netherlands)
Andrea Griesmacher (Austria)	Jens P. Berg (Norway)
Pierre Wallemacq (Belgium)	Grazyna Sypniewska (Poland)
Kamen Tzatchev (Bulgaria)	Germano de Sousa (Portugal)
Ana-Maria Simundic (Croatia)	Gheorghe Benga (Romania)
Lars Bo Nielsen (Denmark)	Tatiana Vavilova (Russia)
Bernard Gouget (France)	Nada Majkic-Singh (Serbia)
Karl J. Lackner (Germany)	Ján Balla (Slovak Republic)
Christos Kroupis (Greece)	Barbara Mozina (Slovenia)
János Kappelmayer (Hungary)	José Maria Queralto (Spain)
Miriam David (Israel)	Per Bjellerup (Sweden)
Giuseppe Lippi (Italy)	Katharina Rentsch (Switzerland)
Dzintars Ozolins (Latvia)	Nazmi Ozer (Turkey)
Najdana Gligorovic Barhanovic (Montenegro)	Ian Watson (UK)

# WEEK AT A GLANCE

## FRIDAY 17 MAY 2013

08.00- 20.00 Booth Setup

## SATURDAY 18 MAY 2013

08.00- 20.00 Booth Setup

## SUNDAY 19 MAY 2013

08.00 - 20.00 Booth Setup  
09.00 - 19.00 Registration and  
Info Desk  
17.00 - 20.00 Opening  
Ceremony  
20.00 - 22.00 *Welcome Party*

## MONDAY 20 MAY 2013

08.00 - 18.00 Registration and  
Info Desk  
09.00 - 11.00 Symposia  
10.00 - 17.30 Exhibition  
11.45 - 12.30 Plenary Lecture  
12.30 - 14.30 Poster Sessions  
14.30 - 18.30 Educational  
Workshops

*Free evening for social dinner  
for companies*

## TUESDAY 21 MAY 2013

08.00 - 18.00 Registration and  
Info Desk  
09.00 - 11.00 Symposia  
10.00 - 17.30 Exhibition  
11.45 - 12.30 Plenary Lecture  
12.30 - 14.30 Poster Sessions  
14.30 - 18.30 Educational  
Workshops

*Free evening for social dinner  
for companies*

## WEDNESDAY 22 MAY 2013

08.00 - 18.00 Registration and  
Info Desk  
09.00 - 11.00 Symposia  
10.00 - 17.30 Exhibition  
11.45 - 12.30 Plenary Lecture  
12.30 - 14.30 Poster Sessions  
14.30 - 18.30 Educational  
Workshops  
18.30 - 20.00 Booth  
Dismantling  
21.00 *Congress Party*

## THURSDAY 23 MAY 2013

08.00 - 14.00 Registration and  
Info Desk  
09.00 - 11.00 Symposia  
11.45 - 12.30 Plenary Lecture  
12.30 - 13.00 *Closing  
Ceremony*

# SPONSORSHIP PACKAGES

The EUROMEDLAB Milano 2013 Organising Committee thought to live up expectations of every company by offering four levels of promotion packages, Platinum, Gold, Silver and Bronze Sponsors, in addition to standard exhibitors and sponsors.

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 an 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 the promotional brochures of the Congress and web site

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

To take advantage of this opportunity, please contact at your earliest convenience Ms. Patrizia Sirtori, either by phone: +39 392 9285840 or e-mail: [patrizia@milan2013.org](mailto:patrizia@milan2013.org).

# SPONSORSHIP FEES

## PLATINUM SPONSOR:

• exhibition space in special position (minimum sqm 160 x € 670/sqm)	€ 107.200
• sponsorship	€ 114.000
- name and logo in congress publications	
- 3 educational workshops	
- 3 advertising half pages in the Daily News	
- 1 advertising page on the Final Programme	
- other sponsorship options for a total amount of € 22.500 (see sponsorship opportunities at pag.16)	
• 10 registration fees reserved to company employees	€ 5.000
<b>TOTAL AMOUNT</b>	<b>€ 226.200 + VAT</b>
<b>TOTAL as IFCC CORPORATE MEMBERS</b>	<b>€ 180.000 + VAT</b>

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## GOLD SPONSOR:

• exhibition space in special position (minimum sqm 120 x € 670/sqm)	€ 80.400
• sponsorship	€ 80.000
- name and logo in congress publications	
- 2 educational workshops	
- 2 advertising half page in the Daily News	
- 1 advertising page on the Final Programme	
- other sponsorship options for a total amount of € 11.000 (see sponsorship opportunities at pag.16)	
• 8 registration fees reserved to company employees	€ 4.000
<b>TOTAL AMOUNT</b>	<b>€ 164.400 + VAT</b>
<b>TOTAL as IFCC CORPORATE MEMBERS</b>	<b>€ 132.000 + VAT</b>

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## SILVER SPONSOR:

• exhibition space in special position (minimum sqm 60 x € 670/sqm)	€ 40.200
• sponsorship	€ 51.500
- name and logo in congress publications	
- 1 educational workshop	
- 1 advertising page on the Final Programme	
- other sponsorship options for a total amount of € 8.500 (see sponsorship opportunities at pag.16)	
• 6 registration fees reserved to company employees	€ 3.000
<b>TOTAL AMOUNT</b>	<b>€ 94.700 + VAT</b>
<b>TOTAL as IFCC CORPORATE MEMBERS</b>	<b>€ 75.000 + VAT</b>

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## BRONZE SPONSOR:

• exhibition space in special position (minimum sqm 40 x € 670/sqm)	€ 26.800
• sponsorship	€ 23.000
- name of the company in congress publications	
- 1 advertising page on the Final Programme	
- other sponsorship options for a total amount of € 7.000 (see sponsorship opportunities at pag.16)	
• 2 registration fees reserved to company employees	€ 1.000
<b>TOTAL AMOUNT</b>	<b>€ 50.800 + VAT</b>
<b>TOTAL as IFCC CORPORATE MEMBERS</b>	<b>€ 40.000 + VAT</b>



# INFORMATION ON EXHIBITION AREA

## FOREWORD

For participating companies, a booth has always represented one of the most effective means of promotional communication. In addition to spotlighting the company's presence at the Congress, the booth achieves three essential aims:

- Consolidating corporate image
- Promoting products by providing first-hand knowledge of them
- Facilitating contact with clients by creating a point of reference.

## EQUIPPING AND SETTING UP BOOTHS

Exhibition space and booths are defined as the bare space occupied. Any type of equipment may be set up for display at a booth. Available spaces are shown on the enclosed maps. The smallest single space is 12 square meters.

All the exhibitors will receive a booklet with technical information for the stand.

## SET UP AND DISMANTLING

17 May 2013	08:00 - 19:00	Booth Set up
18 May 2013	08:00 - 19:00	Booth Set up
19 May 2013	08:00 - 19:00	Booth Set up
23 May 2013	08:00 - 19:00	Booth Dismantling

It won't be possible to extend the time indicated for booth setup or dismantling.

## OPENING HOURS OF EXHIBITION AREA

The exhibition area will be open as follows:

Monday 20 <sup>th</sup> May 2013	from 10:00 to 17:30
Tuesday 21 <sup>st</sup> May 2013	from 10:00 to 17:30
Wednesday 22 <sup>nd</sup> May 2013	from 10:00 to 17:30

## **INFORMATION ON EXHIBITION AREA**

Companies that are interested should contact Ms. Patrizia Sirtori at MZ Congressi to select their booth among those available. Space will be assigned on a first-come, first-serve basis. Following reservation by telephone, confirmation must be sent immediately as per the following paragraph.

### **CONFIRMATION OF RESERVATIONS**

Use the enclosed application form to be sent by fax and then mailed in the original to the Organising Secretariat, MZ Congressi. It should be addressed to the attention of Ms. Patrizia Sirtori (fax +39 02 6686699). Within five days of receipt of the application form, the Organising Secretariat will send by e-mail the exhibition space contract with confirmation of the reservation. One copy must be signed by an officer of the company and returned to MZ Congressi.

N.B. Placement in exhibition space is definitive, however the Organising Secretariat reserves the right to change location based on the received reservations.

### **COST FOR EXHIBITION SPACE**

The charge for exhibition space is € 670,00 + VAT per square meter.

### **REMITTANCE**

The entire balance must be remitted no later than 28<sup>th</sup> February 2013, using the means of payment specified on the contract.

The payment will be splitted as follows:

- 25% agreement signature
- 35% within 30<sup>th</sup> June 2012
- 40% within 28<sup>th</sup> February 2013

### **TECHNICAL MANUAL**

The Organising Secretariat will send technical information on how to set up the booth, services and costs by December 2012.

## **OFFICIAL ACCOMMODATION AGENCY**

### **SAN CARLO VIAGGI S.r.l.**

Corso Marconi, 10 – 10125 Torino, Italia

Phone +39 011 5622766

E-mail: sara.simondi@ventanagroup.it



## EXHIBITION AREA - Available booths

N.	DIM.	SQM	N.	DIM.	SQM	N.	DIM.	SQM
001	4x4	16	068	4x4	16	117	6x4	24
002	4x4	16	072	4x4	16	118	5x6	30
003	4x4	16	073	4x4	16	119	6x6	36
004	3x4	12	074	4x4	16	125	4x4	16
007	4x4	16	075	4x4	16	126	4x4	16
008	4x4	16	076	4x4	16	127	4x4	16
009	4x4	16	077	4x4	16	128	4x4	16
010	4x4	16	082	4x4	16	129	4x4	16
013	3x4	12	084	4x4	16	130	4x4	16
016	4x4	16	085	4x4	16	131	4x4	16
017	4x4	16	086	4x4	16	132	4x4	16
020	3x4	12	090	6x4	24	133	4x4	16
024	4x4	16	091	6x4	24	134	4x4	16
025	4x4	16	093	4x4	16	135	4x4	16
026	4x4	16	094	4x4	16	136	4x4	16
033	4x4	16	096	6x4	24			
034	4x4	16	097	6x4	24			
036	7x4	28	103	4x4	16			
039	4x4	16	104	4x4	16			
048	4x4	16	107	6x6	36			
052	4x4	16	108	5x6	30			
053	4x4	16	110	4x4	16			
058	4x4	16	111	4x4	16			
059	4x4	16	112	4x4	16			
060	4x4	16	113	6x4	24			
061	4x4	16	114	6x4	24			
062	4x4	16	115	6x4	24			
067	4x4	16	116	6x4	24			

# EDUCATIONAL WORKSHOPS

In comparison with previous EuroMedLab Congresses, the EUROMEDLAB Milano 2013 Organising Committee, with the aim of improving the scientific contribution of the participating companies, decided to rename the Industry-Sponsored Workshops as Educational Workshops (EduWs). A total of 39 – 1 h each – CME accredited EduWs will be scheduled in the afternoon of each Congress day, Monday to Wednesday. In comparison with the previous EuroMedLab Congresses, a larger transition time (0.5 h) between two consecutive EduWs will be set in order to avoid any overlap problems. Furthermore, no other Congress event (except one IFCC/EFCC symposia) is scheduled in the afternoon. This never occurred in the past, when many overlapping activities and/or difficult time schedule frequently penalized industry sponsored workshops. Therefore, Companies buying EduWs slots may actively contribute not only to the marketing success of the Congress, but also to its scientific success. As an essential part of the scientific programme, the EduWs programme will be included in the EuroMedLab Second Announcement that will be available before the Congress as well as in the Final Programme.

After the signature of the agreement, companies will receive the EduW guidelines and will be required to plan some steps immediately respect established deadlines.

## COSTS

**Educational Workshops cost € 15.000,00 per 60 minutes.**

Payment must be remitted as per contract, by 28<sup>th</sup> February 2013 (see page 11).

All expenses for participation, accommodation and registration of speakers and selected chairpersons will be charged to the company sponsoring the EduW. Expenses will be charged even if speakers and/or chairpersons are already speaking or chairing other congress sessions or are members of the congress committees. The sponsor is liable for payment no later than 30 days from receipt of the invoice.

## ASSIGNMENT OF EduWs

Companies interested in sponsoring a workshop should contact Ms. Patrizia Sirtori at the Organising Secretariat, MZ Congressi, to select a workshop among those available. Workshops will be assigned in the order that they are reserved. Following reservation by telephone, confirmation must be sent immediately as per the following.

## EduWs CONFIRMATION

Use the enclosed application form, to be sent by fax or e-mail to the Organising Secretariat, MZ Congressi. It should be addressed to the attention of Ms. Patrizia Sirtori (fax +39-02 6686699). Within five days of receipt of the application form, MZ Congressi will send by e-mail the EduW contract with confirmation of the reservation. One copies must be signed by an officer of the company and returned to MZ Congressi.

## CONFERENCE ROOMS FOR EduWs

Due to the importance given to EduWs (part of the scientific programme and without any overlapping with other congress events) companies will be asked to choose only the day and the time slots of EduWs. The allocation in the conference room will be managed by the Scientific Programme Committee.

The conference rooms set aside for EduWs will cover a range from 300 seats to 2000 seats.

All rooms will be part of the congress complex. Signs will be provided for these and the other conference rooms.

The room will be equipped with the following audiovisual equipment: video beamer connected with a personal computer, laser pointer, public-address system with two table microphones, a podium microphone, a boom microphone for audience discussions, and a cordless microphone.

The services of a hostess in the conference room and an audiovisual technician will be available to the company. Chairpersons and speakers will have glasses, water, pads, pens, and name plates on their tables, as per advance instructions sent to the Organising Secretariat.

## REGISTRATION FEES by March 30th, 2013

Registration fees unchanged keeping them the same of the Innsbruck Congress in 2009.

	Before	After March 30, 2013	On-site
Full Registration	€ 500	€ 650	€ 750
Young Registration	€ 250	€ 350	€ 400
Day Registration	€ 200	€ 250	€ 300
Accompanying person	€ 250	€ 250	€ 250

## TIME SLOTS

Available timeslots are as follows:

### MONDAY 20<sup>th</sup> MAY

EduW 1	14:30-15:30	BOOKED	EduW 9	17:30-18:30	BOOKED
EduW 2	16:00-17:00	BOOKED	EduW 10	14:30-15:30	BOOKED
EduW 3	17:30-18:30	BOOKED	EduW 11	16:00-17:00	BOOKED
EduW 4	14:30-15:30	BOOKED	EduW 12	17:30-18:30	BOOKED
EduW 5	16:00-17:00	BOOKED	EduW 37	17:30-18:30	BOOKED
EduW 6	17:30-18:30	BOOKED	EduW 40	15:30-16:30	BOOKED
EduW 7	14:30-15:30	BOOKED	EduW 41	17:00-18:00	BOOKED
EduW 8	16:00-17:00	BOOKED			

### TUESDAY 21<sup>st</sup> MAY

EduW 13	14:30-15:30	BOOKED	EduW 21	17:30-18:30	BOOKED
EduW 14	16:00-17:00	BOOKED	EduW 22	14:30-15:30	BOOKED
EduW 15	17:30-18:30	BOOKED	EduW 23	16:00-17:00	BOOKED
EduW 16	14:30-15:30	BOOKED	EduW 24	17:30-18:30	BOOKED
EduW 17	16:00-17:00	BOOKED	EduW 38	17:30-18:30	BOOKED
EduW 18	17:30-18:30	BOOKED	EduW 42	15:30-16:30	BOOKED
EduW 19	14:30-15:30	BOOKED	EduW 43	17:00-18:00	BOOKED
EduW 20	16:00-17:00	BOOKED			

### WEDNESDAY 22<sup>nd</sup> MAY

EduW 25	14:30-15:30	BOOKED	EduW 33	17:30-18:30	
EduW 26	16:00-17:00	BOOKED	EduW 34	14:30-15:30	BOOKED
EduW 27	17:30-18:30	BOOKED	EduW 35	16:00-17:00	BOOKED
EduW 28	14:30-15:30	BOOKED	EduW 36	17:30-18:30	
EduW 29	16:00-17:00	BOOKED	EduW 39	17:30-18:30	
EduW 30	17:30-18:30		EduW 44	15:30-16:30	BOOKED
EduW 31	14:30-15:30	BOOKED	EduW 45	17:00-18:00	
EduW 32	16:00-17:00	BOOKED			

# SPONSORSHIP OPPORTUNITIES

Item to be sponsored	Number	Cost	
Back cover of the Preliminary Programme	(20,000)	BOOKED	
Advertising page on the Final Programme	(3,500)	€ 5.000	(4 colours internal page)
USB (including all Congress info)	(5,000)	€ 26.500	
Pads and Pens	(5,000)	BOOKED	
Congress Map and Schedule	(5,000)	BOOKED	
Logo on the Exhibition Maps		€ 6.500	
Daily Newspaper	(5,000)	€ 9.500	(back pages)
		€ 5.000	(internal full page)
		€ 3.500	(internal half page)
Additional square meter		€ 670 each	
Educational Workshop		€ 15.000	(60 minutes each)
Congress Bags	(5,000)	cost of bags	
Leaflet/Gadgets in Congress Bags	(5,000)	€ 5.500	
Shuttle Service for Gala Dinner		cost	
Shuttle busses (connecting subway stop to MiCo)		cost	
Travel card		cost	
Reception - PCs		€ 10.000	
Press Office		€ 10.000	
Vip Lounge		cost	
Audiovisual Equipment (in all rooms)		€ 30.000	
Post-it	(5,000)	BOOKED	
Messages service		cost	
Copy and Fax Service		cost	
Coffee Points	(6)	€ 9.500	(each point)
President Dinner, Saturday May 18		BOOKED	
Speakers Reception, Monday May 20		BOOKED	
Congress Party, Wednesday May 22		€ 100 each	(about 3,000 guests in total)
Poster Awards		€ 1.000	(each award)
Bursaries for young scientists		€ 1.200	(each bursary)



# APPLICATION FORM

## EUROMEDLAB MILANO 2013

Please return by fax to  
Patrizia Sirtori - MZ Congressi - Fax: +39 02 66 86 699

COMPANY \_\_\_\_\_ VAT N° \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY STATE/PROVINCE \_\_\_\_\_

COUNTRY ZIP CODE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

CONTACT NAME 1 \_\_\_\_\_

TITLE AND POSITION \_\_\_\_\_

DIRECT PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

We confirm our sponsorship under the following formula:

Platinum Sponsor	€ _____, _____
Gold Sponsor	€ _____, _____
Silver Sponsor	€ _____, _____
Bronze Sponsor	€ _____, _____

We would like to reserve exhibition space: \_\_\_\_\_ (booths) for a total of \_\_\_\_\_ square meters, at a total of € \_\_\_\_\_, \_\_\_\_\_.

We request the following educational workshop(s): \_\_\_\_\_ for a total of \_\_\_\_\_ hours, at a total of € \_\_\_\_\_, \_\_\_\_\_.

We would like to sponsor the following items: \_\_\_\_\_  
For which we agree to pay € \_\_\_\_\_, \_\_\_\_\_  
For which we request an estimate of costs.

We await your confirmation of these services and the contract for them. Our company hereby agrees to meet the financial obligations arising from this request.

Date \_\_\_\_\_ Signature and company seal \_\_\_\_\_

# I N T E R N E T

We kindly ask you to browse the EUROMEDLAB Milano 2013 pages  
on the internet

[www.milan2013.org](http://www.milan2013.org)

## D E A D L I N E S

May 31 <sup>st</sup> , 2012	EduW programme (title, one of the two chairs, speakers, presentations' title) to be received	
June 30 <sup>th</sup> , 2012	Notification of EduW approval	
November 15 <sup>th</sup> , 2012	Deadline for EduW abstract submission	
March 30 <sup>th</sup> , 2013	End of Reduced-Fee Registrations	
May 17 <sup>th</sup> , 2013	08:00-20:00	Booth Setup
May 18 <sup>th</sup> , 2013	08:00-20:00	Booth Setup
May 19 <sup>th</sup> , 2013	08:00-20:00	Booth Setup
May 23 <sup>rd</sup> , 2013	08:00-20:00	Booth Dismantling

## ORGANISING SECRETARIAT



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