17th CONGRESS of the European Hematology Association
- Corporate & Congress Sponsor Program -

AMSTERDAM RAI THE NETHERLANDS JUNE 14 - 17 2012

www.ehaweb.org
FREQUENTLY ASKED QUESTIONS

Where and when is the 17th Congress of the European Hematology Association being held?
The congress takes place from June 14 to 17, 2012, at the Amsterdam RAI Exhibition and Convention Centre, Amsterdam, The Netherlands.

How many participants and exhibiting companies are joining the EHA Congresses?
Attendance to EHA congresses is steadily growing over the years. Last year we welcomed over 8600 participants (delegates only). EHA welcomed 66 exhibiting companies in 2011.

How can I apply for a satellite symposium timeslot, exhibition booth or other sponsorship items?
The application forms are located in the back of this prospectus. Please fill out these forms and fax or email these to the congress secretariat: eha@mci-group.com or fax +31 20 673 73 06.

How does the priority system work?
Preferred satellite time slots, booth location, and hotel accommodation are allocated to a company on the basis of its rank order in the Priority Points System. Priority Points are calculated on the basis of the extent to which the company has supported EHA and the EHA congress. For more information see page 19.

Who is my primary contact for my congress sponsorship and exhibition needs?
MCI Amsterdam/Eurocongress is the congress secretariat of EHA and handles all sponsorship and exhibition aspects of the 17th Congress of the European Hematology Association. Please contact Naud Becker: eha@mci-group.com or call +31 20 679 34 11.

I would like more information about the Corporate Sponsor program, who should I contact?
Please contact the EHA Executive Office, Carin Smand: sponsorship@ehaweb.org or call +31 70 3020 099.

What is the exhibition timetable?

<table>
<thead>
<tr>
<th>Build up</th>
<th>08:00 – 22:00</th>
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<tr>
<td>Tuesday, June 12, 2012</td>
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<td>Wednesday, June 13, 2012</td>
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<th>Exhibition open</th>
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<td>09:30 – 18:00</td>
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<td>Friday, June 15, 2012</td>
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| 08:00 – 18:00 |
| Monday, June 18, 2012 |

Do I need to register myself as a delegate?
No, exhibitors will receive a separate registration form to register as an exhibitor. Two complimentary exhibitor badges are offered per 9 m² booked. Exhibitor badges allow access to the exhibition and satellite symposia only. Please note that everybody has to wear a badge on the days from Thursday June 14 to Sunday June 17, 2012. Note that only persons with an exhibitor badge have access to the exhibition floor before opening hours on opening days.

Can I register myself as a delegate?
Yes, registration for the full congress is possible as of January 1, 2012 via www.ehaweb.org.
WORD OF WELCOME

The European Hematology Association (EHA) invites you to take part in its broad sponsor program for the year 2012 and the 17th Congress to be held in Amsterdam. It will be an opportunity to share your products and services with clinical hematologists, scientific researchers, medical students, scientists and clinicians with an interest in hematology.

EHA has become the most scientifically reputable hematology association in Europe. Its aim is to support the development of research and education in hematology, and to promote pan-European communication in the field. EHA develops an increasing number of educational activities. These include courses, conferences, tutorials and distant learning tools. The Association is steadily growing with currently over 3,000 members from more than 100 countries. The Annual Congress attracts around 9,000 attendees and has become Europe’s primary hematology meeting.

In this prospectus you will find information on EHA’s activities, Congress statistics and general information about the 17th Congress and options you have to support this Congress and other EHA activities. We kindly refer you to page 4 for your contact persons for the different items as well as for the most important (sponsorship) dates and deadlines.

EHA aims for long-term relations with its partners and therefore welcomes ideas and suggestions during the yearly sponsor breakfast meeting and/ or during individual sponsor meetings.

We look forward meeting you in Amsterdam.

Dr U Jäger
President EHA

Dr A Falanga
Chair Corporate Sponsor Committee
### Important Contact Addresses

#### Corporate sponsorship
**European Hematology Association**
Carin Smand  
Koninginnegracht 12b  
2514 AA The Hague  
The Netherlands  
Tel : +31 (0)70 302 00 99  
Fax : +31 (0)70 392 36 63  
E-mail : sponsorship@ehaweb.org

#### Congress sponsorship & congress secretariat
**MCI Amsterdam/Eurocongress**
Naud Becker  
Jan van Goyenkade 11  
1075 HP Amsterdam  
The Netherlands  
Tel : +31 (0)20 679 34 11  
Fax : +31 (0)20 673 73 06  
E-mail : eha@mci-group.com

### Important Dates and Deadlines

#### Important Congress Dates
- Publication of the final announcement: January 2012
- Deadline for abstract submission: March 1, 2012
- Deadline guaranteed hotel accommodation: April 1, 2012
- Accepted abstracts available on-line at www.ehaweb.org: May 21, 2012
- Congress dates: June 14 – 17, 2012

#### Exhibition & Sponsor Dates
- Deadline for application for corporate partnership: August 26, 2011
- Industry site inspection (Amsterdam) & presentation of the congress to industry: August 30, 2011
- New ranking of priority points available: September 1, 2011
- Deadline for priority application for accommodation: September 1, 2011
- Deadline for priority application for satellite symposia time-slots & exhibition space: October 1, 2011
- Deadline for priority application for other sponsor items: December 1, 2011
- Technical information of exhibition available: December 10, 2011
- Deadline for booking satellite symposia time-slots: January 3, 2012
- Deadline submission of satellite symposia program: January 13, 2012
- Deadline for booking exhibition space, meeting rooms and storages (when available): May 1, 2012
- Deadline for approval of promotional materials: May 1, 2012
- Deadline for early exhibitor registration fee: May 10, 2012
- Build up of the exhibition: June 12 – 14, 2012
- Satellite Symposia Day: June 14, 2012
- Congress dates: June 14 – 17, 2012
- Exhibition dates: June 15 – 17, 2012
- Dismantling of the exhibition: June 17 – 18, 2012

#### Registration Deadlines
- Participant registration website open: January 1, 2012
- Deadline for early registration fee: May 10, 2012
**EHA AND ITS ACTIVITIES**

European hematology is increasingly recognized as a medical specialty that contributes to public health through the development of new therapies for the management of malignant and non-malignant blood diseases. The European Hematology Association (EHA) is a non-profit scientific association that represents European medical professionals with an active interest in hematology. Our aim is to promote excellence in clinical practice, research and education in European hematology. An Executive Board and Councilors elected by the membership form the governmental body of EHA and are responsible for the strategy and organization of the Association. Various EHA Committees and Units are assigned to the activities and programs of EHA.

EHA plays an important role by making education and training easily accessible in Europe and further afield. In order to serve the European hematologist in the best possible way, EHA develops scientific programs and activities in a variety of areas. Besides focusing on European hematology, outreach programs are also part of our activities. This program is an initiative to complement the needs in hematology education and to emphasize important topics of benefit to hematologists not only in Europe but also in other regions.

**EHA MEMBERSHIP**

EHA’s members have a wide range of interests within the field, as demonstrated in the chart below. Members participate in EHA’s various workshops, tutorials, distance learning, fellowships and award programs, which occur year-round within Europe and also abroad. Nearly 20% of our members are located outside of Europe, demonstrating the dynamic, global context within which all EHA members can actively cooperate with other professionals, institutes, and societies across the globe. Haematologica/The Hematology Journal, the official journal of EHA offered to all members, publishes peer-reviewed papers from all areas of experimental and clinical hematology. Members of the Association receive a substantial discount on the congress registration fee.

**BENEFITS OF EHA MEMBERSHIP**

- Subscription to Haematologica / The Hematology Journal, including on-line access
- Reduced registration fee for the EHA Annual Congresses
- Eligible to apply for opportunities offered by EHA’s Career Development Program
- Eligible to apply for the EHA-ASH Translational Research Training in Hematology (TRTH) Award
- EHA Newsletter
- EHA E-bulletin
- Priority access to webcast sessions of the EHA Annual Congress
- Vote in election of board of councilors

**EHA MEMBERS: TOP 10 COUNTRIES**

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<td>Italy</td>
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<td>USA</td>
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<td>The Netherlands</td>
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<td>Germany</td>
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<td>France</td>
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<td>Greece</td>
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<td>Belgium</td>
<td>231</td>
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<td>Turkey</td>
<td>220</td>
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<td>Sweden</td>
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**EHA MEMBERS: BY YEAR**

**EHA MEMBERS: PER INTEREST CONTINENT**

- Europe: 72%
- North America: 3%
- Asia: 3%
- Oceania: 3%
- South America: 12%
- Africa: 3%
ACTIVITIES OF EHA

EHA ANNUAL CONGRESS HIGHLIGHTS
EHA Congress Highlights is a summary of the most important education and scientific sessions of the EHA Congress, developed as a part of the EHA Outreach program. It is organized for any hematologist outside Europe who is not able to attend the EHA Annual Congress. The Highlights of the 16th EHA Congress will take place in Bangalore, India on November 4-6, 2011.

ADVOCACY & POLITICAL AFFAIRS
Being the largest organization of hematologists in Europe, EHA has taken it upon itself to serve and further their political interests. The newly established Advocacy & Political Affairs Committee will focus on research and education policies of the EU such as the next research Framework Programme, the Clinical Trials Directive, and the Professional Qualifications Directive.

HAEMATOLOGICA/THE HEMATOLOGY JOURNAL
Haematologica/The Hematology Journal is the scientific journal of EHA. The journal aims to serve the scientific community by stimulating and promoting basic and clinical research on hematological disorders. It publishes editorials, perspectives, research papers, papers on decision-making and problem solving, review articles, brief reports and scientific letters. The current Impact Factor of the journal is 6.532. Haematologica/The Hematology Journal has also developed a monthly CME program for distance learning in clinical hematology.

EHA–ESH SCIENTIFIC WORKSHOPS AND TUTORIALS
EHA and the European School of Haematology (ESH) offer hematologists opportunities for high level continuing education. Scientific Workshops are intended to promote informal interaction and discussion between scientists and clinicians working in the field. Participants are encouraged to contribute to the workshop by submitting an abstract which may be selected for either a poster or an oral presentation. The tutorials are courses aiming to provide laboratory and clinical hematologists with an integrated diagnostic and clinical work-up of hematological disorders. The scientific program takes the participants through the diagnostic and clinical pathway with plenary lectures, interactively conducted clinical case study sessions and self-assessment sessions.

TRAINING ON-LINE
EHA Training on-line (EHATol) is a distance learning tool designed to provide an easily accessible and constantly updated environment for training, education, and CME for scientists and clinicians involved in the field of hematology. It is an online platform which currently offers clinical cases and an online self-assessment system. More than 4000 users from 60 different countries have already updated their knowledge using the EHATol platform.

WEBCASTS & PODCASTS
As of the 12th Congress, all education and plenary sessions of the EHA Congresses are webcasted and remain available online. At the moment EHA’s Webcast library exceeds 260 presentations. The webcasts of the sessions presented at the congress, can be downloaded from the EHA website and played back on your iPod or other portable players at a time and place of your choosing. They can be reviewed on multiple occasions making webcasting a valuable outreach and distance learning tool. The webcasts of the 16th Congress will be available on the EHA website shortly after the congress.

In 2009 EHA has launched a series of hematology podcasts which can be downloaded from the EHA website. The podcasts cover all aspects of hematology and include interviews with leading clinicians and scientists on breaking developments, summaries of recent and important articles, ‘how I treat’-sections and has a special focus on translational hematology. The podcasts include interviews with leading experts in the areas of Thrombosis and Hemostasis, Leukemia and Molecular Hematology, Translational Hematology, Transplantation, Hemato-Oncology, Red Cells and Transfusion.

HEMATOLOGY CURRICULUM PASSPORT & H-NET
The European Hematology Curriculum (-Passport) as laid out in the CV passport is a set of recommendations for a harmonized basic curriculum for the specialty training of hematologists throughout Europe. In 2008, EHA received a three-year grant from the European Commission for the H-Net project, a network of 30 European national, and international organizations of hematology and education. H-Net has utilized the Curriculum-Passport to determine variations in competences across Europe which will allow individuals, national societies and H-Net itself to target competence gaps. Another intrinsic part of the project has been the successful pilot of the Masterclass, an on-line course of case studies followed by 25 mentees from all over Europe in groups of 5, each with a mentor, who has fed back to them via web-conference. H-Net is also developing the online Hematology Confolio, which is unique in its potential to grow into the educational and professional network of hematologists in Europe. In addition, H-Net is facilitating an open discussion between hematologists, educators, as well as national and European political decision makers to commit to the harmonization of the European hematology curriculum.

CONTINUING MEDICAL EDUCATION
Continuing Medical Education (CME) is widely accepted as a means to encourage practitioners in hematology to maintain and develop their professional knowledge and skills. In recent times CME has become mandatory in increasing numbers of countries and greater mobility of physicians has led to a wider
acceptance of EHA-CME credits. EHA-CME accreditation has been developed to maintain and improve the quality and independence of CME across Europe through a peer-reviewed accreditation process.

**CAREER DEVELOPMENT PROGRAM**

- **Fellowships**
  The EHA Research Fellowships are fully sponsored by EHA and aim to promote high quality European research by junior basic and clinical researchers in the fields of malignant and non-malignant hematology. Each year, the applicant with the highest score is awarded the José Carreras – EHA Young Investigator Fellowship. This fellowship is sponsored through the EHA via unrestricted educational grants from the European José Carreras Foundations. In cooperation with the International Society for Thrombosis and Haemostasis, and the Japanese Society of Hematology, new partner fellowships have been created.

- **Translational Research Training In Hematology (TRTH)**
  This unique year-long mentoring and training program, which is a collaboration between EHA and American Society of Hematology (ASH), helps junior researchers to build successful careers in translational research in hematology. The program focuses on translational research and includes specific scientific methodologies adapted to the needs of the participants, as well as more general subjects.

**SCIENTIFIC WORKING GROUPS**

EHA has a strong interest in fostering activities directed towards basic and translational research to support high quality science. Currently 15 Scientific Working Groups are active. During the Annual Congress the Scientific Working Groups are facilitated by EHA to organize meetings for networking purposes, and to carry out and discuss their research activities within the society. The chairs of the Scientific Working Groups and EHA are working on a plan towards closer collaboration in the near future.
EHA Board and Committees

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TRTH – Joint Oversight Committee
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I Touw, The Netherlands (Co-director)
J Cools, Belgium
C Chomienne, France
G Zini, Italy
S Gitlin, USA (Co-director)
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D Williams, USA
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C Craddock, United Kingdom (Chair)
D Grimwade, United Kingdom
P Vyas, United Kingdom
M Laffan, United Kingdom

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R Skoda, Switzerland (Secretary)

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L Malcovati, Italy
P Sonneveld, The Netherlands

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S Constantinescu, Belgium
P Hillmen, United Kingdom
S Izraeli, Israel
F Leebek, The Netherlands
M Manz, Switzerland
H Serve, Germany

Scientific Program Committee Advisory Board
17th Congress
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M Attal, France
D Bonnet, United Kingdom
A Falanga, Italy
D Grimwade, United Kingdom
R Hajek, Czech Republic
A Hochhaus, Germany
C Klein, Germany
ANNUAL CONGRESS

In only ten years, the EHA Congress has grown into the foremost hematology congress in Europe. Its program, being of the highest scientific and educational quality, attracts an ever increasing number of delegates from Europe and beyond.

For sponsors, the EHA Congress offers a unique opportunity to get in touch – or keep in touch – with the greatest concentration of hematologists in Europe.

STATISTICS

REGISTRATIONS 1994-2011

ABSTRACTS 1996-2011

TOP 10 COUNTRIES: REGISTRATIONS

TOP 10 COUNTRIES: ABSTRACTS

REGISTRATIONS PER CONTINENT

ABSTRACT SELECTION 16th CONGRESS IN LONDON
17th CONGRESS

GENERAL INFORMATION

Venue
The 17th Congress of the European Hematology Association will be held at Amsterdam RAI: Europaplein 22, 1078 GZ, Amsterdam, The Netherlands.

Registration information
Registration for the congress and social activities can be made via the registration website, which will be open as of January 1, 2012. Should you wish to register more than 10 persons, please send an email to ehagroups@mci-group.com. Please note the following details are obligatory to register a delegate via a group: first name, family name, country and individual e-mail address.

Language
The official language during the congress will be English.

Website
Up-to-date information regarding the congress program will be available from the congress pages of the EHA website: www.ehaweb.org. This website will enable participants to register, submit abstracts and book hotel accommodation. All accepted abstracts will be available from the EHA website as of May 21, 2012.

Congress secretariat
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Jan van Goyenkade 11
1075 HP Amsterdam
The Netherlands
Tel : +31 (0)20 679 34 11
Fax : +31 (0)20 673 73 06
E-mail : eha@mci-group.com

Hotel accommodation
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Jan van Goyenkade 11
1075 HP Amsterdam
The Netherlands
Tel : +31 (0)20 679 34 11
Fax : +31 (0)20 673 73 06
E-mail : eha2012-hotels@mci-group.com

Individual hotel reservations can be made via the EHA website (www.ehaweb.org) from January 1, 2012. More information can be found on page 18.

Amsterdam
Welcome to Amsterdam! One of Europe’s most exciting and promising cities. Attractive and open to the world, it’s a city that reflects the personality of its people. Amsterdam boasts a nearly eight hundred years old history. For many centuries Amsterdam struggled against water, and now water is a source of pleasure. But Amsterdam has much more to offer, such as a rich cultural program with many theatres, museums, numerous restaurants and last but not least a lively night life.
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<td>Education sessions 08:00-09:30</td>
<td>Simultaneous sessions 08:00-09:15</td>
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<td>Opening Ceremony 12:45-13:00</td>
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<td>EHA/ASH Joint Symposium 13:15-14:15</td>
<td>Business Meeting 13:30-14:00</td>
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<td>Education sessions 14:15-15:45</td>
<td>Molecular Hemopoiesis Workshop 14:15-17:30</td>
<td>Presidential Symposium 14:15-16:00</td>
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<td>• EHA Jean Bernard Lifetime Achievement Award</td>
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</tr>
<tr>
<td>18:30</td>
<td>EHA Scientific Working Groups 16:30-20:00</td>
<td>Poster session I 17:45-19:00</td>
<td>Poster session II 17:45-19:00</td>
<td></td>
</tr>
<tr>
<td>19:00</td>
<td></td>
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<tr>
<td>19:30</td>
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<td>20:00</td>
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</table>
SPONSOR OPPORTUNITIES

INTRODUCTION
The beneficial relationship between the biomedical industry, the medical profession and EHA has been of vital importance for the core activities of the Association. The support of EHA activities is possible through the Congress Sponsorship Program (see below) and through EHA's Corporate Sponsor Program (see page 19). In order to integrate these programs a Priority Points System has been implemented. The different levels of the Corporate Sponsor Program and the different options for congress sponsoring constitute the basis for allocating the preferences of the industry.

PRIORITY POINTS SYSTEM
The Corporate Sponsor Program and the Congress Sponsorship Program are officially integrated after a pilot period of 3 years. Corporate Sponsorship will deliver the majority of points available.

Companies that have supported EHA or its activities receive points, based on the level of sponsorship. According to these points a ranking list will be made and companies have a priority on, for example, choosing satellite symposia time-slots and exhibition space. The points system makes the priority level more transparent. The system has been developed to encourage further development of the Corporate Sponsorship Program for the Association and is based on the following criteria:

1. Level at which the company participates in the Corporate Sponsorship Program, and the number of years signed for in the current contract.
2. Seniority of Corporate Sponsorship i.e., the number of consecutive years the company has supported the EHA Corporate Sponsorship Program.
4. New EHA members from September 1, 2010 – May 1, 2011.
6. Contribution to the previous EHA congress (i.e. 16th Congress in London):
   a. booth size
   b. number of invited participants
   c. satellite symposium
   d. other sponsorship opportunities (advertisements, internet corner etc)
7. Seniority of congress sponsorship: contributions to previous congresses. A maximum of the three most recent congresses will be taken into account.

To calculate the number of points and additional information please check the terms and conditions for the priority point system on page 23.

OPTIONS FOR CONGRESS SPONSORING
EHA invites companies to sponsor the 17th Congress of the European Hematology Association in Amsterdam. Companies can sponsor an element individually or – where possible, acceptable to all and appropriate – in combination with another company.

EHA will organize satellite symposia the day prior to the start of the scientific program. More details on the satellite symposia and slots are available on the next page. Exhibition space will be available in Hall 1 of Amsterdam RAI, details are available on page 14. On page 16 a complete overview of additional sponsor opportunities is listed.

Within the congress sponsorship the priority points system determines the priority in selecting the sponsor items. Companies with the highest number of ranking on the 2012 priority points ranking list (available as of September 1, 2011) have first choice. Your company is invited to apply for different sponsor opportunities. Sponsors will be acknowledged in the upcoming announcements and in the final program.
SATELLITE SYMPOSIA
The congress will offer opportunities for satellite symposia in rooms of various capacities and at different time slots. A high attendance of participants is likely since the satellite symposia will be held the day before the start of the scientific program. A separate satellite symposium booklet will be printed with the programs of the satellite symposia.

All satellite slots have a duration of 2 hours. Please refer to the chart below for an overview of all possibilities and prices. All satellite symposia are organized by the sponsor in consultation with the congress organizer and will take place at Amsterdam RAI.

Competitive satellite symposia
Please inform the congress secretariat, via the sponsor application form, about companies organizing satellite symposia that might compete with your satellite symposium. The secretariat will do its utmost to prevent competing satellite symposia at the same time slot.

The price includes the following benefits:
- Provision of a room in the venue of the congress
- Supply of basic technical equipment for the room
- Technical staff and hostesses
- Inclusion of company name in final congress program
- Inclusion of satellite symposium program and logo in satellite symposium booklet
- Sponsors may publish their own program, abstracts and proceedings

Available time slots – Thursday June 14, 2012

<table>
<thead>
<tr>
<th>Room Capacity</th>
<th>1500</th>
<th>1000</th>
<th>700</th>
<th>500</th>
<th>250</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 – 10:00</td>
<td>€ 38,500</td>
<td>€ 37,000</td>
<td>€ 36,000</td>
<td>€ 25,000</td>
<td>€ 19,500</td>
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<tr>
<td>10:45 – 12:45</td>
<td>€ 49,500</td>
<td>€ 40,000</td>
<td>€ 39,000</td>
<td>€ 27,500</td>
<td>€ 22,000</td>
</tr>
<tr>
<td>13:30 – 15:30</td>
<td>€ 55,000</td>
<td>€ 45,000</td>
<td>€ 44,000</td>
<td>€ 33,000</td>
<td>€ 25,000</td>
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<tr>
<td>16:15 – 18:15</td>
<td>€ 71,500</td>
<td>€ 54,000</td>
<td>€ 53,000</td>
<td>€ 41,500</td>
<td>€ 33,000</td>
</tr>
</tbody>
</table>

Please notice that the room capacity are estimates, please contact the congress secretariat for exact room capacity.
For additional information please check the terms and conditions of satellite symposia on page 24. All prices mentioned exclude VAT.
EXHIBITION SPACE

How to book exhibition space

Please complete the enclosed exhibition application form and return it to the congress secretariat e-mail: eha@mci-group.com or fax: +31 20 673 7306. Upon receipt of your application form we will send you a confirmation and invoice for the total amount. Before the deadline of priority application for exhibition space assignment will be based on the number of priority points the company has collected. In case the requested location is not available, the congress secretariat will assign space as close as possible to your preferred location in an impartial manner. After this deadline assignment will be based on a “first come first serve” basis. Exhibitors wishing to avoid being assigned space adjacent to a particular competitor should indicate this on their application form. All such requests will be respected as much as possible.

Stand rental

The rental fee is € 600 per m² (excl. VAT). Reduced fee for publishing houses and book stores € 250 per m² (excl. VAT). Floor space is available in units of a minimum of 9 m² (3x3 meter). The rental fee is excluding stand construction and including:

- Listing of name in the final congress program
- 2 free exhibitor badges per 9 m² exhibition space

Exhibition timetable

Build up

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, June 12, 2012</td>
<td>08:00 – 22:00</td>
</tr>
<tr>
<td>Wednesday, June 13, 2012</td>
<td>08:00 – 22:00</td>
</tr>
<tr>
<td>Thursday, June 14, 2012</td>
<td>08:00 – 16:00</td>
</tr>
</tbody>
</table>

Exhibition open

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, June 15, 2012</td>
<td>09:30 – 18:00</td>
</tr>
<tr>
<td>Saturday, June 16, 2012</td>
<td>09:30 – 18:00</td>
</tr>
<tr>
<td>Sunday, June 17, 2012</td>
<td>09:30 – 14:00</td>
</tr>
</tbody>
</table>

Dismantling

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, June 17, 2012</td>
<td>14:30 – 20:00</td>
</tr>
<tr>
<td>Monday, June 18, 2012</td>
<td>08:00 – 18:00</td>
</tr>
</tbody>
</table>

For exhibitors the exhibition area will open 30 minutes before the official opening and close 30 minutes after closing of the exhibition area.

Own construction or shell scheme stand construction

Exhibitors who construct or bring their own stand have to hand in a technical drawing in advance for approval. The deadline for these stand approval will be communicated after the space has been booked. Notice that all booths need to be walled of and carpeted. Exhibitors who do not wish to construct their own stand may order a shell scheme stand construction at additional charge.

Exhibition Manual

In December 2011, the exhibition manual, containing a list of official contractors, available services, pertinent order forms for audio-visual equipment, parking permits, furniture, labor, flowers, telephone, air plumbing, electricity, security, booth cleaning, etc., will be sent to exhibiting companies of which the organization has received the signed congress agreement.

Admission

All registered delegates have free admission to the exhibition during opening hours.
OTHER SPONSOR OPPORTUNITIES

Pocket Program € 12,500
The sponsor name and/or logo will be displayed on the pocket program.

Abstract book on CD-ROM € 50,000
The abstracts of the congress will be published on CD-ROM with the logo of the sponsoring company. CD-ROM will be handed out to the delegates on the booth of the sponsoring company.

Education book on CD-ROM € 45,000
The education manuscripts will be published on CD-ROM with the logo of the sponsoring company. CD-ROM will be handed out to the delegates on the booth of the sponsoring company.

Poster print service and CD-ROM € 60,000
The accepted posters will be published on CD-ROM with the logo of the sponsoring company. A voucher with company logo will be inserted in congress bag. CD-ROM will be handed out to the delegates on the booth of the company. Posters will be printed complimentary for authors via a special website showing the company logo. Posters will also be online for 6 months on a website showing the company logo.

City Map € 12,500
The sponsor name and/or logo will be displayed on the city map.

Speaker Service Center € 15,000
The sponsor name will be displayed in the speaker service center.

Internet corner & Wi-Fi hotspots € 40,000
The sponsor name will be displayed on the screens and on promotional boards in the internet corner(s) located in the exhibition area and in other locations throughout the congress center. A minimum of 30 computers will be provided.

Message / business center € 12,500
A message/business center for the convenience of delegates will be set up with facilities for copying & faxing. The center will bear your company logo. The sponsor name will be displayed on the screens and printouts of the messages for the delegates.

Lunch boxes per day (2) € 25,000 per day
The catering area/lunch box hand-out will be branded with the sponsor logo.

Coffee breaks € 45,000
Poster sessions (2) € 20,000 per poster session
With snacks and drinks. The sponsor’s name and logo will be displayed in the poster area.

Hospitality Suite as of € 10,000
(depending on size and location)
The hospitality suite will provide a place for international delegates to meet, relax and receive assistance.

All prices mentioned exclude VAT.

Advertising
Advertisements can be placed in the Final Announcement, the Final Program, the Abstract book and the Education book. The rates for non-profit organizations are the same as for for-profit organizations. There are no possibilities of advertising in the EHA Newsletter or on the EHA website. Please find a complete overview of the congress advertising possibilities below. All prices mentioned exclude VAT. Number of copies printed of the Abstract and Education books might change due to digital versions.

<table>
<thead>
<tr>
<th>Advert position (full color)</th>
<th>Final Announcement (20,000 copies)</th>
<th>Final Program (9,000 copies)</th>
<th>Abstract Book (9,000 copies)</th>
<th>Education Book (9,000 copies)</th>
<th>Satellite Booklet (11,500 copies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>€ 7,000</td>
<td>€ 7,500</td>
<td>€ 8,500</td>
<td>€ 7,500</td>
<td>€ 7,500</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>€ 5,500</td>
<td>€ 6,000</td>
<td>€ 7,000</td>
<td>€ 6,000</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>€ 4,500</td>
<td>€ 5,000</td>
<td>€ 6,500</td>
<td>€ 5,000</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>Full Page Inside</td>
<td>€ 3,500</td>
<td>€ 4,000</td>
<td>€ 5,000</td>
<td>€ 4,000</td>
<td>€ 2,500</td>
</tr>
<tr>
<td>Inside Tab</td>
<td>n/a</td>
<td>€ 5,000</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Additional Sponsor Suggestions
If you have any other particular suggestion as to how you would like to present your company at the congress, please contact the congress secretariat: Naud Becker eha@mci-group.com; +31 20 679 34 11
Non-profit organizations are welcome to participate in the EHA annual congress provided:

- Their activities are related to hematology.
- The organization has an international basis.
- All activities and material at the congress use English as official language.

Organizations interested in taking part in the EHA annual congress are requested to clearly state:

- Their objectives, activities and target groups.
- Sources of funding for their activities; mono-sponsored organizations will not be classified as non-profit organizations.

Exhibition

- Non-profit organizations can apply for exhibition space at the publisher/bookstores reduced fee, € 250 per m².
- Patients do not have entry to the scientific sessions.
- No promotional materials from pharmaceutical companies are allowed.
- No fundraising events may be organized.
- It is not allowed to place booths, boxes or models outside rented areas.
- Displaying scientific abstracts after they have been presented at EHA or other congresses is allowed, however they should have proper specification on copyright and reference.

The rental fee is € 250 per m² (excl. VAT). Floor space is available in units of a minimum of 9 m² (3x3 meter). The rental fee is excluding stand construction and including:

- Listing of name in the final congress program
- 2 free exhibitor badges per 9 m² exhibition space

Own construction or shell scheme stand construction

Exhibitors who construct or bring their own stand have to hand in a technical drawing in advance for approval. The deadline for these stand approval will be communicated after the space has been booked. Please note that all booths need to be walled and carpeted.

Exhibitors who do not wish to construct their own stand may order a shell scheme stand construction at additional charge.

Satellite symposia

- A non-profit organization can apply to organize a satellite symposium clearly mentioning all sponsors.
- The program should be purely scientific and is subject to review by the Scientific Program Committee.
- The rates are similar to for-profit organizations.
- Availability of slots will be determined on the basis of the priority point system.

Meeting rooms

- Renting of meeting rooms is possible at the same rates as for other organizations and is on a first come, first serve basis.
- The EHA priority points system will be followed to allocate rooms.
- Organized meetings taking place in the congress venue during the congress need EHA approval.
- EHA does not organize meetings for other organizations during or immediately prior to the congress.

Literature table

- Brochures of non-profit organizations can be placed on the literature table. All publications have to be approved by EHA. Please contact Ineke van der Beek for more information: i.vanderbeek@ehaweb.org

Mailing lists

- Promotion of activities to the congress participants can only be done via a mailing performed by the congress secretariat. EHA will charge a fee for this mailing. EHA will not provide any addresses or mailing lists of members or congress delegates.
- Production of newsletters about sessions of the congress is allowed but the following statement has to be included: “The report is not sanctioned by nor a part of the European Hematology Association.” Newsletters can be mailed to the participants list by the congress secretariat for the regular mailing rates. The EHA logo may not be used.

Advertisements

Advertisements can be placed in the final announcement, the final program, the abstract book, the education book and the satellite booklet. The rates are the same as for for-profit organizations. All donor companies have to be mentioned. There are no possibilities of advertising in the EHA Newsletter or at the EHA website.
HOTEL ACCOMMODATION

Please note that the following information is accurate at time of distribution but will be subject to final confirmation by MCI Amsterdam prior to a formal offer being made. Hotel accommodation at the best available rates can be reserved through MCI Amsterdam. MCI Amsterdam has reserved a large number of rooms for the 17th Congress of EHA. Please note that demand for hotel rooms in June 2012 is high due to other events and the tourism high-season. In order to avoid any disappointments, early bookings are recommended. Telephone reservations will not be accepted. MCI Amsterdam will make every effort to meet sponsors’ requirements. MCI Amsterdam will first operate via the priority system and then on a “first come first serve” basis.

Please note that very few hotels might request a minimum length of stay and/or apply slightly different policies. MCI Amsterdam will inform about the details if applicable.

Rates
Rates are guaranteed for 2012 in Euros (€), per room, per night, and include breakfast and VAT at 6%. City tax is excluded (5% on the net rate). Taxes are subject to change.

<table>
<thead>
<tr>
<th>Category</th>
<th>Single</th>
<th>Double</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>min / max / average</td>
<td>min / max / average</td>
</tr>
<tr>
<td>2/3 star hotels</td>
<td>119 / 250 / 164</td>
<td>135 / 270 / 181</td>
</tr>
<tr>
<td>4 star hotels</td>
<td>160 / 295 / 228</td>
<td>175 / 315 / 247</td>
</tr>
<tr>
<td>5 star hotels</td>
<td>265/ 410 / 329</td>
<td>280 / 445 / 354</td>
</tr>
</tbody>
</table>

Rates are shown for standard rooms. Other types of room (suites etc.) may be available upon request.

Confirmation of reservation
Confirmation of individual bookings (up to 9 rooms) will be sent out on payment of the required deposit by credit card. Group reservations (10 rooms or more) for sponsors/exhibitors, and other group bookings will be dealt with separately by MCI Amsterdam based on specific agreements.

Payment and reservation conditions MCI Amsterdam
1. Individual Reservations (up to 9 rooms)
Payment
All bookings will be taken via our on-line booking system which will open in January 2012. Prepayment, cancellation and modification costs will apply and will be described on the website.

2. Group Reservations (10 rooms or more)
Payment
- 15% of the total reservation value to confirm reservation.
- 40% of the total reservation value by October 11, 2011
- 30% of the total reservation value by December 6, 2011
- 15% of the total reservation value by April 3, 2012

Cancellations
Refunds for cancellations and reductions will be made according to the following schedule (less a 10% handling fee of the total value of the rooms released). Cancellations are calculated on projected charges (per hotel, per night).
- From confirmation to October 11, 2011: 10% of the total reservation value is non-refundable
- From 12 October 2011 to December 6, 2011: 50% of the total remaining reservation value is non-refundable
- From 7 December 2011 to April 3, 2012: 80% of the total remaining reservation value is non-refundable
- From April 4, 2012: 100% of the total remaining reservation value is non-refundable

All changes/cancellations must be made in writing to MCI Amsterdam directly. There will be no additional administration fees for modifications in arrival and departure dates as well as name changes if submitted through our online system. Manual changes requested to MCI Amsterdam will be subject to an administration fee of EUR 45 per change.

Attribution Process
The hotel accommodation attribution schedule for EHA 2012 rooms to sponsors will be completed as follows:

DEADLINE 1:
- Sponsors should communicate their hotel requirements to MCI Amsterdam by August 31, 2011 indicating:
  - Number of rooms required
  - Dates of stay (day in and day out)
  - Budget per room/night
  - Preferred hotel(s)
MCI Amsterdam will acknowledge and confirm good reception of the request.

MCI Amsterdam will reply with a first proposal based on requirements sent by September 30, 2011 at the very latest.

DEADLINE 2:
- Sponsors must confirm their booking in writing by October 26, 2011
- Upon receipt of a written confirmation, a corresponding deposit invoice will be issued. This invoice will act as a contract and, once issued, payment and cancellation conditions will apply.
- After this date (October 26, 2011), remaining rooms will also be made available to non-sponsor companies.

Contact details
All requests regarding hotel accommodation should be directed to:
MCI Amsterdam/Eurocongress
Jan van Goyenkade 11, 1075 HP, Amsterdam
Email : eha2012-hotels@mci-group.com
Tel : +31 (0)20 679 34 11
HIGHLIGHTS
OF THE 16TH CONGRESS OF THE
EUROPEAN HEMATOLOGY ASSOCIATION

Sponsor prospectus highlights of the 16th Congress of EHA available upon request at: sponsorship@ehaweb.org

BANGALORE, INDIA, 4 – 6 NOVEMBER 2011

www.ehaweb.org
CORPORATE SPONSOR PROGRAM

The Corporate Partner Program was successfully upgraded over the past years, new relationships were initiated and existing partnerships are intensified. Contributions are used both to improve current activities of EHA and to launch new programs. An important example of the latter is EHA’s Career Development program, including research fellowships and Translational Research Training in Hematology (TRTH), and also the EHA Annual Congress Highlights. Other examples are EHA’s Education Program which incorporates both distance learning tools, podcasts, workshops, and tutorials.

Communication with partners
EHA encourages all partners to communicate their ideas on how to improve their collaboration with the Association with the chair of the sponsor committee. We are eager to receive feedback on arrangements related to the EHA annual congress and on EHA projects, as well as ideas for new projects. Communication should be directed to sponsorship@ehaweb.org and will be forwarded to the sponsor committee and the board.

At each EHA Congress corporate partners will be invited for an individual meeting with a representative of the sponsor committee. Additionally a sponsor meeting is organized where information on EHA in general and on the next congress will be presented.

Different levels of Corporate Partnership and corresponding benefits offered by EHA:

Platinum Sponsor* € 180,000
■ Priority assignment at the annual congress with X * 180 points per year. (X =contract period)
■ 65% discount on advertisement in Haematologica/
  The Hematology Journal
■ Monthly acknowledgement with logo in Haematologica/
  The Hematology Journal
■ Acknowledgment as a Platinum Sponsor in EHA publications
■ One Executive Meeting per year between Key Opinion Leaders from Company and EHA
■ Link to your company website on the congress page of the EHA website
■ One full page advertisement in the final announcement (25,000 distribution)
■ 4 Invitations to the President’s Dinner
■ 2 Individual meetings with a member of the board per year
■ Copy of the congress evaluation report
■ 50 complimentary full registrations

* a maximum of 3 companies will have access to support this level of platinum support

Gold Sponsor € 120,000
■ Priority assignment at the annual congress with X * 120 points per year. (X =contract period)
■ 50% discount on advertisement in Haematologica/
  The Hematology Journal
■ Monthly acknowledgement with logo in Haematologica/
  The Hematology Journal
■ Acknowledgment as a Gold Sponsor in EHA publications
■ Link to company website on the congress page of the EHA website
■ 2 Invitations to the President’s Dinner
■ 2 Individual meeting with a member of the board per year
■ Copy of the congress evaluation report
■ 30 complimentary full registrations

Silver Sponsor € 84,000
■ Priority assignment at the annual congress with X * 84 points per year. (X =contract period)
■ 35% discount on advertisement in Haematologica/
  The Hematology Journal
■ Monthly acknowledgement with logo in Haematologica/
  The Hematology Journal
■ Acknowledgment as a Silver Sponsor in EHA publications
■ Link to company website on the congress page of the EHA website
■ A maximum of 1 individual meeting with a member of the board per year
■ Copy of the congress evaluation report
■ 20 complimentary full registrations

Bronze Sponsor € 48,000
■ Priority assignment at the annual congress with X * 48 points per year. (X =contract period)
■ 20% discount on advertisement in Haematologica/
  The Hematology Journal
■ Monthly acknowledgement with logo in Haematologica/
  The Hematology Journal
■ Acknowledgment as a Bronze Sponsor in EHA publications
■ Link to company website on the congress page of the EHA website
■ 1 individual meeting with a member of the board per year
■ Copy of the congress evaluation report
■ 10 complimentary full registrations

Contributor Sponsor € 12,000
■ Priority assignment at the annual congress with X * 12 points per year. (X =contract period)
■ Monthly acknowledgement with logo in Haematologica/
  The Hematology Journal
■ Acknowledgment as a Contributor Sponsor in EHA publications
■ 1 individual meeting with a member of the board per year
■ Copy of the congress evaluation report
■ 5 complimentary full registrations
1. GENERAL

The Terms and Conditions of the host country are supplementary to these Terms and Conditions.

1.1 Definitions in these Terms and Conditions:

a. "Booth": the construction, built on the Stand Space in which the Exhibitor displays his/its products or exhibits;

b. "Congress Center": Amsterdam RAI, Amsterdam, The Netherlands;

c. "Contract": the agreement between the Organizer and the Exhibitor regarding Stand Space, governed by these Terms and Conditions;

d. "Exhibition": the presentation of for-profit and non-profit biomedical companies during the 17th Congress of the European Hematology Association;

e. "Exhibition Application Form": the signed Application Form provided by the Organizer for the Exhibitor's application for a Stand Space at the Exhibition;

f. "Exhibitor": the natural or legal person, including his/its employees, servants and agents, to whom a Stand Space at the Exhibition has been allocated by the Organizer;

g. "European Hematology Association": established in The Hague, The Netherlands, for these purposes represented by "MCI Amsterdam/Eurocongress";

h. "Stand Space": the area of space at the Congress Center where the Exhibitor is allowed, under the Contract, to display his/its products or exhibits;

i. "Technical Organizer": the company contracted by the Organizer to coordinate the Exhibition;

j. "Terms and Conditions": the regulations set out in this document, which govern the Contract and further agreements in connection with and pursuant to the Contract.

1.2 Cancellation and payment conditions congress sponsoring

These cancellation and payment conditions only apply to satellite symposia and additional congress opportunities. Sponsors are required to follow the Congress secretariat in writing about the cancellation of any sponsored items. The effective date of cancellation of sponsored items will be the date on which the Congress secretariat receives the written notice. The rent of the Stand Space and, where applicable, the Standard Booth, as specified by the Organizer, is to be increased with value added tax where applicable.

Cancellation schedule
- After signing the sponsor Application Form, 40% of the full sponsor costs will be retained.
- After December 31, 2011, the sponsor will be responsible for 75% of the full sponsor costs.
- After March 15, 2012, no refunds are made.

1.3 Method of payment

After the enclosed sponsor Application Form has been received by the congress secretariat, a confirmation and a 100% invoice will be sent and payment is due within three weeks after receipt.

1.4 EMA policy for Congress sponsorship

The 17th Congress will be organized in conformity with EHA-CME standards and guidelines. For more information on the guidelines visit www.ehaweb.org, select CME.

1.5 Promotion and Publicity

a. Advertisements are published in the final announcement, final program, education book, abstract book and satellite symposium booklet provided their content is approved by the Organizer.

b. Organizer approval is necessary prior to inclusion of printed commercial advertisements in printed material.

c. Advertisements cannot include information about satellite symposium or Booth, but may only be used to promote a company in general, product(s) or services.

d. Distribution of flyers to promote satellite programs is not allowed in or around the congress venue.

e. The Organizer must review and approve all promotional materials produced in conjunction with the satellite symposium, including invitations, announcements, inserts and signs.

f. No marketing pieces, invitations, communications of any kind may use the Organizer or Congress logo. The name of the 17th Congress of EHA may be mentioned one time in each communication for identification purposes, in a reasonably-sized, neutral font. Neither the Organizer nor the 17th Congress of EHA may be part of the title or heading, be prominently featured or listed first in printed materials.

g. Allow at least five business days for the Organizer to review the requests. The deadline to submit promotional materials for the Organizer to approve is May 1, 2012.

h. No free or paid publicity of any kind or in any form is allowed for non-exhibiting companies.

i. The Exhibitor is not allowed to place exhibited goods and/or advertising material outside the Stand Space, to hold inquiries among the visitors and participants in and around the Congress Center, to distribute advertising material outside the Stand Space and around the Congress Center, to make any announcements regarding the Exhibition on radio and/or television or make recordings for commercial purposes without prior written approval from the Organizer.

j. The Exhibitor shall allow the Organizer or persons or legal entities duly authorized by the Organizer to publish a catalogue, compiled on the basis of information to be furnished by the Exhibitor. Exhibitor shall duly submit the required information to the Organizer as specified by the Organizer. The Organizer accepts no responsibility or liability for any errors and/or omissions in the catalogue.

k. Advertising must be related to the field of hematology as is approved by the Organizer on the basis of its scientific objectivity and accuracy of information presented.

l. The Exhibitor showcasing pharmaceutical (or pharma-dependent) products is advised to consult the advice of the Codes of Practise for the Promotion of Medicines presented by the European Federation of Pharmaceutical Industries and Associations (EFPIA) and The Pharmaceutical Research and Manufacturers of America (PhRMA) bodies. In all cases, the Exhibitor is responsible for ensuring that their promotion during the Congress is legally and ethically acceptable in The Netherlands.

1.6 Education and scientific sessions

a. No commercial advertising is permitted during any of the education or scientific sessions in or near the meeting rooms.

b. Speakers must use the generic drug names only.

c. All speakers and chairs must disclose their affiliations with sponsors online. In addition one is obliged to show any disclosure to participants on the first slide of each presentation for the duration of at least 10 (ten) seconds.

d. The Organizer does not permit commercial advertisers or other third-party sponsors to make changes to content, or to introduce biased content in any of its educational or scientific sessions.
e. Providers of unrestricted educational grants and commercial Exhibitors have no influence on the content or presentation of scientific and education programs of the EHA Congress.

f. The organization of education or scientific events outside the satellite program of the Congress is not accepted.

1.7 Congress sponsors and Congress participants

a. The Organizer will not sell any information regarding the participants of its Congress to sponsors or other commercial entities. Participants may choose to give their name and country to be included on the mailing and participants list of the Congress which is made available to sponsors.

b. Registration to the EHA Congress as a delegate, exhibitor or satellite organizer is a requirement for admission to the Congress area.

c. Group bookers are obliged to include email addresses of all individuals that are registered as a new member to complete registration.

1.8 Social events sponsored by the industry

a. The event cannot take place during the program of the EHA (scientific or social program).

b. The Congress secretariat must receive a full outline of the event before May 1, 2012.

c. Allow at least five working days for the Organizer to review the event.

d. Unapproved events are not allowed to take place. If it does take place, the sponsoring company (companies) will be penalized.

2. PRIORITY SYSTEM

2.1 How to calculate the number of points

Corporate sponsoring
1. Corporate sponsor level in 2012 multiplied by the number of years the agreement has been signed for*

2. Seniority: 10 points for 1 year history of sponsoring EHA up to and including 2011 with a maximum of 10 years.

3. Advertising in the journal: 2 points per advertisement placed between July 1, 2010 - June 30, 2011.

4. New EHA members from September 1, 2010 - May 1, 2011: 1 point per 5 members**.

5. Support of EHA Scientific Workshops and/or Highlights Meeting in 2011; 5 points per workshop with a maximum of 10 points per year.

Congress Contribution to 16th Congress of EHA in London
6a. Booth size: 1 point per 10 m².

6b. Number of invited participants: 1 point per 10 participants***.

6c. Organizing satellite symposia: 15 points per symposium.

6d. Other Congress contribution: 2 points per 10,000 Euro.

Congress Contribution to 13th, 14th and 15th Congress
7. Seniority: A Booth and/or a satellite symposium at a Congress in the last three years: 5 points each (maximum 30 points).

The number of points will be calculated in August each year, in time for the next Congress. This number will determine the level of priority in choosing one preferred satellite time slot, one Stand Space and one block of hotel. When all corporate sponsors have selected their slots, Stand Space and hotel blocks a second round is carried out starting with the company with the highest number of points.

* Please note that platinum sponsors will receive 180 points/year, gold sponsors 120 points/year, silver 84, bronze 48, contributor 12.
** The date of submission of the list with new EHA members (September 1, 2010 - May 1, 2011) for points for the 17th Congress has passed. The list of new EHA members (September 1, 2011 - May 1, 2012) for points for the 18th Congress will have to be submitted to the EHA office before June 1, 2012. Please mention priority points in the subject of the message. The members should be medical doctors working in (academic) institutions, not at pharmaceutical companies.
*** The list of participants of the 16th Congress should be submitted to the Congress secretariat before July 15, 2011.

2.2 Example

Company X has signed a three year Gold sponsorship Contract as of 2011

1. 120x three (until 2009 100 points for a gold sponsor) 360

2. Company X has sponsored the association since 2005; therefore his seniority points are 70

3. Company X has advertised twice in the last year 4

4. New EHA members, no new members supported by the company

5. No support of EHA Scientific Workshops

6a. Company X had a Booth in London of 200 m² 20

6b. Company X invited 250 participants to the Congress in London 25

6c. Company X organized two satellite symposia in London 30

6d. Company X did not have other Congress contributions

7. Seniority: contributions to previous congresses, Company X had a Booth and a satellite in Copenhagen, Berlin and Barcelona six times 5 points 30

Total number of points company X 539

2.3 Multi sponsored satellite symposia

The issue about how to divide points earned will be discussed with the companies involved.

2.4 Application deadlines

Eligibility to the priority points system expires after the below mentioned dates:

1. Hotel Reservations September 1, 2011

2. Satellite Symposia October 1, 2011

3. Exhibition space October 1, 2011

4. Other sponsor items December 1, 2011

After these deadlines, applications will be processed according to availability and on a first come, first serve basis.

2.5 Mergers and acquisitions

Points will be calculated for the company name stated on the Exhibitor Contract or corporate support letter of agreement. If companies have since merged or been acquired, the resulting company may choose to use the highest points of any of the previous companies. Points will not be combined. Companies belonging to a parent company with other divisions participating at EHA cannot reserve exhibit space under the parent company’s points unless they are participating under the parent company name. For example, if XYZ Pharmaceuticals owns A Inc. and B Inc., A Inc. and B Inc. cannot use XYZ Pharmaceuticals’ points to reserve space under the name A Inc. B Inc. Each company must use its own points to reserve space. A company that has merged with another company must notify the Congress Organizer, so that the points can be reviewed and reassigned.
3. SATELLITE SYMPOSIA

3.1 Satellite symposium in general

a. Satellite symposium Organizers have to submit their preliminary program to the Congress Organizer who will present it to the Scientific Program Committee for approval. The latter reserves the right to adjust the program and/or speakers if necessary (The deadline for submission of the program (titles + speakers) is January 13, 2012). The final version lay out should be confirmed before February 20, 2012 in order to be included in the satellite booklet. Submissions after this date will not be included.

b. Satellite symposia are clearly indicated as such and are held before the start of the scientific program on the first day of the Congress. Organizers can only advertise in and near their satellite symposium with posters, leaflets and marketing items such as pens and notepads. They may place a maximum of 2 posters 30 minutes prior to their booked timeslot and these must be removed at the end of the satellite symposium. A poster board will be available for each satellite organizer at the main entrance on Wednesday and Thursday.

c. The schedule of satellite symposia must not conflict with the scientific or exhibition program of the EHA Congress.

d. EHA board, Scientific Program Committee (and Advisory Board) members are not allowed to speak during satellite symposia.

e. Invited speakers to the Congress are not allowed to speak at a satellite symposium.

f. Invited chairs to the Congress are allowed to participate (as speaker or chair) to a satellite symposium.

g. New unpublished data that has been submitted for the Congress program should not be presented at satellite symposia.

h. Registration to the EHA Congress as a delegate or exhibitor is required for admission to satellite symposia.

3.2 Room set-up and assignments

a. All satellite symposium rooms will be set theatre style – no exceptions. This will ensure the maximum potential attendance for the event.

b. Satellite symposium lectures must be kept contained within the assigned symposium room. Video overflow to adjacent rooms or areas will not be permitted.

c. All food functions must occur within the assigned symposium timeframe.

d. Satellite symposium Organizers are requested to leave the room as soon as the symposium is finished in order to give the next Organizer the opportunity to make their preparations.

3.3 Printed matter

a. Distribution of flyers to promote satellite symposium programs is only allowed on Thursday in certain areas.

b. Promotion of other activities is not allowed.

c. The Organizer must review and approve all promotional materials produced in conjunction with the satellite symposium, including invitations, announcements, inserts and signs.

d. No marketing pieces, invitations, communications of any kind may use the EHA or EHA Congress logo. The name of the 17th Congress of the EHA may be mentioned one time in each communication for identification purposes, in a reasonably-sized, neutral font. EHA or the 17th Congress of the EHA may not be part of the title or heading, be prominently featured or listed first in printed materials.

e. Allow at least five business days for the Organizer to review the requests.

f. Signs, invitations and other communication must clearly mention “Satellite Symposium” and the name of the company (companies) supporting the Satellite Symposium or organizing organization.

g. Advertisements cannot include information about your satellite symposium or Booth but may only be used to promote your company in general, product(s) or services. The Organizer is responsible for the approval of all advertisements. The Congress secretariat will send technical details after receipt of the Application Form.

4. EXHIBITORS

4.1 Application, Alteration and Cancellation

a. All applications for a Stand Space must be made pursuant to the Exhibition Application Form. These Terms and Conditions are hereby incorporated by reference into the Application Form. The Organizer alone has the authority to accept or refuse applications for admission and to allocate the Stand Space but will consider the Exhibitor’s wishes as far as possible.

b. The submission of the Application Form, accompanied by the full payment of the Stand Space, followed by acceptance by the Organizer through allocation of a Stand Space at the Congress Center shall form a Contract between the Organizer and the Exhibitor. Upon receipt of the Application Form and the payment, the Organizer shall confirm the Contract in writing within 12 weeks.

c. The Organizer reserves the right to advance, postpone, and/or change the location of the Exhibition and/or change the location, size of the Stand Space, Booth, and the layout of the Exhibition. The Organizer is not liable for any of the consequences of such changes.

d. The Contract or part thereof may only be cancelled by the Exhibitor with prior written approval by the Organizer. Any advance payment made for the Stand Space shall be forfeited by the Exhibitor in case of cancellation.

e. Whenever the Exhibitor fails to meet his/its obligations under the Contract, the Organizer has the right, without prior notice or prior proof of default, to immediately terminate the Contract without liability for any damages, direct or indirect, incurred by the Exhibitor as a result of such termination. With the exception of the events described in article 4.1.f shall, in the event of such termination, all sums paid by the Exhibitor under the Contract be forfeited. Without limitation to the aforementioned, the Exhibitor shall be deemed to fail to meet his/its obligations under the Contract whenever the Exhibitor is declared bankrupt, a receiver is appointed or the Exhibitor otherwise ceases his/its activities.

f. In case the Exhibitor, due to circumstances or events beyond the Exhibitor’s control (force majeure), fails to meet his/its obligations under the Contract, the Organizer shall refund the sums paid by the Exhibitor, after deduction of fees and costs incurred for and in connection with the Exhibition. The Exhibitor has to submit prove of evidence to the Organizer of such event.

4.2 Rent and Payment

a. The rent of the Stand Space and, where applicable, the Standard Booth, as specified by the Organizer, is to be increased with value added tax where applicable. Other charges in connection with the Stand Space can be levied. The Organizer is entitled to demand an advance payment from the Exhibitor. The Exhibitor shall pay these advance payments in a timely manner, as instructed by the Organizer.

b. The Exhibitor shall pay the total cost of the rent of the Stand Space allocated as per the Organizer’s instructions.

c. Whenever the Exhibitor fails to meet his/its obligation to pay in a timely manner, the amount due will increase on the basis of an interest rate of 1.5 % per month.

d. All prices mentioned exclude VAT.
4.3 Stand Space and Booth
a. The Exhibitor shall keep his/its Stand Space and/or Booth open, clean and in good order throughout the Exhibition.
b. Subletting or sub using (part of) the Stand Space and/or Booth by the Exhibitor without prior written approval from the Organizer is not permitted.
c. Demonstrations on the Stand Space and/or in the Booth will be permitted only after prior written approval by the Organizer.
d. The Exhibitor shall arrange for and procure all necessary licenses, approvals and other documents required for the construction of and in connection with the Exhibitor's occupation and use of Stand Space and/or the Booth during the Exhibition, to the satisfaction of, and in a timely manner as indicated by the Organizer.
e. The Stand Space's and/or Booth's technical installations must be approved by the Organizer or persons duly authorized by the Organizer. The technical installations, provided by or through the Organizer, or by or through the Technical Organizer, shall be operated only by personnel, appointed or approved by the Organizer or the Technical Organizer.
f. No exhibit, display of products or working demonstrations which involve substances of a dangerous, explosive or any kind of objectionable nature may be brought or held in the Congress Center without prior written approval from the Organizer.
g. Fundraisers, auctions, or activities that involve donations other than to Organizer are not permitted.
h. Interviews, demonstrations, and the distribution of literature or samples must be made within the Exhibitor's Booth.
i. Any scientific and/or educational presentations are prohibited within the exhibit hall. However, presentations that promote a company's products and services are allowed within the company's Stand Space.

4.4 Distribution of Giveaways, Contests and Food
a. All items distributed must be useful at the meeting and/or relate to the professional activities of the Booth visitors. Items must be small in size and made available to all participants regardless of registration type or demographics as long as the supplies last. The items should be of minimal value.
b. Exhibiting companies distributing giveaways are required to submit a request for approval of giveaway to the Organizer before May 1, 2012.
c. Unapproved items may not be distributed. Any exhibiting company found distributing materials that have not been officially approved will be asked to cease distribution immediately and will be penalized.
d. Information cards to be filled out by participants in order to obtain a giveaway item are allowed if the participants are willing to provide their personal information; however, participants who do not wish to fill out the card must still be allowed to receive the give-away item.
e. The serving of food and/or beverages in exhibit Booths must be notified to the Organizer in writing.
f. All materials used in the exhibit hall must be flameproof and fire resistant in order to conform to the local fire ordinances.
g. The distribution of plain white (paper or plastic) bags or poster tubes is allowed (e.g. no logos, house style colors, and product and company names)
h. It is not allowed to serve alcoholic beverages on the exhibition floor

4.5 Sponsors in Exhibition area
a. All sponsors are clearly identified with their company/product name and/or logo.
b. Representatives of sponsors are clearly identified on their name badge, with their company name. The Exhibitors badge is different from the participants' badge.
c. Commercial advertising during the Congress is restricted to the Exhibition area. All distributed promotional material must be approved by the Organizer.

4.6 Noise
a. Electrical or other mechanical apparatus must be muffled so that the noise generated does not interfere with other Exhibitors. In addition, speaker and microphone volume must be kept at a reasonable level at all times so as not to disrupt neighboring exhibits.

4.7 Construction, Decoration and Dismantling
a. Unless the Application Form specifies otherwise (and provides for ordering a Standard Booth and additional service, fitting and installation) the Organizer supplies Stand Spaces without any additional services, fitting, installation and/or Booth. Any additional service, fitting installation and/or Booth shall be provided by the Technical Organizer to the Exhibitor, after application as specified hereunder.
b. The installation, operation and dismantling of the Stand Spaces and/or Booths and the display of products or exhibits is to take place in consultation with the Organizer. The Organizer or persons duly authorized by the Organizer are authorized to give instructions and directives and to make regulations.
c. After the Contract has been established, a manual containing further technical information concerning the Exhibition, together with order forms for Booths, services and additional fittings regarding the construction, installation and decoration of the Stand Space and/or Booth (e.g. telephone connections, electrical installation and electrics, water, drainage, space heating, gas etc.) and activities to be held at the Stand Space and/or Booth shall be provided by the Technical Organizer to the Exhibitor. These services and additional fittings will be invoiced by or on behalf of the Technical Organizer. The Exhibitor must order the services and additional fittings and pay the related invoices in a timely manner, as instructed by the Technical Organizer.
d. The Organizer and/or the Technical Organizer shall inform the Exhibitor in writing of the date and time on which the Stand Space shall be available for installation and decoration, the date and time the Stand Space must be completed as well as the date and time the dismantling of the Stand Space may commence and is to be completed. Except for the date and times indicated by the Organizer, no construction and installation work and the carrying in of goods is allowed. These dates and times may be changed by the Organizer.
e. Should the Exhibitor for any reason fail to remove all his/its property or otherwise fail to vacate the Stand Space by the date and time specified by the Organizer, the Exhibitor shall be fully responsible for any penalties imposed on the Organizer or any other losses or costs incurred by the Organizer as a result there of. Without prejudice to any other right or remedy of the Organizer, the Organizer may remove any property of the Exhibitor from the Stand Space after said time at the Exhibitor's expense, without any liability for loss or damage to such property.
4.8 Liability, Indemnity and Insurance

a. The Organizer is not responsible or liable for expenses, losses and damages of any kind incurred or sustained by the Exhibitor, or any harm or injury to any person(s) connected thereto, irrespective of how the harm or injury may have occurred, except as may arise from the Organizer’s willful misconduct or gross negligence.

b. The Organizer is not responsible or liable for the correct operation of any part of the technical installations at the Congress, and cannot be held liable for damages of any kind incurred by the Exhibitor, caused by insufficient or incorrect operation of these technical installations or parts thereof, except such as may arise from the Organizer’s willful misconduct or gross negligence.

c. The Exhibitor accepts full responsibility and liability for the repair of any damages directly or indirectly caused by the Exhibitor to the property of the Congress Center or third parties.

d. The Exhibitor will hold harmless and undertakes to indemnify the Organizer in respect of, but not limited to, all claims, actions, proceedings, costs, expenses, damages or liabilities, including bodily injury, harm or death, arising from or in connection with the construction, decoration, operation, activity or dismantling by the Exhibitor of the Stand Space and/or Booth during the Exhibition.

e. The Exhibitor accepts full responsibility and liability for all costs for legal procedures, legal and other expert aid, incurred by the Organizer as a result of the Exhibitor not complying with the Contract, as far as the appropriate Dutch Court does not decide otherwise.

f. The Exhibitor shall adequately insure all his/her property and personnel for all damages to his/her property or his/her personnel, and all damages to the Congress Center’s property or other third parties caused by his/her properties, himself/herself or his/her personnel.

5. MISCELLANEOUS

a. Catering activities and catering related activities on the Stand Space are only permitted after prior written approval by the Organizer. No prior approval is required for keeping food and beverages on the Stand Space that have been obtained from the catering department of the Congress Center. Additional charges in connection with catering activities may be levied by the Organizer.

b. The Organizer and persons duly authorized by the Organizer must be permitted free entrance to all (constructions on all) Stand Spaces. The Organizer shall abide by all directions and instructions given by said persons.

c. Among others, officials from the fire brigade, police or similar governmental authorities, and security officials authorized by the Organizer, shall be deemed to be duly authorized persons under the Contract.

d. The Exhibitor is not allowed to have goods at the Stand Space or Booth which cause a nuisance owing to their offensive smell or in any other way cause a nuisance, to set in action any device producing objectionable noise or light effects, and/or keep them available.

e. In case of a disturbance of the peace at the Exhibition, caused directly or indirectly by the Exhibitor, the Organizer is authorized to close down the Stand Space and remove all persons and/or products the Organizer deems necessary in order to restore the order. In the event of such an occurrence, the Organizer is authorized to terminate the Contract forthwith, without the Exhibitor having any right of restitution of the paid sums. The Exhibitor shall be fully responsible and liable for all costs resulting from the disturbance and the measures taken in connection therewith.

f. The Terms and Conditions of the Congress Center are supplementary to these Terms and Conditions. In case of conflict these Terms and Conditions prevail.

g. If an Exhibitor has failed to meet his obligations towards the Organizer under the Contract, the Organizer may:
   1. keep possession of the goods of the Exhibitor, present in the Congress Center, or have them stored at the expense and risk of the Exhibitor in order to promote that obligations under the Contract will be met without any previous intervention of a Court;
   2. place the collection of the amounts due by the Exhibitor in the hands of a third party and charge to the Exhibitor all costs both in and out of court attendant upon the collection of the amounts due, whether or not increased with the legal rate of interest applicable, as from the date the amounts are due;
   3. reduce Exhibitor’s priority points.

6. VIOLATIONS TO ADHERE TO EHA POLICY FOR CONGRESS SPONSORING

In case of violation to adhere to the Organizers policy for Congress sponsoring the organization reserves the right to the following penalties which include, but are not limited to:
- Reduce the violating Exhibitor’s priority points
- Prevent participation in future satellite symposia
- Prevent access to ancillary meeting space in future years
- Prevent the Exhibitor from participating as an Exhibitor in future years

7. FINAL CLAUSES

a. The Organizer is entitled to rule upon all matters not provided for in these Terms and Conditions and to make any necessary amendments or additions hereto, which shall thereupon become binding to the Exhibitor.

b. These Terms and Conditions and the Contract are governed by and shall be interpreted in accordance with Dutch Law. Any dispute shall be subject solely to the jurisdiction of the appropriate Dutch Court.

c. These Terms and Conditions apply to, and are incorporated by reference therein, all agreements pursuant to and in connection with the Contract between the Organizer and the Exhibitor.

d. No other Terms and Conditions shall apply, unless such Terms and Conditions have been accepted by the Organizer. Such acceptance shall be made in writing only.
EHA CORPORATE SPONSOR PROGRAM
APPLICATION FORM

The undersigned company will support the European Hematology Association:

Name of the Company* ____________________________

VAT Number ____________________________

Address ____________________________________________

Postal code __________ City/State ____________________________ Country ____________________________

Tel ____________________________ Fax ____________________________

E-mail ____________________________

Contact person Mr/Mrs/Miss/Ms ____________________________

* This name will be printed on the relevant printed matters

Corporate Sponsor Level:

☐ Platinum Level (€ 180,000 per year)

☐ Gold Level (€ 120,000 per year)

☐ Silver Level (€ 84,000 per year)

☐ Bronze Level (€ 48,000 per year)

☐ Contributor Level (€ 12,000 per year)

Contract period:

☐ 3 years ☐ 2 years ☐ 1 year

The undersigned is fully aware of the terms and conditions of the general regulations, and payment, cancellation or reduction rules set out enclosed. This application form is regarded as an official commitment to participate in EHA’s Corporate Sponsor Program.

Date ____________________________ Name ____________________________

Stamp and authorized signature ____________________________

Please return this form to:
Carin Smand, EHA Executive Office, Koninginnegracht 12b, 2514 AA The Hague, The Netherlands
Fax : +31 (0)70 392 36 63, Email : sponsorship@ehaweb.org

CORPORATE & CONGRESS SPONSOR PROGRAM
EXHIBITION APPLICATION FORM

The undersigned company will support the 17th Congress of EHA as an exhibitor:

Name of the Company* ____________________________

VAT Number ______________________________________

Address __________________________________________

Postal code __________ City/State ______________________ Country __________

Tel __________________ Fax _________________________

E-mail _____________________________________________

Contact person Mr/Mrs/Miss/Ms _____________________

* This name will be printed on the relevant printed matters

Exhibition space _______________ m²

(please tick)

☐ Open space for € 600 (excl. VAT) per m²

☐ Open space for € 250 (excl. VAT) per m² (for book stores & publishing houses only)

☐ Open space for € 250 (excl. VAT) per m² (for non-profit organizations*)

Total amount € ________________________________

(Prices are stated in €, exclusive VAT; open space does not include stand construction)

* in order to apply for a non-profit organization fee, please see policy for non-profit organizations on page 15

Please indicate the preferred area(s)

1. _____________________________________________

2. _____________________________________________

3. _____________________________________________

The undersigned is fully aware of the terms and conditions of the general regulations, and payment, cancellation or reduction rules set out enclosed.

Date __________ Name _____________________________

Stamp and authorized signature __________________________

Please return this form to:
MCI Amsterdam/Eurocongress: Jan van Goyenkade 11, 1075 HP Amsterdam, The Netherlands,
Fax: +31 (0)20 673 73 06, eha@mci-group.com
SATELLITE SYMPOSIUM APPLICATION FORM

Name of the Company* ________________________________

VAT Number ________________________________

Address ________________________________

Postal code ____________ City/State ________________________________ Country ________________

Tel ________________________________ Fax ________________________________

E-mail ________________________________

Contact person Mr/Mrs/Miss/Ms ________________________________

* This name will be printed on the relevant printed matters

IMPORTANT: PLEASE INFORM US ON YOUR PROVISIONAL TITLE(S) OF YOUR SATELLITE SYMPOSIA (SEE BELOW)

We are interested in (please tick box):

Satellite symposium

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Room Capacity</th>
<th>1500</th>
<th>1000</th>
<th>700</th>
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<tr>
<td>08:00-10:00</td>
<td>1500</td>
<td>☐ € 38,500</td>
<td>☐ € 37,000</td>
<td>☐ € 36,000</td>
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<td>250</td>
<td>☐ € 71,500</td>
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<td>☐ € 53,000</td>
<td>☐ € 41,500</td>
<td>☐ € 33,000</td>
</tr>
</tbody>
</table>

Fees are exclusive VAT

We would prefer not to have our symposium at the same time slot as the following company/companies:

__________________________
__________________________
__________________________
__________________________

Provisional title(s) of satellite symposium(s):

__________________________
__________________________
__________________________
__________________________

The undersigned is fully aware of the terms and conditions of the general regulations, and payment, cancellation or reduction rules set out enclosed.

Date ____________ Name ____________

Stamp and authorized signature ____________

Please return this form to:
MCI Amsterdam/Eurocongress: Jan van Goyenkade 11, 1075 HP Amsterdam, The Netherlands,
Fax: +31 (0)20 673 73 06, eha@mci-group.com
## SPONSOR APPLICATION FORM

Name of the Company* ________________________________

VAT Number ____________________________________________

Address __________________________________________________

Postal code _________ City/State ___________________________ Country ________

Tel __________________________ Fax ______________

E-mail __________________________________________________

Contact person Mr/Mrs/Miss/Ms ____________________________

* This name will be printed on the relevant printed matters

<table>
<thead>
<tr>
<th>Additional sponsor items</th>
<th>Fees (excl. VAT)</th>
<th>Fees (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pocket Program</td>
<td>€ 12,500</td>
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</tr>
<tr>
<td>Abstract Book CD-ROM</td>
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<tr>
<td>Education Book CD-ROM</td>
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<tr>
<td>Poster CD-ROM</td>
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</tr>
<tr>
<td>Website-link</td>
<td>€ 3,500</td>
<td></td>
</tr>
<tr>
<td>Mailing of personal invitations to congress participants</td>
<td>To be settled</td>
<td></td>
</tr>
<tr>
<td>Speaker Service Center</td>
<td>€ 15,000</td>
<td></td>
</tr>
<tr>
<td>City Map</td>
<td>€ 12,500</td>
<td></td>
</tr>
<tr>
<td>Internet corner + WiFi</td>
<td>€ 40,000</td>
<td></td>
</tr>
<tr>
<td>Message / business center</td>
<td>€ 12,500</td>
<td></td>
</tr>
<tr>
<td>Lunch boxes per day (2)</td>
<td>€ 25,000</td>
<td></td>
</tr>
<tr>
<td>Coffee breaks</td>
<td>€ 45,000</td>
<td></td>
</tr>
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EHA Pediatric Course 2011
Hotel Riviera, Sorrento (NA) - Italy • October 23-26, 2011

Background
The 5th Pediatric Hemato-Oncology Course will be organized in Sorrento, Italy from October 23-26, 2011. The program is unique in Europe for this very specialized branch of hematology. The philosophy of the course is to use problem-solving involving real clinical cases and linking basic science to the clinic. The course organizers aim to create a friendly and informal atmosphere to encourage exchange of scientific ideas for ongoing and future projects.

Targeted audience:
Clinicians in pediatric hemato-oncology, researchers already in the field (or wishing to enter it), students and biologists working in hematology laboratories.

Course organizers:
Andrea Biondi (It), Irene Roberts (UK), Arndt Borkhardt (D) and André Baruchel (Fr)

Topics:
• Leukemia (ALL, AML, MDS)
• Bone marrow failure and Immunodeficiency
• Hemopoietic Stem Cell Transplantation
• Consultative pediatric hematology
• Red Cell disorders

Microscope corner:
An open space to review slides. Each participant will have the opportunity to capture the images of interest in a CD.

Full Package Registration Fee: 500 Euro
The registration fee includes:
teaching, accommodation and meals from Sunday, October 23rd to Wednesday, October 26th.
For any further information and registration please refer to contacts details.

Information, registration and sponsorship opportunities:
Carla Manganini
c/o Clinica Pediatrica Univ. Milano-Bicocca
A.O. S.Gerardo
Via Pergolesi, 33
20052 Monza, Italy
Phone: +39-039-233.3513
Fax: +39-039-2301646
c.manganini@hsgerardo.org

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