INVITATION TO INDUSTRY
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Disclaimer
The content of this document reflects the situation at the time of publication and may be subject to change. The organiser IDF can not be held liable for any inconvenience resulting from these changes.
INTERNATIONAL DIABETES FEDERATION (IDF)

IDF: The global voice of diabetes

The International Diabetes Federation is an umbrella organisation of over 230 national diabetes associations in 160 countries and territories. We represent the interests of the growing number of people with diabetes and those at risk. The federation has been leading the global diabetes community since 1950. IDF’s mission is to promote diabetes care, prevention and a cure worldwide.

The federation is divided into seven regions with the aim of strengthening the work of national diabetes associations and enhancing the collaboration between them. The federation’s national diabetes associations are divided into the following seven regions: Africa (AFR), Europe (EUR), Middle East and North Africa (MENA), North America and Caribbean (NAC), South and Central America (SACA), South-East Asia (SEA), and Western Pacific (WP). The federation’s activities aim to influence policy, increase public awareness and encourage health improvement; promote the exchange of high-quality information about diabetes; and provide education for people with diabetes and their healthcare providers. IDF is associated with the Department of Public Information of the United Nations and is in official relations with the World Health Organization (WHO) and the Pan American Health Organization (PAHO).

The federation is engaged in action to tackle diabetes from the local to the global level, from programmes at community level to worldwide awareness and advocacy initiatives.
Strategic goals

Uniting the diabetes world
IDF is an umbrella organisation of over 230 national diabetes associations in 160 countries and territories. IDF mobilises and strengthens the global diabetes community to drive the fight against diabetes without discrimination.

Driving global change
Through leading expertise in research and advocacy, IDF ensures global diabetes initiatives and political commitments translate to real benefits for the millions of people affected by diabetes worldwide.

Compiling the evidence base
The IDF Diabetes Atlas is the authoritative source of evidence on the burden of diabetes, used by bodies such as the World Health Organisation (WHO). IDF studies have proved essential in achieving major milestones in the fight against diabetes, including the 2011 UN High-Level Meeting on Non-Communicable Diseases (NCDs).

Putting diabetes on the agenda
In 2006, IDF led the global Unite for Diabetes campaign and achieved the landmark United Nations Resolution on Diabetes.

Diabetes and development
IDF is working to ensure that advances made in the past decade for diabetes and NCDs are sustained and acted upon.

From global to local
In order to ensure that political pressure on the global stage influences policy at the national and regional level, IDF works closely with its network of national member associations. From twinning programmes to the sharing of best practices, IDF ensures that what happens globally benefits the people that need it most.

Delivering lifesaving care
IDF works with its national member associations to provide essential diabetes prevention, care and supplies across low and middle-income countries, as well as in emergency and disaster situations. IDF’s Life for a Child programme supports over 18,000 children and youth with diabetes in 42 countries, providing life-saving care and supplies.

Inspiring a movement
World Diabetes Day (#WDD) on November 14 unites millions of people in a show of diabetes awareness around the world. IDF’s biennial World Diabetes Congress is the only global gathering of the diabetes community in the world.
THE IDF 2019 CONGRESS, BUSAN, KOREA, 2 - 6 DECEMBER 2019

What makes the IDF Congress unique?

The IDF Congress is the only truly global meeting bringing together thousands of delegates, more than 200 high-level speakers, and representatives from over 230 national diabetes associations from 160 countries and territories.

The congress brings together healthcare professionals, diabetes associations, policy-makers and companies to share the latest findings in diabetes research and best practice. Participants include physicians, scientists, nurses, educators and other healthcare professionals, as well as government representatives, policy makers, people with diabetes, representatives from IDF member associations and members of the press.

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Year</th>
<th>Venue</th>
<th>Attendance</th>
<th>Exhibitors</th>
<th>m² sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>15th IDF Congress</td>
<td>1994</td>
<td>Kobe, Japan</td>
<td>5,263</td>
<td>60</td>
<td>3,000</td>
</tr>
<tr>
<td>16th IDF Congress</td>
<td>1997</td>
<td>Helsinki, Finland</td>
<td>9,164</td>
<td>67</td>
<td>3,500</td>
</tr>
<tr>
<td>17th IDF Congress</td>
<td>2000</td>
<td>Mexico City, Mexico</td>
<td>8,000</td>
<td>61</td>
<td>3,000</td>
</tr>
<tr>
<td>18th IDF Congress</td>
<td>2003</td>
<td>Paris, France</td>
<td>17,400</td>
<td>63</td>
<td>5,000</td>
</tr>
<tr>
<td>19th World Diabetes Congress</td>
<td>2006</td>
<td>Cape Town, South Africa</td>
<td>11,700</td>
<td>76</td>
<td>4,800</td>
</tr>
<tr>
<td>20th World Diabetes Congress</td>
<td>2009</td>
<td>Montreal, Canada</td>
<td>11,800</td>
<td>82</td>
<td>3,600</td>
</tr>
<tr>
<td>World Diabetes Congress</td>
<td>2011</td>
<td>Dubai, United Arab Emirates</td>
<td>13,858</td>
<td>79</td>
<td>3,676</td>
</tr>
<tr>
<td>World Diabetes Congress</td>
<td>2013</td>
<td>Melbourne, Australia</td>
<td>10,216</td>
<td>70</td>
<td>2,719</td>
</tr>
<tr>
<td>World Diabetes Congress</td>
<td>2015</td>
<td>Vancouver, Canada</td>
<td>8,500</td>
<td>64</td>
<td>2,847</td>
</tr>
<tr>
<td>IDF 2017 Congress</td>
<td>2017</td>
<td>Abu Dhabi, United Arab Emirates</td>
<td>7,534</td>
<td>50</td>
<td>2,654</td>
</tr>
<tr>
<td>IDF 2019 Congress</td>
<td>2019</td>
<td>Busan, Korea</td>
<td>10,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Who attends the IDF Congress?

Attendees of IDF Congresses come from very diverse backgrounds:

- Healthcare professionals (physicians, nurses, general practitioners, dieticians, diabetes educators...)
- Research scientists (university professors, researchers...)
- Non-profit organisations (diabetes youth organisations, professional organisations of health carers, medical and scientific organisations...)
- Member associations of IDF and other related associations
- Health policy makers

The graphs below apply to the IDF 2017 Congress, Abu Dhabi, 4 - 8 Dec 2017
List of sponsors and exhibitors at the IDF 2017 Congress, Abu Dhabi, 4-8 December 2017

American Association of Clinical Endocrinologists (AACE)
Acon Laboratories
Alere
Ascensia
AstraZeneca
Bayer
Becton Dickinson
Boehringer Ingelheim
Cambridge Weight Plan
Cipla
Dasman Diabetes Institute
Diabetes India
Diabetik Foot Care India
European Association for the Study of Diabetes
Evia Medical Technologies
Exeva
Fred Hollows
Gabric
Glenmark
Hikma Pharmaceuticals
Imperial College London Diabetes Centre
Inbody
Insulin For Life
International Society for Pediatric and Adolescent Diabetes (ISPAD)
Julphar
LG Chem
Lilly Diabetes
MedGenome
Merck
MSD
NeoBiocon
Neopharma
Novartis
Novo Nordisk
Optomed
Owen Mumford
Pic Solutions/Artsana
Plos
Roche Diabetes Care
Sanofi
Servier International
Sunstar Suisse SA
Takeda
The Diabetes Centre
The Searle Company
Tonghua Dongbao Pharmaceutical
Trividia Health
World Diabetes Foundation
World Union of Wound Healing Societies
Why Busan?

The right place to be

Korea is located close to the epicentre of the diabetes pandemic. Its central position in East-Asia places it within reach of the countries with the highest numbers of people living with diabetes. Figures from the International Diabetes Federation’s Diabetes Atlas indicate that one in every 11 adults in the Western Pacific Region now have diabetes. If no action is taken to slow the trend, the staggering 170 million adults currently living with diabetes in the Region will reach an estimated 208 million by 2045. It is timely and appropriate, therefore, that the global diabetes community will come together in the Region to share the knowledge, best-practice and experience that could help make a difference.

For Korea, this is an important opportunity to showcase the country’s recent advances in the field of diabetes and to generate opportunities for further development. Moreover, the occasion provides the opportunity to promote diabetes care, prevention and cure for the citizens living in the country and the surrounding area.

The IDF Congress in Busan will bring together key global diabetes stakeholders. The broad representation – drawn from healthcare professionals, people living with and affected by diabetes, the scientific community, industry partners, policy makers and, diabetes representative organizations – makes this the most important global diabetes congress and creates an ideal forum for the global diabetes community to discuss concerted action to tackle diabetes.

Easy to reach

Busan is serviced by an international airport and a world-class port. It is a major metropolitan city with excellent international and national flight connections. You can get to Busan via major cities throughout Asia, such as Shanghai, Beijing, Tokyo and Hong Kong. From Seoul’s Incheon International Airport (ICN), Busan is a short 50-minute flight.

An ideal destination

Busan has established a reputation as one of the top 10 international convention destinations in the World. The city boasts large-scale conference facilities with plentiful accommodation located within a short walk or easy ride by public transport. Korea’s second largest city, Busan’s historic and cultural heritage combine easily with the convenience of the contemporary to afford congress delegates a comfortable backdrop to their meetings. Equipped with the infrastructure expected of a modern city, the city is a dependably safe and accommodating destination for international participants with successful track record of hosting international conventions.

BEXCO, the signature venue of Busan, is at the very heart of the city’s convention district. It features a pillar-free exhibition center with over 26,000 square meters of exhibition space (Exhibition Center 1), modern convention rooms (Convention Center) and a state-of-the-art auditorium that can accommodate 4,000 delegates. Combined, these facilities provide an ideal environment for the exchange of ideas.

Busan looks forward to welcoming the global diabetes community.
# HOW TO SECURE YOUR PARTICIPATION?

## Exhibition

### Location

The exhibition will be held in the Busan Exhibition and Convention Centre (BEXCO). Almost 7,000 m² will be available for commercial and non-profit organisations to showcase their services and products.

## Rates in EURO

<table>
<thead>
<tr>
<th>Description</th>
<th>Up to 9 m²</th>
<th>up to 18 m²</th>
<th>19 m² to 100 m²</th>
<th>101 m² to 150 m²</th>
<th>More than 150 m²</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial organisations</td>
<td>EUR 750 / m²</td>
<td>EUR 720 / m²</td>
<td>EUR 700 / m²</td>
<td>EUR 680 / m²</td>
<td></td>
<td>Empty space, no furniture or services included</td>
</tr>
<tr>
<td>Non-profit organisations</td>
<td>EUR 350/ m²</td>
<td>EUR 350/ m²</td>
<td>EUR 350/ m²</td>
<td>EUR 350/ m²</td>
<td>EUR 350/ m²</td>
<td>Includes: Walls: 2.5m high white sintra hardwalls. Fascia: 3m header fascia sign with exhibitor's name printed in black. Lighting: 3X 150W spotlights per 9m² Power: 1X 4amp power point per 9m² Floor Covering: Charcoal carpet Standard Furniture Package: 2 chairs, 1 skirted table, 1 waste paper bin</td>
</tr>
<tr>
<td>Shell scheme, (standard surface of 9m²)</td>
<td>EUR 6120/ shell scheme n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>Includes: Walls: 2.5m high white sintra hardwalls. Fascia: 3m header fascia sign with exhibitor's name printed in black. Lighting: 3X 150W spotlights per 9m² Power: 1X 4amp power point per 9m² Floor Covering: Charcoal carpet Standard Furniture Package: 2 chairs, 1 skirted table, 1 waste paper bin</td>
<td></td>
</tr>
</tbody>
</table>

A minimum of 9 m² has to be booked
Provisional timing

Below is a provisional overview of the exhibition build-up and dismantling schedule. Exhibitors will be informed of the final dates and time schedule through the exhibitor manual (to be available online by February 2019).

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday 30 November 2019</td>
<td>08.00 - 22.00</td>
<td>Build-up</td>
</tr>
<tr>
<td>Sunday 1 December 2019</td>
<td>08.00 - 22.00</td>
<td>Build-up</td>
</tr>
<tr>
<td>Monday 2 December 2019</td>
<td>08.00 - 16.00</td>
<td>Build-up</td>
</tr>
<tr>
<td>Tuesday 3 December 2019</td>
<td>10.00 - 17.00</td>
<td>Opening hours</td>
</tr>
<tr>
<td>Wednesday 4 December 2019</td>
<td>10.00 - 17.00</td>
<td>Opening hours</td>
</tr>
<tr>
<td>Thursday 5 December 2019</td>
<td>10.00 - 17.00</td>
<td>Opening hours</td>
</tr>
<tr>
<td>Friday 6 December 2019</td>
<td>08.00 - 22.00</td>
<td>Dismantling</td>
</tr>
</tbody>
</table>

General rules and regulations

- For safety and aesthetic reasons, exhibitors are required to set up and dismantle their booths at the times stated above. All exhibitors contractually agree to comply with the opening and closing times listed above.
- Exhibition space will be hired out as “space only” without prefabricated walls, installations, furniture, carpet, electricity or any other technical supplies.
- A standard shell scheme measures 9m² (3x3m), and comes with a standard set-up including the following:
  - Walls: 2.5 metre high white hard walls.
  - Fascia: 3 metre header fascia sign with exhibitor’s name printed in black.
  - Lighting: 3X 150W spotlights per 9m²
  - Power: 1X 4amp power point per 9m²
  - Floor Covering: Charcoal carpet
  - Standard Furniture Package:
    - 2 chairs, 1 skirted table, 1 waste paper bin
  - All shell schemes extras will be ordered directly with the stand builder.
- Maximum stand height is 5 metres. Double-decker stands as well as platform stands over 2.5 metres are not allowed.
- All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) by means of a separation wall. Over 2.5 metres, the separation wall should be finished or open.
- Rental rates apply to exhibition floor space only and do not include the rental of shell schemes or any other facilities and services.
- An exhibition manual will be available as of February 2019.

Exhibitors must submit an exact statement of the dimensions of their stand as well as plans and descriptions of their stands for approval by IDF. The graphics must clearly indicate the planned layout, equipment and furnishing of the stand, including the signage and visuals. Documents should be received by IDF for approval 60 days prior to the congress. Documents will then be submitted by IDF to BEXCO for final approval.
Each exhibitor is asked to take into consideration the impact of the stand’s construction on neighbouring exhibitors and to comply with the build-up regulations which will be included in the technical manual.

Payment deadlines for exhibition space

<table>
<thead>
<tr>
<th>Description</th>
<th>Payment deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st instalment (20% of total amount)</td>
<td>Following acceptance of application by IDF</td>
</tr>
<tr>
<td>2nd instalment (40% of total amount)</td>
<td>01 March 2019</td>
</tr>
<tr>
<td>3rd instalment (40% of total amount) and any late payment charges</td>
<td>01 November 2019</td>
</tr>
</tbody>
</table>

Payment terms

- Invoices are payable within 30 days following the date of issue and prior to the deposit and balance due dates. In case of non-payment on the due date, late charges of 7% per annum will apply.
- If rental charges are not paid within the allotted time, exhibition space will be released and any losses incurred by the organiser through non-payment shall be covered by the defaulting exhibitor.
- **Direct transfer payments are preferred** and should be made into the congress account, clearly indicating the invoice number. Sender’s bank charges will be at the expense of the exhibitor.
- **Crossed cheques or bank drafts** should be made payable to the IDF Congress and should be sent by registered post to the attention of the IDF Finance Department.
- **Personal cheques** will not be accepted.
- Other than for on-site registration, no cash payment shall be accepted.
Cancellation/reduction of exhibition space

Total cancellation of exhibition space
- In case of total cancellation before 1 December 2018 an administrative fee of 10% of the total amount due applies.
- In case of total cancellation before 1 March 2019, a cancellation charge of 55% of the total amount is due.
- In case of total cancellation before 6 September 2019, a cancellation charge of 75% of the total amount is due.
- In case of total cancellation on or after 6 September 2019, the total amount is due.
- Total cancellation fees apply irrespective of whether the space can be reallocated.

Partial cancellation of exhibition space
- In case of partial cancellation before 1 December 2018, an administrative fee of 10% of the amount of the cancelled space applies.
- In case of partial cancellation before 1 March 2019 a cancellation charge of 55% of the amount of the cancelled space is due.
- In case of partial cancellation before 6 September 2019, a cancellation charge of 75% of the amount of the cancelled space is due.
- In case of partial cancellation on or after 6 September 2019, the total amount of the cancelled space is due.
- Partial cancellation fees apply irrespective of whether the partially cancelled space can be reallocated.

Partial cancellation of exhibition floor space may require the remaining exhibition space to be relocated to another area of the exhibition. Relocation will be considered in consultation with the exhibitor. In any case, IDF will have the final relocation decision with no recourse by the exhibitor.

Important note
All invoices need to be paid in full before the start of the congress. Failure to do so may lead to the cancellation of all sponsorship items, be it exhibition space, satellite symposia, sponsorship items or hospitality suites.

Subletting and sharing exhibition space
The exhibitor shall neither share nor sublet whole or part of the allocated exhibition space to a third party without the written agreement of the organiser.
Satellite symposia

Why your company should book a satellite symposium
Satellite symposia constitute an ideal medium to reach a targeted audience and to inform potential clients about the latest scientific information and developments in diabetes care. Satellite symposia take place within the BEXCO, inside the session halls assigned to the official congress programme.

Satellite symposia content has to be submitted to the Chair of the Programme Committee for approval no later than 6 September 2019.

Companies understand and explicitly agree that it is up to the Programme Committee to decide whether an application is accepted or rejected, no appeal is possible.

Companies wishing to organise catering during their satellite symposium are requested to contact the congress centre.

There is no extra charge for renting any of the available catering spaces. However, catering itself (including staff) must be ordered directly from the BEXCO.

Satellite symposia topics
In order to avoid similar satellite topics being scheduled in parallel, companies should clearly state the topic. When several companies apply for a satellite symposium on the same topic, the congress programme committee reserves the right to assign different time slots to avoid overlap.
<table>
<thead>
<tr>
<th>Room Name</th>
<th>Convention Hall 1F 101/106</th>
<th>Convention Hall 1F 107-110</th>
<th>Convention Hall 1F 102-105</th>
<th>Convention Hall 2F 201-204</th>
<th>Convention Hall 2F 205 (APEC Summit Hall)</th>
<th>Auditorium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seating capacity in theatre style</td>
<td>150 pax</td>
<td>500 pax</td>
<td>500 pax</td>
<td>500 pax</td>
<td>540 pax</td>
<td>1500 pax</td>
</tr>
<tr>
<td>Mon 2 Dec 08.30 - 10.30</td>
<td>€ 30.000</td>
<td>€ 30.000</td>
<td>€ 30.000</td>
<td>€ 30.000</td>
<td>€ 40.000</td>
<td>€ 40.000</td>
</tr>
<tr>
<td>Mon 2 Dec 11.30 - 13.30</td>
<td>€ 35.000</td>
<td>Lilly</td>
<td>€ 35.000</td>
<td>€ 35.000</td>
<td>€ 35.000</td>
<td>€ 50.000</td>
</tr>
<tr>
<td>Mon 2 Dec 14.30 - 16.30</td>
<td>€ 35.000</td>
<td>Boehringer Ingelheim</td>
<td>€ 35.000</td>
<td>€ 35.000</td>
<td>€ 35.000</td>
<td>€ 50.000</td>
</tr>
<tr>
<td>Monday - Full day</td>
<td>€ 50.000</td>
<td>€ 50.000</td>
<td>€ 50.000</td>
<td>€ 50.000</td>
<td>Novo Nordisk</td>
<td>€ 85.000</td>
</tr>
</tbody>
</table>

Rental rates include the use of the IDF congress logo on invitations and promotional documents, and publication of the satellite symposium in the IDF Congress Industry and Satellite Guide.

Rates further include:
- room rental
- standard audio-visual equipment
- audio-visual technician
- lighting technician (if applicable)
- access to the speaker preview room
- permission to use the company’s branding inside the room (production to be organised and paid by the company)

Rehearsal time of max. 1.5 hours, outside the official programme hours, to be confirmed with IDF. This complimentary rehearsal time, including set-up of equipment where necessary, needs to be booked in advance by the sponsor, preferably when completing the sponsorship agreement, and will be allocated on a first-come, first-served basis.

Rental rates do not include the cost for extras (e.g. catering service, extra audio-visual equipment, extra furniture, extra decoration, extra hostesses, etc.). For contact details see annex 1.
Reservation and room allocation
Options on suitable rooms and time slots can be held, free of charge, until requests for the same rooms and time slots are received from another company. In this case, the company holding the option will be informed by IDF and will need to confirm its choice in writing within one week. If the IDF does not receive written confirmation, the option will be released. Options will be released free of charge.

The reservation of a satellite symposium will only be valid when the company has returned a completed and signed sponsorship agreement.

Reservation of the satellite symposium room will be arranged with IDF, and not directly with the congress venue.

Payment deadlines for satellite symposia

<table>
<thead>
<tr>
<th>Description</th>
<th>Payment deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st instalment (20% of total amount)</td>
<td>Following acceptance of application by IDF</td>
</tr>
<tr>
<td>2nd instalment (40% of total amount)</td>
<td>01 March 2019</td>
</tr>
<tr>
<td>3rd instalment (40% of total amount) and any late payment charges</td>
<td>01 November 2019</td>
</tr>
</tbody>
</table>

Payment terms
Invoices are payable within 30 days following the date of issue and prior to the deposit and balance due dates. In case of non-payment on the due date, late charges of 7% per annum will apply.

Important note
- All invoices need to be paid in full before the start of the congress. Failure to do so may lead to the cancellation of all sponsorship items, be it exhibition space, satellite symposia, hospitality suites or sponsorship items.
- **Direct transfer payments are preferred** and should be made into the congress account, clearly indicating the invoice number. Sender’s bank charges will be at the expense of the company.
- **Crossed cheques or bank drafts** should be made payable to the IDF Congress and should be sent by registered post to the attention of the IDF Finance Department.
- **Personal cheques** will not be accepted.
Cancellation of satellite symposia
- In case of total cancellation before 1 December 2018 an administrative fee of 10% of the total amount due applies.
- In case of total cancellation before 1 March 2019, a cancellation charge of 55% of the total amount is due.
- In case of total cancellation before 6 September 2019, a cancellation charge of 75% of the total amount is due.
- In case of total cancellation on or after 6 September 2019, the total amount is due.
- Total cancellation fees apply irrespective of whether the space can be reallocated.

Access and rehearsal
Companies have access to the satellite symposium room 30 minutes before their scheduled time slot. Rehearsal and set-up time of max 1.5 hours, including dedicated technicians can be booked for free. All rehearsal slots will be scheduled outside the official scientific programme framework and will be allocated on a first-come first served basis. Companies who would like to book a rehearsal slot need to indicate this on the sponsorship form.

Attendance
The satellite symposium must be open to all registered participants. No separate registration will be allowed. All attendees to the satellite symposia will be required to wear a congress badge. The same policy applies also for the satellites symposia on Monday.

Registrations for participants and corresponding badges are nominative and non-transferable. The full registration policy will be available online as of January 2019.

Companies exhibiting will be entitled to a maximum of 4 free badges per 9m² booked. These badges will give company staff access to the exhibition and the satellite symposia but NOT to the scientific programme. Additional exhibitor badges need to be booked onsite at the cost of EUR 50 per badge. All staff, whether company staff or local stewards/hostesses, will need to wear an exhibitor badge.

During the exhibition AND during non-show hours, individuals without an exhibitor badge will not be admitted into the halls.

Access to scientific session requires a delegate registration.
Sponsorship opportunities

As a premier platform for the global diabetes community, the IDF congress brings together around 10,000 delegates, the ideal opportunity to brand your products and services through a wide variety of sponsorship items.

Abstract USB stick
Accepted abstracts for the congress are made available in USB stick format. This item is very popular and is provided to all interested delegates. The sponsor’s logo will be printed on the USB Stick.

- Company logo to be printed on actual USB Stick
- Web-linked company logo on start-up page
- Distribution: on site at sponsor’s stand (in exchange of abstract USB stick voucher)
- Print-run: 10,000 (to be confirmed)
- EUR 60,000

Advance Programme
This publication provides valuable pre-congress information and is widely distributed as a promotional item to IDF’s member associations and potential delegates at other congresses. Place your company logo on the back page outside cover.

- Company logo on outside back cover
- Print-run: 10,000
- Distribution as of September 2018 (online and at major diabetes congresses)

Advertising rate:
- Outside back cover: (non-exclusive: max 9 companies) - EUR 5,000 / per logo
Industry Guide
Each attendee receives the Industry Guide with the congress bag at registration. The guide contains the industry satellite symposia programmes, exhibitor’s profiles and the exhibition floor plan. This publication is a great opportunity for companies wanting to advertise and gain more visibility as well as promoting their satellites symposia event.

Full colour advert
- Printing specifications:
  - Size: 200 x 200 mm
  - Format files to be delivered: only high resolution PDF will be accepted
  - Print-run: 10,000 (to be confirmed)
  - Distribution on site in the congress bag

Advertising rates:
- Outside back cover – exclusive
  - EUR 20,000
- Inside back cover – exclusive
  - EUR 10,000
- Inside front cover – exclusive
  - EUR 10,000
- Inside page facing table of contents – exclusive
  - EUR 10,000
- Inside double-spread – exclusive
  - EUR 20,000
- Inside single page – non-exclusive: max 10 companies
  - EUR 5,000 / per page

Congress Newsletter Advertisement
The congress newsletter is circulated to over 25,000 subscribers and potential delegates in the months leading up to the congress including IDF national member associations in over 160 countries.

Progressively, congress registrants are added to the mailing list.

Sponsor’s logo appears as a clickable button which leads to the sponsor’s company website. The newsletter features programme highlights and sneak previews, practical information on travel, hotel and visa, quotes from national diabetes associations and it promotes congress activities. It is the ideal opportunity to promote your satellite symposium and stand events.

Non-exclusive: max 5 companies.

Rates
- Newsletter July & August 2019
  - EUR 5,500 / per issue
- Newsletter September and October 2019
  - EUR 8,500 / per issue
- Newsletter November 2019
  - EUR 13,000 / per issue
Multi-sponsored congress bag
Distributed to all attendees, the participating sponsors will receive high visibility from prime advertising space on the outside of the official congress bag.

- Company logos printed on the front side
- Non-exclusive: max 4 companies
- Print-run: 10,000 (to be confirmed)
- Distribution onsite
- EUR 30,000

Congress bag insert
Be the first to reach the attendees with your message inserted into the congress bag.

- Print-run: 10,000 (to be confirmed)
- Distribution on site, included in the congress bag
- Format: max. A4 size, max 4 pages
- Non-exclusive: max 6 printed inserts and 3 non-printed inserts
- EUR 10,000 / insert

Exclusive room drops
Exclusive room drops are an excellent opportunity to promote your booth, product or satellite symposium with exclusive exposure on each distribution date set between Monday 2 December and Wednesday 4 Dec 2019. The sponsoring company is allowed to distribute one item which will be delivered to the attendee's hotel rooms.

- Print-run: 4,300 (to be confirmed)
- Format: max. A4
- Exclusive: 1 room drop per day
- EUR 35,000 / room drop
Internet zone
A popular feature of the congress, the internet zones are located throughout the BEXCO on different levels as well as in the exhibition hall. Regularly used by delegates, exhibitors and speakers the internet zones are accessible during the congress opening hours.

An internet zone is comprised of 5 internet-ready PCs and connected to printers.

- Company logo to be printed on signage top panels
- Company logo on the PC desktops
- Non-exclusive
- **EUR 15,000 per unit**

Writing Pads and Pens
These stationary items are very useful for delegates. They will be branded with the sponsor's logo and included in the congress bags. The sponsor will bear the costs of production and shipment.

- Print-run: 10,000 (to be confirmed)
- Exclusive
- **EUR 45,000**

Industry welcome desk
The industry welcome desks will be prominently located next to the congress registration area and provide you with a personal space to meet and greet your delegates throughout the congress.

- Company branded
- Monday 2 to Friday 6 December 2019
- Open during official registration hours
- Non-exclusive: max 3 welcome desks
- **EUR 7,500 / desk**
  - Incl. furniture: 2 chairs, 1 waste paper bin, electrical power, computer electrical extension
IDF 5K Run/Walk
The IDF 5K RunWalk emphasises the need for increased physical activity to help prevent diabetes. Participation is free to all congress delegates and the general public.

The sponsor’s logo will appear in promotional materials as well as on the web page of the IDF 5K RunWalk as of mid-2019. The organisation of the event is the sponsor’s responsibility.

- Company logo on congress website
- IDF 5K RunWalk registration desk at the congress centre with company logo
- On-site branding
- Exclusive
- EUR 35,000

Hotel Room Key Card Sleeve
Given to attendees upon their check in at the IDF official hotels, the branded room key cards sleeve provides repeat visibility of your corporate logo or brand message throughout the congress period.

- Exclusive
- Print-run: 10,000 (to be confirmed)
- Company branded
- EUR 80,000
Young scientists travel grants
Help young scientists to attend the IDF 2019 Congress and benefit from the learning experience at the largest international diabetes congress. Grants are provided to the highest scoring abstracts accepted for oral presentation.

- Sponsor acknowledgement on congress website and in programme book
- EUR 3,500 per travel grant
- EUR 15,500 per 5 travel grants
- EUR 28,000 per 10 travel grants
- Non-exclusive

IDF 2019 Congress App
The congress app provides delegates with the opportunity to access information about the congress through their mobile devices. Detailed information on the programme, exhibition and venue is at their fingertips with this technology.

- Application banner with sponsor’s logo and link
- Splash screen for the application loads showing the congress and sponsor’s logos
- 1 push notification per day
- Exclusive
- EUR 65,000
Well-Being Area
During the congress in Busan, delegates will have the opportunity to unwind and enjoy a relaxing massage provided by a team of professional therapists. This area will be prominently located in the commercial exhibition hall.

- The sponsoring company’s logo and an acknowledgement “Kindly supported by” will appear on a circular banner as shown on the image.
- The sponsoring company can brand the panels in wall surrounds (the artwork must be approved by IDF)
- The sponsor will have the opportunity to provide branded T-shirts for the massage therapists to wear.
- Delegates will receive a voucher at the sponsor’s booth to be handed over at the entrance of the massage area which will attract a lot of traffic to the booth
- Exclusive
- EUR 65,000

IDF will inform its industry partners of new sponsorship items.
Busan Public Transport Card

Busan enjoys a modern and extensive public transport system with excellent connection between hotels and the BEXCO congress centre. The Metro and bus network is safe, fast, clean and convenient and a popular way to get around Busan. Our delegates will welcome the opportunity to reach the congress venue easy and in time as all announcements and directional signage is in English.

- Sponsoring the travel card will guarantee highest exposure and support the environment.
- Travel cards pre-charged with a deposit for 7 journeys
- Company logo print included
- distribution at the sponsor booth
- Recognition in the IDF Congress Programme Book
- Exclusive
- batch of 1000 cards at EUR 15,000
- batch of 3000 cards at EUR 40,000
Advertising at the Bexco congress centre

The Bexco congress centre offers bright and prominent sites for advertisement with high footfall. Large sized banners will be seen by all delegates throughout the congress. Let us have your creative artwork and we take care of the rest.

- Non-exclusive
- Sales price including production/installing and dismantling

**Outdoor wall banner**

- Quantity: 8
- Size 6m x 10m
- EUR 8,000 each

**Auditorium outdoor wall banner**

- Quantity: 2
- Bexco side exterior wall size 11.5m x 13.9m
- Road side exterior wall size 9.6m x 8m
- EUR 15,000 each including crane for rigging
Congress
2-6 December
Busan
Korea

Exhibition Center I-indoor drop banner
- Quantity: 12
- Size 1.5m x 5m
- EUR 5,000 each

Exhibition Center I-bridge banners
- Quantity: 4
- Size 7m x 2.5m
- EUR 10,000 each

How to secure your participation?
Exhibition
Satellite symposia
Sponsorship opportunities
Hospitality Suites
Annex 1: Contact details suppliers
Payment schedule of sponsorship items

- The full amount is due upon acceptance of the application by IDF and shall be paid within 30 days of the invoice date.
- If sponsorship items are not paid within the prescribed time, the reserved items will be released and any loss incurred by the organiser through non-payment shall be covered by the defaulting company.
- Direct transfer payments are preferred and should be made into the established congress account, indicating the invoice number. Sender’s bank charges will be at the expense of the company.
- Crossed cheques or bank drafts should be made payable to the IDF Congress and should be sent by registered post to the attention of the IDF Finance Department.
- Personal cheques will not be accepted.

Cancellation of sponsorship items

- In case of total cancellation before 1 December 2018 an administrative fee of 10% of the total amount due applies, with a minimum of EUR 100.
- In case of total cancellation before 1 March 2019, a cancellation charge of 55% of the total amount is due.
- In case of total cancellation before 6 September 2019, a cancellation charge of 75% of the total amount is due.
- In case of total cancellation on or after 6 September 2019, the total amount is due.
- Total cancellation fees apply irrespective of whether the space can be reallocated.
Hospitality Suites

Rates and location
Hospitality suites will be available for exhibitors to set up private meetings and organise receptions. Hospitality suites must be rented for the entire duration of the congress and are rented out as “space only”, all extras (furniture, catering, ITC services, etc.) need to be ordered directly from the relevant on-site suppliers.

The hospitality suites are located on the level 3 of the BEXCO Convention Centre. Hospitality suites are available to companies from Monday 2 December to Friday 6 December 2019, 08.00 to 18.00.

<table>
<thead>
<tr>
<th>Room</th>
<th>Size</th>
<th>Duration</th>
<th>Cost / EURO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality Suite 1</td>
<td>123sqm</td>
<td>Mon 2 – Fri 6 Dec</td>
<td>SOLD</td>
</tr>
<tr>
<td>Hospitality Suite 2</td>
<td>123sqm</td>
<td>Mon 2 – Fri 6 Dec</td>
<td>SOLD</td>
</tr>
<tr>
<td>Hospitality Suite 3</td>
<td>123sqm</td>
<td>Mon 2 – Fri 6 Dec</td>
<td>SOLD</td>
</tr>
<tr>
<td>Hospitality Suite 4</td>
<td>123sqm</td>
<td>Mon 2 – Fri 6 Dec</td>
<td>€ 11,500</td>
</tr>
<tr>
<td>Hospitality Suite 5</td>
<td>123sqm</td>
<td>Mon 2 – Fri 6 Dec</td>
<td>€ 11,500</td>
</tr>
<tr>
<td>Hospitality Suite 6</td>
<td>123sqm</td>
<td>Mon 2 – Fri 6 Dec</td>
<td>€ 11,500</td>
</tr>
<tr>
<td>Hospitality Suite 7</td>
<td>123sqm</td>
<td>Mon 2 – Fri 6 Dec</td>
<td>€ 11,500</td>
</tr>
</tbody>
</table>

Payment schedule for hospitality suites
- The full amount is due upon acceptance of the application by IDF and must be paid within 30 days of the invoice date.
- If hospitality suites are not paid within the allotted time, the reserved items will be released and any loss incurred by the organiser through non-payment shall be covered by the defaulting company.
- **Direct transfer payments are preferred** and should be made into the established congress account, indicating the invoice number.
- Sender’s bank charges will be at the expense of the company.
- **Crossed cheques or bank drafts** should be made payable to the congress and should be sent by registered post to the attention of the IDF Finance Department.
- **Personal cheques** will not be accepted.
ANNEX 1: CONTACT DETAILS SUPPLIERS

Congress venue – Busan Exhibition and Convention Centre

BEXCO opened its doors in May 2001 and successfully hosted large-scale international exhibitions, international conferences, a variety of small and medium-scale conferences, corporate events, and others.

- **Busan Exhibition and Convention Centre (BEXCO)**
  55 APEC-ro, U-dong, Haeundae, Busan, South Korea
  T: +82 51 740 7300

- **Ms Brenda Paeng – MICE Marketing Team General Manager**
  T: + 82 51 740 7365
  E: gostrath@bexco.co.kr

Housing Agency – WeMICE

Busan offers a wide range of hotels from 5 to 3 stars properties. WeMICE has secured a large room allotment in all categories. Some of them are within walking distance from the BEXCO.

The official housing agent is WeMICE:

- **WeMICE**
  Ms So Hyun Park
  T: +82 51 852 7759
  E: idf2019-housing@wemice.co.kr
Freight forwarding agent – WeMICE

The official freight-forwarding and on-site handling agent is WeMICE:

- Ms Seo Yeon Jeong
  T: +82 51 852 7759
  E: syjeong@wemice.co.kr

On site procedures

WeMICE will operate a targeted move-in schedule for this event.

Goods will be moved in to the venue in order. The unloading areas will be controlled via vehicle booking system and priority access will be given to those companies in need of maximum preparation time.
Local AV supplier agent – WeMICE

Stage, Lighting, Sound, Screen & Project or LED system, rental agent is WeMICE.

- **Mr Chong Hwan Jo - General Manager/Congress, WeMICE**
  - T: +82 51 852 7759
  - E: jhcho@wemice.co.kr

IDF Congress Secretariat - International Diabetes Federation

All enquiries and correspondence in relation to the congress should be directed to:

- **IDF Congress Secretariat - International Diabetes Federation**
  - Chaussée de La Hulpe 166
  - 1170 Brussels
  - Belgium
  - T: +32 2 543 16 26
  - F: +32 2 403 08 30
  - E: congress@idf.org
  - www.idf.org/congress

General enquiries/Industry Relations

- **Celina Renner - Senior Manager Congress**
  - T: +32 543 1632
  - E: congress@idf.org

Programme and Abstracts

- **Jessica Pledge - Programme Manager**
  - T: +32 543 1635
  - E: programme@idf.org