24TH WORLD CONGRESS OF DERMATOLOGY MILAN 2019

10 - 15 JUNE 2019
MILAN, ITALY

SPONSORSHIP PROSPECTUS

A new ERA for a global Dermatology

ILDS International League of Dermatological Societies
Skin Health for the World

1885 Società Italiana di Dermatologia (SIDeMaST)

www.wcd2019milan.org

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24TH WORLD CONGRESS
OF DERMATOLOGY
MILAN 2019

A Warm Welcome to all Congress Participants

The Italian Society of Dermatology (SIDeMaST) welcomes everyone to the 24th World Congress of Dermatology (WCD). Milan is honored to host the Congress from 10 to 15 June, 2019, held under the auspices of the International League of Dermatological Societies.
We are very proud that this prestigious event will take place in Italy again after so many years and we would like to express our sincere thanks to the large number of colleagues who supported our bid with such determination, making this outcome possible. Above all is Sergio Chimenti, who left us this demanding and stimulating task.

Milan has a rich history and cultural heritage, dating back to the Western Roman Empire, when it was the capital. Leonardo da Vinci, the quintessential Renaissance polymath artist and scientist, while in the Milan area drew his iconic Vitruvian man. There is also Santa Maria delle Grazie, home to one of the most famous frescoes of the Renaissance - Il Cenacolo, The Last Supper as well as Il Duomo, a triumph of Gothic architecture and il Castello Sforzesco, one of the largest castles in Europe.

Today Milan is a dynamic and trendy city, a renowned international centre of fashion and design as well as arts and science. It is the leading financial centre and the most prosperous manufacturing and commercial city of Italy. Milan has an extensive internal transport network and is also an important transportation node in Italy, being one of the country's biggest hubs for air, rail and road networks.

Mi.Co. – Milan Congress Venue - is the ideal Venue for the Congress and it will comfortably accommodate the WCD participants, Sponsors and Exhibitors.
The Meeting will focus on the major breakthroughs and advances in basic science and their impact on clinical practice. We will be updated and have the opportunity to share the most recent and rapidly developing findings as well as future aspects in research and clinical al dermatology.
Our aim is to cover a wide variety of interests, including many opportunities for young dermatologists, nurses and allied professionals to exchange stimulating new ideas for the future.

Outstanding Dermatologists from around the world will play a vital role in every WCD session as chairs, co-chairs, and speakers.
We will also offer a varied social programme to provide the opportunity to meet old friends and make new ones. We are confident that our scientific organisation, together with the well-known Italian hospitality, will make the 24th WCD a memorable event.
We look forward to hosting you in Milan in 2019.

Professor Giovanni Pellacani
President

Professor Ketty Peris
Secretary General

KEY CONTACTS & DATES

IMPORTANT CONTACTS

ORGANISING SECRETARIAT

Triumph Group International
Via Lucilio 60
00136 Rome - Italy
wcd2019sponsor@thetriumph.com
www.wcd2019milan.org

CONGRESS VENUE

Mi.Co. - Milano Congressi
Piazzale Carlo Magno, 1
20149 Milan – Italy
www.micomilano.it

IMPORTANT DATES

DELEGATE DATES

Delegate early registration opens	December, 2017
Housing Bureau opens	December, 2017

KEY SPONSOR & EXHIBITOR DATES

Exhibit Technical Manual distribution	December, 2018
Exhibit booth construction	8-10 June, 2019
Exhibit dates	11-14 June, 2019
Exhibit dismantling	14-15 June, 2019

GENERAL INFORMATION

Dates: 10-15 June, 2019
City: Milan, Italy
Venue: Mi.Co. - Milano Congressi
Host: SIDeMaST - Italian Society of Dermatology
Website: www.wcd2019milan.org

ILDS BOARD MEMBERS

International League of Dermatological Societies
Skin Health for the World

BOARD	**President**	Harvey Lui (Canada)
	Secretary General	Jean L. Bolognia (USA)
	Treasurer	Brigitte Dréno (France)
	Past President	Wolfram Sterry (Germany)
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	Lars E. French (Zurich)	
	Claire Fuller (London)	
	Hassan Galadari (Dubai)	
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	Daniel Mark Siegel (New York)	
	Xuejun Zhang (Hefei)	
ILDS EXECUTIVE DIRECTOR	Joanna Groves (UK)	

CONGRESS ORGANISATION

24TH WORLD CONGRESS OF DERMATOLOGY MILAN 2019 ORGANISERS	**President**	Giovanni Pellacani
	Secretary General	Ketty Peris
ILDS/WCD2019 SCIENTIFIC PROGRAMME COMMITTEE	Christopher Griffiths, *Chair*	Harvey Lui
	Jean L. Bolognia	Giovanni Pellacani
	Raul Cabrera	Ketty Peris
	Lars E. French	Martin Röcken
	Hassan Galadari	Jerry Shapiro
	Kenji Kabashima	

HISTORY

The World Congress of Dermatology is the world's oldest international dermatology meeting.
Italy has had the privilege to host the World Congress of Dermatology in 1911 in Rome and in 1972 in Padua-Venice. Therefore it would be an honour for Italy to renew its hospitality to the world's oldest international dermatology meeting ever seen.

PAST CONGRESSES

1889	Paris
1892	Vienna
1896	London
1900	Paris
1904	Berlin
1907	New York
1911	Rome
1930	Copenhagen
1935	Budapest
1952	London
1957	Stockholm
1962	Washington
1967	Munich
1972	Padua-Venice
1977	Mexico City
1982	Tokyo
1987	Berlin
1992	New York
1997	Sydney
2002	Paris
2007	Buenos Aires
2011	Seoul
2015	Vancouver

MILAN, ITALY

A city to discover

ABOUT MILAN
Accessing the city

Milan has three airports: Malpensa, Linate, and Orio al Serio. The latter one is used mainly by low cost flights. Milano Malpensa, the most important International airport in northern Italy, is located 48 Km north-west of Milan and can be easily reached by public transportion (bus and rail services).

Malpensa Express: Rail connections from Piazza Cadorna Station and Milan Central Station to Malpensa airport. Milan Cadorna-Malpensa 41 trains, one every 30 minutes in both directions;
Milano Linate is located just 7 km from Milan city centre. It can be reached from Milan Central Station with bus number 73.
Milan Orio al Serio airport is located 45 km from Milan city center. It is connected by bus to the Milan Central Station.
Milan can be easily accessed also by train: please visit **www.trenitalia.com** for train time table.

Milan is the powerhouse of Italy: it produces 10% of the country's GNP, and 25% of its domestic research. It is home to 10 universities and every year attracts over 4 million tourists.
Milan is situated in the centre of Europe and it is one of Europe's most accessible cities: every day 800 direct flights link Milan with 200 destinations all over the world.

Malpensa airport is Southern Europe's major intercontinental hub (50 km from the centre of Milan). Milan is also served by two other international airports: Linate, just 7 km from the Duomo, and Orio al Serio.

As soon as you get to Milan, you appreciate just how functional it is, with everything within easy reach. It is simple even if you want to move from one side of the city to the other.
There is an immense transportation system that connects art museums, entertainment centers, fashion houses, and sports arenas.

HISTORY

2,400 years of history have left a rich legacy. Don't worry if you are pushed for time because the great thing about Milan is that you can find an amazing number of attractions in the centre of town, all within walking distance. Milan boasts a unique, world-famous artistic heritage, the best known of which is Leonardo da Vinci's Last Supper.

HIGHLIGHTS

- Duomo di Milano
- Brera art gallery
- The Last Supper
- Basilica di San Lorenzo
- Santa Maria delle Grazie
- Sforza Castle
- Basilica di Sant'Ambrogio

FASHION

You can feast your eyes in the emporia of the world's top designers in the pedestrian fashion precinct, or browse around the vintage shops in the bohemian Brera quarter. Don't forget to have a look at the Navigli canals and Porta Ticinese, where you will find a host of "alternative" shops. For the fashion conscious, we suggest a visit to the Gallery "10 Corso Como". The greatest array of choices is along Corso Buenos Aires: hundreds of shops are found along all 3 km of this street. But if you have an eye for a bargain, you simply cannot miss the largest fashion outlet in europe, McArthur Glen Designer Outlets just outside town.

Food and wine lovers will find nothing to surpass Peck's, Italy's number one gourmet food and wine shop!

HIGHLIGHTS

- Fashion Precinct
- Antiques street market
- Navigli canal
- Peck's
- The Vittorio Emanuele II arcade
- McArthur Glen Designer Outlets

FREE TIME

In Milan dining is a real delight and you can choose from over 700 restaurants and 150 wine bars: don't miss the chance to try flavours from all over the world here!

Late-night activities are even more exciting: over 100 clubs, plus 500 pubs, bars, bistros, cafés, and live music bars. There are also 50 theatres in Milan, including the world famous La Scala opera house.

HIGHLIGHTS

- Brera
- Corso Como
- Navigli canal district
- La Scala
- Isola Garibaldi

CONGRESS VENUE

MiCo - Milano Congressi - is one of the largest conference facilities in Europe and even worldwide, catering to up to 18,000 people in 70 conference rooms.
Featuring two plenary rooms and an Auditorium, it is the ideal venue for international conferences requiring a large number of rooms.
The exhibition halls offer 54,000 sq.m of exhibition space, and can also be set up as extra plenary rooms accommodating 4,000 people.

MiCo is in downtown Milan, with a parking lot for more than 1,100 cars, a heliport, and direct access to Milan's future subway line 5.

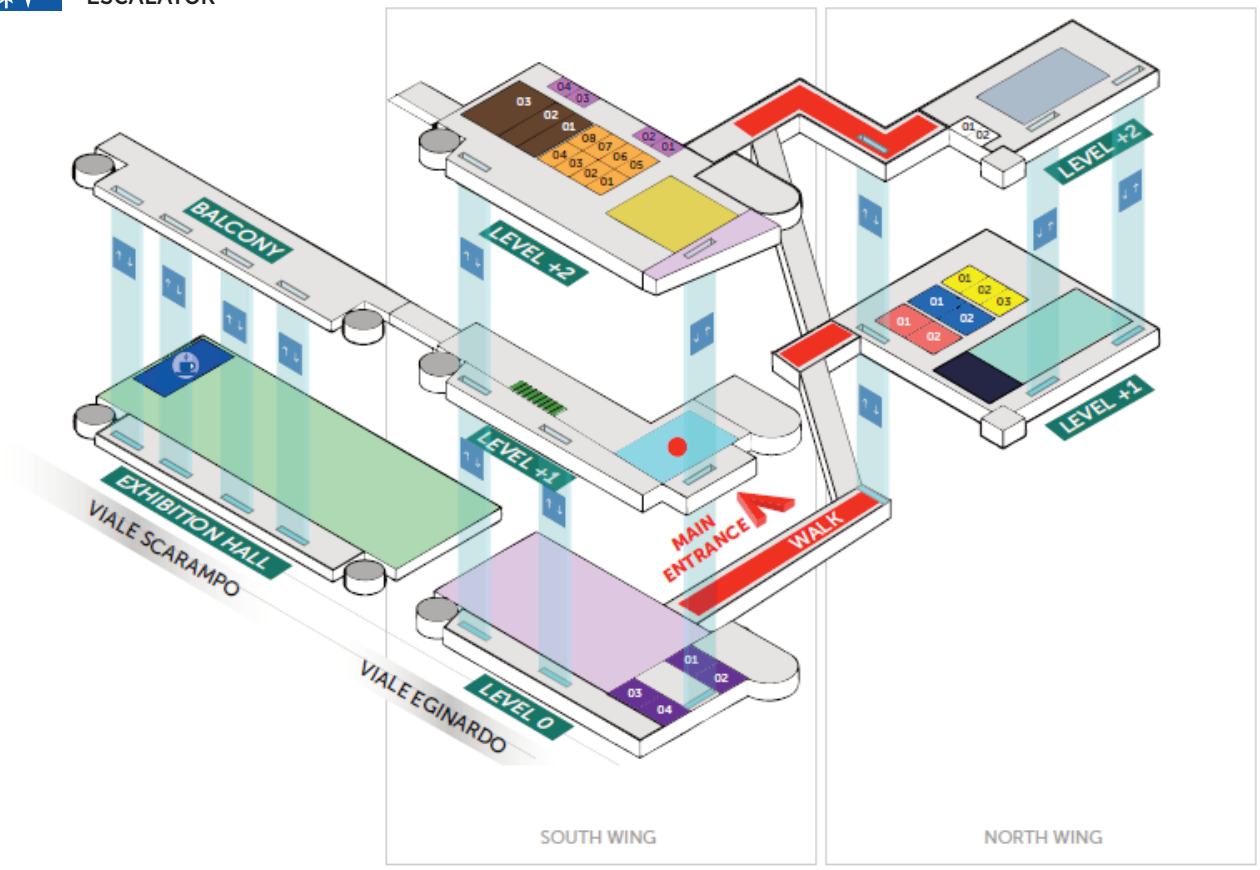
Everything is within easy reach, including the city's finest attractions. For example, Leonardo Da Vinci's Last Supper, is less than five minutes walking distance. And the old part of the town is just one Metro stop away!

Milan also offers great accommodation sites, with more than 18,000 hotel rooms available in the centre of the town and close to the Congress Venue.

LEGEND:

- REGISTRATION AREA
- OFFICES
- COMMON AREAS
- EXHIBITION AREA
- SPACE ROOMS 1 TO 4
- SILVER ROOM
- WHITE ROOMS 1-2
- RED ROOMS 1-2
- BLUE ROOMS 1-2
- YELLOW ROOMS 1 TO 3
- GOLD PLENARY
- AMBER ROOMS 1 TO 8
- BROWN ROOMS 1 TO 3
- SUITES 1 TO 4
- OVERFLOW AREA
- ESCALATOR

Mi.Co. - Milano Congressi
Piazzale Carlo Magno, 1 - Milan
Main Entrance
From Viale Eginardo (Gate 2)



PROGRAMME AT A GLANCE

Date/Time	Monday 10 June	Tuesday 11 June	Wednesday 12 June	Thursday 13 June	Friday 14 June	Saturday 15 June
07:00 07:15		SIDEMAST Sessions	SIDEMAST Sessions	SIDEMAST Sessions	SIDEMAST Sessions	SIDEMAST Sessions
07:15 07:30						
07:30 07:45						
07:45 08:00		Break	Break	Break	Break	Break
08:00 08:15		Morning Sessions	Morning Sessions	Morning Sessions	Morning Sessions	Morning Sessions
08:15 08:30	REGISTRATIONS ANCILLARY AND SISTER SOCIETIES MEETINGS					
08:30 08:45						
08:45 09:00						
09:00 09:15						
09:15 09:30						
09:30 09:45						
09:45 10:00						
10:00 10:15						
10:15 10:30						
10:30 10:45						
10:45 11:00		Break	Break	Break	Break	Break
11:00 11:15		Plenary	Plenary	Plenary	Plenary	Plenary
11:15 11:30						
11:30 11:45						
11:45 12:00						
12:00 12:15						
12:15 12:30						
12:30 12:45		Break	Break	Break	Break	Break
12:45 13:00		Sponsored Symposia	Sponsored Symposia	Sponsored Symposia	Sponsored Symposia	Afternoon Sessions
13:00 13:15						
13:15 13:30						
13:30 13:45						
13:45 14:00						
14:00 14:15						
14:15 14:30		Break	Break	Break	Break	Break
14:30 14:45		Afternoon Sessions	Afternoon Sessions	Afternoon Sessions	Afternoon Sessions	CLOSING CEREMONY
14:45 15:00						
15:00 15:15						
15:15 15:30						
15:30 15:45						
15:45 16:00						
16:00 16:15						
16:15 16:30						
16:30 16:45						
16:45 17:00						
17:00 17:15		Break	Break	Break	Break	
17:15 17:30		Satellite Symposia	Satellite Symposia	Satellite Symposia	Satellite Symposia	
17:30 17:45						
17:45 18:00						
18:00 18:15	OPENING CEREMONY					
18:15 18:30						

MiCo

MAJOR SPONSOR OPPORTUNITIES

A full range of sponsorship opportunities have been developed in order to best support our industry partners.
Various sponsorship options are listed in the following pages. To help you choose the most suitable opportunity, we invite you to contact directly the Organizing Secretariat. This does not involve any obligation but it will provide you with priority status as opportunities are being finalized. We suggest you to act promptly to have access to all the sponsorship options.
Deadline for priority major sponsor applications: June 2017.
WCD 2019 is also open to special requests that may not have been outlined.
All Sponsors will be treated on a "first come, first served" basis within the Sponsorship category.
All the indicated prices are expressed in Euro and VAT is NOT included.
With regard to space allocation, early booking is recommended to avoid disappointment.

SPONSORSHIP PACKAGES
Sponsorship levels will be determined by your total investment in the Congress and Sponsors will be acknowledged as follows:

Recognition Programme Benefits	DIAMOND Sponsor	PLATINUM Sponsor	GOLD Sponsor	SILVER Sponsor	BRONZE Sponsor
By June, 2017	€ 2,300,000	€ 1,020,000	€ 470,000	€ 240,000	€ 120,000
By December, 2017	€ 2,450,000	€ 1,080,000	€ 500,000	€ 255,000	€ 130,000
By June, 2018	€ 2,650,000	€ 1,140,000	€ 530,000	€ 270,000	€ 140,000
On or after 1 July, 2018	€ 2,800,000	€ 1,200,000	€ 560,000	€ 285,000	€ 150,000

The packages have been designed to give your company the greatest visibility. Your participation as Diamond, Platinum, Gold, Silver or Bronze Sponsor will allow you to enjoy the opportunities listed below.

ITEM	DIAMOND Sponsor	PLATINUM Sponsor	GOLD Sponsor	SILVER Sponsor	BRONZE Sponsor
Exhibition area – sqm	150	72	36	18	9
Full registrations	30	20	10	5	2
Gala Dinner tickets	30	15	8	4	2
Lounge	1	1			
Hospitality suite located in the Congress Venue	2	1			
Additional Sponsorship Opportunity Discount	20%	10%	5%		
Final Programme - full pages of advertisement	2	2	1	1	1
Satellite Symposia (capacity 250 pax)	2	1	1		
Priority on additional Sponsored Symposia	1st Priority	2nd Priority	3rd Priority		
Company Profile on Congress Website	√	√	√	√	√
Linkable Company Logo on Congress Website	√	√	√	√	√
Use of the Congress logo	√	√	√	√	√
Recognition in all Congress communications	√	√	√	√	√
Acknowledgment on Sponsors Boards	√	√	√	√	√
Acknowledgment at information desks	√	√	√	√	√
Pre-congress mailing invitation sent to attendees via organizing secretariat	2	1	1		
Company word description on Final programme	250	200	150	100	100
Inserts in congress bags	3	2	2	1	1

SPONSORED AND SATELLITE SYMPOSIA

SPONSORED SYMPOSIA

90-MINUTE INDUSTRY-SPONSORED SYMPOSIUM
€115,000 +VAT

Lunch time sessions (12:45-2:15 pm*) in parallel halls with a room capacity of 500 persons. For larger rooms, the price can be discussed. Maximum of four (4) Sponsored Symposia per day (11, 12, 13, 14 June). The Company can propose the topic of the Symposium and the invited speakers. The proposal is subject to the approval of the Organising Committee.

** Note: Exact time of beginning and ending may be subject to change, according to the Final Scientific Programme*

Sponsorship includes:

- Meeting Room
- Standard audio-visual equipment (projector, screen appropriate to room size, lectern laptop computer and microphone, speakers table for 2 people with courtesy monitor and microphones, Q&A microphones)
- Rehearsal or decorating time 30 minutes prior to the start of the Symposium
- Company logo on the screen inside the room before the beginning of the Symposium
- Symposium invitation in Congress bags - approved by the Organising Committee and production is Sponsor's expense
- Acknowledgment in the Final Programme
- Sponsor logo on the Congress website
- Two (2) personalized save the date/reminder email broadcasts from the Organising Secretariat to registered delegates (8 weeks and 3 weeks prior to the start of the Congress)

Sponsor is responsible for:

- Additional audio-visual equipment not specified above*
- Symposia faculty expenses, as required
- Room customization
- Catering – food and beverage*

** Additional audio-visual equipment and catering for Symposia must be arranged via Organising Secretariat*

SATELLITE SYMPOSIA

75-MINUTE SATELLITE SYMPOSIUM

ROOM CAPACITY	FEE	TIME SLOT 11–14 June
1.000	€ 65,000	5:15 pm - 6:30 pm*
500	€ 55,000	5:15 pm - 6:30 pm*
250-300	€ 45,000	5:15 pm - 6:30 pm*

The Company can propose the topic of the symposium and the invited speakers. The proposal is subject to the approval by the Organising Committee.

** Note: Exact time of beginning and ending may be subject to change, according to the Final Scientific Programme*

Sponsorship includes:

- Meeting Room
- Standard audio-visual equipment (projector, screen appropriate to room size, lectern laptop computer and microphone, speakers table for 2 people with courtesy monitor and microphones, Q&A microphones)
- Rehearsal or decorating time 20 minutes prior to the start of the Symposium
- Company logo on the screen inside the room before the beginning of the Symposium
- Symposium invitation in Congress bags - approved by the Organising Committee and production is Sponsor's expense
- Acknowledgment in the Final Programme
- Sponsor logo on the Congress website
- Two (2) personalized save the date/reminder email broadcasts from the Organising Secretariat to registered delegates (8 weeks and 3 weeks prior to the start of the Congress)

Sponsor is responsible for:

- Additional audio-visual equipment not specified above*
- Symposia faculty expenses, as required
- Room customization
- Catering – food and beverage*

** Additional audio-visual equipment and catering for Symposia must be arranged via Organising Secretariat*

SYMPOSIA INFORMATION

ACKNOWLEDGMENTS IN PRINTED MATERIAL AND ELECTRONIC MEDIA

Sponsors of Symposia will be acknowledged in the Final Programme and on the Congress website.

Full symposium details will be included in the Final Programme. Acknowledgments will only be included if the deadlines for required information are met. The Organising Secretariat must receive your programme by 30 November, 2018, at the latest, to scolarship approval from the Local Organising Committee.

PROMOTIONAL MATERIAL IN DELEGATE BAGS

The flyer of the sponsored symposium may be put into the delegate bags as a form of advertising but must be approved by the Local Organising Committee and is provided by the Sponsor.

Shipping details and number of pieces required for the delegate bags will be supplied four (4) months prior to the start of the Congress.

ON-SITE ADVERTISING

The distribution of any materials promoting Sponsored and Satellite Symposia is strictly prohibited in all public spaces of the Congress Venue, except for what is outlined below. Expenses for leaflets, posters, promotional signs, etc. are borne by the Sponsor.

Announcements by loudspeakers are not permitted. A total of three (3) promotional signs are permitted in the Venue. Two (2) signs may be placed within the Congress Venue at locations to be determined by the Organising Secretariat and one (1) sign may be placed at the door of the symposium room. The companies that purchase exhibit space are eligible to display a sign in their exhibit booth promoting the symposium. No other signs are permitted.

Signs may not be posted more than 24 hours prior to the start of the event and must be removed no later than two (2) hours after the event.

USE OF THE CONGRESS LOGO

The logo may not be used without displaying the supporting organization's identification and the organization's relationship to the Congress.

The name of the supporting organization may be added above,under or adjacent to the Congress logo and identified as: "A (contribution level, e.g. Diamond/ Platinum Patron, Gold/Silver/Bronze Sponsor) of the 24th World Congress of Dermatology — Milan 2019."

The logo may appear jointly with the supporting company's own logo. Any use of the logo must be sent to the Organizing Committee for proof-reading and endorsement.

The logo may be affixed to the stationery, envelopes, advertisements, premiums, novelties, and brochures but it should not be affixed to products that are manufactured by the supporting organization for resale. The logo must not be used in any manner which may embarrass, be detrimental to, or otherwise be contrary to the interests of the Congress.

The logo may not be used in connection with an Industry Sponsored Educational Meeting occurring prior to, or at the same time as the Congress, unless the event has been approved as an Official Congress function or a recognized ancillary event

The WCD logo may be applied to any printed materials related to the Congress used for promoting Satellite and Sponsored Symposia.

Materials must be submitted to the Organizers in advance for review and approval. Use of the Congress logo is not permitted on materials distributed at the symposium itself, including the program.

Any use of the logo not in conformity to the guidelines will be under the direct responsibility of the sponsor.

TIME SLOT ALLOCATION

First option and preference will be given to Major Sponsors, according to the Sponsoring level. Following Major Sponsors, the Organiser will allocate time slots respecting, whenever possible, the order of arrival of requests and Sponsor's preferences. Please refer to the Organising Secretariat for an update of available time slots and be sure to indicate alternate time slots, in case your primary choice is not available. The Organising Secretariat reserves the right to change the room for Symposia, meetings or events inside the Congress Venue and also to change the location for social events in case of unforeseen circumstances.

AUDIO-VISUAL EQUIPMENT

Standard AV equipment will be provided for each symposium. Only single Power Point projection will be provided. No translation will be provided in any room or during any session. Additional AV equipment will be charged to the Sponsor and must be arranged exclusively through the Organising Secretariat.

SPEAKERS PREVIEW ROOM

Satellite and Sponsored Symposia presenters may use the speakers preview room to prepare for their presentations. Due to space constraints, additional meeting space or individual speaker ready rooms cannot be provided.

RESPONSIBILITIES

The Sponsoring company must submit all printed materials to the Organising Secretariat prior to distribution. Such printed materials may state that the symposium is "Held in conjunction with the 24th World Congress of Dermatology" and may use the Congress logo, as outlined previously, but may not use the ILDS name or logo.

The Sponsoring company has full responsibility for the planning and organisation of the symposium. This responsibility includes both the programme and logistical arrangements (such as catering, additional audio-visual equipment, signs, etc.).

All expenses associated with Satellite and Sponsored Symposia speakers, including honoraria, registration, fees, airfare, meals, and miscellaneous expenses are the responsibility of the Sponsoring company.

No product trade or brand names are allowed in the symposium title or in the scientific programme of the symposium.

CME (CONTINUING MEDICAL EDUCATION) CREDITS

The Local Organising Committee does not provide CME credits for Sponsored Symposia.

ACKNOWLEDGMENT AND DISCLOSURE OF CONFLICT OF INTEREST

All presenters are required to make a conflict of interest disclosure as part of their presentation.

For oral presentations, this disclosure must be given verbally and must also appear on a PowerPoint slide at the beginning of the presentation. For written presentations (e.g. posters), the disclosure must be written on the poster. If there are no relevant conflicts of interest, this must be expressly disclosed.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

DELEGATE ITEMS

DELEGATE BAGS PROVIDED BY THE SPONSOR
€ 85,000 + VAT – EXCLUSIVE SPONSORSHIP
One colour Sponsor logo will be printed on a visible location on delegate bags together with the 24th WCD logo. The Congress bag will be distributed to all participants upon their arrival to the Congress.
Exact bag style, size and position of logo will be decided by mutual agreement. Shipping details and number of delegate bags will be supplied four (4) months prior to the start of the Congress.

DELEGATE BAGS PROVIDED BY THE ORGANISER
€ 160,000 + VAT
One colour Sponsor logo will be printed on a visible location on delegate bags together with the 24th WCD logo. The Congress bag will be distributed to all participants upon their arrival to the Congress.
Exact bag style, size and position of logo will be decided by mutual agreement.

NOTEPAD PROVIDED BY THE SPONSOR
€ 20,000 + VAT - EXCLUSIVE SPONSORSHIP
Company logo will be displayed on the front cover of notepads alongside the 24th WCD logo. Notepads will be inserted in all delegate bags.
Exact size and position of logo will be decided by mutual agreement. Shipping details and number of notepads will be supplied four (4) months prior to the start of the Congress.

NOTEPAD PROVIDED BY THE ORGANISER
€ 40,000 + VAT
Company logo will be displayed on the front cover of notepads alongside the 24th WCD logo. Notepads will be inserted in all delegate bags. Exact size and position of logo will be decided by mutual agreement.

PENS PROVIDED BY THE SPONSOR
€ 30,000 + VAT - EXCLUSIVE SPONSORSHIP
One colour company logo will be displayed on pens. Pens will be inserted into all delegate bags.
Exact size and position of logo will be decided by mutual agreement. Shipping details and number of pens will be supplied four (4) months prior to the start of the Congress.

PENS PROVIDED BY THE ORGANISER
€ 50,000 + VAT
One colour company logo will be displayed on pens. Pens will be inserted into all delegate bags.
Exact size and position of logo will be decided by mutual agreement.

DELEGATE BAG INSERTS
€ 8,000 + VAT per insert
Company brochures may be inserted into the delegate bag. Maximum size A4, unfolded, printed on one or both sides. Companies are also invited to provide objects that may enhance the delegates' Congress experience. Inserts must be provided by the Sponsor and approved by the Local Organising Committee.

DELEGATE BAG INSERTS FOR EXHIBITORS
€ 6,000 + VAT per insert
Company brochures may be inserted into the delegate bag. Maximum size A4, unfolded, printed on one or both sides. Companies are also invited to provide objects that may enhance the delegates' Congress experience. Inserts must be provided by the Sponsor and approved by the Local Organising Committee.

DELEGATE BADGE
€ 80,000 + VAT - EXCLUSIVE SPONSORSHIP
One colour company logo will be printed on each delegate badge. The delegate badge will contain delegate's data. Wearing the badge will be mandatory to enter the Congress Venue and to assist the scientific sessions.

BADGE LANYARDS PROVIDED BY THE SPONSOR
€ 60,000 + VAT - EXCLUSIVE SPONSORSHIP

SOLD OUT

One colour company logo will be printed on the lanyards which will be provided to all delegates to hold the Congress badge.
Exact size and position of logo will be decided by mutual agreement. Shipping details and number of badge lanyards will be supplied four (4) months prior to the start of the Congress.

EDUCATIONAL

ABSTRACT USB

€ 75,000 + VAT - EXCLUSIVE SPONSORSHIP

SOLD OUT

One colour company logo will be displayed on the USB containing the Congress Abstracts that will be distributed to all participants.

SCOLARSHIPS

€ 2,000 + VAT PER SCOLARSHIP

The 24th WCD will award hundreds of educational scolarships to young dermatologists from developing countries. Average cost per scholarship participant is € 2,000 + VAT. Sponsoring companies will be acknowledged in all scholarship-related documents and in the Congress Final Programme. Scholarschip recipients will be selected by the WCD Organising Committee.

MEETING ROOMS AND EVENTS

HOSPITALITY SUITE - 30 sqm

€ 35,000 + VAT for Major Sponsors

€ 40,000 + VAT for Sponsors

A limited number of hospitality suites located within the Congress Venue will be available for Sponsors and Exhibitors. Additional Hospitality Suites are available in affiliated hotels, upon request.

Sponsorship includes:

- Room rental
- Signage outside the room with logo
- Table with four (4) chairs, two (2) armchairs and coffee table, wastepaper basket, cabinet with key
- Acknowledgment in the Final Programme

Sponsor is responsible for:

- Branding production
- Catering - food and beverage*

**Catering for hospitality suite must be arranged via Organising Secretariat*

E-POSTER AREA

€ 95,000 + VAT

A large area of the Exhibition Hall will be dedicated to E-Posters.
Approximately 50 monitors will display the Electronic Posters as pdf files.

Sponsorship includes:

- Signage in E-poster area
- Sponsor logo on monitors' screensaver
- In the Final Programme

SPEAKER PREVIEW ROOM

€ 50,000 + VAT

For each session, the speakers will use this room to submit, finalize, preview, and edit their presentations.

Sponsorship includes:

- Sponsor logo on the entrance signage
- Sponsor logo on monitors' screensavers
- Acknowledgment in the Final Programme

INTERNER CENTRE

€ 50,000 + VAT per location

internet Centres will be available in the Exhibit Hall and in other locations strategically placed in the Congress Venue.

Sponsorship includes:

- Sponsor logo on the signage at the entrance of the Internet Centre
- Sponsor logo on monitors' screensavers
- Acknowledgment in the Final Programme

INFORMATION DESKS
€ 25,000 + VAT per location
Information desks will be strategically located in the Congress Venue.

Sponsorship includes:
- Branded desk
- Acknowledgment in the Final Programme

LOUNGE - 20 sqm
€ 20,000 + VAT per location
Lounge areas will be located in the foyers of the Congress Venue to allow participants to rest and meet friends and colleagues.

Sponsorship includes:
- Set-up of the lounge area including carpet, sofas, and coffee tables
- Sponsor logo on the signage at each lounge area
- Acknowledgment in Final Programme

PRESS/MEDIA ROOM
€ 15,000 + VAT
A Press Room will be located in the Congress Venue to host members of the Italian and International media.

PUBLIC TRANSPORTATION

MILAN PUBLIC TRANSPORTATION TICKET
€ 75,000 + VAT - maximum 3 Sponsors
Customized cards valid for 6 days (from 10 to 15 June 2019) for bus and underground transportation will be distributed to all participants.

Sponsorship includes:
- One colour Sponsor logo on each card (9,000 cards)
- In the Final Programme

SOCIAL EVENTS

Monday 10 June, 2019
Opening Ceremony and Welcome Reception SOLD OUT

Wednesday 12 June, 2019
President's Dinner
The President's Dinner will be hosted by the President of the 24th World Congress of Dermatology along with his esteemed international guests.

Friday 14 June, 2019
Social Dinner
The Social Dinner will be an opportunity to allow the delegates and company representatives to relax and enjoy warm Italian hospitality and entertainment in a unique Venue.

Please contact the Organising Secretariat to discuss the opportunities suitable for your marketing goals.

ADVERTISEMENT

Opportunities are available to place advertisements in both printed and/or electronic versions.
Final Programme and Pocket Programme will be distributed to all participants.
Target groups for all the above publications include members of the ILDS, national and international societies, dermatologists, dermatology trainees and residents, GPs, scientists, academicians, nurses, technicians and allied health professionals.

Publication	Inside Back Cover	Back Cover	Inside Full page
First Announcement	-	€ 8,000	-
Final Programme	€ 12,000	€ 20,000	€ 8,000
Pocket Programme	-	€ 25,000	-

Specifications
Placement of advertisements is at the sole discretion of the Local Organising Committee.

Advertisement Acceptance
All advertisements are subject to review and approval by the Local Organising Committee prior to placement in any 24th WCD publication.
The Local Organising Committee reserves the right to reject any advertisement that it deems contrary and/or detrimental to the image and nature of the Congress.

COMPANY PROFILE IN FINAL PROGRAMME AND CONGRESS WEBSITE

€ 5,000 + VAT

Maximum 250 word company description on Final Programme for Major Sponsor; maximum 125 word company description on Final Programme for other Sponsors. Company description on Congress Website. No words restriction on Congress Website.

LINKABLE COMPANY LOGO ON CONGRESS WEBSITE

€ 5,000 + VAT

Company Logo will be displayed on a dedicated page on Congress Website and will be linked to the Sponsors website.

ELECTRONIC ADVERTISING

€ 5,000 + VAT

Monitor showing daily programme will be located in the most visible and high traffic areas of the Congress Venue. A 30-second looping advertisement banner will be displayed on the monitor.
The banner must be produced by the Sponsor and approved by the Organising Secretariat.

WCD APP

- The **cross-platform Event App** will be created to deliver quickly to many platforms (Android and IOS)
- The high performanced Event App will be **continuously optimized and updated**
- The Event App will gives attendees a smart, simple and easy-to-use tool for building their own **a personalized agenda**
- The Event App will have a **convenient user interface and simple navigation**, based on design guidelines for to both of the platform
- The Event App will include an intuitive **system of search and specific filters**
- The Event App will send **push notifications**
- The Event App will allow to **showcasing sponsors & exhibitors**
- The use of the Event App will **reduce the carbon footprint related to this event**

SPLASH SCREEN
Sponsor logo entry splash screen

- First thing seen every time open WCD App. The sponsor logo will be visible for 30-40 seconds during the initial loading of the App.
- It will appear for 1 second, each time when re-opening the App.
- Audience - All WCD app users
- Exclusive sponsorship **€ 15.000 + VAT 22%**

HOME PAGE HEADER

- Sponsor logo atop home page
- Static presentation
- Visible placement
- Audience – All WCD App users
- Non-exclusive sponsorship **€ 5.000 + VAT 22%**

PAGE FOOTER

- Sponsor logo at bottom of the page
- Static or dynamic presentation
- Audience – All WCD App users
- Exclusive sponsorship **€ 3.000 + VAT 22%**
- Non-exclusive sponsorship **€ 1.500 + VAT 22%**

SPONSOR PAGE
Menu with dedicated sponsor tile instead of name

- Sponsor branded tile
- Tile may direct to sponsor website and / or direct to content page
- Chance to upload video and pdf resources
- Analitycs available after the event
- Company description
- Size tile according to sponsor level
- No limit on number of sponsor tiles
- Audience - All WCD App users
- Suitable for all sponsors **€ 1.500 + VAT 22%**

SPONSORED EVENT SESSION

- Sponsor logo atop home page
- Static presentation
- Audience – All session's participants
- Exclusive sponsorship **€ 1.000 + VAT 22%**

MiCo MAP
Logo on the maps

- Suitable for tile sponsor
- Audience - All WCD app users
- Non-exclusive sponsorship **€ 800 + VAT 22%**

PUSH NOTIFICATION
Internet mobile messaging

- Direct to mobile device on screen
- Custom sponsor messages with maximum 62 characters, linked to the full message inside the App
- Limited to 3 companies per day and max 2 push notification per company per day.
- Exclusive sponsorship **€ 500 + VAT 22% each per day**
- Exclusive sponsorship **€ 2.000 + VAT 22% each per 6 days**

BANNERS
It is possible to have banner in all pages except the scientific program one

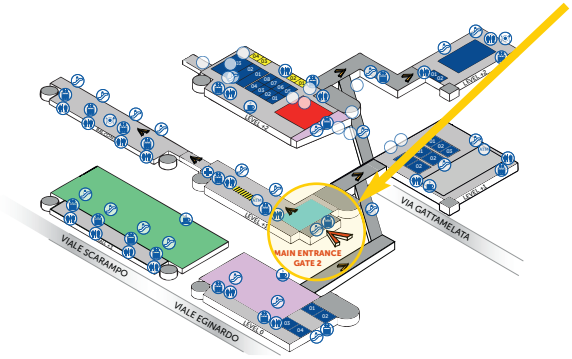
- Upon request
- Maximum 1 per day per company

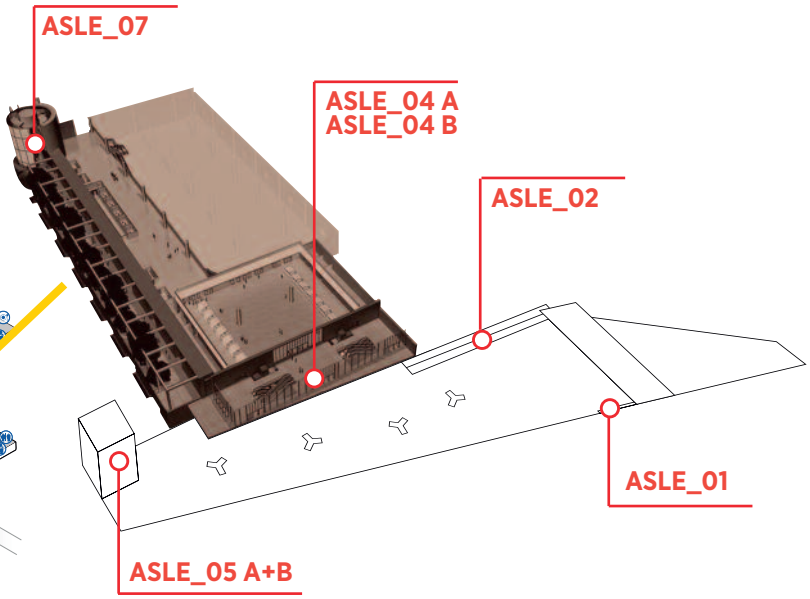
BRANDING OPPORTUNITIES

External areas

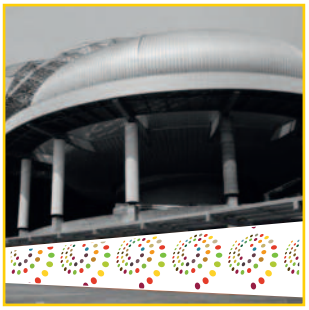
Main Entrance

GENERAL PLAN

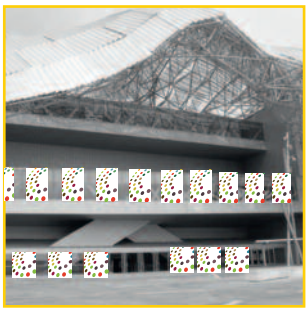




ASLE_01
Panel 800X108 cm,
one-sided,
n. 1 available position
€ 20,000+VAT



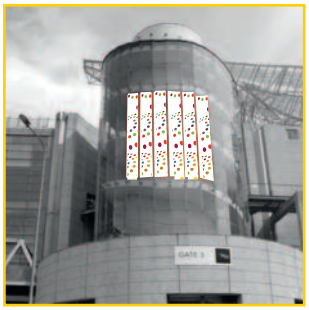
ASLE_02
PVC Sheet 4700X263 cm,
one-sided,
n. 1 available position
€ 40,000+VAT



ASLE_04 A
Decal Sticker, 187x332 cm,
one-sided,
n. 6 available positions
€ 5,000+VAT each

ASLE_04 B
Decal Sticker, 191x228 cm,
one-sided,
n. 10 available positions
€ 5,000+VAT each

ASLE_05 A+B
PVC Sheet 350X690 cm +
350x200 cm
one-sided,
n. 1 available position
€ 15,000+VAT

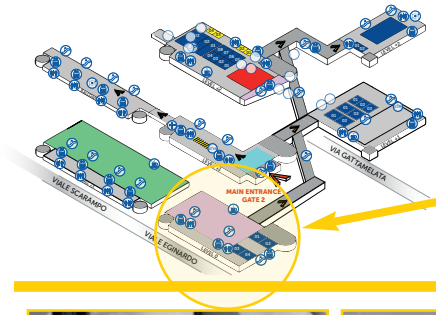


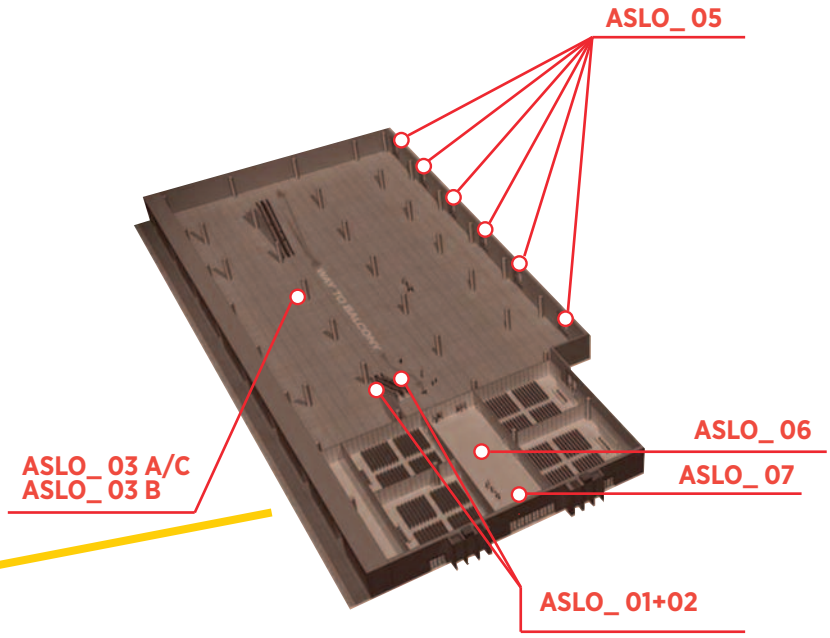
ASLE_07
PVC Sheets 86x1400 cm,
one-sided,
n. 3 available positions
€ 25,000+VAT each

Level 0

Common Area, Meeting Rooms

GENERAL PLAN





ASLO_ 01+02
€ 50,000+VAT per escalator

ASLO_ 03 A/C
PVC Sheets 1600x 250 cm
one-side
n. 1 available position
€ 6,000+VAT

ASLO_ 03 B
PVC Sheets 1800x250 cm
one-side
n. 1 available position
€ 8,000+VAT

ASLO_ 05
PVC Sheets 400x 500 cm
one-side
n. 6 available positions
€ 5,000+VAT each

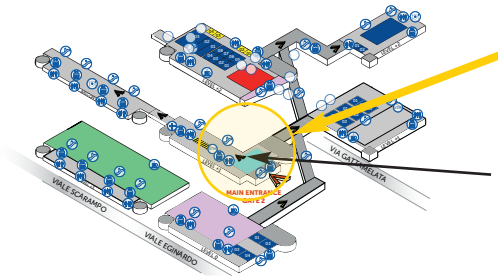
ASLO_ 06
Pillar Panel printed
150x150x400
4 sides
€ 10,000+VAT each

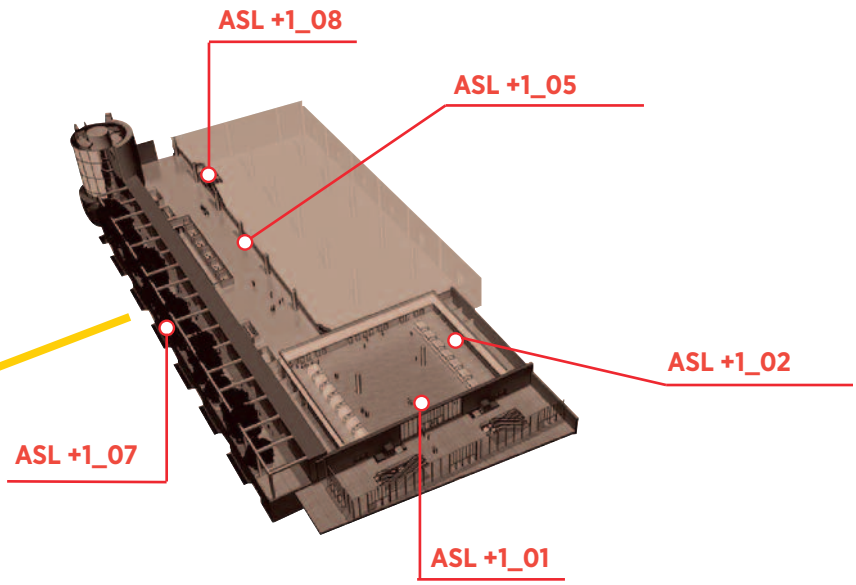
ASLO_ 07
PVC Sheets 1300x180 cm
one-side
n. 1 available position
€ 8,000+VAT

Level +1

Registration Area, Balcony Common Area

GENERAL PLAN





ASL +1_01
Panel 800x180 cm
one-side
n. 1 available position
€ 20,000+VAT

ASL +1_02
Panel 2800x175 cm
one-side
n. 1 available position
€ 30,000+VAT

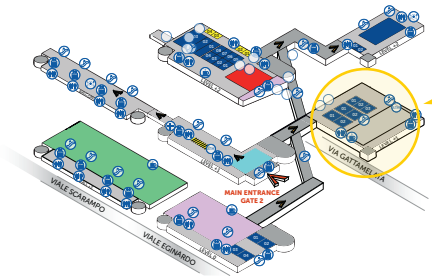
ASL +1_05
Panel 350x150 cm
double-side
n. 1 available position
€ 20,000+VAT

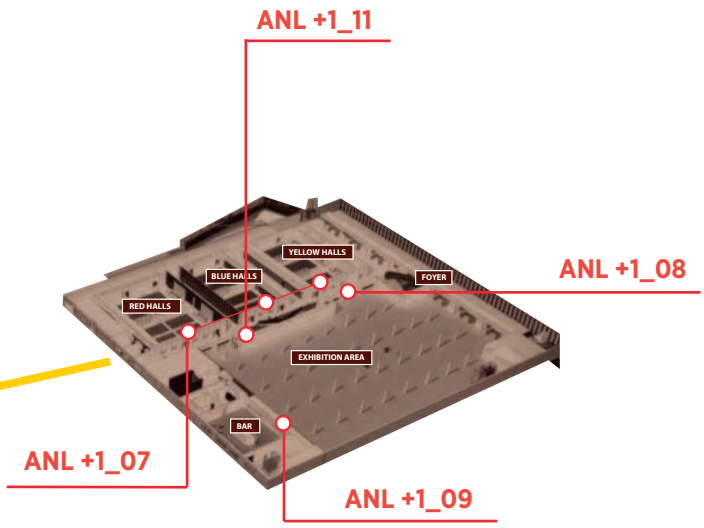
ASL +1_07
Decal Sticker, 234X80 cm
one-side
n. 3 available positions
€ 1,500+VAT each

ASL +1_08
€ 50,000+VAT per escalator

Level +1
Meeting Rooms

GENERAL PLAN





ANL +1_07
Panel 195x130 cm
one-side
n. 3 available positions
€ 1,500+VAT each

ANL +1_08
Pillar Panel 125x240x125
4-side
n. 2 available positions
€ 8,000+VAT each

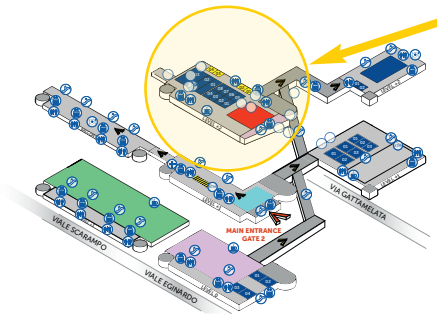
ANL +1_09
Pillar Panel 105x280x105
2-side
n. 2 available positions
€ 4,000+VAT each

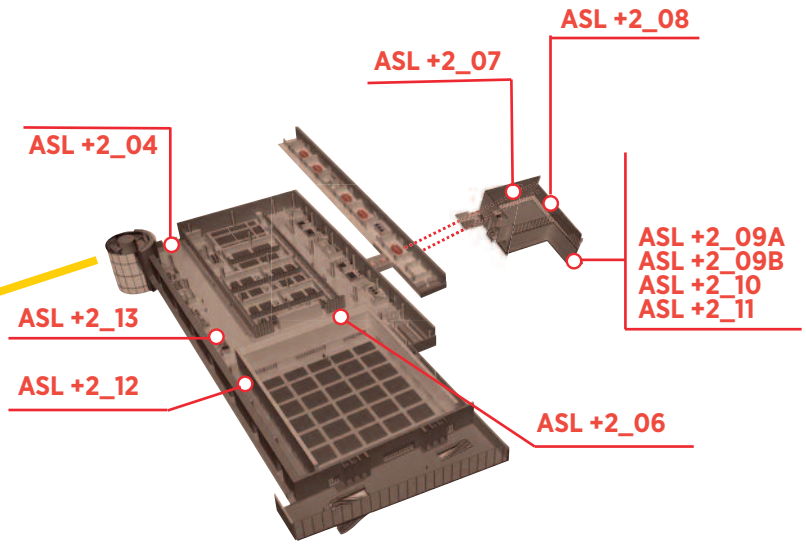
ANL +1_11
Panel 156x121 cm
one-side
n. 8 available positions
€ 1,500+VAT each

Level +2

Meeting Rooms

GENERAL PLAN





ASL +2_04
PVC Sheets, 600x300 cm one-side
n. 7 available positions
€ 15,000+VAT each

ASL +2_06
PVC Sheets, 600x300 cm, one-side
n. 2 available positions
€ 15,000+VAT each

ASL +2_07
PVC Sheets, 200x400 cm, one-side
n. 3 available positions
€ 3,000+VAT each

ASL +2_08
PVC Sheets, 400x400 cm, one-side
n. 2 available positions
€ 5,000+VAT each

ASL +2_09A
Decal Sticker, 1200x220 cm, one-side
n. 1 available position
€ 10,000+VAT

ASL +2_09B
Decal Sticker, 400x220 cm, one-side
€ 5,000+VAT each

ASL +2_10
Decal Sticker, 294x127 cm, one-side
n. 1 available position
€ 3,000+VAT

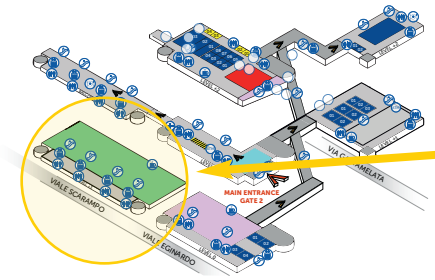
ASL +2_11
Decal Sticker, 2395x222 cm, one-side
n. 1 available position
€ 15,000+VAT

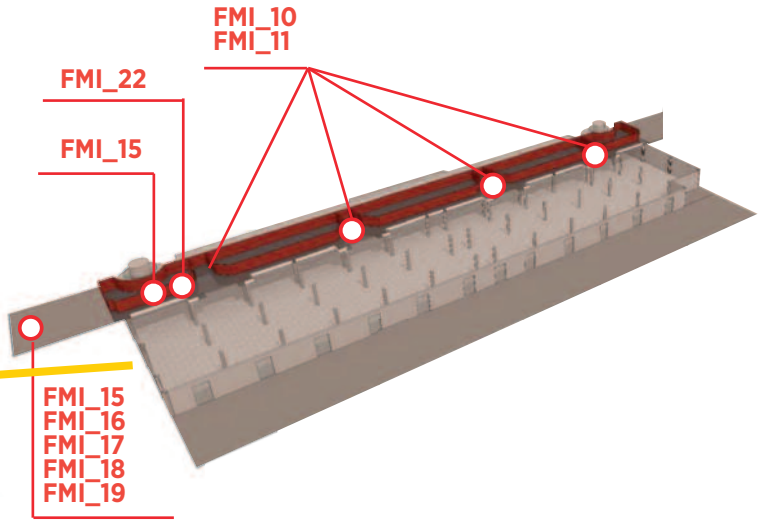
ASL +2_12
Panel, 100x200 cm double-side
n. 12 available positions
€ 2,000+VAT each

ASL +2_13
Panel, 873x100 cm one-side
n. 1 available position
€ 15,000+VAT

Exhibition hall

GENERAL PLAN





FMI_ 10+11
€ 50,000+VAT per escalator

FMI_15
PVC sheet 300x200 cm one-side,
€ 3,000+VAT

FMI_16
PVC sheet 750x250 cm one-side,
€ 8,000+VAT

FMI_17
PVC sheet 1000x300 cm one-side,
€ 10,000+VAT

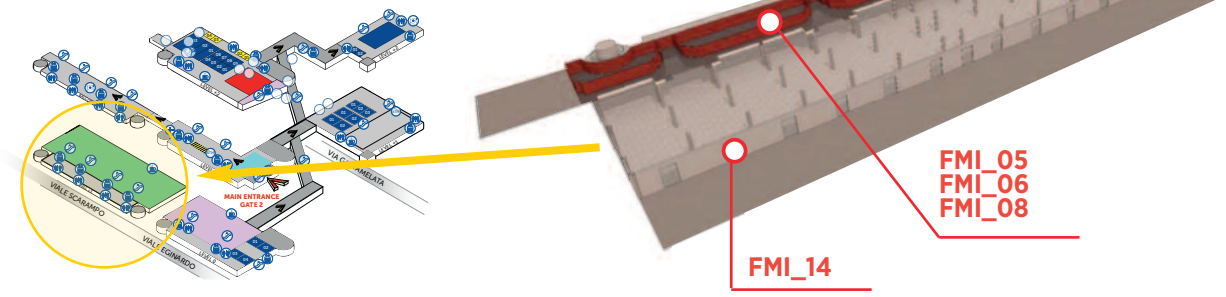
FMI_18
Decal Sticker, 250x78 cm one-side,
n. 66 available positions
€ 500+VAT each

FMI_19
Panel 240x150 cm one-side,
n. 2 available positions
€ 1,500+VAT each

FMI_22
Panel 300x216 cm one-side,
n. 1 available position
€ 5,000+VAT

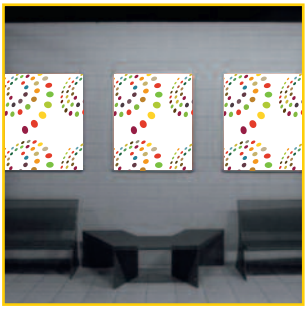
Exhibition hall

GENERAL PLAN



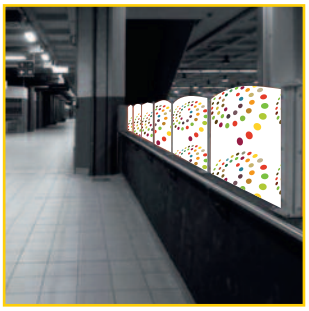
FMI_ 01
PVC sheet 75x120 cm double-side
n. 15 available positions
€ 5,000+VAT each

FMI_ 02
Panel 100x400 cm double-side
n. 10 available positions
€ 4,000+VAT each



FMI_ 05
Panel 101x141 cm one side
n. 26 available positions
€ 2,000+VAT each

FMI_06
Panel 300x150 cm one side
n. 5 available positions
€ 5,000+VAT each



FMI_08
Decal film 94x59,5 cm one-side
n. 20 available positions
€ 2,500+VAT each

FMI_14
PVC sheet 400x500 cm one side
n. 9 available positions
€ 8,000+VAT each

BRANDING OPPORTUNITIES

CONGRESS DIRECTIONAL SIGNAGE

€ 115,000 + VAT - maximum 4 Sponsors

Company logo will be displayed on all Congress directional signs throughout the Congress Venue.

EXHIBITION

WCD 2019 EXHIBITION 11-14 JUNE, 2019

One of the highlights of the WCD 2019, along with the scientific programme, is the Exhibition, which will take place in the Exhibit Hall at Mi.Co. Milano Congress Venue — a hall of over 15,000 square meters.

Open to all registered participants, the Exhibition will offer unparalleled opportunities to present your latest products and services and make face-to-face contacts with leading dermatologists and key decision makers from around the world.

Exhibitor Fees Cost per square meter

Total Booth Area	Cost per sqm VAT excluded
9-45 sqm	€ 750
46-99 sqm	€ 700
Over 100 sqm	€ 650

Exhibition fees include:

- Use of the booth area during the four (4) days of exhibition and during the assembly and dismantling periods
- Information and coordinating services during booth assembly and dismantling periods and during the Exhibition
- Company listing in the Final Programme and Congress website Exhibitor page
- One (1) complete Congress Pack
- Each Exhibiting company will receive the following quantity of exhibitor badges, included in their space rental. Additional badges may be purchased at a rate of € 150 + VAT per badge and, if bought onsite, at a rate of € 200 + VAT per badge.

Square meter	Number of free badges
= 9	3
≤ 18	6
≤ 27	9
≥ 36	12

Fees do not include:

- Insurance, furniture, booth carpeting, catering, electricity, booth cleaning, booth staffing, booth security, internet, and telephone connections. Such installations must be arranged separately by the Exhibitor. Information for hiring these installations and services will be included in the technical exhibit manual

Exhibit Booth Allocations

First option and preference will be given in order to 1) Diamond, 2) Platinum, 3) Gold, 4) Silver, and 5) Bronze Sponsors. Following the Major Sponsors, the Organiser will assign booths, whenever possible, in order of commitment and Exhibitor's preferences.

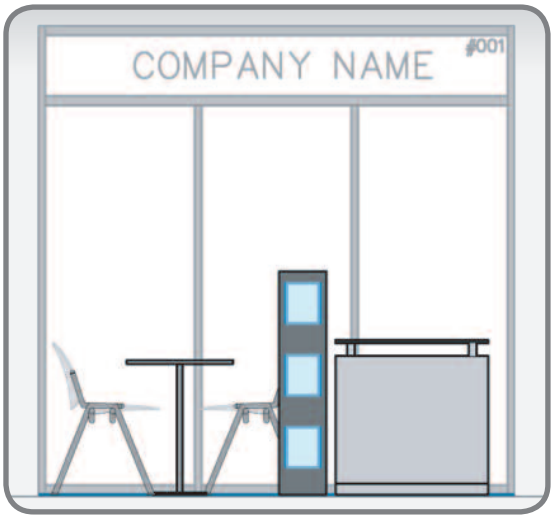
Once a booth site has been allocated to a Sponsor or Exhibitor, the location may not be changed without the Organiser's written approval.

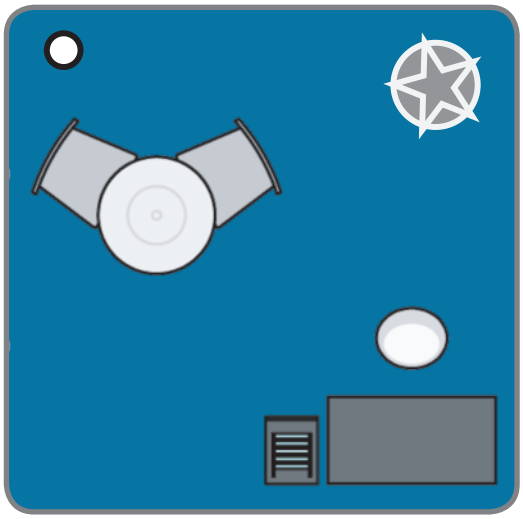
The Organiser reserves the right to change, if deemed necessary, the location and layout of the spaces allocated to Exhibitors.

Patient Organisations

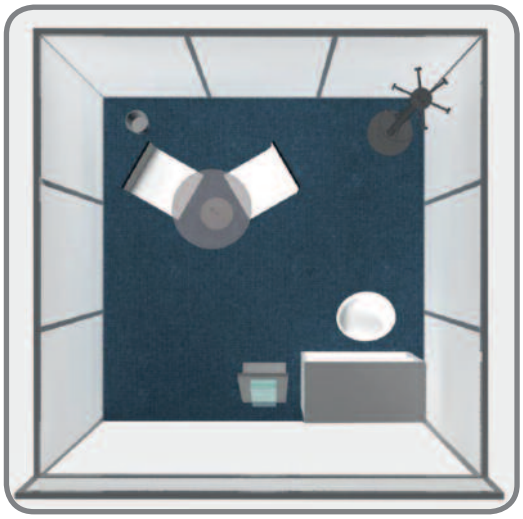
No cost incurred: Space 4 sqm
Furniture: 1 table, 2 chairs
Badges: 2 free exhibitor badges
Congress material: 1 set

Shell scheme construction:





Shell scheme structure is mandatory for all 9sqm booths. Sponsors which book a bigger exhibition space can either purchase a shell scheme construction or build their own both under our technicians approval. It can be purchased directly on MiCo services' website.
The cost for a 9sqm shell scheme construction is € 65,00 + vat /sqm



The cost includes:

- Modular white panel walls with aluminum frame (2,5mt height)
- Fasciaboard with exhibitor company name and booth number (0,50mt)
- Carpet
- 3 Spotlights
- Electrical multiple socket
- 1 round table
- 2 chairs
- 1 literature stand
- 1 desk
- 1 bar stool
- 1 wastebasket
- 1 hanger coat

Any extra furniture or shell scheme services can be ordered directly on MiCo services' website.

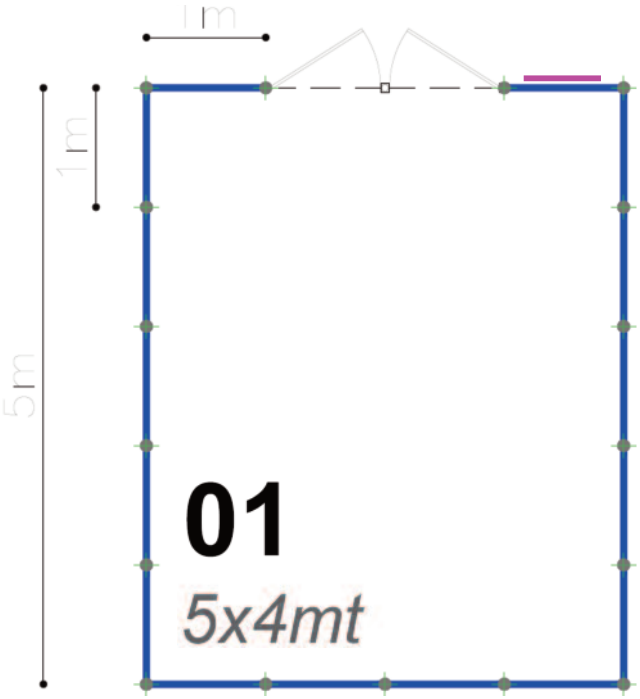
EXHIBITOR STORAGE

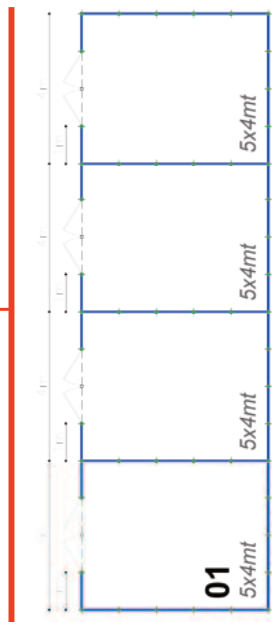
EXHIBITOR STORAGE

€ 2,000 + VAT - 20 sqm

Each storage includes:

- modular bilaminated panels - h.3 mt. white panel with aluminium frame
- nr. 1 lockable double door, black cotton ceiling
- nr. 1 forex sign with company name - dim. 42x30 cm
- nr. 4 LED spotlight





FEE PAYMENT METHOD

The FINAL AMOUNT DUE should be paid as follows:

- **30% along with the signed agreement**
- **40% within 29 June 2018**
- **30% within 21 December 2018**

For requests received within December 2017 a deposit equal to 30% of the total fee must be submitted along with the booking request email, in order to confirm sponsorship, symposia or exhibition space.

The remaining balance must be submitted in two proportional instalments until full payment has been completed. Final payment is due before December 2018.

For requests received after June 2018 and within December 2018 a deposit equal to 30% of the total fee must be submitted along with the booking request email, in order to confirm sponsorship, symposia or exhibition space. Final payment of 70% is due before December 2018.

All requests received after January 2019 require a full payment of the total fee along the booking request email, in order to confirm sponsorship, symposia or exhibition space.

CANCELLATION POLICY

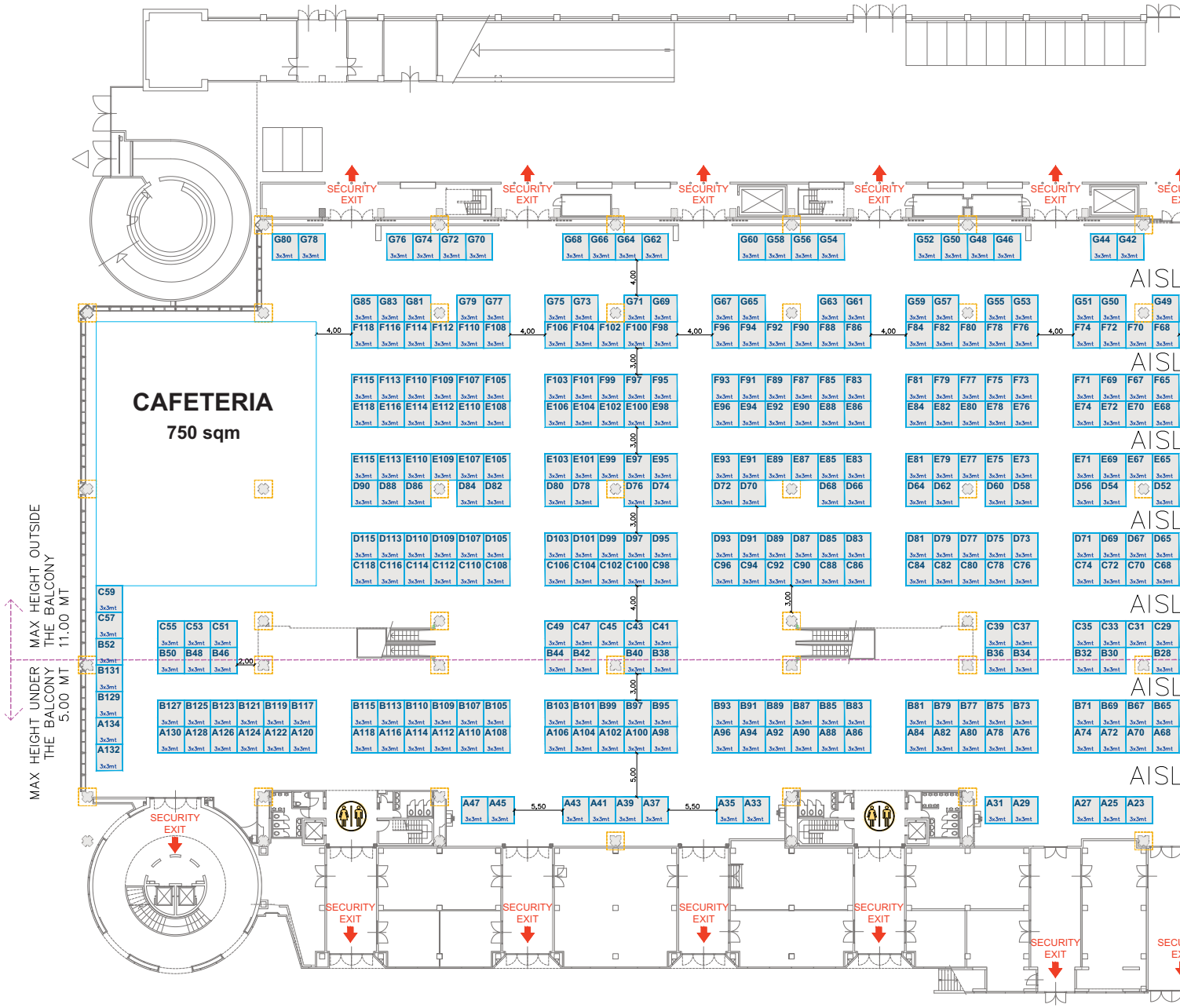
Penalty for cancellation will be applied according to the following deadlines:

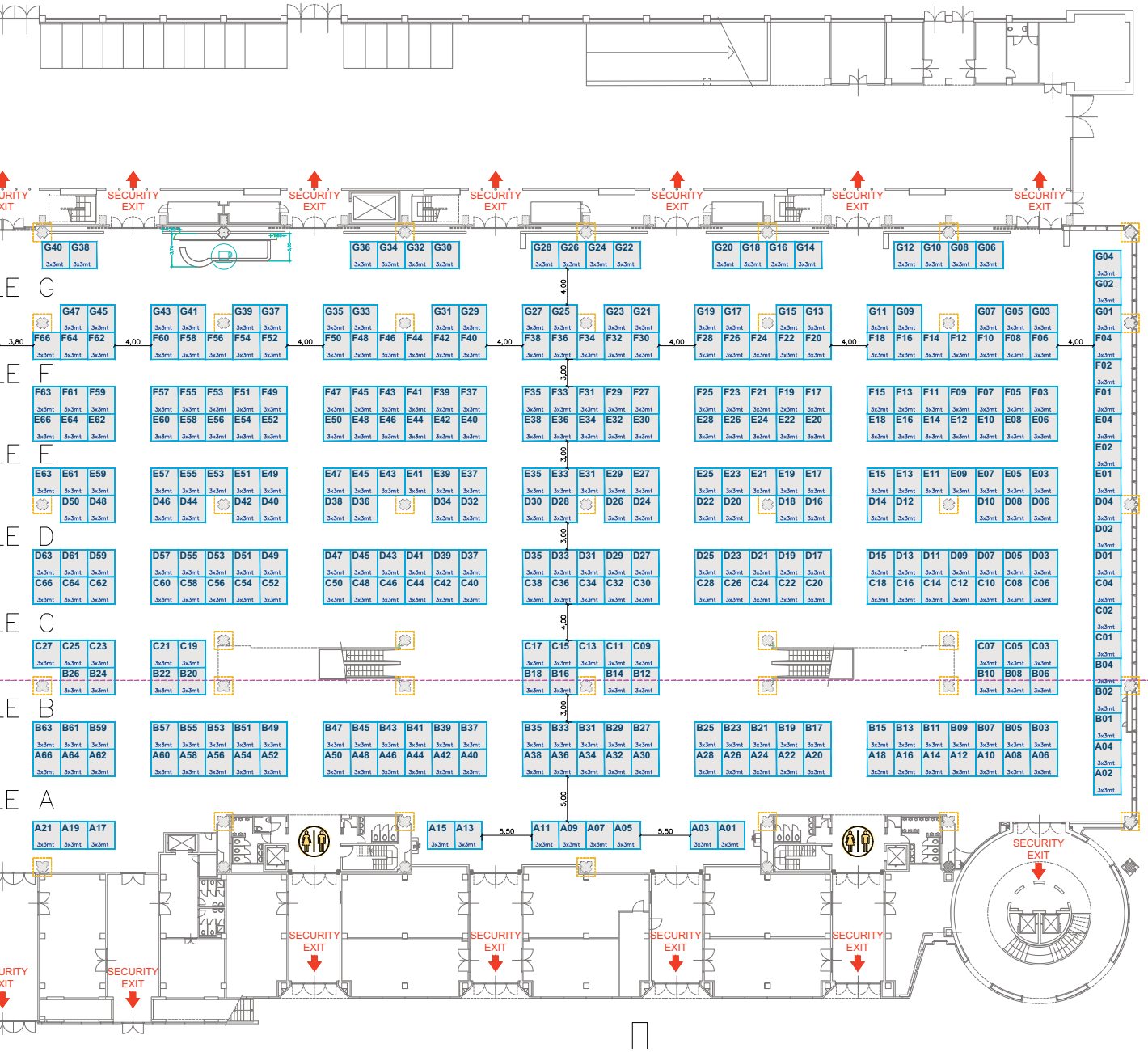
• For cancellations received within December 2017, the fees paid to date will be refunded, less administrative fee of € 1.000,00 + 22% VAT

• For cancellations received after January 2018 and before than December 2018 the fees paid to date will be refunded less 50% of the sponsorship fee.

• There will be no refund for cancellations received on or after January 2019.

EXHIBITION FLOOR PLAN





LEGEND

- Pillar
- A01 — Exhibition space
- Toilet
- Escalator
- Change of height

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