



SPONSORSHIP OPPORTUNITIES

1st International Copenhagen Surgical Pathology Update

“Sharing our best”

19th-21st June 2017

Hotel Scandic Copenhagen, Copenhagen, Denmark

PLATINUM SPONSOR

SECTRA

Knowledge and passion

WELCOME!

We are delighted to invite you to participate in the 1st International Copenhagen Surgical Pathology Update, which will be held on June 19th – 21st 2017 in Copenhagen, Denmark.

The International Copenhagen Surgical Pathology Update (CSPU2017), organized in collaboration between Rigshospitalet, Copenhagen University Hospital, Denmark and MD Anderson, Cancer Center Houston, TX, USA, is expected to attract approximately 200 delegates from the international community of pathology. The conference will be case-based, covering the latest classifications and development in molecular and immunological diagnostics within five organ systems: Head and neck pathology, Thoracic pathology, Gynecopathology, Dermatopathology, and Urologic pathology.

The conference will take place at Hotel Scandic Copenhagen, which is located in the heart of Copenhagen, Denmark and a short 15 min drive by taxi or metro from Copenhagen international airport – the hub of Scandinavia. Delegates are expected to stay at the hotel at the conference venue or in hotels or Airbnb's in the close vicinity.

Several sponsorship opportunities are available. For more information on the conference, please visit the website www.cspu2017.dk or contact Jonathan Fjeldborg at jonathan.fjeldborg@mci-group.com for further information on available sponsorships.

We hope that you will consider supporting CSPU2017 and we look forward to welcoming you in Copenhagen, Denmark in June 2017!

Kind regards,

CSPU2017 Scientific committee

Dr. Vera Timmermans, Dept. of Pathology, Rigshospitalet, Denmark

Dr. Göran Elmberger, Dept. of Pathology, Örebro University Hospital, Sweden

Dr. Cesar Moran, Dept. of Pathology, MD Anderson, USA



BECOME PART OF CSPU2017!

Sponsorship

CSPU2017 will provide sponsors and exhibitors with exposure and access to leading physicians, researchers and Ph.D. students working in the area of Pathology. The congress also provides you with the opportunity to demonstrate your support and commitment to the field of pathology.

Exhibiting

A commercial exhibition will be held in conjunction with the congress and will be open from the morning of Monday 19th until the early afternoon of Wednesday 21st June. The exhibition will be conveniently located just outside of the plenary room. This area will be utilized for serving refreshments and lunch in order to maximize the amount of time delegates spend within the exhibition area, footfall past the exhibition stands and importantly the commercial benefit sponsors and exhibitors. We strive to create an interactive and dynamic exhibition area in order to integrate industry, and focus on the synergies between industry and academia.

The exhibition offers an excellent opportunity for delegates to interact with suppliers in the field of pathology and to familiarize themselves with the latest advances within this field. We encourage delegates to tap into the expertise provided by exhibitors, who answer questions and provide hands-on product demonstrations.



Quick Facts

Venue: Hotel Scandic Copenhagen, Copenhagen, Denmark

When: June 19-21, 2017

Website: www.CSPU2017.dk

Number of delegates: Approximately 200

Sponsor costs: From DKK 30,000



ABOUT CSPU2017

Some of the key elements of the conference include:

- A two-and-a-half-day conference attended by 200+ international physicians, researchers and Ph.D. students working in the area of pathology on leading international institutes
- A high-quality, content-driven agenda
- A series of keynote presentations and in-debt case presentations by leading experts from Rigshospitalet, Copenhagen University Hospital and MD Anderson Cancer Center Houston
- Interactive, modern and open exhibition area located in front of the plenary room, to facilitate networking and interaction between industry and academia
- Time to discuss common challenges and share concrete experiences with peers
- Organized by a trio of international experienced and well-respected institutes

Why CSPU2017?

Meet your target group: Leading physicians, researchers and Ph.D. students working in the area of Pathology interested in your products, devices and equipment, will attend.

- ✓ Great opportunity to make direct personal contact with important players in your target group
- ✓ Increase your brand recognition through your online and on-site presence
- ✓ Profit from the opportunity to communicate with an international audience from all over the world
- ✓ Connect with outstanding and talented physicians in the field
- ✓ Generate new business leads

PRELIMINARY AGENDA

Please note that the agenda is subject to change

	Monday	Tuesday	Wednesday
08:30	Opening	Opening	Opening
08:35	GYN Endometrial Cancer; An Update.	Thoracic Thymoma: My opinion	Derm Update in cutaneous lymphomas
09:20	GYN Ovarian Carcinoma, What You Need to Know.	Thoracic Sarcomatoid Carcinoma: a different perspective.	Derm Molecular pathology of melanoma: from FISH to immunotherapy
10:05	Coffee break & exhibition	Coffee break & exhibition	Coffee break & exhibition
10:35	GYN Pathology of the Lower Female Genital Tract, A Practical Review.	Thoracic The role of the pathologist in the diagnostic of interstitial lung diseases.	Derm Sweat gland carcinomas
11:20	GYN Uterine Mesenchymal Tumors – A Survival Guide for the Practicing Pathologist	Thoracic Malignant mesothelioma vs. reactive pleural changes: a differential diagnostic challenge.	Derm Cutaneous soft tissue tumours
12:20	Lunch & exhibition	Lunch & exhibition	Lunch & exhibition
13:20	GYN A Practical Approach to Diagnostic Challenges in Endometrial Cancer	Uro Renal cell carcinoma: tumor grading and oncocytic neoplasms, morphologic and molecular considerations	
14:20	Head & Neck Variants of squamous cell carcinomas of the Head and Neck region	Uro Testicular germ cell tumors: a clinicopathologic approach.	
15:20	Coffee break & exhibition	Coffee break & exhibition	
15:50	Head & Neck Sinonasal small round cell tumors	Uro A contemporary approach to renal cell carcinoma with mixed morphologic features.	
16:50	Head & Neck New surgical techniques, new challenges for the Pathologists	Uro Update in adrenal pathology	
17:50	Wrap up – thanks for today	Wrap up – thanks for today	
18:00	Opening Reception	Networking Dinner	



SPONSORSHIP OPPORTUNITIES

	PLATINUM DKK 250,000 <i>Max. 2</i> <i>(1 package reserved)</i>	GOLD DKK 75,000 <i>Max. 3</i>	SILVER DKK 30,000
Interaction	<ul style="list-style-type: none"> ✓ 15 min. thought-leadership plenary session ✓ A short video interview with leading pathologist ✓ Right to host social event in the evening of June 19th or 20th 	<ul style="list-style-type: none"> ✓ Sponsoring of buffet lunch during the onsite lunch on June 19th, 20th or 21st 	
Booth	<ul style="list-style-type: none"> ✓ 9m2 (3x3m) exhibition booth ✓ Wi-Fi, electricity & basic stand furniture 	<ul style="list-style-type: none"> ✓ 9m2 (3x3m) exhibition booth ✓ Wi-Fi, electricity & basic stand furniture 	<ul style="list-style-type: none"> ✓ 6m2 (3x2m) exhibition booth ✓ Wi-Fi, electricity & basic stand furniture
Branding	<ul style="list-style-type: none"> ✓ Logo on promotional materials in primary location ✓ Banner on stage in the plenary room ✓ Mentioning as platinum partner in all press releases ✓ Dedicated profile page on conference website ✓ Present up to 3 posts on the conference LinkedIn page ✓ List of attendees before and after the event 	<ul style="list-style-type: none"> ✓ Logo on promotional materials in secondary location ✓ Branding in the break area for one day during the conference ✓ Mentioning as gold partner in all press releases ✓ Dedicated profile page on conference website ✓ Present up to 2 posts on the conference LinkedIn page 	<ul style="list-style-type: none"> ✓ Logo on promotional materials
Staff access	<ul style="list-style-type: none"> ✓ 3 complimentary registrations 	<ul style="list-style-type: none"> ✓ 2 complimentary registrations 	<ul style="list-style-type: none"> ✓ 1 complimentary registration

All prices are ex. Danish VAT of 25%



ADD-ON SPONSORSHIP OPTIONS

Items	Price
Sponsor lanyards Sponsors will have the opportunity to sponsor lanyards displaying their name and logo which will be distributed to delegates with their name badges.	DKK 20,000
Sponsor Notepads & Pens Branding of the partner logo (one color) printed exclusively in addition to the conference logo on the quality notepads and pens used at the event. The pens and paper will be distributed to all delegates.	Price on request
Sponsor conference bag Sponsorship of the conference bag allows promoting your company in a very prominent and visual way. Branding of the partner logo (full colour) printed in addition to the conference logo on the delegate conference bags. The conference bag will be distributed to all delegates during the event.	Price on request
Charging Station Presented as the sponsor of a plug-in area located in the exhibition area, where delegates can recharge their mobile phones and tablets during the conference. Sponsor branding will be visible in this area and sponsor will be acknowledged in the program.	Price on request
Streaming Access Recognized as official sponsor of the online event streaming access for delegates world-wide, who will be able to join as a remote participant.	Price on request
Mobile App Opportunity to be exclusive sponsor of a conference mobile app available for download in advance and during the conference. The sponsor's logo will appear as a landing page when opening the app, and the sponsor of this item also gets to send out one push notification each day of the conference.	Price on request
Lunch break Lunch will be served in the exhibition area, and it is possible for three partners (one per day) to sponsor an upgraded lunch for the conference delegates – for example a buffet of warm and cold dishes. Sponsors will have their logo displayed in the lunch area on the given day, and will be mentioned in the program.	Price on request
Right to host social event Right to host a social event in the evening of June 19 th or 20 th .	

All prices are ex. Danish VAT of 25%

For further add-on sponsorship options please contact Jonathan Fjeldborg at jonathan.fjeldborg@mci-group.com.



PLATINUM SPONSOR DKK 250,000

Max 2 platinum sponsorships available of which one is reserved for Sectra.

1. Interaction

Platinum sponsors will get

- **15 min. thought-leadership plenary session.**
- **Short video interview** with a leading pathologist.
- The opportunity to host, at their own expense, one **social evening event** during the congress on June 19th or 20th 2017. Distribution of days is on a first-come, first serve basis.

2. Exhibition Booth

One standard booth of 9m² (3x3m) in a prime location in the exhibition area. Location of the booth will be based on confirmation of interest, incl. full payment.

The booth includes **Wi-Fi access, electricity & basic stand furniture** consisting of one café table & three bar stools.

3. Branding

- The company **logo** on promotional materials in primary location.
- **Banner on stage** in the plenary room.
- **Mentioning** as platinum partner in all press releases.
- **Dedicated profile page** on the conference website.
- Present up to **three posts** on the conference **LinkedIn page**
- **List of attendees** before and after the event.

4. Staff access

Platinum sponsors will get **three complimentary registrations.**



GOLD SPONSOR DKK 75,000

Max 3 gold sponsorships available.

1. Interaction

Sponsoring of buffet lunch during the onsite lunch on June 19th, 20th or 21st. Sponsors logo will be visible in the lunch area during the entire 3 days of the congress.

2. Exhibition Booth

One standard booth of 6m2 (3x2m) centrally located in the exhibition area. Location of the booth will be based on confirmation of interest, incl. full payment.

The booth includes **Wi-Fi** access, **electricity** & **basic stand furniture** consisting of one café table & two bar stools.

3. Branding

- The company **logo** will be visible on promotional materials in secondary locations.
- Sponsors will have their **logo displayed in the lunch area one full day** during the conference (the day of sponsoring the lunch).
- **Mentioning** as gold sponsor in all congress press releases.
- Dedicated profile page on the conference website
- Present up to **two posts** on the conference **LinkedIn page**.

4. Staff access

Gold partners will receive **two complimentary registrations** to the conference.

SILVER SPONSOR DKK 30,000

1. Exhibition Booth

One standard booth of 6m2 (3x2m) in the exhibition area. Location of the booth will be based on confirmation of interest, incl. full payment.

The booth includes **Wi-Fi** access, **electricity** & **basic stand furniture** consisting of one café table & two bar stools.

2. Branding

The silver sponsors will have their company logo and website link on the conference website.

3. Staff access

Silver partners will receive one complimentary registration to the conference.



CONTACT DETAILS CSPU2017

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