

2ND INTERNATIONAL CONGRESS  
ON RESEARCH OF RARE DISEASES

EXHIBITION & SPONSORSHIP  
PROSPECTUS

# REACT

## RARE DISEASES

5TH TO 8TH MARCH 2014  
GEHRY BUILDING, NOVARTIS CAMPUS, BASEL

REACT-CONGRESS.ORG

BLACKSWAN  
FOUNDATION

— GEBERT RÜF STIFTUNG —  
WISSENSCHAFTLICHE BEREICHEN

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# Welcome

## INVITATION TO THE 2<sup>nd</sup> International Congress on Research of Rare and Orphan Diseases – RE(ACT) Congress<sup>2014</sup>

It is a pleasure to invite your Organization/Company/Institution to sponsor the and/or exhibit at the 2nd International Congress on Research of Rare and Orphan Diseases – RE(ACT) Congress 2014 to be held at the Gehry building – on the Novartis campus, Basel, Switzerland, from 5<sup>th</sup> to 8<sup>th</sup> March 2014, a superb setting for stimulating learning, exchanges and networking.

The conference sessions will explore issues and cutting-edge technologies that affect many adult and pediatric conditions. Our aim is to promote research on rare and orphan diseases among the general public, industry and policymakers as well as to provide a forum for researchers to meet and pool their knowledge. The underlying objective is to tackle the key issues that need to be addressed if we are to see new and promising therapies and treatments rapidly delivered to patients all around the world.

This will also help to further understanding of other more common diseases and to encourage clear insights from the scientific community in university and industry.

The congress will bring together world leaders and young scientist from stem cell, cell biology, gene therapy, human genetic, or therapeutic applications to present cutting edge research, to discuss results and to exchange ideas.

We are counting on your presence to make this meeting a great event. Mr. Stéphane Talboom, will contact you within the next days.



Olivier Menzel  
President and Founder  
BLACKSWAN FOUNDATION



Pascale Vonmont  
Deputy Director  
GEBERT RÜF STIFTUNG

# KEY FACTS & CONTACT

## DATE

March 5<sup>th</sup> to 8<sup>th</sup> 2014

## CITY / COUNTRY

Basel, Switzerland

## VENUE

Gehry Building  
Novartis Campus

## PARTICIPANTS

500 expected

## CONGRESS INITIATORS

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Via Cantonale 26, CH-6948 Porza  
Phone: +41 76 378 1777  
Email: [info@blackswanfoundation.ch](mailto:info@blackswanfoundation.ch)  
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Gebert Rüt Stiftung  
Bäumleingasse 22, CH-4051 Basel  
Phone: +41 61 270 8824  
Email: [info@grstiftung.ch](mailto:info@grstiftung.ch)  
[grstiftung.ch](http://grstiftung.ch)

## CONGRESS ORGANISER

RE(ACT) Sàrl  
Chemin de la Riaz 11, CH-1418 Vuarrens

## CONFERENCE SECRETARIAT AND REGISTRATION

Amiconi Consulting SA, Via al Forte 10  
CH-6900 Lugano  
Phone: +41 91 9213812  
Email: [congress@react-congress.org](mailto:congress@react-congress.org)  
[react-congress.org](http://react-congress.org)

## EXHIBITION / SATELLITE SYMPOSIA / SPONSORSHIP

Stéphane Talboom  
BLACKSWAN Foundation  
Email: [sponsorship@react-congress.org](mailto:sponsorship@react-congress.org)  
Tel: +49 17 17912169

# RE(ACT) 2014

## ABOUT THE CONGRESS

In its first edition, the RE(ACT) Congress brought together almost 300 people to discuss research into rare diseases and the development of active substances to treat them. What made the congress unique was the interdisciplinary collaboration. Scientists from different disciplines – stem cell researchers, geneticists, biochemists, clinicians and pharmacists – exchanged information with patient organizations.

### The congress goals are:

- Promote research on rare and orphan diseases among the general public, industry and policy makers
- Bring together researchers and their knowledge
- Helping the understanding of other more common diseases
- Encourage clear insights positions identifiable from the scientific community in university and industry

“ Congratulations for a very successful and useful conference! That was a challenge and it seems that you have succeeded. I am happy that EURORDIS could be by your side for this first.”

Yann Le Cam, CEO of EURORDIS, Paris, France

“ ... it was a pleasure to partake in this fantastic meeting. Congratulations to you for putting together this event, and for your relentless efforts towards fostering research on rare diseases.”

Professor Didier Trono, Professor and Dean, School of Life Sciences, Ecole Polytechnique Fédérale de Lausanne, Switzerland.

“ It was a pleasure to have a taste of an interesting meeting with an original and worth developing format ! ”

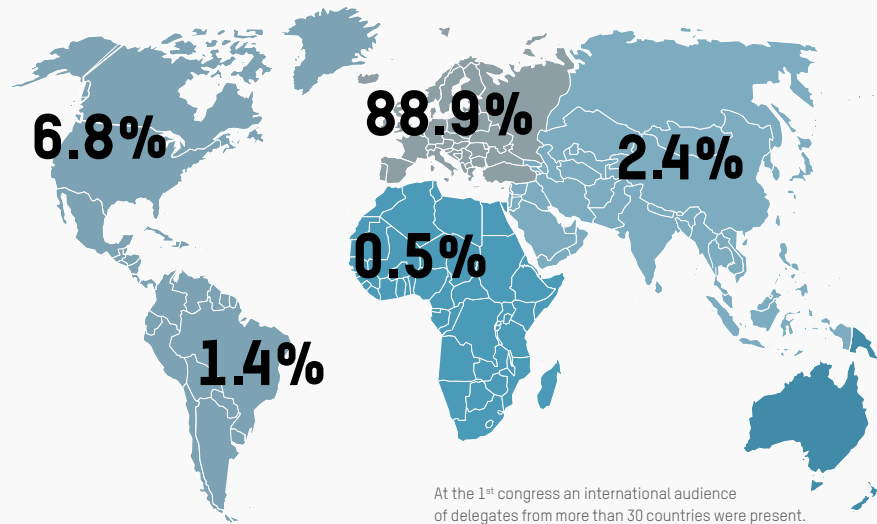
Professor Alain Fischer, Director of the Pediatric Hematology and immunology Department and Director of the Research Institute of Genetic Diseases (Imagine), Necker University Hospital, Paris, France

“ It was such a pleasure to participate at the RE(ACT) Congress. You did a wonderful job and the meeting was a great success.”

Dr Bernd Wollnik, E-RARE granted project coordinator; Center for Molecular Medicine Cologne; University Hospital of Cologne Department of Medicine, Germany

“ Congratulations again for your wonderful meeting, one of the highest quality I’ve ever attended.”

Professor Mehdi Tafti, Center for Integrative Genomics, University of Lausanne, Switzerland



At the 1<sup>st</sup> congress an international audience of delegates from more than 30 countries were present.

## CONGRESS COMMITTEES

### SCIENTIFIC ADVISORY BOARD IN ALPHABETICAL ORDER

- **Dr. Monica Ensini**, EURORDIS, France
- **Prof. Dr. Susan Gasser**, Friedrich Miescher Institute Basel and Member of the Board of Trustees of Gebert Rűf Stiftung, Switzerland
- **Dr. Emmanuelle Lecomte-Brisset**, Shire, Switzerland
- **Dr. Michael Morris**, University of Geneva, Switzerland
- **Prof. Joris Veltman**, Genomic Disorder Nijmegen, Netherlands
- **Prof. Dr. Jűrg Schifferli**, University of Basel and Member of the Board of Trustees of Gebert Rűf Stiftung, Switzerland
- **Prof. Dr. Andrea Superti-Furga**, University of Lausanne, Switzerland

### ORGANIZING COMMITTEE IN ALPHABETICAL ORDER

- **Thomas Amiconi**, Amiconi Consulting SA
- **Dr. Olivier Menzel**, BLACKSWAN Foundation
- **Stéphane Talboom**, BLACKSWAN Foundation
- **Dr. Pascale Vonmont**, Gebert Rűf Stiftung

## BASEL THE CONGRESS CITY OF SHORT DISTANCES

Basel will astonish you: its central location, first-class transport connections and infrastructure as well as the compactness of the city make Basel one of the most important exhibition and congress cities in Europe. All this, combined with a huge range of leisure activities, attracts hundreds of thousands of guests every year to Art Basel, the world's largest art exhibition, or to Baselworld, the world's leading watch and jewellery show, and many other top events.

**Even the mind needs a rest sometimes.** Discovering Basel is a treat for the senses: all the world's cuisines are represented in the city, from the glittering gourmet restaurant to the takeaway around the corner. The city centre is also a gigantic shopping paradise and includes the traditional daily market in front of the City Hall. And the colourful, vibrant nightlife has something to offer for everyone.

**Welcome to our neighbourhood.** Let yourself be seduced away from the daily grind by the culinary pleasures and numerous leisure activities to be found at picturesque locations in the lovely surrounding countryside of Basel. The cantons of Baselland and Solothurn, the Alsace and the Black Forest together form a vast recreation area – you can quickly be in the Roman town of Augusta Raurica, at a feast in Alsace or in one of the famous wine cellars of Baden.

**Even in the future, you can enjoy the past.** Experience a journey through history in the Old Town of Basel: as one of the best maintained and most beautiful Old Towns of Europe, it is much more than a pretty backdrop. It is the heart of the city, where history can be sensed all around. Wander between imposing medieval buildings made of typical Basel red sandstone and past elegant patrician houses from the Baroque period.

**Where architecture has found a stronghold.** Draw inspiration from a unique mix of modern and historical architecture. Many contemporary buildings by world-renowned architects such as Herzog & de Meuron, Mario Botta, Renzo Piano, Frank O. Gehry, Richard Meier, Burckhardt+Partner and others, prove that the tradition-conscious city also loves the new, and present an interplay between the exciting image of a tolerant international metropolis and the venerable Old Town.

**The art of so much art.** It is almost unbelievable how much art you can enjoy in Basel. You will come across it while wandering through the city as well as in almost forty museums. All tastes are catered for – from the world-renowned Fondation Beyeler to the Museum Tinguely, the Kunstmuseum Basel (Museum of Fine Arts), the Schaulager and the Doll House Museum. The sensational three-section theatre is also known well beyond the city limits.

## BASEL THE CONGRESS CITY OF SHORT DISTANCES

**In a party mood by nature.** Celebrate festivals with the people of Basel as they happen: join the life-loving and enthusiastic residents as they celebrate carnival like nowhere else! It may last for only three days, but the city prepares for it 362 days of the year. Besides this, the keenly loved FC Basel football club or the Swiss Indoors Basel as one of the most important indoor tennis tournaments in the world and many festivals and occasions always give good reason for letting enthusiasm overflow. There is always something going on in Basel!

**Sightseeing in Basel.** You don't need to search for the sights in Basel. As you wander through the city, you will find them with every step you take. Whether you are in the picturesque Old Town or in the midst of world class architecture – the city offers something for every taste. In hardly any other city do 15<sup>th</sup> century buildings complement internationally renowned modern architecture to create such a dynamic yet harmonious cityscape.

The narrow alleyways and hidden squares with over 180 fountains as well as the many century-old buildings and eye-catching sights such as the City Hall or the Cathedral combine to make Basel's Old Town one of the most beautiful and intact of its kind in Europe.

**Cathedral and Pfalz.** Basel's landmark must be the Cathedral. This former Episcopal Church was built between the 12<sup>th</sup> and the 15<sup>th</sup> century in romanesque and gothic style. Today, the square around the church is a meeting place and is often used for events. From the observation platform, known as the "Pfalz", you can enjoy a spectacular view overlooking the Rhine, the Kleinbasel district, the Black Forest and the Vosges.

**City Hall.** The City Hall is the seat of the Basel government and its parliament. In the midst of the Old Town, it is particularly eye-catching with its red facade, the characteristic tower and playful frescoes. The oldest part of this imposing structure was built in the years between 1504 and 1514. In the centre court, you will find the statue of Munatius Plancus, the founder of the first Roman settlement in the Basel region. Basel Tourism offers regular tours through this historical building.

**Ferries.** A trip on one of the four ferries across the Rhine is not to be missed. Traditionally one calls the "Fährimaa" with a bell from the landingstage. Experience how time seems to stand still during the short crossing. Without sound, driven solely by the current, the ferries will take you to the other side of the river throughout the whole year.



**Tinguely Fountain.** In summer, it cheerfully shovels water, in winter, an enchanting ice sculpture: the unique fountain designed by the Swiss artist Jean Tinguely attracts tourists as well as passers-by, strollers, and Basel inhabitants wishing to enjoy their lunch break outside. With its central location in the city centre, it is the best starting point for a tour of the outdoor works of art of Basel.

**Arts & Culture in Basel.** Basel is widely acknowledged as Switzerland's city of culture and for good reason, with visitors confronted by art at every turn – whether simply wandering through the streets of the Old Town or visiting one of the city's nearly forty museums. The sheer number of museums alone indicates that Basel is not a city that lovers of art and culture can explore in a day. With their themed collections, the museums of Basel have something for every taste and many have reputations that stretch far beyond the Swiss border. And then there are the countless galleries scattered liberally throughout the city. There are also many high-class cultural events that take place throughout the year, underlining Basel's reputation as a cultural hot-spot. Of course we should not forget that the city also has a lively theatre and music scene.

With the construction of the museum building, designed by Renzo Piano, in 1997, the Beyeler collection has been made permanently accessible to the public. Around 230 works of art reflect the views of art collectors Ernst and Hildy Beyeler on the art of the 20<sup>th</sup> century. With the construction of the museum building, designed by Renzo Piano, in 1997, the Beyeler collection has been made permanently accessible to the public. Around 230 works of art reflect the views of art collectors Ernst and Hildy Beyeler on the art of the 20<sup>th</sup> century.

**Fondation Beyeler.** With the construction of the museum building, designed by Renzo Piano, in 1997, the Beyeler collection has been made permanently accessible to the public. Around 230 works of art reflect the views of art collectors Ernst and Hildy Beyeler on the art of the 20<sup>th</sup> century.

→ [www.fondationbeyeler.ch](http://www.fondationbeyeler.ch)

**Kunstmuseum Basel.** The Kunstmuseum Basel is the oldest publicly accessible art collection in the world. The focus of the museum is on paintings and graphic art by artists from the Upper Rhine region from 1400 to 1600 and the art of the 19<sup>th</sup> to 21<sup>st</sup> century.

→ [www.kunstmuseumbasel.ch](http://www.kunstmuseumbasel.ch)

**Theater Basel.** The largest mixed-programme theatre company in Switzerland offers a broadly diverse repertoire, including dance, opera and theatre. The conferring of the award "Opera House of the Year" for both 2009 and 2010 shows the high quality of the productions of this theatre.

→ [www.theaterbasel.ch](http://www.theaterbasel.ch)

**Classical music.** You may have seen one of Basel's famous orchestras in concert in your home country or on tour either elsewhere in Switzerland or abroad. The internationally-renowned Basel Chamber Orchestra and Basel Symphony Orchestra perform classical works at the highest level.

→ [www.kammerorchesterbasel.ch](http://www.kammerorchesterbasel.ch)

→ [www.sinfonieorchesterbasel.ch](http://www.sinfonieorchesterbasel.ch)

## CONNECTIONS TO BASEL

**Basel is so easy to get to. Only a 10-minute drive from the city centre, Basel's EuroAirport is served by a number of international airlines. Together with neighbouring Zurich Airport, it enjoys connections to all European airports and to more than 200 intercontinental destinations. Located in the centre of Europe, Basel is a major transportation hub. Its three railway stations not only offer excellent connections to far and wide but are also all situated in the very heart of the city.**



**Air Travel.** The EuroAirport Basel-Mulhouse-Freiburg is operated jointly by the Swiss and French authorities. Due to its importance as a link to the South Germany region, the name of the city of Freiburg was recently added to the airport's name. The EuroAirport offers direct flights to many cities in Europe, North Africa, Canada and Russia. All other destinations can be reached either via the intercontinental hub or via nearby Zurich airport.



**Travel by car.** Basel is located close to major European motorways running both north-south and east-west and is therefore easy to reach from all directions. If you are using the Swiss motorway network, you will require a vignette, which is available to buy at all customs offices, post offices, petrol stations, garages, department of transportation offices and Basel Tourismus offices for CHF 40. Once you have arrived in the city there are more than 4,000 parking spaces for you to use in Basel's car parks, whether in the city centre or at the St. Jakob-Park stadium. Furthermore, most hotels also have good parking facilities.

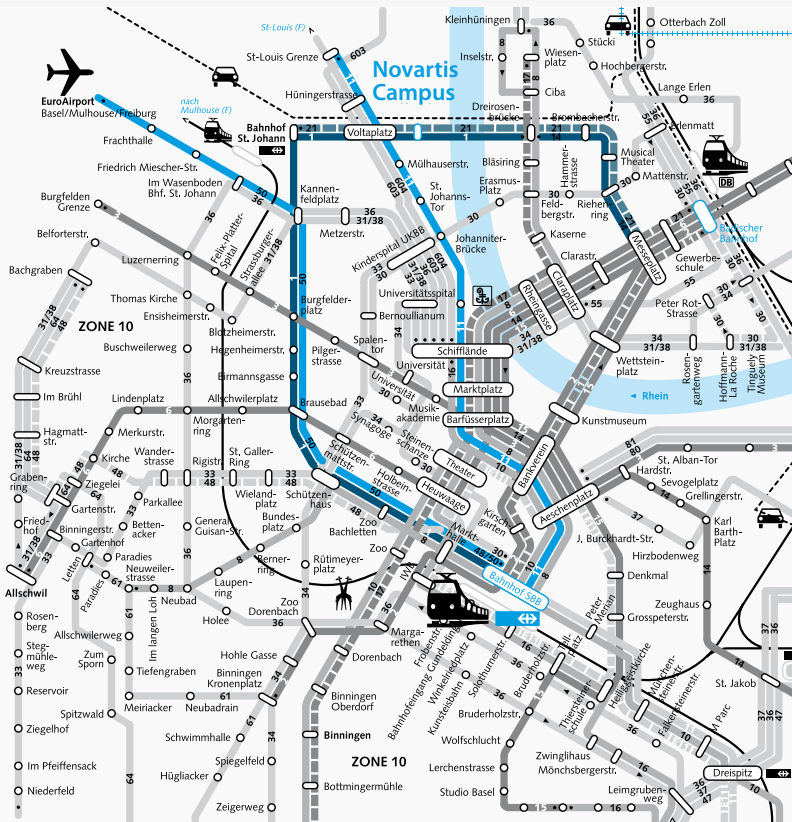


**Travel by train.** All of Basel's stations are frequented several times each day by trains arriving either from within Switzerland or abroad.

Trains from France arrive at the French Railway station (SNCF), which is located directly beside the Swiss Railway station (SBB).

Trains from Germany arrive either at the Swiss Railway station (SBB) or at the Badische Bahnhof, which is operated by German Railway (DB) and is located close to the trade fair centre.

**Travel by public transport:** Each guest staying in Basel receives a free Mobility Ticket when checking in. This allows free use of public transport in the city of Basel and its environs (zones 10, 11, 13 and 15, inclusive EuroAirport) for the entire duration of the stay (max. 30 days).



**BASEL HOTEL**

For the Re-Act Congress 2014 a specific number of rooms with special conditions is available from the 2<sup>nd</sup> to the 9<sup>th</sup> of March 2014.

Should you require a room before 2<sup>nd</sup> or after 9<sup>th</sup> of March 2014 please contact:

→ [incoming@basel.com](mailto:incoming@basel.com)  
or call +41 61 268 68 58

Please find below the links to the online reservation system:

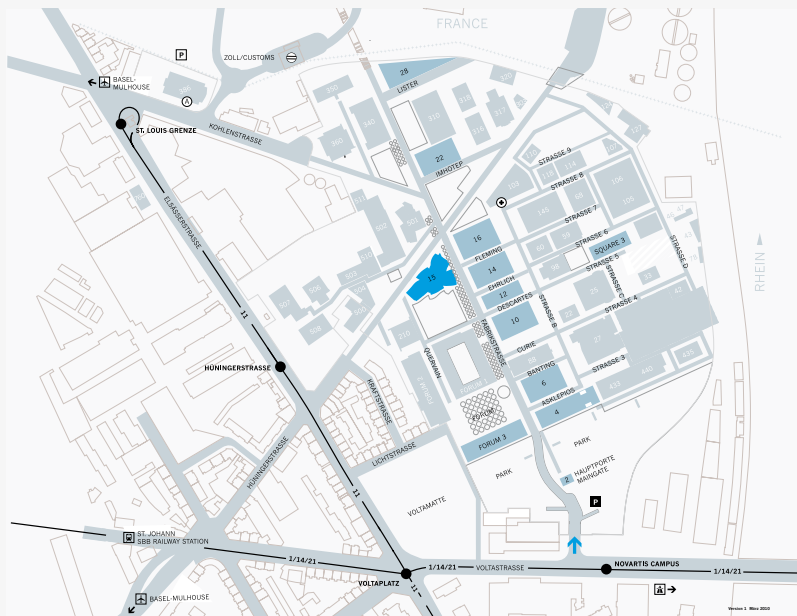
- <https://hotel.basel.com/react2014/D> (=german version)
- <https://hotel.basel.com/react2014/E> (=english version)

On the day of arrival, the reservation confirmation from the hotel guarantees a free transfer by public transport from the station or the EuroAirport to the hotel.

# CONFERENCE VENUE

## THE GEHRY BUILDING – NOVARTIS CAMPUS

The RE(ACT) Congress 2014 is held in the Conference Centre of the Gehry Building. Located in the district of St. Johann in Basel along the Rhine, the Novartis Campus occupies a site devoted entirely to innovation, research and knowledge.



The Gehry Building is one of the main buildings on campus Novartis. Designed by the (st)architect Frank O. Gehry (Guggenheim Museum Bilbao, Dancing House in Prague, Vitra Design Museum in Weil am Rhein), it is part of a remarkable set of buildings, works of renowned manufacturers such as Japanese or Tadao Ando Kazuyo Sejima + Nishizawa Ryue SANAA agency, the Dutchman Rem Koolhaas, Alvaro Siza, the Portuguese or the offices of Basel Diener and Diener, Herzog and de Meuron.

In order to encourage communication and exchange, the Milanese architect and urban planner Vittorio Lampugnani Magnago drew the blueprint for an ideal city organized around clear bays and generous green spaces, and whose completion is planned for 2030.





# PROGRAM

## STRUCTURE

### WEDNESDAY, MARCH 5<sup>TH</sup>, 2014

1<sup>st</sup> Session, Afternoon 14 to 17

#### STEM CELL AND CELL THERAPY APPROACHES

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- Prof. Giulio Cossu, UK
- Prof. Alan Tyndall, Switzerland
- Dr. Marc Peschanski, France
- Prof. Yann Barrandon, Switzerland
- Dr. Elena Cattaneo, Italy ([to be confirmed](#))

#### POSTER SESSION 17 TO 18

18 to 20

#### PUBLIC OPENING CEREMONY with two Key Note Speakers in the Evening

---

- Prof. Sir John Gurdon, Nobel Prize in Medicine 2012 ([to be confirmed](#))

### THURSDAY, MARCH 6<sup>TH</sup>, 2014

2<sup>nd</sup> Session, Morning 8.30 to 12

#### GENETICALLY MAPPING AND GENOMIC INSTABILITY

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- Prof. Nicholas Katsanis, USA
- Prof. Stanislas Lyonnet, France
- Prof. Colin L. Stewart, Singapore
- Prof. Bruno Dallapiccola, Italy ([to be confirmed](#))

Lunch 12 to 13

#### POSTER SESSION A 13 TO 14

3<sup>rd</sup> Session, Afternoon, 14 to 17

#### PATHOPHYSIOLOGY AND DIAGNOSTICS

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- Prof. Jean-Laurent Casanova, USA
- Dr. Lisa Shaffer, USA ([to be confirmed](#))
- Prof. Hugh Watkins, UK ([to be confirmed](#))
- Prof. Dennis Lo, Hungary

#### POSTER SESSION B 17 TO 19

Speakers Dinner in the Evening

### FRIDAY, MARCH 7<sup>TH</sup>, 2014

4<sup>th</sup> Session, Morning 9 to 13

#### BRINGING TREATMENTS TO THE CLINIC

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- Prof. Marc Tardieu, France
- Prof. Luigi Naldini, Italy ([to be confirmed](#))
- Prof. Cécile Janssens, USA ([to be confirmed](#))

Lunch 12 to 13

#### POSTER SESSION A 13 TO 14

5<sup>th</sup> Session, Afternoon **13 to 17**

#### DEGENERATIVE DISORDERS

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- Prof. Robert D. Goldman, USA
- Prof. Antonino Cattaneo, Italy ([to be confirmed](#))

#### POSTER SESSION B 17 TO 19

Delegates' dinner/party (financed by a sponsor)

### SATURDAY, MARCH 8<sup>TH</sup>, 2014

6<sup>th</sup> Session, 9 to 12, public session

#### REGULATORY AFFAIRS AND PATIENTS IN RESEARCH

---

- Dr. Karen Aiach, France
- Dr. Martine Zimmermann, Switzerland

Farwell Ceremony/Lunch

# PARTICIPATING

## IN RE(ACT) 2014

Industry involvement is one of the key elements in the success of the 2<sup>nd</sup> International Congress on Research of Rare and Orphan Diseases. Your presence and contributions enhance the overall scientific value of the event. The BLACKSWAN Foundation and the Gebert Rűf Stiftung are offering you the opportunity to become a sponsor of the 2<sup>nd</sup> International Congress on Research of Rare and Orphan Diseases, enabling you to raise the recognition of your company while promoting endeavors.

On the following pages, various sponsorship options are listed, from which you may select different elements up to the amount of your company's financial support.

### WHY SHOULD YOU SPONSOR RE(ACT) 2014?

The RE(ACT) 2014 Conference provides an exceptional environment, dedicated to the exchange of the latest scientific research, educational training and commercial intelligence in the fields of Rare Diseases. Presence at the conference is an invaluable opportunity to introduce the audience to new developments and products. Sponsorship gives you an excellent opportunity to promote your name, to support your brands and to maintain a high profile among health professionals. Your presence and participation is fundamental to prove your social and moral involvement in crucial health problems for about 500 million people around the world.

### SPONSORSHIP CATEGORIES

You will be given a sponsorship category status dependent upon the total amount of your sponsorship contribution. The total contribution may consist of a licence fee as well as advertisements, satellite symposia, sponsorship items and exhibition space (excl. storage space.) You will benefit from outstanding advantages linked to your sponsorship category.

Status will be allocated as follows:

CATEGORY	MINIMUM CONTRIBUTION (EXCL. VAT)	DEADLINE FOR APPLICATION
Gold Sponsor	50,000 CHF	November 15 <sup>th</sup> , 2013
Silver Sponsor	35,000 CHF	November 22 <sup>nd</sup> , 2013
Bronze Sponsor	20,000 CHF	November 29 <sup>th</sup> , 2013
General Sponsor	no minimum amount	

With an additional 10,000 CHF your company will become a **full member of the RE(ACT) Community** with a full access to the online platform and a public visibility in all communications with your company's logo.

**Please note:** Until the deadline, priority for assignment of sponsorship options and exhibition space is given dependent upon sponsorship category and within the category, on a "First come – First served" basis! After the deadline, priority can be provided upon availability only.

## HOW TO BOOK

Sponsorship items can be booked online via the Exhibition and Sponsorship Ordering System. For more details, please check page 15 of the Exhibition and Sponsorship Prospectus.

## SPONSORSHIP BENEFITS

Benefits will be allocated to sponsors based on the following table:

SPONSOR CATEGORY	GOLD	SILVER	BRONZE	GENERAL
Priority choice: date/slot for satellite symposium	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
Priority choice: exhibition space booking	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
Priority choice: exclusive sponsorship	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
Number of Satellite Symposium posters permitted to be displayed in the Conference Centre	3	2	1	
Web link of sponsor's company in the sponsoring area of the congress website	•	•	•	
Web link from your company's website to the conference website	•	•	•	•
Use of the RE(ACT) 2014 logo in print and on the web	•	•	•	
Logo projection in the plenary room during breaks	•	•	•	
Sponsor's logo in the Final Program	•	•	•	
Virtual exhibition and Exhibitors' List on the website and in the Final Program	•	•	•	
Acknowledgement to the sponsors at the Opening Ceremony	•	•	•	
Additional Exhibitor Badges	5	3	1	

# THE RE(ACT) COMMUNITY

The aim of the RE(ACT) Community ([react-community.org](http://react-community.org)) is to strengthen the synergies between people involved in the rare and orphan diseases research in order to awake the general public consciousness about the achievements and goals of these researches, build international relationships and collaborations within researchers and intensify exchanges between researchers and others stakeholders (such as Academic Institutions, Centers of Expertise, Pharmaceutical industries, Patient organizations, policy makers, etc.).

To create a unique world-wide platform fostering exchanges and collaboration on similar or new projects, identifying research projects, transferring of know-how, finding expertise, discussing with key opinion leaders and optimizing synergies between scientists and patient advocates with policy makers and companies.

The RE(ACT) Community is open to everybody, this include other associations/ societies, pharmaceutical industries, patient organizations, students, supporters and friends, banks, private equity funds, etc.

The community is counting already about 300 members.

The organization of the international congress on research of rare and orphan diseases (which occurs every two years) is one of the main activities of the RE(ACT) Community.

The community will provide grants, fellowships and awards.

# SPONSORSHIP

## OPPORTUNITIES

### 1. SESSIONS

Organising a session is a great opportunity to set your topic within the conference or to link existing sessions to your company name. Several formats are available:

#### SATELLITE SYMPOSIA

All Satellite Symposia are organised by the sponsor. The Sponsor is free in presenting a conference related topic and program that will be scheduled in close consultation with the Conference Organiser and the Scientific Committee. Once the program of the Satellite Symposium has been approved, it can not be modified. All Satellite Symposia slots are offered for 90 minutes or otherwise stated.

#### BREAKFAST SESSIONS Breakfast Satellite Symposium

DATES:	March 6 <sup>th</sup> , March 7 <sup>th</sup>
TIMES:	7:30 – 8:00, Networking Breakfast (30 min) 8:00 – 9:00 Presentations (60 min)
PRICE:	15,000 CHF including room and standard technical equipment
NUMBERS:	30 to 120 Persons

The sponsor is encouraged to provide breakfast for this session. Breakfast will be before the session. – The sponsor is also responsible for the invitation and travel arrangements of invited speakers.

#### LUNCH SESSIONS Parallel / Exclusive Lunch Satellite Symposium

DATES:	March 6 <sup>th</sup> , March 7 <sup>th</sup>
TIMES:	12:00 – 13:30, 90 min
PRICE:	30,000 CHF (Exclusive) including room and standard technical equipment 20,000 CHF (max. 2 parallel) including room and standard technical equipment
NUMBERS:	100 Persons

The sponsor is encouraged to provide lunch for this session. The sponsor is also responsible for the invitation and travel arrangements of invited speakers.

#### EVENING SESSIONS Exclusive Evening Satellite Symposium

DATES:	March 6 <sup>th</sup> , March 7 <sup>th</sup>
TIMES:	18:30 – 20:00, 90 min
PRICE:	20,000 CHF including room and standard technical equipment
NUMBERS:	100 Persons

No other sessions running parallel. – The Sponsor is encouraged to provide refreshments for this session. – The sponsor is also responsible for the invitation and travel arrangements of invited speakers.

#### EVENING EVENT ON FRIDAY EVENING Exclusive Evening Dinner, Party, Networking Event outside but nearby the Novartis Campus

DATES:	March 7 <sup>th</sup>
TIMES:	7 to 12 pm
PRICE:	15,000 CHF including room if the option on the Novartis Campus is chosen
NUMBERS:	500 Persons

No other event running parallel. The Sponsor is encouraged to provide dinner/finger food and an evening program for this session.

#### Allocation of Slots and Rooms

Allocations will start after the deadline for Silver Sponsorship application on XXX.

#### Satellite Program

The session program, including title, topics and lectures, must be submitted to the Conference Secretariat for approval. The goal is to ensure that the program is not too product orientated and that there is no overlapping of topics between various symposia. Once the program of a symposium is approved, it cannot be modified (except with approval from the Conference Secretariat). The organisers reserve the right to change the date and time of the symposia.

## SPONSORSHIP OPPORTUNITIES

### Symposium Poster

Sponsors may present a certain number of posters to announce their satellite depending on their sponsorship level (see benefit overview in the previous section) on the day their session takes place. It is the responsibility of the sponsor to produce posters and organise easels or similar. Poster layout and placement must be agreed upon by the Conference Secretariat (see Terms & Conditions for details).

### Registration & Speaker Travel Arrangements

All speakers, as well as all participants and invited guests who wish to attend the sessions, must be registered as active participants. The sponsor is also responsible for the registration, invitation and travel arrangements of invited speakers and chair-persons that have specifically been invited to participate in the sponsor's scientific session – even though they might also be invited by the organisers.

### Rooms & Services

- All rooms will be provided with:
  - Setup in theatre style
  - Lectern with microphone and presentation computer
  - Chairperson's desk with two fixed microphones
  - 1 wireless microphone
  - 2 fixed microphones for the audience
  - Front projection screen
  - Video projector
  - Room audio and light

A technician will be available during your symposium.

### Speaker's Presentations

To avoid unexpected technical problems, sponsors are requested to make sure their speakers use the Speaker Preview Room to upload their presentation, as the lectern laptop provided is not accessible directly. This should be done at least 180 min prior to the start of the session. Detailed instructions such as Speaker Preview Room opening hours will be provided at a later stage. We do not advise speakers using their own laptops, if speakers wish to use their own laptops, it is the responsibility of the sponsor organising the session.

## 2. MEETING FACILITIES

**Hospitality Suites and Meeting Rooms are available upon request.**

**Sponsors organizing an event for 25 or more participants, before, during or after the RE(ACT) Conference, must first seek approval from the RE(ACT). The Sponsor may request to hold an event; however, the event must not occur parallel to the official conference program or other social / cultural events.**

### HOSPITALITY SUITES

Hospitality Suites may be booked as private rooms for potential clients or business & scientific contacts to socialise, view sample products etc.

Hospitality Suites must be booked for at least one day (minimum 6 hours) and can be furnished and decorated individually. Prices and availability are upon request.

### MEETING ROOMS

Meeting rooms are available on request. Meeting rooms can be set-up in U-shape, theatre or boardroom layouts with AV equipment.

Full day meeting

9:00 to 18:00 Price on request

### 3. CONFERENCE MATERIAL

Delivery information for items which must be provided by the sponsor will be issued by the Conference Secretariat.

#### POCKET PROGRAM Pieces: 700

Logo Only:	PRICE:	3,000 CHF
Logo and Advert:	PRICE:	4,500 CHF

The Pocket Program is a short version of the Conference Program noting all important conference information which will be inserted in the badge holder for all participants.

- Sponsor's advert featured in the pocket Program
- Sponsor's logo featured in the Pocket Program

The Pocket Program will be produced by the organiser. Pocket Program and Participant Name Badges.

#### CONFERENCE BAG INSERT Pieces: 700

PRICE:	1,000 CHF
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Insert a leaflet, invitation to your session / exhibition booth or information brochure into all Conference Bags.

Layout must be submitted to the Conference Secretariat for approval. Material must be provided and delivered directly by the sponsor to the conference venue. Delivery details will be provided at a later stage.

#### POSTER CD-ROM

PRICE:	on request
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Poster CD-ROM & Voucher

All poster submitted to the conference will be available through this CD, which acts as a key function to an Internet site which is uploaded with all posters before, during

and after the conference. Participants may pick up the CD at your exhibition booth, giving you extra visitor flow.

- Sponsor's logo printed on the CD with "generously sponsored by ..."
- Advertisement space on the back cover
- Sponsor branded Poster CD Voucher which will be inserted in the Conference Bags
- Acknowledgement of the sponsorship in the General Information in the Final Program

Voucher layout and advertisement must be submitted to the Conference Secretariat for approval. Material must be provided and delivered directly to the conference venue by the sponsor. Delivery details will be provided at a later stage.

Poster CD-ROMS will be produced by the organiser.

#### ABSTRACT CD-ROM

PRICE:	on request
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Abstract CD-ROM & Voucher

The Abstract CD-ROM including all accepted abstracts will be used as long term reference for all participants. The CD-ROM will be produced prior to the conference by Elsevier. Participants may pick up the CD at your exhibition booth, providing you with extra visitor flow.

- Sponsor's logo printed on the CD with "generously sponsored by ..."
- Advertisement space on the back cover
- Sponsor branded Poster CD Voucher which will be inserted in the Conference Bags
- Acknowledgement of the sponsorship in the General Information in the Final Program

Voucher layout and advertisement must be submitted to the Conference Secretariat for approval. Material must be provided and delivered directly to the conference venue by the sponsor. Delivery details will be provided at a later stage.

Abstract CD-ROMS will be produced by the organiser.

### 4. CONFERENCE SERVICES

All Conference services will be set up by the organiser.

To expensive (up to 20'000) and not all the additional rooms are equipped for this  
But what we could offer is a webcast for a company that researchers can follow the congress and ask questions?

#### HOTEL ROOM DOOR SIGNS

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PRICE: On request

Hotel room Door Signs will be placed on doors of participants staying in the top 3 conference hotels booked through the RE(ACT) Conference Secretariat

- Place an invitation to your session /exhibition booth or information brochure on the Hotel Room Door of the RE(ACT) Participants

Additional delivery charges from the hotel will apply.

Layout must be submitted to the Conference Secretariat for approval. Hotel Room Door Signs will be produced and delivered by the organiser. – Novartis can provide a 100% working Internet.

#### RE(ACT) MOBILE

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PRICE: On request

The Conference APP is an interactive version of the Final Program giving the participant related information of the RE(ACT) conference at the tip of their finger.

- Sponsor's banner will be placed at a number of places such as at the home screen, navigation page etc, which is linked to sponsor's detail page or any other link.
- Link to Sponsor's bag insert
- Email blast sent out on sponsors behalf to inform participants the app is available to download
- Full page advert in the Final Program

### 5. COMMUNICATIONS

#### E-MAIL BLAST

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PRICE: 1,100 CHF

Have your individual announcement for your session, exhibition booth or other information sent out to all registered participants.

- Sponsor's personal message to all participants

E-mail will be sent out by the Conference Secretariat. Sponsor must provide e-mail design, texts, pictures etc. in HTML format with links to all graphics two weeks prior to the date the E-mail Blast is due to be sent out.

### 6. SPECIAL SERVICES

All special services will be arranged and set-up by the organiser.

#### ePOSTER CORNERS

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PRICE: On request

An ePoster Corner is a presentation platform for posters. Have a poster corner directly next to your booth to increase participant flow on to your booth.

- Sponsor has its booth to the ePoster Corner

### 7. ADVERTISEMENT OPPORTUNITIES

**Raise your visibility onsite at the conference centre with signage and banners. A range of custom-tailored opportunities are available on request.**

Please contact us for more details on options, price and availability.

## 8. ADVERTISEMENTS IN CONFERENCE PUBLICATIONS

The Second Announcement and Call for Abstracts will be a printed brochure intended to inform interested health professionals about the Conference. It will be mailed to a wide range of people working in the field.

The Final Program will be the most essential publication for app participants guiding them through the conference. It includes information on presentations, satellite symposia, exhibitions and other activities. The program will be inserted into all participants' Conference Bags.

All printed matters will be available for download at the conference website.

### FINAL PROGRAM

Full page inside	1,500 CHF
Outside back cover	3,000 CHF
Inside front cover	2,100 CHF
Inside back cover	1,300 CHF
Laminated Bookmark in Final Program	2,500 CHF

## EXHIBITION

### EXHIBITION SPACE

This exhibition will provide a unique opportunity to present your products, undertake research and promote services to researchers from all over the world.

The Industry Exhibition Area is located directly in The Forum along with the Poster Area providing maximum exposure and interaction opportunities with participants.

### COSTS PER SQUARE METER (NET)

Early booth space booking Until 15 November 2013	300 CHF per sqm
Standard booth space booking From 16 November 2013	360 CHF per sqm

Minimum booth area: 6 sqm

All booth configurations need to be discussed with the organisers and materials booked through The Exhibition and Sponsorship Ordering System.

All exhibitors will be published with the company name in the conference publications and on the conference website.

### BOOTH ASSIGNMENT

Exhibition space will be assigned on a 'First-come – First-served' basis within the respective sponsorship levels, according to the date of the exhibition space booking and the date of the receipt of the payment.

### HOW TO BOOK

Exhibition space can be booked via the Exhibition and Sponsorship Ordering System. For more details, please check page 13 of the Exhibition & Sponsorship Prospectus.



## EXHIBITION

### EXHIBITOR REGISTRATION

Free Exhibitor Badges are provided to exhibitors based on the amount of square metres purchased:

PURCHASED SQM	FREE EXHIBITOR BADGES*
6 sqm	1
From 6 to 12 sqm	2
From 13 to 18 sqm	3
From 19 to 27 sqm	5
Above 27 sqm	6

\* The Exhibitor Badge entitles:

- Full access to the exhibition area and your company's own satellite symposium but not the general scientific program
- Access to the Opening Ceremony and Welcome Reception
- 1 copy of the Final Program
- Coffee & Tea during coffee breaks

Detailed information will be given with the Exhibition Manual. For information on general conference registration please refer to the conference website:

→ [www.react-congress.org](http://www.react-congress.org)

### Exhibition Time Table

4 March 2014	from 9 a.m. – 6. p.m.	Set-up
5 March 2014	from 9 a.m. – noon exhibition 1.00 p.m. – 8 p.m.	Set-up & Exhibition
6 March 2014	9 a.m. – 5.00 p.m.	Exhibition
7 March 2014	9 a.m. – 6.00 p.m.	Exhibition
8 March 2014	9.00 a.m. – noon	Exhibition/Dismantling noon – 6.00 p.m.

The Exhibition and Sponsorship Ordering System is an online system whereby companies can book exhibition space and sponsorship items. From XXX, it will also be possible to purchase services and items for exhibition space, satellite symposium or hospitality suite/meeting room, including furniture, technical equipment, decorations, installations, hostesses and cleaning.

# DATES TO REMEMBER

## Conference Dates

→ March 5<sup>th</sup> to 8<sup>th</sup>, 2014

## Sponsor Deadline:

Gold Sponsor

→ November 15<sup>th</sup>, 2013

Silver Sponsor

→ November 22<sup>nd</sup>, 2013

Bronzer Sponsor

→ November 29<sup>th</sup>, 2013

## Abstract Submission opens

→ September 1<sup>st</sup>, 2013

## Start of Online Registration

→ March 1<sup>st</sup>, 2013

## Start of Accommodation booking

→ March 1<sup>st</sup>, 2013

## Early Exhibition Space booking Deadline

→ November 15<sup>th</sup>, 2013

Standard fee for exhibition space booking applies after this date.

## Circulation of the Exhibition Manual

→ December 1<sup>st</sup>, 2013

## Abstract Submission Deadline

→ January 18<sup>th</sup>, 2014

## Early Registration Deadline

→ October 1<sup>st</sup>, 2013

Standard registration fee applies after this date.

## Standard Registration Deadline

→ January 18<sup>th</sup>, 2014

Late registration fee applies after this date.

## Closing of Online Registration

→ February 15<sup>th</sup>, 2014