

ICE 2020

4 - 7 OCTOBER 2020
BUENOS AIRES
ARGENTINA



19TH INTERNATIONAL CONGRESS OF ENDOCRINOLOGY
4TH LATIN AMERICAN CONGRESS OF ENDOCRINOLOGY (CONLAEN)
13TH CONGRESS OF THE ARGENTINE FEDERATION OF ENDOCRINOLOGY SOCIETIES (FASEN)



SPONSORSHIP & EXHIBITION PROSPECTUS

Bringing your
brand to leading
endocrinology
meeting

Networking with
worldwide
endocrinologists

State of the
art practices

Latest
developments



MCI ARGENTINA

883 Córdoba Ave , 11th floor
Buenos Aires - Argentina

✉ mariana.medivilla@mci-group.com

✉ paola.frisenda@mci-group.com

<https://ice-2020.com>

INDEX

INVITATION LETTER	Page 3
CONGRESS AUTHORITIES	Page 4
ABOUT BUENOS AIRES	Page 5
DELEGATE´S PROFILE AND MAIN TOPICS	Page 6
WHO SOULD SPONSOR AND WHY	Page 7
KEY BENEFITS OF SPONSORSHIP	Page 7
SPONSORSHIP CATEGORIES & PACKAGES	Page 8
OTHER SPONSORSHIP OPPORTUNITIES	Page 9 & 10
EXHIBITION AREA AND VENUE LAYOUT	Page 11
EXHIBITION FLOOR PLAN	Page 12
TERMS AND CONDITIONS	Page 13 & 14
RESERVATION FORM	Page 15 & 16



MCI ARGENTINA

883 Córdoba Ave , 11th floor

Buenos Aires - Argentina

✉ mariana.mediavilla@mci-group.com

✉ paola.frisenda@mci-group.com



INVITATION

Letter

On behalf of the Local Organizing Committee, we invite you to attend the 19th International Congress of Endocrinology, 4th Latin American Congress of Endocrinology (CONLAEN) and 13th Congress of the Argentine Federation of Endocrinology Societies (FASEN), to be held on October 4-7, 2020 in La Rural, Buenos Aires, Argentina.

This will be a worldwide event, gathering more than 5,000 delegates and leaders from different endocrinology fields, becoming a perfect opportunity for best-practices exchanges, networking between colleagues and with the industry.

The venue lay-out will offer the perfect frame for enhancing your business and strengthening links with colleagues.

We are very much looking forward to welcoming you!

Hugo Boquete

President ICE 2020



MCI ARGENTINA

883 Córdoba Ave , 11th floor
Buenos Aires - Argentina

✉ mariana.mediavilla@mci-group.com

✉ paola.frisenda@mci-group.com

CONGRESS

Authorities

LOCAL ORGANIZING COMMITTEE

Boquete, Hugo (President)
 Sánchez, Ariel (Vice-President I)
 Pusiol, Eduardo (Vice-President II)
 Sedlinsky, Claudia (Secretary)
 Juvenal, Guillermo (Deputy Secretary)
 Lutfi, Rubén (Treasurer)
 Schwarzstein, Diego (Deputy Treasurer)

PROGRAMM ORGANIZING COMMITTEE

Coordinators: Webb, Susan – Sánchez, Ariel

POC ISE

Alevizaki, María
 Arslanian, Silva
 Baillargeon, Jean Patrice
 Cole, Timothy
 Crain, Mirjam Chris
 Lim, Vivien
 Hall, Janet
 Newell Price, John
 Pearce, Simon
 Takahashi, Yutaka

POC FASEN

Arias, Pablo
 Bergoglio, Liliana
 Brenta, Gabriela
 Fideleff, Hugo
 Gagliardino, Juan José
 Knoblovits, Pablo
 Massheimer, Virginia
 Sellicovich, Adriana

POC FELAEN

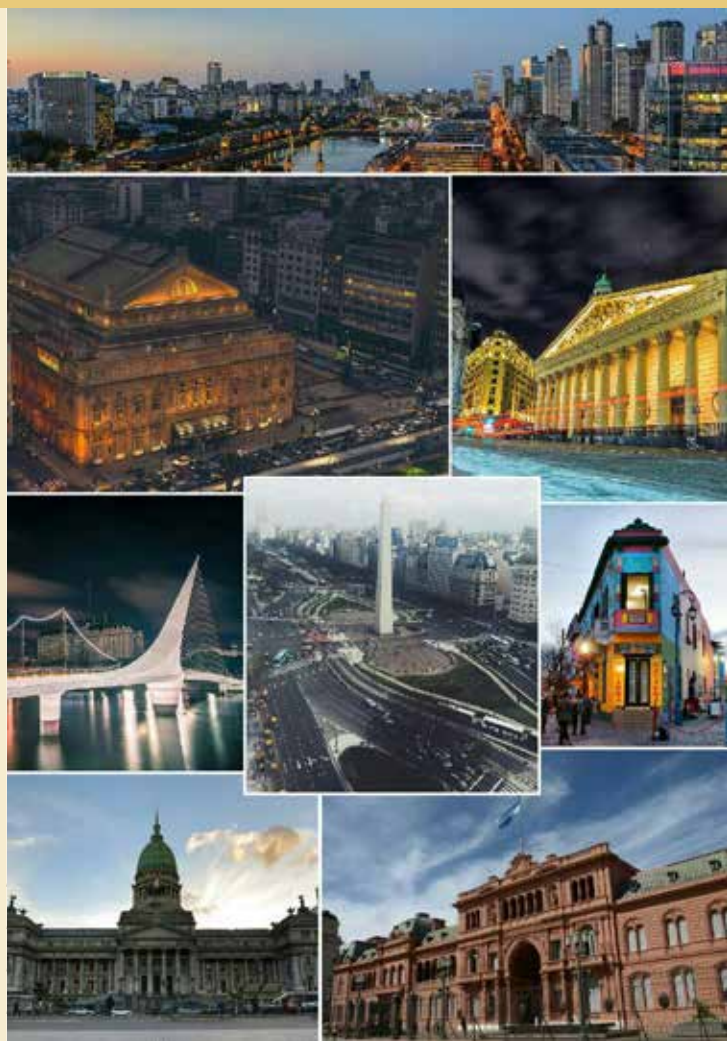
Brajkovich, Imperia E.
 Casas, Luz Angela
 Hernández, Eric
 Lyra, Ruy
 Mercado, Moisés
 Piñeiro, Mercedes
 Sapunar Zenteno, Jorge
 Tala, Hernán

ABOUT

Buenos Aires

Buenos Aires is the capital and largest city of Argentina. The city is located on the western shore of the estuary of the Río de la Plata, on the South American continent's southeastern coast. Buenos Aires is a top tourist destination, and is known for its preserved Spanish / European - style architecture and rich cultural life. Buenos Aires held the 1st Pan American Games in 1951 as well as hosting two venues in the 1978 FIFA World Cup. Buenos Aires hosted the 2018 Summer Youth Olympics and the 2018 G20 summit.

Buenos Aires is a multicultural city, being home to multiple ethnic and religious groups. Several languages are spoken in the city in addition to Spanish, contributing to its culture and the dialect spoken in the city and in some other parts of the country. This is because in the last 150 years the city, and the country in general, has been a major recipient of millions of immigrants from all over the world, making it a melting pot where several ethnic groups live together and being considered as one of the most diverse cities of the Americas.



MCI ARGENTINA

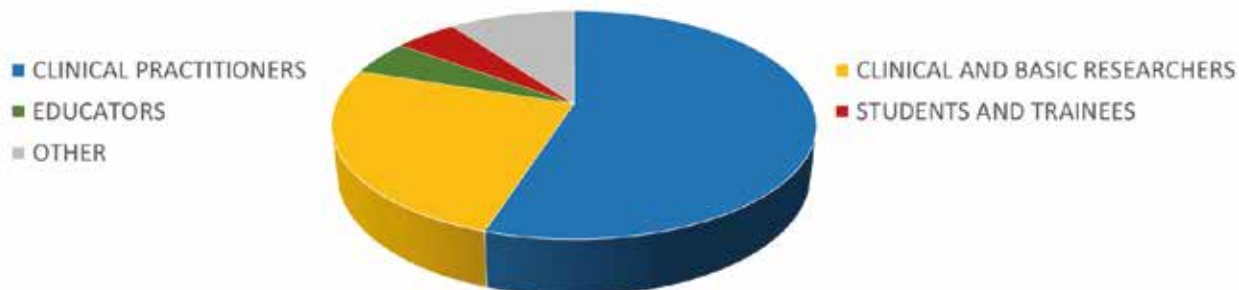
883 Córdoba Ave , 11th floor
Buenos Aires - Argentina

- ✉ mariana.medivilla@mci-group.com
- ✉ paola.frisenda@mci-group.com

DELEGATE

Profile

ICE 2020 expects +5,000 delegates from different endocrinology sub-specialties, coming from all over the world



MAIN

Topics

Clinical, basic and translational sessions on:

- » Diabetes
- » Pediatric endocrinology
- » Growth and Puberty
- » Lipid metabolism diseases
- » Cardio-metabolic risk factors
- » Thyroid diseases
- » Thyroid cancer
- » Gynecological endocrinology

- » Adrenal diseases
- » Neuroendocrinology
- » Metabolic bone diseases
- » Mineral metabolism
- » Andrology
- » Transgender medicine
- » Aging
- » Endocrine disruptors



MCI ARGENTINA

883 Córdoba Ave , 11th floor
Buenos Aires - Argentina

✉ mariana.medivilla@mci-group.com

✉ paola.frisenda@mci-group.com

WHO SHOULD SPONSOR AND WHY

There are many reasons for different organizations to get involved in this very important event. If you are looking to attract new customers, generate exposure and raise the profile of your business then ICE 2020 Congress is for you. This meeting will attract the region prominent individuals from around the world. They will come together to Buenos Aires, Argentina to share, collaborate, learn and inspire.

If your business is in any way involved in the development of drugs, equipment, research or therapeutic interventions in Endocrinology or interested in the commercialization of research products then this congress is key.

KEY BENEFITS OF SPONSORSHIP

- ▶▶ Presence at the world's leading congress of endocrinology.
- ▶▶ Gain exposure to more than 5,000 delegates made up of leading policy and decision makers, scientists, researchers & clinicians as well as the next generation of leaders in this field.
- ▶▶ Raise the awareness of your company before, during and after the event by associating with the event marketing.
- ▶▶ Create future sales contacts for your organization with the leaders in this sector.
- ▶▶ Find out the current trends in techniques and developments.
- ▶▶ Opportunity to learn/identify expected future trends and necessary developments in the endocrinology field.



MCI ARGENTINA

883 Córdoba Ave , 11th floor
Buenos Aires - Argentina

✉ mariana.medivilla@mci-group.com

✉ paola.frisenda@mci-group.com

SPONSORSHIP

Categories & Packages

Sponsors will be given a sponsorship category according to their overall contribution.

PLATINUM SPONSOR	Total sponsorship contribution 3 spaces available.	USD 200.000.-
GOLD SPONSOR	Total sponsorship contribution 4 spaces available.	USD 120.000.-
SILVER SPONSOR	Total sponsorship contribution 8 spaces available.	USD 60.000.-
EXHIBITOR	Total sponsorship contribution for 9sqm Total sponsorship contribution for 6sqm	USD 18.000.- USD 12.000.-

Description	PLATINUM	GOLD	SILVER	EXHIBITOR	EXHIBITOR
Symposium during the Congress	1				
Exhibition space	54 m ²	36 m ²	18 m ²	9 m ²	6 m ²
Sponsored item (Platinum: select one option)	a) signage + recharging tower b) counter + lanyards + pocket c) congress bags	Logo on e-Posters screen w/other Gold sponsors	Logo on speaker's rehearsal room screen savers	--	--
Exhibitor badges	8	6	4	2	2
Full congress registrations	5	3	2	-	-
Acknowledgement on the Congress official website	√	√	√	√	√
Logo projected in sessions rooms during breaks**	√	√	√	--	--
Logo in home-page-foot	√	√	--	--	--
Acknowledgement on sponsors board	100%	75%	50%	25%	25%
Logo in Congress newsletters	PRE & POST	PRE & POST	PRE & POST	--	--
Flyer/insert*	2	1	1	--	--
FEE (VAT included)	USD 200.000	USD 120.000	USD 60.000	USD 18.000	USD 12.000

*Production costs are sponsor's responsibility / ** Exception: before or after industry symposia

OTHER SPONSORSHIP OPPORTUNITIES

Exclusive for companies that are sponsors or exhibitors or invest +USD 12.000.-

ITEM	DESCRIPTION	PRICE
<p>1. Symposium during Breakfast or Lunch Break</p> <p>TOTAL 45 MINUTES PER SESSION</p> <p>(15 minutes before and after for arranging room)</p>	<ul style="list-style-type: none"> ▶ Exclusive newsletter for announcing the symposium pre-congress ▶ Acknowledgment at Congress website ▶ Symposium published in Official Programme ▶ Insert into delegates bags ▶ Roll up banner allowed at room entrance when session is held 	<p>USD 30.000 + Additional AV, production and catering costs</p>
<p>2. Travel grants – invited speakers</p>	<ul style="list-style-type: none"> ▶ Cost not included are: Air travel, transfers and accommodation ▶ Allowance to use the speaker for satellite meetings ▶ Acknowledgment at Congress website & congress special communication 	<p>Cost + USD 5.000.-</p>
<p>3. Welcome cocktail only sponsor</p>	<ul style="list-style-type: none"> ▶ Branding on service table ▶ Acknowledgement on Congress website ▶ Logo on digital invitation ▶ Announcement on sessions' screens ▶ 2 minutes speech from sponsor executive rep. 	<p>USD 70.000</p>
<p>4. President's Dinner Aprox. 200 people (3 sponsors available)</p>	<ul style="list-style-type: none"> ▶ Branding at Dinner with 2 roll-up banners ▶ Acknowledgement on Congress website ▶ Logo on invitations ▶ 10 complimentary guest's tickets 	<p>USD 30.000.- each</p>
<p>5. Customized Newsletter</p>	<ul style="list-style-type: none"> ▶ Content and design provided by sponsor with agreement of LOC ▶ One single release to congress' database ▶ Statistics report on openings 	<p>USD 2.500</p>
<p>6. CELL APP (2 sponsors available)</p>	<ul style="list-style-type: none"> ▶ A) Logo on footline OR B) Logo on transition and login ▶ Acknowledgement on Congress website ▶ Logo on mobile app advertising ▶ 1 push up notification during the event 	<p>USD 24.000.-</p>
<p>7. Brand in 360° totem (4 faces)</p>	<ul style="list-style-type: none"> ▶ Logo displayed in a totem located in strategic points ▶ No exclusivity 	<p>USD 7.000</p>
<p>8. Location floor map</p>	<ul style="list-style-type: none"> ▶ Your logo displayed in a location floor map sign of 3,4m x 2,4m 	<p>USD 10.000.-</p>



MCI ARGENTINA

883 Córdoba Ave , 11th floor
Buenos Aires - Argentina

✉ mariana.medivilla@mci-group.com

✉ paola.frisenda@mci-group.com

OTHER SPONSORSHIP OPPORTUNITIES

9. Main Entrance Back Street Signage	<ul style="list-style-type: none"> ▶ Only available for Platinum, Gold or Silver sponsors ▶ Up to three logos – First come first served basis 	USD 7.000 ea
10. Main Entrance Street Signage	<ul style="list-style-type: none"> ▶ Only available for Platinum, Gold or Silver sponsors ▶ Up to three logos – First come first served basis 	USD 10.000 ea
11. Signage at parking lot Sarmiento	<ul style="list-style-type: none"> ▶ Your logo displayed in (2) two signage (3m x 1.2m ea.) at the convention center parking lot 	USD 12.000
12. Lounges for resting and networking	<ul style="list-style-type: none"> ▶ Special rest & networking 18m2 lounges will be located within the trade show 	USD 25.000 ea +production
13. Video acrylic flat screen on strategic corner	<ul style="list-style-type: none"> ▶ 1m x 0,6m acrylic screens projection of up to 5 minutes' video without sound (video provided by sponsor) ▶ Total of 8 screens in exclusivity ▶ Hanging located on strategic area of the trade show 	USD 15.000 + production costs
14. Wi-Fi Area	<ul style="list-style-type: none"> ▶ Lounge in exhibition area ▶ Password and network selection ▶ Acknowledgement on Congress website ▶ 1 push up notification during the event 	USD 60.000
15. Coffee Breaks (fee for 2 CB service per day) Only coffee offered, no snacks included	<ul style="list-style-type: none"> ▶ Announcement of coffee break in room screens ▶ Logo displayed on table tents ▶ Roll up banner allowed at the coffee break area 	To be quoted
16. Banner on website - side banner	<ul style="list-style-type: none"> ▶ Sponsor banner below “keep me updated” form on the page side 	USD 3.000
17. Banner on website - welcome pop-up	<ul style="list-style-type: none"> ▶ Pop-up banner in home-page for 10 seconds 	USD 4.000
18. Sessions' room electronic schedule at door	<ul style="list-style-type: none"> ▶ 10 seconds logo display at screen saver every 45 minutes ▶ Not exclusive ▶ Exception: during industry symposia 	USD 6.000 + production costs
19. Working area	<ul style="list-style-type: none"> ▶ Branded tables with 4 positions and multiple connections for recharging mobiles, laptops and tablets, with comfortable stools in a quiet area of the congress 	USD 9.000 + production costs
20. Hydration corner	<ul style="list-style-type: none"> ▶ Branded water dispensers in a special area of the exhibition ▶ Announcement on program and signage 	USD 5.000 + production costs
21. Staff T-shirts	<ul style="list-style-type: none"> ▶ Branded T-shirts for all registration staff 	USD 8.000
22. Information desk – max. 2	<ul style="list-style-type: none"> ▶ Branded desk located in strategic welcome point ▶ Announcement in program and signage 	USD 18.000 ea.



MCI ARGENTINA

883 Córdoba Ave , 11th floor
Buenos Aires - Argentina

✉ mariana.medivilla@mci-group.com

✉ paola.frisenda@mci-group.com

<p>23. Location interactive map</p>	<ul style="list-style-type: none"> ▶ Branded structure ▶ Interactive map of the congress to help delegates to find sessions' rooms and companies location at exhibition ▶ Announcement in program and signage 	<p>USD 10.000 + production costs</p>
<p>24. Registrations' package</p>	<ul style="list-style-type: none"> ▶ Each package includes 20 registrations for any category ▶ Companies that purchase +100 registrations will have a complimentary exclusive branded counter for their registrants pick up 	<p>USD 10.000</p>

CONTACT US FOR MORE BUSSINES OPPORTUNITIES!

 **+54 11 5252 9801**

 **mariana.medivilla@mci-group.com**

 **paola.frisenda@mci-group.com**




EXHIBITION SPACE AND VENUE LAYOUT

EACH BOOTH 3m x 3m (9sqm) or 3m x 2m (6sqm) INCLUDES:

- ▶▶ Use of hired space
- ▶▶ Electric power up to 1kw per lot (More power will have to be required if need it)
- ▶▶ General lighting existent in place
- ▶▶ Cleaning Service in common areas and not inside the booths

DOES NOT INCLUDE:

- ✗ Telephone or internet
- ✗ Interior booth cleaning
- ✗ Booth staff
- ✗ Staff and booth Insurance




TURNKEY BOOTH AVAILABLE
CONTACT US FOR INFORMATION

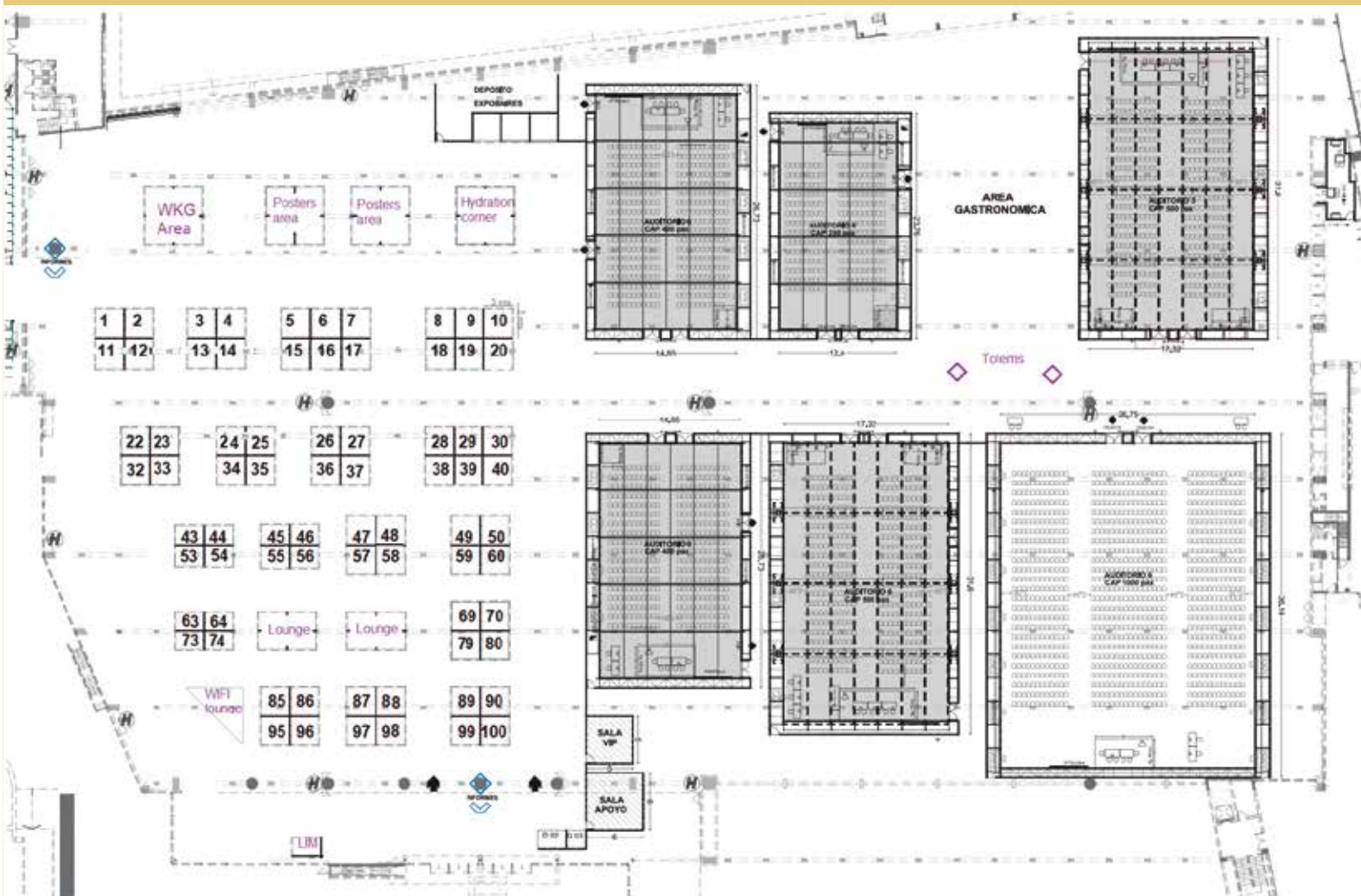


MCI ARGENTINA

883 Córdoba Ave , 11th floor
Buenos Aires - Argentina

 mariana.medivilla@mci-group.com
 paola.frisenda@mci-group.com

VENUE & EXHIBITION FLOOR PLAN



MCI ARGENTINA

mci 883 Córdoba Ave , 11th floor
Buenos Aires - Argentina

✉ mariana.medivilla@mci-group.com

✉ paola.frisenda@mci-group.com

TERMS AND CONDITIONS

The form included in this brochure must be completed, signed, scanned, and sent by email to Sponsorship & Exhibition Coordinator at:

MCI Buenos Aires

Tel: +54-11-5252-9801

Email: mariana.medivilla@mci-group.com || paola.frisenda@mci-group.com

CC: paula.buczak@mci-group.com

Payments must be done by bank transfer (please ask details to do it) or by check (exclusively for companies inside Argentina) to the order of Congresos Internacionales S.A. The Organizing Committee has no liability for the loss of money and does not accept checks or money sent by mail.

PAYMENT SCHEDULE

A deposit of 50% of the total investment charge must be paid within the following 30 days the reservation form is sent. Without the payment fulfilled, the reservation will not be considered as valid. Total balance due June 30, 2020. If full payment is not received by June 30, 2020, the space/item may be reassigned or resold.

All reservations must be made in writing.

SERVICES EXCLUDED

Space rental fee does not include the following products and services: furniture, wastebasket, drainage, floral, cleaning, security, electricity or audio-visual. Information regarding these items will be included in the Exhibitor Service Kit.

TURNKEY BOOTH:

Do not hesitate to request your turnkey booth proposal to economize money and time.

EXHIBITOR QUALIFICATION

All products and services to be exhibited must be directly related to the practice of medicine, or medical education, or contribute to the educational, instructional and professional atmosphere of the meeting. All exhibiting companies are subject to approval by Organizing Committee.

The non-fulfilment of the payments in the above-mentioned dates can be considered as a cancellation of any booking with the loss of any sum already paid and allows the Organizing Committee to offer the space/sponsorship opportunity to third parties.

EXHIBITOR GUEST POLICY

Charges for additional badges over the number included with the purchase of booth space will be assessed at \$50 per badge. An exhibitor may not register as staff any person eligible for registration as a meeting attendee.

DISMANTELING OF BOOTHS

It cannot start before the authorization of the Exhibition Manager. Otherwise, a penalty of US\$ 50 will be charged.

SUBLETTING OF SPACE

Exhibitors may not assign, sublet or apportion to others the whole or any part of space allocated, and may not display goods or services other than those manufactured or



MCI ARGENTINA

883 Córdoba Ave , 11th floor
Buenos Aires - Argentina

✉ mariana.medivilla@mci-group.com

✉ paola.frisenda@mci-group.com

regularly distributed by applicant(s).

CHANGE OF DATE - CANCELLATION

In case of unforeseen circumstances, the Organizing Committee can change the Exhibition date or cancel it. In this case, exhibitors will be reimbursed 90% of the payments done until the cancellation. No other claim will be admitted. If an exhibitor cancels, 80% of the paid amounts will be reimbursed and 20% will be withheld as administrative expenses.

Cancellations must be sent by written. Cancellations prior to Sept. 30, 2019 will have all payments returned less 10% of administration fee. Cancellations from Sept. 30, 2019 and prior to March 31, 2020, will have forfeit the 50% payment forwarded with the application. Cancellations from April 1, 2020 onwards, will receive no refund and will be liable for payment of the balance should it not have been received by the cancellation date.

BOOKING PRIORITY

The participation alternatives are available on first-come first-served basis.

CUSTOMS REGULATIONS

The rules and regulations for importing goods to Argentina are very strict. We strongly suggest you to contact the official custom broker and freight forwarder before shipping any goods.

Hobbit Worldwide Logistics S.A.

CUIT: 33-70735073-9

Argentina - Phone: 54-11-4382-8182

Angeles Tombeur: amtombeur@hobbit.com.ar

Please do not ship any items by international couriers. MCI or the Organizing Committee are not responsible for any items held back at local customs office

INSURANCE

All exhibitors must present insurance of the stand and staff and Non-Repetition Clause to access the exhibition hall.

More information on this point will be send out with the Exhibitor's Kit

IMPORTANT: All the sponsors must have cancelled the 100% of the investment committed by June 30, 2020.

All fees in this commercial brochure are final and include VAT.

For all local companies registered in Argentina as "Responsible Inscripto", invoice A is available upon request at the moment of reservation informing CUIT and local address.



MCI ARGENTINA

883 Córdoba Ave , 11th floor

Buenos Aires - Argentina

✉ mariana.medivilla@mci-group.com

✉ paola.frisenda@mci-group.com

RESERVATION FORM

Page 1 of 2

GENERAL INFORMATION

Company Name

Contact Person

Full Address

Zip Code

City

Country

Telephone

Email

BILLING INFORMATION

Company Full Name

CUIT

Address

Country

We are interested in the following Sponsorship Category (please, mark with x)

PLATINUM SPONSOR

USD

GOLD SPONSOR

USD

SILVER SPONSOR

USD

EXHIBITOR

USD

Exhibition booth number of preference:

Option #1:

Option #2:

BUSINESS OPPORTUNITIES SELECTED (please, fill in)

1.

3.

2.

4.

SYMPOSIUM

Tentative subject:

Area of interest:

Tentative main speaker/s:



MCI ARGENTINA

883 Córdoba Ave , 11th floor

Buenos Aires - Argentina

✉ mariana.medivilla@mci-group.com

✉ paola.frisenda@mci-group.com

RESERVATION FORM

Page 2 of 2

TOTAL INVESTMENT: USD

CANCELLATION POLICY AND PAYMENT TERMS

All applications are subject to the Committee's approval. The Organising Committee reserves the right to decline sponsorship bookings at their own discretion.

- Prices are all expressed with VAT included, valid up to January 2nd, 2019. Companies with Argentine CUIT can request invoice A (VAT discriminated)
- MCI is in charge of the billing process, which will be made in local currency.
- Payment method: 50% when booking and 50% before June 30, 2020. Payment must be done by wire transfer.
- Cancellations will only be accepted by email and must be signed by the person whose signature appears on this form.
- Cancellations received prior to Sept. 30, 2019 will have all payments returned less 10% of administration fee. Cancellations from Sept. 30, 2019 and prior to March 31, 2020, will forfeit the 50% payment forwarded with this application. Cancellations from April 1, 2020 onwards will receive no refund and will be liable for payment of the balance should it not have been received by the cancellation date.

IMPORTANT:

Space and sponsorship items allocation will be made on a "first come, first served basis" after having allocated all exhibition spaces already included in the sponsorship packages.

All Platinum Sponsors need to submit a preliminary schedule for their symposium before April 1st 2020.

The signature of this form implies the sponsor representative has read the cancellation policy and payment terms and accept all the conditions.

Name (please print), Position, Signed & Date