THE 5TH WORLD CONGRESS ON
CONTROVERSIES IN PRECONCEPTION,
PREIMPLANTATION AND PRENATAL GENETICS DIAGNOSIS (COGEN)
How will genetic technologies drive the future?

CME Congresses Ltd.
cogen@cme-congresses.com
www.cogen2018.cme-congresses.com

Invitation for the Industry

November 1-3 | 2018 | Paris, France
DEAR POTENTIAL SPONSOR/EXHIBITOR

We are delighted to announce that the 5th Congress on Controversies in Preconception, Preimplantation and Prenatal Genetic Diagnosis (CoGEN) will take place on November 1-3, 2018 in Paris, France.

Following the success of last year’s joint collaboration between the Congress on Controversies in Preconception, preimplantation and prenatal genetic diagnosis (CoGEN) and the Ovarian Club Meeting (OC), the CoGEN Congress and OC Meeting will take place in parallel this year as well.

“Why should I attend?”

The Congress focuses on Innovation in Preconception, Preimplantation and Prenatal Genetic Diagnosis, including:

• The use of Next Generation Sequencing for expanded preconception carrier screening
• Technology options for clinics with a review of strategies for evaluation of chromosome copy number in human embryos and oocytes
• Advances in Preimplantation Genetic Diagnosis (PGD) and the latest data on Preimplantation Genetic Screening (PGS)
• Non-invasive Prenatal Testing (NIPT) and Non-invasive Prenatal Diagnosis (NIPD)
• From Chromosomal Microarrays (CMA) to Whole Exome Sequencing (WES) in the evaluation of the malformed fetus
• Controversies in this burgeoning area of clinical practice

The Faculty: World-renowned scientists and physicians in the field

The CoGEN Congress is a unique educational opportunity for practitioners in the field of human procreation to conduct discussions and network with leading experts.

The CoGEN Congress is a part of the Virtual Academy of Genetics (VAoGEN), whose mission is to disseminate educational material on Reproductive Genetics to healthcare providers around the world and to provide a forum for the exchange of knowledge and ideas.

Sincerely,

Simon Fishel, UK
Yuval Yaron, Israel
Alexandra Benachi, France

Congress Co-Chairs
GENERAL INFORMATION

Venue:
Novotel Tour Eiffel Hotel
61 quai de Grenelle
75015 Paris, France

Contacts:
CoGEN Industry Liaison:
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Congress Organizer:
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Tel: +44-2032899552
CME-Congresses Ltd. is the official Congress organizer of the CoGEN Congress
For more information, please visit www.cme-congresses.com

COMMITMENT TO THE HIGHEST STANDARDS IN CME/CPD

We are committed to delivering within the platform of the conference valuable knowledge based on independent, transparent, and effective CME/CPD educational programs by:

• Championing best practice in CME
• Maintaining and improving standards
• Mentoring and educating
• Working in collaboration with critical stakeholders

INTERNATIONAL CME ACCREDITATION

An application for CME credit will be made once the scientific program is finalized. Further details will be available via the official Congress website.
LEVELS OF SUPPORT
(level determined by the accumulation of objects of value)

DIAMOND
€ 75,000 and above

PLATINUM
€ 50,000 – 75,000

GOLD
€ 25,000 – 50,000

SILVER
€ 10,000 – 25,000

BRONZE
€ 2,000 – 10,000
BENEFITS FOR ALL SUPPORTERS

There are a range of sponsorship opportunities meant to assist maximizing sponsors’ visibility in accordance with their marketing strategy, objectives and budget.

Sponsors may choose from the list of individual items or build a package that is tailor-made to their needs. Please contact the Industry Liaison to design a custom-made package.

All sponsors and exhibitors will receive the following benefits regardless of sponsorship level.

- Logo and company profile on Congress website
- Logo and company profile in printed program book and acknowledgment on sponsor page
- Logo on relevant onsite signage
- Company logo on Congress newsletter

Diamond and Platinum level sponsors will receive special acknowledgment by Congress Co-Chairs at the Congress Opening Ceremony.

Supporter Profile and Logo

Upon completion of the sponsorship agreement, companies will be asked to send a 100-word company profile and their logo (in high-resolution) to the organiser.
SPONSORSHIP OPPORTUNITIES

EDUCATIONAL AND SCIENTIFIC

Plenary Satellite Symposia (lunch slot € 55,000, prime slot € 50,000)
Opportunity to organise a satellite symposium of up to 90 minutes (lunch symposia are limited to 60 minutes).

The fee for the satellite symposium includes the following:

• Hall rental
• Standard audio/visual equipment
• Publication of the satellite symposium program on Congress website
• Publication of the satellite symposium program in printed program book.
• 3 free satellite symposium badges for company staff
• Permission to prepare 2 free-standing signs that will be placed in public areas of the venue on the day of the symposium.
• 1 bag insert
• 1 full page colour adv. in printed program book
• Should company decide to video symposia, at the company's request industry symposia recording will be hosted on the Congress website (for at least one year)

Symposia sessions are non-CME sessions and are indicated as “industry symposia”. As such, companies are free to choose their topics, invite speakers and control content, however the final program is subject to the final approval of the Scientific Program Committee.

The supporting company, in addition to the sponsorship fee, must cover all speaker expenses including registration, accommodation and travel expenses. This also applies in case a speaker has already been invited by the Congress organizer.

Pre-Congress Industry Workshop € 25,000
60-minute interactive session with your target audience in a personal atmosphere to enhance knowledge exchange.

The fee for the pre-Congress workshop includes the following:

• Hall rental
• Standard audio/visual equipment
• Publication of pre-Congress workshop program on Congress website
• Publication of pre-Congress workshop program in printed program book.
• 2 free workshop badges for company staff.
• Permission to prepare 2 free-standing signs that will be placed in public areas of the venue on the day of the pre-Congress workshop.
• 1 bag insert
• Should company decide to video workshop, at the company's request workshop recording will be hosted on the Congress website (for at least one year).

Pre-Congress workshops are non-CME sessions and are indicated as “industry workshops”. As such, companies are free to choose their topics, invite speakers and control content, however the final program is subject to the final approval of the Scientific Program Committee.
The supporting company, in addition to the sponsorship fee, must cover all speaker expenses including registration, accommodation and travel expenses. This also applies in case a speaker has already been invited by the Congress organizer.

**Approved Continuing Medical Education (CME) Session € 35,000**
* Opportunity to support an existing session or suggest a session as part of the CME-approved scientific program via an unrestricted educational grant.

The fee includes the following:
- Hall rental
- Standard audio/visual equipment.
- Free Congress registration for 3 delegates.
- 1 bag insert
- 1 full page colour adv. in printed program book
- Grant includes costs of up to 3 participating speakers of that session

**Approved Continuing Medical Education (CME) Presentation € 18,000**
* Opportunity to support an existing presentation or suggest a presentation as part of the CME approved scientific program via an unrestricted educational grant.

The fee includes the following:
- Hall rental
- Standard audio/visual equipment.
- Free Congress registration for 3 delegates.
- 1 bag insert
- Grant includes costs of the presenting speaker of that presentation

**Poster Area € 10,000 (exclusive sponsorship)**
* All Congress participants are welcome to attend and enjoy networking with colleagues and poster viewing at the poster area. Sponsors’ benefits include exclusive signage with sponsor logo at the poster area.

**Extended special visibility benefits**

**Post-Congress Highlights video € 30,000 (exclusive sponsorship)**
* The Congress Organizing Committee will prepare a video including highlights from the Scientific Program and interviews with Congress Co-Chairs and speakers. The Post Congress Highlights Video will be posted on the Congress website and sent to all Congress participants. The sponsor’s logo will be displayed and the Co-Chairs will acknowledge the sponsor in the video.
### PROMOTION, BRANDING AND NETWORKING

| **Welcome Reception: € 15,000 (exclusive sponsorship)** | All Congress participants are invited to the Welcome Reception. High sponsorship visibility during event. Sponsors benefit include logo displayed on the official online invitation, exclusive signage with sponsors logo presented at the event and opportunity for sponsor to distribute material at the event. |
| **Faculty Dinner € 15,000 (exclusive sponsorship)** | Official dinner for all Congress invited faculty. High sponsorship visibility during event. Sponsors benefit include logo displayed on the official invitation, exclusive signage with sponsors logo presented at the event and sponsors representatives will be invited to the dinner. |
| **Lunch Breaks: € 15,000/per lunch** | Exclusive sponsorship of a lunch break on one of the Congress days. Featured recognition with the company’s logo on a sign in the lunch area. Sponsors benefits include 1 bag insert. Branded napkins and other items can be provided in-kind. |
| **Congress Folders € 8,000 (exclusive sponsorship)** | Custom made folders will be distributed to all Congress participants. Folders will house all the Congress printed material. High sponsor visibility on this item. Sponsor benefits include sponsor logo at the back of the folder. |
| **Speakers’ Ready Room: € 7,000 (exclusive sponsorship)** | Sponsor benefits include acknowledgement displays on the signage inside and outside of the speakers’ room; and the sponsor’s logo on all printed and digital Congress material providing information about Speakers' Preview Room. Mouse pads can be delivered in-kind. |
| **Annual Meeting Lanyards: € 7,000 or € 5,000 + provided in kind (exclusive sponsorship)** | Lanyards will be given to each delegate at the registration area upon arrival and registration at the Congress. |
| **Email Blast: € 3,500** | Promote your company/symposium to all registered Congress participants. The Congress organizer will send out an HTML-based email to its mailing list on your requested date. Sponsor will have the opportunity to promote their activities during the Congress by creating an electronic invitation that will be sent to all Congress delegates by the Organiser. Content of the invitation is subject to Congress organizer’s approval. |
**Coffee Breaks: € 3,000/per break**
Exclusive sponsorship 1 or more coffee breaks over the Congress days. Featured recognition with company logo on a sign in the coffee service area. Sponsors benefits include 1 bag insert. Branded napkins and other items can be provided in-kind.

**Note pads and pens € 3,000 + provided in kind (exclusive sponsorship)**
Company branded note pads and pens to be distributed to Congress participants at registration.

**Bag Inserts: € 3,000**
Inclusion of promotional material such as leaflets and brochures, in the participants’ Congress bags/folders.

**Fresh fruit / healthy snack station (Price upon request)**
To encourage healthy eating and keep energy levels high throughout the long Congress days, local and seasonal fruit will be available complimentary across the Congress facilities at dedicated stations.

**Branded Seating Area (Price upon request)**
Branded seating area for Congress participants including signage. Additional items can be provided by sponsor in-kind.

**Door Drops at Congress Hotel (Price upon request)**
Increase brand awareness and visibly. Branded door drops which include customized sponsor information will be distributed to all registered participants staying at the Congress hotel.
PRINTED PROGRAM

Final Program Book colour advertisement full page:

<table>
<thead>
<tr>
<th>Section</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover</td>
<td>€ 4,000</td>
</tr>
<tr>
<td>Inside page</td>
<td>€ 3,000</td>
</tr>
<tr>
<td>Back cover</td>
<td>€ 7,000</td>
</tr>
</tbody>
</table>

Bookmark for the printed program book *(Price upon request)*

Branded bookmark that will be distributed with the program book. Bookmarks will be provided in kind.

EXHIBITION

The exhibition floor plan is designed to maximize exhibitor visibility to all participants. Lunch and coffee breaks will be served in the exhibition area.

<table>
<thead>
<tr>
<th>Category</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space-Only - Commercial entity</td>
<td>€ 500/sqm</td>
</tr>
<tr>
<td>Space-Only - NGO and non-profit</td>
<td>€ 300/sqm</td>
</tr>
</tbody>
</table>

Minimum space that can contracted 6 sqm

Exhibition space rental includes:

- Net stand area
- Table and 2 chairs
- Logo and company profile on Congress website
- Logo and profile in printed program book together with acknowledgment on sponsor page
- Logo on relevant onsite signage
- Company logo on Congress newsletter

Exhibitor and Registration Badges

Exhibitor badges will be given to all exhibitors as follows:

<table>
<thead>
<tr>
<th>Space reserved</th>
<th>Badges</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 sqm spaces</td>
<td>2</td>
</tr>
<tr>
<td>For every additional 6 sqm reserved</td>
<td>1 badge</td>
</tr>
</tbody>
</table>

Additional exhibitor badges can be purchased for € 160 and onsite for € 200.

Equipment and additional services can be ordered through the forms in the Exhibitors’ Prospectus which will be made available to all confirmed exhibitors.
GENERAL TERMS AND CONDITIONS

Deposit: Once sponsorship agreement is signed, sponsor will be invoiced for the full amount, to be paid within 30 days of receipt. All support and exhibition prices quoted are in Euro and are subject to VAT.

Cancellation policy: Cancellation and changes to your original booking must be made in writing. For cancellations less than 30 days prior to the Congress, 100% of the total cost of each item will be retained by the Congress organizer.

Obligations and rights of the exhibitor/sponsor: No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

Obligation and rights of the organizer: The organizer undertakes to allocate exhibition space on the basis of preference expressed by applicants. Applications will be considered in order of receipt of application forms accompanied by payment. The organizer reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to exhibitors. The organizer reserves the right to offer to a different firm any stand or space that has not been occupied by the eve of the opening of the exhibition, with no obligation to provide compensation to the defaulting exhibitor.

Liability: Organiser shall not be liable to injury or damage howsoever caused to goods and/or persons at the Congress venue. Equipment and all related display materials installed by exhibitors/sponsors are not insured by the organizer, and the organizer will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to exhibitors/sponsors. The exhibitor/sponsor agrees to be responsible for his/her property and person and for the property and persons of his employees and agents through full and comprehensive insurance, and shall hold harmless the organizer for any and all damage claims arising from theft and those perils.

Force majeure: If the event is abandoned, cancelled or suspended in whole or in part by reason of war, fire, national emergency, labour dispute, strike, lock-out, civil disturbance, inevitable accident, the non-availability of the event premises or any other cause not within the control of the organizers, the organizers may at their entire discretion repay the delegate fee or service charge paid by the delegate or exhibitor, or part thereof, but shall be under no obligation to repay the whole or part of such delegate fee or service charge, and shall be under no liability to the delegate or exhibitors/sponsors in respect of any actions, claims, losses (including consequential losses, costs or expenses whatsoever which may be brought against or suffered or incurred by the delegate or exhibitor/sponsors, as the result of the happening of any such event.

Floor Plan: The Congress organizer reserves the right to amend the published floor plan should it be necessary for the benefit of the exhibition and Congress.

Shipments: The Congress organizer is not liable for shipments that do not arrive due to custom clearance, transport delays or any other delays that may occur.

Hosting country laws/pharma code: The Congress organizer would like to have a conflict-free advertising environment and reserves the right to cancel advertising efforts. Sponsors and exhibitors are advised to consider the codes of conduct for pharmaceutical and medical companies. Furthermore, it is important to adhere to the country-specific compliance regulations on the application of medical devices, exemplified EFPIA HCP Code, EACCME/CME, code of medical ethics of the Local State Chambers of Physicians (national) and provisions of national law.