PROMOTIONAL AND SPONSORSHIP OPPORTUNITIES

THE 49TH UNION WORLD CONFERENCE ON LUNG HEALTH

worldlunghealth.org
The International Union Against Tuberculosis and Lung Disease (The Union) is pleased to invite your organisation to participate in, exhibit at or sponsor the 49th Union World Conference on Lung Health in The Hague, The Netherlands, 24–27 October 2018.

The conference theme, Declaring Our Rights: Social and Political Solutions, highlights that to eliminate tuberculosis (TB) and achieve universal lung health and the Sustainable Development Goals, we require a coordinated public health response driven by the human rights of each individual.

Lung disease is more than a clinical condition. TB, air pollution, the tobacco industry and the many other threats to lung health, all thrive where rights do not. People everywhere, no matter who they are or where they live, have the right to health — to prevention, treatment and care.

As the city of peace and justice, The Hague provides a unique environment to link science, human rights and policy in the design of public health responses.

The conference provides an excellent opportunity to connect exhibitors and sponsors with delegates leading the work in TB and lung health around the world. By promoting your company or organisation at the Union World Conference, you will:

• Connect with over 3,000 participants, including renowned experts, government representatives, public health officials, policy-makers, media and opinion leaders.

• Showcase your products or services to leaders in TB and lung health from over 125 countries.

• Participate in the largest international event focusing on lung health issues as they affect low- and middle-income populations and countries.

• Build contacts and strengthen networks year after year.

• Support the continued efforts to eliminate TB.

• Gain visibility and recognition in the world of lung health.

In this document you will find various ways in which you can partner with The Union as an exhibitor or sponsor and promote your company or organisation.

Opportunities include exhibition spaces, satellite sessions, new options for digital advertising, distribution of branded marketing materials and sponsorship of a service, event or area.

If you need further information about sponsorship, advertising or other opportunities, please contact conferences@theunion.org.

We look forward to partnering with you.
ABOUT THE UNION AND THE UNION WORLD CONFERENCE ON LUNG HEALTH

The Union was founded in Paris in 1920 as a federation of 31 national lung associations that joined together to fight TB. The Union has been at the centre of global efforts to prevent, treat and control TB since its founding and has now grown to be a federation of thousands of members active in nearly 150 countries.

This annual international conference on TB and lung health issues has been an integral part of The Union’s work since shortly after its founding. Today, the Union World Conference on Lung Health attracts thousands of delegates who come to learn about the latest research, programmatic and policy developments; share their successes and challenges; and re-connect with others dedicated to our common cause: health solutions for the poor.

The Union is excited to be hosting the 49th Union World Conference on Lung Health in The Hague, The Netherlands. The 2018 conference will welcome over 3,000 lung health professionals, policy-makers, advocates and community representatives to participate in the four-day programme, including over 150 sessions from presenters from around the world. The conference will also host a space for community involvement and grassroots advocacy; an array of pre-conference events including the Global TB Caucus of Parliamentarians and the third annual Ministerial Forum; and other conference activities and side-meetings hosted by various groups and organisations.

RECENT ATTENDANCE FIGURES

<table>
<thead>
<tr>
<th>BARCELONA 2014</th>
<th>CAPE TOWN 2015</th>
<th>LIVERPOOL 2016</th>
<th>GUADALAJARA 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL PARTICIPANTS: 3,100</td>
<td>TOTAL PARTICIPANTS: 3,800</td>
<td>TOTAL PARTICIPANTS: 5,000</td>
<td>TOTAL PARTICIPANTS: 3,200</td>
</tr>
<tr>
<td>USA</td>
<td>478</td>
<td>USA</td>
<td>499</td>
</tr>
<tr>
<td>Spain</td>
<td>275</td>
<td>South Africa</td>
<td>1300</td>
</tr>
<tr>
<td>India</td>
<td>191</td>
<td>India</td>
<td>357</td>
</tr>
<tr>
<td>South Africa</td>
<td>185</td>
<td>United Kingdom</td>
<td>204</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>56</td>
<td>Switzerland</td>
<td>84</td>
</tr>
<tr>
<td>Switzerland</td>
<td>123</td>
<td>South Africa</td>
<td>159</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>97</td>
<td>Switzerland</td>
<td>125</td>
</tr>
<tr>
<td>France</td>
<td>94</td>
<td>The Netherlands</td>
<td>95</td>
</tr>
<tr>
<td>Kenya</td>
<td>69</td>
<td>France</td>
<td>90</td>
</tr>
<tr>
<td>Nigeria</td>
<td>76</td>
<td>China</td>
<td>88</td>
</tr>
<tr>
<td>Canada</td>
<td>81</td>
<td>Canada</td>
<td>57</td>
</tr>
</tbody>
</table>

Abstract and session submissions come from professionals working in a variety of fields, from scientific researchers and clinicians to community advocates and public health workers. Research presented will be drawn from nearly 2,000 submissions from around the world and organised by tracks spanning TB, tobacco control, air pollution, and childhood lung diseases.

SCIENTIFIC PROGRAMME

ABOUT THE UNION AND THE UNION WORLD CONFERENCE ON LUNG HEALTH

SOE OF OUR PREVIOUS EXHIBITORS AND SPONSORS

- Abbott Molecular
- Abt Associates
- Aenas
- Aeromed Inc
- Air Filter Maintenance Services (AFMS)
- ALERE International LTD
- American Thoracic Society (ATS)
- AstraZeneca
- BD Diagnostics
- BioContainment Infrastructure Services
- bioMérieux
- Capitalbio Corporation
- Carl Zeiss Microscopy GmbH
- Celltrion Inc.
- Cepheid
- Critical Path Institute
- Damien Foundation
- Delphi Imaging Systems
- Diagnostica mbH
- Capitalbio Corporation
- Carl Zeiss Microscopy GmbH
- CelTrion Inc.
- FIND
- G.L.A.
- Germline Laboratories, Inc.
- GizaSmrt®Níne
- Global Alliance for TB Drug Development
- Global Asthma Network
- Grupo INFRA
- Hain Lifescience SA (Pty) Ltd
- Hangzhou Shangchi Technology Co., Ltd.
- Human Diagnostics Worldwide
- Human Gesellschaft für Biochemica und Diagnostica mbH
- IDA Foundation
- INCURE
- Japan Anti-Tuberculosis Association (JATA)
- Jhpiego
- Johnson & Johnson Global Public Health
- KNCV Tuberculosis Foundation
- Laboratory Infrastructure Solutions (LIS)
- Lifebox Foundation
- Lilly MDR-TB Partnership
- Longhorn Vaccines and Diagnostics LLC
- Lupin Limited
- Macleods Pharmaceuticals Ltd
- Management Sciences for Health
- Médecins Sans Frontières
- miniKray, Inc.
- Molbio Diagnostics
- Motic Instruments
- National Tuberculosis Programme Brazil
- National Tuberculosis Programme Pakistan
- NPDR Corporation
- Oxford Immunotec LTD
- PLOS, Inc.
- Q2 Solutions
- Qiagen GmbH
- Quintiles
- Qure.ai
- Sanofi
- Shoebox Audiometry
- Silanes
- Statens Serum Institut
- Stop TB Partnership
- SureAdhere Mobile Technology, Inc.
- Suivirea Europe B.V.
- SystemNíne
- TB Alliance
- TB Education and Training Materials Display
- UNMMA
- University of New South Wales
- University Research Co.,LLC
- Veredus Laboratories Pte Ltd
- Vital Strategies
- World Health Organization
The Union offers a unique opportunity for exhibitors to showcase their products and services to more than 3,000 participants coming from all over the world, interested in all areas of lung health.

The Union’s conference exhibition area also provides excellent opportunities for networking with delegates and other exhibitors. A variety of companies, development agencies, non-governmental organisations (NGOs) and other health organisations exhibit at the conference.

This year the Union World Conference will take place in the World Forum The Hague. The exhibition spaces will be located in the central areas on the ground and first floors of the venue, which is entirely dedicated to the conference. These areas will be at the heart of the action, with access to the plenary hall from both floors, several food and beverage corners spread throughout and networking areas around the exhibition. Exhibitors will benefit from being at the centre of conference activities, bringing a steady flow of delegates to their stands.

A list of exhibitors will be published on the website and in the conference app thus increasing exhibitors’ exposure.

The Exhibition Area offers four types of exhibition spaces:

- Shell scheme booth
- Space-only booths
- Tech Innovation Zone
- NGO Express Stand — one day only

EXHIBITION SPACES

Booths are allocated on a first-come first-served basis. Book early to secure your space.

BOOTH SPACE OPTIONS AND PRICES

Minimum booth: 9m² (3x3)
Organisations may book one or more unit(s) of 9m²

<table>
<thead>
<tr>
<th>Organisation</th>
<th>SPACE ONLY*</th>
<th>SHELL SCHEME*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry</td>
<td>€675</td>
<td>€575</td>
</tr>
<tr>
<td>NGO</td>
<td>€425</td>
<td>€525</td>
</tr>
<tr>
<td>Heritage Member</td>
<td>€400</td>
<td>€500</td>
</tr>
</tbody>
</table>

*Price per m²

OTHER SPACES

- Tech Innovation Zone space €1,650
- NGO express stand €650

IMPORTANT DATES

EXHIBITION SET-UP
23 October

EXHIBITION DAYS
24-27 October

EXHIBITION DISMANTLING
27 October, after 18:00

Please note that timings are subject to change.
Satellite sessions are organised and supported by individuals, non-profit groups, organisations, or commercial entities. The Union offers these groups the opportunity to showcase their work, research and programmes, or draw more attention to a specific subject or area by organising a satellite.

Satellite sessions will be held on 25 and 26 October outside of the core programme hours, 75-minute sessions in the morning or 90-minute sessions in the evening.

Sessions will be reviewed for compliance with The Union’s mission and vision.

There will be two rounds of review and notification. Satellite sessions submitted in the first round will have priority in the selection of time slots. Space permitting, there will be a second round of submissions.

The session organiser is responsible for the session, including communicating with speakers and promptly informing the Secretariat of changes.

The satellite session organiser should ensure costs of travel, accommodation and registration for the speakers and chairpersons will be covered.

Full payment must be made within six weeks of approval. If no payment is received, the slot will be allocated to another satellite.

**Tech Innovation Zone Spaces Include**
- An individual showcase space of 1x2 metres each
- An allocated timeslot for product demos and company presentations
- Two exhibitor’s badges

Tech innovation zone spaces are exclusively available to independently established health technology start-ups founded in the last five years.

**NGO Express Stands Include**
- Set up on the day between 07:30 and 09:00. All stand items should be cleared by 19:30
- One stand and one tall bar table
- Space for one 1x2 m banner
- One exhibitor’s badge

The booths themselves and their contents remain under the exhibitor’s responsibility. See terms and conditions for additional information.

To reserve your exhibition space please contact the Conference Secretariat at conferences@theunion.org

Organisations interested in hosting a pre-conference event or side meeting are also welcome to contact the Conference Secretariat at conferences@theunion.org

**Exhibition Spaces (continued)**

**All Spaces and Stands Include**
- Daily cleaning of exhibition area
- Surveillance of the public areas of the exhibition
- Customer service during the installation and dismantling periods, as well as during the conference
- List of exhibitors published in the conference app and on the conference website

**Space Only Booths Include**
- Three exhibitor’s badges per 9m² space
- One conference day-pass per 9m² space

**Shell Scheme Booths Include**
- Basic booth structure
- Fascia board with company name
- Carpet
- Power source
- Three exhibitor’s badges per 9m² shell scheme booth
- One delegate badge per 9m²

All industry exhibitors and those with booths 18m² and over will benefit from a dedicated wifi network for exhibitors.

**Exhibition Spaces (continued)**

**Rooms and Rates**

**Satellite Sessions – Morning (75 minutes)**

<table>
<thead>
<tr>
<th>Room Capacity</th>
<th>Industry Price</th>
<th>NGO Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 100</td>
<td>€6,650</td>
<td>€3,450</td>
</tr>
<tr>
<td>100 – 150</td>
<td>€8,650</td>
<td>€4,450</td>
</tr>
<tr>
<td>250 – 400</td>
<td>€10,650</td>
<td>€5,450</td>
</tr>
</tbody>
</table>

**Satellite Sessions – Evening (90 minutes)**

<table>
<thead>
<tr>
<th>Room Capacity</th>
<th>Industry Price</th>
<th>NGO Price</th>
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</thead>
<tbody>
<tr>
<td>&lt; 100</td>
<td>€8,850</td>
<td>€4,650</td>
</tr>
<tr>
<td>100 – 150</td>
<td>€10,850</td>
<td>€5,650</td>
</tr>
<tr>
<td>250 – 400</td>
<td>€12,850</td>
<td>€6,650</td>
</tr>
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</table>

**Side Meetings**

<table>
<thead>
<tr>
<th>Room Capacity</th>
<th>3 Hours</th>
<th>6 Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;50</td>
<td>€2,500</td>
<td>€3,000</td>
</tr>
<tr>
<td>100 – 150</td>
<td>€3,500</td>
<td>€6,500</td>
</tr>
<tr>
<td>250 – 400</td>
<td>€4,000</td>
<td>€8,000</td>
</tr>
</tbody>
</table>

**RATES INCLUDE**
- Room signage before the session
- Availability of the session room 15 minutes before the beginning of the session
- Basic audio-visual equipment.
- Details of the session and speakers in the online conference programme and app
- Hyperlinked logo on the conference website

Complimentary registrations depending on the room capacity:
- < 100 = one day pass
- 100 – 200 = two day passes
- 250 – 400 = one full conference registration

See terms and conditions for additional information.

**Deadlines**

**Deadlines for First Round of Submissions:** 10 July
**Notification of First Round:** Mid-July
**Deadlines for Second Round of Submissions:** 10 September
**Notification of Second Round:** Mid-September
PRINT ADVERTISING

Print adverts can be included in the following materials:

**POCKET PROGRAMME**
€5,000
Distributed on-site, the pocket programme is a resource for all delegates and provides high-visibility advertising to your company or organisation.

**CONFERENCE BAG INSERTS**
€2,750
Include a flyer or leaflet in the conference bags, distributed to all delegates. Four pages maximum, no larger than A4. Space limited.

**LITERATURE TABLE**
€1,250
Display publications, brochures or other literature on a centrally located stand in the exhibition area. 500 pieces, 100 pages maximum, no larger than A4.

DIGITAL ADVERTISING

We offer numerous digital advertising opportunities:

**DIGITAL ABSTRACT BOOK**
€7,500
The digital abstract book is a supplement of the International Journal of Tuberculosis and Lung Disease (IJTLD). Publicly available to Journal subscribers directly following the conference; it remains online indefinitely. Rate includes partners’ logos on selected pages and a bookmarked advertisement displayed near the table of contents.

**CONFERENCE APP DAILY BANNER**
€2,600 / banner
The conference app helps on-site and virtual participants navigate the conference, access abstracts, slides and session recordings and plan their agendas. The app provides highly visible advertising opportunities.

**MONTHLY CONFERENCE NEWSLETTER AD**
€1,500 / month
Include a banner or digital ad in the conference newsletter, sent to 30,000 recipients each month from March to October.

ON-SITE ADVERTISING AND PROMOTION

**T-SHIRTS, CONFERENCE BAGS OR LANYARDS**
€10,000
Display a company or organisation logo on the delegate conference bags, delegate registration badge lanyards, or T-shirts worn by conference volunteers on-site for the duration of the event.

**COFFEE BREAKS**
€10,000 per coffee break
Sponsor a mid-morning or mid-afternoon coffee break and have your company’s or organisation’s logo displayed around the coffee stations for the day.

**GIVEAWAYS IN CONFERENCE BAGS***
€6,000
Include branded giveaways, such as luggage tags, phone chargers, adaptors and more, in the conference bags distributed to all delegates.

**SMARTPHONE CHARGING STATION**
€6,000
Nestled in the heart of the exhibition, your organisation could provide a fully branded phone charging station.

**SESSION ROOM SLIDE**
€1,000 per room per day
Ensure great attendance by promoting your satellite session, booth, on-site announcements or events with a session room slide. Displayed before and after each session in the room for the day.

See terms and conditions for additional information.

SPONSORSHIP PACKAGES

If you are interested in several promotional items, or in opportunities different from those listed in this document, we can create customised packages. To discuss specific sponsorship and engagement arrangements, please contact conferences@theunion.org.
TERMS AND CONDITIONS

EXHIBITION SPACES

Book exhibition spaces early to secure your space.

We want the exhibition space to be a vibrant, lively place that serves the needs for all our exhibitors. If exhibitors would like to host special activities in or around their booth, The Union must be notified in advance to confirm safety and scheduling requirements are met.

Exhibitor badges do not give access to scientific sessions.

An NGO with an annual spending of €20M+ will be billed at the industry rate.

FOR EXHIBITORS WHO BOOK ON OR BEFORE 30 JUNE

• A 50% deposit is required upon reservation of the exhibition space
• The remaining 50% will be invoiced in August and payable upon receipt
• Full payment is possible upon reservation, if preferred.

FOR EXHIBITORS WHO BOOK AFTER 30 JUNE

• 100% payment is required upon reservation.

NOTE Any additional furniture, decoration, increased electrical wattage and lights, etc. are to be covered by the exhibitor.

SATELLITE SESSIONS

All applications are subject to approval by The Union. An NGO with an annual spending of €20M+ will be billed at the industry rate.

TERMS OF PAYMENT

• Full payment must be made within four weeks of approval. If no payment is received, the slot will be allocated to another satellite.

PRINT, DIGITAL AND ON-SITE ADVERTISING AND PROMOTION

TERMS OF PAYMENT

Full payment is required within four weeks of confirming your order.

CANCELLATION CONDITIONS

All cancellations must be made in writing to the Conference Secretariat and will be refunded according to the following conditions:

• Until 30 June: cancellation charge of 50%
• From 1 July: no refund

To take advantage of these promotional and sponsorship opportunities at the Union World Conference, please contact conferences@theunion.org