18th Asia Pacific League of Associations for Rheumatology Congress (APLAR 2016)
26 - 29 September 2016 • Shanghai, China

SPONSORSHIP & EXHIBITION PROSPECTUS

Organised by:

APLAR

www.aplar2016.com
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# APLAR 2016 COMMITTEE

## EXECUTIVE COMMITTEE

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<tbody>
<tr>
<td>President</td>
<td>Professor Kevin Pile</td>
</tr>
<tr>
<td>President Elect</td>
<td>Professor Kazuhiko Yamamoto</td>
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<tr>
<td>Vice Presidents</td>
<td>Professor Lai-Shan Tan</td>
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<td></td>
<td>Dr. Debashish Danda</td>
</tr>
<tr>
<td>Secretary General</td>
<td>Professor Worawit Louthrenoo</td>
</tr>
<tr>
<td>Deputy Secretary General</td>
<td>Professor Wen-Chan Tsai</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Professor Syed Atiqul Haq</td>
</tr>
</tbody>
</table>

## LOCAL ORGANIZING COMMITTEE

**Congress Chairman**
- Professor Xiaofeng Zeng
- Professor JieruGu

**Core Members**
- Professor Xiaofeng Zeng
- Professor Huji Xu
- Prof. Chibo Huang
- Prof. Zhanyi Zhang
- Prof. Mentao Li
- Prof. Zhan Guo Li
- Prof. Xinping Tian
- Prof. Wen Zhang

**Scientific Chairman**
- Professor Huji Xu

**Sponsorship Committee**
- Prof. Zhanyi Zhang
- Prof. Cibo Huang
- Prof. Mentao Li
- Prof. Xinping Tian
- Prof. Xinping Tian
- Prof. Wen Zhang

**Exhibition Committee**
- Prof. JieruGu

**Post Section Committee**
- Prof. Ping Zhu

**Special and Social Events Committee**
- Prof. Yan Zhao
- Prof. Mengtao Li
- Prof. Shuang Ye
- Prof. Shengming Dai
- Prof. Sheng Chen
- Prof. Qian Wang
- Prof. Yangjia Chen
- Prof. Xin Wu

**Secretary Committee**
- Prof. Cibo Huang
- Prof. Zuoli Zhang
- Prof. Lindi Jiang
- Prof. Mengtao Li
- Prof. Xinping Tian
- Prof. Wen Zhang
- Prof. Zhanguo Li
- Prof. Sunle Chen

**Advisory Board**
- Prof. Yi Dong
- Prof. Fuling Tang
- Prof. Fengchung Zhang
- Prof. Zhanguo Li
- Prof. Sunle Chen
PREVIOUS SUPPORTERS AND EXHIBITORS FROM APLAR 2015 INDIA

Platinum Sponsor

Pfizer

Gold Sponsors

abbvie

Janssen

General Sponsors

ipca

Torrent Pharma

WALLACE LifeStyle

Exhibitors

APLAR 2016
AbbVie Pte. Ltd.
Anand Brothers
Cadila Healthcare Ltd. (BU-Biologics)
Cipla
CPC Diagnostics Pvt Ltd
Dr Reddys Laboratories Ltd.
HUMAN Diagnostics Worldwide
Immunoshop India Pvt Ltd.
Wallace Pharmaceuticals Pvt. Ltd

Intas Pharmaceuticals Ltd
IPCA Laboratories Ltd
IRACON
Janssen
PANLAR
Pfizer Corporation Hong Kong Ltd
Reliance Life Sciences Pvt Ltd
Roche Products (India) Private Limited
Torrent Pharmaceuticals
CONGRESS DETAILS

DATES
26 – 29 September 2016

CITY / COUNTRY
Shanghai, China

VENUE
Shanghai International Convention Center

CONGRESS ORGANIZER
Kenes MP Asia Pte Ltd
PICO Creative Centre
20 Kallang Avenue
Singapore 339411
Tel: +65 6292 4710
Fax: +65 6292 4721
E-mail: aplar2016@kenes.com

EXHIBITION / SUPPORT
Leah Maureen Jurado
Tel: +65 6292 4706
Email: ljurado@kenes.com
ABOUT SHANGHAI, CHINA

WELCOME TO CHINA

The People’s Republic of China, or PRC, is the world’s most populous country, with a population of more than 1.35 billion. Covering approximately 9.6 million square kilometers, it is also the world’s second-largest country by land area. China is considered a cradle of civilization, its history beginning with one of the world’s earliest civilizations in the fertile basin of the Yellow River.

Today, the country is a member of the WTO, APEC, BRICS, the Shanghai Cooperation Organization, the BCIM and the G-20. It is a major regional player within Asia, a great power, and a potential superpower.

Despite the last three decades of non-stop development and urban-planning, rich glimpses of antiquity still await the visitor who takes the time to find them: just bring a tough pair of shoes discover the Great Wall, the mountains, the bamboo forests, the villages, the and the Buddhist cave statues. From the mountain lakes of Tibet, to the deserts of Inner Mongolia, to the rice terraces of the south, China’s landscapes are enchanting. It is a massive country, a spellbinding mass of dialects and climatic and topographical extremes, like several countries rolled into one.

HELLO SHANGHAI!

With a population of more than 24 million in 2013, Shanghai is not only the largest Chinese city by population, but the largest in the world. It is also a global financial center and a transport hub with the world’s busiest container port.

The city offers culture-buffs numerous exciting art galleries, and nightlife options have exploded with a vibrant music and club scene that ranges from jazz and indie venues to all-night hip-hop and electro dance parties.

Chinese shoppers constitute up to 47% of the global luxury-goods market, and Shanghai offers plenty of retail therapy – not just in the luxury brand segment: boutiques, markets, vintage shops and up-and-coming designer outlets abound, as do handicrafts like antiques, ceramics, artwork and Tibetan jewellery. If it’s on your shopping list, you’ll find it.

Unlike 30 years ago, when Shanghai’s restaurant scene was dull to say the least, today food is the hub of Chinese social life. We are certain that some of your fondest memories of the city will be culinary, so pack a sturdy pair of shoes and come hungry!
INDUSTRY SUPPORT BENEFITS

DEADLINE TO SUBMIT YOUR BOOKING IS ON 13 MAY 2016!
After the deadline, all bookings will be treated on a first-come, first-served basis.

You will be given a support category status dependent upon the total amount of your support contribution. You will benefit from outstanding advantages linked to your support category.

<table>
<thead>
<tr>
<th>Category</th>
<th>Minimum Contribution</th>
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<tbody>
<tr>
<td>DIAMOND</td>
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<tr>
<td>PLATINUM</td>
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<tr>
<td>GOLD</td>
<td></td>
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<tr>
<td>SILVER</td>
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<tr>
<td>BRONZE</td>
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</tbody>
</table>

Diamond, Platinum, Gold, Silver and Bronze Supporters will receive the following benefits:

<table>
<thead>
<tr>
<th>Level of Support</th>
<th>Entitlements</th>
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</table>
| DIAMOND          | • 3 Symposium Slots  
                   | • 81 sqm Exhibit Space  
                   | • 2 advertisement pages in the Final Programme Book  
                   | • 3 Congress bag inserts  
                   | • 20 Congress Registrations |
| PLATINUM         | • 2 Lunch Symposium Slots (day 1 and day 3)  
                   | • 63 sqm Exhibit Space  
                   | • 2 advertisement pages in the Final Programme Book  
                   | • 2 Congress bag inserts  
                   | • 10 Congress Registrations |
| GOLD             | • 1 Lunch Symposium Slot (day 2; first-come, first-served)  
                   | • 45 sqm Exhibit Space  
                   | • 1 advertisement page in the Final Programme Book  
                   | • 2 Congress bag insert  
                   | • 7 Congress Registrations |
| SILVER           | • 36 sqm Exhibit Space  
                   | • Opportunity to select up to USD 40,000 worth of support items  
                   | (please refer to pages 6-11)  
                   | • 1 advertisement page in the Final Programme Book  
                   | • 1 Congress bag insert  
                   | • 3 Congress Registrations |
| BRONZE           | • 1-day Coffee Break Support (branding opportunities)  
                   | • 27 sqm Exhibit Space  
                   | • 1 advertisement page in the Final Programme Book  
                   | • 1 Congress bag insert  
                   | • 2 Congress Registrations |

SPECIAL REQUESTS

Tailor packages can be arranged to suit your objectives. Please feel free to contact the Exhibition / Support Department to discuss your needs (Contact information provided in the “Contact Information” section.)
EDUCATIONAL SUPPORT OPPORTUNITIES

EDUCATIONAL GRANTS
Medical education plays an important role in the quality of healthcare delivered across the globe. APLAR International meetings provide an important scientific and educational content that is developed, presented at the meeting, recorded, repackaged and diffused after the congress. APLAR is seeking industry partners who share our commitment to educational excellence and support APLAR’s educational initiatives through educational grants together with traditional commercial sponsorship. By providing an educational grant in support of the educational opportunities below, you are making a vital contribution to our efforts to deliver high quality education and improve training for all healthcare professionals working in the field of Rheumatology in Asia Pacific.

All educational grants are managed in compliance with relevant accreditation and industry compliance criteria. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. No promotional, commercial, or advertising materials may be included in the following opportunities. All support will be disclosed to participants.

SUPPORT OF EDUCATIONAL SESSIONS
Educational grants of any amount, whether for the overall program or for individual sessions, are appreciated and important to the success of the event. All forms of support will be recognized in the Industry Support and Exhibition section of the program guide, on the event website, and with signage during the event.

WEBCASTS OF KEY EDUCATIONAL SESSIONS
Attending all congresses, not to mention all sessions, is impossible for the busy medical professional. Therefore there is a growing need to share knowledge and learning opportunities beyond the dates of the actual event. High quality webcasting helps meet this substantial educational need, extend the life of the congress and provide valuable online educational material for the APLAR. The opportunity to support individual scientific sessions selected by companies and their Webcasting, or the entire scientific programme will allow partners to connect with APLAR 2016 participants as the content is released.

Prior and during the congress:
• All support will be recognized in the Industry Support and Exhibition section of the program guide, on the event website, and with signage during the event (slides at hall prior the webcasted session)

After the congress:
• Support will be recognized at the APLAR 2016 website under the title of webcasted session and lectures
• Support can be combined with other educational grants and will be acknowledged at the APLAR association website (company logo, hyperlink to your website and acknowledgement).
ABSTRACTS ON USB KEY

The USB key will contain all of the scientific abstracts. All meeting abstracts will become part of APLAR and published online after the meeting for constant viewing.

- The USB Key will be distributed to all participants. The supporter's logo can be printed on the USB key.
- Support will be recognized in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event.

E-POSTERS

An electronic version of the traditional boards will be displayed on monitor screens in a prime location at the congress. The highly trafficked e-Poster computer terminals will allow attendees to access the electronic poster presentations easily and conveniently. All accepted abstracts for poster presentations will be uploaded as ePosters and publish at APLAR after the meeting for constant viewing. ePosters will be accessible during the meeting by all congress participants and after the meeting through APLAR.

During the congress:
- Opportunity to display company logo on screen saver
- Support will be recognized with signage at the entrance to the e-Poster area with “Supported by...” and a company logo only
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website and with signage during the event
- Acknowledgment at the Best Poster session

POSTER BOARDS

- Support will be recognized with signage at the entrance to the Poster area with “Supported by...” and a company logo only
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event
PROMOTIONAL SUPPORT OPPORTUNITIES

SATellite symposium (non-CME)
Lunch symposium

*available only after the level supporters have selected their slots

- Opportunity to organise an Official Satellite Symposium, up to 90 minutes (Programme subject to the approval by the Scientific Committee)
- Includes: hall rental, standard audio/visual equipment, display table
- Includes: inclusion of Invitation to satellite symposium in congress bag
- Permission to use the phrase: “Satellite Symposium of APLAR 2016”
- Symposia Programmes will be included in the Industry Support and Exhibition section of the Programme (subject to receipt by publishing deadline)
- The timeslots have been designated and will be allocated on a “first come, first served” basis.
- The supporting company must cover all speakers’ expenses including registration, accommodation and travel expenses in addition to the support fee. This also applies in case the speakers have already been invited by the event organisers.
- Indicated in the program as: Satellite Symposium organised by: Company Name (not included in the main event CME/CPD credit offering).
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event

FOR THE ABOVE SATELLITE SYMPOSIUM PACKAGES, THE FOLLOWING APPLY:

- Satellite Symposia are offered to industry as non-CME commercial/promotional sessions and are allocated on a “first-come, first-served” basis.
- Supporting companies are free to choose topics, invite speakers, and control content. However, topic and program are subject to approval by the scientific committee.
- In case where the scientific committee does not approve the Satellite Symposia program, each party will be entitled to cancel the Satellite Symposium booking without paying any penalty for the cancellation or for any damages caused by the cancellation to the other party. Accordingly upon such cancellation, neither of the parties will have any claims, demands or suits towards the other.
- The company, in addition to the support fee, must cover all speaker expenses, including registration fees, accommodation and travel expenses. This also applies in the case where the speakers have already been invited by the event organisers.
- Satellite Symposia will be indicated in the program as: Satellite Symposium organised by: Company Name (not included in the main event CME/CPD credit offering).

Webcasts of Satellite symposium

Acknowledgement
The Sponsor’s edited webcast with the Sponsor’s logo will be uploaded to the Congress Website, providing a two-way link (if necessary)
- A 100-word company/product profile will be published in the final Congress Program
- The company’s logo will appear on the Congress Website (Industry page), a separate page in the final Congress Program and on the Sponsor Board on site
### ADDITIONAL SUPPORT ITEMS

#### CONGRESS BAGS
Supporter will provide the participants’ congress bags and/or funds for the bags, which will be branded with the event branding and logo.
- Support will be recognized on the bag with “Supported by...” and a company logo only
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event

If provided by a company, the bags will have to be approved by the Congress Organiser. It is the company’s responsibility to pay the relevant tax, shipping and any other extraneous charges.

#### CONGRESS LANYARDS
Supporter will provide the participants’ congress lanyards and/or funds for the lanyards, which will be branded with the event branding and logo.
- Support will be recognized on the bag with “Supported by...” and a company logo only
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event

If provided by a company, the lanyards will have to be approved by the Congress Organiser. It is the company’s responsibility to pay the relevant tax, shipping and any other extraneous charges.

#### BRANDED WATER STATIONS
Water Stations will be scattered all around the venue (in compliance with CME accreditation criteria, branded water stations will not be placed in the educational meeting rooms).
- Companies will be given the opportunity to brand the stations
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event.

#### EXECUTIVE LOUNGE
Facilities will be available at the venue for speakers and members of the organizing committee. Hospitality provided will be in compliance with all relevant industry codes.
- Company’s logo on signage at the entrance to the executive lounge
- Opportunity to provide company’s mouse pad at each workstation
- Opportunity to display company logo on screen savers
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event.

#### INTERNET AREA
There will be a Internet Area equipped with workstations where attendees may check e-mails.
- Opportunity to display company logo on screen saver
- Opportunity to distribute mouse pads from the Internet Area
- Opportunity to set company home page as the default home page
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event.
ADDITIONAL SUPPORT ITEMS

WELCOME RECEPTION/NETWORKING EVENT (Sole Supporter)

Supporter will have the opportunity to promote itself through a networking reception on the first evening to which all registered attendees are invited. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- Supporter’s logo on sign at the entrance to the Welcome Reception
- Opportunity to provide items bearing company logo for use at the event
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event

COFFEE BREAKS

Coffee will be served during breaks in the exhibition area. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to have a one day display of company’s logo at the catering point located within the exhibit area
- Opportunity to provide items bearing company logo for use during the supported break
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event

PROMOTIONAL MATERIAL

Inclusion of promotional material, such as leaflets and brochures, in the participants’ Congress bags. Material should be provided by Supporter and approved by the Secretariat.

- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event

NOTEPADS AND PENS

Inclusion of notepads and pens in the participants’ Congress bags. Material should be provided by Supporter and approved by the Secretariat.

- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event

HOSPITALITY SUITES / MEETING ROOMS

An opportunity to hire a room at the venue that will be used as a Hospitality Suite. The supporting company will be able to host and entertain its guests throughout the event. Companies will have the option to order catering at an additional cost. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to brand the hospitality suite
- Acknowledgement on directional signage outside suite
- Support will be acknowledged in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event
ADDITIONAL SUPPORT ITEMS

ADVERTISEMENT

<table>
<thead>
<tr>
<th>TYPE</th>
<th>BACK PAGE</th>
<th>INSIDE FRONT / INSIDE BACK</th>
<th>INSIDE PAGE (ROP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Programme</td>
<td></td>
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</tbody>
</table>

MINI PROGRAMME

Acknowledgement as supporter with company logo on back page of this pocket-size, useful APLAR Congress 2016 overview which will be distributed to all registered participants. (Advertisement not permitted)

- Supporter’s logo on the APLAR 2016 website
- Acknowledgement on Supporters’ Board on-site
- Acknowledgement in the Supporters’ List in the Forum Programme

Please note that it is the Exhibitor’s / Sponsor’s responsibility to comply with the local authority’s regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) www.efpia.org and IFMPA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the Promotion of Medicines.
EXHIBITION

The commercial/technical Exhibition will be held in Shanghai, China. The floor plan has been designed to maximise Exhibitors’ exposure to the delegates. The Exhibition Floor Plan will be posted online. In the meantime, we are pleased to receive your preliminary bookings. All spaces will be allocated based on the reservations received, on a first-come, first-served basis.

SPACE ONLY RENTAL – minimum of 18 sqm

This includes:
- Exhibitors’ badges
- 100 word company / product profile in the Program
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

SHELL SCHEME RENTAL – minimum of 9 sqm

This includes:
- Exhibitors’ badges
- Shell scheme frame, basic lighting
- Fascia panel with standard lettering
- 100 word company / product profile in the Program
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

ADDITIONAL BENEFITS:
When you exhibit your company will receive the following additional benefits:
- Listing as an Exhibitor on the Website prior to the Meeting with link to the Company website
- Listing and profile in the On-Site Program/ Exhibitor Guide
- Logo on Meeting Website
- Company name on Exhibition signage during Meeting

Please note: Space only / shell scheme rental does not include any furniture, electrical usage or stand cleaning. All these services and others will be available to order in the Exhibitors’ Technical Manual.

ALLOCATION OF EXHIBITION SPACE
Space Allocation will be made on a “first come, first served” basis. A completed Exhibition Booking Form and Contract should be emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form and Contract, space will be confirmed and an invoice will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received.
EXHIBITION TERMS AND CONDITIONS

EXHIBITOR REGISTRATION

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 9 sqm booked.

Exhibitor registrations allow access to the exhibition area only and shall be used by company staff only. An exhibitor registration form will be included in the Exhibitor’s Manual.

CANCELLATION / MODIFICATION POLICY:

Cancellation or modification of sponsorship items must be made in writing to the Sponsorship & Exhibition Specialist (Contact information can be found in the “Contact Information” Section, above.)

The organizers shall retain:

- 10% of the agreed package amount if the cancellation/ modification is made before 15 January 2016
- 50% of the agreed package amount if the cancellation/ modification is made between 16 January 2016 and 1 May 2016
- 100% of the agreed package amount if the cancellation/ modification is made after 1 May 2016
CONTRACT AND CONFIRMATION

FOR SUPPORTERS & EXHIBITORS

Applications for Support and/or Exhibition must be made in writing with the enclosed booking enquiry form.

SUPPORTERS

Once a Support Booking Form is received a contract will be sent to you for signature with an accompanying invoice. This contract should be signed and returned with a 60% deposit payment to the Sponsorship. Upon receipt of the Support Booking Form the Organiser will reserve the items listed in it. Completion of the Booking Form by the Supporter shall be considered as a commitment to purchase the items.

EXHIBITORS

Once an Exhibition Booking Form is received a confirmation of exhibition will be mailed to you with an accompanying invoice.

SUPPORT TERMS & CONDITIONS

Terms and Conditions of Support are included in this Prospectus and will be included in the Support agreement.

BOOKING PROCEDURES AND PAYMENT INFORMATION

CANCELLATION / MODIFICATION POLICY:

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- 100% of the agreed package amount if the cancellation/ modification is made after 1 May 2016
BOOKING PROCEDURES AND PAYMENT INFORMATION

TERMS OF PAYMENT

- 60% upon receipt of the sponsorship agreement and first invoice
- 100% from 20 April 2016

All payments must be received before the start date of the Meeting. Should the Sponsor fail to complete payments prior to the commencement of the Meeting, the Organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

PAYMENT METHODS

Option 1: Payment by cheque. Please make cheque payable to: Kenes MP Asia Pte Ltd.
Above option only applies to Singapore based companies/organisations only.
Option 2: Payment by Bank Transfer. Bank account details to be advised later.

Please note that bank charges are the responsibility of the payer.

CANCELLATION / MODIFICATION POLICY:

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- 50% of the agreed package amount if the cancellation/ modification is made between 16 January 2016 and 1 May 2016
- 100% of the agreed package amount if the cancellation/ modification is made after 1 May 2016
APLAR 2016 SUPPORT BOOKING FORM

Please complete all details and send to: Leah Maureen Jurado
Kenes MP Asia Pte Ltd, PICO Creative Centre, 20 Kallang Avenue, Singapore 339411
Tel: +65 6292 4706 15, Fax: +65 6292 4721 Email: ljurado@kenes.com

Company Name (as should appear in all publications):
Contact Person:
Address: City:
Postal Code: Country:
Telephone: Fax:
Email: Website:

We would like to book the following Sponsorship Items:

<table>
<thead>
<tr>
<th>ITEMS</th>
<th>PRICE IN USD</th>
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<tbody>
<tr>
<td>Diamond Support Package</td>
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<tr>
<td>Platinum Support Package</td>
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<tr>
<td>Gold Support Package</td>
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<tr>
<td>Silver Support Package</td>
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<td>Bronze Support Package</td>
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<tr>
<td>Support of Educational Grants</td>
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<tr>
<td>Webcasts of Key Educational Sessions</td>
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<td>Abstracts on USB</td>
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<td>E-Posters</td>
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<td>Poster Boards</td>
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<td>Satellite Breakfast or Evening Symposium (non-CME)</td>
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<td>Satellite Lunch Symposium (non-CME)</td>
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<td>Webcasts of Satellite Symposium</td>
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<td>Congress Bags</td>
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<td>Congress Lanyards</td>
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<tr>
<td>Branded Water Stations</td>
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<td>Executive Lounge</td>
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<td>Internet Area</td>
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<tr>
<td>Welcome Reception</td>
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<tr>
<td>Coffee Breaks</td>
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<td>Promotional Material</td>
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<td>Notepads and Pens</td>
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<td>Hospitality Suites / Meeting Rooms</td>
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<tr>
<td>Advertisements (back page, inside front, inside back, inside ROP)</td>
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<tr>
<td>TOTAL AMOUNT (please complete)</td>
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</tbody>
</table>

Cancellation or modification of sponsorship items must be made in writing to the Sponsorship & Exhibition Specialist (Contact information can be found in the “Contact Information” Section, above.) The organizers shall retain:

- 10% of the agreed package amount if the cancellation/ modification is made before 15 January 2016
- 50% of the agreed package amount if the cancellation/ modification is made between 16 January 2016 and 1 May 1st
- 100% of the agreed package amount if the cancellation/ modification is made after 1 May 2016

☐ Provisional Booking – The item will be released if not confirmed within 14 days.
☐ Please call me to discuss our support package.
☐ Please send me a support contract and invoice.

Signature: ________________________  Date: ________________________
APLAR 2016 EXHIBITION BOOKING FORM AND CONTRACT

Please complete all details and send to: Leah Maureen Jurado
Kenes MP Asia Pte Ltd, PICO Creative Centre, 20 Kallang Avenue, Singapore 339411
Tel: +65 6292 4706 15, Fax: +65 6292 4721 Email: ljurado@kenes.com

Contact Name:
Company Name:
Name (as to appear in all congress publications):
Address: City:
Postal Code: Country:
Telephone: Fax:
Email: Website:

We hereby apply to book and exhibition space only / shell scheme booth.

<table>
<thead>
<tr>
<th>Choice</th>
<th>Stand No</th>
<th>Space Only / Shell Scheme</th>
<th>No. of Square Meters</th>
<th>Total Price (USD)</th>
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<td>1st Choice</td>
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<td>2nd Choice</td>
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<td>3rd Choice</td>
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<td>Total Amount</td>
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(please complete)

☐ Provisional Booking – The item will be released if not confirmed within 7 days.
☐ Please call me to discuss our support package.
☐ Please send me a support contract and invoice.

We accept the contract term and conditions (listed in this Sponsorship and Exhibition Prospectus) and agree to abide by the Guidelines for the Industry Participation for the Meeting. I am authorized to sign this form on behalf of the applicant / Company.

Cancellation or modification of sponsorship items must be made in writing to the Sponsorship & Exhibition Specialist (Contact information can be found in the “Contact Information” Section, above.) The organizers shall retain:

- 10% of the agreed package amount if the cancellation/ modification is made before January 15th, 2016
- 50% of the agreed package amount if the cancellation/ modification is made between January 15th, 2016 and May 1st, 2016
- 100% of the agreed package amount if the cancellation/ modification is made after May 1st, 2016

Signature: ___________________________ Date: ___________________________
These terms are the contractual agreement between the Organiser and the Exhibiting / Sponsoring Firm (Exhibitor's / Sponsor's).

**Application to Participate**
Application to participate will be considered only if submitted on the appropriate forms, duly completed. Registration will be confirmed insofar as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal, all payments shall be fully refunded. In case of acceptance Sponsors/Exhibitor will be bound by the Terms and Conditions listed in the prospectus and/or contractual agreement.

**Obligations and Rights of the Exhibitor/Sponsor**
Registration implies full acceptance by the Exhibitors/Sponsors of the exhibition / sponsorship regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the Congress without compensation or refund of sums already paid, and without prejudice to the Exhibitor/Sponsor.

By submitting an application to participate, the Exhibitor /Sponsor make a final and irrevocable commitment to occupy the space / items allocated and to maintain his/her installation until the date and time fixed for closure of the event.

The Exhibitor/Sponsor may only present on his/her stand or space the materials, products or services described in the application to participate.

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 Organiser**
The Organiser undertakes to allocate exhibition space/sponsorship items space as far as possible on the basis of the preference expressed by applicants. Application will be considered in order of receipt of application forms accompanied by payment.

The Organiser reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to Exhibitors/Sponsors. The Organiser reserves the right to offer to a different firm any stand, space or sponsorship item that has not been occupied by the event of the opening of the Congress, with no obligation to provide compensation to the defaulting Exhibitor / Sponsor.

**Liability Insurance**
Equipment and all related display materials installed by Exhibitors / Sponsors are not insured by the Organiser, and the Organiser under no circumstances will 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 property and person and for the property and persons of his employees and agents and for any third party who may visit his space. The Exhibitor/Sponsor shall hold harmless the Organiser from any and all damages/claims including those usually covered by a fire and extended – coverage policy. The Sponsor/Exhibitor will purchase insurance policies for the above listed damages.

**Exhibition Regulations**
The Exhibition Manager, acting under direction of the Organizing Committee, has the final decision as to the acceptability of displays. Exhibitors are not to share with others any space allotted to them without prior written consent by the Exhibition Manager.

The Organiser reserves the right to alter the general layout or limit the space allotted to each Exhibitor / Sponsor, postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, the Organiser will not be held liable for expenses incurred other than the cost of exhibit space rental fees.

All exhibits are to be displayed so as to avoid blocking aisles, obstructing adjoining booths, damaging the premises or the leased equipment. Exhibitors are kindly requested to allow sufficient see-through areas, which ensure clear views of surrounding exhibits.

In standard booths, height is restricted to 246cm. Exhibitors are responsible for the cost and execution of the design, installation and delivery of their display to (and its removal from) the exhibition site. Flammable materials are not to be used. Equipment displayed or demonstrated must be installed with strict adherence to safety measures.

Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and its dismantling at the close of the exhibition. No dismantling or packing of the display before the designated hour. It is the Exhibitor’s responsibility to pack and remove or consign for shipment all items of value prior to leaving their exhibit unattended, otherwise the Organizer will arrange for their removal at the Exhibitor’s risk and expenses.

Exhibitors are obliged to ensure that their stands are permanently staffed during the exhibition opening hours.

Payment is to be made in accordance with the conditions of payment listed in the prospectus.

Should the Exhibitor /Sponsor fail to make a payment on time, the Organiser is entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the stand/ sponsorship items or seek compensation for non-fulfilment of contract.

Participation by Exhibitors/Sponsors is dependent upon compliance with all rules, regulations and conditions stated herein.

Access to the exhibition is authorized on presentation of a badge issued by the Organiser. Exhibitors’ badges will not be mailed in advance and may be collected from the Exhibition Manager’s desk. The Organiser ensures daily cleaning of the aisles. Exhibitors / Sponsors are responsible for the cleaning of their stands.

The provision of refreshments for the participants by Exhibitors is only permitted if the catering regulations of the exhibition building concerned are observed.

Exhibition areas and fittings made available to Exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the Exhibitor.

Any special decoration or fittings must be submitted to the Organizer for prior authorization.

Advertising panels and display are not permitted outside the exhibition areas allotted to Exhibitors.

The Organizer will not approve stands, which do not comply with the accepted standards, until the necessary changes have been made.

**Code of Practice**
It is the Exhibitor’s / Sponsor’s responsibility to comply with the local authority's regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) www.efpia.org and IFMPA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the Promotion of Medicines. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the Rules and Regulations will not expose the Organiser to any suits, demands by the Sponsors/Exhibitor/any third party.