Towards a Future Vision for Complex Patients
Integrated Care in a Dynamic Continuum
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WELCOME LETTER

Dear colleagues and friends,

We are very pleased to announce that in 2013, the International Pharmaceutical Federation (FIP) will organise its Annual Congress in collaboration with the Pharmaceutical Society of Ireland (PSI) and its Irish partners.

The Congress will take place from 31st August – 5th September 2013 in the Convention Centre Dublin, Ireland.

In a constantly evolving environment, where advances in science, technology and communications require us all to adapt, it is vital that the pharmacy profession is at the forefront of change; responding to medical innovations alongside changing patient needs.

The theme of the 2013 conference - Towards a future vision for complex patients: Integrated care in a dynamic continuum - will address these developments, and the central role of the pharmacist in delivering patient care in an ever more challenging setting.

Today pharmacy in Ireland is undergoing its biggest transformation thanks to legislative change to regulate the profession and expand the roles of pharmacists in Ireland. Much has changed since Dublin last hosted the Congress in 1975! It is hoped that these experiences can be shared with visiting delegates.

We are delighted also to announce that a Forum for Pharmacy Policy-makers and Chief Pharmacists will be held in Dublin in conjunction with the FIP Congress. Continuing on the outcomes of the 2012 Ministerial summit, emphasis will be placed on interaction between participants to facilitate an open forum for debate on issues affecting our patients and our profession.

We hope that Dublin will follow the Centennial FIP Congress in being the most important meeting place for our global network of pharmacists. We look forward to seeing you there.

Dr. Michel Buchmann  
FIP President

Paul Fahey  
PSI President
About FIP Dublin 2013  
31st August – 5th September, 2013

Following on the successful Centennial Congress of the International Pharmaceutical Federation (FIP) in Amsterdam in 2012, FIP Dublin promises to be the most significant global event in pharmacy and pharmaceutical sciences in 2013.

The FIP Dublin congress will consist of three main components:

1. **FIP Dublin 2013 Congress**

   The FIP Congress will offer five days of sessions, symposia, workshops, discussions and world class social events that will bring together over 3,000 international participants from diverse areas of pharmacy practice and pharmaceutical sciences. The Congress will take place at the Convention Centre Dublin (CCD).

   The theme of the Congress is: *Towards a future vision for complex patients – integrated care in a dynamic continuum.*

2. **Exhibition**

   The Exhibition will be an integral part of the congress and offers a unique opportunity to showcase the interests and services of Irish Industry partners both global and local.

   This exhibition will take place in the Forum at the CCD.

3. **Pharmaceutical Policy Forum**

   For the first time, a forum for Pharmacy Policy-makers and Chief Pharmacists is being organised in Dublin, prior to the congress. This event is a follow-up to the international Health Ministers Summit and associated stakeholder roundtables at the FIP Centennial in Amsterdam in 2012. Attendance will be by invitation and this event is being organised by the Irish Department of Health, with the assistance of the PSI and FIP.
FIP and the Pharmaceutical Society of Ireland (PSI)

As a member of the International Pharmaceutical Federation (FIP), the PSI is delighted to co-host the Dublin 2013 Congress, in partnership with a wide range of pharmacy organisations in Ireland representing the various areas of the profession and sector.

These partners include community and hospital pharmacy representative bodies - the Irish Pharmacy Union and the Hospital Pharmacists Association of Ireland - pharmacists in industry, education and regulation, the Schools of Pharmacy, our colleagues in Northern Ireland and pharmacy students.

This will be the first time the FIP Congress has taken place in Ireland since 1975.

The Congress Venue

The Convention Centre Dublin (CCD) is the contemporary state-of-the-art venue for FIP Dublin 2013. The landmark building was designed by Pritzker award-winning Irish architect Kevin Roche and features a stunning glass-fronted atrium running the full height of the building, giving delegates panoramic views of the River Liffey, the Dublin cityscape and the Wicklow Mountains. The CCD is a short walk from Dublin city centre and within easy access of many hotels, restaurants, visitor attractions and Dublin night life.

Audience Profile

The FIP Congress is the only truly global event for Pharmacists and Pharmaceutical Scientists and the Dublin Congress expects to attract over 3,000 international practising pharmacists and scientists.

The audience of FIP 2013 and associated events will also include significant numbers of pharmacists from Ireland (from community, hospital, industry, academia), pharmacy students and young pharmacists, as well as leaders from the profession and sector across the world.
Sponsorship Opportunities during FIP DUBLIN 2013

There are numerous possibilities for sponsorship and partnering with the Dublin 2013 Congress. In addition to the sponsorship items listed in the following pages, there are three generous sponsorship packages. We are also happy to facilitate bespoke packages.

Sponsors will be listed in future announcements, final programme and on the congress website.

1. Gold Sponsor € 50,000
2. Silver Sponsor € 40,000
3. Bronze Sponsor € 25,000

Gold Sponsor

- Exposure as Gold Sponsor
- First priority on exhibition space
- 12m² exhibition space
- www-link to your company on the congress website
- VIP status for special events
- 10 complimentary full registrations

Silver Sponsor

- Exposure as Silver Sponsor
- 9m² exhibition space
- www-link to your company on the congress website
- 5 complimentary full registrations

Bronze Sponsor

- Exposure as Bronze Sponsor
- 6m² exhibition space
- www-link to your company on the congress website
- 3 complimentary full registrations
**Congress Bags**

€30,000.00

Exclusive sponsorship of the Congress Bag with the sponsor name discreetly displayed on each bag. This sponsorship also includes one piece of promotional literature in the Congress Bag.

**Private Breakfast Meetings**

up to €25,000.00

The Congress will offer the opportunity for sponsoring a number of private meetings and/or breakfasts which will take place either at the congress venue itself, or at an adjoining venue.

These private meetings should not interfere with the congress programme and all such meetings are organised by the sponsor in consultation with the Congress Organiser.

The price includes the following benefits:

- Session room in the congress venue or adjoining venue
- Supply of basic technical equipment in the room
- Technical AV staff
- Publishing of the programme on the website
- Inclusion of name in the Final Programme

Not included: travel expenses for speakers and other expenses

**Opening Exhibition Reception**

€25,000.00

Following the Opening Ceremony, the Exhibition will be officially opened with a welcome reception.

The sponsor will have their signage/logos prominently displayed throughout the Forum during the reception and will be mentioned in the Final Programme.
Welcome Reception  €25,000.00

The Guinness Storehouse is the venue for the Welcome Reception.

The Guinness Storehouse is situated in the middle of Dublin, in the legendary St. James's Gate Brewery, home of GUINNESS® since 1759! In days gone by it was a fermentation plant, but today it has been transformed into Ireland’s number one international visitor attraction and world class event destination. Designed in the shape of a giant pint glass, standing seven stories high, the evening will offer the best in Irish hospitality and entertainment on each of the seven floors.

The sponsor will have their signage/logos prominently displayed throughout the building and will be mentioned in the Final Programme.

WiFi in the Exhibition Hall  €25,000.00

WiFi is a key requisite for exhibitors and delegates alike. By sponsoring WiFi in the Exhibition Hall, your company logo will be featured on the log-in screen.

The sponsor name will be included in the Final Programme.

FIP Council Dinner  €20,000.00

The Council Dinner will take place in one of Dublin’s beautiful and historic venues.

The sponsor will have their logo displayed on the menus and invitation and is invited to give a short speech at the dinner.

FIP President’s Reception  €20,000.00

The President's reception will take place in the Congress Headquarter Hotel.

The sponsor will have their logo displayed on the menus and invitation and is invited to give a short speech.
Signage in the Congress venue, The CCD (digital)  ca. €15,000.00

The signage at the venue is open on an exclusive basis to a single sponsor. However, multiple sponsors are also possible. Price on request. The sponsor(s) logo(s) will be placed on the signage screens throughout the Convention Centre Dublin (CCD).

Lanyards  €15,000.00

The sponsor name and logo will be printed on the lanyards (costs are including manufacturing).

FIP Dublin 2013 Mobile App  ca. €15,000.00

The first congress app was launched at the FIP Centennial in Amsterdam with great success. This year the easy to use app will include a number of additional features including advertising with links to the potential sponsor(s). This special app can be downloaded by all participants and will be promoted heavily.

This opportunity is available on an exclusive basis to a single sponsor however multiple sponsors are also possible. Price on request.

Catering in Exhibition Hall  ca. €12,500.00

Tea and coffee breaks will be served in the Forum at CCD, the Exhibition Hall. Sponsor recognition will be provided by signage as well as being mentioned in the Final Programme.

This is open on an exclusive basis to a single sponsor or can be packaged on a per diem basis at a rate of €4,500.00 per day.
**Poster Area in Exhibition and/or congress centre foyers**  €10,000.00  
The sponsor name will be mentioned in the Final Programme and on a dedicated sign above the poster area(s).

**Speaker Service Area (signage board)**  €10,000.00  
The sponsor name will be displayed outside the speaker presentation preparation room.

**Student & Staff Shirts**  €7,500.00  
Pharmacy students will work as assistants to delegates throughout the Congress, with high visibility throughout the CCD. The sponsor name / logo will be printed on the staff sleeve.

**Notepads & pens**  €7,500.00  
The sponsor name and logo will be printed on the notepads and pens to be included in the Congress bag (costs include manufacturing).

**Opening Ceremony**  €5,000.00  
The Opening Ceremony will include a wonderful customised entertainment piece to intersperse the formalities. This will showcase the best in Irish music, song and dance.

The sponsor will be acknowledged during the course of the Opening Ceremony and will be mentioned in the Final Programme.
**FIP Bureau Dinner**  €5,000.00

The Bureau Dinner will take place in one of Dublin’s leading restaurants.

The sponsor will have their logo displayed on the menus and will be invited to give a short speech.

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**Closing Dinner Entertainment**  €5,000.00

The closing dinner will provide a number of entertainment opportunities: during the meal, after dinner dancing/after party.

The sponsor will be acknowledged during the course of the Closing Dinner and will be mentioned in the Final Programme.

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**‘Search for your Roots’ section in the Exhibition Hall**  €5,000.00

The Exhibition Hall will include a ‘fun’ area for delegates interested in researching their Irish roots. With over 70 million people worldwide claiming Irish Heritage, this section of the Exhibition will generate huge interest given the profile of the delegates.

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**Insert in Congress Bag**  €5,000.00

One promotional leaflet, approved by the Organising Committee, will be included in the Congress bags for all participants.

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**‘Pharmacy in Ireland’ event**  €5,000.00

This showcase of various aspects of pharmacy practice and developments in Ireland will be of interest to both international colleagues as well as pharmacists in Ireland. The session will be held on the morning of the opening day, Sunday 1st September and will be organised by the Irish local host committee, which is chaired by the PSI.
Fun Run

A 5k ‘fun run’ will take place through the streets of Dublin for the more energetic delegates!
Participants will be provided with a t-shirt with the sponsor logo as well as bottled water/soft drinks.

Pharmacy Visits

Visits to pharmacy settings and facilities in the host country are always of interest to international colleagues. These will also be organised by the local host committee and sponsorship may be required for transport, refreshments etc.

Advertising Final Programme A4

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<th>Position</th>
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<td>Inside Front Cover</td>
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<td>Full Page inside</td>
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Please note all costs are listed exclusive of the current rate of VAT.
FIP Dublin 2013 Exhibition

The Exhibition will be an integral part of the congress and offers a unique opportunity to showcase the interests and services of Industry partners both global and local.

Exhibition space will be available in the Forum at the Convention Centre Dublin and will be flexible to incorporate both shell schemes or self-build booths.

The Exhibition area will also be the venue for all congress catering as well as posters, guaranteeing an excellent through-put of conference delegates.

Preliminary opening hours

The exhibition will be open for registered congress participants and registered accompanying persons during the following hours:

<table>
<thead>
<tr>
<th>Date</th>
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<tr>
<td>Sunday 1 September 2013</td>
<td>16:30 – 18:00</td>
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<td>(to include the Opening Reception)</td>
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<tr>
<td>Monday 2 September 2013</td>
<td>09:00 – 18:30</td>
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<td>Tuesday 3 September 2013</td>
<td>09:00 – 18:30</td>
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<td>Wednesday 4 September 2013</td>
<td>09:00 – 18:30</td>
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Admission

All registered participants and registered accompanying persons have free admission to the exhibition.

A dedicated exhibition brochure will be available shortly.

To receive more information about the FIP Dublin 2013 Exhibition, please contact:

The FIP Dublin 2013 Team, c/o The Pharmaceutical Society of Ireland
Tel: 00 353 1 2184000
Email: fipdublin2013@thepsi.ie
Congress website: www.fip.org/dublin2013
Payment Schedule and Cancellation Policy

In order for a sponsorship to be valid, a completed booking form together with the appropriate sponsorship fee must be forwarded to the Manager Sponsorship & Exhibition FIP Dublin 2013.

Please note that submittal of a signed booking form, indicates agreement to abide by the Terms & Conditions specified in this document.

Sponsorship opportunities are offered on a first come, first served basis according to the date that the booking form is received.

Cancellations:

All cancellations must be made in writing to the Manager Sponsorship & Exhibition FIP Dublin 2013.

- On or after 1st February, 2013 – no refund will be available.

Payment:

On receipt of the sponsorship booking form, a confirmation and invoice will be issued.

Full payment is due within 30 days of the invoice.

Payment will be accepted in Euro (€) only.

Payment can be made by bank wire transfer to the account details on the invoice.

Force Majeure:

In the event of force majeure, the congress dates may be changed or the congress may be cancelled. In the latter event, the disposable funds after payment of expenses will be shared between sponsors in proportion to their payments without the possibility of recourse against the Organisers.
Sponsorship Booking Form
Sponsorship Booking Form

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information.

Please complete and return this booking form at your earliest convenience to the Manager Sponsorship & Exhibition FIP Dublin 2013:

The Pharmaceutical Society of Ireland
PSI House
Fenian Street
Dublin 2

Email: fipdublin2013@thepsi.ie

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<td><strong>Company Name:</strong></td>
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<td>TOTAL DUE (ex. VAT):</td>
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Towards a Future Vision for Complex Patients
Integrated Care in a Dynamic Continuum

FIP World Congress
Dublin, Ireland
31 August – 5 September 2013

For Sponsorship Contact:
FIP World Congress
Dublin 2013
The Pharmaceutical Society of Ireland
PSI House
Fenian Street
Dublin 2
Ireland
T: +353 (0)1 218 4000
E: fipdublin2013@thepsi.ie
www.fip.org/dublin2013

Sponsorship Opportunities