



We would like to welcome you to  
First Nordic Conference on personalized  
medicine.

May 30<sup>th</sup> – June 1<sup>st</sup> 2018

**Exhibition**  
**Sponsorship**  
**Prospectus**

[www.norpm2018.com](http://www.norpm2018.com)



# Welcome

We would like to invite you to sponsor the First Nordic conference on personalized medicine that will take place 30<sup>th</sup> May-01 June 2018 in Nyborg, Denmark.

Nyborg is located on the coast of Funen with beaches towards the Great Belt (Storebælt). Transport from Copenhagen airport is convenient with trains departing several times per hour. Travel time is approximately 70 minutes.

This 2.5-day conference will focus on basic and clinical aspects of research regarding personalized medicine. Leading researchers from all over the world will contribute to the scientific program, which can be found at [www.norpm2018.com](http://www.norpm2018.com). The program covers various aspects of personalized medicine and will span mechanisms of drug variability to clinical implementation of this knowledge and will attract a wide audience from clinicians to laboratory researchers.

The conference is partly financed by a Sapere Aude - Research talent grant from the Danish Council of Independent Research.

We look forward to meeting you in Nyborg in May 2018.

## **Organizers Tore Bjerregaard Stage & Kim Brøsen**



The conference is organized under the auspices of the Danish Society of Clinical Pharmacology.



# Programme Information

The organizing committee is offering companies the opportunity to sponsor the First Nordic conference on personalized medicine. This conference will gather international experts within personalized medicine and is an excellent opportunity to reach both clinical and laboratory researchers within genomics, epigenomics, imaging and other related fields. The scientific program consists of leading researchers from all over the world within several fields. A full list of confirmed speakers and session titles can be found at the conference website [www.norpm2018.com](http://www.norpm2018.com). Examples of sessions and confirmed speakers:

## **Novel methods assessing drug toxicity**

- Deanna L. Kroetz, UCSF - iPSC-derived sensory neurons to assess chemotherapy-induced sensory neuropathies
- Magnus Ingelman-Sundberg, Karolinska Institutet - Novel in vitro systems for better prediction of drug metabolism and hepatotoxicity

## **Pharmacoeigenetics and biomarkers**

- Ingolf Cascorbi, University of Kiel - miRNAs as mediators of drug resistance
- Pascale Fisel, University of Stuttgart - DNA Methylation of ADME Genes: Clinical implications
- Carmen Jerónimo, University of Porto - Diagnostic and prognostic epigenetic biomarkers in cancer.

## **Role of the gut microbiome in ADME**

- Ian Wilson, Imperial College London - Gut microbiome interactions with drug metabolism, efficacy, and toxicity
- Oliver Hatley, Certara - Gut wall metabolism  
Stefan Oswald, University Medicine Greifswald - Consequences of bariatric surgery on drug transporter expression and function



# Committees

## Organizers

Ass. prof. Tore B. Stage - Clinical pharmacology & pharmacy, University of Southern Denmark

Prof. Kim Brøsen - Clinical pharmacology & pharmacy, University of Southern Denmark

## Scientific committee

- Henrik Berg Rasmussen, Institute of Biological Research, Copenhagen University Hospital
- Ingolf Cascorbi, Department of Experimental and Clinical Pharmacology, University of Kiel
- Janne T. Backman, Clinical Pharmacology, University of Helsinki
- Kjeld Schmiegelow, Department of Pediatrics and Adolescent Medicine, Copenhagen University Hospital
- Magnus Ingelman-Sundberg, Department of Physiology and Pharmacology, Karolinska Institute
- Mikko Niemi, Clinical Pharmacology, University of Helsinki
- Niels Jessen, Institute of Biomedicine, University of Aarhus
- Per Damkier, Department of Biochemistry and Pharmacology, Odense University Hospital



# General information

## Target audience

We expect around 150-300 participants from Nordic countries and the rest of the World. The target audience includes researchers within personalized medicine, from clinical and laboratory settings.

## Meeting language

The official language of the meeting is English.

## Venue

This conference will be held at Hotel Nyborg Strand in Nyborg, Denmark. This hotel is placed on the coast of Funen with easy access to beaches and the city of historical Nyborg. Transport from Copenhagen airport is convenient with trains departing 2 times per hour. Travelling time from Copenhagen Center is approximately 1 hour.

## Payment

Payment for participation in the conference as a sponsor will be invoiced by the conference secretariat. Within one month of receiving a signed contract an invoice will be sent for 50% of the total amount. The invoice for the remaining 50% will be sent after this and the payment is due and payable before March 1<sup>st</sup> 2018 after which no refunds will be made.

## Cancellation

Any request to cancel sponsored items should be submitted to MCI Copenhagen in writing. The effective date of cancellation or reduction of sponsor items will be the date at which the Congress Organizer receives the written notice. In case of cancellation any amount already invoiced is not refundable.

## Liability

The organizers accept no responsibility for any damage if the sponsored event is not performed due to any obstacle or hindrance outside the control of the organizers, which they could not reasonably have foreseen when signing this contract and which the organizers could not have avoided at a reasonable effort of cost. Such obstacles and hindrances include, but are not limited to, the outbreak of war, civil riots, governmental or other obstacles for the freedom of travel, union actions, natural disasters, fire, flooding and any other circumstances that fall within the meaning of the above.



# Congress Venue

## Hotel Nyborg Strand

Østerøvej 2,

Nyborg, Denmark

Phone: +45 6531 3131



The 1<sup>st</sup> Nordic Conference on personalized medicine will be held at the historical Hotel Nyborg Strand.

Nyborg is centrally located in the middle of Denmark with good access routes. The hotel is situated right on the beach with beautiful views of the Great Belt Bridge and a beautiful beech wood as its nearest neighbour. Both the centre of Nyborg and the railway station are within walking distance of the hotel, and the highway is just a few minutes drive away.



# Exhibition

The Congress and exhibition will take place at Hotel Nyborg Strand

## Exhibition dates:

Build up: 30<sup>th</sup> May from 06.00 am. If needed build up can start the Evening before.

Exhibition period: May 30<sup>th</sup>- June 1<sup>st</sup>, 2018

The Exhibition will be officially opened on: May 30<sup>th</sup>, 2018 at 09.00.

## Why NORPM2018

We expect around 150-300 participants from Nordic countries and the rest of the World. The target audience includes researchers within personalized medicine, from clinical and laboratory settings.

## Prices:

The fee for exhibition opportunities will be subject to the reverse charge mechanism when supplied to taxable companies established in the EU in accordance with art 44.

EC VAT Directive applicable as of January 2011. Invoices will be issued without VAT and the company VAT number must be noted on the invoice. The fee will be subject to 25% Danish VAT for taxable persons and companies established in Denmark and countries outside the EU.

## Exhibitor registration:

### The Exhibitor Registration entitles to:

- Free access to the exhibition area and to your own company's sponsored symposium
- All sponsors get special recognition at the conference opening and one insert in the conference bag.
- Free coffee & tea during coffee breaks



# Sponsor Levels and Benefits

Prices are excl. of 25% VAT.

## Platinum package

**Before € 15,000 – now only € 5,000**

- Acknowledgement as a platinum partner in the program and during the conference
- Exhibition booth space of 12 m<sup>2</sup>
- First priority for choosing additional sponsorship item opportunities
- Major presence on the conference website ([www.norpm2018.com](http://www.norpm2018.com))
- Special recognition at the conference opening
- Participants list with name and affiliation
- 4 exhibitor registrations
- 3 full conference registrations

## Gold package

**Before € 10,000 – now only € 3,300**

- Acknowledgement as a gold partner in the program and during the conference
- Exhibition booth space of 9 m<sup>2</sup>
- Second priority for choosing additional sponsorship item opportunities
- Logo on the conference website ([www.norpm2018.com](http://www.norpm2018.com))
- Special recognition at the conference opening
- Participants list with name and affiliation
- 2 exhibitor registrations
- 2 full conference registrations





## Silver package

Before € 7,000 – now only € 2,300

- Acknowledgement as a silver partner in the program and during the conference
- Exhibition booth space of 6 m<sup>2</sup>
- First priority for choosing additional sponsorship item opportunities
- Logo on the conference website ([www.norpm2018.com](http://www.norpm2018.com))
- Special recognition at the conference opening
- Participants list with name and affiliation
- 1 exhibitor registration
- 1 full conference registration



# Exhibition and advertising

## **Exhibition space – Before € 600 per m<sup>2</sup> - now only € 200**

Dimensions of the standard booth spaces are “3” m width x “2” m depth. No shell scheme stand construction is included. Exhibitors are free to use their own constructors. Minimum order is 6 m<sup>2</sup>. One Exhibitor badge is included per 6 m<sup>2</sup>. Extra exhibitor badges €200 per person.

## **Insert in meeting bag – Before € 750 – now only € 250**

One promotion leaflet will be included in the congress bag of all delegates. In case no congress bag will be provided, the insert will be included in the registration materials for the participants.

## **Lanyards – Before € 1,000 – now only € 300**

Exclusive sponsorship of the lanyards that participants use to wear their badge. Your company logo will be displayed on each lanyard. The lanyards will be delivered by the congress organization. Please contact us if you would like to develop the lanyards yourself.

## **Notepads & pens – Before € 500 – now only € 165**

This sponsor item offers you the opportunity to insert your company notepad and pen into the meeting bags of all delegates.



# Exclusive sponsorship opportunities

All sponsored activities are subject to approval by the Organizing Committee.

## **Sponsor-an-award – Before € 2,000 – now only € 750**

Sponsor the best poster and/or oral presentation by young scientists. These will be selected by the scientific committee and recognized along with the sponsor at the conclusion of the conference.

## **Lunch seminar – Before € 6,000 – now only € 2,000**

Get the unique opportunity to hold a 30-minute seminar during the lunch break on May 30<sup>th</sup>. Attendees will receive a handheld lunch that can be brought to the seminar.

## **Sponsor a lunch break – Before € 1,500 – now only € 1,000**

There is a limited opportunity for companies to sponsor a lunch break. Sponsoring the lunch breaks is only possible in combination with a booth space. Your company logo will be displayed on the buffets during one of the lunch breaks.

## **Sponsor a coffee break – Before € 700 – now only € 500**

There is a limited opportunity for companies to sponsor a coffee break. Sponsoring the coffee break is only possible in combination with reservation of booth space. Your company logo will be displayed on the coffee tables during one of the coffee breaks. Note that material used to advertise should be paid and organized by the sponsor.



## Terms of Payment for and Exhibition and Sponsorships Stand space

A deposit of 50% of the total sponsorship fee due will be invoiced once the signed Sponsorship Booking Application Form' has been received. The second payment of 50% of the total sponsorship fee must be paid latest March 1<sup>st</sup> 2018.

## Cancellation Policy

Cancellations must be received in writing.

A cancellation charge of 50% of the total sponsorship fees will apply to cancellations received between 9 and 2 months prior to the Congress. For cancellations received later than 01 March 2018 a 100% charge of the fee will be applied.

## Congress Secretariat

For questions or further information **in regards to exhibition and sponsorships** please contact:



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DK-2900 Hellerup

Att. Julie Drehn

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