

August 17-20, 2008

Bella Center

Copenhagen, Denmark



24th Annual International Conference On
Pharmacoepidemiology & Therapeutic
Risk Management

ICPE 2008

Conference Support Opportunities & Exhibition Prospectus

Jointly Sponsored By:

- International Society for Pharmacoepidemiology
- International Society for Pharmacovigilance

LETTER TO CONFERENCE SUPPORTERS

ICPE 2008



**24th Annual International Conference On
Pharmacoepidemiology & Therapeutic
Risk Management**

Dear Colleague:

The **24th International Conference on Pharmacoepidemiology & Therapeutic Risk Management (ICPE)**, will be held August 17-20, 2008, at the Bella Center, Copenhagen, Denmark. Your participation as a conference sponsor or exhibitor will contribute greatly to the success of what has become the preeminent international meeting on pharmacoepidemiology, therapeutic risk management, and drug safety.

For almost 600 years Copenhagen has been the seat of the oldest kingdom in the world, and grandeur finds its expression in the city's royal residences. Downtown Copenhagen is a sophisticated cultural hub with a wealth of attractions. Glancing over the skyline, you'll see towers and turrets, domes and decks, all glinting in the northern sun. Copenhagen is a city with much charm, as reflected in its canals, narrow streets, and old houses, and a city full of zest and life. Copenhagen is cool, literally and figuratively. Restaurants in all price ranges are plentiful; it's extremely safe and walkable; history blends effortlessly with modernity; and locals are naturally friendly. Bicycles roll alongside cars in the narrow streets, and a handful of skyscrapers are tucked away amid cafés, canals, and quaint old homes

The ICPE is growing. From 725 participants in 2005, to 840 participants and 20 exhibitors last year. We expect 800-900 participants in Copenhagen. The attendees include the most prominent epidemiologists, researchers, pharmacoepidemiologists, biostatisticians, and policy-makers in the field.

ICPE 2008 offers a distinctive scientific forum to learn about the use and effects of drugs in large populations, identification of rare adverse effects of drugs, promotion of more rational prescribing practices, and recognition of new therapeutic benefits of drugs. The agenda will include invited plenary speakers, oral presentations, workshops, symposia, and poster presentations, which together represent the state of pharmacoepidemiology. Additionally, there will be several pre-meeting educational courses offered on August 16 and 17.

The most significant evidence of your organization's support for the conference and ISPE will be as a Conference Supporter. Please review the details of the conference support opportunities, which follow, and send your signed, completed form to the ISPE office.

The scientific exhibition hall is sufficiently large to include all poster presentations, continental breakfasts, refreshments breaks, lunches, and exhibits. Platinum and Gold level sponsors automatically receive complimentary exhibit space. Firms exhibiting without also confirming Conference Support status can reserve their space by sending a completed Exhibition Application Form to the ISPE office. Early submission is advised to obtain a desired location.

We urge you to confirm a level of support and to reserve your exhibit space today! And we look forward to seeing you in wonderful Copenhagen.

Yola Moride, FISPE
President, ISPE

Jesper Hallas
Chair, ISPE Scientific Program Committee

Rhonda L. Bohn, FISPE
Chair, ISPE Development
Committee

Mark H. Epstein
Executive Secretary



CONFERENCE SUPPORT INFORMATION

See page 8 for Additional Support Opportunities ▶▶

Being a Conference Supporter for ICPE 2008 is the ideal route to realize the highest visibility for your organization, and the best way to show your commitment and support for both the ICPE 2008 and the Society. We encourage you to take advantage of showing support for the scientific program by providing an unrestricted grant to support the educational content of ICPE 2008.

Listed below are the various categories of support and benefits by which you will realize a positive return for your contribution to, and visibility at, what is acknowledged widely as the preeminent international educational program on pharmacoepidemiology, therapeutic risk management, and drug safety.

LEVELS OF SUPPORT

Diamond (Package 1): \$25,000

Provides: Sole sponsor of evening social function (Aug 19); 1- complimentary exhibit booth; complimentary 1-page ad (Outside Back Cover) in the Final Program; electronic attendee list; 3- complimentary registrations to ICPE 2008; acknowledgement of sponsorship in opening remarks; listing in the 2008 Final Program; high profile signage at meeting; organization name listed on ISPE website; sponsor ribbons for staff attending the meeting, and option to insert one item in the give-away bag.

Diamond (Package 2): \$25,000

Provides: Sole sponsor of Internet Cafe during ICPE (4-6 units); high profile signage around café; 1- complimentary exhibit booth; complimentary 1-page ad in the Final Program; electronic attendee list; 3- complimentary registrations to ICPE 2008; acknowledgement of sponsorship in opening remarks; listing in the 2008 Final Program; high profile signage at meeting; organization name listed on ISPE website; sponsor ribbons for staff attending the meeting; and option to insert one item in the give-away bag.

Diamond (Package 3): \$20,000

Provides: Sole sponsor of Welcome Reception/Academic Showcase; 1- complimentary exhibit booth; complimentary 1-page ad (Inside Back Cover) in the Final Program; electronic attendee list; 3- complimentary registrations to ICPE 2008; acknowledgement of sponsorship in opening remarks; listing in the 2008 Final Program; high profile signage at meeting; organization name listed on ISPE website; sponsor ribbons for staff attending the meeting, and option to insert one item in the give-away bag.

Platinum: \$12,500*

Provides: 1- complimentary exhibit booth; complimentary 1-page ad in the Final Program; 3- complimentary registrations to ICPE 2008; acknowledgement of sponsorship in opening remarks; listing in the 2008 Final Program; high profile signage at meeting; organization name listed on ISPE website; sponsor ribbons for staff attending the meeting; the opportunity to sponsor other ICPE 2008 events; * and option to insert one item in the give-away bag.

Gold: \$6,500*

Provides: 1- complimentary exhibit booth; complimentary ½ page ad in Final Program; 2- complimentary registrations to ICPE 2008; acknowledgement of sponsorship in opening remarks; listing in the 2008 Final Program; high profile signage at meeting; company name listed on ISPE website; sponsor ribbons for staff attending the meeting; the opportunity to sponsor other ICPE 2008 events; * and option to insert one item in the give-away bag.

*Restricted Support Opportunities

Available only to **PLATINUM** and **GOLD** supporters. Each option includes prominent recognition.

- **Support lunches (3)** **\$4,000/each**
- **Refreshment break (morning or afternoon)** **\$2,000/each**
- **NEW! Give Away Bag (Sponsor)** **\$2,000**
Disposable bag for marketing/promotional items that will be made available to meeting participants at registration desk to take at their discretion. Sponsor will receive high profile signage at registration desk – no name on bag. Other sponsors, exhibitors and supporters can include one marketing/promo item in the bag.

Silver: \$3,500

Provides: 1 complimentary registration; listing in the 2008 Final Program; high profile signage at meeting; company name listed on ISPE website; sponsor ribbons for staff attending the meeting.

Bronze: \$1,500

Provides: listing in the 2008 Final Program; high profile signage at meeting; company name listed on ISPE website; sponsor ribbons for staff attending the meeting.

2008 ICPE CONFERENCE SUPPORT FORM

Please PRINT information as you would like it to appear in the Final Program

Organization/Institution Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Country: _____ Phone: _____

Fax: _____ Email: _____

We intend to exhibit (Diamond, Platinum, Gold Sponsors Only): NO YES—See pages 5 & 6.

Please sign my organization on as a:

- DIAMOND – Package 1**\$25,000
- DIAMOND – Package 2**\$25,000
- DIAMOND – Package 3** \$20,000
- PLATINUM Level Supporter***\$12,500
- GOLD Level Supporter***\$6,500

*Restricted Opportunities (PLATINUM & GOLD levels only)

- Lunch** Mon__ Tues__ Wed__\$4,000/each
- Refreshment Breaks** \$2,000/each
 - Sunday, Aug. 17 Break __ am __ pm
 - Monday, Aug. 18 Break __ am __ pm
 - Tuesday, Aug. 19 Break __ am __ pm
 - Wednesday, Aug. 20 Break __ am
- Give Away Bag (Sponsor)** \$2,000
*Sponsor will have visible signage at registration desk.
 Disposable bags will not include sponsor name.*
- SILVER Level Supporter**\$3,500
- BRONZE Level Supporter**\$1,500

Payment Method

NOTE: Any outstanding amount from previous ICPEs must be paid before processing 2008 form.

- Please send me an invoice.**
Must be paid before ads or inserts
- Payment by Credit Card**
Please complete the information below.
 - Visa Mastercard American Express
 - Name on Card: _____
 - Account Number: _____
 - Security Code: _____ Exp. Date: Month _____ /Yr _____
 - Signature: _____
 - Payment by Credit Card must be mailed or faxed (301-656-0989).*

Additional Support Opportunities

ATTENDEE LIST RENTAL (1-Time Rental) – Supporter or exhibitor only.
 (Available after Early Bird deadline.) ISPE requires that all participants are invited to functions promoted using this list.

LABELS

- Industry, For-Profit\$1,500
- Academic/Nonprofit/Government \$750

ELECTRONIC

- Industry, For-Profit \$1,750
- Academic/Nonprofit/Government \$900

I agree to send information/invitation to all ICPE participants included on the list.

Signature: _____ Date: _____

FINAL PROGRAM AD*

- ½ page ad \$800
- Full-page ad\$1,200
- Inside/outside back cover NOT AVAILABLE

***ISPE must receive Ad by July 9 to be included in final program.**

See page 8 for submission details.

REGISTRATION BAG INSERT (1 printed page)

- Industry, For-Profit \$900
 - Government, Academic, Nonprofit \$600
- Given to all meeting participants; bag includes final program, abstract book, and other materials.*

NEW! GIVEAWAY BAG INSERT (1 marketing/promotional item)

- Industry, For-Profit\$1,000
 - Academic/Nonprofit/Government \$650
- Give away bags will be available at registration desk for participants to take at their discretion. Must meet ISPE deadline to have item included in bag.*

Total amount of sponsorship: \$ _____ US Dollars

- Payment by Check** [US Dollars]
 Make payable to "ISPE" and mail to:
 ISPE – ICPE 2008
 5272 River Road, Suite 630
 Bethesda, MD 20816 USA
- Wire transfer.** Contact ISPE. There will be an additional \$45.00 administrative charge to cover the transfer.

SCIENTIFIC EXHIBITION INFORMATION

Meeting

We expect 800-900 participants in Copenhagen. Attendees look forward to learning how your products and services can help them perform their jobs better, more effectively, and more economically – and ultimately improve patient safety.

Scientific Exhibition Dates & Hours -Preliminary

Sunday, August 17	12:00 -5:00pmSet up
Monday, August 18	8:00am-5:00pm . . . Exhibit Hall Open 10:30am-11:00am . . .Break 12:30pm-2:00pm . . .Lunch 3:30pm-4:00pm . . .Break
Tuesday, August 19	8:00am-5:00pm . . . Exhibit Hall Open 11:00am-11:30am . . .Break 1:00pm-2:30omLunch 4:00pm-4:30pm . . .Break
Wednesday, August 20	8:00am-2:00pm . . . Exhibit Hall Open 10:30am-11:00am . . .Break 12:30pm-2:00pm . . .Lunch 2:00pm-5:00pm . . .Dismantle

Exhibit Space Rates [US Dollars]

Not an ISPE Organizational Member*

Industry	\$2,250/booth
Govt/Nonprofit/Academic	\$1,350/booth

ISPE Organizational Member

Industry	\$1,750/booth
Govt/Nonprofit/Academic	\$1,050/booth

*Contact the ISPE Office (301-718-6500) or visit the ISPE website for information about organizational memberships (www.pharmacoepi.org).

Assignment of Exhibit Space

ISPE assigns space on a tiered system: A) Point system: 1-point for each year participated as an exhibitor with ISPE, 1-point for each space taken, and level of sponsorship, B) Level of sponsorship, and C) First-come, first-served. ISPE reserves the right to decline any application or prohibit an exhibit based on the criteria established for the meeting.

Badges

Each exhibit space includes 1-complimentary registration badge that allows entrance to meeting sessions, the Welcome Reception/ Academic Showcase, the evening social event, and all coffee breaks and lunches. **BADGES ARE NOT TRANSFERABLE.**

Booth Rental Includes

One (1) complimentary exhibitor badge, listing on ISPE website and in ICPE 2008 Final Program, exhibitor ribbons for all company staff attending the ICPE, one carpeted shell scheme stand (3 meters x 3 meters), one lamp, and high profile signage at the meeting. The exhibition hall is not carpeted.

Conference Support Opportunities

Refer to the Conference Support Opportunities section of this prospectus for more information about available opportunities to acquire greater exposure at the conference.

Decorating/Booth Equipment

Names, addresses, and telephone/fax numbers of exhibitors will be sent to the Bella Center contact handling the exhibits. The Bella Center will mail decorating, drayage, electrical and shipping information directly to the exhibitor in June. **Decorating, drayage, electrical and shipping are at the exhibitor's expense.**

Housing

ISPE has reserved rooms at special meeting rates at several hotels in Copenhagen. Please visit the ISPE website (www.pharmacoepi.org – 2008 annual meeting module) for more information. Hotel. Exhibitors assume all responsibility for arranging and paying for their housing accommodations. Mention you are with "ISPE" to receive the special meeting rate. Persons with disabilities should inform the hotel of any special services required. (Hotel reservation information will be posted on the ISPE website.)

Shipping & Customs Information

ISPE recommends:

DSV Solutions A/S

Center Boulevard 5
DK-2300 København S
Denmark

Tel: +45 32 47 30 17
Email: expo@dk.dsv.com
Website: www.dsv.com

Sound

Loud speakers, tape recorders, sound movies, etc. that interfere with adjoining exhibitors are not permitted.

General Information

Contact Himien Cooper, the ISPE Exhibit Manager, at 301-718-6500 or hcooper@paimgmt.com for more information about the exhibition or ICPE.

CONDITIONS OF THE EXHIBITOR AGREEMENT & SPONSORSHIP

1. Assignment of Space: ISPE will determine exhibitor space assignment. Once space is approved, an exhibit can only be moved with the mutual consent of ISPE and the specified exhibitor. Exhibitors will be given directions for installing and dismantling exhibits.

2. Payment: Payment in full is required with a completed application for exhibit space. A completed form and payment must be received by **July 9, 2008** to ensure inclusion in the final program. Exhibitors are responsible for making arrangements for special equipment and services with the exhibition company.

3. Cancellations: Cancellations must be received in writing by ISPE on or before **July 9, 2008** to receive 80% of the exhibitor fee. No refunds will be made after July 10, 2008.

4. Care of Exhibit Space: Exhibitors must maintain and keep their exhibit space in good order at their expense.

5. Insurance: In all cases, exhibitors must insure their goods at their expense. ISPE does not assume any liability for loss or damage to any equipment or supplies displayed at the exhibition. **Please send ISPE a copy of your proof of insurance.**

6. Protection of Exhibit Space: Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel without the permission of ISPE and/or a representative of the resort. Packing, unpacking, and assembly or exhibits shall be done in designated areas and conform to instructions of ISPE or resort representatives.

7. Default Occupancy: An exhibitor who fails to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price, and ISPE shall have the right to use that space.

8. Use of Space: Exhibits will be permitted in the official exhibit area established by ISPE. Exhibitors shall not distribute printed matter, samples, or souvenirs, except from rented space, unless previously approved (see #12 below).

9. Cancellation or Relocation of Meeting: If cancellation or relocation of meeting is due to circumstances within ISPE's control, ISPE's liability will be limited to a refund of fees to the exhibitor. If ISPE has no control over the cancellation or relocation, ISPE will have no liability of any kind, but may at its discretion, refund any fees paid by the exhibitor.

10. Liability: ISPE does not assume any responsibility for the protection or safety of the exhibitor, its official agents, or employees. ISPE does not assume any responsibility for the protection of property of the exhibitor or their representatives, or of the property used in connection with the exhibit, from theft, damage, or destruction. Small or easily portable articles shall be properly secured or removed after exhibit hours and placed in safekeeping by the exhibitor. The exhibitor agrees to hold ISPE harmless from all such claims and claims of liability of any kind arising from the activities of the exhibitors, its representatives, or from the display or use of property of the exhibitor. ISPE shall not be liable for the exhibitor for failure to provide space to an exhibitor if non-delivery is due to destruction to the building or the exhibit space.

11. Distribution of Printed Material: Distribution of materials by exhibitors or their agents is limited to the area rented by the exhibitor.

Flyers or other printed material may NOT be delivered to hotel rooms of ISPE registrants without advance permission from the resort. Any costs for such authorized distribution shall be the sole responsibility of the exhibitor. Other than the above, advertising circulars, brochures, etc. may only be distributed from exhibit booths, and may not be placed in any meeting room or in the ISPE registration area.

12. Seminars, Lectures, Food Functions, Etc: The Exhibitor/Sponsor agrees not to conduct, sponsor, or promote any general seminars, lectures, or clinics in the same geographical area (within a radius of 50 miles, 80.5 km) for a period of three days prior to or following the annual meeting unless ISPE approves function. Please notify the ISPE office of your intent.

13. Food or Beverage in Exhibitor Booths: No food, beverages or tobacco products of any type may be sold or distributed from an exhibitor booth.

14. Price List: Advertisements, exhibit materials or promotion may include prices, but shall not make price comparisons with competitive products.

15. Removal of Exhibits by ISPE: ISPE has the right to prohibit, bar, prevent and remove any exhibit or proposed exhibit, or any part or portion thereof, which in the judgment of ISPE is unsuitable or inappropriate for the exhibition. Such right shall extend to, but shall not be limited to, all equipment, materials, displays, installations or other items or things consisting of, part of, or used or distributed in connection with such exhibit. Specific punitive actions may be taken against companies that are determined by ISPE to have violated any provision of these rules and regulations.

16. Selling of Products or Services: All transactions must be conducted in a manner consistent with the professional nature of the exhibits.

17. Pre-Meeting Mailings: Mailings to ISPE members or meeting registrants may be undertaken only with the explicit permission of ISPE. Permission also is based on review and acceptance of specific proposals (materials) with rationale for pre-distribution and payment of an additional fee. Approved mailings must be sent to all ICPE participants.

18. Solicitation by Non-Exhibitors: Representatives of companies who are potential exhibitors but who have not been assigned exhibit space, are prohibited from entering the exhibit hall unless they register for the meeting. They also are prohibited from soliciting business elsewhere in the resort.

19. Violation of Condition: The following actions shall constitute a violation of Conditions of the Exhibitor Agreement: 1) violation of any municipal, provincial, state, or national laws, rules, or regulations, including safety codes; and 2) failure to follow procedures of this prospectus.

21. Acceptance of Exhibit Contracts: ISPE may refuse space to any company or individual whose products or services, in the judgment of ISPE, do not further the educational and/or scientific purposes of the annual meeting.

NOTE: Our experience has shown that often the person(s) who is staffing a booth and the person(s) who did the coordinating for the booth are not one and the same. Please ensure that whomever is on site is aware of all the services that have been ordered (i.e.; phone & data lines, electrical etc.) and has copies of all orders placed.

APPLICATION FORM & EXHIBIT SPACE CONTRACT

Please PRINT your company's name and contact information as you would like it to appear in the Final Program.

Company Name: _____
 Contact Person: _____ Title: _____
 Address: _____
 City: _____ State/Province: _____ Zip/Postal Code: _____
 Email: _____ Phone: _____ Fax: _____
 Logistics Contact: _____ Phone: _____

NOTE: Platinum and Gold level supporters receive complimentary exhibitor booths.

Please list up to 2 exhibitors you do not want to be close to; every effort will be made to accommodate your request. Registration fees for additional staff are not yet determined. This registration fee does not include ISPE membership.

1: _____
 2: _____

I understand the terms and conditions as outlined in the exhibitor prospectus and agree to comply.

Signature: _____
 Date: _____

All applications MUST include full payment (unless covered by committed conference support level). Applications are considered incomplete until full payment has been received, and will not be assigned space. Payment must be received by **July 9, 2008** to ensure inclusion in final program. **ISPE must receive a written cancellation by July 9, 2008, to receive a refund minus a 20% administrative fee of the total registration fee. No refund will be made after July 9, 2008 or for "No shows."**

Registration Fees

[A] Exhibit Booth

ISPE Organizational / Institutional Member

Industry _____ @ \$1,750/booth \$ _____
 Govt/Nonprofit/Academic _____ @ \$1,050/booth \$ _____

Non-ISPE Organizational / Institutional Member

Industry _____ @ \$2,250/booth \$ _____
 Govt/Nonprofit/Academic _____ @ \$1,350/booth \$ _____

[E] NEW! Give Away Bag Insert

(1 marketing/promotional items; e.g., golf ball, pen)

Industry, For-Profit \$1,000
 Academic/Non-profit/Government \$650

"Give Away bags will be available at registration desk for participants to take at their discretion. Must satisfy ISPE deadlines to have item included in bag."

TOTAL: \$ _____ [US Dollars]

Additional Support Opportunities for Exhibitors

[B] Attendee List Rental (1-Time Rental – Supporter or exhibitor only. (Available after Early Bird deadline.)

LABELS

Industry, For-Profit \$1,500
 Academic/Non-profit/Government \$750

ELECTRONIC

Industry, For-Profit \$1,750
 Academic/Non-profit/Government \$900

I agree to send information/invitation to all ICPE participants included on the list.

Signature: _____ Date: _____

[C] Final Program Ad* (See page 8 for submission details)

Half-page ad \$800
 Full-page ad \$1,200

*Inside/outside back cover NOT AVAILABLE

[D] Registration Bag Insert (1 printed page)

Industry, For-Profit \$900
 Academic/Non-profit/Government \$600

"Given to all meeting participants; bag includes final program, abstract book, and other materials."

Payment Method

NOTE: Any outstanding amount from previous ICPEs must be paid before processing 2008 form.

Please send me an invoice.

Fees must be paid before ads, inserts, or labels are provided. ISPE must receive AD copy for Final Program by **July 9**.

Credit card. (Check one and complete info. below)

___ American Express ___ VISA ___ MasterCard

Name on Card (PRINT): _____

Account Number: _____

Security Code: _____ Expiration Month/Year: _____

Cardholder's Signature: _____

Check. Make payable to "ISPE" (US Dollars) and mail to:

ISPE-ICPE 2008 | 5272 River Road, Suite 630 • Bethesda, MD 20816 USA

Wire transfer. Contact ISPE. There will be an additional \$45.00 administrative charge to cover the transfer.

Payment by Credit Card must be mailed or faxed (301-656-0989).



ISPE
5272 River Road, Suite 630
Bethesda, MD USA 20816

First-Class Mail
U.S. Postage
Paid
Permit No. 184
Hagerstown, MD

FIRST CLASS

Conference Support Opportunities & Exhibition Prospectus Enclosed



24th Annual International Conference on
Pharmacoepidemiology & Therapeutic
Risk Management

ICPE 2008

August 17-20, 2008 Bella Center Copenhagen, Denmark

ADDITIONAL ICPE 2008 SUPPORT OPPORTUNITIES

Attendee List Rental

(1-Time Rental) – Supporter or exhibitor only. (Available after Early Bird deadline.) ISPE requires that all participants are invited to functions promoted using this list.

LABELS

Industry, For-Profit\$1,500
Academic/Nonprofit/Government..... \$750

ELECTRONIC

Industry, For-Profit \$1,750
Academic/Nonprofit/Government..... \$900

Registration Bag Insert

(1 printed page)

Industry, For-Profit\$900
Academic/Nonprofit/Government\$600

Given to all meeting participants; includes final program, abstract book, and other materials.

New! Give Away Bag Insert

(1 marketing/promotional item; e.g., golf ball, pen)

Industry, For-Profit\$1,000
Academic/Nonprofit/Government \$650

Give away bags will be available at registration desk for participants to take at their discretion.

Final Program Ad*

Half Page\$800
Full Page.....\$1,200
Back Cover (Inside/Outside) Not Available

Ad Sizes:

Half Page Ad Size 7.375 x 5 (Live area)
Full Page Ad 7.375 x 9.875 (Live area)

- Trim size is 8.375 x 10.875 inches.
- Add 0.125 inch on all sides for bleed.
- The Final Program will be in four color process.

How to Submit Ads:

Preferred File Format: Hi-resolution (300dpi) PDF, TIF, JPG or EPS file.

- Layout is done on a Mac using InDesign (CS3)
- For best results, please provide a color printout with file.

Email submissions to: lunadesign@charter.net,
SUBJECT: ICPE 2008 AD

Submission Deadline:

ISPE must receive AD by **July 9** to be included in final program.

