WISC 2012
2012 WAO International Scientific Conference

Severe Allergies, Severe Asthma:
New Strategies for Optimal Treatment & Prevention

SPONSORSHIP PROSPECTUS

Hyderabad, India
6-9 December 2012

www.worldallergy.org/wisc2012
Welcome Letter

Dear Colleagues,

We are pleased to share with you the Partnership Opportunities and Exhibitor Prospectus for the World Allergy Organization International Scientific Conference (WISC) in Hyderabad, India, 6-9 December 2012. With this Prospectus, WAO warmly invites you to join and collaborate with us in this global scientific meeting. The theme of the Conference is Severe Allergies, Severe Asthma: New Strategies for Treatment and Prevention.

Building on the success of the 1st WISC in Dubai, December 2010, WAO is excited to launch its 2nd theme-based scientific conference, the WISC 2012. With 24 Post Graduate Courses on a wide range of topics, five Plenary Sessions, 16 Parallel Symposia, four Keynote Lectures, Poster Sessions and Highlights in Immunotherapy, the WISC 2012 will be a multidisciplinary forum for allergists, pulmonologists, ENTs, dermatologists, internists, pediatricians, gastroenterologists, clinical immunologists and primary care physicians.

WAO is organizing these focused, theme-based scientific conferences in recognition of:

- The increasing prevalence and more complex forms of allergic diseases and asthma worldwide, especially in children
- The need to create a more integrated approach to the diagnosis and management of allergic diseases
- The need to expand the knowledge and practice of allergy and provide more practical knowledge to young professionals

The 2012 conference on Severe Allergies, Severe Asthma: New Strategies for Treatment and Prevention will provide a forum for the most useful combination of latest research, review of current theory and practice, and hands-on, problem-based learning. Our aim is that participants gain insight into the most effective advances in the diagnosis and management of complex and severe allergies and asthma and in their preventative strategies.

We look forward to seeing you in Hyderabad, India!

Conference President

Ruby Pawankar
President, WAO

Organizing Chair

Lanny J. Rosenwasser
President-Elect, WAO

Scientific Program Chair

Stephen Holgate
Treasurer, WAO

About WAO

The World Allergy Organization (WAO) is an international alliance of 89 regional and national allergy, asthma and clinical immunology societies. Through collaboration with the Member Societies, WAO provides a wide range of educational and outreach programs, symposia and lectureships to allergists/immunologists around the globe and conducts initiatives relating to clinical practice, service provision, and physician training in order to better understand and address the challenges facing allergists/immunologists worldwide.

Mission

WAO’s mission is to be a global resource and advocate in the field of allergy, asthma and clinical immunology, advancing excellence in clinical care through education, research and training as a worldwide alliance of allergy, asthma and clinical immunology societies.
## WISC 2012 COMMITTEES

### 2012-2013 WAO BOARD OF DIRECTORS

<table>
<thead>
<tr>
<th>Name</th>
<th>Country</th>
<th>Position</th>
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<tbody>
<tr>
<td>Ruby Pawankar</td>
<td>Japan</td>
<td>President</td>
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<tr>
<td>Stephen T. Holgate</td>
<td>United Kingdom</td>
<td>Treasurer</td>
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<tr>
<td>Maria Sanchez Borges</td>
<td>Venezuela</td>
<td>Secretary-General</td>
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<tr>
<td>Lanny J. Rosenwasser</td>
<td>United States</td>
<td>President-Elect</td>
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<td>Richard F. Lockey</td>
<td>United States</td>
<td>Past-President</td>
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<tr>
<td>G. Walter Canonica</td>
<td>Italy</td>
<td>Historian</td>
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<tr>
<td>Ignacio Ansotegui</td>
<td>Spain</td>
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<td>Claus Bachert</td>
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<td>Michael Blaiss</td>
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<td>Motohiro Ebisawa</td>
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<td>Roy Gerth van Wijk</td>
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<td>Sandra Gonzalez-Díaz</td>
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<td>Tari Haahtela</td>
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<td>Elham Hassny</td>
<td>Egypt</td>
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<td>Juan Carlos Ivancevich</td>
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<td>Francesca Levi-Schaffer</td>
<td>Israel</td>
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<td>Susan Prescott</td>
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<td>Nelson Rosario-Filho</td>
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<td>Hugh Sampson</td>
<td>United States</td>
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<td>Tatiana Slavyanskaya</td>
<td>Russia</td>
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<tr>
<td>Dana Wallace</td>
<td>United States</td>
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### CONFERENCE COMMITTEES

#### Conference President
- Ruby Pawankar, Japan

#### Organizing Chair
- Lanny J. Rosenwasser, United States

#### Scientific Program Chair
- Stephen T. Holgate, United Kingdom

#### Scientific Program Committee Members
- Claus Bachert, Belgium
- Motohiro Ebisawa, Japan
- Roy Gerth van Wijk, Netherlands
- Sandra González-Díaz, Mexico
- Stephen Holgate, United Kingdom
- Peter Le Souef, Australia
- Richard F. Lockey, United States
- Dean Metcalfe, United States
- Hae-Sim Park, Korea
- Ruby Pawankar, Japan
- Susan Prescott, Australia
- Nelson Rosario, Brazil
- Lanny J. Rosenwasser, United States
- Hugh Sampson, United States
- Mario Sánchez Borges, Venezuela
- J. Christian Virchow, Switzerland

#### Regional Advisory Committee Co-Chairs
- Motohiro Ebisawa, Japan Co-Chair
- Hae-Sim Park, South Korea Co-Chair

#### Regional Advisory Committee Members
- Amir Hamzah Abdul Latiff, Malaysia
- Manori Amaraskera, Sri Lanka
- Koichiho Asano, Japan
- Suwat Benjaponpitak, Thailand
- Kazi Benoor, Bangladesh
- Chaveewat Bunyag, Thailand (Invited)
- Hiok Hee Chng, Singapore
- Byoung Whui Chi, Korea
- Takao Fujisawa, Japan
- Sang Heon Cho, Korea (Invited)
- Michihito Hide, Japan
- Lan Le Thi Tuyen, Vietnam
- Jing Long Huang, China
- Yin Jia, China
- Constance Katelaris, Australia
- Bee Wah Lee, Singapore
- Hee-Bom Moon, Korea
- Sonomjams Munkhbayarlash, Mongolia
- Bak Yang Pyun, Korea
- Madeleine Sumpaico, Philippines
- Heru Sundaruro, Indonesia
- Mimi Tang, Australia
- Jiu Yao Wang, Taiwan
- Gary Wing-Kin Wong, China
- Osman Yusuf, Pakistan
- Chen Yuzhi, China

#### Local Advisory Committee Members
- VS Advani, India
- MK Agarwal, India
- Deepak Amarpurkar, India
- Sangeeta Amladi Kaya, India
- Pendakur Anand, India
- Naveen Arora, India
- Digambhir Behera, India
- SK Chhabra, India
- Krishan Chugh, India
- Dhiman Ganguly, India
- SN Gaur, India
- AG Ghoshal, India
- Randeep Guleria, India
- Achal Guliati, India
- SK Jindal, India
- AA Mahashur, India (Invited)
- Sanjeev Mehta, India
- Narayan Mishra, India
- H Paramesh, India
- Rajendra Prasad, India
- Nagendra Prasad Komarla, India
- Sujeet Rajan, India
- Ramesh B. Ramaiah, India
- K Kanak Rao, India
- P Ravindran, India (Invited)
- Sundeep Salvi, India (Invited)
- SK Sarin, India (Invited)
- Nishit Shah, India
- Wiqar Shaikh, India (Invited)
- SK Sharma, India
- Anand B. Singh, India
- Raj B. Singh, India (Invited)
- Virendra Singh, India
- Ajit Vigg, India

#### Local Organizing Committee Co-Chairs
- Ashok Shah, India, Co-Chair
- K. Satish, India, Co-Chair

#### Local Organizing Committee Members
- Vijai Kumar Ratnavelu, India, Coordinator
- Jyotsna Joshi, India
- Meenu Singh, India
- Zarir Udwadia, India
CONFERENCE INFORMATION

The 2012 Conference will build on the success of the 1st WAO International Scientific Conference (WISC), on “Asthma and Co-Morbid Conditions,” held in Dubai, UAE. The inaugural Conference hosted:

1,400 Attendees from the region and around the world

Key Reasons to Partner

- Obtain exposure to 1,500 and more researchers and physicians in allergy, asthma and clinical immunology from around the world, including: key opinion leaders, subject-matter experts, and heads of university departments
- Gain invaluable visibility for your product, service or program
- Network with key opinion leaders in the field
- Make important contacts with industry colleagues
- Receive professional input on your product or service

Who Supports WAO Activities?

- Pharmaceutical Companies
- Universities and Colleges
- Associations and Non-Profit Organizations
- Government Organizations
- Medical Supply and Equipment Companies
- Medical Publishers

Continuing Medical Education (CME)

Approval of the scientific program for continuing medical education (CME) credits will be applied for with the European Accreditation Council for Continuing Medical Education (EACCME). The EACCME is an institution of the European Union of Medical Specialists (UEMS). EACCME credits are recognized by the American Medical Association (AMA).

Educational Objectives

- To provide insights into the mechanisms and phenotypes of severe asthma and severe allergies
- To highlight the most recent advances and developments in treatment and preventative strategies of severe asthma and severe allergies including immunotherapy and biologics
- To provide an integrated approach to the diagnosis, management of severe and more complex forms of allergies
- To identify unmet needs and areas of research priorities

Attendees with Primary Areas of Expertise:

- Pulmonology 7%
- Respiratory Medicine 6%
- Immunology 6%
- Ear, Nose and Throat 6%
- General Medicine 6%
- Allergy 41%
- Pediatrics 16%
- Asthma 11%

Scientific Program Highlights

- Key Opinion Leaders 51
- Scientific Sessions 58
- Abstracts 200

96% of Attendees Recommend
The WAO International Scientific Conference is pleased to offer TWO different categories of partnership:

CONFEREN CE SUPPORT
By supporting the Conference, you are choosing to support the Conference as a whole to promote the most effective advances in the diagnosis and management of severe allergies and severe asthma. Your support guarantees that the scientific program, which is organized by the Scientific Program Committee, will provide our attendees a forum for the latest research, reviews of current theory and practice, and hands-on, problem-based learning dedicated to severe allergies and severe asthma.

-- AND / OR --

MENU-BASED SPONSORSHIP
Select from the educational, promotional and marketing options below to build your own sponsorship level.

Educational Opportunities

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Company Sponsored Symposia</td>
<td>$40,000 USD/Symposium</td>
</tr>
<tr>
<td>International Travel Grants</td>
<td>Various Amounts</td>
</tr>
<tr>
<td>Abstract Distribution</td>
<td>$15,000 USD</td>
</tr>
<tr>
<td>Session Handout Kiosks</td>
<td>$10,000 USD/Location</td>
</tr>
<tr>
<td>Webcast/Podcast of Session</td>
<td>$10,000 USD/Session</td>
</tr>
<tr>
<td>WAO Journal e-Supplement of Session Proceedings</td>
<td>Based on number of pages</td>
</tr>
</tbody>
</table>

Product Theaters

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast Theater</td>
<td>$20,000 USD</td>
</tr>
<tr>
<td>Coffee Break Theater</td>
<td>$20,000 USD</td>
</tr>
</tbody>
</table>

Promotional Events and Items

<table>
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<tr>
<th>Option</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Shuttle Services</td>
<td>$20,000 USD</td>
</tr>
<tr>
<td>Conference Lunches</td>
<td>$25,000 USD/Lunch</td>
</tr>
<tr>
<td>Conference Bag</td>
<td>$15,000 USD</td>
</tr>
<tr>
<td>WAO Junior Member Poster Reception</td>
<td>$10,000 USD</td>
</tr>
<tr>
<td>Wi-Fi Access Cards</td>
<td>$10,000 USD</td>
</tr>
<tr>
<td>Gala Dinner Shuttle Buses</td>
<td>$25,000 USD</td>
</tr>
<tr>
<td>Internet Café</td>
<td>$15,000 USD</td>
</tr>
<tr>
<td>Speaker-Ready Room</td>
<td>$10,000 USD</td>
</tr>
<tr>
<td>Conference Pocket Guide</td>
<td>$7,500 USD</td>
</tr>
<tr>
<td>Daily Schedule Boards</td>
<td>$7,500 USD</td>
</tr>
<tr>
<td>Coffee Breaks</td>
<td>$5,000 USD/Break</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$5,000 USD (cost of printing and shipping not included)</td>
</tr>
<tr>
<td>Pens and Notepads</td>
<td>$5,000 USD (cost of printing and shipping not included)</td>
</tr>
<tr>
<td>Bottled Water</td>
<td>$5,000 USD (cost of printing and shipping not included)</td>
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</tbody>
</table>

Advertising Opportunities

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Advertisement in the Final Program</td>
<td>$2,000 USD - $6,000 USD</td>
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<tr>
<td>Broadcast Email Blast</td>
<td>$3,000 USD/blast</td>
</tr>
<tr>
<td>Congress Bag Insert</td>
<td>$2,000 USD/bag insert (cost of printing and shipping not included)</td>
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</tbody>
</table>

WAO is pleased to collaborate with supporters to create unique partnership opportunities. To discuss collaboration options further, please contact the WAO Secretariat at: wiscExhibition@worldallergy.org
SPONSORSHIP LEVELS

Your Company’s sponsorship level is determined by your amount of Conference Support and/or your total selections from the menu-based sponsorship:

- **DIAMOND LEVEL**: $100,000 USD
- **PLATINUM LEVEL**: $75,000 USD
- **GOLD LEVEL**: $50,000 USD
- **SILVER LEVEL**: $30,000 USD

In recognition of your generous support, WISC 2012 is pleased to offer you the following additional benefits:

**DIAMOND SPONSOR: $100,000 USD**
- 50% discount on exhibition space
- One Complimentary, full-page, 4-color advertisement in Final Program
- Two Complimentary inserts in the Conference Bag (printing and shipping are the financial responsibility of the Partner)
- Company Logo on Slide between Sessions
- Company Logo on Printed Materials, including Announcements and Programs
- Company Logo on Conference Website and Broadcast Emails, with a live link to your Company Website

**PLATINUM SPONSOR: $75,000 USD**
- 30% discount on exhibition space
- One Complimentary, full-page, 4-color advertisement in Final Program
- One Complimentary insert in the Conference Bag (printing and shipping are the financial responsibility of the Partner)
- Company Logo on Slide between Sessions
- Company Logo on Printed Materials, including Announcements and Programs
- Company Logo on Conference Website and Broadcast Emails, with a live link to your Company Website

**GOLD SPONSOR: $50,000 USD**
- 20% discount on exhibition space
- One Complimentary, half-page, 4-color advertisement in Final Program
- One Complimentary insert in the Conference Bag (printing and shipping are the financial responsibility of the Partner)
- Company Logo on Slide between Sessions
- Company Logo on Printed Materials, including Announcements and Programs
- Company Logo on Conference Website and Broadcast Emails, with a live link to your Company Website

**SILVER SPONSOR: $30,000 USD**
- 10% discount on exhibition space
- Company Logo on Slide between Sessions
- Company Logo on Printed Materials, including Announcements and Programs
- Company Logo on Conference Website and Broadcast Emails, with a live link to your Company Website

Sponsorship opportunities provide visibility for your organization and show support for the field of allergy, asthma and immunology. Opportunities can be tailored to meet the needs of your organization.

Please contact the WAO Secretariat via email at wiscExhibition@worldallergy.org to discuss options.
EDUCATIONAL OPPORTUNITIES

Sponsorship will be acknowledged in future WISC 2012 publications, website and on-site signage.

Company Sponsored Symposium
Sponsorship: $40,000 USD/Symposium
A symposium offers a tremendous opportunity to provide education, demonstrate your company’s commitment to quality patient care, and build your corporate brand. Symposia are open to all registered meeting attendees, providing your company with the opportunity to reach up to 500 physicians. No CME will be given.

The program of a symposium is organized by the sponsor and must receive the endorsement of the Conference Scientific Program Committee. Sponsors are responsible for all speaker costs and any additional AV.

International Travel Grants
Sponsorship: Various Amounts
International Travel Grants support junior fellows from all over the world to attend WISC 2012. With this opportunity, make an impact where it matters most: the upcoming fellows who represent the future of the field.

Abstract Distribution
Sponsorship: $15,000 USD
Abstracts of all WISC 2012 presentations will be made available in a WAO Journal e-supplement for distribution after the Conference. Sponsors will be acknowledged in the e-supplement.

Session Handout Kiosks
Sponsorship: $10,000 USD/Location
Session Handout Kiosks will be made available in various locations in the venue for delegates to download (or print) handouts for the educational sessions. Your partnership will help ensure a more efficient and ecologically friendly Conference.

Web Cast/Pod Cast of Session
Sponsorship: $10,000 USD/Session
Help provide attendees with enduring session materials to use for various educational purposes after the Conference.

WAO Journal e-Supplement of Session Proceedings
Sponsorship: Based on number of pages
Optimize the value of each session by disseminating the opinions of key stakeholders to a wider targeted audience, while providing a dynamic take-away on session proceedings for use on various occasions and for different purposes.

PRODUCT THEATERS

For WISC 2012, WAO is delighted to add Product Theaters to its offerings. Product Theaters provide a lively and dynamic forum for your company to showcase new services, treatment options, and products to a large group of delegates. Please note that Product Theaters are promotional activities and not approved for continuing medical education credits.

A description of your company’s Product Theater will be included in WISC 2012 publications, website and on-site signage.

Breakfast Theater (30 minutes)
Sponsorship: $20,000 (excludes cost of food and beverage)

Lunch Theater (30 minutes)
Sponsorship: $20,000 (excludes cost of food and beverage)

All sponsors will be required to sign a Letter of Agreement with WAO outlining support prerequisites and conditions for education program approval.
PROMOTIONAL EVENTS AND ITEMS

Sponsorship acknowledgements are described with each individual item below. WAO is responsible for designing, purchasing and printing of each of the following items, unless otherwise noted. The WAO logo may also be included along with the Sponsor’s logo.

Conference Shuttle Services
Sponsorship: $20,000 USD
The Conference shuttles will provide ease of transportation from attendees’ hotels to the Conference venue. Sponsors will be acknowledged through their logo on each shuttle.

Conference Lunches
Sponsorship: $25,000 USD/Lunch
Provide boxed lunches and the opportunity for attendees to mingle with their colleagues. Sponsors will be acknowledged in the Final Program and on signs during lunch.

Conference Bag
Sponsorship: $15,000 USD
The Conference Bag is given to each attendee at registration and includes all Conference materials. Sponsors will be acknowledged through their logo on each bag.

WAO Junior Members Poster Reception
Sponsorship: $10,000 USD
WAO recognizes that through its global network of Member Societies, Junior Members have the opportunity to become involved in the field at an international level. Support of this Junior Members Poster Reception enables younger members to come together and showcase their knowledge and research to the leaders in the field.

Wi-Fi Access Cards
Sponsorship: $10,000 USD
Sponsor complimentary Wi-Fi access at the venue. Sponsorship is recognized on a Conference Bag insert and through onsite signage.

Gala Dinner Shuttle Buses
Sponsorship: $25,000 USD
Provide transportation for Conference attendees to the government hosted Gala Dinner. Sponsors will be acknowledged through their logo on each shuttle.

Internet Café
Sponsorship: $15,000 USD
The Internet Café allows attendees to contact their homes, offices or institutions while at the Conference via internet connections. Sponsor will be acknowledged on the screen savers of each computer, Café signage and in the Final Program. The option to provide company mouse-pads for each computer station is also available.

Conference Pocket Guides
Sponsorship: $7,500 USD
The Conference Pocket Guides allow attendees to have access to the scientific program on-the-go. Pocket Guides will be included in each attendee’s name badge holder. Sponsor will be acknowledged on the Pocket Guides with their company logo.

Daily Schedule Board
Sponsorship: $7,700 USD
Daily Schedule Boards are displayed in the Conference venue. Sponsors will be allowed to advertise products on two custom panels of the schedule boards that reflect the day’s Conference schedule.

Coffee Breaks
Sponsorship: $5,000 USD/Break
Coffee breaks are offered in the mornings and afternoons to provide attendees with an opportunity to relax and network with their colleagues between sessions. The sponsor will be acknowledged on signage during coffee breaks and in the Final Program.

Lanyards
Sponsorship: $5,000 USD
Lanyards will provide attendees with their name badges, which are required for entrance into the Conference. The sponsor’s corporate logo will be on each lanyard. Sponsors are responsible for ordering, designing, labeling and shipping the lanyards.

Pens and Pads
Sponsorship: $5,000 USD
Pens and Pads are included in all Conference Bags provided to attendees. The sponsor will be acknowledged on both the pens and the pads. Sponsors are responsible for ordering, designing, labeling and shipping the pens and pads.

Bottled Water
Sponsorship: $5,000 USD
Distribute bottled water at designated areas throughout the Conference. Sponsors may design custom labels for the bottles featuring product specific logos and information. Sponsors are responsible for ordering, designing and delivery of the labels.

All sponsors will be required to sign a Letter of Agreement with WAO outlining support prerequisites and conditions for education program approval.
ADVERTISING OPPORTUNITIES

Advertisement in the Final Program
Sponsorship:  
- $6,000 USD – Back cover, full page
- $5,000 USD – Inside front cover, full page
- $4,000 USD – Inside back cover, full page
- $3,000 USD – Inside, full page
- $2,000 USD – Inside, half page

The Final Program is a comprehensive guide to all educational activities offered during WISC 2012. The Final Program will be provided to all attendees on-site and posted on the Conference website.

Broadcast email blast
Sponsorship:  $3,000 USD
Email blasts are available to advertise your WISC 2012 scientific session. Sponsors are responsible for creating the HTML for distribution. WAO is responsible for the distribution of the HTML to registered attendees.

Conference Bag Insert
Sponsorship:  $2,000 USD
Conference Bag Inserts provide sponsors with the opportunity to catch the attention of attendees before the Exhibit Hall opens. All inserts must be approved by WAO. Printing and shipment of bag inserts is the financial responsibility of the sponsor.

All sponsors will be required to sign a Letter of Agreement with WAO outlining support prerequisites and conditions for education program approval.
EXHIBITION INFORMATION

Exhibition Hours
Tentative Schedule – Subject to Change

Friday, 7 December 2012  09:00 – 18:30
Saturday, 8 December 2012  09:00 – 17:00
Sunday, 9 December 2010   09:00 – 17:00

• Only Exhibitors with badges are allowed in the Exhibition Hall, from one hour before the exhibits open each day until one hour after it closes.
• Exhibits must be staffed during the above hours.
• Exhibition hours are subject to change. Companies are notified if a change in hours is necessary.

Installation
Tentative Schedule – Subject to Change

Thursday, 6 December 2012  07:00 – 23:00

• Exhibits must be completely installed by 23:00 on Thursday, 6 December 2012. WAO and the official service contractor may, without incurring any liability for damage or loss, install and/or dismantle any property of any exhibitor who fails to comply with this deadline at the sole expense of the Company.
• Installation hours are subject to change. Companies are notified if a change in hours is necessary.

Dismantlement
Tentative Schedule – Subject to Change

Sunday, 9 December 2012  17:00 – 23:00

• No packing of equipment, literature or dismantling of exhibits will be permitted until after 17:00 on Sunday, 9 December 2012.
• The Exhibition Hall must be cleared by 23:00 on Sunday, 9 December 2012. WAO and the official service contractor may, without incurring any liability for damages or loss, dismantle any property of any Company who fails to comply with this deadline at the sole expense of the Company.
• Dismantlement hours are subject to change. Companies are notified if a change in hours is necessary.

Admission to Exhibitions

• Each Company is granted one complimentary Delegate badge for access to the Exhibition Hall and Scientific Sessions.
• Each Company is granted two complimentary Exhibitors badges for access only to the Exhibition Hall. Exhibition stand personnel must show an official Exhibitor Personnel badge to gain access to the Exhibition Hall during installation, show, or dismantlement hours.
• Exhibition badges do not allow entry to Scientific Sessions.
• Additional Exhibitor badges can be purchased for $50 USD each prior to the Conference and $75 USD on-site. Additional Delegate badges also can be purchased; please see the Delegate pricing schedule for rate.
• Independent contractor personnel, hired by an Exhibit Company to install and dismantle their display, should register on-site for a temporary pass valid for installation and dismantlement hours only.

Exhibit Technical Manual

WAO will produce a Technical Manual for the Conference, including customs clearance and shipping instructions as well as order forms for additional equipment, such as furniture, electricity, internet connections and telephone. The Technical Manual will be available in September 2012.

Exhibit Questions?

Please direct your Exhibit questions to wiscExhibition@worldallergy.org or by telephone at +1 414 276 1791.
EXHIBITION COSTS

Shell Scheme Package
• $550 USD per square meter
Minimum Exhibition Size: 9 square meters

Included in Shell Scheme Package:
• 2 – 3 side panels, depending on booth location
• 2 Chairs
• 1 Table
• Carpet
• Garbage Bin
• Company name and booth number printed on fascia board

Space Rental Only - Free Builds
• $400 USD per square meter
Minimum Exhibition Size: 9 square meters
Companies that do not use a shell scheme and choose to free build are required to submit a detailed plan of their stand to WAO for approval by 15 October 2012. More information will be made available in the Exhibit Technical Manual.

Included in Exhibition Costs:
• Security
• Independent Contractor Personnel passes
• Exhibitor Only badges (two complimentary badges per Company)
• Delegate badge (one complimentary badge per Company)
• Your Company name and profile included on the Conference Website
• Your Company name and profile included in the Final Program
• General maintenance of the aisles and common Exhibition Hall areas

Payment Requirements
• A minimum deposit of 50% of the exhibition fee is due with the completed application and contract on or before 31 July 2012. The deposit must be received in order for priority space assignments to be made. Remainder of the payment is due by 30 September 2012. In the event that the full payment is not received by this date, space may be released back into the general inventory.
• Applications received after 31 July 2012 require full payment of exhibition fees.
• No Company is allowed to exhibit unless full payment for the exhibit space has been received before the Exhibition Hall opens.

Cancellation / Space Reduction Policy
If a Company wishes to cancel or reduce exhibit space, written notification must be sent on company letterhead to wiscExhibition@worldallergy.org. If written notification of cancellation or reduced exhibit space is received at the WAO Secretariat office:

By 30 September 2012:
A full refund, minus a processing charge of $1,000 USD, will be granted.

1 October 2012 through 31 October 2012:
A refund, for 50% of the full payment amount, will be granted.

After 31 October 2012:
No refunds will be granted.

A Company’s cancellation of exhibit space results in the release of any Convention Center meeting space previously assigned to the Company.
EXHIBITION RULES AND REGULATIONS

The following Rules and Regulations are part of the contract between the exhibitor and the World Allergy Organization (WAO). All matters not covered in these Rules and Regulations shall be referred to WAO for adjudication and the decision of WAO shall be final. These Rules and Regulations may be amended at any time by WAO and all amendments so made shall be binding upon the exhibitor equally with these Rules and Regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing before or during WISC 2012, and may be given to any authorized agent or representative of the exhibitor.

Advertising Materials
Canvassing or distribution of advertising materials by non-exhibiting, commercial companies is strictly prohibited. Exhibitor advertising will not be permitted outside of the exhibitor’s assigned space. Limited signage advertising industry supported sessions and events must be approved and displayed by the WAO Secretariat. Unauthorized signage will be removed.

Audio/Visual Equipment
Sound systems must be kept at a reasonable level and may not interfere with other exhibitors. WAO reserves the right to request the reduction in volume or cessation of use of any system that creates an interference with other exhibitors.

Contests, Raffles and Drawings
Approved contests, drawings or raffles must comply with local and federal laws governing such contest, raffles, or drawings and have prior approval of WAO. The rules must be posted at the booth and include: eligibility, date and time of drawing, the words “no purchase necessary to enter,” odds of winning, how winners are notified, how participants can find out who won, etc. The exhibitor must agree to indemnify WAO, its Board of Directors, employees, and vendors in the event of any claims arising from the operation of the event. WAO must be notified of the winners and when the prize is awarded. WAO reserves the right to restrict contests, drawings or raffles that it deems inappropriate or unprofessional.

Continuing Medical Education (CME) Activities
All activities offering CME credits occurring at or in conjunction with WISC 2012 must be sponsored or jointly sponsored by the WAO and planned and executed following the ACCME’s guidelines for accredited CME activities, included the Standards for Commercial Support. Therefore:

1. Exhibitors defined as commercial interests by the ACCME are prohibited from offering or distributing CME activities or access to CME activities.

2. Exhibitors not defined as commercial interests by the ACCME may offer or distribute CME activities or access to CME activities, provided those activities are listed on the exhibition application and approved by the WAO.

Demonstrations
Exhibitor demonstrations should not interfere with normal traffic flow nor infringe on neighboring exhibits. No demonstrations will be permitted outside of the exhibitor’s assigned space.

Disclosure
It is the policy of the WAO that any exhibitor whose booth space, exhibit display or exhibit materials are provided through an educational grant from another organization prominently disclose that information to all attendees visiting or viewing that booth.

Facility Regulations
Exhibitors are required to abide by all facility regulations in the design, installation, operation and dismantlement of their exhibit stands. A complete description of electrical, fire, labor and property regulations will be listed in the technical manual.

Food and Beverage Distribution
Exhibitors wishing to dispense or serve any food or beverage from assigned exhibit space must notify the WAO Secretariat. Further information will be provided in the Exhibitor Technical Manual.

Hospitality Suites and Special Events
Company-sponsored special events must be approved by the WAO Secretariat. WISC attendees, leadership and faculty members cannot be invited to an event that conflicts with WISC programs, including the Scientific Program, or WISC Social Events. Please contact the WAO Secretariat for more information.

Liability
The exhibitor shall be fully responsible to pay for any and all damages to property and its owners or managers, which result from any act or omission of the exhibitor. The exhibitor agrees to defend, indemnify and hold harmless the World Allergy Organization, its owners, managers, officers or directors, agents, employees, and subsidiaries and affiliates, from any damages or charges resulting from the exhibitor’s use of the property. The exhibitor’s liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees and business invitees which arise from or out of the exhibitor’s occupancy and use of the exhibition premises, or any part thereof.

In addition, the exhibitor acknowledges that the World Allergy Organization and all other service providers do not maintain insurance covering the exhibitor’s property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.
Meetings
Exhibiting and non-exhibiting companies may not schedule meetings or events during the official dates of the WISC 2012 without the written consent of the WAO Secretariat. Requests for meeting space of company-sponsored sales meetings and WAO-approved activities should be submitted in writing to the WAO Secretariat.

Music/Music Licensing
Each exhibitor using music in conjunction with its exhibit is responsible for maintaining compliance with the appropriate music licensing organizations.

No Smoking
Smoking in the Exhibition Hall, scientific sessions, foyers and all public spaces in the venue is prohibited.

Photography/Videotaping
Videotaping and photographing within the Exhibition Hall is prohibited except by the official WISC 2012 photographer, unless approved in advance by the WAO Secretariat. Any exhibitor who wishes to employ an outside vender to videotape or photograph their own exhibit, activities, personnel, etc., must submit a written request no later than 1 November 2012.

Products and Services
Only those products and services detailed on the exhibit space application form or in writing prior to the WISC 2012 and approved by the WAO Secretariat may be exhibited or advertised.

Promotional Items/Giveaways
Distribution of descriptive product literature, notepads, pens and pencils is permitted. Other items may be distributed from the exhibitor’s stand only with prior written approval. All items to be distributed must be useful to the attendees during the WISC 2012 or in the professional activities of the exhibit visitor. For US-based companies, all items must be in compliance with the American Medical Association Guidelines on Gifts to Physicians from Industry. Any exhibitor found distributing materials which have not been officially accepted may be required to cease distribution immediately. Companies who comply with the PhRMA Code please refer to the Code with regards to promotional items. A promotional item approval form will be distributed in the Exhibitor Technical Manual and must be submitted to the WAO Secretariat, by 15 October 2012, along with a sample, photo, or written description of each item. Samples will not be returned.

Relocations
The WAO Secretariat reserves the right to adjust the floor plan at any time and relocate exhibitors should it become necessary or advisable in the best judgment of WAO. In the event that it is necessary to relocate an exhibitor after a specific space assignment has been made, the WAO Secretariat will contact the exhibitor. Every effort will be made to reassign the exhibitor to similar space. In any instance of exhibit stand relocation, the exhibitor has the option to cancel and receive a full refund of all payments made.

Restriction of Exhibits
The WAO Secretariat reserves the right to:

(1) reject for any reason any exhibit application submitted for the WISC 2012;

(2) reject, prohibit, restrict or otherwise require modification of any exhibit for any reason; and

(3) evict or bar any exhibitor whose exhibit, materials or conduct is determined to be objectionable for any reason.

Violation of any regulations on part of the exhibitor, their employees or agents shall annul the right to occupy space and the exhibitor will forfeit to the WAO Secretariat all monies which may have been paid. Upon evidence of violation, the WAO Secretariat may enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor’s risk. The exhibitor shall pay all expenses and damages which the WAO Secretariat may thereby incur.

Security
The venue’s in-house security guards will be in the general exhibit area 24 hours a day from setup to break-down. No permanent guard will be available for individual stands; therefore we recommend clients/exhibitors provide the appropriate control for their belongings. Neither the security service, WAO, decorator nor the venue is responsible for any loss or damage to exhibitor property.

Selling of Products or Services
Selling of any product and services is prohibited in the Exhibition Hall. Product order forms may be distributed, but no cash, checks, credit card information or other forms of payment may be accepted by the exhibitor.

Subletting Exhibit Space
Subletting of exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is within divisions of the same company and approved by the WAO prior to the Conference.
2012 EXHIBITION SPACE RESERVATION FORM

CONTACT DETAILS
Please type or print clearly.

Company/Organization Name: ________________________________
Contact Person: ___________________ Title: _____________________
Address: ________________________________
City/State: ___________________________ Country: _____________ ZIP/Postal Code: __________
Phone: ______________________________ Fax: __________________
Email: ______________________________

EXHIBITION RESERVATIONS

Exhibitor Type
☐ Technical/For-Profit Organization
☐ Educational/Non-profit Organization

Exhibit Type
☐ In-line Exhibits (Shell scheme or free build)
☐ Island Exhibits (Free build only)

Size of Space Requested _______ meters x _______ meters (request is not guaranteed)

Competitors we do NOT wish to be near (This may limit your ability to obtain the best available space):

__________________________________________________________

Companies we would like to be near:

__________________________________________________________

The assignment of space is at the sole discretion of WAO Secretariat.

Please return this completed form to:
World Allergy Organization
Attn: Meetings Department
555 E. Wells Street, Suite 1100
Milwaukee, WI 53202, USA
Fax: +1 414 276 3349
Email: wiscExhibition@worldallergy.org
2nd World Allergy Organization
International Scientific Conference WISC 2012

Hyderabad, India
6-9 December 2012

IMPORTANT DATES:

15 July 2012
Early Registration Deadline
Abstract Submission Deadline

31 October 2012
Regular Registration Rate Deadline

15 November 2012
Hotel Registration Deadline

Congress Secretariat
World Allergy Organization
555 E. Wells St., Suite 1100
Milwaukee, WI 53202 USA
Phone: +1 414 276 1791
Fax: +1 414 276 3349

General Inquiries
wisc@worldallergy.org

Abstracts
wiscAbstracts@worldallergy.org

Registration
wiscRegistration@worldallergy.org

Exhibition
wiscExhibition@worldallergy.org