

Sponsorship of TIF's Regional Educational Events

The Thalassaemia International Federation is a non-profit, non-governmental organisation based in Cyprus, founded in 1986 with a mission to promote equal access to quality care for patients with thalassaemia across the world.

TIF's educational programme constitutes one of its most important activities in achieving its goals. The programme addresses the needs of patients, parents, healthcare professionals and the general public and includes two main areas:

- (i) the publication, translation and distribution of educational material (informational booklets for the community, books for patients/parents and health professionals, and TIF Magazine) as well as TIF's website.
- (ii) a series of educational events (conferences, seminars and workshops) held at local, national, regional and international levels. TIF's major international events are the biennial International Conference on Thalassaemia and Other Haemoglobinopathies, and the Pan-European and Pan-Middle East regional conferences.

The 2nd Pan-European Conference on Haemoglobinopathies was first organised in 2007 to gather together health professionals and scientists involved in the field of haemoglobinopathies, as well as patients and their parents from all over Europe. The conference attracts more than 200 participants, including doctors, nurses, research scientists, patient leaders from each participating country, representatives from EU institutions, European and national NGOs and national health authorities.

There are a number of levels at which corporate companies can become involved in and sponsor regional events – Bronze, Silver, Gold and Platinum. The benefits at each level are detailed below.

Potential funders are advised to read TIF's *Policy on Corporate Financial Support* (attached).

1. Bronze Sponsor benefits

The Bronze Sponsor package is the basic sponsorship package and offers visibility throughout the Conference as well as great networking opportunities. Your investment is **€5,000 / US\$7,000**.

1. Conference programme visibility. Your company's name and logo will be displayed in the Conference programme, with acknowledgement of the company's Bronze Sponsorship status.
2. Web visibility. Your company's name and logo will be displayed on the dedicated Conference page on TIF's website, with acknowledgement of the company's Bronze Sponsorship status.
3. Complimentary registrations. Your company will receive 1 full Conference registration free of charge.
4. Reduced registrations. Your company will receive a 25% discount on 3 additional full Conference registrations.

2. Silver Sponsor benefits

The Silver Sponsor package offers high visibility and advertising opportunities. The package is limited to 20 individuals or organisations/companies. Your investment is **€10,000 / US\$14,000**.

1. Press announcement. Your company will be mentioned in the pre-Conference press release, with logo, indicating your Silver Sponsorship status.
2. Conference programme visibility. A ¼ page advertisement and a 75-word description will be reserved for your company in the Conference programme.
3. Web visibility. Your company's name and logo will be displayed on the dedicated Conference webpage on TIF's website, acknowledging your Silver Sponsor status.
4. Complimentary Conference registrations. Your company will receive 3 full Conference registrations free of charge.
5. Reduced Conference registrations. Your company will receive a 25% discount on 3 additional full Conference registrations.

3. Gold Sponsor package

Participating as a Gold Sponsor offers you the opportunity to raise your profile at an event with a combination of promotional and onsite visibility as well as content-related benefits. The Gold Sponsor package is limited to 5 individuals or organisations/companies. Your investment is **€20,000 / US\$ 27,000**.

A. Special benefits

Official delegate bag filler. Be in the hands of every Conference delegate by including 1 piece of your company's literature in the delegate bag distributed at registration, covering general company information and/or selected scientific information.

B. Other benefits

1. Speaking slot. A technology-related presentation of 10 minutes' duration will be delivered by your company at a scheduled session within the function.
2. Exhibit space. One standard exhibit booth will be reserved for your company.
3. Direct mailing. Your company will be given the opportunity to mail those with confirmed registration and post-show attendees with a one-time blind mailing.
4. Press announcements. Your company's name will be mentioned in the pre-Conference press announcement indicating your Gold Sponsorship status.
5. Conference programme visibility. A ½ page advertisement with a 100-word description will be reserved for your company in the Conference programme.
6. Web visibility. Your company's name and logo will be displayed on the dedicated Conference webpage on TIF's website, acknowledging your Gold Sponsor status.
7. Complimentary Conference registrations. Your company will receive 3 full Conference registrations free of charge.
8. Reduced Conference registrations. Your company will receive a 25% discount on 6 additional full registrations.

4. Platinum Sponsor package

Platinum Sponsors will have the opportunity to enjoy all the most desirable and effective promotional elements of the event and benefit from the highest level of exposure to event participants. The elements which comprise this class of sponsorship are exclusive to Platinum Sponsors. The package is limited to 2 individuals or organisations/companies, with an investment of **€40,000 / US\$55,000**.

A. Key benefits

Logo placement. As a Platinum Sponsor, your company's logo prominently placed on the following locations (please note availability depends on the nature of the event):

- Official delegate bag
- Conference portfolio
- Badge pocket and lanyard
- Registration area and pocket agenda

Official delegate bag filler. Be in the hands of every Conference delegate by including 2 pieces of your company's literature in the delegate bag distributed at registration, covering general company information and/or selected scientific information.

B. Other benefits

Platinum Sponsors will benefit from the highest level of visibility and exposure to all Conference participants.

1. Speaking slot. One technology-related presentation of 20 minutes will be delivered by your company at a scheduled session within the Conference.
2. Seat drops. One electronic and/or printed promotional item will be placed on each seat for the session that includes your company's presentation.
3. Exhibit space. An exhibit space will be reserved for your company.
4. Meeting space. A private meeting space located next to the exhibit space will be assigned to you, provided appropriate facilities are available.
5. Direct mailing. Your company will be provided with a mailing list of those with confirmed registration and those participating in the Conference, for a one-time blind mailing.
6. Press announcements. Your company's name will be included in the pre-Conference press announcement indicating your Platinum Sponsorship status.
7. Web visibility. Your company's name and logo will be displayed on the dedicated Conference webpage on TIF's website, acknowledging your Platinum Sponsor status.
8. Complimentary Conference registrations. Your organisation/company will receive 3 full Conference registrations free of charge.
9. Reduced Conference registrations. Your company will receive a 25% discount on 10 additional full Conference registrations.

For more information please contact TIF at:

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