



Sponsor Brochure

# WORLD IMMUNE REGULATION MEETING-VIII

19 – 22 March 2014  
Davos, Switzerland

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## Welcome from the Chairman

Immune regulation is the hottest issue in basic and clinical science and there is no doubt that we need to gather together and get inspired. On behalf of the organizers and the Swiss Institute of Allergy and Asthma Research (SIAF) it is a great pleasure to welcome you to sponsor the 8th World Immune Regulation Meeting. With an outstanding list of speakers in this field, „Immune Regulation - Davos“ will be one of the key events in 2014, being big enough to learn from other disciplines and small enough to personally meet the experts. This year, we selected a special focus on “Innate and Adaptive Immune Response and Role of Tissues in Immune Regulation”. Most of the programme will be plenary symposia, which will be supported by workshops, poster sessions, a special lecture and satellite symposia. Long lunch breaks will allow to digest attended symposia and talk with colleagues, while enjoying the winter sports and landscape. The evening sessions will give young researchers the opportunity to meet senior scientists. As at other Davos meetings, we will come together for poster sessions with desserts and drinks providing a relaxed and stimulatory atmosphere for scientific exchange.

We have developed a broad and exciting range of sponsorship varieties during the congress. These include possibilities for exhibition, satellite symposia and many other opportunities, which will give attention to your company brand and products. Our aim to facilitate the interaction between sponsors and the international audience is well recognized by the exhibitors of the past seven WIRMs. A successful congress relies on the valued support provided by sponsors and exhibitors. Therefore, we cordially invite all of the companies involved in research and development as well as publishers to participate in this exciting meeting.



**Cezmi Akdis, MD**

Congress Chair

Director SIAF



## Organizing Committee



Swiss Institute of Allergy and Asthma Research (SIAF)  
Obere Strasse 22  
CH – 7270 Davos Platz  
Switzerland  
[www.siaf.uzh.ch](http://www.siaf.uzh.ch)

Cezmi A. Akdis, Prof. MD (Chairman)  
Mübeccel Akdis, PD MD PhD  
Reto Cramer, Prof. PhD  
Liam O'Mahony, BSc PhD  
Claudio Rhyner, MSc PhD

Director  
Head of Immunodermatology  
Head of Molecular Allergology  
Head of Molecular Immunology  
Head of Vaccine Development



## Topics of the Congress

### Basic Mechanisms

Innate immune response  
Dendritic cell subsets and immune regulation  
B cell subsets and immune regulation  
NK cells and NK-T cells  
Innate lymphoid cells  
Transcriptional regulation of immune responses  
Development of effector and regulatory T cells  
T and B cell memory and immune regulation  
T cell subsets and effector mechanisms and interaction with other cells  
Chemokines and receptors in peripheral tolerance  
Apoptosis in the regulation of immune responses  
Mechanisms of immune privilege  
The role of microRNAs in immune regulation and effector functions  
Immune regulatory mechanisms related to resident tissue cells  
Epigenetic-mediated immune response and immune memory  
Metabolism and immunity

### Focus on clinical application, drug discovery and novel biotechnological developments

Hygiene hypothesis in immune regulation  
Regulatory and effector T cell subsets and cytokines: from bench to bedside  
Immune response to parasites  
Tumor antigen-specific immune regulation  
Immune tolerance and autoimmunity  
Immune tolerance and neuroimmunology  
Immune tolerance in allergy and asthma  
Immune regulation in organ transplantation tolerance  
Experimental models of inducing and breaking peripheral tolerance  
Mucosal tolerance and intestinal homeostasis  
Development of novel vaccines and drugs  
Immunomodulation in vivo, „biologicals“  
Cellular therapies including stem cell therapies

## Facts & Figures

700-1'000 Participants

303 Abstracts

12 Plenary Sessions

12 Workshops

3 Dip & Discuss Poster Sessions

117 Talks

1 great Scientific Programme

1 Dinner & Dance Gala Night

10 Travel Grants

29 Sponsors | Exhibitors

1 highly attended exhibition area

1 iPad to win at the exhibition lottery

1'560 meter above sea level

300 km ski slopes

4 long lunch breaks for winter sports





## Event Location - Davos and its Congress Center

Davos has been stimulating not only for scientists, but also for other meetings such as the World Economic Forum, held every year in the same conference center. Davos is Europe's highest situated congress town. The combination of idyllic alpine landscape, urban atmosphere and the wide range of service, infrastructure, fine food and activities is unique. Davos is a winter-sports paradise for snowboard and skiing enthusiasts from all over the world, providing 14'242 guest beds (5'692 beds in 60 hotels and pensions, 6'000 beds in apartments, 2'043 beds in group accommodations, 507 beds in clinics).

The Congress Centre can be reached quickly by bus or by foot from every hotel. Since the extension of the Congress Centre, its total area has been increased from 5'400 m<sup>2</sup> to 12'000 m<sup>2</sup>. There is a big booth area with great opportunities for exhibitors as well as for our poster presenters. A very good interaction between the exhibitors and participants is becoming a tradition in Davos meetings. In addition, the Congress Centre offers a selection of perfectly organized equipment with top of the line presentation technology.

[www.davos.ch](http://www.davos.ch)

[www.davoscongress.ch](http://www.davoscongress.ch)



## Sponsor Information

- **Types of sponsoring**

Platinum sponsor:	EUR 10'000.00 and more
Gold sponsor:	EUR 5'000.00 – 10'000.00
Silver sponsor:	- EUR 5'000.00

- **Exhibition**

Stand space is charged at a square meter rate as indicated. The exhibiting company is responsible for the design, construction, erection and security of their stand. Rules concerning installation and destruction listed in an exhibitor manual have to be considered. The manual will be sent together with an order form for rental articles to the sponsor by the organizer after a final stand reservation. Doing the stand reservation, please note that heights are different. „First-come-first-serve“ rule will be applied for equal standreservations.

### **Get 10% reduction in the exhibition costs**

Advertisement of the meeting on your homepage, in flyers, newsletters etc. before the 1<sup>st</sup> of October 2013, will enable a reduction in the exhibition costs of 10%. Three persons from each exhibitor will receive waived registration.

- **Payment**

Conditions of payment mentioned on the invoice are valid. All changes incurred by bank transfer is payed by the sponsor.

- **Production costs**

Production costs are the responsibility of the sponsor.

- **Shipping**

All shipping and customs costs for congress related transport is payed by the sponsor. This also includes the Swiss VAT and congress related returns to sponsor after the congress. The sponsor is responsible for punctual delivery as per deadline fixed by the organizer.



- **VAT**

All prices are indicated in EUROS excluding 8,0% Swiss VAT, unless otherwise specified. All Swiss companies are obliged to pay VAT. The obligation to pay VAT for sponsors from other countries depends on the sponsor item. Exhibitors are obliged to pay VAT independent from their country.

- **Lottery**

To enforce the interaction between participants and exhibitors there will be a lottery. Stamps will be given to each exhibitor, which will be collected by the participants. There will be a lottery between the participants who collected all stamps. The prize will be an **iPad**. This model was highly appreciated by the exhibitors in past WIRMs.

- **Badge Scanner System**

As we are not able to hand out the delegates list of the congress for legal reasons, Davos Congress will offer a new Badge Scanner System. Each Exhibitor, who is interested in collecting contacts, will receive a Scanner for additionally EUR 100.00 for all 4 days. Every participant will have a bar code on his badge, which can be scanned by the exhibitor.

### Sponsors of past WIRMs

Abcam plc. - AbD Serotec MorphoSys AbD GmbH - ALK-Abello A/S - Allergan NCE Inc. - Allergopharma J. Ganzer KG - Attana Pharma - Applied Biosystems Applera Deutschland GmbH - BD Biosciences - Beckman Coulter International SA - Becton Dickinson AG - Bender MedSystems GmbH - Bentham Science - Biolegend - Bio-Rad Laboratories AG - Bühlmann Laboratories AG - COST - C.T.L. Europe GmbH - Diaclone - eBioscience Corporation - EAACI - Enzo Life Sciences AG - European Journal of Immunology - FlowJow Celeza GmbH - GA2LEN Global Allergy and Asthma European Network - Glaxo Smith Kline Medicines Research Centre - Hyglos GmbH - Immunity - Invitrogen Dynal AS - IMGT ImMunoGeneTics - Invitrogen AG - Jackson Immuno Research Europe Ltd. - S. Karger AG - Kinexus Bioinformatics - LabForce AG - LucernaChem AG - MABTECH AB - Merck Millipore - Microsynth AG - Miltenyi Biotec GmbH - Mucosal Immunology - Nature Immunology - Nature Medicine - Nature Reviews Drug Discovery - Nature Reviews Immunology - Nestlé S.A. - Novartis Pharma AG - Nycomed GmbH - Pantec Biosolutions - PeproTech EC Ltd. - Perbio Science bvba Thermo Fisher Scientific - Perkin Elmer (Schweiz) AG - SNF Swiss National Science Foundation - Laboratories Stallergenes - StemCell Technologies Inc. - SWISS International Air Lines - Technology Networks - Tissue Gnostics GmbH - Trends in Immunology - VWR International AG

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## 1. Exhibition

The exhibition will be held at the big foyer of the Congress Center Davos, which allows a wide variety of stand configurations. Stamps will be given to each exhibitor, which will be collected by the participants. There will be a lottery between the participants, who collected all stamps. The prize will be an iPad. Refreshment points and poster sessions have been integrated into the exhibition area, which will form the main hub of the congress, maximising the time that delegates spend in this area.

### WIRM provides

- ✓ Waived registration fee for three (3) exhibitors from each sponsor company
- ✓ Floor space in the congress center
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

### Enhancements

Extra material like chairs, tables, power connection or a badge scanner to collect delegates contacts can be rented from Davos Congress. Advertisement of the meeting on your homepage, in flyers, newsletters, Facebook etc. before the 1<sup>st</sup> of October 2013 will enable a reduction in the exhibition costs of 10%.

### Sponsor amount

EUR 900.00 | m<sup>2</sup> (minimum stand size is 6 m<sup>2</sup>) for all 4 days

Sponsor bears all production costs of the stand. Layout and size of the booth have to be approved by the organizer.



## 2. Banners

There will be possibilities for companies to advertise their company or their products on the wall, from the ceiling and on standing banners in the area of the venue.

### WIRM provides

- ✓ Space in the Congress Center for your banner
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

### Sponsor amount

EUR 2'000.00 for two wall advertising banners (approx. 4x1m)

EUR 2'000.00 for two ceiling advertising banners (approx. 7x1m)

EUR 2'000.00 for six standing banners (two-sided, approx. 2x1m)

Sponsor bears all production costs of the banner.

## 3. Advertisement in the Final Programme

The final programme (abstract book) will be distributed to all delegates upon registration in Davos.

Number of printed copies approx. 1'000

Number of pages approx. 200

### WIRM provides

- ✓ Full page (A4) colour advert
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

### Sponsor amount

EUR 2'000.00 for an advert inside the programme

EUR 3'000.00 for an advert inside the front or back cover

EUR 4'000.00 for an advert on the back cover

Sponsor bears all production costs of the advert.



#### 4. Advertisement on the WIRM Homepage or on Facebook

Our website [www.wirm.ch](http://www.wirm.ch) receives more than 10 million hits in total during the year, particularly between October and the end of the congress. Social Media is getting more and more important and also WIRM is present on Facebook. Our new Facebook page has already over 2'000 likes ([www.facebook.com/WIRMeeting](https://www.facebook.com/WIRMeeting)).

##### WIRM provides

- ✓ Linked banner of your company or a product on our homepage (max. 570 x 150 pixel) or on Facebook
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

##### Sponsor amount

EUR 1'000.00 for an advert on the WIRM homepage

EUR 500.00 for an advert posted on our Facebook page

Sponsor bears all production costs of the advert.

#### 5. Pocket Programme

This is always a useful item for attendees and in constant use during the event. The pocket programme contains useful information „at-a-glance“ including programme, social events and general information.

##### WIRM provides

- ✓ Your company logo, as the only one, on the back cover of the pocket programme
- ✓ Production of the pocket programme
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

##### Sponsor amount

EUR 1'000.00 for your logo on the back cover of the pocket programme

## 6. Congress Bags

A congress bag containing delegate material will be distributed to all delegates upon registration in Davos. The bag will contain the abstract book, the pocket programme and several bag inserts.

### WIRM provides

- ✓ Packing of the bags
- ✓ Distribution of the bags to every delegate
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

### Sponsor amount

Sponsor bears all production costs of the bag. The WIRM logo has to be printed on the bag. The bag design has to be approved by the organizer.

## 7. Insert in Congress Bags or Chair Drops

Sponsors are welcome to have an insert in the bag, which will be given to each delegate, or a chair drop. The item has to be produced by the sponsor.

### WIRM provides

- ✓ Packing of the bags or distribution on the chairs before a session of your choice
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

### Sponsor amount

EUR 1'200.00 | one insert in the bag or one chair drop

EUR 2'000.00 | two inserts in the bag or two chair drops

Sponsor bears all production costs of the insert | drop.

## 8. Memory Sticks

This item will be distributed to each delegate and will contain the abstracts of all accepted scientific presentations and handouts of the main speakers.

### WIRM provides

- ✓ Packing in the bags
- ✓ Distribution to every delegate
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

### Sponsor amount

Sponsor bears all production costs of the memory stick. The sponsors logo can be printed on the memory stick.

## 9. Pens & Pads

Distributed via the congress bags, this is an unique opportunity to highlight your company name and logo on two items, which will see continuous use throughout the congress.

### WIRM provides

- ✓ Packing of the congress bags
- ✓ Distribution to every delegate
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

### Sponsor amount

Sponsor bears all production costs of pens and pads (approx. 1'000 pcs, preferably A5 size pads). The sponsors logo can be printed on the pens or pads.

## 10. Name Badges

Sourced and provided by the organisers and worn by all delegates for the duration of the congress, badges are a very visible item.

### WIRM provides

- ✓ Company name and | or logo on each badge
- ✓ Distribution to every delegate
- ✓ Production of the badges
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

### Sponsor amount

EUR 5'000.00

The sponsors logo will be printed at the back of the name badges.

## 11. Lanyards for Name Badges

All delegates also wear lanyards for the duration of the congress as a highly visible item.

### WIRM provides

- ✓ Distribution to every delegate
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

### Sponsor amount

EUR 3'000.00

Sponsor bears all production costs of the lanyards (approx. 1'000 pcs).



## 12. Dinner & Dance Gala Night

All participants and accompanying persons are welcome to attend the gala dinner, which will take place on the last evening of the meeting. A delicious menu will be served followed by live music.

### WIRM provides

- ✓ Your banner placed, where the gala dinner takes place
- ✓ Your logo placed in the official invitation letter
- ✓ Your logo on the menu card of the gala dinner
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book
- ✓ Three (3) complimentary tickets

### Sponsor amount

EUR 10'000.00



### 13. Company Satellite Symposia

It is anticipated that a number of opportunities will be available for companies to organise a „Satellite Symposia" to run in conjunction with the congress in the main programme.

The sponsor may choose a subject and nominate speakers and chairpersons. Time and session hall will be decided upon application.

#### WIRM provides

- ✓ Session hall and audiovisual equipment
- ✓ Waived registration fee for the speakers
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

#### Sponsor amount

EUR 10'000.00

The sponsor bears all production costs and chooses the subject for the Symposia. The sponsor is responsible to organise the speakers and chairs and their accomodation and travel.

### 14. Dip & Discuss Poster Sessions

Catering points will be located within the poster area and this is an opportunity to have high visibility during the poster sessions in the evening.

#### WIRM provides

- ✓ Opportunity to display your logo at each serving point for example with banners or flags
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

#### Sponsor amount

EUR 3'000.00

Sponsor bears all production costs of the advertising material like banners, flags etc.

## 15. Workshop Presentation Award

There will be around 12 Workshops during the congress with different subjects and titles. A best presentation award of EUR 300.00 | workshop will be given to one presentation selected by the chairpersons.

### WIRM provides

- ✓ Awards will be named with the sponsors and advertised to public
- ✓ Possibility to place a banner in the workshop room
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

### Sponsor amount

EUR 3'600.00 (for all 12 workshops)

Sponsor bears all production costs of the advertising material like banners, flags etc.

## 16. Speakers Ready Room

A Speaker's Ready Room will be available for all speakers, where they can rehearse and view their presentation prior to their session.

### WIRM provides

- ✓ Company name and logo inside and outside the entrance of the room
- ✓ Opportunity to decorate the room with banners and flags
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

### Enhancements

The possibility to provide and serve coffee and refreshments to the speakers.

### Sponsor amount

EUR 1'000.00

Sponsor bears all production costs of the advertising material as banners, flags etc.

### 17. Coffee Breaks

Complimentary coffee | tea will be served twice a day to all delegates during official coffee breaks. The serving points will be located mainly in the exhibition area and in the main hall.

#### WIRM provides

- ✓ Opportunity to display your logo at each serving point for example with banners or flags
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

#### Sponsor amount

EUR 1'000.00

Sponsor bears all production costs of the advertising material as banners, flags etc.

### 18. Water Dispenser

Several water dispensers will be placed throughout the venue to provide the delegates with cold fresh water.

#### WIRM provides

- ✓ Opportunity to display your logo on or place a standing banner next to each water dispenser
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

#### Sponsor amount

EUR 1'000.00 for 4 water dispensers

Sponsor bears all production costs of the advertising material.



## 19. Internet Corner

The internet corner will have several computers and printers and will be open to all delegates.

### WIRM provides

- ✓ Floor space with the possibility to decorate the area with furniture, banners, flags etc.
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme | abstract book

### Sponsor amount

EUR 1'500.00

Sponsor bears all production costs of the advertising material as furniture, banners, flags etc.

## 20. Wireless Network

There is also an opportunity to sponsor a wireless network for the congress. This allows delegates to connect to the web from their own wireless enabled devices. The sponsor name and logo will be displayed at the first page accessed by the delegate. There is a possibility for the sponsor to give the delegate a message on the first page to collect a password for using the internet, at the sponsors booth. This is an excellent way of attracting lots of people to your booth. The wireless network at last year's meeting was used a few thousand times in total.

### WIRM provides

- ✓ Sponsor possibilities as mentioned above
- ✓ Your linked logo on the WIRM homepage
- ✓ Your logo in the final programme / abstract book

### Sponsor amount

EUR 1'500.00

## 20. Free Ski Tickets

Sponsors are welcome to offer free ski tickets with a quiz or a draw at their booth.

### WIRM provides

- ✓ Organisation of the ski tickets
- ✓ Advertisement of the quiz on the WIRM homepage

### Sponsor amount

Costs of the ski tickets



## Contacts for more information



### **Sponsoring, congress organization, general information**

Ms. Sandra Crameri  
Congress Coordinator, WIRM  
Swiss Institute of Allergy and Asthma Research (SIAF)  
Obere Strasse 22  
CH-7270 Davos Platz  
Switzerland  
Phone: +41 (0)81 410 08 42  
Fax: +41 (0)81 410 08 40  
Email: [wirminfo@wirm.ch](mailto:wirminfo@wirm.ch)  
[www.wirm.ch](http://www.wirm.ch)



### **Registration, hotel booking, congress center**

Ms. Hilda Leitner  
Congress Coordinator, Davos Congress  
Davos Destinations Organisation  
Talstrasse 41  
CH-7270 Davos Platz  
Switzerland  
Phone: +41 (0)81 415 21 65  
Fax: +41 (0)81 415 21 69  
Email: [info@davoscongress.ch](mailto:info@davoscongress.ch)  
[www.davoscongress.ch](http://www.davoscongress.ch)



### **Shuttle bus transfers, social events**

Ms. Tabea Hitz  
Davos Services  
Talstrasse 41  
CH-7270 Davos Platz  
Switzerland  
Phone: +41 (0)81 415 23 26  
Fax: +41 (0)81 415 23 24  
Email: [ds@davos.ch](mailto:ds@davos.ch)  
[www.davos-services.ch](http://www.davos-services.ch)

We would be pleased to welcome you to the

## 8<sup>th</sup> World Immune Regulation Meeting

19 – 22 March 2014

Davos, Switzerland



[www.facebook.com/WIRMeeting](http://www.facebook.com/WIRMeeting)