Sponsoring dossier

ENDA Congress 2013
Nursing in the Stream of Excellence
Kongresshaus, Zurich
30.10. – 2.11.2013

Berne, January 2013

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Sponsoring dossier

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Nursing in the Stream of Excellence
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1 Introduction

Dear ladies and gentlemen

ENDA, the European Nurse Directors Association (www.enda-europe.com) holds a congress every two years; the first was in 1993 in Geneva. From 30 October to 2 November 2013 there will again be a congress in Switzerland, this time in the Kongresshaus Zurich. The event is titled "Nursing in the Stream of Excellence".

We expect over 500 participants from all European countries. The majority of guests will be from nursing care management. However, we also expect healthcare scientists as well as guests from other occupational groups in the health care segment and from health care politics.

The SVPL, [Swiss Nurse Directors Association] (www.svpl.ch) is organising the congress. Since one year, our team has been busy with initial preparations. You will find continuous updates and information on our congress website (www.enda2013.org).

The health care system is going through a radical change. Europe’s economic difficulties leave their mark. Here health care management is required to provide, with low financial and personnel resources, evidence-based, interdisciplinary, cross-linked treatment that considers the needs of the people and satisfies the newest scientific findings. In lectures, workshops and visits to health care institutes etc. the congress will present and provide a discussion platform for the newest knowledge on leadership, staff recruiting and advancement, integrated patient paths, best practice etc. A reception at the beginning and a gala dinner during the congress will create the festive setting.

The congress offers you an excellent opportunity to meet the relevant decision-makers, who deal with all aspects of strategic and operative management in the health care system. You can present your topical products and services to a wide audience of international participants. The congress will be accompanied and supported by a purposeful media presence. The Kongresshaus itself is an exceptionally attractive venue.

We would like to present to you diverse sponsoring possibilities in this dossier, and are equally pleased to receive suggestions for any other sponsoring models. Ruth Schweingruber, Manager SVPL, will be glad to hear from you at any time per mail (ruth.schweingruber@svpl.ch) or telephone +41 (0) 79 883 98 08.

Regula Jenzer Bürcher
President SVPL

Regula Lüthi
SVPL & ENDA Board
Chair Scientific Committee

Ruth Schweingruber
Manageress SVPL
Supporting the congress (patronage)

State Councillor Pascale Bruder Wyss
Senior Civil Servant Paolo Beltraminelli, Health Director Canton of Ticino

Renowned organisers
The organisers of the congress are the SVPL in collaboration with the ENDA. Both are non-profit organisations and have successfully promoted the cross-linking of healthcare management for many years. The organisations are actively involved in advancing nursing care and its position in the health care system as well as influencing decision processes regarding health and education issues in the health care system.

The Scientific Committee, consisting of healthcare scientists and nursing directors, is responsible for the program content.

Your benefit as a sponsor
In the past years the ENDA Congress has become one of the leading events in its field. With 500 expected participants in Zurich, the congress will reach a peak.

It is important to the organisers to provide a small, selected circle of sponsors the opportunity to present their activities in more detail to these high-quality participants and experts.

The congress provides an excellent possibility to meet those experts and decision-makers, who fundamentally deal with all aspect of strategic and operative management on an executive level. Likewise present at the congress are representatives of organisations in healthcare service and management.

You can present your topical products and services to a wide audience of international participants.

The congress will be accompanied and supported by a purposeful media presence.
3 Partnership offers - overview

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th>CHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main sponsor</td>
<td>40,000</td>
</tr>
<tr>
<td>Sponsor category A</td>
<td>24,000</td>
</tr>
<tr>
<td>Sponsor category B</td>
<td>16,000</td>
</tr>
<tr>
<td>Session Partners</td>
<td>12,000</td>
</tr>
<tr>
<td>Event Partner Social Events</td>
<td>as of 6,000</td>
</tr>
<tr>
<td>Benefactor</td>
<td>as of 500</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>according to m²</td>
</tr>
<tr>
<td>Individual sponsoring possibilities</td>
<td>See p. 8</td>
</tr>
</tbody>
</table>

All investment amounts are net sums, plus Swiss VAT

4 Partnership offers in detail

4.1 Main sponsor
- Exclusiveness as main sponsor
- Reference with logo appearance in the final program as well as on all official print products (special logo area exclusive to main sponsors and sponsors A and B)
- Exclusive appearance on the congress Website with logo link to Homepage (special logo area exclusive to main sponsors and sponsors A and B)
- 2 advertising pages in final program
- Logo fade-in in plenum
- 40m² booth area in best, central location
- Handout of product information in the congress folder (bag insert)
- 8 free congress attendance
- 4 free participants at gala dinner
- Organisation of a sponsor meeting
- Mention as main sponsor in media work

Investment: CHF 40,000.00
4.2 Sponsor category A
- Reference with logo appearance in the final program as well as on all official print products (special logo area exclusive to main sponsors and sponsors A and B)
- Exclusive appearance on the congress Website with logo (special logo area exclusive to main sponsors and sponsors A and B)
- 1 advertising page in final program
- Logo fade-in in plenum
- 30m² booth area in best, central location
- 4 free congress attendance
- 2 free participants at gala dinner

Investment: CHF 24,000.00

4.3 Sponsor category B
- Reference with logo appearance in the final program as well as on all official print products (special logo area exclusive to main sponsors and sponsors A and B)
- Exclusive appearance on the congress Website with logo (special logo area exclusive to main sponsors and sponsors A and B)
- Logo fade-in in plenum
- 20m² booth area in best, central location
- 2 free congress attendance
- 1 free participant at gala dinner

Investment: CHF 16,000.00

4.4 Session sponsoring (plenary, workshop, poster)
- Mention of sponsor in print materials with logo and at the start, during and at the end of the session
- 6m² booth area
- ¼ page advertisement in congress brochure
- A free supplement in congress bag (bag insert)
- 2 free congress attendance

Investment: CHF 12,000.00
4.5 Event Partner Social Events

Benefit from the ambience at the supporting events, such as e.g. coffee breaks or the lunch and talk to your target group in a relaxed atmosphere.

Your company name / logo will be positioned clearly visible in the middle of the event. In addition, you also have the possibility to hand out promotion items (such as napkins with your logo). Your company logo will be published on the congress website.

- Exclusive Sponsoring of the congress dinner
  CHF 10,000
- Sponsoring a lunch
  CHF 8,000
- Sponsoring a coffee break
  CHF 6,000

4.6 Benefactor

If you like to support the ENDA congress with a financial contribution without being present as a sponsor at the congress itself, we provide the opportunity to be mentioned as a benefactor with your logo on all official printed matters and on the website.

4.7 Exhibition

The exhibition is your opportunity to present your company to both decision-makers and interested healthcare professionals.

The applications for booth areas are considered immediately as they are received. The booth area is awarded according to the date of receipt (if these are the same, then the time of receipt). Please apply early to avoid disappointment.

Rental booth area (max. height: 3 m)

<table>
<thead>
<tr>
<th>Category</th>
<th>Price per m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular exhibitors</td>
<td>CHF 380.00/m²</td>
</tr>
<tr>
<td>Non-profit organisations</td>
<td>CHF 320.00/m²</td>
</tr>
</tbody>
</table>

Please observe that you can reserve only the booth area. Partitions to the neighbouring booths are not provided.

The rented booth area includes the empty exhibition area. It does not include setting up the booth or other booth elements such as, e.g. carpets, additional costs (standard power connection 230 V: CHF 60.00), or further additional services (mandatory booth cleaning: CHF 41.00/h/MP). Costs for the services and products used are invoiced to you directly by the respective service company. We will gladly answer any queries or provide you with further information.

The regulations of catering company of the Kongresshaus Zurich must be observed. Please note that the catering (food & beverages) at your booth must be obtained exclusively from the Kongresshaus Zurich catering company.
4.8 Individual sponsoring possibilities

- Congress bags
  Service: Mention as sponsor of the congress bag with logo
  CHF 6,000

- Congress brochure (program)
  Service: Mention as sponsor of the congress brochure with logo
  CHF 8,000

- Advertisement in the congress brochure (program, A5)
  CHF 3,000 (1/1 page)
  CHF 1,600 (1/2 page)
  CHF 900 (1/4 page)

- Supplement (bag insert) in congress bag
  max. 8 pages, A4
  CHF 4,200

- Gadgets
  Upon consultation

All investment details are net amounts, plus VAT.

We are happy to be inspired by your ideas regarding further sponsoring possibilities. Please contact us. We'll be pleased to handle your requests.

Ruth Schweingruber, Manager SVPL
ruth.schweingruber@svpl.ch
+41 (0) 79 883 98 08
## Overview

<table>
<thead>
<tr>
<th>Description</th>
<th>Main sponsor</th>
<th>Sponsor A</th>
<th>Sponsor B</th>
<th>Session partner</th>
<th>Event partner</th>
<th>Benefactor</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max. number of partner</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment in CHF</td>
<td>40,000</td>
<td>24,000</td>
<td>16,000</td>
<td>12,000</td>
<td>as of 6,000</td>
<td>as of 500</td>
<td>according to m²</td>
</tr>
<tr>
<td>Logo on all official print products</td>
<td>ü</td>
<td>ü</td>
<td>ü</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Mention of sponsoring on all official print products and congress website</td>
<td>ü</td>
<td>ü</td>
<td>ü</td>
<td>ü</td>
<td>ü</td>
<td>ü</td>
<td>ü</td>
</tr>
<tr>
<td>Logo on congress website</td>
<td>ü</td>
<td>ü</td>
<td>ü</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>including link to Homepage</td>
<td>ü</td>
<td>ü</td>
<td>ü</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Advertisements in final program</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Logo fade-in in plenum</td>
<td>ü</td>
<td>ü</td>
<td>ü</td>
<td>ü</td>
<td>ü</td>
<td>ü</td>
<td>ü</td>
</tr>
<tr>
<td>Booth area (exhibition)</td>
<td>40m²</td>
<td>30m²</td>
<td>20m²</td>
<td>6m²</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Free congress attendance</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Free participation gala dinner</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>---</td>
<td>(1)</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Organisation of a sponsor meeting</td>
<td>ü</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Mention as sponsor in media work</td>
<td>ü</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>

Please consult the individual sponsoring possibilities on page 8. We are happy to be inspired by your ideas regarding further sponsoring possibilities.
6  Factsheet

<table>
<thead>
<tr>
<th>Event / Title</th>
<th>International Congress &quot;Nursing in the Stream of Excellence&quot;</th>
</tr>
</thead>
</table>
| **Main topics** (status summer 2012) | - Leadership  
- Best Practice  
- Staff retention  
- Preventative healthcare  
- Organisation development / Learning organisations  
- Further information: www.enda2013.org |
| **Organisers** | SVPL (www.svpl.ch)  
on behalf of the ENDA (www.enda-europe.com) |
| **Date** | Thursday, 30 October - Saturday, 2 November 2013 |
| **Ort** | Kongresshaus Zurich, Switzerland |
| **Target group** | - Nursing Directors from all over Europe, nursing care management representatives  
- Executive staff from health care institutions and educational facilities in the healthcare system  
- Experts from healthcare and educational systems on international, national and district levels  
- Representatives from nursing, healthcare science, medicine and therapy  
- Media |
| **Expected participants** | Approximately 500 qualified participants from all over Europe are expected |
| **Why participating as a sponsor is worthwhile for you** | - First-class quality expert speakers and therefore about 500 qualified national and international participants  
- Your target group concentrated in one location  
- Ideal PR and image platform for your company  
- Trend scouting: Trends and descriptions of innovative solutions and approaches  
- Central location Zurich with very good accessibility  
- Also unconventional partner appearances are gladly reviewed within the context of the congress guidelines |
| **Cooperation services** | Our aim is to bring your needs in line with the expectations of the participants and the ENDA/SVPL. We would be happy to talk to you about your individual partner options in detail. |
Reply

ENDA Congress 2013

**£** Yes, we are interested in a sponsoring partnership.
Please contact us.

<table>
<thead>
<tr>
<th>Sponsoring area</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact person</td>
</tr>
<tr>
<td>Street</td>
</tr>
<tr>
<td>Post code / City</td>
</tr>
<tr>
<td>Telephone</td>
</tr>
<tr>
<td>Fax</td>
</tr>
<tr>
<td>E-Mail</td>
</tr>
</tbody>
</table>

So that we can handle your request as early as possible we would like to ask you contact us by 30/06/2013 at the latest. You can reach us

- with this form per fax: +41 (0) 31 311 74 37
- or post: SVPL Geschäftsstelle
  3000 Bern
- or email: ruth.schweingruber@svpl.ch
- or telephone: +41 (0) 79 883 98 08