



**May 9-12 2012**  
Lyon, France

**EASO**

European Association for the Study of Obesity



## Sponsorship and Exhibition Prospectus

19th European Congress on Obesity (ECO2012)  
Lyon, France

May 9-12, 2012

[www.easo.org/eco2012](http://www.easo.org/eco2012)

# Welcome

Dear Colleagues

The European Association for the Study of Obesity (EASO) and the Association Francaise d'Etudes et de Recherches sur l'Obésité (AFERO) are delighted to invite to you support the 19th European Congress on Obesity (ECO2012), which will take place in Lyon, France from 9-12 May 2012. We are delighted that EASO has chosen Lyon as the ECO host city in 2012 and look forward to working with you to ensure that your participation offers a significant return on your investment.

The ECO2012 Organising Committee and the EASO Secretariat have developed a programme structure that offers significant delegate exposure – with all poster sessions, catering and two major social events taking place within the commercial exhibition, which is located close to all auditoria and will act as the 'hub' of the congress. A diverse scientific programme and a strategic marketing plan will help to attract a high number of expert delegates.

## The congress

Supporting the ECO is a strategically important decision for exhibitors and sponsors. The objectives of the ECO are:

- To provide an annual forum for the dissemination of information about research advances in the field of obesity
- To identify, debate and promote innovative preventive and treatment strategies to reduce the prevalence of obesity and its associated burden of diseases
- To provide networking opportunities for experts in the field of obesity research and management

The ECO is the most important annual obesity related congress in Europe. Support of the congress will demonstrate your commitment to addressing the problem of Obesity and will help EASO to achieve its important and challenging goals. ECO2012 will also provide companies and organisations with an outstanding opportunity to promote their products and services to obesity specialists from Europe and around the world.

The congress is truly International, attracting over 2500 participants from more than 80 countries. Participants are nutritionists, clinicians, practitioners, researchers – all experts and key opinion leaders in the field of obesity and its related conditions. The interdisciplinary nature of Obesity research and education allows the programme to address key issues on Obesity and its many co-morbidities. We look forward to your participation in this important event.

With kind regards



**Professor Martine Laville**  
Chair, 19th European Congress on Obesity



**Professor Jean-Michel Oppert**  
President, European Association for the Study of Obesity

# Contents

Welcome.....	2
The Host Associations .....	3
The Congress .....	4
ECO 2009 Statistics .....	4
The Congress Organiser.....	4
The Congress Venue.....	4
The ECO2012 Scientific Programme.....	5
Sponsorship Opportunities.....	6
The Scientific Programme at a glance.....	8
Commercial Exhibition .....	10
General Terms and Conditions.....	11
Specific Terms and Conditions .....	12
Sponsorship and Exhibition Booking Form.....	13
Past Programmes .....	15

# The Host Associations



EASO is a leading biomedical association in Europe with networks in over 30 countries. It plays a major role in EU/WHO projects, has dynamic and active Task Forces, organises educational activities throughout the region and hosts the annual European Congress on Obesity (ECO). EASO is in formal relations with the WHO regional office for Europe.

Established in 1986, EASO aims to promote research into obesity, facilitate contact between individuals and organisations, and promote action that tackles the epidemic of obesity. EASO now has 29 member associations representing more than 4000 individuals in 30 countries. Members come from a wide range of professions and include clinicians, scientists, allied health professionals working in the field of obesity research and education, opinion leaders and advocacy groups, health related organisations, governments, policy makers, representatives of UN Bodies and the international community.

The Objects of EASO are:

- To promote the preservation and protection of health and relief of sickness for the public benefit in the field of obesity and its related disorders
- To promote research, the dissemination of the results of such research and exchange of scientific information in the field of obesity within Europe
- To develop a deeper understanding of how to achieve and maintain a healthy bodyweight, and to manage and prevent obesity and its related conditions by those engaged in the study of

For further information, please visit [www.easo.org](http://www.easo.org)



The French association for the study of obesity (AFERO, Association Française d'Etude et de Recherche sur l'Obésité) was founded in 1983. The AFERO aims to promote scientific exchange, dissemination of knowledge and training in the field of biomedical research on obesity. It also aims to represent French research in relevant international fora.

AFERO is affiliated with both the European Association for the Study of Obesity (EASO) and the International Association for the Study of Obesity (IASO). AFERO brings together French scientists and health professionals working in the field of obesity with a current membership of about 150 active members. AFERO organizes an annual meeting, in Paris and in another French city every other year. AFERO is also involved in continued medical education around obesity, and organizes symposia dedicated to the topic of obesity management. AFERO runs a bi-monthly journal, "Obésité". The current president of AFERO is Prof. Olivier Ziegler from Nancy. AFERO members and its executive board are delighted to be involved, together with EASO in the organization of the European Congress of Obesity (ECO) to be held in Lyon in 2012.

For further information, please visit [www.afero.asso.fr](http://www.afero.asso.fr)

# The Congress

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# The Congress Organiser

The 19th European Congress on Obesity will be organised 'in-house' by the EASO Secretariat. Local arrangements will be handled by our partner in Lyon, GL Events. Should you require any further information, please contact us at:

## 19th European Congress on Obesity

c/o EASO Secretariat  
113-119 High Street, Hampton Hill, Middlesex, TW12 1NJ, United Kingdom

**Tel:** +44 (0) 20 8783 2256

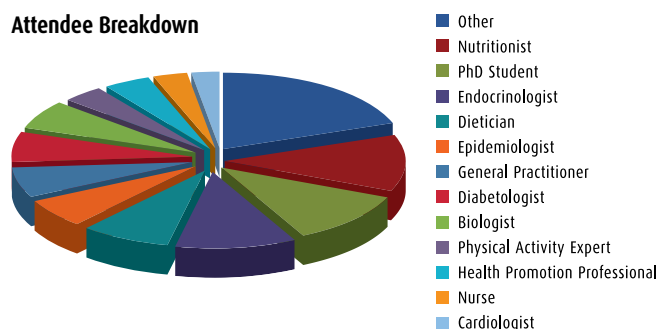
**Fax:** +44 (0) 20 8979 6700

**Email:** [eco2012@easo.org](mailto:eco2012@easo.org)

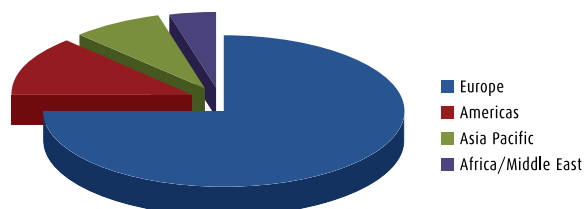
**Web:** [www.easo.org/eco2012](http://www.easo.org/eco2012)

## ECO 2009 Statistics

### Attendee Breakdown



### Participation by geographical area



## The Congress Venue

ECO2012 will be held at Cité Internationale, Centre De Congrès, Lyon.

### Cité Internationale, Centre De Congrès

50, quai Charles de Gaulle  
69463 Lyon Cedex 06  
France

**Phone:** +33 04 72 82 26 26

**Fax:** +33 04 72 82 26 27

For further information, please visit [www.ccc-lyon.com](http://www.ccc-lyon.com)

# The ECO2012 Scientific Programme

The scientific programme has been developed by a committee of leading experts and comprises 5 tracks as outlined below. In addition to scientific sessions (plenary lectures, review, oral and poster sessions) based around these tracks, there will also be EASO Task Force Workshops, Local Workshops and Meet the Expert Sessions. We will also develop a series of Association Sessions which address specific topics and are organised in collaboration with EASO's partner societies in relevant fields.

## 1) Environment and Prevention

**Track Heads:** **Chantal Simon** (France)  
**Tommy Visscher** (Netherlands)

- Policy and Macro Economic Systems
- Community and Population Strategies
- Social, Anthropological and Ecological Aspects
- Food Accessibility and Gastronomy
- Environmental and Behavioral Monitoring
- Built and Social Environment (Urban Ecology)
- Prevention in childhood and adolescence
- Globalisation/Nutrition Transition
- Psychological Aspects and Addiction
- New Media and Social Networks

## 2) Epidemiology and Intergenerational Aspects

**Track Heads:** **Sébastien Czernichow** (France)  
**Finn Rasmussen** (Sweden)

- Foetal and Early Life Determinants (Epigenetics)
- Childhood and Adolescence
- Adults
- Co-Morbidities and Consequences
- Women's Lifecycle
- Ageing or Obesity in the Elderly
- Methodological Challenges
- New Tools for Measuring Physical Activity and Nutrition
- Multi Level Analyses and learning about Determinants
- Multicultural Studies in Europe

## 3) Integrated Biology and Inter Organ Crosstalk

**Track Heads:** **Carlos Dieguez** (Spain)  
**Martine Laville** (France)

- Crosstalk of Adipose Tissue with other Organs
- Adipose Tissue Driven Insulin Resistance
- Human Brown Adipose Tissue and Energy Expenditure
- Skeletal Muscle, Liver as Endocrine Organs
- Gastrointestinal Tract, Metabolic Homeostasis and Energy Balance
- Neuroscience of Metabolic Homeostasis and Energy Balance
- Functional Imaging (Brain and other Organs)
- Mechanisms of Adaptation to Diet and Physical Inactivity
- Resistance to Obesity
- Sleep and Circadian Rhythm

## 4) Genes, Molecular and Cellular Mechanisms

**Track Heads:** **Dominique Langin** (France)  
**Kirsi Pietiläinen** (Finland)

- Missing Heritability
- New Diagnostic Markers
- Is Adipose Tissue a Therapeutic Target?
- Obesomics
- Epigenetics
- Mitochondrial and other Cellular Dysfunction
- Inflammation and Immunity
- Dynamics of Adipose Tissue Cells

## 5) Clinical Practice and Multi Disciplinary Management

**Track Heads:** **Luca Busetto** (Italy)  
**Dimitri Kiortsis** (Greece)

- Structure of care and Long Term Disease Management
- Ethical Aspects in Treatment
- Discrimination and Stigmatisation
- Cost Effectiveness of Treatment
- Self Management and Adherence to Treatment
- Motivational, Behavioural and Cognitive Approaches in Treatment
- New Technical Approaches
- Long Term Results of Medical and Surgical Therapies
- Biological Lessons from Bariatric/Metabolic Surgery
- The Integration of Behavioural Therapy in Bariatric Surgery
- Present and Future of Pharmacological Treatment
- Treatment of Co-morbidities in Obese Patients
- Treatment Strategies for Different Age Groups
- New Dietary Strategies
- Physical Activity Across Lifespan
- Pregnancy in Obese Patients

The scientific programme will also feature pre and post congress specialist meetings. Please visit [www.easo.org/eco2012](http://www.easo.org/eco2012) for regular updates.

# Sponsorship Opportunities

Item	Cost	Benefits and Additional Information
<b>MAJOR SPONSORSHIP</b>	€75,000.00 + VAT	<ul style="list-style-type: none"> <li>✓ Industry Sponsored Symposium</li> <li>✓ 50 SQM Exhibition space</li> <li>✓ 10 Exhibitor Registrations</li> <li>✓ 2 Full delegate Registrations</li> <li>✓ 2 Invitations to the Speakers' Dinner</li> <li>✓ 1 full page colour advertisement in the congress programme book (inside front or inside back cover)</li> <li>✓ Half page company profile in the congress programme</li> <li>✓ 1 Delegate Bag Insert</li> <li>✓ Acknowledgement on the congress and EASO websites</li> <li>✓ First choice of all other sponsorship opportunities</li> </ul>
<b>PRINCIPAL SPONSORSHIP</b>	€40,000.00 + VAT	<ul style="list-style-type: none"> <li>✓ Industry Sponsored Symposium</li> <li>✓ First Choice of Exhibition Space - after Major Sponsors</li> <li>✓ 5 Exhibitor Registrations</li> <li>✓ 2 Invitations to the Speakers' Dinner</li> <li>✓ Half page company profile entry in the congress programme</li> <li>✓ 1 Delegate Bag Insert</li> <li>✓ Acknowledgement on the congress and EASO websites</li> </ul>
<b>COMPANY SPONSORED SYMPOSIUM</b>	€35,000.00 + VAT	<ul style="list-style-type: none"> <li>✓ 1 Delegate Bag Insert</li> <li>✓ 1 e-bulletin (sent by ECO2009 Secretariat)</li> <li>✓ Company logo on all Session signage</li> <li>✓ Acknowledgement on the congress and EASO websites</li> </ul>
<b>POSTER SESSIONS</b>	€10,000.00 per poster session + VAT	<ul style="list-style-type: none"> <li>✓ High Profile Exposure - company logo on each poster board (logo printed on each poster number)</li> <li>✓ Company logo on all Poster Session signage</li> </ul>
<b>YOUNG INVESTIGATORS UNITED</b>	€7,500.00 + VAT	<ul style="list-style-type: none"> <li>✓ Company Logo on all Young Investigators United print material and signage</li> <li>✓ 2 x complimentary tickets to the Young Investigators United Workshop and Social Event</li> </ul>
<b>CONGRESS PROGRAMME BOOK</b>	€10,000.00 + VAT	<ul style="list-style-type: none"> <li>✓ Full page advertisement on the outside back cover of the Congress Programme</li> </ul>
<b>CONGRESS PROGRAMME ADVERTISEMENT</b>	€2,500.00 per Advertisement + VAT	<ul style="list-style-type: none"> <li>✓ Full page, full colour advertisement in the body of the Congress Programme</li> </ul> <p>Note: Half page advertisements are also available. Please contact the organisers for further details.</p>
<b>POCKET PROGRAMME</b>	€7,500.00 + VAT	<ul style="list-style-type: none"> <li>✓ Company logo on Pocket Programme</li> </ul>

Item	Cost	Benefits and Additional Information
<b>DELEGATE BAGS</b>	€25,000.00 + VAT	✓ Company logo printed on each Delegate Bag - placement of the logo will be at the discretion of the organisers
<b>DELEGATE BAG INSERT (PER INSERT)</b>	Up to 4 pages €2,000.00 + VAT  Over 4 pages €4,000.00 + VAT	✓ Company information in every delegate bag. The Organisers must approve the size and content of all delegate bag inserts
<b>DELEGATE BADGES</b>	€12,000.00 + VAT	✓ Sponsor Company to provide lanyards
<b>DELEGATE PAD AND PEN</b>	€10,000.00 + VAT	✓ Company logo on congress pad and pen
<b>INTERNET CAFÉ</b>	€10,000.00 + VAT	✓ Company logo on screens and signage
<b>LUNCH</b>	(Per Day): €10,000.00 + VAT	✓ Company logo at lunch stations
<b>COFFEE BREAK</b>	(Per Break): €5,000.00 + VAT	✓ Company logo at coffee stations

Branding and catering over and above that listed in this prospectus is at the sponsors' and/or exhibitors' own expense.

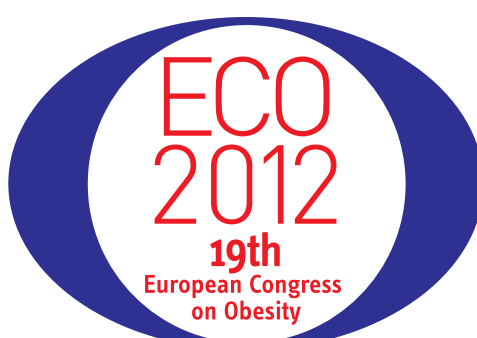
**These are a selection of sponsorship opportunities. Should you have additional ideas, please contact the organisers for further discussion.**

#### **TAILOR-MADE SPONSORSHIP PACKAGES**

In addition to the packages above, you can tailor your marketing strategy by purchasing individual sponsorship items to suit your specific needs. We will be happy to work with you to maximise the return on your investment by helping you to pick from the list of individual sponsorship items, to create a successful package for your organisation. Further to this, any additional ideas that you may have to promote your products and services are welcome for consideration. All sponsors will receive the customary acknowledgements outlined in this brochure, regardless of their level of investment. Additional acknowledgements and benefits are listed throughout this prospectus to coincide with the opportunities undertaken and the level of sponsorship achieved.

# Scientific Programme at a glance

	Wednesday 9 May 2012				Thursday 10 May 2012			
0830 hrs	Pre Congress Workshop Session for Nutritionists (0830 hrs - 1130 hrs)				T1:PL Economic evaluation of health policy in the primary prevention of obesity (0830 - 0915 hrs)			
0900 hrs					Pre Congress Workshop (0830 hrs - 1130 hrs)			
1000 hrs	Main ECO2012 Scientific Programme Opens				T1:RS1	T2:RS1	T3:RS1	T5:RS1
1100 hrs					Built and social environment as instruments for nudging behaviour	Microcirculation and obesity	Adipose tissue-driven insulin resistance	Preventing weight regain
1200 hrs	Coffee Break/Commercial Exhibition (1100 - 1130 hrs)				Association/Oral Sessions: 1130 - 1300 hrs (4 parallel sessions in breakout rooms)			
1300 hrs	Oral Session (abstracts) (1200 - 1330)	Oral Session (abstracts) (1200 - 1330)	Oral Session (abstracts) (1200 - 1330)	Basic Science Session (1200 - 1330)	Association Session EASD	Oral Session (abstracts)	Oral Session (abstracts)	Oral Session (abstracts)
1400 hrs	EASO COTF Developed Workshop (1330 - 1530)	EASO OMTF Developed Workshop (1330 - 1530)	EASO PPHTF Developed Workshop (1330 - 1530)	Extreme Obesity Sesion (1330 - 1530)	Lunch, Exhibition and Posters (1300 - 1500 hrs)		Industry Supported Satellite 2 (1330 - 1430 hrs)	Industry Supported Satellite 3 (1330 - 1430 hrs)
1500 hrs	Coffee Break/Commercial Exhibition (1530 - 1600)						T2:PL Epidemiologic evidence on the long-term harms and benefits of bariatric surgery (1500 - 1545 hrs)	
1600 hrs	Industry Supported Satellite 1 (1600 hrs - 1730 hrs)				Association/Review Sessions: 1600 - 1730 hrs (4 parallel sessions in breakout rooms)			
1700 hrs	Plenary Lecture: Future trends in obesity research and management (1730 - 1815 hrs)				Association Session IAGG- ER (Geriatrics)	T1:RS2 How can we learn about determinants of health behaviours and strategies in health promotion from qualitative research	T2:RS2 Obesity in women and risk of obesity in their offspring	T3:RS2 Functional imaging
1800 hrs	EASO Young Investigator Award Lectures ECO2012 Opening Ceremony (1815 - 1945 hrs)				Industry Supported Satellite 4 (1800 - 1900 hrs)		Industry Supported Satellite 5 (1800 - 1900 hrs)	
1900 hrs	ECO2012 Welcome Reception (1945 - 2130 hrs)				Posters Networking Reception (1900 - 2030 hrs)			
2000 hrs								
2100 hrs								

Friday 11 May 2012				Saturday 12 May 2012			
T3:PL - GLP1: from bench to patients (0830 - 0915 hrs)				Plenary Lecture - Forget about activity, and sit looking at sedentariness in obesity research (0830 - 0915 hrs)			
Association/Review Sessions: 0930 - 1100 hrs (4 parallel sessions in breakout rooms)				Association/Review Sessions: 0930 - 1100 hrs (4 parallel sessions in breakout rooms)			
Association Session EAS	T3:RS3 Liver driven metabolic complications	T4:RS1 Mitochondrial biogenesis as a target for obesity	T5:RS2 Psychological perspectives in obesity management	Oral Session (abstracts)	Oral Session (abstracts)	Oral Session (abstracts)	Oral Session (abstracts)
Coffee Break/Commercial Exhibition (1100 - 1130 hrs)				Coffee Break/Commercial Exhibition (1100 - 1130 hrs)			
Association/Oral Sessions: 1130 - 1300 hrs (4 parallel sessions in breakout rooms)				Association/Oral Sessions: 1130 - 1300 hrs (4 parallel sessions in breakout rooms)			
Association Session EABCT	Oral Session (abstracts)	Oral Session (abstracts)	Oral Session (abstracts)	Association Session IFSO-EC	T2:RS3 Does excessive consumption of high fat food really matter?	T4:RS2 Obesomics and biomarkers	T5:RS3 New ways of testing novel treatment approaches
Lunch, Exhibition and Posters (1300 - 1500 hrs)				T5:PL - Debate: Obesity drugs and regulatory agencies - is the current system working? (1315 - 1400 hrs)			
		Industry Supported Satellite 6 (1330 - 1430 hrs)	Industry Supported Satellite 7 (1330 - 1430 hrs)	Closing Ceremony and Abstract/Poster Award Ceremony (1400 - 1430 hrs)			
T4:PL Uncovering the mechanisms of the homeostatic control of energy intake (1500 - 1545 hrs)				<p align="center"><b>Scientific Tracks</b></p> <p align="center"><b>Track 1: Environment and Prevention</b></p> <p align="center"><b>Track 2: Epidemiology and Intergenerational Aspects</b></p> <p align="center"><b>Track 3: Integrated Biology and Inter Organ Crosstalk</b></p> <p align="center"><b>Track 4: Genes, Molecular and Cellular Mechanisms</b></p> <p align="center"><b>Track 5: Clinical Practice and Multi Disciplinary Management</b></p>  <p align="center"><b>May 9-12 2012</b> Lyon, France</p>			
Association/Review Sessions: 1600 - 1730 hrs (4 parallel sessions in breakout rooms)							
Association Session EACR	EASO Young Investigators United Session	Combined Epigenetics Session	T3:RS4 Sleep and circadian rhythm				
EASO Young Investigators United Social Event (1800 - 1900 hrs)		Industry Supported Satellite 8 (1800 - 1900 hrs)					
Congress Gala Dinner (2000 hrs 'til late)							

0830 hrs

0900 hrs

1000 hrs

1100 hrs

1200 hrs

1300 hrs

1400 hrs

1500 hrs

1600 hrs

1700 hrs

1800 hrs

1900 hrs

2000 hrs

2100 hrs

# Commercial Exhibition

The exhibition will be a focal point of ECO2012 and will be located as close as possible to all ECO2012 auditoria. The exhibition hall will incorporate the poster exhibition, all catering points, delegate lounges and the delegate internet cafe. The scientific programme will be structured to maximise opportunities for delegates to visit the commercial exhibition – with the welcome reception, all coffee and lunch breaks, and poster sessions being held in the same area. Only registered congress delegates will be granted access to the commercial exhibition.

Space at the Commercial Exhibition will be sold on a first come, first served basis, with Major and Principal Sponsors taking priority – stands are priced according to size (per square metre) and type (shell scheme or space only)

## Exhibition Timetable (Provisional)

<b>8 May 2012</b>	Exhibition Build (space only):	0800 – 2200 hrs
<b>9 May 2012</b>	Exhibition Build: Exhibition Open:	0800 – 1200 hrs 1400 – 2130 hrs
<b>10 May 2012</b>	Exhibition Open:	1000 – 1800 hrs
<b>11 May 2012</b>	Exhibition Open:	1000 – 1800 hrs
<b>12 May 2012</b>	Exhibition Open: Exhibition Dismantle:	1000 – 1400 hrs 1430 – 2400 hrs

## Exhibition Costs:

### Type A: Space Only (Minimum 18m<sup>2</sup>)

For the construction of custom designed stands, space is available at the discounted 'Space Only' rate of €375.00 + VAT per square metre and price includes:

- ✓ Stand space
- ✓ Three Exhibitor registrations per 12m<sup>2</sup>

### Type B: Shell Scheme

Type B stands are available in a variety of sizes starting from 9 square metres (3m x 3m). The cost of this package is €450.00 + VAT per square metre and this price includes:

- ✓ Back and side walls
- ✓ Stand carpet
- ✓ Three spotlights per 9m<sup>2</sup> (not lighted)
- ✓ One table and three chairs
- ✓ Non woven sign with company logo
- ✓ Company listing and profile in the Congress Programme Book
- ✓ Two Exhibitor registrations per 9m<sup>2</sup> stand



### Exhibitor Registration includes:

- ✓ Access to the Commercial Exhibition
- ✓ Access to the Poster Exhibition
- ✓ Access to the Internet Café
- ✓ Attendance at the Welcome Reception
- ✓ Lunch and refreshments at all scheduled coffee breaks

**Please note: Exhibitor Registration does not include access to scientific sessions**

## Exhibition Floor Plan



An exhibition manual will be distributed approximately 2 months prior to the congress. The manual will contain final information on the ECO2012 exhibition opening times, information on build and dismantle plus costs and booking arrangements for stand services such as additional carpet, electricity, furniture, lighting and catering etc. You must refer to this document as it will contain final information.

# General Terms and Conditions

The details in this document are correct at the time of printing. The organisers do not accept liability for any changes that may occur.

All commercial participants must adhere to the EASO Sponsorship Guidelines and the organisers reserve the right to accept or decline all offers of sponsorship and applications for exhibition space. The acceptance of sponsorship and/or the allocation of stand space does not mean that the information provided by the commercial participant is endorsed EASO or by the local organisers. EASO Sponsorship Guidelines are available via [www.easo.org](http://www.easo.org) (meetings section).

It is the sponsor's and/or exhibitor's responsibility to adhere to any laws applicable in the country where the ECO is being held. The organisers accept no responsibility whatsoever for any transgression of such laws by sponsors or exhibitors at ECO2012.

The law of France shall be applicable to the whole contractual relationship between the organisers and sponsors/exhibitors. Any disputes which should arise as a result of the agreements are subject to the adjudication of the competent court of jurisdiction in France.

For reasons beyond their control (such as war, strikes, lockouts, riots or any such civil disturbances, any acts of God, including but not limited to earthquakes, floods and droughts and any other cause or circumstance of whatsoever nature beyond its control that have an impact on the arrangements, timetables or planning of a scientific meeting), the ECO2012 Organisers have the right to immediately alter or cancel the congress or any of the arrangements, timetables, plans or other items relating directly or indirectly to ECO2012. The participants shall not be entitled to any compensation for damages that result from such alteration or cancellation. Furthermore, with the exception of any wilful damage or gross negligence committed by ECO2012 Organisers, the ECO2012 Organisers shall not at any time be liable for any direct or indirect damage suffered by the participants, including consequential and immaterial damage, caused by failure to comply with any provision of this document.

The commercial exhibition will be held in an area which will also include the poster exhibition and all catering and will be in close proximity to all lecture halls. The organisers reserve the right to amend the floor plan should it be felt that such an amendment would benefit the congress as a whole.

The enclosed provisional exhibition floor plan has been designed in accordance with the regulations of the congress venue and with the intention of maximising each individual stand's exposure to the participants of ECO2012. The organisers must approve all Space Only stand designs.

Exhibition space will be allocated to major and principal sponsors and then sold on a first come, first served basis.

In return for a hyperlink from your company logo on the congress website, the sponsor is required to provide a reciprocal link from their website to the congress website - [www.easo.org/eco2012](http://www.easo.org/eco2012).

## Payment Schedule

A deposit of 50% of the expected total fee for is requested upon application. Applications received without 50% deposit will not be processed nor stand space assigned. Confirmation of your sponsorship item or stand space reservation will be sent upon receipt of this deposit.

An invoice for the balance due on the sponsorship item or stand space rental fee will be sent in January 2012. The amount of the invoice is due within 30 days of receipt. If full payment is not received in due time, the assigned stand space may be re-assigned and the deposit forfeited. Sponsors will not be permitted to hold sessions and Exhibitors will not be allowed to occupy the assigned stand space unless the relevant fee has been settled in full in advance of the congress.

## Payments (in Euros) must be made by either:

Direct bank transfer  
Company Cheque payable  
Credit card – payment form available upon request

All payments must be made in EUROS.

## Cancellation

In exceptional circumstances the Organisers will be prepared to consider cancellation of their Contract with Sponsors and/or Exhibitors, but only if the following conditions are complied with:

- (a) That the request for cancellation received in writing and is submitted by registered post
- (b) That the request is received at least three months prior to the opening of the Exhibition
- (c) That the Organisers are able to re-let the cancelled space in its entirety
- (d) That the reason given for the request of the cancellations is, in the opinion of the Organisers, well-founded.
- (e) That the Exhibitor agrees that the Organisers shall retain 25% of the contract price if the cancellation is accepted more than six months before the opening of the Exhibition, 50% of the contract price if the cancellation is accepted between six and three months before the opening exhibition and 100% of the contract price if the cancellation is accepted within three months of the opening of the Exhibition

**Signing of the ECO2012 Sponsorship/Exhibition Booking Form indicates acceptance of these General Terms and Conditions**

# Specific Terms and Conditions of Exhibition Contract

1. If the Exhibitor fails to comply in any substantial respect with the terms of this agreement, the Organisers shall have the right to sell the space to another company. The Exhibitor, however, will be liable for any loss suffered by the Organisers thereby, and all monies paid by the Exhibitor hereunder shall be absolutely forfeited to the Organisers. If, in the event of the Exhibitor failing to occupy the said space by the advertised opening time of the show, the Organisers are authorised to occupy or cause the said space to be occupied in such manner as it may deem best in the interests of the Exhibition without refund to the said Exhibitor and without releasing the exhibitor from any liability hereunder.
2. No exhibitor shall erect any sign, stand wall, or obstruction, which in the opinion of the Organisers interferes with an adjoining Exhibitor. Plans of the proposed exhibition stand must be supplied to the Organisers for approval by the date stipulated in the Exhibitor Manual.
3. All exhibitors shall be producers, importers or representatives for goods and/or services displayed. No Exhibitor shall display on his stand any advertisement for goods manufactured and/or sold, or services provided by a non-Exhibitor unless written permission has been obtained from the organisers.
4. Dismantling the Exhibits – Exhibits must not be removed and displays must not be dismantled either partially or totally, before closing time on the last day of the Exhibition – 12 May 2012. All exhibits and display material must be removed by the time indicated by the Organisers in the Exhibitor Manual. Early dismantle may result in the Exhibitor being prohibited from exhibiting at future ECOs.
5. Exhibitors shall comply with the Rules and Regulations stipulated by the Organisers, the relevant Health and Fire Departments and with all relevant State Acts.
6. The Exhibitor will not damage any walls or floors or ceilings of the exhibition area in which the stand is located- by nails, screws, oil, paint or by any other cause whatsoever. The Exhibitor guarantees to pay for the repair of any damage caused.
7. Exhibitors have thirty (30) days in which to make their final payment when it falls due. After this time, and only when monies have not been paid, the stand will be available for sale to another firm. All deposits paid to this stage will automatically be forfeited and no refund will be made, and no Exhibitor shall occupy their stand space in the Exhibition until all monies owing to the Organisers by the Exhibitor are paid in full.
8. Exhibitor's Liability – Every Exhibitor hereby accepts liability for all acts or omissions by himself, his servants, contractors, agents and visitors and undertakes to indemnify the Organisers and to keep them indemnified against all liability in respect thereof and against all actions, suits, proceedings, claims, demands, costs and expenses whatsoever, which may be taken or made against the Organisers or incurred or become payable by them. Arising there from or in respect thereof including any claims arising out of the supply or demonstration by the Exhibitor of samples of any kind whatsoever whether such samples be sold or given away free and including any legal costs and expenses and any compensation costs and disbursements paid by the organisers on the advice of Counsel to compromise or settle any such claims. Notwithstanding the indemnity hereby given, the Exhibitor undertakes to arrange appropriate third party liability insurance.
9. Insurance Liability – Neither the organisers nor the Lyon Congress Centre will be responsible for the safety of any exhibit or property of any Exhibitor, or any other person, for the loss or damage of, or destruction to same, by theft or fire or any other cause whatsoever, or for any loss or damage whatsoever sustained by the Exhibitor by reason of any defect in the building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lock outs, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Organisers or for any loss or damage occasioned, if by reason of happenings of any such event, the opening of the Exhibition is prevented or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Exhibition. The Exhibitor agrees and undertakes to insure in their full replacement value the contents of the stand and all associated equipment and materials. The Exhibitor will produce proof of coverage upon request from the Organisers.
10. The Exhibitor is responsible for the safety of products and general display of the stand. During move-in and move-out period, material should not be left unattended at any time.
11. It is the responsibility of the Exhibitor to leave the stand clean and tidy during the Exhibition and after moving out.
12. The Organisers reserve the right to postpone the holding of the Exhibition from the set dates, and to hold the exhibition on other dates as near to the original dates as practicable, utilizing the right only where circumstances necessitate such action and without any liability to the Organisers.
13. If due to any unforeseen circumstances it is found necessary to close the Exhibition on any day or days or to vary the hours the Exhibition is open, the Organisers reserve the right to do so, at their sole discretion without any liability to the Organisers.
14. The Organisers may from time to time add to or vary the foregoing Rules and Regulations and do anything at their sole discretion they deem desirable for the proper conduct of the Exhibition, provided that such amendments or additions do not operate to diminish the rights reserved to the Exhibitor under this agreement and shall not operate to increase the liabilities of the Organisers.
15. The Organisers reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Organisers.
16. Conduct of Exhibitor and Representatives
  - (a) Annoyance: The Organisers reserve the right to stop any activity on the part of any Exhibitor that may cause annoyance to other Exhibitors or visitors. Business must be conducted only from the Exhibitor's own stand and under no circumstances may this be carried out from a gangway or elsewhere in the Exhibition.
  - (b) Microphones: The use of microphones is permitted, but the volume must not be such as to cause any annoyance to other Exhibitors. The Organisers reserve the right to prohibit their use if in the Organisers opinion any annoyance is being caused.
  - (c) Gangways: Any encroachment upon gangways or passages shall be deemed to be a breach of contract and articles or goods found therein during the period of the Exhibition may be removed by the Organisers or their agents and the Organisers shall not be responsible for any loss thereto occasioned by such removal.
  - (d) Publicity Material: Any publicity material shall be displayed and/or given away only from the Exhibitor's own stand.
17. The Organisers shall not be responsible for any damages claimed by any person or persons who may be injured whilst in the area allotted to the Exhibitor and the Exhibitor agrees to indemnify the Organisers in the Event of any claim made against the Organisers.
18. Right of Rejection – Exhibits are admitted to the Exhibition, and shall remain there, solely on strict compliance with these Rules and Regulations. The Organisers reserve the right to prohibit in whole or part and reject any Exhibitor or his representative in the case of failure to comply with the Rules and Regulations. The Organisers reserve the right to reject applications for exhibit space when they deem such application is not appropriate to the exhibition. In the case of non compliance with the rules and regulations there shall be no return of payment if such rejection or prohibition is deemed necessary by the Organisers.
19. No stand may be sub-let in any manner without the consent of the Organisers.

# Sponsorship & Commercial Exhibition Booking Form

We wish to reserve sponsorship as follows:

## SPONSORSHIP PACKAGES

- Major Sponsorship:** €75,000.00 + VAT Preferred Exhibition Space: .....
- Principal Sponsorship:** €40,000.00 + VAT

## PROGRAMME

- Company Sponsored Symposium:** €35,000.00 + VAT Preferred Session: .....
- Poster Sessions:** €10,000.00 + VAT per poster session Preferred Session: .....
- Young Investigators United:** €7,500.00 + VAT

## PRINTED MATERIALS

- Final Programme Book:** €10,000.00 + VAT
- Congress Programme Advertisement:** €2,500.00 + VAT
- Pocket Programme:** €7,500.00 + VAT

## DELEGATE MATERIALS AND SERVICES

- Delegate Bags:** €25,000.00 + VAT
- Delegate Bag Insert Up to 4 Pages (per Insert):** €2,000.00 + VAT Number of Inserts: .....
- Delegate Bag Insert Over 4 Pages (per Insert):** €4,000.00 + VAT Number of Inserts: .....
- Delegate Badges:** €12,000.00 + VAT
- Delegate Pad and Pen:** €10,000.00 + VAT
- Internet Cafe:** €10,000.00 + VAT

## SOCIAL EVENTS AND CATERING

- Delegate Concert:** €20,000.00 + VAT
- Lunch (per Day):** €10,000.00 + VAT Preferred Day: .....
- Coffee Break (Per Break):** €5,000.00 + VAT Preferred Break: .....

## COMMERCIAL EXHIBITION

We wish to reserve space in the Commercial Exhibition at ECO 2012. Our preferred site positions are:

1. ....
2. ....
3. ....

# Sponsorship & Commercial Exhibition Booking Form

Company Name: .....  
Contact: .....  
Position: .....  
Address: .....  
Postcode: ..... Country: .....  
Telephone: ..... Facsimile: .....  
Email: .....

## PAYMENT SUMMARY

### Sponsorship

Sponsorship Total (NET) .....

### Commercial Exhibition

#### Type A - Space Only (Minimum 18m<sup>2</sup>)

Space Only Area .....m<sup>2</sup> at €375.00 + VAT per square metre

Total Space Only (NET): €.....

#### Type B - Shell Scheme

Shell Scheme Area .....m<sup>2</sup> at €450.00 + VAT per square metre

Total Shell Scheme (NET): €.....

### Total

Subtotal (Sponsorship Plus Exhibition): €.....

VAT @ 19.6%: € .....

**Total: €** .....

### We agree to abide by all terms and conditions as set out in this brochure

Name .....

Signature ..... Date.....

**50% deposit required to secure sponsorship option and exhibition space**



Please return this form to: **19th European Congress on Obesity**,  
C/O EASO Secretariat, 113-119 High Street, Hampton Hill, Middlesex, TW12 1NJ, UK  
**Email: [eco2012@easo.org](mailto:eco2012@easo.org) Tel: +44 (0) 20 8783 2256 Fax: +44 (0) 20 8979 6700**



# Past Programmes

The scientific quality, dynamism and influence of the ECO is unquestionable and ECO2012 will be no different.

## **ECO 2008:**

*'One of the best comprehensive lectures on a complex topic!'*

T3:PL - Why a cluster is really a cluster? What matters most, insulin resistance/hyperinsulinemia or obesity?

**Gerald Reaven** (USA)

*'A lively, fascinating debate which highlighted the respective views of two experts on a controversial topic'*

T1:PL - Will the human genome give us the answer to obesity? A debate.

Pro - **Philippe Froguel** (France), Con - **Berit Heitmann** (Denmark)

## **ECO 2009:**

*'One of the most important recent plenary lectures on society and obesity'*

T1:PL - What makes an obesogenic society?

**Richard Wilkinson** (UK)

*'The finest lecture on implications of genetics that many delegates had ever heard (an absolute masterclass)'*

T4:PL - What have we learnt from whole genome scans in obesity?

**Ruth Loos** (UK)

*'A state of the art lecture on EI and obesity'*

T1:RS3.3 - Increased energy intake alone virtually explains all the increase in body weight in the United States from the 1970s to the 2000s

**Boyd Swinburn** (Australia)

*'A really high quality, fascinating debate'*

T5:PL - Is obesity an eating disorder? Debate

Pro - **Anita Jansen** (Neth), Con - **Maria Alemany** (Spain)

*'Some of the finest short presentations by young researchers I've ever seen at international conferences'*

*'A series of posters showing some truly innovative and committed local community initiatives to manage obesity'*

Abstracts (and in some cases presentations) are available from [www.esso.org](http://www.esso.org)



## **19th European Congress on Obesity**

C/O EASO Secretariat

113-119 High Street, Hampton Hill, Middlesex, TW12 1NJ, UK

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Email: [eco2012@easo.org](mailto:eco2012@easo.org) Web: [www.easo.org/eco2012](http://www.easo.org/eco2012)