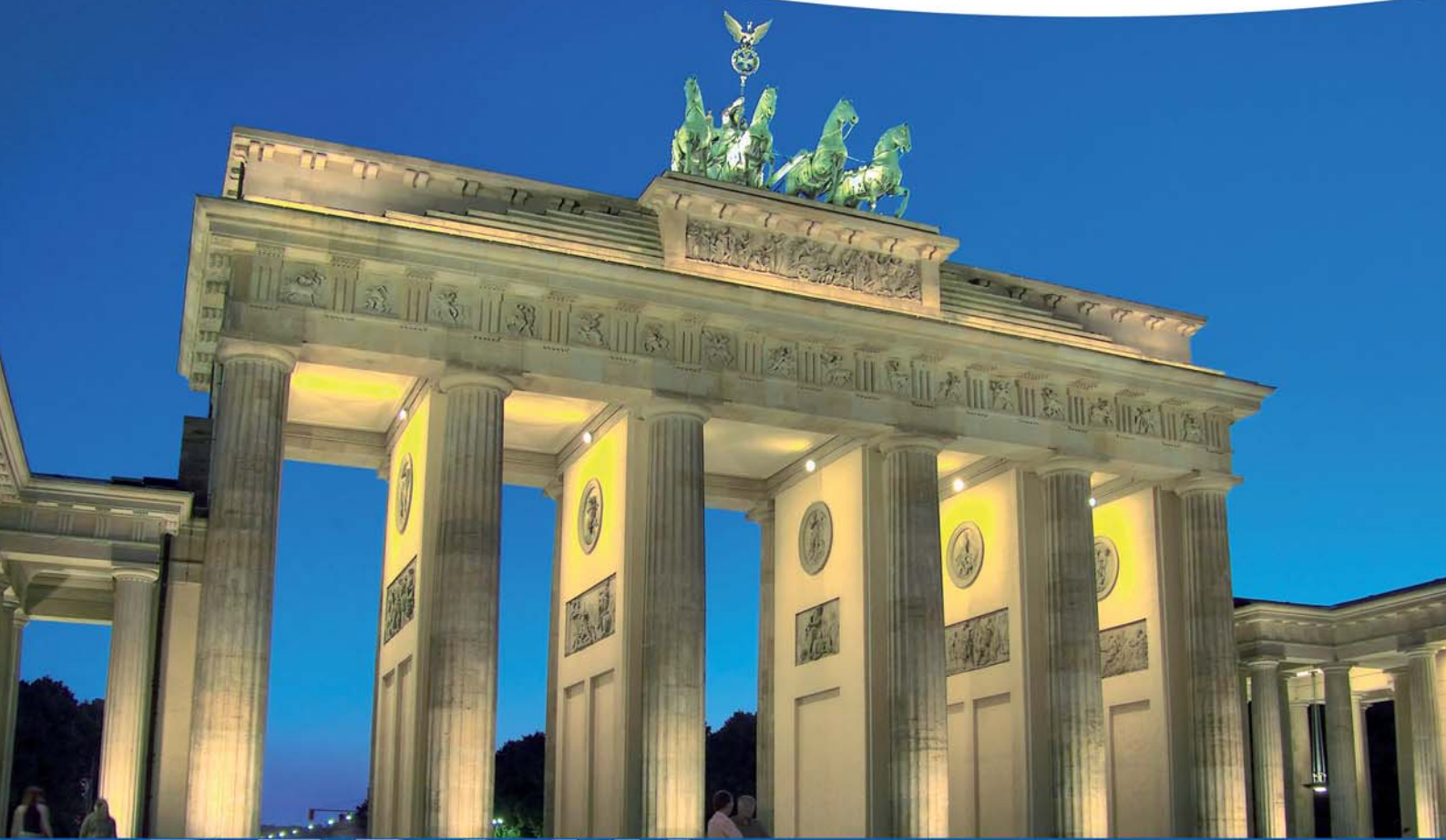


MMSDA

6th Metabolic Syndrome, type II Diabetes
and Atherosclerosis congress



BERLIN 2009

May 20th - 24th 2009

- ▶ **SPONSORSHIP**
 - Informations
 - Reservation form

This event will gather about 1.500 delegates involved in the atherosclerosis and cardiovascular diseases fields. As an active actor of the pharmaceutical industry, the Scientific Committee wishes to offer you once again the opportunity to become a privileged partner in this congress. You will find enclosed a various range of sponsorship opportunities within the scientific and social programmes of the MSDA 2008 congress. Of course the Organizing Secretariat is at your entire disposal for any other form of sponsorship (satellite symposium, parallel session, workshop, etc.) you would like to develop.

The Organizing Committee of the 6th MSDA congress has appointed PLB. Organisation as its official meeting management company entrusted with the handling of all congress/exhibition-related arrangements. Please contact PLB. Organisation / MSDA 2009 for further information.

Professor Jean-Charles FRUCHART

Historical background of the MSDA congress (formerly MSAC)

2002: March 27th - 29th, 2002

Grand Palais - Lille (France)
1st Metabolic Syndrome and Atherosclerosis Congress
400 Attendees

2004: May 19th - 23rd, 2004

Marrakesh Congress Center - Marrakesh (Morocco)
2nd Metabolic Syndrome, type II Diabetes and Atherosclerosis congress - 868 Attendees

2006: May 24th - 28th, 2006

Marrakesh Congress Center - Marrakesh (Morocco)
3rd Metabolic Syndrome, type II Diabetes and Atherosclerosis congress - 1483 Attendees

2007: May 16th - 20th, 2007

Lisbon Congress Center - Lisbon (Portugal)
4th Metabolic Syndrome, type II Diabetes and Atherosclerosis congress - 1000 Attendees

2008: May 7th - 11th, 2008

Marrakesh Congress Center - Marrakesh (Morocco)
6th Metabolic Syndrome, type II Diabetes and Atherosclerosis congress

The scientific programs of those editions are available on the MSDA congress website.

▶ LIST OF POTENTIAL SPEAKERS AND CHAIRPERSONS

AILHAUD G. (France)	DELISLE H. (Canada)	KOENIG W. (Germany)	SCOTT R. (Australia)
ALBERTI G. (UK)	DESPRES J.-P. (Canada)	KOMAJDA M. (France)	SHEPHERD J. (UK)
AMAR J. (France)	DODSON P. (UK)	KOWNATOR S. (France)	SILVA J. M. (Portugal)
AMARENCO P. (France)	DURIEZ P. (France)	KREMPF M. (France)	SIMIONESCU M. (Romania)
ASSMANN G. (Germany)	FARINARO E. (Italy)	LABLANCHE J.-M. (France)	SIMON C. (France)
AUMONT M.-C. (France)	FRELUT M.-L. (France)	LAFONTAN M. (France)	SMITH S. (USA)
BARTER P. (Australia)	FROGUEL P. (France)	LAPERCHÉ T. (France)	STAELS B. (France)
BENETOS A. (France)	FRUCHART J.-C. (France)	LIBBY P. (USA)	TADA N. (Japan)
BETTERIDGE J. (UK)	FRUCHART-NAJIB J. (France)	MALDONADO R. (Spain)	TALL A. (USA)
BREWER B. (USA)	GAMBERT P. (France)	MANCINI M. (Italy)	TASKINEN M.-R. (Finland)
BROWN G. (USA)	GILL J. (UK)	MATSUZAWA Y. (Japan)	TOKGOZOGU L. (Turkey)
BROWN V.W. (USA)	HALIMI J.-M. (France)	McCULLOUGH P. A. (USA)	TREMBLAY A. (Canada)
BRUCKERT E. (France)	HARRIS W. (USA)	OLSSON A. (Sweden)	TURCK D. (France)
CALVO C. (Chile)	HAYDEN M. (Canada)	PAOLETTI R. (Italy)	VAISSE B. (France)
CARMENA R. (Spain)	HENRY P. (France)	PLUTZKY G. (USA)	VALENSI P. (France)
CATAPANO A. (Italy)	HERCBERG S. (France)	ROSS R. (Canada)	VAN TOL A. (The Netherlands)
CESKA R. (Czech Republic)	HOLMAN R. (UK)	ROUIS M. (France)	VERGES B. (France)
CHAPMAN J. (France)	HORTON E. (USA)	RUBIN E. (USA)	VON ECKARDSTEIN A. (Switzerland)
CLEMENT K. (France)	JUNJEN C. (France)	SACKS F. (USA)	YKI-YARVINEN H. (Finland)
CREPALDI G. (Italy)	KASTELEIN J. (The Netherlands)	SADIKOT S.M. (India)	ZAMBON A. (Italy)
DAVIGNON J. (Canada)	KEECH A. (Australia)	SCOTT J. (UK)	ZIMMET P. (Australia)

▶ TENTATIVE TOPICS TO BE DISCUSSED WITH THE SPONSORS (not exhaustive)

I- Update on metabolic syndrome

- 1 - Evolution and definition
- 2 - Global risk and metabolic syndrome
- 3 - Lifestyle : healthy eating
- 4 - Lifestyle : physical activity

II- Cardiometabolic risk

- 1 - Intra-abdominal obesity
- 2 - Improving the management of dyslipidemic patients with metabolic syndrome or diabetes
 - a- LDL lowering
 - b- TG lowering
 - c- Raising HDL cholesterol
- 3 - Genetic aspects
- 4 - Management of cardiometabolic risk
 - a- adults
 - b- children

III- Insulino resistance and diabetes

IV- Drug new perspectives

- 1 - statins
- 2 - PPAR α agonists
- 3 - PPAR γ agonists
- 4 - PPAR δ agonists
- 5 - Combination of drugs
- 6 - GPCR targeting therapeutics
- 7 - Xenical
- 8 - CB1 receptor antagonists
- 9 - Subitramine
- 10 - antihypertensive drugs
- 11 - dipeptidyl peptidase IV inhibitors
- 12 - LXR ligands
- 13 - New cholesterol controlling drugs
- 14 - New therapeutic opportunities in the production of "good cholesterol" (HDL)
- 15 - SCD1 inhibitors
- 16 - GLP1 inhibitors

▶ TENTATIVE PROGRAM AT-A-GLANCE

	Wednesday May 20	Thursday May 21	Friday May 22	Saturday May 23	Sunday May 24
MORNING		Academic session 1 Coffee break SYMPOSIUM	Academic session 3 Coffee break SYMPOSIUM	Academic session 5 Coffee break SYMPOSIUM	Departure of participants
NOON		Lunch-debate or lunch	Lunch-debate or lunch	Lunch-debate or lunch	
AFTERNOON	Arrival of participants	Academic session 2 Coffee break SYMPOSIUM	Academic session 4 Coffee break SYMPOSIUM	Academic session 6 Coffee break SYMPOSIUM	
EVENING	Congress Opening Ceremony		Faculty's Dinner (to be supported)		

ORGANIZING / SCIENTIFIC COMMITTEE

Chair: Professor Jean-Charles FRUCHART
Atherosclerosis Department and UR 545 Inserm Pasteur Institute (Lille)
1, rue du Professeur Calmette
59019 Lille Cedex – France
Tel. +33 (0)3 20 87 73 56
Fax +33 (0)3 20 87 73 19 or 60

ORGANIZING SECRETARIAT

For any question regarding the scientific program (call for poster abstracts) as well as the logistical aspects of the congress (registration, accommodation, sponsorship), please contact
PLB. Organisation / MSDA 2009
Tel. +33 (0)1 39 04 24 24 - Fax +33 (0)1 39 04 24 77
E-mail: msda2009@agence-plb.com
Web site: www.msdacongress.com

DATES & VENUE

The congress will take place in Berlin:
From Wednesday May 20th to Sunday May 24th, 2009

► **GOLD SPONSORSHIP PACKAGE** **150,000 €**

Only 1 Gold Sponsor will be accepted on a « first come, first served basis »

This package includes:

- the organization of a 1 hour and a half symposium in an auditorium and the priority to choose the date and position of your symposium (time slot to be determined between Thursday May 21st and Saturday May 23rd, 2009),
- the use of the conference room (auditorium), the basic technical and audiovisual equipments as well as the welcome staff (hostesses) for questions and answers,
- the rental of a booth space during the whole period of the congress,
- a 4-colour full-page advertisement on the 4th cover page in the advanced and final programs,
- the opportunity to have a congress bag at your own logo distributed to the delegates during the congress (congress bags to be provided by the Gold Sponsor),
- the insertion of 1 leaflet in the congress bags,
- 15 free delegate registrations to attend all oral and poster communications,
- the priority for choosing the sleeping rooms for your delegates in the hotels close to the congress centre,
- acknowledgements in the final program.

This package does not include:

- the travel and accommodation expenses of your faculty,
- this type of partnership requires the invitation of minimum 300 delegates.

► **SILVER SPONSORSHIP PACKAGE** **100,000 €**

This package includes:

- the organization of a 1 hour and a half symposium in an auditorium; the date and position of your symposium (time slot to be determined between Thursday May 21st and Saturday May 23rd, 2009) will be allocated secondly to the Gold Sponsor,
- the use of the conference room (auditorium), the basic technical and audiovisual equipments as well as the welcome staff (hostesses) for questions and answers,
- the rental of a booth space during the whole period of the congress,
- a 4-colour full-page advertisement facing the program of your symposium in the advanced and final programs,
- the insertion of 1 leaflet in the congress bags,
- 10 free delegate registrations to attend all oral and poster communications,
- acknowledgements in the final program.

This package does not include:

- the travel and accommodation expenses of your faculty,
- this type of partnership requires the invitation of minimum 150 delegates.

► **LUNCH DEBATE - BRONZE SPONSORSHIP PACKAGE** **75,000 €**

This package includes:

- the organization of a 1 hour and a half lunch debate in a conference room (time slot either on Thursday May 21st, Friday May 22nd or Saturday May 23rd, 2009),
- the use of the conference room, the basic technical and audiovisual equipments as well as the welcome staff (hostesses) for questions and answers,
- the distribution of lunch boxes to each active participant to the lunch debate,
- the insertion of 1 leaflet in the congress bags,
- 5 free delegate registrations to attend all oral and poster communications,
- acknowledgements in the final program.

This package does not include:

- the travel and accommodation expenses of your faculty,
- this type of partnership requires the invitation of minimum 150 delegates.

For any of the above mentioned sponsorship packages, please note that:

- the choice of the date and time slot will be granted in accordance with the Scientific Committee,
- the choice of the topic and talks will have to get the approval of the Scientific Committee,
- the symposium and/or lunch debate will be announced in the advanced and final programs,
- simultaneously translation will be provided.

► **BOOTH SPACE** **17,150 €**

Rental of a 25 sqm booth space including:

- 5 exhibitor badges - 2 delegate badges to attend the scientific sessions

Note: all extra services and functions such as charges for electricity and telephone, furniture and/or decoration are to be covered by the exhibitor.

CONGRESS PUBLICATIONS

▶ FULL-PAGE ADVERTISEMENT IN THE ADVANCED AND FINAL PROGRAMS

4-colour advertisement on 2 nd cover page	6,000 €
4-colour advertisement on 3 rd cover page	4,500 €
4-colour advertisement inside the program	3,300 €

▶ INSERTION OF A LEAFLET IN CONGRESS BAGS

Documents from 2 to 12 pages	3,700 €
Documents from 13 to 24 pages	6,000 €

All firms can insert a document in the congress bags.

Any leaflet must be provided by the advertiser and submitted to the organizing secretariat for approval before Wednesday April 15th, 2009. The advertisers are requested to verify that their advertisements conform with the French legislation in force in terms of advertising of pharmaceutical products and/or medical equipment. The advertiser is sole responsible for the delivery of their advertisement inserts in due time and to relevant location. The accepted advertisements formats are A5 or A4. The organisers reserve the right to choose the place of insertion in the congress bag of all printed inserts.

MATERIALS OFFERED TO DELEGATES

- | | |
|---|---------|
| ▶ NOTE PADS | 1,800 € |
| (to be provided by the sponsor – 2,000 units) | |
| ▶ PENS OR PENCILS | 1,800 € |
| (to be provided by the sponsor – 2,000 units) | |
| ▶ BADGES STRINGS | 2,500 € |
| (to be provided by the sponsor – 2,000 units) | |
| <i>Sponsor's name & logo must appear on each item</i> | |

SOCIAL EVENT

- | | |
|--|----------|
| ▶ FACULTY'S DINNER | 14,400 € |
| Seated dinner for about 100 people | |
| <i>Sponsor's name & logo on invitation cards and menus</i> | |

HOW TO BOOK?

Reservation terms

To book a sponsorship opportunity, please contact **PLB. Organisation New York / MSDA 2009**

Tel. +33 (0)1 39 04 24 24 – Fax +33 (0)1 39 04 24 77 - E-mail: msda2009@agence-plb.com - Web site: www.msdacongress.com

All reservation requests should be made on the enclosed official form provided for this purpose, and returned duly completed and signed together with the corresponding reservation deposit.

Terms of payment

- ▶ 60% of the total amount when booking and at **the latest on Tuesday October 13rd, 2008**
- ▶ The balance i.e. **40%** will be due at the latest 6 months prior to the beginning of the congress i.e. **before Thursday November 5th, 2008.**

All payments must be made in EURO (€):

- either by bank check made out to PLB. Organisation Inc. and sent to **MSDA 2009 c/o PLB. Organisation** (see the address of the organizing secretariat)
- or by bank transfer to account PLB. Organisation Inc. – Bank name: Société Générale/Saint-Germain-en-Laye - National Bank Details: Bank office: 01870 – Bank code: 30003 - Account No: 00028010456 - Key/52 – IBAN code: FR76 30003 01870 00028010456 52 - (bank fees at your own expenses – please send a copy of your bank order as soon as the bank transfer has been made).

Cancellation policy

The organizing secretariat reserve the right to alter time schedules. Deferring the congress date, alteration of the time schedule or change of venue eventually made by the organizing secretariat shall not justify partial or total cancellation by the sponsor.

All partial or total cancellations by sponsors will be subject to cancellation penalties as follows:

- after the written agreement, the first deposit will be due and not refundable,
- after the payment of the second deposit, this one will not be refundable.

For any question regarding the follow up of your sponsorship, please contact:

PLB. Organisation / MSDA 2009

Tel. +33 (0)1 39 04 24 24 - Fax +33 (0)1 39 04 24 77 - E-mail: msda2009@agence-plb.com - Web site: www.msdacongress.com