INFORMATION FOR SPONSORS AND EXHIBITORS

37th European Congress of Cytology

Dubrovnik-Cavtat, Croatia
September 30th - October 3rd, 2012
Dear colleagues, dear friends,

It is our great pleasure and honor to invite you to the 37th European Congress of Cytology to be held in Dubrovnik-Cavtat, Croatia from September 30th until October 3rd, 2012.

We do hope the choice of topics and the active part of the renowned international and Croatian experts will arouse your interest in the Congress. The Congress will include plenary lectures, symposia, seminars, workshops, lectures and poster sections. In addition, we wish to make your stay here a pleasant and also the time we will spend together working, sightseeing Dubrovnik and Cavtat, at boat excursions and gala dinner.

We invite you herewith to this country with a rich tradition in cytology, where its development can be divided into four phases: curiosity, enthusiasm, professionalism, and adjustment to common European trends. The phase of curiosity started between the two World Wars, owing to clinical hematologists who were the pioneers of hematologic cytology. Yet, the true beginnings of the Croatian cytology date back to the 1950s to 1960s, i.e. the phase of enthusiasm, also closely related to the clinicians who were the carriers of development of both aspiration cytology and gynecologic cytology. The need in systematic education led to the introduction of the postgraduate study in medical cytology at the School of Medicine, University of Zagreb (1967) and of the cytotechnologists course at the Health College in Zagreb (1968). The third phase, professionalism, began in 1974 with the introduction of independent residency in medical cytology, later clinical cytology. In 1994, the initially 3-year residency turned into a 4-year residency in clinical cytology. The phase of adjustment of education in clinical morphological professions, cytology and pathology, was initiated in line with the general pursuit of the united Europe values, having resulted in a new residency proposal for both of these so far independent professions in Croatia in 2011.

Welcome to Croatia, the country with 1246 islands, isles, cliffs, reefs and rocks, 1777 km of beautiful Adriatic coast and 1000 castles. Welcome to the country with the rich cultural heritage comprising numerous museums, galleries and churches, and the worldwide cultural heritage monuments, constituting a binding chapter of the UNESCO list of the worldwide heritage sites, i.e. Diocletian Palace in Split (hr.wikipedia.org/wiki/Dioklecijanova_palača); Euphrasian Basilica in Poreč (hr.wikipedia.org/wiki/Eufrazijeva_bazilika); Plitvice Lakes (www.np-plitvicka-jezera.hr); Romanesque town Trogir (www.trogir.hr); Šibenik Cathedral (hr.wikipedia.org/wiki/Katedrala_sv._Jakova_u_Šibeniku), and the unique and inimitable old town Dubrovnik (www.dubrovnik.hr).

Welcome to Croatia, the country of Herman Dalmatin, a renowned medieval philosopher from the Istria; Marco Polo, a world traveller and explorer; Julije Klović, a
miniaturist, the Croatian Michelangelo; Ruđer Bošković from Dubrovnik, the greatest physicist, mathematician and astronomer of the time; and Nikola Tesla, one of the most brilliant world inventors, born in Lika. This country is proud of its great history and great people.

Welcome to Dubrovnik, the town of a long and rich tradition, proud of its cultural and historical heritage, and open to the people from all over the world. Nature has been very generous to Dubrovnik by blessing it with numerous beauties — the southernmost Dalmatian warm climate, bright blue sky, clear turquoise small coves with sandbanks, and dark-blue sea along the steep rocky coast covered with rich Mediterranean and subtropical flora.

Welcome to Cavtat, the ancient town surrounded by numerous the excavations, evidencing thousand years long history of this site. Cavtat, known in the ancient times as Epidaurum, had been restored several times from the ruins, and after total destruction in 7th century it was rebuilt by Dubrovnik Republic in 15th century.

Zvonimir Milčec, a chronicler, said about the capital of Croatia: ‘...only Zagreb’s women are more beautiful than Zagreb’. Likewise, the Croatian cytologists say: ‘...only cytology is more beautiful than Croatia’. An advertising slogan for the Croatian tourism is: ‘When your heart says summer, it says Croatia’. In the same way we say: ‘When your heart says cytology, it says Dubrovnik-Cavtat 2012’.

So, follow your heart and join the Congress of Cytology 2012 in Dubrovnik-Cavtat. You will be attracted by at least one of its topics; .... let it happen and enjoy four days stay in ‘a small country for big cytology’!

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Prim. Vesna Mahovlić, MD, PhD
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Treasurer: Jasenka ANTULOV

GENERAL INFORMATION

Date
September 30th – October 3rd, 2012

Venue
Conference Hotel “Croatia”
Cavtat - Dubrovnik, Croatia

Key dates
Deadline for abstract submission March 15th, 2012
Decision about abstract acceptance by May 15th, 2012
Deadline for early registration May 1st, 2012

CME Accreditation /EUROPE WIDE ACCREDITATION

Croatian Society for Clinical Cytology of Croatian Medical Association is accredited by the European Accreditation Council for Continuing Medical Education (EACCME) to provide the following CME activity for medical specialists. The EACCME is an institution of the European Union of Medical Specialists (UEMS), www.uems.net
PRELIMINARY LIST OF TOPICS

Analytical Cytology
- Cytogenetics
- Flow cytometry
- Image analysis
- Immunocytochemistry
- Molecular cytology

Breast cytology
Cancer immunology
Cytology of infectious diseases
Cytotechnology
GI tract, liver, pancreas, EUS, FNA from deep-seated masses
Gynecologic cytology (cervix, endometrium, ovary), HPV
Head and neck FNA
Hematopoietic system cytology (lymph nodes and bone marrow)
Intraoperative and interventional cytology
Pediatric cytology
Quality assurance and automation
Respiratory cytology
Resident’s session
Serous fluid cytology, cerebrospinal fluid cytology
Soft tissue and bone FNA
Tele-cytology
Training programs for cytologist and cytotechnologist
Transplant cytology
Thyroid FNA
Urinary cytology
Veterinary and forensic cytology
Free topics
# Preliminary Timetable

## September 30th, 2012 - Saturday

<table>
<thead>
<tr>
<th>Time</th>
<th>Hall 1</th>
<th>Hall 2</th>
<th>Hall 3</th>
<th>Hall 4</th>
<th>Hall 5</th>
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<tbody>
<tr>
<td>8.30-12.00</td>
<td>Ragusa</td>
<td>Bobara</td>
<td>Orlando</td>
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<tr>
<td>12.00-13.00</td>
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<td>REGISTRATION OPENING</td>
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<tr>
<td>13.00-14.30</td>
<td></td>
<td>OPENING AND POSTER INSTALLATION</td>
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<td>WORKSHOP 1 Serous Effusion</td>
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<tr>
<td>14.30-16.00</td>
<td>SATELLITE SYMPOSIUM 1</td>
<td></td>
<td>QUATE MEETING</td>
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<td>16.00-16.30</td>
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<td>COFFEE BREAK/COMMERCIAL EXHIBITION</td>
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<td>17.00-18.30</td>
<td>RESIDENT'S SESSION</td>
<td>SATELLITE SYMPOSIUM 2</td>
<td>SATELLITE SYMPOSIUM 3</td>
<td>WORKSHOP 2 Deep Organs/EUS/EBUS</td>
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<td>19.00</td>
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<td>OPENING CEREMONY</td>
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<td>WELCOME RECEPTION</td>
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## October 1st, 2012 - Sunday

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<th>Time</th>
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<th>Hall 5</th>
<th>Hall 6</th>
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<tbody>
<tr>
<td>8.30-10.00</td>
<td>SYMPOSIUM 1 Breast</td>
<td>FREE PAPERS 1</td>
<td>SLIDE SEMINAR 1 Gi-Liver/Pancreas</td>
<td>POSTER SESSION 1</td>
<td>WORKSHOP 3 Head &amp; Neck</td>
<td>MEET THE EXPERT 1 For Resident’s</td>
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<tr>
<td>10.00-10.30</td>
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<td></td>
<td>COFFEE BREAK/COMMERCIAL EXHIBITION</td>
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<tr>
<td>10.30-12.00</td>
<td>SYMPOSIUM 2 Cytotechnology Session</td>
<td>CYTOLOGISTS &amp; CLINICIANS 1</td>
<td>POSTER SESSION 2</td>
<td>WORKSHOP 4 Breast</td>
<td>WORKSHOP 5 Urinary Cytology</td>
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<tr>
<td>12.00-13.00</td>
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<td>PLENARY SESSION 1 - European Guidelines for Cervical Cancer Screening</td>
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<tr>
<td>13.00-14.00</td>
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<td>LUNCH BREAK</td>
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<tr>
<td>14.00-15.30</td>
<td>SYMPOSIUM 3 Gi-Liver/Pancreas/EUS</td>
<td>CYTOLOGISTS &amp; CLINICIANS 2</td>
<td>SLIDE SEMINAR 2 Pediatric Cytology</td>
<td>WORKSHOP 6 Thyroid</td>
<td>WORKSHOP 7 Lung</td>
<td>MEET THE EXPERT 2 For Young Cytologists</td>
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<tr>
<td>15.30-17.00</td>
<td>SYMPOSIUM 4 Bone Marrow/Lymph Node</td>
<td>SLIDE SEMINAR 3 Gynecological Cytology</td>
<td>SLIDE SEMINAR 4 Soft Tissue Tumors</td>
<td>SYMPOSIUM 5 Urinary Cytology</td>
<td>WORKSHOP 8 Salivary Glands</td>
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<td>17.00-17.30</td>
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<td>17.30-19.00</td>
<td>SATELLITE SYMPOSIUM 4</td>
<td>FREE PAPERS 2</td>
<td>SATELLITE SYMPOSIUM 5</td>
<td>WORKSHOP 9 Lymph Node</td>
<td>WORKSHOP 10 GYNE-Squamous Lesions</td>
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<td>20.00</td>
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<td>CONCERT</td>
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### OCTOBER 2nd, 2012 - Monday

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<tr>
<td>8.30-10.00</td>
<td>Hall 1</td>
<td>Symposium 6: GYNE-Cervix</td>
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<td>Hall 2</td>
<td>Slide Seminar 5: Lymph Node</td>
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<td>Hall 3</td>
<td>Free Papers 3</td>
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<td>Hall 4</td>
<td>Workshop 11: Soft Tissue &amp; Bone</td>
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<td>Hall 5</td>
<td>Workshop 12: Pediatrics</td>
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<td></td>
<td>Hall 6</td>
<td>Meet the Expert 3: For Resident’s</td>
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<tr>
<td>10.00-10.30</td>
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<td>Coffee Break/Commercial Exhibition</td>
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<tr>
<td>10.30-12.00</td>
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<td>Symposium 7: Analytical Cytology – Flow Cytometry/Image Analysis</td>
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<td>Symposium 8: Thyroid</td>
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<td>Symposium 9: Respiratory Cytology</td>
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<td>Workshop 13: LBC GYNE &amp; NON GYNE</td>
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<td>IAC Exe. Council Meeting</td>
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<td>12.00-13.00</td>
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<td>Plenary Session 2: Controversies in Molecular Cytology</td>
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<td>13.00-14.00</td>
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<td>Lunch Break</td>
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<td>14.00-15.30</td>
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<td>Symposium 10: Pediatric Cytology</td>
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<td>Symposium 11: Veterinary &amp; Forensic Cytology</td>
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<td>Cytopathology: Editorial Board Meeting</td>
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<td>Workshop 14: GYNE-Endometrium &amp; Ovary</td>
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<td>Workshop 15: Bone Marrow-Plasma Cell Neoplasms &amp; Leukemic Lymphoproliferative Neoplasms</td>
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<td>Meet the Expert 4: For Young Cytologists</td>
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<td>15.30-17.00</td>
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<td>Symposium 12: Analytical Cytology-Cytogenetic/Molecular Cytology</td>
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<td>Slide Seminar 6: Lung</td>
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<td>Slide Seminar 7: Thyroid Lymph Node</td>
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<td>Workshop 16: GYNE-Glandular Lesions</td>
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<td>Workshops 17: Bone Marrow-Acute Leukemias</td>
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<td>17.00-17.30</td>
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<td>Coffee Break/Commercial Exhibition</td>
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<tr>
<td>17.30-19.00</td>
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<td>Plenary Session 3: Training Program in Cytopathology</td>
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<tr>
<td>20.00</td>
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<td>Congress Dinner</td>
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### OCTOBER 3rd, 2012 - Tuesday

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<th>Time</th>
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<tbody>
<tr>
<td>8.30-10.00</td>
<td>Hall 1</td>
<td>Satellite Symposium 6</td>
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<td></td>
<td>Hall 2</td>
<td>Free Papers 4</td>
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<td></td>
<td>Hall 3</td>
<td>Slide Seminar 8: Breast</td>
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<td></td>
<td>Hall 4</td>
<td>Workshop 18: Infectious Disease</td>
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<td>Hall 5</td>
<td>Workshop 19: Bone Marrow-Myeloproliferative Neoplasms (MPN)</td>
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<td>10.00-10.30</td>
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<td>Coffee Break/Commercial Exhibition</td>
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<tr>
<td>10.30-12.00</td>
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<td>Symposium 13: GYNE-Endometrium &amp; Ovary</td>
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<td>Symposium 14: Quality Assurance &amp; Automation</td>
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<td>Diagnostic Cytopathology: Editorial Board Meeting</td>
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<td>Cytologists &amp; Clinicians 3</td>
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<td>Workshop 20: CNS/CSF</td>
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<td>12.00-13.30</td>
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<td>Symposium 15: Head &amp; Neck</td>
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<td>Symposium 16: Soft Tissue &amp; Bone</td>
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<td>Slide Seminar 9: Transplant Cytology</td>
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<td>Symposium 17: Intraoperative &amp; Interventional Cytology</td>
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<td>Satellite Symposium 7</td>
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<tr>
<td>13.30-14.30</td>
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<td>Plenary Session 4: Cancer Immunology</td>
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<tr>
<td>14.30-16.00</td>
<td></td>
<td>Awards and Closing Ceremony</td>
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<tr>
<td>17.00</td>
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<td>Farewell Sunset Party</td>
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SPONSORSHIP PACKAGES

Tailored packages can be arranged to suit objectives. Please feel free to contact PENTA Congress Organization Secretariat to discuss your needs.

All rates are quoted in Euro and include VAT 23%. In case of change of the VAT (PDV) in Croatia, new rates will be applied.

Platinum sponsor - EUR 60.000

Plenary Satellite Symposium
- Opportunity to organize an Official Satellite Symposium in a Plenary Hall up to 90 minutes (program subject to the approval of the Congress Scientific Committee)
- Includes hall rental, standard audio/visual equipment
- Symposium programs will be included in the Final Program
- Time slots will be allocated on a “first come, first served” basis

*Speakers will be invited by the Sponsor. Travel costs, accommodation and registration fees of the speakers will be covered by the Sponsor.

Exhibition
- 40 m² Exhibition space (additional space can be purchased at reduced price of EUR 500)

Advertisements
- Insertion of Sponsor’s symposium invitation in the conference bags
- Insertion of Sponsor’s company brochure in the conference bags
- Full Page Color Symposium Advertisement in the Program
- Sponsor’s logo with hyperlink on Congress website

Registration
- six congress registrations
- six exhibitors badges

Acknowledgements
- Company logo displayed in the Congress room and in the Registration area

Gold sponsor - EUR 45.000

Parallel Satellite Symposium
- Opportunity to organize an Official Satellite Symposium in a Parallel Hall up to 90 minutes (program subject to the approval of the Congress Scientific Committee)
- Includes hall rental, standard audio/visual equipment
- Symposium programs and abstracts will be included in the Final Program
- Time slots will be allocated on a “first come, first served” basis

*Speakers will be invited by the Sponsor. Travel costs, accommodation and registration fees of the speakers will be covered by the Sponsor.
37th European Congress of Cytology

Exhibition
- 20 m² Exhibition space (additional space can be purchased at reduced price of EUR 500)

Advertisements
- Insertion of Sponsor’s symposium invitation in the conference bags
- Insertion of Sponsor’s company brochure in the conference bags
- Full Page Color Symposium Advertisement in the Program
- Sponsor’s logo with hyperlink on Congress website

Registration
- four congress registrations
- four exhibitors badges

Acknowledgements
- Company logo displayed in the Congress room and in the Registration area

Silver sponsor - EUR 35.000

Parallel Satellite Symposium
- Opportunity to organize an Official Satellite Symposium in a Parallel Hall up to 90 minutes (program subject to the approval of the Congress Scientific Committee)
- Includes hall rental, standard audio/visual equipment
- Symposium programs and abstracts will be included in the Final Program
- Time slots will be allocated on a “first come, first served” basis
*Speakers will be invited by the Sponsor. Travel costs, accommodation and registration fees of the speakers will be covered by the Sponsor.

Exhibition
- 9 m² Exhibition space (additional space can be purchased at reduced price of EUR 500)

Advertisements
- Insertion of Sponsor’s symposium invitation in the conference bags
- Insertion of Sponsor’s company brochure in the conference bags
- Full Page Color Symposium Advertisement in the Program
- Sponsor’s logo with hyperlink on Congress website

Registration
- two congress registrations
- two exhibitors badges

Acknowledgements
- Company logo displayed in the Congress hall and in the Registration area
INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Plenary Satellite Symposium - EUR 15.000
The Organizing Committee has designated 90 minutes slots for this symposium. This symposium will be held in the Main Hall 1 “Ragusa”
- program subject to the approval of the Congress Scientific Committee
- Includes hall rental, standard audio/visual equipment
- Symposium programs and abstracts will be included in the Final Program
- Insertion of Sponsor’s symposium invitation in the conference bags
- Time slots will be allocated on a “first come, first served” basis

*Speakers will be invited by the Sponsor. Travel costs, accommodation and registration fees of the speakers will be covered by the Sponsor.

*Please note that there are other scientific activities that will take place at the same time.

Parallel Satellite Symposium - EUR 10.000
The Organizing Committee has designated 90 minutes slots for this symposium. This symposium will be held in the Parallel Halls (2, 3, 4 or 5)
- program subject to the approval of the Congress Scientific Committee
- Includes hall rental, standard audio/visual equipment
- Symposium programs and abstracts will be included in the Final Program
- Insertion of Sponsor’s symposium invitation in the conference bags
- Time slots will be allocated on a “first come, first served” basis

*Speakers will be invited by the Sponsor. Travel costs, accommodation and registration fees of the speakers will be covered by the Sponsor.

*Please note that there are other scientific activities that will take place at the same time.

Hospitality suite - EUR 8.000
The Organizer provides several optional facilities which can be used by companies and other interested parties. Some of these facilities are subject to availability, and it is generally recommended that you contact the technical organizer well in advance.
SOCIAL EVENTS

Acknowledgement of Sponsorship to Social events:
- Sponsor’s name and logo printed on an appropriate menu or invitation cards
- Sponsor’s logo on sign at the entrance to the event
- Sponsor will be acknowledged as an Official Sponsor in the Final Program
- Acknowledgement on Sponsors’ Board on site
- Inclusion of one insert in participant’s bag

Congress Dinner - EUR 20.000
- Sponsorship covers drinks during reception, entertainment program

Welcome Reception - EUR 9.500
- drinks, canapés,

Concert - EUR 3.000

Coffee and Tea Break (per break) - EUR 2.400

Lunches (per day) - EUR 10.000

PRINTED ITEMS

FINAL PROGRAM
- Inside page - EUR 1.000
- Back cover - EUR 2.500
- Inside front or back - EUR 1.700

MINI PROGRAM - EUR 2.000
Sponsor’s logo with acknowledgment will be printed on a page of Mini program

CONGRESS CD - EUR 10.000

CONGRESS BAGS - EUR 10.000
- Sponsor will provide funding for the participants Congress bags.
- The bag will bear the sponsor’s logo and the Congress logo.
- Acknowledgement in the Sponsors’ List in the Final Program
- Acknowledgement on the Sponsors Board on-site
- Sponsor’s logo with hyperlink on Congress website.
If provided by a company, it will be the company’s responsibility to pay the relevant tax, Shipping and any other charges.
INSERTION IN CONGRESS BAGS
- insertion of printed items in participants bags EUR 1.000
- insertion of non-printed items (pens, pads, small gifts) EUR 1.500

POSTER BOARDS - EUR 2.500
- Posters will change daily
- Sponsor acknowledgement at the entrance to the poster area
- Sponsor’s logo will be displayed on the poster boards
- Acknowledgement in the Sponsors’ List in the Final Program
- Acknowledgement on the Sponsors’ Board on-site
- Sponsor’s logo with hyperlink on Congress website

INTERNET CENTRE SPONSORSHIP - EUR 6.000

PARTICIPANTS BADGE LANYARDS - EUR 3.500
Sponsor’s company logo will appear on lanyards

NAME BADGES - EUR 3.000
Sponsor’s company logo will appear on back of name badges

BOOKING PROCEDURES & PAYMENT INFORMATION
Please contact the Congress Secretariat (e-mail: ksenija.zunic@penta-zagreb.hr) to book some of listed items or give other idea on sponsoring.

TERMS OF PAYMENT
60% upon receipt of the sponsorship agreement and first invoice
40% by June 1, 2012

All payments must be received before the start date of the Congress. Should the Sponsor fail to complete payments prior to the commencement of the Congress, the Organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

PAYMENT METHODS
Payment by Bank Transfer only.
Once a Booking Form is received a Contract with Pro-forma Invoice (with account and bank details) will be sent to the Sponsor.
Bank charges are the responsibility of the payer.
CANCELLATION / MODIFICATION POLICY

Cancellation or reduction of sponsorship items must be made in writing to the Congress Secretariat.

The organizers shall retain:

- 10% of the agreed package amount if the cancellation/ modification is made before March 1, 2012,
- 50% of the agreed package amount if the cancellation/ modification is made between March 2 and June 1, 2012
- 100% of the agreed package amount if the cancellation/ modification is made after June 2, 2012

INFORMATION FOR EXHIBITORS

The commercial/technical Exhibition will be held during the 37th European Congress of Cytology. The floor plan has been designed to maximise Exhibitors’ exposure to the delegates.

SPACE AND STAND EUR 5.500 (additional square meter EUR 600)

This includes:

- 9 Square meters booth (table, 2 chairs, electricity)
- 2 Exhibitors’ badges
- 100 word company / product profile in the Final Program
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

ADDITIONAL BENEFITS

When you exhibit your company will receive the following additional benefits:

- Listing as an Exhibitor with company’s logo on the Website prior to the Congress
- Company name on Exhibition signage during Congress

ALLOCATION OF EXHIBITION SPACE

Space Allocation will be made on a “first come, first served” basis. A completed Exhibition Booking Form and Contract should be faxed / emailed to ensure reservation of a
desired location. Upon receipt of the Exhibition Booking Form and Contract, space will be confirmed and Pro-forma Invoice will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received.

**EXHIBITOR BADGE**

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 9 sqm booked and one additional for each 9 sqm after. Any additional exhibitors will be charged an exhibitor registration fee.

Exhibitor registrations allow access to the exhibition area only and shall be used by company staff only.

**PAYMENT & CANCELLATION**

As detailed previously in the Sponsorship section.
CONGRESS ORGANIZATION SECRETARIAT
PENTA Ltd.

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contact ksenija.zunic@penta-zagreb.hr