We would like to invite you to join the next European meeting on congenital CMV that will take place in Sept 13-15, 2015 in San Servolo, Venice, Italy. The last European conference on Congenital CMV was held in Paris in 2010 and the following event was merged with the world CMV congress in San Francisco in 2012. Sessions will include diagnosis, management/treatment and prevention of congenital cytomegalovirus infection and many others. Many of those speakers attending the meeting are clinicians and scientists well respected in the field and who have led research in this area over the past few decades. We are sure that the conference will attract a broad spectrum of European clinicians with an interest in this condition including obstetricians, neonatologists, pediatricians, cardiologists, epidemiologists, neurologists and neurologists as well as laboratory scientists.

TOPICS

- CMV in Europe
- CMV vaccine
- Prevention
- CMV in the (non) pregnant woman
- Can we do better than (not) screening in pregnancy
- The challenge of non-primary infections: from diagnosis to management
- Prognosis of an infected fetus at 20 weeks
- CMV in the newborn and beyond
- Options for CMV neonatal screening
- The current evidence for neonatal treatment
- The role of neuroimaging in the CMV-infected newborn
- To treat or not to treat (CMV outside the newborn period)
- New therapeutic approaches (lg, Intra-tympanic drug delivery, new drugs)
- Basic science developments and opportunities for translational research
GENERAL INFORMATION

ORGANIZING COMMITTEE

Yves Ville
Professor
Chairman of the department of obstetrics and fetal medicine at Necker-Enfants-Malades Hospital at the Paris Descartes University.

Maria Grazia Revello
Professor
Department of Virology, Ospedale Policlinico San Matteo Pavia University.

Arnault Marchant
Professor
Université Libre de Bruxelles, Institute for Medical Immunology (IMI), Belgium, Immunology and Infectious Diseases.

Sue Luck
Professor
Centre for Virology, University College London Medical School, Royal Free Hospital, Rowland Hill Street, London Consultant Pediatrician Kingston Hospital NHS Trust.
LAST EDITIONS and 2015 FORECAST

- 300 Participants
- 22 Sponsors

SPECIALIZATIONS

4th Congenital Cytomegalovirus Conference
- Paediatricians
- Neonatologists
- Gynecologists and Obstetrics
- Cardiologists
- Epidemiologists
- Neurologists

WIDESPREAD GEOGRAPHICALLY

Edition 2015: EUROPEAN CONGENITAL CMV INITIATIVE, Centro Congressi San Servolo, Venice
- 400 Participants
- 25 Sponsors

SPECIALIZATIONS

EUROPEAN CONGENITAL CMV INITIATIVE
- Paediatricians
- Neonatologists
- Gynecologists and Obstetrics
- Cardiologists
- Epidemiologists
- Neurologists

WIDESPREAD GEOGRAPHICALLY
WHY ITALY?

Famous for its Unesco World Heritage sites, located in the heart of the Mediterranean Sea, Italy is easy reachable from all European cities and most capitals around the world. Italy is famous for its trade mark “Made in Italy”, for its creative fashion, food and wine, easy life style and Italian joyful way of living and high level scientific achievements. The Country is one of the most important in the world, leading exporting nation with almost 500 billion euros of export. Despite the present economic crisis it remains a high growth potential in the sectors: Fashion, home furnishings, capital goods, aerospace, robotics, biotech and pharmaceutical.

WHY VENICE?

Venice is a city in northern Italy, the capital of the region Veneto and is world famous for its canals. It is built on an archipelago of 118 islands formed by approximately 150 canals in a shallow lagoon. The islands are connected by around 400 bridges. Transportation within the city is by foot or on water. It is considered by many to be one of the most beautiful cities in the world.

TRAVEL INFORMATION

Travelling around Venice may seem difficult for those who come here for the first time, although they will be captured by its beauty. In Venice the public transport service is guaranteed by a network of waterways that cross through and circumnavigate the city to reach its most distant points the islands in the lagoon.

Arriving by plane
If you arrive in Venice by plane you can easily reach the historic centre with one of the many public transport services connecting Venice with its main airport, Marco Polo or with the Ryanair airport Sant’Angelo. You can always choose between a wide private transport service of car or water taxis.

Arriving by car
It’s not ideal to travel to Venice by car, if you chose to do so you will be able to park in one of the car parks.

Arriving by train
The best way to reach Venice is by train because you arrived directly to the city centre. Santa Lucia is Venice’s only railway station, located near Piazzale Roma, the bus terminal.
CONGRESS VENUE

Congress Center  San Servolo
Venice, Italy

The Island of San Servolo, once a monastery, then psychiatric hospital, with its numerous conference rooms (with capacity from 15 to 400) and the adjacent accommodation buildings providing over 300 beds, may be considered as a centre of excellence for conferences, training seminars and cultural events. Rooms for meetings exhibiting spaces and terraces are situated in the context of beautiful and expansive parkland with a view to Saint Mark’s Square, just an eight minute “vaporetto” trip away.

From Venice city centre
The island is easily reached with the public transport system of ACTV using line 20 from San Zaccaria, monument stop.

From Marco Polo Airport
The city centre is easily reached from the airport using public transport either on land or using the navigation system. Alilaguna is the boat system which connects the airport with San Marco; from San Marco you then make your way to the San Zaccaria boat. ATVO is the bus which runs from 9am to midnight and which connects the airport (from outside the arrivals area) to Piazzale Roma in about 20 minutes.

ACTV - line 5 bus 5: this public bus service connects the airport with Piazzale Roma in about 25 minutes.

Train Station to San Servolo
Public water bus no 1, no 51 and no 82, in lido direction, get off at San Zaccaria. From here make your way to the S.Zaccaria - Monument stop to take line 20 for San Servolo (it may takes 10 minutes).
CONGRESS VISIBILITY

Promotional activities are the main tools used by MCA Scientific Events to spread the news of the congress around the scientific world. The Communication plan will be scheduled according to the following steps:

- MAILING LIST - newsletters will be sent to more than 50,000 mailing contacts around the world in obstetric, neonatology, pediatric, cardiology, epidemiology, neurology and neurologists alongside laboratory scientists field.
- SCIENTIFIC SOCIETIES - we will contact more than 150 sister societies supporting the congress among their members.
- RELATED CONGRESSES - we will plan cross promotion activities (web visibility and flyers exchange) months before the event.
- JOURNALS - the most important journals in Neonatal field will publish the congress news and special ADVs.
- OFFICIAL WEBSITE/WEBSITES - the congress website will contain all the information regarding the event (scientific program, sponsorship opportunities, links and so on) and will be the most clicked tool.
- KOLS / HOSPITAL DEPARTMENTS / UNIVERSITIES AND SCHOOLS OF SPECIALTIES - we count on reaching about 70,000 professionals in obstetric, neonatology, pediatric, cardiology, epidemiology, neurology and neurologists alongside laboratory scientists field with our marketing activities in the 18 months before the event.

The experience gained in the Scientific Events fields allows MCA to deeply know the protagonists at the Medical Congress. In the 15 years of PCO activity MCA has updated the technology tools. MCA PLATTFORM is the answer to a growing need of more communication and networking among the key player of the congress in order to tighten up their relationship: before, during and after the congress:

- INFORMATION (WEBSITE)
- INTERACTION (SOCIAL NETWORKS)
- PERSONAL AREA (APP)
- PROMOTION (MKT & COMM ACTIVITIES)
SPONSORSHIP OPPORTUNITIES

Sponsors can be an active part of the organization, creating tailor made messages to strike the target. We have studied new tools in order to offer different Marketing activities, to communicate and promote our congress in close relation with our Sponsors requirements.

DIGITAL

• USB key
Branding a USB key offers the possibility to spread in a direct way the information about the Company. The USB key is distributed from the sponsor’s booth space, it can contain various kind of files (documents, images, presentations, mp3). Moreover this tool can be used after the congress and allows the Brand to extend its awareness in the course of time.

• App
Branding the official App is the best way to get in touch with the attendees and will be “in their hands” during the congress. The App will serve as a guide for the whole event information (floor plan, timetable, abstract sessions etc.) and the Sponsor’s official logo on the different section or dedicated landing pages will guarantee visibility.

• QR code
Creating a QR code of the Company website is a benefit both for the Sponsor and for the attendee. You can create a QR code of any internet page and URL address, so that you can communicate ads, events, photos, the conference program, coupons, menu and specials.

• Newsletter
A dedicated newsletter is a strong tool to introduce the brand, as the communication is delivered directly to the attendees’ mail box. (sent out just once)
Sponsorship of the official congress newsletters: the sponsor logo will be visible on all the newsletters, despatch schedule usually starts six months before the event and continues after it, sending thank-you messages and updates.

• TV CC Adv. & Digital Signage
Sponsors can use the TV CC system, where required, as an advertising tool to spread promotional video communication (breaks) or the brand logo slide show.

• Sponsored Tutorial Appetizer
Branding short lectures or teaser messages (for example, “appetizer section sponsored by”, which can be used also as an educational opportunity and broadcasted on the app before the event) allows the Sponsor to display the brand and related information in advance.

• Video on the congress website
The website is the digital space that contains all the material about the congress and it is an important window for the Sponsors. The Company can combine logo, video and other images of its business and include music and voiceovers to offer clear and concise information. The benefit in terms of visibility is that the website is one of the most clicked tools and it lasts from months before and after the congress.

• Cyber area
Branding the network cyber area allows the Sponsor to be present with its logo on the multimedia tools, signage and eventual complementary Wi-Fi accesses
Please find below the rating of the digital tools, with a score from 1 to 5.

<table>
<thead>
<tr>
<th></th>
<th>Contact Time</th>
<th>Quality of Contact</th>
<th>Number of Contact</th>
<th>Brand Visibility</th>
<th>Scientific Value</th>
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</tr>
</tbody>
</table>

*The above rating is the outcome of a study commissioned by MCA ad carried out by a group of top experts in the field*
TRADITIONAL

• ADV Page
A dedicated page on the scientific program, important reference point during the congress. The ADV page has different prices depending on the position in the program: cover, back cover or internal page.

• Exclusive signage
Creating a QR code of the Company website is a benefit both for the Sponsor and for the attendees. You can create a QR code of any internet page and URL address, so that you can communicate ads, events, photos, the conference program, coupons, menu and specials.

• Lanyards
Conference lanyards branded with the Sponsor’s logo.

• Hand outs
The flyer is given out by hand to the participant (not in the congress bag), promoting the Sponsor’s business and increasing the brand awareness.

• Notepads & Pens*
Notepads and pens branded with the Sponsor’s logo.

• Congress bag*
Conference bags branded with the Sponsor’s logo.

• Congress bag inserts *
They can be general flyers or other kinds of communication and gadgets.

• Symposium
  Luncheon: commercial symposium during the lunch hour of the congress.
  Parallel: satellite symposium in parallel with the main event.
  Exclusive: with no other symposium at the same time.

• Coffee Break, Lunch, Welcome cocktail
The area of the coffee break/lunch/cocktail will be branded with the sponsor logo.

• Booth
Booth spaces are available in various sizes.

• Speakers Corner
Branding in the area dedicated to the meeting between speakers and individual participants.

• Challenge the speaker
Branding the area dedicated to a discussion on topics proposed by the audience.

• Hospitality Suite
A reserved area hospitality suite at the venue
Please find below the rating of the traditional tools, with a score from 1 to 5

<table>
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*The above rating is the outcome of a study commissioned by MCA ad carried out by a group of top experts in the field*
# PRICE LIST

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