



**PUBLIC HEALTH  
FOR THE FUTURE  
OF HUMANITY:  
ANALYSIS, ADVOCACY  
AND ACTION**

# **16<sup>th</sup> World Congress on Public Health 12-17 October 2020 Rome, Italy**

## **official congress partnership & exhibition prospectus**

Released by the Official Hosts  
the World Federation of Public Health Associations (WFPHA)  
and the European Public Health Association (EUPHA)  
and the Italian Society of Hygiene, Preventive Medicine and Public Health (SItI)







The **World Congress on Public Health** (WCPH) is held every two or three years by the World Federation of Public Health Associations (WFPHA). This time the Congress is organised by WFPHA together with the European Public Health Association (EUPHA) and the Italian Society of Hygiene, Preventive Medicine and Public Health (SItI).

In Rome 2020, we are expecting to attract more than 4.000 delegates.

The Congress serves as an international forum for the exchange of knowledge and experiences on key public health issues, contributing towards protecting and promoting public health at a national and global level.

**The theme of the Congress, Public Health for the Future of Humanity: Analysis, Advocacy and Action, reflects our firm commitment that we, as global public health community, have an obligation to respond to the ever changing circumstances on our planet.** We must make visible the threats to health, some of which are already emerging. We must challenge and hold to account those with the power to make a difference. And we must act, making real our commitment to health in all policies.



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## 1. OVERVIEW

### Congress Objectives

This congress aims to improve public health by:

- Engaging diverse voices, ideas, vision and actions of committed professionals and citizens to strengthen and transform the global public health effort and influence decision makers within and beyond the health sector
- Analysing, demonstrating, and sharing local, regional and global public health lessons particularly gender and discrimination
- Examining the effective translation of evidence based science into action
- Articulating and promoting the pivotal role of health in sustainable development goals (SDGs)
- Supporting and nurturing the next generation of public health leaders
- Building on the intent of the Global Charter for Public's Health

### Main programme Tracks

- What happened to the Enlightenment?
- Leading the way to a healthier world
- The Earth: a strategy for survival
- Moving out of the silos
- Making a difference
- The information revolution
- Revolutionising the public health workforce as agents of change
- High quality health systems to ensure health and well-being

### Invitation to Partner with the WCPH 2020

We invite you to partner with us and participate in this major global event by choosing from the partnership opportunities and packages, individual partner options or exhibition prospects.

### What's in it for business?

Investment in public health and institutions can be cost-effective and provide multiple economic and social benefits for both the private and public sectors. In engaging with sectoral interests, we will foster collaborative efforts among governments, businesses, indigenous peoples, local communities, NGOs, and youth for a new approach with tangible commitments.

The WCPH 2020 represents a unique opportunity for all sectors to demonstrate its commitment and responsibility in public health to a global constituency. Public health is based on the premise of anticipating and preventing health problems, mitigating risks to health and protecting people from health hazards, and promoting health and well-being. In an ever-changing world, we recognise that important evidence comes from a variety of sources. This Congress therefore represents an unparalleled opportunity for you and your organisation to engage on a global platform.

***Capitalise on this opportunity to reach a diverse, multi-disciplinary, unique audience at the world's largest public health Congress.***



# MELBOURNE 2017 FACTS AND FIGURES

## 5 DAYS OF CONGRESS



**4000** participants  
**17** keynote speakers and over than **1000** speakers  
From over **83** countries





## 2. ORGANISERS



### World Federation of Public Health Associations (WFPHA)

The World Federation of Public Health Associations (WFPHA) is an international, nongovernmental organisation composed of multidisciplinary national public health associations and other organisations involved in public health, and representing over 5 million public health professionals worldwide. It is the only worldwide professional society representing and serving the broad field of public health. WFPHA's mission is to promote and protect global public health. It does this by supporting the establishment and organisational development of public health associations through facilitating and supporting the exchange of information, knowledge and the transfer of skills and resources, and through promoting and undertaking advocacy for public policies, programmes and practices that will result in a healthy and productive world. Further information is available at: [www.wfpa.org](http://www.wfpa.org)



### European Public Health Association (EUPHA)

The European Public Health Association is an umbrella organisation for public health associations and institutes in Europe. EUPHA was founded in 1992 by 15 members (12 countries). EUPHA now has 81 members from 47 countries. EUPHA is an international, multidisciplinary, scientific organisation, bringing together around 19'000 public health experts for professional exchange and collaboration throughout Europe. EUPHA encourage a multidisciplinary approach to public health and seek support its members to improve health in Europe. Its mission is to facilitate and activate a strong voice of the public health network by enhancing visibility of the evidence and by strengthening the capacity of public health professionals. Further information is available at [www.eupha.org](http://www.eupha.org)



### Italian Society of Hygiene, Preventive Medicine and Public Health (SItI)

Italian Society of Hygiene, Preventive Medicine and Public Health (SItI), with its more than 3000 members, is an organisation dedicated to the promotion and protection of collective human health and wellbeing. The President is the official representative of the Society. The mission of the Society is to achieve advances in the fields of epidemiology, public health, community health, health services organisation, management and health economics, to encourage the evolution and development of cultural and professional activities of prevention and the role and qualifications of its practitioners and operators at central and peripheral level, to promote health education activities aimed at increasing the level of sanitation of the population and promote the activities of continuing education programmes. In summary SItI is dedicated to letting the professional voice of public health be heard. This role of advocacy is performed at national, regional and local level.

SItI is happy to held its 53<sup>rd</sup> National Congress during WCPH 2020. Further information is available at: [www.societaitalianaigiene.org](http://www.societaitalianaigiene.org)

The Organising Committee for the WCPH 2020 will ensure that Rome goes down in the history of public health as one of the most influential events of our generation. This success relies on the involvement of a diverse range of partners from the public health and business sectors to provide the content of the WCPH 2020 through active participation and engagement, as well as financial support and sponsorship to successfully stage the event.

To do this, the Organising Committee is ensuring that each part of the programme engages proactively with leaders in development sectors, with a view to the WCPH 2020 reaching new commitments, new capacity and new prospects.

**In this document, an exciting range of sponsorship opportunities have been developed to ensure a successful outcome for business and sponsor involvement.** Additional reference materials and information can be provided to facilitate better understanding of opportunities for alignment and mutual benefit with sponsors.

**We aim to encourage your active participation in the WCPH 2020 programme.**



## 3. KEY FACTS

### KEY DATES

#### Abstract Submission

Abstract Submission online 1 December 2019  
Abstract Submission deadline 1 March 2020

#### Registration

Opens 15/03/2019  
Low Cost Until 30/11/2019  
Early Until 01/05/2020

#### Congress dates

12-17 October 2020 (Mon-Sat)  
Monday 12 afternoon and Tuesday 13 morning are dedicated to pre-conferences and short courses.

#### Congress Venue

Roma Convention Center La Nuvola  
Viale Asia, 40 - 00144 Rome (Italy)

### COMMITTEES & CONTACTS

#### Chairs of the Conference

Walter Ricciardi  
Carlo Signorelli

#### Congress Management Committee (CMC)

Walter Ricciardi - SItI, CMC Chair  
Carlo Signorelli - SItI  
Marta Lomazzi - WFPHA  
Michael Moore - WFPHA  
Natasha Azzopardi Muscat - EUPHA  
Dineke Zeegers Paget - EUPHA  
Triumph Italy - PCO

#### Congress Secretariat



TRIUMPH ITALY SRL  
VIA LUCILIO, 60 - 00136 ROME, ITALY  
TEL. +39 06 35 53 02 14  
+39 06 35 53 04 14

#### Logistic general enquiries:

[info@wcph2020.com](mailto:info@wcph2020.com)

#### Sponsorship and exhibition opportunities:

[sponsor@wcph2020.com](mailto:sponsor@wcph2020.com)

#### Registration:

[registration@wcph2020.com](mailto:registration@wcph2020.com)

#### Accommodation:

[housing@wcph2020.com](mailto:housing@wcph2020.com)

#### Congress Secretariat



EUPHA - European Public Health Association  
OTTERSTRAAT 118-124, 3513 CR  
UTRECHT, THE NETHERLANDS  
TEL. + 31 30 2729 719

#### Scientific general enquiries:

[office@wcph2020.com](mailto:office@wcph2020.com)

#### Abstract submission:

[abstracts@wcph2020.com](mailto:abstracts@wcph2020.com)

## 4. SPONSORSHIP

Early confirmation of your interest and support for the Congress will ensure a high level of exposure.

An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web exposure will be implemented and the opportunity exists for your company to be represented as a key sponsor of the Congress well in advance of the actual dates.

- Sponsorship provides an excellent opportunity to promote your name, to support your brands and to maintain a high profile before, during and after the Congress.
- The venue for the 16th World Congress on Public Health is the Rome Convention Center - La Nuvola. It is estimated that at least 4.000 delegates and over 50 journalists representing international news and media agencies will provide extensive coverage of the WCPH 2020.
- Involvement in the Congress will enable you to associate your organisation with the global effort to improve public health for all in society, and to align your corporate responsibility programme with the goals of the Congress.
- Congress delegates are keen to improve their knowledge and contribution to global public health. Aligning your organisation with this influential and powerful educational experience demonstrates your commitment to assisting their development at a deeply personal level.
- Sponsorship provides you with an opportunity to consolidate corporate relationships and expose your colleagues and organisation to key markets.
- Sponsorship demonstrates your commitment to better health as a "good corporate citizen".
- Sponsorship and active engagement in the WCPH 2020 will allow your organisation to demonstrate its commitment to health best practices in business operations to a highly diverse and representative audience.
- Your representatives can mix informally with delegates from around the world.
- Your organisation's involvement, commitment and support for the WCPH 2020 will be widely acknowledged as outlined in this prospectus.
- Your organisation will benefit significantly from exposure to a keenly interested, relevant and, above all, influential audience in an educational environment away from the competition of everyday distractions.
- Sponsorship contributes to the promotion, planning and operation of WCPH 2020, reducing the overall cost of managing and staging the event and enabling a higher level of participation by delegates from developing countries and under-represented sectors, including youth.



# 5. HOST CITY & VENUE

## WCPH 2020 Venue

La Nuvola is one of the most iconic buildings in the city of Rome. Awarded as Best Building Site from the Royal Institute of British Architects, the visionary building by Massimiliano Fuksas has been inaugurated in October 2016. Since then it has been acknowledged worldwide as a fine example of contemporary aesthetics, characterised by eco-friendly materials and innovative technological solutions.

Standing within a neighbourhood that is dominated by the architectural rationalism of the 1930s and 40s, it boasts technologically advanced ways of creating harmonic, fluid spaces, suitable for people who are permanently on the move and constantly interconnected.

It presents a floor area of nearly 60.000 sqm and 8.000 seats, distributed over three floors.

The venue is within walking distance from the metro B line connecting with the city centre. There is range of accommodation options available in the neighbourhood for delegates to book at the time of registering for the Congress.

## Host City Rome, Italy

Founded nearly 3.000 years ago, the city is renowned for its ancient ruins, classical architecture, renaissance palazzos and baroque fountains. Nowadays, Rome is a vibrant, cosmopolitan city and will provide an elegant backdrop for the WCPH 2020.

Rome is a cradle of history and art. It is known all over the world as the Eternal City, a synonym for art, history and spirituality.

The magnificence and unbelievable number of historical monuments, churches, museums leave many visitors speechless. In addition to hotels and conference facilities there are up to date exhibitions, art galleries, theatres, cultural events which add a charming and relaxing flavour to participants' stay in the city.

Modern Rome is also a major international business destination. It is the seat of the Italian government and the economy is dominated by services, IT, aerospace, defence and telecommunications companies, research, tourism, construction and banking.

As the saying goes "all roads lead to Rome" and the conference will bring together delegates from all over the world for the largest and most prestigious event for public health professionals, providing an abundance of business and networking opportunities, not to mention the chance to explore one of the world's most fascinating cities.

## How to arrive?

Rome is served by two international airports, both well connected to the city centre: Leonardo Da Vinci (Fiumicino) and G.B. Pastine (Ciampino). Both hubs are served by the major airline companies, including the low-cost ones. Moreover, Rome has an important railway link connected with the rest of Italy and Europe by high speed trains which offer the greatest efficiency at low costs. The central railway station, Termini, is in the heart of the historical centre and close to many hotels.

Partners can either select from our partnership levels - and will receive acknowledgements, benefits and entitlements according to this level of partnership - or from the individual partnership and exhibition opportunities available on the following pages. Various opportunities exist for partnership.

**We encourage you to contact us and create a package that suits your organisation.**

Exhibition space allocation will be made according to the "first come first served" principle.

Please note: Prices are in EUR Euros and DO NOT include Italian Current VAT.

VAT will be added to the final invoice unless documentation for exemption will be provided.

# 6. PROGRAMME AT A GLANCE

16th World Congress on Public Health - Rome (Italy), 12-17 October 2020							
PUBLIC HEALTH FOR THE FUTURE OF HUMANITY: ANALYSIS, ADVOCACY AND ACTION							
	Monday 12th October		Tuesday 13 October		Wednesday 14 October		
	(plenaries)	(other activities)	(plenaries)	(other activities)	(plenaries)	(other activities)	
8:30			ITALIAN SESSIONS	Pre-conferences & Short courses		Meet the expert communications on the 15 tracks	
9:00							
9:30			ITALIAN SESSIONS		Plenary 3		
10:00							
10:30						Workshop, Communications & Pitch on the 15 tracks	
11:00							
11:30							
12:00					WLD 2	WLD (other)	
12:30	Break						
13:00		Pre-conferences & Short courses	Opening Ceremony		Break		
13:30							
14:00			Plenary 1		Plenary 4		
14:30							
15:00	Opening ITALIAN - Siti		Workshop, Communications & Pitch on the 15 tracks		Workshop, Communications & Pitch on the 15 tracks		
15:30							
16:00	ITALIAN SESSIONS			WLD 1	WLD (other)	WLD 3	WLD (other)
16:30							
17:00							
17:30	ITALIAN SESSIONS		Plenary 2		ITALIAN-Siti closing	Workshop, Communications & Pitch on the 15 tracks	
18:00							
18:30			Reception				
19:00							
19:30							

16th World Congress on Public Health - Rome (Italy), 12-17 October 2020						
PUBLIC HEALTH FOR THE FUTURE OF HUMANITY: ANALYSIS, ADVOCACY AND ACTION						
	Thursday 15 October		Friday 16 October		Saturday 17 October	
	(plenaries)	(other activities)	(plenaries)	(other activities)	(plenaries)	(other activities)
8:30		Meet the expert, communications on the 15 tracks		Meet the expert, communications on the 15 tracks		Meet the expert, communications on the 15 tracks
9:00						
9:30	Plenary 5		Plenary 7		Plenary 9	
10:00						
10:30		Workshop, Communications & Pitch on the 15 tracks		Workshop, Communications & Pitch on the 15 tracks		Workshop, Communications & Pitch on the 15 tracks
11:00						
11:30						
12:00	WLD 4	WLD (other)	WLD 6	WLD (other)	WLD 8	WLD (other)
12:30						
13:00	Break		Break		Closing Ceremony	
13:30						
14:00	Plenary 6		Plenary 8			
14:30						
15:00		Workshop, Communications & Pitch on the 15 tracks		Workshop, Communications & Pitch on the 15 tracks		
15:30						
16:00						
16:30						
17:00	WLD 5	WLD (other)	WLD 7	WLD (other)		
17:30						
18:00	Opening Italian other1	Workshop, Communications & Pitch on the 15 tracks	Italian other	ITALIAN SESSIONS		
18:30						
19:00	Opening Italian other2		Italian other			
19:30						



# 7. SPONSORSHIP OPPORTUNITIES AT A GLANCE

## SPONSORSHIP PACKAGE

Foundation Partner	€	75.000
Public Health Champion	€	45.000
Public Health Supporter	€	35.000
Gold Partner	€	25.000
Silver Partner	€	15.000
Scholarship Partner	€	10.000
Institutional Partner	€	10.000

## PROGRAMME SPONSORSHIPS

60' World Leadership Dialogues	€	20.000
30' Breakfast/Morning Tea/Lunch Session	€	10.000
60' Breakfast/Morning Tea/Lunch Session	€	20.000

## HOSPITALITY

European Speaker	€	3.000
International Speaker	€	6.500
Sponsored Delegates	€	3.500

## CONGRESS MATERIALS

Pens - Exclusive sponsorship provided by sponsor	€	2.500
Pens - Exclusive sponsorship provided by Org.	€	7.000
Writing pads - Exclusive sponsorship provided by sponsor	€	2.500
Writing pads - Exclusive sponsorship provided by Org.	€	7.000
Congress Bags - Exclusive sponsorship provided by Org.	€	25.000
Company branded Lanyards - Exclusive sponsorship provided by sponsor	€	5.000
Company branded Lanyards - Exclusive sponsorship provided by Org.	€	11.250
Company one-page flyer per insert bag or display	€	1.500

## GENERAL CONTRIBUTION TO THE CONGRESS

Unrestricted general contribution to the Congress organisation. Starting from:	€	1.500
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## ON SITE CONGRESS SERVICES

Transfer Timetable & Routes Panel	Upon request	
Congress taxi point - Exclusive sponsorship	€	6.000
Re-Charge Station - each	€	5.000
Hospitality Lounge - each	€	10.000
Internet Connections Stations - each	€	2.000
Speakers Preparation Room / Slide Centre - Exclusive sponsorship	€	10.000
Media Room Sponsor - Exclusive sponsorship	€	15.000
E-Poster Corner - each	€	5.000
Registration desk - Not exclusive sponsorship (max 3 sponsors)	€	10.000
Self-accreditation Station - Exclusive sponsorship	€	2.500
Wardrobe - Exclusive sponsorship	€	6.000

## CONGRESS BRANDING

Internal signage - n.8 directional signs - Exclusive sponsorship	€	6.000
Internal Signage - Escalator	€	7.000
Healthy Route signposting	€	10.000

## ADVERTISEMENTS

Linkable Company Logo on Congress Website	€	1.500
300 words story or video (max 2') on Congress Website	€	3.500
Invitation mailing service	€	1.500

### Final Programme / Sponsor Directory

#1 inside full page	€	1.500
#1 inside back cover	€	2.500
#150 words Company Description	€	1.800
#100 words Company Description	€	1.500

### Pocket Programme

Pocket Programme - Exclusive Sponsorship	€	13.000
Pocket Programme - Not Exclusive Sponsorship (max 3 sponsors)	€	4.500

Advertisement Escalator	€	20.000
Balustrades/windows. Starting from:	€	5.000

## GREEN OPPORTUNITIES

Refillable Water Bottles. Starting from:	€	20.000
Carbon off set - Not exclusive sponsorship	€	3.500
Bikegenerator for coffee machine supply	€	4.000

## CONGRESS APP

### Push notifications

#1 notification	€	700
#5 notifications	€	3.000
#10 notifications	€	5.800
Header/Footer/Banner	Upon request	
Sponsor's Page	€	3.500
WCPH2020 Map - Not exclusive sponsorship	€	1.000



EXHIBITION		
<b>Exhibition commercial booth</b>		
Booth cost – including BUILD UP - Rental cost per square meter: 685 € /m2	€	685
Minimum square meters per booth: 9m2		
Booth cost – without BUILD UP - Rental cost per square meter: 585 € /m2	€	585
Minimum square meters booth: 9m2		
Handling fee for each 9m2 (first general clean up and first KW included)	€	200
<b>Exhibition no commercial partner/NGOs/publishers booth</b>		
Booth cost – including BUILD UP	€	3.000
Square meters per booth: 6m2		
<b>Exhibition area for PH School</b>		
Area cost including table shell scheme	€	1.500
<b>Button challenge (booth traffic generator)</b>	€	5.000
<b>Onsite Hospitality Lounge / Suite</b>		
1 day	€	4.000
5 days	€	15.000

Please note: Prices are in EUR Euros and DO NOT include Italian Current VAT.  
VAT will be added to the final invoice unless documentation for exemption will be provided.

# 8. PARTNERSHIP PACKAGES

ITEM	FOUNDATION PARTNER	PUBLIC HEALTH CHAMPION	PUBLIC HEALTH SUPPORTER	GOLD PARTNER	SILVER PARTNER	SCHOLARSHIP PARTNER	INSTITUTIONAL PARTNER*
€	75.000	45.000	35.000	25.000	15.000	10.000	10.000
Recognition in Congress communications. Listing status as per category	x	x	x	x	x	x	x
Linkable logo on the Congress website sponsors page	x	x	x	x	x	x	x
Use of the Congress logo	x	x	x	x	x	x	x
Description (no. of words)on the Congress website, Congress Programme, App	250	250	150	100	100	150	150
Acknowledgement on Sponsor board at venue	x	x	x	x	x	x	x
Full page advertisement in the Congress Congress Programme,	2	2	1	1	1		1
Complimentary sponsor registrations	8	4	2	2	2	2	2
Exhibition Area	36	18	9				Table Area
Scientific Session			60’				60’
Pre-congress mailing invitation sent to registered attendees via Organising Secretariat			x				x
Hospitality suite in the Congress Venue	x						
Company one-page double sided flyer (max A4 format) per insert bag or displayed in a dedicated area	3	2	2	1	1		1
World Leadership Dialogues**	x						x

*\*available only for institutional or not for profit organisation*  
*\*\*Opportunity to hold a 60’ session. The price of this session is not included in the fee above and must be agreed separately*

Please note: Prices are in EUR Euros and DO NOT include Italian Current VAT.  
VAT will be added to the final invoice unless documentation for exemption will be provided.



# 9. INDIVIDUAL PARTNERSHIPS

## Programme sponsorships

Programme sponsorships enable your organisation to contribute to the overall achievements and tangible outputs of the intense programmatic work leading up to, during, and following the 16th World Congress on Public Health. The WCPH 2020 will be successful through its high quality programme delivered through bold thematic streams and by many organisations and individuals.

Sponsorships are sought to ensure essential funding for keynote speakers, leadership dialogues, strategic meetings, workshops and skills building sessions. Delegate sponsorships also play an important role by ensuring the active participation of delegates from economic hardship situations.

### World Leadership Dialogue

**€ 20.000**

Opportunity to support a 60' workshop.

### Breakfast/Morning Tea/Lunch Session Sponsorship

**30' € 10.000**

**60' € 20.000**

Opportunity to hold a 30' (breakfast slot), 60' workshop outside of the core Congress hours.

Timeslots have been designated and will be allocated on a "first come first served" basis.

Industry sponsored scientific sessions will not be running during parallel congress sessions.

Industry sponsored scientific sessions are available only for paying exhibitors.

- ✓ Room hire, standard audio-visual entitlements and one dedicated hostess will be included. Content including title, speaker details and a brief synopsis of your proposed workshop is to be sent to the Congress Scientific Secretariat for approval.
- ✓ Sponsor logo on congress website.
- ✓ Mention to be included in the Congress Programme and App.
- ✓ Any additional audio-visual requirements, speaker costs – such as travel costs, accommodation and registration fees - and food and beverage costs – such as lunch boxes - will be at the expense of the sponsoring company.

## Hospitality

**European Speaker € 3.000**

**International Speaker € 6.500**

Include registration, travel in economy class, transfer from/to airport, 4 nights' accommodation.

- ✓ Speaker of a non CME accredited session: Company name highlighted in the invitation/confirmation letters sent to the speaker.
- ✓ Speaker of an accredited CME session: it will not be possible to indicate or inform the beneficiary.

### Sponsored Delegates

**€ 3.500**

Delegates from developing countries and other underrepresented groups will be provided with registration, airfare and accommodation costs to enable

their participation in the WCPH 2020.

This is an unrestricted educational grant, it will not be possible to indicate or inform the beneficiary.

## Congress materials

The financial contribution covers the total / partial coverage of handling, storage and kit preparation costs in the case of supply by the Sponsor. It also covers the production, customisation and transport of the item in the case of supply by the Organisation.

### Pens - Exclusive sponsorship

At registration each delegate receives a pen for use during the Congress. The sponsor has the exclusive right to have its logo appear on the pen.

#5.000 pens provided from the sponsor company: **€ 2.500**

#5.000 pens provided from the Organising secretariat: **€ 7.000**

### Writing Pads - Exclusive sponsorship

At registration each delegate receives a note pad for use during the Congress. The sponsor has the exclusive right to have its logo and tag line appear on the front cover of the note pad. To be as sustainable as possible, we recommend to produce A5 format using recycled paper.

#5.000 notepads provided from the sponsor company: **€ 2.500**

#5.000 notepads provided from the Organising secretariat: **€ 7.000**

### Congress Bags - Exclusive sponsorship \*

Every registered delegate will be provided with an official Congress Bag upon registration. Each delegate Bags provide constant and frequent brand recognition to the sponsor both at the Congress and long after the event is over. The Organising Committee will ensure a quality bag is chosen in conjunction with the sponsoring company to prolong usage by delegates.

The sponsor of the Delegate Bags will have the exclusive right to have its logo and tag line appear on the Delegate Bag, along with the Congress logo.

#5.000 bags provided from the Organising secretariat: **€ 25.000**

### Company branded Lanyards - Exclusive sponsorship

Every registered delegate will be provided with an official Congress name badge together with a lanyard upon registration. Delegates will need to wear their name badge for the duration of the Congress, which will enable access to all sessions, social functions and the exhibition. The sponsor's name will be exclusively displayed on the lanyard holding the badge. This is an excellent eye level recognition opportunity for the entire days of the Congress.

#5.000 Lanyards provided from the sponsor company: **€ 5.000**

#5.000 Lanyards provided from the Organising secretariat: **€ 11.250**

### Company one-page double sided flyer (max A4 format) per insert bag or displayed in a dedicated area - € 1.500

#5.000 inserts must be provided by the sponsor company.

Deliver your promotional materials directly into the physicians' hands. Distributed to all professional attendees when they register or displayed into the dedicated area. This in-demand item is a valuable tool the attendees use when planning their visits to the Exhibition Hall. Use this high-profile opportunity to drive traffic to your booth, to showcase your company, or to draw attention to discounts or events.

Note that the material should be provided by Sponsor and must be approved by the Secretariat. No product advertisement is allowed.



### General contribution to the congress

**Unrestricted general contribution to the Congress organisation**  
**Starting from € 1.500**

### Onsite congress services

#### Transfer Timetable & Routes Panel

##### Upon request

Enjoy maximum exposure by sponsoring this important service. The free shuttle buses are the primary means of transportation to and from the hotel and the convention centre. Company name and logo appear on the signs on the buses.

Brand acknowledgement on the bus schedule page is also included in this sponsorship.

#### Congress Taxi Point - Exclusive sponsorship

**€ 6.000**

Enjoy maximum exposure by sponsoring this important service. Company logo into the dedicated paragraph in the final programme and/or on the specific signage for the taxi column.

#### Re-Charge Station

**€ 5.000 each**

Enable attendees to charge their smart phones, laptops, and other wireless devices without leaving the convention centre.

These charging stations will be placed in high-traffic areas where they will be sure to draw attention from attendees. Sponsor's artwork appears on the station along with company name on the header.

Few opportunities available.

#### Hospitality Lounge

**€ 10.000 each**

Two participants free lounge areas with sofas and tables will be set up. This opportunity is available for sponsorship.

The area will be customised with a totem/backdrop with the company logo on it.

#### Internet Connections Stations

**€ 2.000 each**

Located in prime, high-traffic locations, these clusters of computer terminals provide a "One Stop" shopping service where attendees can access e-mail. Sponsor logo will be displayed on every terminal.

Opportunity to provide mouse pads for every workstation (sponsor's production).

#### Speakers Preparation Room / Slide Centre - Exclusive sponsorship

**€ 10.000**

This room will be used by all speakers at the WCPH 2020 and provides a highly targeted branding opportunity. The sponsor of this item has the opportunity to provide materials for the speakers to use in this room.

Sponsor logo on the screen saver of every workstation

Opportunity to provide note pads, pens, mouse pads for every workstation (sponsor's production)

#### Media Room Sponsor - Exclusive sponsorship

**€ 15.000**

This room will be used by all media at the WCPH 2020 and provides a highly targeted branding opportunity. The sponsor of this item has the opportunity to provide note pads and pens for the media to use in this room.

The area will be customised with a totem/backdrop with the company logo on it.

#### E-Poster Corner

**€ 5.000 each totem**

Company logo on multimedia totems

#### Registration desk - Not exclusive sponsorship (max 3 sponsors)

**€ 10.000**

Sponsor sticker logo on registration desk.

Corners located in the registration area at the venue's entrance

#### Self-accreditation Station - Exclusive sponsorship

**€ 2.500 each station**

Sponsor sticker logo on self-accreditation corners

Corners located in the registration area at the venue's entrance

Few opportunities available.

#### Wardrobe - Exclusive sponsorship

**€ 6.000**

Company logo on the cloakroom's tickets

### Congress branding

#### Internal signage - directional signs

**€ 6.000**

Sponsor logo on n.8 directional signs - Exclusive sponsorship

Do not apply to signage in front of the CME workspaces.

#### Internal Signage - Escalator

**€ 7.000**

Company Logo will accompany congress signage on the external escalator window

#4 opportunities available

#### Healthy Route signposting

**€ 10.000**

Sentences about healthy way of life will be printed on panels spread around the location. Company logo will apply on all panels.

### Advertisements

#### Linkable Company Logo on Congress Website

**€ 1.500**

Company logo, linked to your website, will be published in the Congress website inside the Sponsor dedicated page.

#### 300 words story or video (max 2') on Congress Website

**€ 3.500**

Company video will be posted in the Congress website inside the Sponsor dedicated page.

#### Invitation mailing service

**€ 1.500**

Announcement of your workshops/symposia or any information you would like to send (content to be approved). You provide us with your html message or we may realize it for you under your instructions (upon quotation).

Your symposium/booth invitation will be sent to all registered participants around 4 weeks before the event

Only the organising secretariat will be in charge in sending the email out.

#1 emailing shoot is included in this service

#### Final Programme / Sponsor Directory - Advertisement

The Final Programme will be available to all participants as published on the website. Paper copy will be available upon request and with a contribution of 15€.





Finished art work is to be supplied by the Sponsor, by the requested date.  
The advertisement page should refer only to institutional/company communication. Advertisement of product is not allowed.

#1 inside full page: **€ 1.500**

#1 inside back cover: **€ 2.000**

#### **Final Programme / Sponsor Directory - Company Description**

It will be published on the sponsor directory (or final programme) and on the app.

Finished art work is to be supplied by the Sponsor, by the requested date.

The description should refer only to institutional/company communication.

Naming of product is not allowed.

#150 words company description - **€ 1.800**

#100 words company description - **€ 1.500**

#### **Congress Pocket Programme**

**Exclusive Sponsorship - € 13.000**

**Not Exclusive Sponsorship (max 3 sponsors) - € 4.500**

Every registered delegate will be provided with an official Congress pocket programme upon registration which will contain at glance reference material for the Congress. It will be a much used information booklet for delegates. Sponsorship includes company logo on back page.

#### **Advertisement Escalator**

**€ 20.000**

Graphics provided by the company based on the technical specification provided by the Organising Secretariat will be visible on the internal escalator window.

The description should refer only to institutional/company communication. Naming of product is not allowed.

#4 opportunities available

#### **Balustrades/windows**

**Starting from € 5.000**

Stickers on balustrades/windows

Graphics provided by the company based on the technical specification provided by the Organising Secretariat

Few opportunities available

#### **Green opportunities**

##### **Refillable Water Bottles**

**Starting from € 20.000**

As a sponsor of the water bottles, one bottle will be allocated per delegate. There will be water stations throughout the Congress venue for delegates to refill the bottle during the Congress.

##### **Carbon off set**

**€ 3.500 - Not exclusive sponsorship**

The organisation aim is to run an event as sustainable as possible. The organisation will sign up a project that calculates, reduces and offsets the CO2 emissions generated by the activities of people, organisations, events, products, companies and organisations. To do so, it will also buy carbon credits generated through the creation and protection of growing forests and the development of energy efficiency and renewable energy production projects. Be part of this project! This is an opportunity for your brand also to prolong after the event.

#### **Bikegenerator for coffee machine supply**

**€ 4.000**

The cost includes: 1 customised rollup, 2 bikes, 1 coffee machine, n. 500 coffee pods

Extra coffee pods can be purchased (0.50 € each).

Further customizations to be paid by the sponsor.

#### **Congress App**

The Congress App can be downloaded by all delegates and will contain important information including the Congress programme, session room maps, speaker biographies, exhibition booth information, and interactive information. As delegates continue to refer to the APP with greater frequency, this represents one of the most significant branding opportunities at the Congress.

#### **Push notifications**

**1 notification: € 700**

**5 notifications: € 3.000**

**10 notifications: € 5.800**

Announce your workshop or any kind of information you wish with a push notification Smartphone will ring/viber at notification's reception, delivering your information whenever you wish.

#### **Header/Footer/Banner on Congress APP**

##### **Upon request**

It is possible to have banners in each page except on the Scientific Programme one.

#### **Sponsor's Page**

**€ 3.500**

Dedicate page, with sponsors' content, to be insert into the "Sponsor" Section. The company has the opportunity to have on the App the chance to upload video and pdf resources together with photo, company description and linkable logo to its website.

The content will be approved by the Organising Committee.

#### **WCPH2020 Map**

**€ 1.000 - Non-exclusive sponsorship**

Logo on the exhibition hall map available on the App.





# 10. EXHIBITION OPPORTUNITIES

The exhibition will be a major component of the Congress and has been designed to maximise the opportunity for delegates to visit the exhibition. Exhibition booths will be arranged to maximise delegate traffic with close proximity to food & beverage service areas.

Located in the foyer of the Rome Convention Center – La Nuvola, the

exhibition will be the heart of the Congress and is located adjacent to refreshment breaks, lounge areas and internet points.

The WCPH 2020 exhibition is set to be the primary networking arena for delegates, Congress partners and exhibitors.

Please find here below the exhibition area dedicated to sponsor companies. As to space allocation **early booking**

is highly recommended to avoid disappointment.

The Organising Secretariat will assign the booth a **“first come, first served”** basis.

The Organising Secretariat could have to change the space assignment due to organisational reasons.

- Booth 3M x 2M
- Booth 3M x 3M

Updated to March 1<sup>st</sup> 2019





### Exhibition commercial booth

Booth cost – including BUILD UP  
Rental cost per square meter: € 685/m<sup>2</sup>  
Minimum booth size: 9 m<sup>2</sup> (3mx3m)  
Minimum booth cost: € 6.165  
Every 9m<sup>2</sup>, 2 exhibitor badges are included

Booth cost – without BUILD UP  
Rental cost per square meter: € 585/m<sup>2</sup>  
Minimum booth size: 9 m<sup>2</sup> (3mx3m)  
Minimum booth cost: € 5.265  
Every 9m<sup>2</sup>, 2 exhibitor badges are included  
NB: Booth designs of customised booths must be approved by the conference organiser and the safety commission of the congress centre.

Handling fee – € 200/ 9m<sup>2</sup>  
The handling fee is mandatory and to be paid every 9m<sup>2</sup> (indifferently for booth with or without build up).  
It includes the first general cleaning after set up and before the opening of the exhibition area and electricity (1st KW included, additional KW available at extra cost).

### BOOTH SHELL SCHEMES

Shell booth scheme includes:

- Frame/wall structure
- Electric lightning
- #1 table 120 cm
- #2 chairs
- #1 electric multi socket
- #1 waste bin
- Printed company name on fascia panel
- Company name in the Exhibitor list published on the website and on the final programme

Exhibition spaces do not include any extra furniture not mentioned here above. Any additional services will be available to order in the exhibitors' technical manual.

### Exhibition no commercial partner/NGOs/Publishers booth

Booth cost – including BUILD UP  
Rental cost: **€ 3.000**  
Booth size: 6 m<sup>2</sup> (3mx2m)  
Every 6m<sup>2</sup>, 2 exhibitor badges are included

### BOOTH SHELL SCHEMES

Shell booth scheme includes:

- Frame/wall structure
- Electric lightning
- #1 table
- #2 chairs
- #1 electric multi socket
- #1 waste bin
- Printed company name on fascia panel
- Company name in the Exhibitor list published on the website and on the final programme

Exhibition spaces do not include any extra furniture not mentioned here above. Any additional services will be available to order in the exhibitors' technical manual.

### Exhibition area for PH School

Area cost  
Rental cost: **€ 2.000**  
Area: 6 m<sup>2</sup> (3mx2m)  
2 exhibitor badges are included

### TABLE SHELL SCHEMES

Shell table scheme includes:

- #1 table
- #2 chairs
- #1 electric socket
- #1 waste bin
- Company name in the Exhibitor list published on the website and on the final programme

Exhibition spaces do not include any extra furniture not mentioned here above. Any additional services will be available to order in the exhibitors' technical manual.

### Button challenge (booth traffic generator)

**€ 5.000**

Supply of n.1.000 pins to be distributed to the participants during their visit to the stand.

Challenge to collect pins from involved exhibitors mentioned in the final programme and / or sponsor directory.

### Onsite Hospitality Lounge / Suite

**€ 4.000 1 day**

**€ 15.000 5 days (full congress)**

The opportunity to create your own corporate hub, close to major programme sessions and with ease of access is available for sponsorship. Exhibiting companies have the opportunity to rent private areas during the meeting. No audio- visual equipment is provided.

### Additional exhibitor registration

All Exhibitors are required to be registered and will receive a badge to wear. Exhibitor badges allow access to the exhibition area and to the welcome reception.

Exhibitors are entitled to catering services if any.

Additional Exhibitor badge can be purchased at **€ 250** vat excluded.

Additional Exhibitor registration rates are only available for exhibiting personnel of exhibiting companies to the WCPH 2020.

Please note that while our Partners will be given priority placement within the exhibition, early commitment will ensure that your organisation can secure a prominent location on the exhibition floor plan. As the space is limited we expect the exhibition to sell out.

Our Sponsorship and Exhibition team will be delighted to discuss the benefits of upgrading your exhibit to maximise your exhibition presence.



# 11. CONGRESS REGISTRATION FEES

CATEGORIES	LOW COST* from 15/03/2019 to 30/11/2019	EARLY until 01/05/2020	STANDARD	ONSITE
Delegate – member of WFPHA, EUPHA, SItI**		€ 620,00	€ 690,00	
Delegate – non member		€ 700,00	€ 770,00	
Emerging countries***	€ 349,00	€ 450,00	€ 575,00	
Student ****	€ 319,00	€ 390,00	€ 450,00	
One Day Registration (delegate)*****	not available	not available	not available	€ 190,00
One Day Registration (student)*****	not available	not available	not available	€ 110,00
Pre-conferences and short courses half-day *****	not available	to be announced	to be announced	
Pre-conferences and short courses full-day *****	not available	to be announced	to be announced	

Italian current VAT is included.

\* Low Cost fees are NOT transferable. Cancellations by 31-12-2019: 100% refund, less 100€ administrative fees. No refund after this date.

\*\* Members of WFPHA, EUPHA and SItI societies qualify for discounted registration rates. Once selected the association, proof of payment of membership fee for the current year and / or membership registration card number is required to finalise the registration.

\*\*\* Emerging countries are those state as “low-income” and “lower-middle income” as per World Bank country classifications. For a complete list of these countries, please check the World Bank website.

\*\*\*\* Person doing for the first time an internship or studies of postgraduate medical training (up to specialization, students full-time enrolled in a college or university. Part-time students, post doctoral and PhD candidates with an income, and others that cannot meet the above requirements are NOT eligible for the discounted student rate. Proof of status is required to finalise the registration.

\*\*\*\*\* One-day registration fees will be available for purchase only on site. Max one/participant.

\*\*\*\*\* Only registered delegates are allowed to attend short courses. Not registered delegates are allowed to attend pre-conferences.

Delegates registration fee includes:

- Admission to plenary sessions, parallel sessions, lunch symposiums, World Leadership Dialogues, poster and exhibition areas
- Admission to the Welcome Ceremony
- Catering services (if any)
- Congress Bag
- Congress Programme (paper version only if purchased during registration)
- Congress App
- Three-month subscription to the European Journal of Public Health
- Congress Newsletter(s) prior to the conference with the latest updates on the programme
- Certificate of Attendance (except for pre-conference attendance only)

Scientific Programme sessions are open to registered delegates only.

Only two industry representatives per company may enter to Scientific Programme sessions and should not wear any identifiable mark.

## Cancellation Policy

All cancellations must be notified in writing (by email) to the Registration Department (registration@wcpH2020.com; wcpH2020groupregistration@wcpH2020.com) according to the following policy:

- Low Cost cancellation received in writing **by 31<sup>st</sup> December 2019** are entitled to **100% refund**, less 100€ administrative fees. No refund after this date.
- Cancellations received in writing **by 12 March, 2020** are entitled to **100% refund**, less administrative fees;
- Cancellations received in writing **between 13 March, 2020 and 12 July, 2020** are entitled to **50% refund**, less administrative fees;
- Cancellations received **on or after 13 July, 2020** - **no refund** shall be due;

More information about registration fees are available on the website [www.wcpH2020.com](http://www.wcpH2020.com)



# 12. GENERAL INFORMATION

All Sponsors will be treated on a “first come, first served” basis within the sponsorship category. As to space allocation early booking is highly recommended to avoid disappointment.

The sponsorship opportunities listed are not exhaustive and may vary according to medical regulations in force. Please enquire with the secretariat, prepared to examine any other form of sponsorship which might be envisaged, as well as special sponsorship. All sponsorship items include acknowledgement in all official congress documents and the congress website.

Please inform the secretariat should you need to be compliant with a specific regulation (EFPIA, MedTech, etc...).

For organisational reasons, please inform the secretariat about your preferred opportunities no later than **December 15, 2019**.

## SPONSORSHIP AND EXHIBITION APPLICATIONS AND CONDITIONS

Sponsorship and exhibition applications must be received in writing.

A written confirmation will be sent by the organising secretariat along with a contract to be signed.

A tax invoice will be issued upon receipt of the contract signed.

Full payment must be made within 30 days from date of invoice

Sponsorship will not be assigned without a signed contract and full payment.

The Organisers reserve the right at their total discretion to decline any application. All payments must be made in Euros.

Payment can be made via bank transfer and credit card. Bank transaction fees and/or administrative fees will be covered by the sponsor

If the full payment is not received, the Congress Office has the right to review the Sponsorship commitment and withdraw the application.

In case of a failure to comply with the contact terms and conditions, the secretariat will be free re-allocate the exhibition spaces, services and packages agreed to others.

## CONDITIONS OF PAYMENT

A **50% deposit is required upon confirmation** of your Congress partnership item and/or booth number. **Full payment will be due 1st April 2020**. For sponsorship agreement stipulated after 1st April 2020 a full payment will be request immediately

Payment must be made for all Congress partnership and exhibition monies prior to close of business 1st April 2020. Failure to do so may result in your Congress partnership item or exhibition stand being released again for sale.

## SPONSORSHIP AND EXHIBITION CANCELLATION POLICY

In exceptional circumstances the Organisers will be prepared to consider cancellation of their Contract with a Sponsor or Exhibitor but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing;
- That the reason given for the cancellation is, in the opinion of the Organiser, well founded;
- That the Sponsor or Exhibitor agrees that the Organisers shall retain 25% of the contract price if the cancellation is accepted more than six months before the Congress, 50% of the contract price if the cancellation is accepted between six and three months prior to the Congress and 100% of the contract price of the cancellation is accepted within three months of the Congress.

Cancellation will not be considered if the Organisers deem that sponsorship entitlements have already been provided prior to the submission of cancellation.

## ACKNOWLEDGEMENT

Sponsorship levels will be assigned as per company total investment in the congress.

Sponsors will be acknowledged as follows:

FOUNDATION PARTNER	€ 75.000
PUBLIC HEALTH CHAMPION	€ 45.000
PUBLIC HEALTH SUPPORTER	€ 35.000
GOLD PARTNER	€ 25.000
SILVER PARTNER	€ 15.000
SCHOLARSHIP PARTNER	€ 10.000
INSTITUTIONAL PARTNER*	€ 10.000

\*Only for institutional and not for profit organisation

## VAT/CHARGES

**All prices indicated are current VAT excluded.** VAT at the actual rate of 22%, will be added to all presented costs and must be paid as invoiced. The organisers of the WCPH 2020 reserves the right to increase presented costs should VAT or any other official charges be imposed/alterd by law.

Please inform the Organising Secretariat should you be invoiced with VAT exemption and provide us with the necessary administrative documents.

## MEDICAL REGULATIONS, AIFA & MEDTECH PROCEDURES

Please inform the secretariat should you need to be compliant with a specific regulation such as EFPIA, MedTech or others. The sponsors should select among the opportunities those compliant with the regulation they subscribed. The Organisers will do their best to offer an event compliant with the different regulations in force.

Please note that, to make the accreditation of the event and preregistration at the **AIFA** (Italian Medicines Agency) and **MedTech Vetting System**, mandatory to sponsor, it will be necessary to receive written confirmation of your participation (contract duly signed for approval) not later than **June 1st, 2020**. The organising secretariat will take care of submitting the preregistration to the competent Unit of the Italian Medicines Agency (AIFA) at least 70 days (July 16th, 2020) before the event so that Italian companies can update and validate their requests within the required timing (60 days - July 26th, 2020). The organising secretariat will also take care of submitting the event for standard approval on the MedTech Vetting System at least 120 days before the event.

## WFPHA REGULATION

Under no circumstances will the WFPHA nor events partners accept advertising, funding donation or sponsorship from companies who practise and/or products may present a threat to public health. These includes (but are not limited to) tobacco and alcohol companies as well as manufactures and merchants of firearms and weapon of mass destruction.

## CME

The European Accreditation will be requested by the Organising Secretariat through a Provider to be named for continuing medical education (CME). The ECM accreditation with the Italian Ministry of Health will NOT be requested. There are existing agreements of mutual recognition of continuing medical education (CME) credit with the European Union of Medical Specialties (UEMS), especially but not only with USA and Canada. Physicians should apply to these processes by themselves.





### **FORCE MAJEURE**

For reasons beyond the control of, or in cases of force majeure, the organiser may change the date of the event, decrease or extend the duration and change timing. In such exceptional cases, the exhibitor has no right to demand the cancellation of the contract. If, for any reason, including force majeure, the event could not take place, the funds available after commitments have been adjusted, will be allocated among the exhibitors in proportion to the individual payments made. In all these cases, the exhibitors cannot, for whatever purpose or reason sue the Organisation for damages.

### **GOVERNING LAW**

This sponsorship is made and shall be governed under Italian Law. Exclusive jurisdiction and venue of any actions arising out of, or relating to or in any way connected to this sponsorship, its negotiation or termination, or the event, will be in the courts of Rome, Italy.

### **TECHNICAL EXHIBITION MANUAL**

A detailed exhibition manual containing technical information and move in and out times will be made available to all sponsors, exhibitors and Congress partners around June 2020.

In addition to the general and practical information, this file will also include information on all optional facilities such as: power supply, furniture rental, etc.

### **CONTACT**

Applications for Sponsorship and/or exhibition must be made in writing.

Please send an email to: **[sponsor@wcpH2020.com](mailto:sponsor@wcpH2020.com)**

We are at your disposal to ensure your marketing goals.

We value our relationships with sponsors and are constantly striving to provide you with the service and benefits that will give your company maximum satisfaction for your sponsorship.

Your ideas and suggestions on how WCPH2020 can best meet your needs as a sponsor are always appreciated.

***Thank you for your confidence & support.***





# 2020

## 16<sup>TH</sup> WORLD CONGRESS ON PUBLIC HEALTH



### CONTACT US

PROFESSIONAL CONFERENCE ORGANISER:



TRIUMPH ITALY SRL  
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+39 06 35 53 04 14

General enquiries: [info@wcph2020.com](mailto:info@wcph2020.com)  
Sponsorship and exhibition opportunities: [sponsor@wcph2020.com](mailto:sponsor@wcph2020.com)  
Registration: [registration@wcph2020.com](mailto:registration@wcph2020.com)  
Accommodation: [housing@wcph2020.com](mailto:housing@wcph2020.com)