



3Rs in transition From development to application

**11th World Congress on Alternatives
and Animal Use in the Life Sciences**

Sponsorship Prospectus

23-27 August 2020

MECC Maastricht – The Netherlands



3RS IN TRANSITION: FROM DEVELOPMENT TO APPLICATION

Invitation from Professor Jos Kleinjans and Dr. Janny van den Eijnden-van Raaij,

As chair of the Local Organizing Committee, it is my pleasure to invite you to be part of the 2020 World Congress on Alternatives and Animals in the Life Sciences (WC11), which will be held on 23-24 August 2020 in Maastricht, The Netherlands, Europe.

The 2017 World Congress (WC10) in Seattle showed again a growing interest from scientists, regulators and policymakers in the field of alternatives. Experts from various business sectors, including Pharma, Biologicals, Food, Cosmetics and Chemicals, were also in attendance, as the congress provides an opportunity to network and engage on novel approaches and technologies.

This is your opportunity to be part of this unique, innovative and excellent world congress. The theme of this congress is "3Rs in transition: from development to application". WC11 promises to attract leading scientists and decision makers from all over the world. We will provide a multidisciplinary program ranging from more traditional themes such as replacement, reduction and refinement (3Rs) of animal use in life sciences and safety assessment to the very latest developments and novel technologies for studying disease mechanisms in non-animal models. The ethical aspects of animal use in life sciences will also be part of the program. This congress will provide an excellent opportunity for you to engage with an international audience of more than 1,000 scientists, policymakers and innovators in the fields of The Three Rs. It also provides you with the perfect stage to present your latest innovations to the most relevant user groups in the field.

The congress will take place in the MECC Convention Centre. The MECC is located at the heart of the Maastricht Health Campus. The exhibition area, combined with the poster and break areas, will be placed at the centre of the congress to provide you with maximum visibility.

We hope that you are as enthusiastic about WC11 as we are! We look forward to seeing you in Maastricht in 2020!

Jos Kleinjans (chair) and Janny van den Eijnden-van Raaij (co-chair)
on behalf of the organizing committee

WHY SPONSOR?

Reasons why your Business should be sponsoring

Put Your Business in the Spotlight

Having a presence at our conference positions you and your business as an authority in your industry. You gain respect and credibility by standing out from the pack of attendees and prominently displaying your products and marketing materials. Instead of just attending the event and looking for people to share your business card with, sponsorship brings attendees who are eager to find out about your business directly to you.

Get in front of your Target Market

The WC11 organizers are spending time and money marketing the WC11 Congress to your target audience, bringing these attendees into the room. Your job is to come prepared to take full advantage of this opportunity by making sure you create eye-catching, professional signs, marketing materials and product displays that draw attendees to you.

Lead Generation and New Contacts

Be sure to have some sort of lead generation system in place during the days of the WC11 Congress. People will give up business cards and email addresses in exchange for a chance to win a great prize in a draw, samples or even chocolates and other promotional item giveaways.

Get Your Brand Noticed

Being featured in the program book of the WC11 Congress, on the website with your logo and having an item in the gift bags are all great ways to leverage your sponsorship and get brand recognition.

New Clients, New Customers, New Business

Not only are the attendees of the WC11 Congress potential new clients and customers, so are your fellow sponsors and vendors! You can form new business partnerships, meet like-minded business professionals in complimentary businesses with which you share the same target market but are not in competition.

Give attendees a "taste" of your business

Bringing samples to the WC11 Congress as giveaways is a terrific way to capture the attention of attendees. Be creative and think of out-of-the-box ways to stand out. By sharing a sample or trial offer of your product, you engage attendees and increase your chances of turning them into new customers..

Market Your Business Inexpensively

We all know how much advertising your business can cost. It can run into a thousand dollars or more to place an ad in a well-known local publication that will appear only once! Spending that same amount or less as a sponsor or vendor at WC11 Congress is a much wiser investment that will bring a greater return on investment. Remember, you will be in the same room with hundreds of attendees who are your target market. By leveraging the WC11 Congress to your advantage, there will be no limit on your potential ROI.

WHAT IS WC11?

WC11

11th World Congress on Alternatives and Animal Use in the Life Sciences 2020

WC11 stands for "11th World Congress on Alternatives and Animal Use in the Life Sciences 2020". The Alternative Congress Trust (ACT) in Baltimore, MD, USA in 1993 launched the first in a series of world congresses, to be hosted by various countries at two or three year intervals. Over the years, subsequent World Congresses (WCs) have been organized in Utrecht (The Netherlands), Bologna (Italy), New Orleans (USA), Berlin (Germany), Tokyo (Japan), Rome (Italy), Montreal (Canada), Prague (Czech Republic) and Seattle (USA). The 11th WC will be held in Maastricht (NL) in 2020.

Local Organizing Committee members

Prof. Dr. Jos Kleinjans (chair)
Maastricht University, the Netherlands

Dr. Janny van den Eijnden-van Raaij (co-chair)
Institute for Human Organ and Disease Model Technologies, the Netherlands

Prof. Dr. Aldert H. Piersma
Utrecht University, the Netherlands

Prof. Dr. Mathieu Vinken
Vrije Universiteit Brussel, Belgium

Dr. Anne Kienhuis
Nat. Institute for Public Health and the Environment, the Netherlands

Dr. Rob Taalman
Cosmetics Europe

Dr. Janine Ezendam
Nat. Institute for Public Health and the Environment, the Netherlands

Prof. Dr. Johan W.M. van Heemskerck
Maastricht University, the Netherlands

Prof. Dr. Bas J. Blaauboer
Utrecht University, the Netherlands

Prof. Dr. Coenraad Hendriksen
Utrecht University, the Netherlands

Dr. Cyrille A.M. Krul
University of Applied Sciences Utrecht, the Netherlands

Dr. Pascale L.P. Van Loo
TNO Triskelion BV, the Netherlands

Dr. Jan van Benthem
Nat. Institute for Public Health and the Environment, the Netherlands

Dr. Erica van Oort
The Netherlands Organisation for Health Research and Development, the Netherlands

Dr. Irene Manou
European Partnership for Alternative Approaches to Animal Testing, Brussels, Belgium

Prof. Dr. Robert Passier
University of Twente, the Netherlands

Prof. Dr. Ellen Fritsche
Heinrich-Heine-Universität Düsseldorf, Germany

Mag. Renate Weissenhorn
European Partnership for Alternative Approaches to Animal Testing, Brussels, Belgium

Dr. Gianni Dal Negro
RD Platform Technology & Science, GSK, Hertfordshire, United Kingdom

Dr. Nicolas Rivron
Maastricht University, the Netherlands

Dr. Ad Peijnenburg
Wageningen University & Research, Wageningen, the Netherlands

Dr. Saskai Aan
Dutch Society for the Replacement of Animal Testing, The Hague, the Netherlands

Marjolein Schilders-van Boxel, BSc
The Netherlands National Committee for the protection of animals used for scientific purposes (NCad), The Hague, the Netherlands

Dr. Kirsty Reid
EFPIA - European Federation of Pharmaceutical Industries and Associations

Dr. Hans Ketelslegers
Concawe



Multidisciplinary program covering more traditional themes as well as very latest issues and novel developments in the field of alternatives to animal testing

CONFERENCE THEMES

3Rs in transition: from development to application

In planning the program, the Organizers shall make a particular effort to reach out to the various specialty groups (e.g. the EU Platforms and Centers, other world 3Rs centers, FRAME, InterNiche, the animal NGOs, ICCVAM, JACVAM, AN-ZCCART, the CCAC, etc.) to solicit input and ideas from them about possible program elements and speakers.

In addition to keynote lectures presented by high-profile scientists from multiple disciplines relevant for the 3Rs, sharing visionary perspectives in plenary sessions, the program will consist of a series of symposia, thematic workshops, debates (stakeholder debate to facilitate/push transition) and poster sessions, that all aim to support continuing education and training, stimulating interactions and networking. Both basic and more advanced sessions will be offered to the participants, relevant for those who aim to learn about new approaches and techniques, or intended specifically for those with prior knowledge or experience in a specific field within alternatives and animal use in the Life Sciences.

In particular, we intend to offer the floor to young scientists, during the symposia and the workshops as well within the context of specific sessions where young researchers will be challenged to share their opinions on ground-breaking 3R-related issues. The organizers will establish a “Young Scientist” competition. This will entail offering travel scholarships for selected and qualified scientists under 35 years old, as of the end of the year before the Congress, to make presentations at the Congress. The award winners for this “Young Scientist” program shall be listed and highlighted in the program. The presentations will be part of the regular programming rather than segregated into a special “young scientist” segment.

Furthermore, we propose to invite school children from the Maastricht region to suggest and present issues for the stakeholders’ discussion.



CITY OF MAASTRICHT

Maastricht, the oldest city in the Netherlands, lies at the heart of a Euregion of 4 million people who live in 3 countries and speak 4 languages. With a history stretching back some 2,000 years, the Romans, Spaniards, French and Germans have all left their mark in Maastricht. The energy that this generates has resulted in a city that is bursting with creativity, with researchers and with young innovators.

Maastricht has superb international facilities and regularly organizes similar congresses. The MECC convention centre is situated physically in the grounds of the Maastricht Health Campus. Maastricht is a very attractive tourist destination in the Netherlands with historic buildings, trendy designer shops, beautiful churches, adventure-filled caves, tantalizing menus and welcoming café terraces. Maastricht is a dynamic, historic city which is easy to get around. Hotel and traffic infrastructure is very convenient, and Maastricht is easily accessible by plane, train and by car due to its central location in the heart of Europe

HEART OF
A EUREGION

4 mln
people

3
countries

2000 years
old

4
languages

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are an excellent way to keep your company's name out front. We offer Platinum, Gold, Silver and Bronze levels. In addition, you can also choose to be an Exhibitor or Advertiser only. Individual Sponsor Opportunities are available as well. Sponsorships are a critical tool in your marketing efforts and an ideal way to ensure your sales and marketing messages are seen and heard.

	Platinum	Gold	Silver	Bronze	Exhibitor	Advertiser
	€ 120,000.00	€ 80,000.00	€ 40,000.00	€ 10,000.00	€ 5,000.00	€ 5,000.00
PACKAGE INCLUSIONS						
A-la-carte add-ons	25% discount	15% discount	10% discount	5% discount		
SOCIAL ELEMENTS						
Exclusive sponsor of the Welcome Reception	✓					
Exclusive sponsor of 1 Lunch or Coffee Break		✓				
EXHIBIT ELEMENTS						
Booth space	upon request	3x6m	3x4m	3x3m	3x3m	
Inclusion on Expo Hall map (website / program & App)	✓	✓	✓	✓	✓	
Booth Amenities	All booths include electricity, 1 table, 2 chairs, Wi-Fi, standard carpet and a waste basket				All booths include electricity, 1 table, 2 chairs, Wi-Fi, standard carpet and a waste basket	
ACCESS						
Full Congress passes	8	6	4	2	1	1
Expo Only passes	8	6	4	2	2	
BRANDING & COMMUNICATIONS						
Company logo & URL on website	✓	✓	✓	✓	✓	✓
Company description on website	300 words	200 words	100 words	75 words		
Mobile app promotion	Logo, URL & 200-word company description	Logo, URL & 100-word company description	Logo, URL & 75-word company description	Logo, URL & 50-word company description		Logo & URL
Digital ad during WC11	✓	✓	✓	✓		✓
Insert in congress bag	✓	✓	✓	✓		
Social Media recognition	✓	✓	✓	✓		
Advertisement in Congress Program	1 page full colour	1/2 page full colour	1/3 page full colour			
Advertisement in Congress Abstract Book	1 page full colour	1/2 page full colour	1/3 page full colour			
COMPLETE PRESENCE						
Private suite	✓					
Innovation Lab presentations	2	1				

Platinum Sponsor

PRICE: € 120,000

This sponsorship opportunity is the sure-fire way to put your company at the forefront of the WC11 congress. The platinum sponsorship package includes exclusive marketing opportunities and guarantees maximum exposure. Take advantage of being our most valued sponsor with premium benefits during the congress.

Includes 25% discount on A-la-carte add-ons (see page: 14)

SOCIAL ELEMENTS

- Exclusive sponsor of the Welcome Reception

EXHIBIT ELEMENTS ¹

- Booth space with prominent location in the Expo Hall
- Inclusion on Expo Hall map (website / in program & App)

ACCESS

- 8 Full Congress passes
- 8 Expo-Only passes ²

BRANDING AND COMMUNICATIONS

- Premier placement of sponsor logo and link on the WC11 congress website home page
- Sponsor logo, URL and 300 word custom company description on WC11 sponsor page
- Mobile App recognition in sponsor section of congress app
- Digital ad to be displayed throughout WC11
- Promotion insert in congress bag
- Acknowledgement via official Twitter, Facebook and LinkedIn pages of WC11
- 1 page full colour advertisement in the Congress Program (inside pages)
- 1 page full colour advertisement in the Abstract Book (inside pages)

COMPLETE PRESENCE

- A dedicated private suite in the venue for the duration of WC11 including tables and seating for up to 10 people. AV & hard-line internet can be arranged for an additional fee, at cost to Sponsor
- 2 Innovation Lab presentations (in Expo Hall)

Gold Sponsor

PRICE: € 80,000

Stand out amongst the crowd by having one of the largest footprints in the Expo Hall. Gold sponsors will get benefits that attendees are sure to take note of. Being the second-highest sponsor will guarantee multiple opportunities to put your message in the spotlight.

Includes 15% discount on A-la-carte add-ons (see page: 14)

SOCIAL ELEMENTS

- Exclusive sponsor of 1 Lunch or Coffee Break

EXHIBIT ELEMENTS ¹

- 3x6m booth space with prominent location in the Expo Hall
- Inclusion on Expo Hall map (website / in program & App)

ACCESS

- 6 Full Congress passes
- 6 Expo-Only passes ²

BRANDING AND COMMUNICATIONS

- Premier placement of sponsor logo and link on the WC11 congress website home page
- Sponsor logo, URL and 200 word custom company description on WC11 sponsor page
- Mobile App recognition in sponsor section of congress app
- Digital ad to be displayed throughout WC11
- Promotion insert in congress bag
- Acknowledgement via official Twitter, Facebook and LinkedIn pages of WC11
- 1/2 page full colour advertisement in the Congress Program (inside pages)
- 1/2 page full colour advertisement in the Abstract Book (inside pages)

COMPLETE PRESENCE

- 1 Innovation Lab presentation (in Expo Hall)

Silver Sponsor

PRICE: € 40,000

Get the full-spectrum sponsorship platform to spread your marketing message and expand brand awareness. Silver Sponsors will capture the attention of attendees with a prominent location in the Expo Hall.

Includes 10% discount on A-la-carte add-ons (see page: 14)

EXHIBIT ELEMENTS ¹

- 3x4m booth space in the Expo Hall
- Inclusion on Expo Hall map (website / in program & App)

ACCESS

- 4 Full Congress passes
- 4 Expo-Only passes ²

BRANDING AND COMMUNICATIONS

- Sponsor logo, URL and 100 word custom company description on WC11 sponsor page
- Mobile App recognition in sponsor section of congress app
- Digital ad to be displayed throughout WC11
- Promotion insert in congress bag
- Acknowledgement via official Twitter, Facebook and LinkedIn pages of WC11
- 1/3 page full colour advertisement in the Congress Program (inside pages)
- 1/3 page full colour advertisement in the Abstract Book (inside pages)

Bronze Sponsor

PRICE: € 10,000

Get noticed! Boost your business and make a lasting impact as a Bronze Sponsor. Get a guaranteed space in our Expo Hall and showcase your brand.

Includes 5% discount on A-la-carte add-ons (see page: 14)

EXHIBIT ELEMENTS ¹

- 3x3m booth space in the Expo Hall
- Inclusion on Expo Hall map (website / in program & App)

ACCESS

- 2 Full Congress passes
- 2 Expo-Only passes ²

BRANDING AND COMMUNICATIONS

- Sponsor logo, URL and 75 word custom company description on WC11 sponsor page
- Mobile App recognition in sponsor section of congress app
- Digital ad to be displayed throughout WC11
- Promotion insert in congress bag
- Acknowledgement via official Twitter, Facebook and LinkedIn pages of WC11

Exhibitor

PRICE: € 5,000

This is the perfect opportunity to introduce and elevate your brand in our Expo Hall that attendees will visit every day.

Includes:

EXHIBIT ELEMENTS ¹

- 3x3m booth space in the Expo Hall
- Inclusion on Expo Hall map (website / in program & App)

ACCESS

- 1 Full Congress pass
- 2 Expo-Only passes ²

BRANDING AND COMMUNICATIONS

- Sponsor logo and URL on WC11 exhibitors page

Advertiser

PRICE: € 5,000

Imagine your company name and message digitally displayed during preparation and throughout the WC11 congress repeatedly, during event hours to all attendees.

Includes:

ACCESS

- 1 Full Congress pass

BRANDING AND COMMUNICATIONS

- Sponsor logo and URL on WC11 exhibitors page
- Mobile App recognition in sponsor section of congress app
- Digital ad to be displayed throughout WC11

¹ All booths include electricity, 1 table, 2 chairs, Wi-Fi, standard carpet and a waste basket

² Includes Expo Hall, meals and Social Programs only. Expo-Only does not allow access to Scientific Program. Additional Expo Passes will be available for purchase.

A-LA-CARTE ADD-ONS

We've put together a diverse menu of sponsorship opportunities—but sometimes you crave a little something extra. Customize your sponsorship experience by purchasing à la carte enhancements. These are designed to promote brand awareness, drive booth traffic, and engage attendees. Some a

la carte enhancements are available only to existing WC11 sponsors. Submit your selections by October 1, 2018. Availability is on a first-come, first-served basis.

Stay tuned for additional opportunities to be released soon.

Knowledge Bar

PRICE: € 50,000

AVAILABILITY: Exclusive

Maastricht is famous for its very rich social scene, especially the many restaurants and bars. Nowhere in the Netherlands is the density of bars as high as in Maastricht. You can have your own Maastricht local bar on the exhibition floor. Feature your experts to serve-up advice on specific topics and insights. A casual environment encourages attendee engagement. And of course, drinks are included!

* Item will be tailor made, contact us for more information.

Innovation Lab presentations

PRICE: € 5,000

AVAILABILITY: 10

Situated at the heart of the Expo Hall, the Innovation Lab is the place to be for showcasing your latest solution through a technical presentation, new product launches, and Q&A with attendees. Here, feature your experts to serve up advice on specific topics and insights in a casual environment for significant attendee engagement. The Innovation Lab also serves as the stage for the elevator pitches, to present start-ups and new innovators.

* One pre-approved, 15-minute presentation on dedicated stage

* One pre-approved, 60-second video to play on loop real during off hours, specs for video provided by organisation

* Promotions on the official congress website and Mobile App

Name title "Best Upcoming Scientist Award"

PRICE: € 25,000

AVAILABILITY: Exclusive

Be the name sponsor for the "Best Upcoming Scientist Award" to be handed over during the WC11 closing ceremony.

* Item will be tailor made, contact us for more information.

Other A-La-Carte Add-Ons

Item	Type	* Availability	Price	Description	Benefits
Sustainability Sponsor	BRAND AWARENESS	* Exclusive	€ 25,000.00	Make the WC11 congress green by providing all participants with co-branded water bottles, sustainable pens and notes and a digital ad to promote your company's green initiatives, your sponsorship and company values will be heard loud and clear throughout WC11!	<ul style="list-style-type: none"> • Co-branded water bottles • Co-branded sustainable pens and notes • Digital ad promotion signage throughout the congress (sponsor to provide ad) • Mobile app promotion
Evening Cruise on the River Meuse	SOCIAL ITEMS	* 2 available	€ 20,000.00	Host your own private cruise on the River Meuse in close collaboration with Maastricht's famous shipping company, Stiphout.	<ul style="list-style-type: none"> • Item will be tailor made, contact us for more information.
Registration Area	BRAND AWARENESS	* Exclusive	€ 15,000.00	Feature your company logo on pre-registration tool and final confirmation emails as well as the prominent registration area, every attendee's first-stop to pick up their congress badge and materials.	<ul style="list-style-type: none"> • Company logo on pre-registration tool and final confirmation emails • Co-branded registration area • Digital ad promotion signage throughout the congress (sponsor to provide ad) • Mobile app promotion
Mobile App	BRAND AWARENESS	* Exclusive	€ 10,000.00	Our mobile application will put all congress details at the user's finger tips on their iPhone, Androids and Blackberry devices. A banner and direct link to your website is included.	<ul style="list-style-type: none"> • Digital ad promotion signage throughout the congress (sponsor to provide ad) • Mobile app promotion • A mobile banner and direct link to website
Exclusive sponsor of a Lunch / Coffee Break	SOCIAL ITEMS	* 4 available	€ 10,000.00	As the name sponsor of a Coffee Break or Lunch you will have the opportunity to distribute a piece of collateral or small gift at the break. Two available per day across two conference days.	<ul style="list-style-type: none"> • Company name mentioned at congress program at specific break or lunch • Co-branded serveware • Pre-approved collateral/gift to be passed at attendee breaks
Lanyards	BRAND AWARENESS	Exclusive	€ 7,500.00	Your company logo will be placed on lanyards distributed to all WC11 attendees.	<ul style="list-style-type: none"> • Co-branded lanyards
Power Up!	BRAND AWARENESS	2 available	€ 5,000.00	Power up your brand's congress visibility by sponsoring branded congress charging stations.	<ul style="list-style-type: none"> • 2 company branded charging stations
Onsite meeting room	SOCIAL ITEMS	5 available	€ 5,000.00	Reserve a private meeting room for client meetings, or as a gathering spot for staff during the congress. Meeting rooms are for one day only.	<ul style="list-style-type: none"> • Private meeting room for one day • Onsite signage • Meeting room add ons (F&B, electrical, AV) is at sponsor's expense
Insert in Congress Bag	BRAND AWARENESS	10 available	€ 3,000.00	Get the chance to drop your name inside the congress bag, distributed to all full congress attendees.	<ul style="list-style-type: none"> • One pre-approved piece of literature, provided by sponsor, for submission into the congress bag
Social Media	BRAND AWARENESS	10 available	€ 2,500.00	Get the chance to spread your name throughout all WC11 official social media followers.	<ul style="list-style-type: none"> • Two pre-approved posts on WC11 official Facebook, LinkedIn and Twitter account.
Digital ad during WC11	BRAND AWARENESS	10 available	€ 1,500.00	Imagine your company name and message digitally displayed throughout the congress repeatedly, during event hours to all attendees.	<ul style="list-style-type: none"> • One digital ad to be rotated throughout select digital signage at the congress • Position of digital displays driven by organisation • Organisation to pre-approve ad

* must be purchased with sponsor package



For more information on opportunities available for sponsors, exhibitors and advertisers please contact the conference organisers.

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