



STOCKHOLM  
PSWC  
21-24 May 2017



6<sup>th</sup> FIP Pharmaceutical

Sciences World Congress

Sponsor &

Exhibition Prospectus



## GREETINGS FROM THE CONGRESS CHAIR

On behalf of the International Pharmaceutical Federation (FIP) Board of Pharmaceutical Sciences (BPS), we are pleased to announce that the sixth Pharmaceutical Sciences World Congress (PSWC) will take place in Stockholm, Sweden, 21-24 May 2017:

**“FUTURE MEDICINES FOR ONE WORLD”.**

### ***Systems approaches to drug discovery, development and clinical usage***

With this conference, FIP wants to take a critical step in driving a discussion to establish how different disciplines in the pharmaceutical sciences and stakeholders should interact at a global level to advance science as whole and to realise a future "Medicines for one world" agenda. Leading scientists, small/medium/big pharmaceutical companies, regulators, government officials, physicians, and many others will join us in this comprehensive discussion. Moreover, PSWC 2017 will foster the development of a new generation of visionary and ground-breaking pharmaceutical scientists via special activities for young researchers.

We would like to invite you to become a partner for PSWC 2017 and join us in discussing cutting-edge research, promising developments, breakthrough technologies and treatments. Enlarge your knowledge with the sessions, debates, posters and many opportunities to network with world-renowned experts.

Some of the leading pharmaceutical companies, learned societies, and educational & research organisations have already joined us. This prospectus will provide you with more information about the exhibition and sponsorship opportunities.

The 2017 PSWC Programme committee and the local organising committee in Stockholm are looking forward to creating an event that equals previous PSWC's in scope and opportunities for advancing pharmaceutical sciences on a global level.

Join us in Stockholm at the 2017 PSWC.



Meindert Danhof  
Chair of PSWC 2017



Giovanni Pauletti  
FIP Scientific Secretary

Co-organised:



Local Organiser:



## About FIP PSWC 2017

### International Scientific Programme committee

Members of the committee are:

<b>Meindert Danhof - chair</b>	<b>Leiden University, the Netherlands</b>
Per Artursson	Uppsala University, Sweden
Kathy Giacomini	University of California San Francisco, United States
Bert Leufkens	Utrecht University, the Netherlands
Ross Mckinnon,	Flinders University, Australia
Giovanni Pauletti	University of Cincinnati, United States
Hiroshi Suzuki	University of Tokyo, Japan
Richard Bergström	European Federation of Pharmaceutical Industries and Associations
Steve Kearns	Bill Gates Foundation
Pierre Meulien	Innovative Medicines Initiative
Tomas Salmonson	European Medicines agency



### Local Hospitality Committee

<b>Karin Meyer – Chair</b>	<b>Swedish Pharmaceutical Society, Sweden</b>
Göran Alderborn	Uppsala University, Sweden
Per Artursson	Uppsala University, Sweden
Erik Björk	Uppsala University, Sweden
Anders Blanck	Swedish Drug Association
Carlos Vaca Falconi	Swedish Pharmaceutical Society, Sweden
Sven Frøkjær	University of Copenhagen, Denmark
Jouni Hirvonen	University of Helsinki, Finland
Anna Sandström	AstraZeneca
Henrik Schultz	University of Oslo, Norway

### Young Scientific Committee – University of Uppsala, Sweden

<b>Rebecka Isaksson – Chair</b>	<b>Department of Medicinal Chemistry</b>
Caroline Alvebratt	Department of Pharmacy
Ilse Dubbleboer	Department of Pharmacy
Moustafa Mahmoud	Department of Pharmaceutical Biosciences
Erik Melander	Department of Pharmaceutical Biosciences
Elisabet Vikeved	Department of Medicinal Chemistry

## Why Support or Exhibit at PSWC 2017

Engaging with PSWC 2017 will showcase your organisation to the global world of pharmaceutical scientist & professionals, giving you a unique opportunity to demonstrate your products and services to a receptive and targeted audience of influencers.

Your organisation will:

- be promoted in the lead up to PSWC 2017 through FIP Journals and news publications that reach a connected audience of over 3 million globally;
- tap into member interest and loyalty post-event and all year round via social media channels, to stay engaged and connected through the delivery of content and research;
- have the opportunity to align an R&D initiative or technological advancement with a particular program theme; and
- be able to validate your commitment in advancing the association and the industry

Plus experience up to 2,500 academic, acute and inspiring minds anticipated to gather in Stockholm, PSWC 2017 truly will be a ground-breaking event.



## What is the systems therapeutics approach and why is it important?

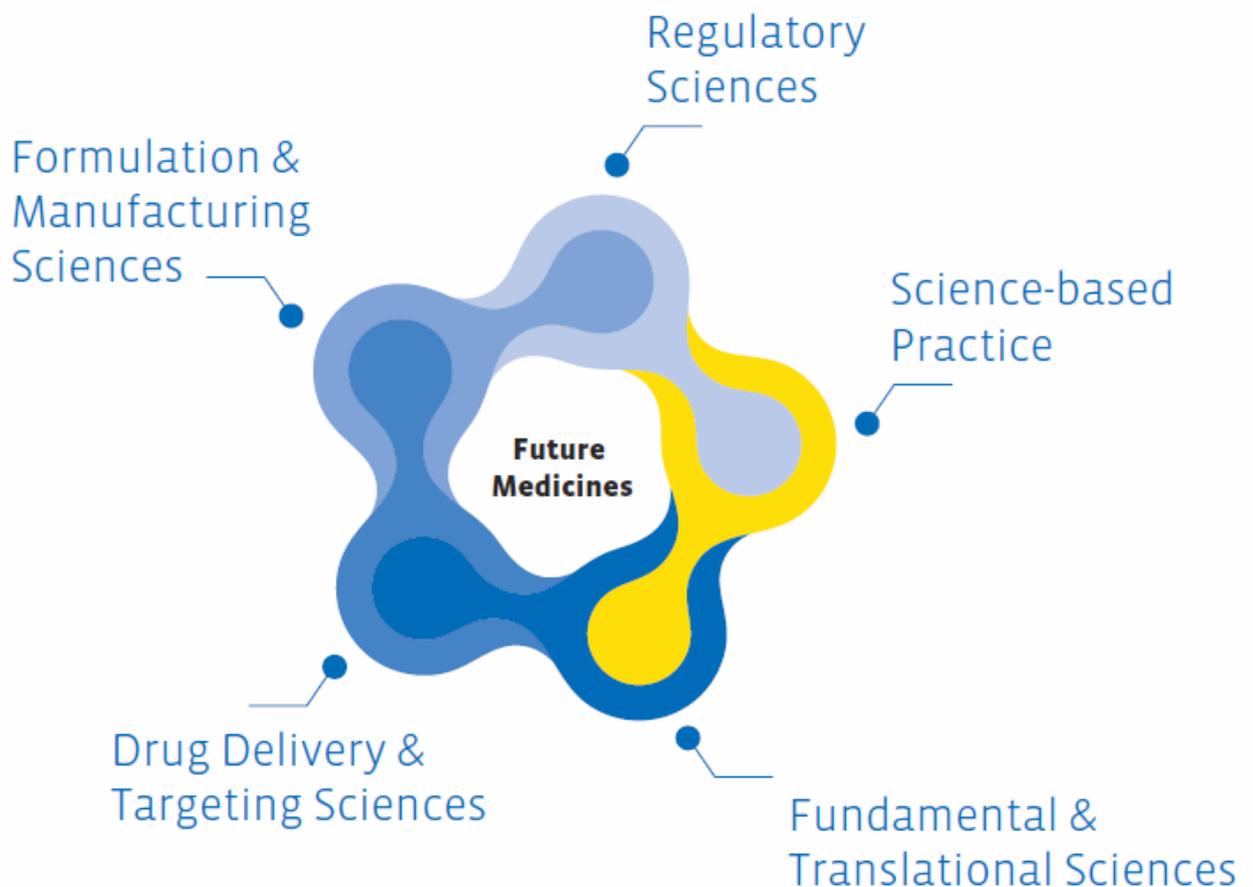
“Systems biology has emerged as a novel scientific discipline, which focuses on the analysis of biological networks as the basis for the functioning of biological systems. Systems analysis will revolutionize medicines and health research. This will impact on both the pharmaceutical sciences and pharmacy practice,” says congress chairman Professor Meindert Danhof.

In research, systems biology offers a novel approach to:

- i) Identifying pathways of disease;
- ii) Discovering drug targets; and
- iii) Discovering biomarkers (for monitoring of the treatment response).

In practice, this will lead to the introduction of “systems therapeutics” interventions which are:

- i) Personalised (both with respect to the selection of drug(s) and dosing regimens);
- ii) Disease modifying (with emphasis on pre-emptive and preventive treatments); and
- iii) Complex (such as multi-target drugs, rational drug-drug combinations, drug-device combinations).



The programme will focus on the theme: “**Future Medicines For One World**” **Systems approaches to drug discovery, development and clinical usage** and provide participants with **five session tracks**:

## Fundamental and Translation Sciences

**More information, improved safety** in translational sciences, systems pharmacology models will cast light on pharmacokinetics and pharmacodynamics. This will fuel the optimisation of clinical trials in healthy subjects, patients, special populations and real-life populations. Similarly, systems toxicology models will be used for toxicity and safety evaluations in drug development.

## Drug delivery and targeting sciences

**New scientific disciplines** “Systems pharmacology” will develop as a new discipline of pharmaceutical science, focusing on the medicines-genetics interface and on biological network analysis as the scientific basis for drug action. This will enable efficacy and safety decisions, and will involve the development of novel concepts, biological models and biomarkers practice and we will be able to use “big data” for post-marketing drug evaluation. Systems therapeutics will trigger important discussions of the societal aspects of pre-emptive and preventive treatments.

## Formulation and Manufacturing Sciences

**Precision treatments** Systems therapeutic interventions are “precision treatments” that are tailored to individual patient characteristics, both with respect to drug choice and dosing regimen. They will change the field of formulation and manufacturing sciences. Interventions that require precise individualised dosing will impact on pharmaceutical formulation and processing. We will need to design new diagnostic tools and monitoring devices.

## Regulatory Sciences

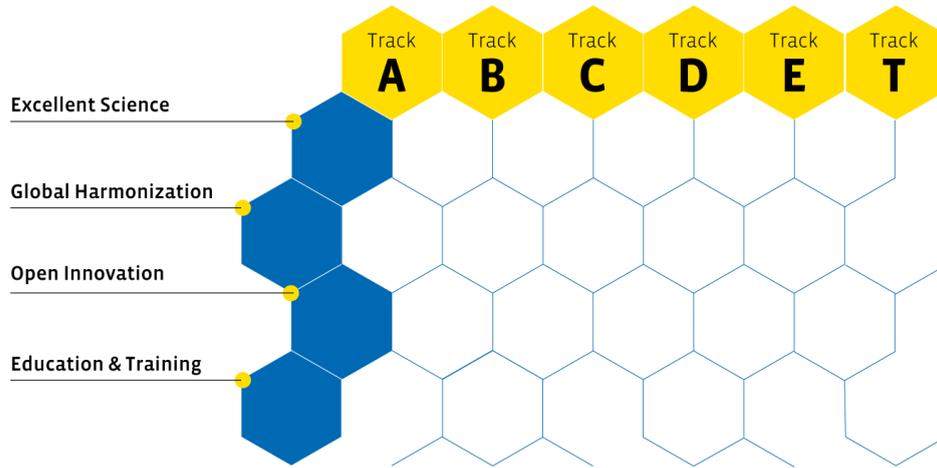
**Harnessing of “big” information** in regulatory science, the systems approach will allow advanced modelling and simulation that will be used to enhance product safety and to improve the prediction from clinical evaluations. We will be able to harness diverse data through information sciences to improve health outcomes.

## Sciences Based Practice

**The practice of science-based** pharmacy will see major change. Individualised treatments will be a significant part of clinical practice and we will be able to use “big data” for post-marketing drug evaluation. Systems therapeutics will trigger important discussions of the societal aspects of pre-emptive and preventive treatments.

# FUTURE MEDICINES FOR ONE WORLD

## Congress Matrix



# CONFERENCE SCHEDULE

Date	Activity
19 May 2017	<ul style="list-style-type: none"> <li>• Young Scientist Satellite Conference</li> </ul>
20 May 2015	<ul style="list-style-type: none"> <li>• Young Scientist Satellite Conference</li> <li>• Pre-conference Satellite Symposia</li> </ul>
21 May 2015	<ul style="list-style-type: none"> <li>• Short courses</li> <li>• Main Conference:               <ul style="list-style-type: none"> <li>▫ Plenary Opening ceremony</li> <li>▫ Welcome reception</li> </ul> </li> </ul>
22 May 2015	<ul style="list-style-type: none"> <li>• Main Conference:               <ul style="list-style-type: none"> <li>▫ Plenary opening symposium</li> <li>= Plenary lectures, keynote lectures, symposia, posters, short communications.</li> <li>▫ Plenary session on education &amp; training</li> </ul> </li> </ul>
23 May 2015	<ul style="list-style-type: none"> <li>• Main Conference:               <ul style="list-style-type: none"> <li>= “Meet the expert” sessions, plenary lectures, keynote lectures, symposia, posters, short communications.</li> <li>▫ Banquet</li> </ul> </li> </ul>
24 May 2015	<ul style="list-style-type: none"> <li>• Main Conference:               <ul style="list-style-type: none"> <li>= “Meet the expert” sessions, plenary lectures, keynote lectures, symposia, posters, short communications.</li> <li>= Plenary closing session</li> </ul> </li> </ul>

## THE CONGRESS VENUE

The Stockholm Exhibition & Congress Centre (Mässan) is one of the foremost exhibition and congress venues in Scandinavia and the Baltic Sea region. Located in south west Stockholm, the centre can be easily reached from car or by using public transport. One can opt for the commuter train from the central station to the Stockholm International Fairs. The journey hardly takes nine minutes. A journey to the Arlanda airport through car or bus hardly takes 60 minutes.



### Stockholmsmässan

Mässvägen 1 Älvsjö

125 80 Stockholm

Tel: + 46 8 749 41 00

Fax: +46 8 99 20 44

Email: [info@stockholmsmassan.se](mailto:info@stockholmsmassan.se)

Website: <http://www.stockholmsmassan.se>

## AUDIENCE PROFILE

The PSWC 2017 is a congress which gathers leaders in the pharmaceutical sciences from all over the world. The main 5 target groups are **Pharmacy practice** = (Hospital & Clinical Pharmacists) (Community practice focus on Pharmacogenomics and individualising medicines to patients); **Industry** (drug development and translational sciences is appealing); **Academia** (Translational and Fundamental Sciences); **Government Regulatory** (how do we get these disease modifying treatments to the market) FDA, EMA and government regulatory, **Research Organisations / regulatory bodies** (Data and model sharing / safety assessment).

## Supporting Opportunities

An array of opportunities for supporting and collaborating with the Stockholm PSWC 2017 congress is available, and we are happy to facilitate bespoke packages as required.

### Presenting Partner

€50,000.00

PSWC 2017 website banner advert (Hyperlinked) as presenting partner  
5 full time delegate passes  
Branding in the programme  
Possibility of organising a pre-satellite, marketed to the entire delegation  
Exhibition space (9m2)  
Flyer in the congress bag

### Supporting Partner

€35,000.00

PSWC 2017 website banner advert (Hyperlinked) as supporting partner  
3 full time delegate passes  
Branding in the programme  
Possibility of organising a pre-satellite, marketed to the entire delegation  
Exhibition space (6m2)

### General Sponsor

€15,000.00

PSWC 2017 website banner advert (Hyperlinked) as general sponsor  
2 full time delegate passes  
Branding in the programme

### Supporter

€10,000.00

2 full time delegate passes  
Branding in the programme

### Donor

€5,000.00

Branding in the programme



## Supporting add-ons and Naming rights



### Welcome Reception

- signage with logo
- branding in programme

€20.000,-



### Congress Dinner

- Verbal recognition
- signage with logo
- branding in programme

€15.000,-



### Mobile App

- download details on website
- signage at on-site registration
- logo on home in screen
- branding and instructions in programme

€15.000,-



### Wi-Fi Exhibition Hall

- signage
- logo on log in screen
- branding in programme

€15.000,-



### Private breakfast meeting

- meeting space at Stockholmsmässan or adjoining site
- basic AV and technician
- listing in programme

€10.000,-



### Poster area partner

- signage in poster section of exhibition hall
- branding in programme

€10.000,-



### Usher and volunteer uniform

- logo exclusively on uniforms of ushers and student volunteers for congress duration

€6.000,-



### Venue signage

- logo placed on all screen signage through Stockholmsmässan

€15.000,-



### Notepads & pens

- logo printed on notepads and pens, inserted into congress bag

€15.000,-



### Lanyards

- logo on the lanyard

€15.000,-



### Opening ceremony

- Verbal recognition
- signage with logo
- branding in programme

€10.000,-



### Exhibition opening reception

- immediately follows opening ceremony
- signage with logo
- branding in programme

€10.000,-



### Refreshments partner

- Verbal recognition
- signage with logo

€10.000,-



### Congress Bag

- exclusive logo placement on congress bag
- inclusion of promotional literature in bag

€15.000,-



### Programme advertising

Back cover

€5,000.00

Inside front cover

€3,000.00

Inside back cover

€2,000.00

Inside full page

€1,500.00

## EXHIBITION OPPORTUNITIES

The PSWC 2017 exhibition offers the perfect opportunity to raise your organisation's profile and build relationships with key decision makers within the pharmaceutical sciences industry. If your organisation has a vested interest in this sector, you cannot afford to miss this opportunity. The industry exhibition will be the hub of the event, hosting all congress refreshment breaks as well as posters, guaranteeing an excellent through-put of congress delegates.

	Early Bird Rate (before 1/12/16)	Standard Rate
<b>Standard dimensions:</b>		
3m x 3m – 9m <sup>2</sup> floor space only	€450.00 per m <sup>2</sup>	€550.00 per m <sup>2</sup>
<b>Shell scheme construction</b>		
Includes one circular table and two chairs	additional €50.00 per m <sup>2</sup>	additional €50.00 per m <sup>2</sup>
3m x 3m (9m <sup>2</sup> ) shell scheme booth	€4500.00 per booth	€5400.00 per booth

Floor space is available in units of a minimum of 9 m<sup>2</sup> (3x3 meters).

The rental fee is for space only and includes:

- Listing of name in the final programme
- 2 free exhibitor badges per 9m<sup>2</sup>
- Power (one double socket per 9m<sup>2</sup>, additional power can be ordered separately)

Please note that for all self-build booths, drawings and dimensions of the booth must be submitted to the organisers for approval no later than 2 January, 2017. A full exhibitor handbook with details of mantling/dismantling times, opening hours and other information will be provided on booking. For enquiries, please contact [pswc@fip.org](mailto:pswc@fip.org).

## Supporting Booking Form

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information.

Company name: \_\_\_\_\_  
Contact person: \_\_\_\_\_  
Address: \_\_\_\_\_  
Town/ City: \_\_\_\_\_ Postal code: \_\_\_\_\_  
Country: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Email: \_\_\_\_\_

I declare that the sum of € \_\_\_\_\_ will be paid within 30 days of receipt of the invoice. The undersigned is fully aware of the Terms and Conditions of the general regulations set out in this brochure without reservations.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### Sponsorship Opportunity (Please tick)

Presenting Partner	<input type="checkbox"/> €50,000.00	Supporter	<input type="checkbox"/> €10,000.00
Supporting Partner	<input type="checkbox"/> €35,000.00	Donor	<input type="checkbox"/> €5,000.00
General Partner	<input type="checkbox"/> €15,000.00		

### Add-ons and naming rights:

Welcome Reception	<input type="checkbox"/> €20,000.00
Congress Dinner	<input type="checkbox"/> €15,000.00
Mobile App	<input type="checkbox"/> €15,000.00
Wi-Fi in Exhibition Hall	<input type="checkbox"/> €15,000.00
Private breakfast meeting	<input type="checkbox"/> €10,000.00
Poster area partner	<input type="checkbox"/> €10,000.00
Usher and volunteer uniform	<input type="checkbox"/> €6,000.00
Venue signage	<input type="checkbox"/> €15,000.00
Notepads & pens	<input type="checkbox"/> €15,000.00
Lanyards	<input type="checkbox"/> €15,000.00
Opening ceremony	<input type="checkbox"/> €10,000.00
Exhibition opening reception	<input type="checkbox"/> €10,000.00
Refreshments partner	<input type="checkbox"/> €10,000.00
Congress Bag	<input type="checkbox"/> €15,000.00

### Advertising Final Programme

Outside Back Cover	<input type="checkbox"/> €5,000.00
Inside Front Cover	<input type="checkbox"/> €3,000.00
Inside Back Cover	<input type="checkbox"/> €2,000.00
Inside full page	<input type="checkbox"/> €1,500.00

**Total value:** € \_\_\_\_\_

Please note all costs are listed exclusive of the current rate of VAT. (25%)  
Please complete and return at your earliest convenience to:

**Carola van der Hoeft** | COO & Congress Director  
**International Pharmaceutical Federation (FIP)**  
Andries Bickerweg 5 | 2517 JP | The Hague | the Netherlands  
Tel: +31 70 302 1970 | Fax: +31 70 302 1999

## Exhibition Bookings Form

FIP PSWC 2017  
Carola van der Hoeft  
COO & Congress Director  
2517 JP The Hague  
The Netherlands  
**carola@fip.org**  
T +31 70 302 1981  
F +31 70 302 1999

Please note that all acknowledgements of your company and listing of your company name and address will be generated from the following information.

Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

Postal code: \_\_\_\_\_ Town/ City: \_\_\_\_\_

Country: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

VAT ID No. \_\_\_\_\_ Entrepreneur certificate (Non-EU-countries): \_\_\_\_\_

Early bird:

9 m<sup>2</sup>\* (without scheme) / € 4.050,-\*

9 m<sup>2</sup> (With scheme) / € 4.500,-\*

Regular fee:

9 m<sup>2</sup>\* (without scheme) / € 5.050,-\*

9 m<sup>2</sup> (With scheme) / € 5.500,-\*

\* plus VAT 25%

With carpet colour: grey blue red green

and screen lettering (maximum of 15 letters, black):

I do not require the standard lettering and will, instead, provide my own data  
(to be completed by a service provider)

The sum has to be paid within 14 days of receipt of the invoice.

We agree with terms and conditions apply to company as well as independent representatives in so far as they have been hired to work on our stand. We acknowledge that we, as an exhibitor, are responsible for adherence to these terms and assume liability for any persons hired by us. We regard the plan illustrations and confirmation of fittings received after this order as binding. Any order changes or cancellation is only possible up to 3 months before the official start of assembly.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## Terms and Conditions

In order for a sponsorship to be valid, a completed booking form together with the appropriate sponsorship fee must be forwarded to Carola van der Hoeff ([carola@fip.org](mailto:carola@fip.org)).

**Carola van der Hoeff** | COO & Congress Director

***International Pharmaceutical Federation (FIP)***

Andries Bickerweg 5 | 2517 JP | The Hague | the Netherlands

Tel: +31 70 302 1970 | Fax: +31 70 302 1999

Please note that submittal of a signed booking form, indicates agreement to abide by the Terms & Conditions specified in this document.

Sponsorship opportunities are offered on a first come, first served basis according to the date that the booking form is received.

### **Cancellations:**

All cancellations must be made in writing to the COO & Congress Director

- On or after 1<sup>st</sup> February, 2017 – no refund will be available.

### **Payment:**

On receipt of the sponsorship booking form, a confirmation and invoice will be sent.

Full payment is due within 30 days of the invoice.

Payment will be accepted in Euro (€) only.

Payment can be made by bank wire transfer to the account details on the invoice.

### **Force Majeure:**

In the event of force majeure, the congress dates may be changed or the congress may be cancelled. In the latter event, the disposable funds after payment of expenses will be shared between sponsors in proportion to their payments without the possibility of recourse against the Organisers.

## ABOUT FIP

The International Pharmaceutical Federation (FIP) is the global federation of national associations of pharmacists and pharmaceutical scientists and founded in 1912. FIP represents through its 132 Member Organisations and individual Members, three million pharmacists and pharmaceutical scientists worldwide. FIP is in official relations with the World Health Organization (WHO) since 1948 and tries to expand healthcare services and integrating emerging scientific developments.

The 2017 PSWC will welcome leading scientific researchers as speakers and offers participants' sessions, symposia and poster presentations, creating an invaluable forum for networking and discussions on the **Systems approaches for better medicines and health**.

More information on the programme can be found at [www.fip.org/pswc2017](http://www.fip.org/pswc2017).

The Exhibition will be an integral part of the 2017 PSWC and offers a unique opportunity to showcase the interests and services of the global pharmaceutical sciences industry.

This exhibition will take place in the Stockholmsmässan.

Please contact Carola van der Hoeff ([Carola@fip.org](mailto:Carola@fip.org)) for more information on exhibiting at the PSWC

## PSWC 2017 CONTACTS

### Chair FIP World Conference on Pharmaceutical Sciences 2017

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