6th 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:

**Meindert Danhof** - chair  
**Leiden University, the Netherlands**

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

**Karin Meyer** – Chair  
**Swedish Pharmaceutical Society, Sweden**

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 Frökjær  
University of Copenhagen, Denmark

Anna Sandström  
AstraZeneca

Young Scientific Committee – University of Uppsala, Sweden

**Rebecka Isaksson** – Chair  
**Department of Medicinal Chemistry**

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.
FUTURE MEDICINES FOR ONE WORLD

main themes

Excellent Science

Global Harmonization

Open Innovation

excellent science

Systems approaches to drug discovery, development and clinical usage

Future Medicines

Regulatory sciences

Science based practice

Drug delivery & targeting sciences

Fundamental & translational sciences

Formulation & manufacturing sciences
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

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 May 2017</td>
<td>• Young Scientist Satellite Conference</td>
</tr>
</tbody>
</table>
| 20 May 2015   | • Young Scientist Satellite Conference  
                • Pre-conference Satellite Symposia                                    |
| 21 May 2015   | • Short courses  
                • Main Conference:  
                                • Plenary Opening ceremony  
                                • Welcome reception                                           |
| 22 May 2015   | • Main Conference:  
                                • Plenary opening symposium  
                                • Plenary lectures, keynote lectures, symposia, posters, short communications.  
                                • Plenary session on education & training                        |
| 23 May 2015   | • Main Conference:  
                                • “Meet the expert” sessions, plenary lectures, keynote lectures, symposia, posters, short communications.  
                                • Banquet                                                        |
| 24 May 2015   | • Main Conference:  
                                • “Meet the expert” sessions, plenary lectures, keynote lectures, symposia, posters, short communications.  
                                • Plenary closing session                                        |
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.

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
<table>
<thead>
<tr>
<th>Supporting add-ons and Naming rights</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Welcome Reception</strong></td>
</tr>
<tr>
<td>• signage with logo</td>
</tr>
<tr>
<td>• branding in programme</td>
</tr>
<tr>
<td><strong>Congress Dinner</strong></td>
</tr>
<tr>
<td>• verbal recognition</td>
</tr>
<tr>
<td>• signage with logo</td>
</tr>
<tr>
<td>• branding in programme</td>
</tr>
<tr>
<td><strong>Mobile App</strong></td>
</tr>
<tr>
<td>• download details on website</td>
</tr>
<tr>
<td>• signage at on-site registration</td>
</tr>
<tr>
<td>• logo on home in screen</td>
</tr>
<tr>
<td>• branding and instructions in programme</td>
</tr>
<tr>
<td><strong>Wi-Fi Exhibition Hall</strong></td>
</tr>
<tr>
<td>• signage</td>
</tr>
<tr>
<td>• logo on log in screen</td>
</tr>
<tr>
<td>• branding in programme</td>
</tr>
<tr>
<td><strong>Private breakfast meeting</strong></td>
</tr>
<tr>
<td>• meeting space at Stockholmsmässan or adjoining site</td>
</tr>
<tr>
<td>• basic AV and technician</td>
</tr>
<tr>
<td>• listing in programme</td>
</tr>
<tr>
<td><strong>Poster area partner</strong></td>
</tr>
<tr>
<td>• signage in poster section of exhibition hall</td>
</tr>
<tr>
<td>• branding in programme</td>
</tr>
</tbody>
</table>
Usher and volunteer uniform
- logo exclusively on uniforms of ushers and student volunteers for congress duration

Venue signage
- logo placed on all screen signage through Stockholmsmässan

€6,000,-

€15,000,-

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

Lanyards
- logo on the lanyard

€15,000,-

€15,000,-

Opening ceremony
- Verbal recognition
- signage with logo
- branding in programme

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

€10,000,-

€10,000,-

Refreshments partner
- Verbal recognition
- signage with logo

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

€10,000,-

€15,000,-

Programme advertising
- Back cover
- Inside front cover
- Inside back cover
- Inside full page

€5,000.00
€3,000.00
€2,000.00
€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.

**Standard dimensions:**
- 3m x 3m – 9m²  
  floor space only

<table>
<thead>
<tr>
<th>Early Bird Rate (before 1/09/16)</th>
<th>Standard Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>€450.00 per m²</td>
<td>€550.00 per m²</td>
</tr>
</tbody>
</table>

**Shell scheme construction**
- Includes one circular table and two chairs

<table>
<thead>
<tr>
<th>3m x 3m (9m²) shell scheme booth</th>
<th>Early Bird Rate (before 1/09/16)</th>
<th>Standard Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>€4500.00 per booth</td>
<td>€5400.00 per booth</td>
<td></td>
</tr>
</tbody>
</table>

additional €50.00 per m²

additional €50.00 per m²

Floor space is available in units of a minimum of 9 m² (3x3 meters).

The rental fee is for space only and includes:
- Listing of name in the final programme
- 2 free exhibitor badges per 9m²
- Power (one double socket per 9m², 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.
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 □€50,000.00 Supporter □€10,000.00
Supporting Partner □€35,000.00 Donor □€5,000.00
General Partner □€15,000.00

Add-ons and naming rights:
Welcome Reception □€20,000.00 Advertising Final Programme
Congress Dinner □€15,000.00 Outside Back Cover □€5,000.00
Mobile App □€15,000.00 Inside Front Cover □€3,000.00
Wi-Fi in Exhibition Hall □€15,000.00 Inside Back Cover □€2,000.00
Private breakfast meeting □€10,000.00 Inside full page □€1,500.00
Poster area partner □€10,000.00
Usher and volunteer uniform □€6,000.00
Venue signage □€15,000.00
Notepads & pens □€15,000.00
Lanyards □€15,000.00
Opening ceremony □€10,000.00
Exhibition opening reception □€10,000.00
Refreshments partner □€10,000.00
Congress Bag □€15,000.00

Total value:  € _____________

Please note all costs are listed exclusive of the current rate of VAT. (21%)
Please complete and return at your earliest convenience to:

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
Exhibition Bookings Form

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 m² (without scheme)/ € 4.050,-*  
☐ 9 m² (With scheme)/ € 4.500,-*

Regular fee:
☐ 9 m² (without scheme)/ € 5.050,-*  
☐ 9 m² (With scheme)/ € 5.500,-*  
* plus VAT 21%

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).

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 1st 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.

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) for more information on exhibiting at the PSWC

PSWC 2017 CONTACTS

Chair FIP World Conference on Pharmaceutical Sciences 2017

LEIDEN ACADEMIC CENTRE FOR DRUG RESEARCH

Meindert Danhof PharmD, PhD
Professor of Pharmacology
Gorlaeus Laboratories
Einsteinweg 55
P.O. Box 9502
2300 RA Leiden
The Netherlands
Telephone: ++31 71 527 6215
E-mail: m.danhof@lacdr.leidenuniv.nl

International Pharmaceutical Federation (FIP)

Mrs Carola van der Hoeff

Andries Bickerweg 5
2517 JP The Hague
The Netherlands
Telephone: +31 70 302 1981
E-mail: carola@fip.org
The Programme Committee is honoured and pleased to introduce to you the cosponsors of this congress:

- American Association of Pharmaceutical Scientists
- Swedish Pharmaceutical Society
- Sociedad Española de Farmacia Industrial y Galénica
- Hungarian Society for Pharmaceutical Sciences
- Indian Association of Pharmaceutical Scientists and Technologists
- The Pharmaceutical Society of Japan
- Turkish Pharmaceutical Technology Scientists' Association
- Australasian Pharmaceutical Science Association
- Academy of Pharmaceutical Science and Technology, Japan
- The Academy of Pharmaceutical Science and Technology, Japan
The Academy of Pharmaceutical Sciences

apsgb.org