

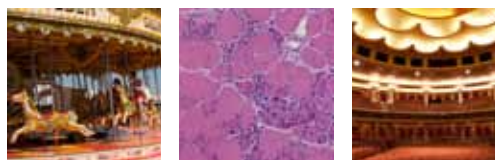


# 20TH INTERNATIONAL CONGRESS OF THE WORLD MUSCLE SOCIETY

30th September – 4th October 2015

[www.wms2015.com](http://www.wms2015.com)

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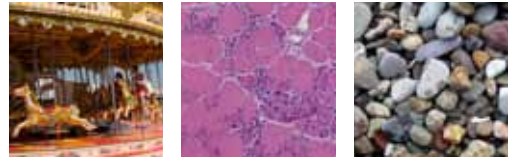


## SPONSORSHIP OPPORTUNITIES

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## INVITATION



### Dear Friends and Colleagues,

In 2015, London will host the 20th International Meeting of the World Muscle Society. This is the premier annual congress on neuromuscular disorders, attended by established and young physicians, researchers, therapists and neuropathologists from all over the world.

The 20th International meeting will be a very special event for the World Muscle Society. Following the first meeting held in London in 1996, the meeting returns to UK for this very special anniversary of the foundation of the society and its now renowned conference. The academic and clinical teams based at the MRC Centre for Neuromuscular Diseases, UCL Institute of Child Health and Institute of Neurology, London, will host and organise this exciting event which is expected to attract more than 500 attendees. The London Neuromuscular Centres at UCL have a longstanding expertise and tradition in diagnosis, management, and therapy of childhood and adult neuromuscular diseases, and run one of the largest neuromuscular service in the world with a wide ranging programme of basic and translational research in muscular dystrophies and congenital myopathies, channelopathies, metabolic diseases and neuropathies.

The Congress is being held in Brighton, on the south coast of England (less than 1 hour by train from Central London) from Thursday the 1st of October to Sunday 4th of October, with an opening reception on Wednesday 30th of September.

The Congress venue is the elegant Brighton Dome which, in addition to the auditorium, includes a fine Concert Hall, the Corn Exchange and the Studio Theatre. All three venues offer a pleasant and closely integrated space for all the conference activities, and are located in the centre of Brighton, a few minutes from the sea and from all the major hotels and restaurants. The symposium will be in the traditional WMS format with 4 selected topics, of which one will be Advances in Therapy for Neuromuscular Disorders, to provide an update on the latest development in all aspects of therapeutic applications for these conditions. The remaining 3 topics of the conference will be decided during the second quarter of 2014. Contributions will also be welcome on new advances across the neuromuscular field.

One day of the symposium will be dedicated to each of the selected topics. Invited keynote speakers will summarize the state of the art on the selected topics, covering clinical, molecular and other aspects. The sessions will comprise selected oral papers and poster presentations with guided discussions.

We anticipate that the 2015 Congress will prove a watershed Congress in relation to both diagnosis and research and also in relation to therapies for neuromuscular disorders, where we have therapies in use and indication, as never before, of other possibly effective therapies for these until now largely incurable diseases.

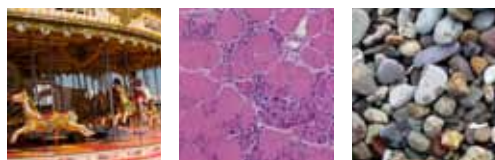


**Francesco Muntoni**



**Ros Quinlivan**

## KEY CONTACTS



### WMS PROGRAMME COMMITTEE

**Victor Dubowitz**, London UK  
**Haluk Topaloglu**, Ankara, Turkey  
**Thomas Voit**, Paris, France  
**Peter van den Bergh**, Brussels, Belgium  
**Werner Stenzel**, Berlin, Germany

### LOCAL ORGANISING COMMITTEE

**Francesco Muntoni (Chair)** (UCL Institute of Child Health, London)  
**Ros Quinlivan (Vice Chair)** (UCL Institute of Neurology, London)

**Mike Hanna** (UCL Institute of Neurology, London)  
**Mary Reilly** (UCL Institute of Neurology, London)  
**Susan Brown** (Royal Veterinary College London)  
**Heinz Jungbluth** (Kings College London)  
**Gita Ramdharry** (UCL Institute of Neurology, London)  
**Caroline Sewry** (UCL Institute of Child Health)

### LOCAL TEACHING COMMITTEE

**Caroline Sewry (Chair)** (UCL Institute of Child Health)  
**Matt Parton** (National Hospital for Neurology and Neurosurgery Centre for Neuromuscular Diseases, London)  
**Janice Holton** (UCL Institute of Neurology, London)  
**Rahul Phadke** (UCL Institute of Neurology, London)  
**Adnan Manzur** (UCL Institute of Child Health, London)

### CONGRESS SECRETARIAT

To discuss the opportunities further please contact the appointed Congress Secretariat:

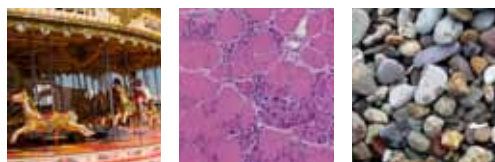


Clare Beach  
Azura Events Ltd  
Phone: +44 (0)7584 176583  
Skype: clare.beach  
Email: [info@wms2015.com](mailto:info@wms2015.com)





## KEY CONTACTS



## CONGRESS WEBSITE

www.wms2015.com

## CONGRESS VENUES

Concert Hall  
Brighton Dome  
Church Street  
Brighton  
England  
BN1 1UE

## IMPORTANT DATES

**Early Bird Registration** 1st December 2014 - 30th April 2015  
**Abstract Submission** 1st December 2014 - 2nd April 2015

## Directions to the Dome Concert Hall:

### By Rail:

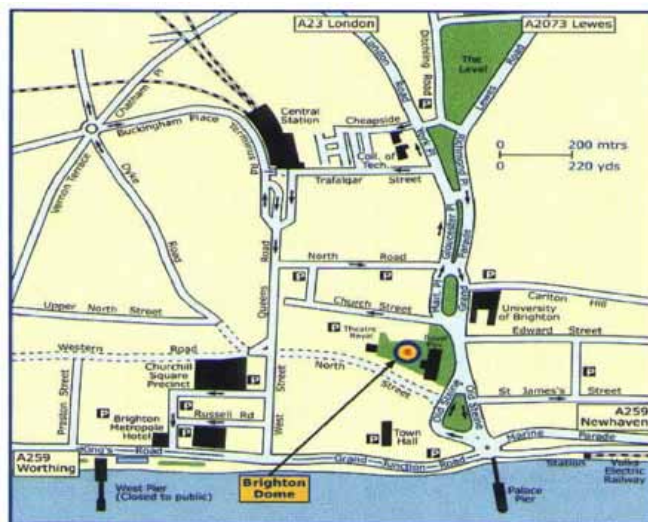
Brighton Railway Station is a 10-15 minute walk from the Brighton Dome. Taxis and local buses are readily available. There are fast trains from London and frequent services along the South Coast.

### By Bus/Coach:

The main bus station (Old Steine) is a 10-15 minute walk from the Brighton Dome. Taxis and local buses are readily available.

### By Road:

Brighton is approx. 40 miles from Junction 7 of the M25. From the M25 take the M23/A23 dual carriageway to Brighton. The A27 links Brighton with towns along the South Coast (including Newhaven (10 miles away) and Portsmouth 1 hour away). From Dover, Folkestone and the Channel Tunnel, the M20/M26/M25/M23 is quicker than the coastal route.



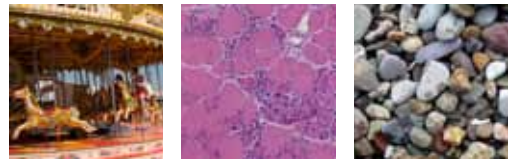
### Directions from M23/A23 to central Brighton:

On the A23 southbound follow directions to Brighton. The A23 becomes London Road as it crosses the A27. Continue south past Patcham, Withdean and Preston Park on your left. After passing under the viaduct you will reach Preston Circus (Duke of York's Cinema and Fire Station on left). Follow the one way system up Viaduct Road, right down Ditchling Road, right again, down Richmond Place into Grand Parade. At the traffic lights just before the Royal Pavilion get into right hand lane and turn right into Church Street. NCP Car Park on left.

### Directions from West Coast Road to Brighton:

Once on the coast road into Brighton continue past the Hilton Brighton Metropole Hotel and the Grand Hotel until the roundabout between Grand Junction Road and Marine Parade, turn left round the Old Steine until the traffic lights just after the Royal Pavilion. Turn left here for Church Street and park in the NCP car park on the left.

## ABOUT BRIGHTON



Brighton & Hove, one of Britain's liveliest cities, has a bohemian, artistic and eccentric atmosphere that can't be found anywhere else in the UK. Combining the modern with the traditional, the city has a heritage that is rooted in the Regency era and is brought up to date with a unique cultural offer.

Visit the Royal Pavilion, seaside fantasy palace of King George IV, built by John Nash, which combines an Indian mogul exterior with an exotic Chinese interior. Or take a look at the lifestyle of Edwardian gentry at Preston Manor with its collections of furniture, paintings and porcelain upstairs, and the simpler surroundings of the servants' quarters below stairs.

Stroll along the vibrant Beachfront with its Artists' and Fishing Quarters, trendy bars and clubs. Enjoy traditional seaside fun against the backdrop of Brighton's Regency architecture, the Brighton Pier and Sea Life Centre. Shop for antiques and designer goods in the 17th century Lanes, or browse for bargains in the bohemian North Laine. Check out the big-name stores in the Churchill Square shopping complex or go discount shopping among the millionaire yachts at the Marina.

Add to that great nightlife, a lively arts scene, plenty of places to stay, over 400 restaurants, a non-stop programme of special events, and you have a truly unique destination.

Brighton & Hove is not only a stylish seaside city, but a great base for exploring the beautiful Sussex countryside. Historic houses, glorious gardens and picturesque little villages are all just a short drive away. Only 49 minutes by train from London and easily accessible from the M25 and M23 motorways, Brighton really is the perfect city break by the sea.

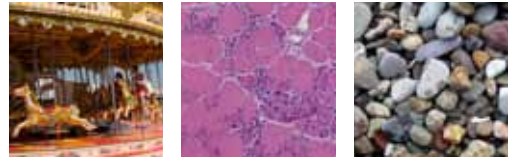
For further information visit:

<http://www.visitbrighton.com/>

visitBrighton  
[www.visitbrighton.com](http://www.visitbrighton.com)



## WHO SHOULD SPONSOR AND WHY?



### **There are many reasons for different organisations to get involved in this very important event.**

If your business is in any way involved in the development of drugs, equipment, research or therapeutic interventions in neuromuscular disorders or interested in the commercialisation of research products then this conference is key. If you are looking to attract new customers, generate exposure and raise the profile of your business then the 20th Congress of the WMS is for you.

The WMS will attract in the region of 500 prominent individuals from around the world. They will come together in Brighton, to share, collaborate, learn and inspire. This meeting, organised by the team of the UCL and MRC Centre in Neuromuscular Disorders, in London, will encourage future development and spread the reputation of the UK science developments across the globe.

### **KEY BENEFITS OF SPONSORSHIP**

- Presence at the world's leading conference on neuromuscular disorders.
- Gain exposure to more than 500 delegates made up of leading policy and decision makers, scientists, researchers & clinicians as well as the next generation of leaders in this field.
- Raise the awareness of your company before, during and after the event by tying in with the event marketing.
- Create future sales contacts for your organisation with the leaders in this sector.
- Find out the current trends in techniques and developments.
- Opportunity to learn/identify expected future trends and necessary developments in the neuromuscular field.
- Possibility to host ad-hoc event to promote your activity.

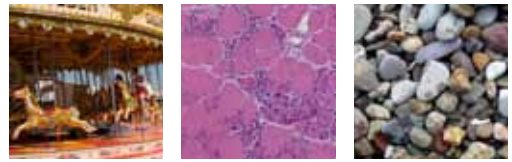
### **DELEGATE PROFILE AND THE WMS**

Members of the World Muscle Society from all around the world attend the Congress. Members are professionals actively working in the neuromuscular field, studying neuromuscular disorders or involved in the management of patients with these disorders.

#### **The main aims of the WMS are to:**

1. Provide a multidisciplinary scientific forum to advance and disseminate knowledge in the neuromuscular field for the benefit of patients
2. To stimulate, encourage and help to develop programs for professionals working in the neuromuscular field
3. To encourage multidiscipline collaboration
4. To provide opportunities for young investigators in the neuromuscular field
5. To promote the achievement of standards in clinical practice

## CATEGORIES OF SPONSORSHIP



Beside the ready-to-book Sponsoring Packages (see page 13-21) sponsors will be given a sponsorship category according to their overall contribution to the 20th International Congress of the World Muscle Society (WMS 2015) as follows:

### PLATINUM SPONSOR

Total sponsorship contribution of or above £ 40 000  
Includes six complimentary Congress registration tickets

### GOLD SPONSOR

Total sponsorship contribution between £ 25 000 - 40 000  
Includes three complimentary Congress registration tickets

### SILVER SPONSOR

Total sponsorship contribution between £ 15 000 - 25 000  
Includes two complimentary Congress registrations tickets

### BRONZE SPONSOR

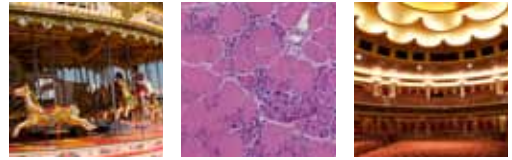
Total sponsorship contribution between £ 10 000 - 15 000  
Includes one complimentary Congress registration ticket

### CONTRIBUTOR

Total sponsorship contribution up to £ 10 000



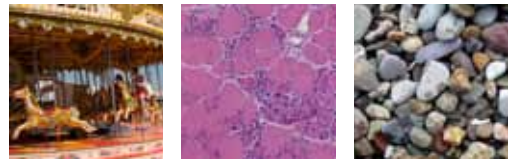
# FLOOR PLAN



01273 709709 [brightondome.org](http://brightondome.org)

brightondome brightdome

## SPONSORSHIP OPTIONS



### A) SPONSORING PACKAGES (Exhibition Booth included)

The ready-to-book Sponsoring Packages are balanced combinations of the items listed below and exclusively limited items\* in the respective category of total sponsorship contribution.

**The packages are composed as follows:**

#### PLATINUM SPONSOR - £ 40 000

- Opportunity to host a symposium on an evening during the Congress (excl. additional costs)\*
- Prime positioned exhibition booth\* (Approximately 6m x 2m)
- Four exhibitor registration tickets
- Six registration tickets including Welcome Reception and Congress Dinner
- Sponsor's name/logo on all material\*
- Verbal acknowledgement at the Congress opening and closing\*
- Signage displayed on the Plenary Sessions (and a few sponsored sessions)\*
- Acknowledgement as a sponsor at the Congress Dinner
- Recognition on the front page of the Congress website and hyperlink to company's website
- Recognition on the front page of the programme handbook\*
- QR code in the programme handbook with hyperlink to company's website\*for Platinum and Gold Sponsors
- Company logo on sponsor's recognition board\*for all Sponsoring Packages
- Full page advertisement in the programme handbook either inside back or inside front cover, available on a first come first served basis and inner full page thereafter
- Acknowledgement as a sponsor on promotional emails\*for all Sponsoring Packages
- Two flyers or one promotional gift / delegate item (excl. production costs and delivery)

#### GOLD SPONSOR - £ 25 000

- One exhibition booth space\* for Gold, Silver and Bronze Sponsors (Approximately 3m x 2m)
- Four exhibitor registration tickets
- Three registration tickets including Welcome Reception and Congress Dinner
- Acknowledgement as a sponsor at the Welcome Reception
- Recognition on the Congress website and hyperlink to company's website
- Recognition in the programme handbook in an exposed position\*for all Sponsoring Packages
- QR code in the programme handbook with hyperlink to company's website\*for Platinum and Gold Sponsors
- Company logo on sponsor's recognition board\*for all Sponsoring Packages
- Advertisement in the programme handbook inner full page
- Acknowledgement as a sponsor on promotional emails\*for Platinum and Gold Sponsors
- Two flyers or one promotional gift / delegate item (excl. production costs and delivery)
- Banner at the Poster Exhibition Locations (excl. production costs and delivery)\*

## SPONSORSHIP OPTIONS CONTINUED

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### SILVER SPONSOR - £ 15 000

- One exhibition booth space\* for Gold, Silver and Bronze Sponsors (Approximately 3m x 2m)
- Three exhibitor registration tickets
- Two registration tickets including Welcome Reception and Congress Dinner
- Recognition on the Congress website and hyperlink to company's website
- Recognition in the programme handbook in an exposed position\* for all Sponsoring Packages
- Company logo on sponsor's recognition board\*for all Sponsoring Packages
- Advertisement in the programme handbook inner half page
- Acknowledgement as a sponsor on promotional emails\*Platinum, Gold and Silver Sponsors
- One flyer or promotional gift / delegate item (excl. production costs and delivery)

### BRONZE SPONSOR - £ 10 000

- One exhibition booth space\* for Gold, Silver and Bronze Sponsors (Approximately 3m x 2m)
- Two exhibitor registration tickets
- One registration ticket including Welcome Reception and Congress Dinner
- Recognition on the Congress website and hyperlink to company's website
- Recognition in the programme handbook in an exposed position\* for all Sponsoring Packages
- Company logo on sponsor's recognition board\*for all Sponsoring Packages
- Advertisement in the programme handbook inner quarter page
- One flyer or promotional gift / delegate item (excl. production costs and delivery)



Brighton Dome Concert Hall



Corn Exchange

## SPONSORSHIP OPTIONS CONTINUED

### B) ADVERTISEMENT

Sponsorship of these items allows the sponsor to reach the delegates right at the beginning of the Congress or even before the Congress starts. The printed materials have a high retention factor and should be part of every sponsor's package.

### BAG INSERTS

#### £ 1 250 + production costs and delivery

Includes distribution and logistics onsite and acknowledgement in the list of sponsors

Number of bags: approx. 600

Inserts of sponsor's items must be relevant to the Congress and approved by the organisers. Only a limited number of bag inserts will be made available, and this item is granted on a first come, first served basis.

The maximum size of a bag insert (brochure or flyer) is 8 pages in A4 format.

### PROGRAMME HANDBOOK

This is the **ONLY** printed congress publication distributed onsite to all registered delegates and sponsors. The programme includes information on the complete scientific programme and satellite symposia, submitted abstracts, exhibition information and the social programme. The programme will be used continually by the delegates during the Congress to plan their daily schedules.

Number of printed copies: approx. 1.000

Number of pages: approx. 60

Size: A4

Colour/quality: 4/4-coloured, min. 300 dpi

Design specification available on request



Brighton Dome



Cafe - Bar



## SPONSORSHIP OPTIONS CONTINUED

### ADVERTISEMENT

Includes all production costs and acknowledgement in the list of sponsors

Inner full page	<b>£ 1 250</b>
Inner half page	<b>£ 850</b>
Inner quarter page	<b>£ 500</b>
Inside front cover	<b>£ 1 750</b>
Inside back cover	<b>£ 1 750</b>
Outside back cover	<b>£ 2 500</b>

### BOOKMARK

**£ 1 250 + production costs and delivery**

Includes display of the sponsor logo and link to sponsor's website

A bookmark in the programme handbook will reach every delegate of the Congress. It offers a platform for information, the sponsor's name and logo. It is an appealing delegate item since the programme handbook will accompany the delegates through the entire Congress.

### C) DELEGATE ITEMS

The following items bring unique visibility of the sponsor and are an exclusive opportunity to reach all delegates.

### BADGE LANYARDS

**£ 2 000 + production costs and delivery of approx 600 lanyards**

Includes distribution and logistics onsite and acknowledgement in the list of sponsors

The lanyard attached to the name badge is a highly visible item worn by every delegate, exhibitor and speaker. The sponsor will have its name and logo on the lanyard. To increase retention values, the lanyard is detachable from the badge holder so it can be used separately in the future.



Brighton Dome Entrance Area



Studio Theatre

## SPONSORSHIP OPTIONS CONTINUED

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### DELEGATE BAGS

**£ 1 750 + production costs and delivery of approximately 100 bags**

Includes distribution and logistics onsite and acknowledgement in the list of sponsors  
Sponsorship of the delegate bag provides the sponsor with an excellent marketing opportunity during the Congress and extended exposure for year. They and the sponsor will be recognised by a company logo featured together with the Congress name and logo on the front of the bag.

### PADS AND PENS

**£ 850 + production costs and delivery**

Includes distribution and logistics onsite and acknowledgement in the list of sponsors

### USB STICKS

**£ 850 + production costs and delivery**

Includes distribution and logistics onsite and acknowledgement in the list of sponsors

Writing pads, pens and USB sticks are requisite items for every delegate. These elementary requirements not only ease note taking during the event, but also give Sponsors a good opportunity to use as a visible advertising medium that delegates will carry away with them after the event.

### POSTER EXHIBITION

The poster exhibition will be held in the Corn Exchange. Refreshment points will be integrated into the exhibition area, maximising the time that delegates spend in this area. Moreover, poster sessions will be offered every day.

### WIRELESS INTERNET HOT SPOT

**£ 1 750**

Includes setup and maintenance as well as acknowledgement in the list of sponsors

The delegates will be given a card with a user name and password to access the internet from their laptops. This card will feature sponsor messaging. Additionally, the wireless hotspot can be given the sponsor's name with additional signage at the venue. The sponsor's name and logo will be displayed on the first page accessed by the delegate. This is an excellent way of attracting people to your company and your booth.

### BRITISH WEATHER UMBRELLA / RAIN CAPE

**£ 850 + production costs and delivery**

Includes distribution and logistics onsite and acknowledgement in the list of sponsors

Since the weather conditions in October are rather mixed, and we are in England after all an umbrella or rain cape can be a very helpful and memorable gift for the delegates arriving in Brighton from around the world.

### BRANDED BRIGHTON ROCK

**£ 850 + production costs and delivery**

Includes distribution and logistics onsite and acknowledgement in the list of sponsors

You can't come to Brighton or to any English seaside destination for that matter without having a piece of rock to remember your visit by.

## SPONSORSHIP OPTIONS CONTINUED

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### D) ABSTRACT AND PROGRAMME OPTIONS

#### SESSION SPONSOR

**£ 2 500**

Includes logistics onsite and acknowledgement in the list of sponsors

The sponsoring of a session gives the company the opportunity to display their signage outside the allocated session room. The company's logo will appear next to the relevant session in the programme handbook.

#### WELCOME RECEPTION SPONSOR

**£ 7 000 + production costs**

Includes catering costs and logistics onsite and acknowledgement onsite as well as in the list of sponsors, one registration ticket including Welcome Reception and Congress Dinner

- Promotional signage in the room on the evening
- Recognition in the programme handbook
- Recognition on the Congress website

#### CONGRESS DINNER SPONSOR

**£ 13 000 + production costs**

Includes catering costs and logistics onsite and acknowledgement onsite as well as in the list of sponsors, one registration ticket including Welcome Reception and Congress Dinner and five tickets exclusively for the Congress Dinner

- Company logo printed on Congress Dinner tickets
- Promotional signage in the room on the evening
- Recognition in the programme handbook
- Recognition on the Congress website



Brighton Marina



Dome from nearby gardens

## SPONSORSHIP OPTIONS CONTINUED

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### COFFEE BREAKS

#### £ 1 750 per service

Includes catering costs and logistics onsite and acknowledgement at each service station as well as in the list of sponsors

### LUNCH BREAKS

#### £ 2 500 per service

Includes catering costs and logistics onsite and acknowledgement at each service station as well as in the list of sponsors

Coffee and lunch breaks attract a large number of delegates and offer a unique opportunity to network. Complimentary coffee, tea and soft drinks with pastries or a warm lunch will be served daily to all delegates during the official breaks. The service points will be located mainly in the exhibition area and can be coordinated around the sponsor's booth.

### LUNCH BAGS

#### £ 1 750 + production costs and delivery

Includes catering costs, distribution and logistics onsite and acknowledgement in the list of sponsors

The delegates will be provided with a lunch bag on certain days of the Congress. The lunch bag itself can be branded by the sponsor. Additionally the sponsor can include a flyer inside the bag. This is an excellent way of attracting people to the sponsor's company.

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## EXHIBITION BOOTH

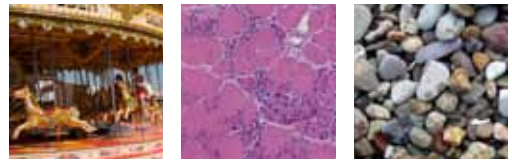
### On request

Includes an exhibition place and acknowledgement in the list of sponsors

Space allocation will be made on a "first come, first served" basis after having allocated all exhibition booths already included in the sponsoring packages. Please contact [info@wms2015.com](mailto:info@wms2015.com) to be added to the list. Allocation of a booth space will be confirmed as soon as possible.



## INTEREST FORM



Company Name

---

Contact Person

---

Address

---

Postal Code

City

Country

---

Telephone

Fax

---

E-mail

---

We are interested in the following sponsorship category

**A SPONSORING PACKAGES**

Details

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**B ADVERTISEMENT**

Details

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**C DELEGATE ITEMS**

Details

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**D ABSTRACT AND PROGRAMME OPTIONS**

Details

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**EXHIBITION BOOTH** (on request see page 16)

Details

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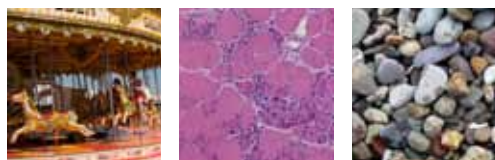
Comments or suggestions

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\*\*All applications are subject to committee approval, the Organising Committee reserves the right to decline sponsorship bookings at their own discretion.

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## PAYMENT DETAILS



Please note that 10% partial payment of sponsorship total is required within one month of receipt of the sponsorship application form.

Sponsorship/Exhibition Package (10% of Total Cost)

### TOTAL COST:

Please forward an invoice to facilitate payment by bank transfer

I enclose a cheque in UK pounds and drawn on a UK bank  
(Please make cheques payable to **WMS Brighton 2015**)

### CANCELLATION POLICY:

Cancellations will only be accepted in writing, emailed or posted and must be signed by the person whose signature appears on this form (or their nominee). Cancellations received prior to 31 January 2015 will have all payments returned less a £100 administration fee. Cancellations from 31 January 2015 and prior to 31 March 2015 will forfeit the 10% payment forwarded with this application. Cancellations from 1 April 2015 onwards will receive no refund and will be liable for payment of the balance should it not have been received by the cancellation date.

I have read the cancellation policy and accept all of the conditions.

Name (please print)

Position

Organisation

Signed

Date

### TERMS AND CONDITIONS:

The Congress Host and the Organiser will take all diligent care to fulfill the listed Sponsorship commitments. The Sponsors are responsible for providing all their requirements, i.e., banners, promotional material and any other material. The Sponsors are required to make the necessary deposit payment for the Sponsorship with booking, and final payment due no later than 31 March 2015. Sponsors are responsible for the security of their own equipment and materials while at the Congress. Your Sponsorship selection will be confirmed upon receipt of deposit. The Host and Organiser reserve the right to alter the program if required.

**THANK YOU FOR YOUR SUPPORT AND WE LOOK FORWARD TO WORKING WITH YOU**



**SEE YOU IN BRIGHTON 2015!**



[www.wms2015.com](http://www.wms2015.com)