SPONSORSHIP & EXHIBITION BROCHURE

28TH CONGRESS OF THE INTERNATIONAL ASSOCIATION OF PAEDIATRIC DENTISTRY

MAASTRICHT, THE NETHERLANDS JUNE 9-12, 2021
WELCOME TO THE IAPD 2021 CONGRESS

The Dutch Society of Paediatric Dentistry (NVvK) has the great honor to host the 28th Congress of the International Association of Paediatric Dentistry (IAPD) on June 9-12, 2021. The picturesque city of Maastricht is the destination for this four-day congress.

The IAPD Congress is the premier and largest international paediatric dentistry congress, with over 1,000 participants expected to attend from its 69 member societies from all over the world. It brings together specialist paediatric dentists and general practitioners/oral health care workers with an interest in paediatric dentistry as well as top-level specialists from the international dental industry.

IAPD 2021 has the ambition to become the best international scientific congress in paediatric dentistry and will offer a broad and challenging scientific program with the theme ‘Joining Forces’.

Collaborate with IAPD 2021 to craft the perfect sponsorship for your company if you are looking for exposure amongst over 1,000 participants. We have several packages designed to fulfill a range of objectives including branding, networking and thought leadership. Contact the IAPD 2021 secretariat to learn why this congress needs to be at the top of your event sponsorship calendar!

Dr. Martine van Gemert-Schriks
President of the Local Organizing Committee of the 28th IAPD Congress

MAASTRICHT: THE CONGRESS DESTINATION

Maastricht is an appealing city situated in the southeast of The Netherlands. It has an excellent accessibility from and to neighboring countries. Maastricht benefits from its location at the crossroads of Netherlands, Belgium, and Germany and therefore it can rightly be addressed as the centre of Europe. Here you will find the oldest architectures dating back to Roman times and the city breathes a warm and familiar atmosphere.

Due to its ideal public transport network, it’s easy to reach the congress venue, hotels and city center. During nighttime, numerous hotels, bars and culinary hotspots are just a stone’s throw away.

CONGRESS VENUE: MECC MAASTRICHT

The Maastricht Exhibition & Congress Centre (MECC) is the ideal meeting place at the heart of Europe. Hospitality, service, compactness and ambiance continue to guarantee MECC Maastricht a high rating. Due to intensive collaboration with, among others, Maastricht Health Campus, Academic Hospital Maastricht (azM), University of Maastricht and Maastricht Convention Bureau, MECC Maastricht is leading in (multi-day, international) medical conferences.

Address
MECC Maastricht
Duboisdomein 5a
6229 GT Maastricht
The Netherlands
www.mecc.nl

GENERAL INFORMATION

Dates – June 9-12, 2021
Location – MECC, Maastricht, The Netherlands
Website: www.iapd2021.org
E-mail: secretariat@iapd2021.org

IAPD 2021
JOINING FORCES

WWW.IAPD2021.ORG

WWW.IAPD2021.ORG
PARTICIPANT PROFILE

We expect over 1,000 participants from around 70 countries. Through its national societies the International Association of Paediatric Dentistry (IAPD) represents over 15,000 dentists, which will all be informed about this meeting.

- Members of the IAPD, EAPD, NVVK and VBTGG
- Paediatric Dentistry specialists
- Dental hygienists
- Orthodontists
- Endodontists
- Dental Surgeons
- Health professionals
- Global postgraduate students of different specialty programs

STATISTICS

IAPD CONGRESS HISTORY

<table>
<thead>
<tr>
<th>YEAR</th>
<th>LOCATION</th>
<th>REGION</th>
<th>NUMBER OF PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015*</td>
<td>Glasgow, Scotland</td>
<td>Europe</td>
<td>1,200</td>
</tr>
<tr>
<td>2017</td>
<td>Santiago, Chile</td>
<td>South America</td>
<td>1,250</td>
</tr>
<tr>
<td>2019</td>
<td>Cancun, Mexico</td>
<td>Central America</td>
<td>1,300</td>
</tr>
</tbody>
</table>

*The IAPD Congress is held in a different member country every two years with the last event in Europe taking place in Glasgow in 2015.

PARTICIPANTS PER CONTINENT IAPD 2015 GLASGOW

- Europe 57%
- North America 21%
- South America 6%
- Africa 6%
- Asia 6%
- Oceania 8%

TOP 10 PARTICIPANTS IAPD 2015 GLASGOW PER COUNTRY

1. United Kingdom
2. United States of America
3. Turkey
4. Japan
5. China
6. Australia
7. Greece
8. The Netherlands
9. Spain
10. India

ABOUT THE INTERNATIONAL ASSOCIATION OF PAEDIATRIC DENTISTRY (IAPD)

IAPD is a non-profit organization founded in 1969.

OBJECTIVES OF THE IAPD

- To constitute a forum for the exchange of international information concerning paediatric dentistry
- To contribute to the progress and promotion of dental health for children and to encourage research in this field
- To arrange scientific meetings
- National Member Societies – IAPD supported by 69 national societies

NATIONAL MEMBER SOCIETIES – IAPD SUPPORTED BY 69 NATIONAL SOCIETIES

- Algeria
- Argentina
- Australia
- Austria
- Belgium
- Bolivia
- Brazil
- Bulgaria
- Cambodia
- Canada
- Chile
- China
- Colombia
- Croatia
- Cyprus
- Denmark
- Ecuador
- Egypt
- Finland
- Greece
- Hong Kong
- Hungary
- India
- Iran
- Ireland
- Israel
- Italy
- Japan
- Jordan
- Kenya
- Kuwait
- Malta
- Mexico
- Morocco
- Netherlands
- Nigeria
- Norway
- Panama
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Romania
- Russian Federation
- Saudi Arabia
- Serbia
- Slovenia
- South Africa
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Tunisia
- Turkey
- Ukraine
- United Arab Emirates
- United Kingdom
- United States of America
- Uruguay
- Venezuela

WWW.IAPD2021.ORG
<table>
<thead>
<tr>
<th>Time</th>
<th>Wednesday, June 9, 2021</th>
<th>Thursday, June 10, 2021</th>
<th>Friday, June 11, 2021</th>
<th>Saturday, June 12, 2021</th>
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</thead>
<tbody>
<tr>
<td>08:15</td>
<td>Sponsored Symposium</td>
<td>Sponsored Symposium</td>
<td>Sponsored Symposium</td>
<td>Sponsored Symposium</td>
</tr>
<tr>
<td>08:30</td>
<td>Plenary Session</td>
<td>Plenary Session</td>
<td>Symposium 4 (continued)</td>
<td>Symposium 10</td>
</tr>
<tr>
<td>08:45</td>
<td>Pre Congress Symposium 1</td>
<td>Pre Congress Symposium 2</td>
<td>Symposium 5 (continued)</td>
<td>Oral Presentations 7</td>
</tr>
<tr>
<td>09:00</td>
<td>Pre Congress Symposium 2</td>
<td>Pre Congress Symposium 2</td>
<td>Symposium 6 (continued)</td>
<td>Oral Presentations 8</td>
</tr>
<tr>
<td>09:15</td>
<td>Plenary Session</td>
<td>Plenary Session</td>
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<tr>
<td>09:30</td>
<td>Lunch &amp; Exhibition</td>
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<td>Symposium 10</td>
</tr>
<tr>
<td>10:00</td>
<td>Lunch &amp; Exhibition</td>
<td>Lunch &amp; Exhibition</td>
<td>Symposium 10</td>
<td>Oral Presentations 8</td>
</tr>
<tr>
<td>10:15</td>
<td>Symposium 1 (continued)</td>
<td>Symposium 5 (continued)</td>
<td>Symposium 10</td>
<td>Oral Presentations 8</td>
</tr>
<tr>
<td>10:30</td>
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<td>Symposium 10</td>
<td>Oral Presentations 8</td>
</tr>
<tr>
<td>10:45</td>
<td>Pre Congress Symposium 2</td>
<td>Pre Congress Symposium 2</td>
<td>Symposium 10</td>
<td>Oral Presentations 8</td>
</tr>
<tr>
<td>11:00</td>
<td>Lunch &amp; Exhibition</td>
<td>Welcome Reception</td>
<td>Lunch &amp; Exhibition</td>
<td>Sponsored Symposium</td>
</tr>
<tr>
<td>11:15</td>
<td>Lunch &amp; Exhibition</td>
<td>Welcome Reception</td>
<td>Lunch &amp; Exhibition</td>
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</tr>
<tr>
<td>11:30</td>
<td>Symposium 1 (continued)</td>
<td>Welcome Reception</td>
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<td>Sponsored Symposium</td>
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<tr>
<td>11:45</td>
<td>Pre Congress Symposium 1</td>
<td>Welcome Reception</td>
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<tr>
<td>12:00</td>
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<tr>
<td>13:15</td>
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<td>13:45</td>
<td>Symposium 1 (continued)</td>
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<tr>
<td>14:00</td>
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<tr>
<td>14:15</td>
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<td>Sponsored Symposium</td>
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<tr>
<td>14:30</td>
<td>Symposium 1 (continued)</td>
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<tr>
<td>14:45</td>
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<tr>
<td>15:00</td>
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<tr>
<td>15:15</td>
<td>Symposium 1 (continued)</td>
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<td>15:30</td>
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<tr>
<td>16:00</td>
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<td>16:30</td>
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<tr>
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<td>21:00</td>
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<td>Lunch &amp; Exhibition</td>
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</tbody>
</table>

*The schedule is subject to change.*

**Notes:**
- Sessions and activities are scheduled to start at the times indicated.
- Some sessions may overlap, and the schedule is subject to change based on various factors.
- Specific details for each session and activity can be found on the Congress website.
- Contact information for changes and updates is available on the official Congress website.
SPONSOR & EXHIBITION PACKAGES

For this congress we work with sponsor and exhibition packages. Below you will find an overview of the different packages, specifying the benefits per package.

<table>
<thead>
<tr>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>EXHIBITOR</th>
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<tbody>
<tr>
<td>Package rates</td>
<td>€ 65,000</td>
<td>€ 35,000</td>
<td>€ 17,500</td>
<td>€ 8,500</td>
</tr>
<tr>
<td>Number of sqm included</td>
<td>72m²</td>
<td>36m²</td>
<td>18m²</td>
<td>9m²</td>
</tr>
<tr>
<td>Own booth/ shell scheme</td>
<td>Own booth</td>
<td>Own booth</td>
<td>Shell scheme</td>
<td>Shell scheme</td>
</tr>
<tr>
<td>Logo + link on congress website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Priority booth allocation</td>
<td>1st</td>
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<td>3rd</td>
<td>4th</td>
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<tr>
<td>Plenary Lunch Symposium</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Morning/afternoon Symposium</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Hospitality suite</td>
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<tr>
<td>Priority sponsor opportunities</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
<td>4th</td>
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<tr>
<td>Monthly update pre-registered delegates*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>1 E-mail to pre-registered delegates</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>1 Digital Advertisement included</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>1 advertisement in the Pocket Program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Complimentary Scientific Registrations</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary Exhibition Only Registrations</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>

*Companies must adhere to the rules for industry symposium or sessions. They must be held within the MECC Maastricht and during an official slot. IAPD 2021 will take any breach of these regulations seriously and any company who does not conform to the regulations will be subject to a penalty fine. Industry program overviews for publication in official materials need to be submitted by April 12, 2021 the latest. The industry programs are outside the jurisdiction of the IAPD 2021 Scientific Program Committee.

SATELLITE SYMPOSIUM

The congress will offer opportunities for IAPD exhibitors to organize symposiums on Thursday, Friday and Saturday.

All contents of the symposiums will have to be reviewed by the Scientific Program Committee in order to avoid duplication of topics. This way the organization expects to ensure a balanced and high quality program. Time slots A, C, D, F and G will have a maximum of three parallel symposiums. Time slots B, E and H are solo-sponsored symposiums available for Platinum Sponsors.

The table below provides an overview of the dates, times and costs of the symposium. Please note the below table is subject to change.

<table>
<thead>
<tr>
<th>NO.</th>
<th>DATE</th>
<th>TIME</th>
<th>CAPACITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Thur. June 10, 2021</td>
<td>8:15 – 9:15 am</td>
<td>TBD</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>B</td>
<td>Thur. June 10, 2021</td>
<td>1:30 – 2:30 pm</td>
<td>1,000</td>
<td>Part of Platinum Sponsorship</td>
</tr>
<tr>
<td>C</td>
<td>Thur. June 10, 2021</td>
<td>6:00 – 7:00 pm</td>
<td>TBD</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>D</td>
<td>Fri. June 11, 2021</td>
<td>8:15 – 9:15 am</td>
<td>TBD</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>E</td>
<td>Fri. June 11, 2021</td>
<td>1:30 – 2:30 pm</td>
<td>1,000</td>
<td>Part of Platinum Sponsorship</td>
</tr>
<tr>
<td>F</td>
<td>Fri. June 11, 2021</td>
<td>6:00 – 7:00 pm</td>
<td>TBD</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>G</td>
<td>Sat. June 12, 2021</td>
<td>8:15 – 9:15 am</td>
<td>TBD</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>H</td>
<td>Sat. June 12, 2021</td>
<td>1:30 – 2:30 pm</td>
<td>1,000</td>
<td>Part of Platinum Sponsorship</td>
</tr>
</tbody>
</table>

*According to the GDPR regulations
In addition to exhibition space, the IAPD 2021 offers a variety of other sponsorship opportunities. Although we are confident that you will be able to find a sponsor item that fits your specific interest and budget, we are open to any creative proposals that do not appear on the list.

- **Mailing of Personal Invitations**
  The congress organiser will send your personal invitations per email to all pre-registered delegates after the deadline for early registration.
  € 2,500 per mailing

- **Seating Areas**
  The sponsor’s name will be displayed on customisable folding cardboard chairs and on promotions boards in the seating areas, which are located throughout the exhibition area.
  € 10,000 (including production costs)

- **Welcome Reception**
  The congress Welcome Reception will be held at the Maastricht Exhibition & Congress Centre. Drinks and bites will be provided. The sponsoring company logo will appear on the website next to details of the Reception. The company can also supply four banners to be displayed at the entrance to the reception.
  € 5,000

- **Staff shirt**
  With the company name printed on the sleeve of the staff shirts your brand will be carried throughout the congress. Your brand will be enhanced by the staff at the registration desks and by all the room attendants.
  € 4,000 (including production costs)

- **Mobile App**
  With the IAPD 2021 mobile app, attendees will be able to have the congress in the palm of their hand. The app provides participants on-the-go access to meeting information, including sessions, speakers, abstracts and exhibitors.
  € 10,000
1. In accordance with European data protection regulation, in particular Regulation (EU) No. 2016/679 on the protection of natural persons with regard to the processing of personal data, MCI Group, as data controller, processes the exhibitor/sponsor’s personal data for the purposes of (i) managing and organising the event, in particular the management of exhibitor/sponsor’s stand (ii) managing and organising prospecting and loyalty (iii) enabling the exhibitor/sponsor to benefit from our services (iv) enabling the exhibitor/sponsor to receive our news. These data processing have as legal basis the execution of the contract: the information we collect is necessary for the implementation of the contract to which the exhibitor/sponsor has adhered, failing which the contract cannot be executed.

Exhibitor/sponsor’s data are retained for the time necessary for processing purposes, namely 5 years from the end of the business relationship.

For processing purposes, the data of the exhibitor/sponsor's data - or transmitted by him - will be transmitted to the following recipients: management service providers of our Customer Relationship Manager, service providers in charge of management, event service providers (reception service providers, security, printing, etc.).

The data necessary for MCI Group to fulfil the purposes described above are those appearing on this order form. In accordance with the regulations in force, the exhibitor/sponsor benefits from a right of access, rectification, limitation, deletion and portability on his data.

The exhibitor/sponsor may also object to the processing of his personal data concerning him and lodge a complaint with the data protection and control authority. The exhibitor/sponsor may exercise his rights by sending a request to the following address: iapd2021@mci-group.com or by contacting our Data Protection Officer (DPO): anne.lesca@mci-group.com

2. In any event, the exhibitor/sponsor acknowledges compliance with European data protection regulations for its own processing, including Regulation (EU) No. 2016/679 on the protection of personal data, foremost among which the integrity and confidentiality of data communicated by participants and compliance with their data-retention periods. In case of communication to MCI by the exhibitor/sponsor of a personal data file, the exhibitor/sponsor acknowledges having informed and obtained the consent of the person(s) concerned by this communication.
EXHIBITION CONTRACT

Company Name:

VAT-Number (EU-companies only):

Address:

City: State:

Zip Code: Country:

Contact Person:

E-mail:

We are interested in participating in IAPD 2021 as: Preferred Booth Location

- Platinum sponsor €65,000
- Gold sponsor €35,000
- Silver sponsor €17,500
- Bronze sponsor €8,500
- Exhibitor €4,000

Satellite Symposium

<table>
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<tr>
<th>No.</th>
<th>Date</th>
<th>Time</th>
<th>Capacity</th>
<th>Price</th>
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<tr>
<td>A</td>
<td>Thu. June 10, 2021</td>
<td>8.15 – 9.15 am</td>
<td>TBD</td>
<td>€5,000</td>
</tr>
<tr>
<td>B</td>
<td>Thu. June 10, 2021</td>
<td>1.30 – 2.30 pm</td>
<td>1,000</td>
<td>Part of Platinum Sponsorship</td>
</tr>
<tr>
<td>C</td>
<td>Thu. June 10, 2021</td>
<td>6.00 – 7.00 pm</td>
<td>TBD</td>
<td>€5,000</td>
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<tr>
<td>D</td>
<td>Fri. June 11, 2021</td>
<td>8.15 – 9.15 am</td>
<td>TBD</td>
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<td>Fri. June 11, 2021</td>
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<td>Fri. June 11, 2021</td>
<td>6.00 – 7.00 pm</td>
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<td>8.15 – 9.15 am</td>
<td>TBD</td>
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<td>1.30 – 2.30 pm</td>
<td>1,000</td>
<td>Part of Platinum Sponsorship</td>
</tr>
</tbody>
</table>

After receipt of the contract by MCI The Netherlands, a confirmation together with an invoice for the total participation costs will be sent, due to be paid within three weeks after receipt.

I have read and accepted the cancellation policy as indicated in this Sponsor & Exhibition Brochure at page 13.

I will send our company logo in high resolution as a JPEG & EPS format together with this contract.

I am authorized on behalf of my company to sign the contract.

Date: Signature:

Please send this form to:
International Association of Paediatric Dentistry Congress 2021
c/o MCI The Netherlands
Schipluidenlaan 4, 1062 HE Amsterdam, The Netherlands
secretaria@iapd2021.org
Tel: +31 20 570 9600

SPONSORSHIP CONTRACT

Company Name:

VAT-Number (EU-companies only):

Address:

City: State:

Zip Code: Country:

Contact Person:

E-mail:

Sponsor Opportunities

- Digitize your Advertising: Display your ad in the congress Mobile App €2,000
- Pocket Program €5,000
- Congress Bags €10,000
- Lanyards €6,500
- WiFi €5,000
- Mailing of Personal Invitations €2,500
- Seating Areas €10,000
- Welcome Reception €5,000
- Staff shirt €4,000
- Mobile App €10,000

Total Amount Sponsoring:

= €

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GENERAL INFORMATION

Dates – June 9-12, 2021
Location – MECC, Maastricht, The Netherlands
Website: www.iapd2021.org
E-mail: secretariat@iapd2021.org