

WWW.IAPD2021.ORG



**IAPD 2021**  
Joining Forces

## SPONSORSHIP & EXHIBITION BROCHURE

**28<sup>TH</sup> CONGRESS OF THE INTERNATIONAL  
ASSOCIATION OF PAEDIATRIC DENTISTRY**

**MAASTRICHT, THE NETHERLANDS** JUNE 9-12, 2021



*Dutch Society  
of Paediatric  
Dentistry*

## WELCOME TO THE IAPD 2021 CONGRESS



## MAASTRICHT: THE CONGRESS DESTINATION



The Dutch Society of Paediatric Dentistry (NVvK) has the great honor to host the 28<sup>th</sup> 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 28<sup>th</sup> IAPD Congress*

### GENERAL INFORMATION

Dates – June 9-12, 2021

Location – MECC, Maastricht, The Netherlands

Website: [www.iapd2021.org](http://www.iapd2021.org)

E-mail: [secretariat@iapd2021.org](mailto:secretariat@iapd2021.org)



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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](http://www.mecc.nl)



[WWW.IAPD2021.ORG](http://WWW.IAPD2021.ORG)



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

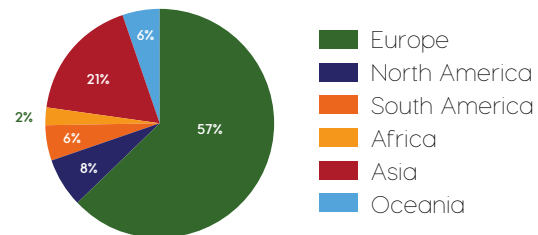
## STATISTICS

### IAPD CONGRESS HISTORY

YEAR	LOCATION	REGION	NUMBER OF PARTICIPANTS
2015*	Glasgow, Scotland	Europe	1,200
2017	Santiago, Chile	South America	1,250
2019	Cancun, Mexico	Central America	1,300

\*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



### 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

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



# SCHEDULE-AT-A-GLANCE (SUBJECT TO CHANGE)



WEDNESDAY, JUNE 9, 2021		THURSDAY, JUNE 10, 2021					FRIDAY, JUNE 11, 2021					SATURDAY, JUNE 12, 2021			
		Sponsored Symposium					Sponsored Symposium					Sponsored Symposium			
		Plenary Session					Symposium 4	Symposium 5	Symposium 6	Oral Presentations 3	Oral Presentations 4	Symposium 10	Symposium 11	Oral Presentations 7	Oral Presentations 8
Pre Congress Symposium 1		Break & Exhibition					Break & Exhibition					Break & Exhibition			
Pre Congress Symposium 2		Plenary Session					Symposium 4 (continued)	Symposium 5 (continued)	Symposium 6 (continued)	Oral Presentations 3 (continued)	Oral Presentations 4 (continued)	Symposium 10 (continued)	Symposium 11 (continued)	Oral Presentation 7 (continued)	Oral Presentations 8 (continued)
Lunch		Lunch & Exhibition			Sponsored Symposium		Lunch & Exhibition			Sponsored Symposium		Lunch & Exhibition		Sponsored Symposium	
		Symposium 1	Symposium 2	Symposium 3	Oral Presentations 1	Oral Presentations 2	Symposium 7	Symposium 8	Symposium 9	Oral Presentations 5	Oral Presentations 6	Plenary Session			
Pre Congress Symposium 1		Break & Exhibition					Break & Exhibition					Break & Exhibition			
Pre Congress Symposium 2		Symposium 1 (continued)	Symposium 2 (continued)	Symposium 3 (continued)	Oral Presentations 1 (continued)	Oral Presentations 2 (continued)	Symposium 7 (continued)	Symposium 8 (continued)	Symposium 9 (continued)	Oral Presentations 5 (continued)	Oral Presentations 6 (continued)	Plenary Session			
Opening Ceremony		Sponsored Symposium					Sponsored Symposium					Closing Ceremony			
Welcome Reception							Congress Dinner					Farewell Party			

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## 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.

	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
Package rates	€ 65,000	€ 35,000	€ 17,500	€ 8,500	€ 4,000
Number of sqm included	72m <sup>2</sup>	36m <sup>2</sup>	18m <sup>2</sup>	9m <sup>2</sup>	9m <sup>2</sup>
Own booth/shell scheme	Own booth	Own booth	Shell scheme	Shell scheme	Shell scheme
Logo + link on congress website	✓	✓	✓	✓	
Priority booth allocation	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>
Plenary Lunch Symposium	✓				
Morning/afternoon Symposium		✓	✓		
Hospitality suite	✓	✓			
Priority sponsor opportunities	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>
Monthly update pre-registered delegates*	✓	✓			
1 E-mail to pre-registered delegates	✓	✓			
1 Digital Advertisement included	✓	✓	✓	✓	
1 advertisement in the Pocket Program	✓	✓	✓	✓	
Complimentary Scientific Registrations	6	4	2	1	
Complimentary Exhibition Only Registrations	10	8	6	3	2

\*According to the GDPR regulations

Shell Scheme booth package includes (per 9m<sup>2</sup>):

- Shell scheme walls, (wxh) 100 x 250 cm, white;
- Fascia including company name and booth number
- Carpet tiles
- Lights
- Electricity
- 1x counter
- 2x chairs

## 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.

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

\*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.





## SPONSOR OPPORTUNITIES



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

<ul style="list-style-type: none"> <li> <b>Digitize your Advertising: Display your ad in the congress Mobile App</b>                      You can provide an advert for the opening carousel of the congress Mobile App to maximize your exposure.                 </li> </ul>	<b>€ 2,000</b>
<ul style="list-style-type: none"> <li> <b>Pocket Program</b>                      The Pocket Program is referenced time and again as delegates navigate their way around the congress. Your logo will be featured prominently in the Pocket Program and will mark your booth location on the program's exhibition floor map.                 </li> </ul>	<b>€ 5,000</b>
<ul style="list-style-type: none"> <li> <b>Congress Bags</b>                      All delegates will receive a bag, which will display your company logo in addition to the IAPD, NVvK and congress logo. The delegates will use this bag during the congress and as previous experience has shown, long after the congress has ended.                 </li> </ul>	<b>€ 10,000 (including production costs)</b>
<ul style="list-style-type: none"> <li> <b>Lanyards</b>                      Your company logo as well as the IAPD, NVvK and congress logo will adorn the badges worn by delegates everyday. Be in delegates' direct line of sight as they engage with their colleagues.                 </li> </ul>	<b>€ 6,500 (including production costs)</b>
<ul style="list-style-type: none"> <li> <b>WiFi</b>                      Who isn't using WiFi these days?! When becoming the exclusive sponsor of the wireless internet your logo will appear as soon as people will login to the network, a great opportunity to make sure that the participants know about your presence.                 </li> </ul>	<b>€ 5,000</b>



<ul style="list-style-type: none"> <li> <b>Mailing of Personal Invitations</b>                      The congress organiser will send your personal invitations per email to all pre-registered delegates after the deadline for early registration.                 </li> </ul>	<b>€ 2,500 per mailing</b>
<ul style="list-style-type: none"> <li> <b>Seating Areas</b>                      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.                 </li> </ul>	<b>€ 10,000 (including production costs)</b>
<ul style="list-style-type: none"> <li> <b>Welcome Reception</b>                      The congress Welcome Reception will be held at the Maastricht Exhibition &amp; 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.                 </li> </ul>	<b>€ 5,000</b>
<ul style="list-style-type: none"> <li> <b>Staff shirt</b>                      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.                 </li> </ul>	<b>€ 4,000 (including production costs)</b>
<ul style="list-style-type: none"> <li> <b>Mobile App</b>                      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.                 </li> </ul>	<b>€ 10,000</b>





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](mailto:iapd2021@mci-group.com) or by contacting our Data Protection Officer (DPO): [anne.lesca@mci-group.com](mailto: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.

After the contract (page 14) is received by the Congress Organizer, a confirmation and an invoice for the total amount will be sent and is due to being paid within three weeks after receipt. VAT is not included in the published prices.

### TERMS OF CANCELLATION

Notification of a sponsor to cancel or reduce exhibit space or sponsor items must be submitted to the Congress Organizer in writing before March 1, 2021. The effective date of space cancellation or reduction will be the date on which the Congress Organizer receives the written notice.

#### FOR CANCELLATION MADE:

Before October 1, 2020, 10% of the total costs will be retained  
From October 1 – March 1, 2021, 50% of the total costs will be retained  
After March 1, 2021, 100% of the total costs will be retained



# 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:**

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

**Preferred Booth Location**

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

**Satellite Symposium**

No.	Date	Time	Capacity	Price
<input type="checkbox"/> A	Thur. June 10, 2021	8.15 – 9.15 am	TBD	€ 5,000
<input type="checkbox"/> B	Thur. June 10, 2021	1.30 – 2.30 pm	1,000	Part of Platinum Sponsorship
<input type="checkbox"/> C	Thur. June 10, 2021	6.00 – 7.00 pm	TBD	€ 5,000
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<input type="checkbox"/> G	Sat. June 12, 2021	8.15 – 9.15 am	TBD	€ 5,000
<input type="checkbox"/> H	Sat. June 12, 2021	1.30 – 2.30 pm	1,000	Part of Platinum Sponsorship

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  
 secretariat@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
- Staf shirt € 4,000
- Mobile App € 10,000

Total Amount Sponsoring: € \_\_\_\_\_

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 secretariat@iapd2021.org  
 Tel: +31 20 570 9600





**IAPD 2021**  
Joining Forces

## GENERAL INFORMATION

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E-mail: [secretariat@iapd2021.org](mailto:secretariat@iapd2021.org)



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of Paediatric  
Dentistry*