The 1st Asia Pacific Congress on Controversies to Consensus in Diabetes, Obesity and Hypertension

Shanghai • China • June 2-5, 2011

SPONSORSHIP and EXHIBITION PROSPECTUS

www.codhy.com/AP
codhyAP@codhy.com

Last Update: January 9, 2011
Dear Friends and Colleagues,

We are proud to announce that the 1st Asia Pacific Congress on Controversies to Consensus in Diabetes, Obesity and Hypertension (CODHy) will take place in Shanghai, China on June 2-5, 2011.

The success of the World CODHy Congresses, which took place in Europe, paved the way for the 1st locally oriented CODHy Congress, which was held in Buenos Aires in 2010. We are confident that the 1st Asia Pacific CODHy Congress will maintain the high academic level of the previous CODHy Congresses.

The 1st Asia Pacific CODHy Congress will raise the most dynamic and controversial topics facing clinicians in the fields of Diabetes, Obesity and Hypertension in an exciting debate forum. The Congress will promote excellence in these fields by seeking to shed light on ongoing and challenging debates and to bridge gaps between the expansion of information and its consolidation in clinical practice.

The 1st Asia Pacific CODHy Congress will emphasize issues related to the region in terms of epidemiology, genetics, diagnostics, typical complications and distinctive responses to treatments.

We hope that with your enthusiasm and your willingness to share your scientific research and achievements, together we can make this Congress a great success.

We hope to see you in the beautiful and exciting city of Shanghai.

Sincerely,

Markolf Hanefeld  
Linong Ji  
Guang Ning  
Itamar Raz  
Shaukat M. Sadikot  
Germany  
China  
China  
Israel  
India  

Co-Chairpersons
CONGRESS PROFILE

AIMS OF THE CONGRESS

- To promote excellence in the fields of Diabetes, Obesity and Hypertension, by discussing, in a debate forum, evidence-based medicine and expert opinions on current controversial issues
- To bridge gaps between expansion of basic science and information, and their consolidation into clinical practice
- To promulgate ethics and standards of practice and treatment
- To reach consensus on certain controversial issues, through debates, round table discussions and plenary lectures
- To make it possible for the industry to meet with outstanding experts in the field, and to update international participants on pressing clinical and technological questions of the day

PAST WORLD CONGRESSES AND STATISTICS

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<th>CODHy</th>
<th>Berlin 2006</th>
<th>Barcelona 2008</th>
<th>Prague 2010</th>
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DEMOGRAPHICS

International participants
CODHy Berlin 2006

- Western Europe 72%
- Asia Pacific 5.5%
- Africa 6.5%
- Latin America 1%
- Eastern Europe 10%
- North America 5%

International participants
CODHy Barcelona 2008

- Western Europe 55%
- Asia Pacific 10.5%
- Africa 7%
- Latin America 3.5%
- Eastern Europe 20%
- North America 4%

International participants
CODHy Prague 2010

- Western Europe 53%
- Asia Pacific 8%
- Africa 12%
- Latin America 1%
- Eastern Europe 22%
- North America 4%
## CONGRESS PROFILE

### PAST REGIONAL CONGRESS AND STATISTICS

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<tr>
<th>CODHy</th>
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### DEMOGRAPHICS

International participants
CODHy Buenos Aires 2010

- Latin America 85%
- Africa 3%
- Asia Pacific 1.5%
- Eastern Europe 2%
- Western Europe 6%
- North America 2.5%
### CO-CHAIRPERSONS

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FACULTY

(preliminary list)

K. Abdul Kadir, Malaysia
J. Chan, China (HK)
Y.S. Cho, Korea
L.M. Chuang, Taiwan
J. Davidson, USA
R.A. DeFronzo, USA
D. de Zeeuw, The Netherlands
S. Del Prato, Italy
A. El-Sayed, Egypt
V.A. Fonseca, USA
S. Goto, Japan
E. Grossman, Israel
V. Hainer, Czech Republic
M. Hanefeld, Germany
S. Heller, UK
B. Hirshberg, Israel
P. Home, UK
D. Hu, China
C.K. Huang, Taiwan
B. Itzhak, Israel
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X. Yang, China (HK)
K.H. Yoon, Korea
Z. Yuqing, China

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K. Zhang, Novo Nordisk
**PRELIMINARY SCIENTIFIC PROGRAM**

**Friday, June 3, 2011**

**HALL A**

**08:15-10:00**

**PLENARY SESSION 1**

**FUTURE THERAPY**

- Inflammation and anti-inflammatory drugs to treat diabetes - V.A. Fonseca, USA
- Diabetes prevention vs. early diagnosis in Asia and worldwide - TBA
- Recent trial to prevent CV disease: Is this the answer or has it created more questions? - J. Chan, China (HK)
- The role of Beta cell and insulin resistance: Worldwide vs. China - R.A. DeFronzo, USA

**10:00-10:30**

Coffee Break

**10:30-12:00**

**SESSION 2**

**DIABETES THERAPY-FOCUS ON ASIA**

- First line therapy:
  - Glucosidase INH and Sulfonylurea - M. Hanefeld, Germany
  - Metformin - S. Del Prato, Italy
- Second line therapy:
  - GLP1/ DPP4 INH vs. Secretagogue/ Insulin
  - GLP1/ DPP4 INH - A. Kumar, India
  - Secretagogue/ Insulin - W.Y. Yang, China (HK)

**12:00-12:10**

Technical Break

**12:10-13:00**

**SESSION 3**

**STUDIES OF HYPERTENSION CONTROL IN ASIA**

- CHIEF trial - TBA
- FEVER study - Z. Yuqing, China

**13:00-14:00**

Lunch Break

**14:00-15:30**

**SESSION 4**

**INSULIN THERAPY IN T2D - ASIA VS. THE ROW**

- Initiation of Insulin:
  - Not too early - TBA
  - Not too late - A. Kumar, India
- Oral Hypoglycaemic with long-acting analogs - S. Sidartawan, Indonesia
- Place of TZD in Asian diabetic patients - P. Home, UK

**15:30-16:00**

Coffee Break

**16:00-17:30**

**SESSION 5**

**THERAPEUTIC APPROACH TO YOUTH WITH T2DM? IS IT EFFICIENT FOR ASIANS?**

- Insulin, metformin TZD, glucosidase INH - W. Lee, Singapore
- Combination therapy and lifestyle modifications (Based on preliminary results from TODAY study) - TBA
- Type 1 Diabetes in Asia - Differences and similarities to the ROW - J. Palmer, USA
- LADA in Asia - P. Pozzilli, Italy

**HALL B**

**10:30-12:00**

**SESSION 6**

**HYPERTENSION CONTROVERSIES**

- The risk of hypertension in diabetic patients - TBA
- Should we change the target blood pressure in diabetic patients? Yes - E. Grossman, Israel
  - No - D. Hu, China
- Should we avoid antihypertensive drugs that increase glucose levels? Yes - TBA
  - No - TBA

**12:00-12:10**

Coffee Break

**12:10-13:00**

**SESSION 7**

**MEET THE PROFESSOR**

- Novel therapy for GDM in Asia - TBA
- Diabetes and Alzheimer - K. Abdul Kadir, Malaysia

**13:00-14:00**

Lunch Break

**14:00-15:30**

**SESSION 8**

**NOVEL DRUGS FOR T2D IN ASIAN POPULATION**

- Efficacy - J. Davidson, USA
- Safety and hypoglycaemia and mortality - S. Heller, UK
- The role of iron in diabetes and its complications - was iron deficiency protective in Asia and have we lost the protection? - V.A. Fonseca, USA

**15:30-16:00**

Coffee Break

**16:30-17:30**

**SESSION 9**

**RENAL AWARENESS**

- 2010-2011 Randomize control studies to protect the kidney: PLANET & VITAL - D. de Zeeuw, The Netherlands
  - SHARP - J. Chan, China (HK)
- Does sodium intake help in your patients’ treatment? - G. Kimura, Japan

**HALL C**

**10:30-12:00**

**SESSION 10**

**CARDIOMETABOLIC RISK ASSESSMENT AND METABOLIC SYNDROME CONTROVERSIES**

- Drug therapy for Pre Diabetes:
  - Yes - K.H. Yoon, Korea
  - No - S.M. Sadikot, India
- Sacropenic Obesity and metabolic syndrome - TBA

**12:00-12:10**

Coffee Break

**12:10-13:00**

**SESSION 11**

**MEET THE PROFESSOR: HYPERTENSION**

- E. Grossman, Israel
- Resistant hypertension: Evaluation and treatment
- Definition and Diagnosis
- How far should we go with the evaluation?
- How to achieve blood pressure goal in diabetic patients

**13:00-14:00**

Lunch Break
### Friday, June 3, 2011

#### HALL C

**SESSION 12**

**OPTIMISING DIABETES THERAPY**

- The status of diabetes control in Asia - L.M. Chuang, Taiwan
- Benefit of self-monitoring glucose control
  - Pro - TBA
  - Con - TBA
- Continuous glucose monitoring (CGM): For whom could it be beneficial? - K.H. Yoon, Korea

#### 15:30-16:00

Coffee Break

**SESSION 13**

**CARDIOVASCULAR RISK IN DIABETES FOCUSING ON GENETICS IN ASIA**

- Improving CV risk and diabetes burden - P. Tong, China (HK)
- Hypoglycaemia barrier to glucose control in Asia - W.H.H. Sheu, Taiwan
- Asian vs. Western diet: Role of hypoglycaemic drug - TBA
- Risk factors for carotid atherosclerosis in China - TBA

### Saturday, June 4, 2011

#### HALL A

**SESSION 14**

**APPROACH TO PREVENTION OF DIABETES**

- Score for high risk in diabetes in Asia - TBA
- Using A1C to detect diabetes - TBA
- Asian Vs. European patients / De-Plan Project - TBA
- High prevalence in the Gulf region - A. El-Sayed, Egypt
- Difference in candidate gene for T2D in Asia - Y.S. Cho, Korea

#### 10:00-10:30

Coffee Break

**SESSION 15**

**WHAT IS OF SPECIAL IMPORTANCE FOR HYPERTENSION AND ITS TREATMENT IN ASIA?**

- The epidemiological perspectives for populations in transition - L. Liu, China
- Stroke more important than CHD in Asian countries - still true? - K. Kario, Japan
- A review of interventions studies including Asian patients with hypertension - D. Hu, China
- Which antihypertensive drugs to prefer in Asian patients? - J. Wang, China

#### 12:00-12:10

Technical Break

**SESSION 16**

**MEET THE PROFESSOR**

- Criteria and classification of obesity in Asia - TBA
- Beta cell function and diabetes in China - W.Y. Yang, China (HK)

### Session 17

**FDA CARDIOVASCULAR ASSESSMENT REQUIREMENTS: IMPLICATIONS FOR CLINICAL RESEARCH IN SOUTHEAST ASIA**

- Impact of the US FDA cardiovascular assessment requirements on the development of novel antidiabetes drugs - B. Hirshberg, Israel
- Global CV outcome studies, view point of the Chinese regulatory authority - TBA
- Implications of the new CV assessment requirements on clinical practice in China - TBA
- Application of global CV outcome studies for the Indian population and Indian regulatory authority - TBA

#### 15:30-16:00

Coffee Break

#### 16:00-17:30

**SESSION 18**

**INDIVIDUALISED THERAPY IN ASIAN T2D PATIENTS**

- Are all Asian patients the same when it comes to diabetes? Case reports:
  - China - TBA
  - India - TBA
  - Japan / Korea - TBA
  - Cambodia - TBA

#### HALL B

**SESSION 19**

**EXTRA GLYCAEMIC EFFECTS OF INCRETIN BASED THERAPY IN T2D**

- The heart - S. Del Prato, Italy
- The brain - TBA
- The vascular system - TBA
- The kidney - TBA

#### 10:00-10:30

Coffee Break
## Preliminary Scientific Program

### Saturday, June 4, 2011

**Hall B**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session 20</th>
<th>Title</th>
<th>Presenters</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30-12:00</td>
<td><strong>NOVEL NEW THERAPY FOR DIABETES – FOCUS ON ASIA</strong></td>
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<tr>
<td></td>
<td>A1C for diagnosis and monitoring in Asia (How accurate is A1C in Asia?) - W.Y. Yang, China (HK)</td>
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<td></td>
<td>Individualized A1C targets - TBA</td>
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<tr>
<td>12:00-12:10</td>
<td>Technical Break</td>
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<td>12:10-13:00</td>
<td><strong>MEET THE PROFESSOR</strong></td>
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<td></td>
<td>The diabetic foot: Interdisciplinary intervention, do we need regional guidelines?</td>
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<td></td>
<td>Vascular surgeon - TBA</td>
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<td>Interventional radiologist - TBA</td>
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<td>Orthopaedic specialist - TBA</td>
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<td>Infectious disease specialist - TBA</td>
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<tr>
<td>13:00-14:00</td>
<td>Lunch Break</td>
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<tr>
<td>14:00-15:30</td>
<td><strong>EVIDENCE FROM CLINICAL TRIALS IN DIABETES</strong></td>
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<td>Effects of glucose control on cardiovascular disease (CVD) - TBA</td>
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<td>Specific OHG effects on CVD - TBA</td>
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<td>Differences in the Asian patient populations - TBA</td>
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<td>15:30-16:00</td>
<td>Coffee Break</td>
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<tr>
<td>16:00-17:30</td>
<td><strong>NEW TRENDS IN TYPE 1 DIABETES</strong></td>
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<td>The increased incidence of type 1 diabetes worldwide: What to blame? - P. Pozzilli, Italy</td>
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<td>Promising treatment to limit beta cell destruction - J. Palmer, USA</td>
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<td>Application of technology to the disease management - R. Weiss, Israel</td>
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</tbody>
</table>

**Hall C**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session 24</th>
<th>Title</th>
<th>Presenters</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30-10:00</td>
<td><strong>HYPERTENSION</strong></td>
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<td>The “Pearls and Perils” of managing hypertension in people with diabetes</td>
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<td>Pearls - J. Wang, China</td>
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<td>Perils - D. Hu, China</td>
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<td>ACEs or ARBs as first line treatment of hypertension in diabetes</td>
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<td></td>
<td>Pro - TBA</td>
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<td>Con - TBA</td>
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<td></td>
<td>Are all RASS blockers equal?</td>
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<td></td>
<td>Yes - P.M. Nilsson, Sweden</td>
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<td></td>
<td>No - TBA</td>
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<tr>
<td>10:00-10:30</td>
<td>Coffee Break</td>
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</table>

**Session 25**

10:30-12:00  **OBESITY IN ASIA: IS IT DIFFERENT FROM THE REST OF THE WORLD?**
- Rising burden of obesity in Asia - A. Ramachandran, India
- Do we need anti-obesity drugs?
  - Yes - V. Hainer, Czech Republic
  - No: Lifestyle intervention only - TBA

12:00-12:10  Technical Break

**Session 26**

12:10-13:00  **MEET THE PROFESSOR**
- Diabetes treatment: from trial to practice, does it work? - TBA
- SGLT2 in type 2 diabetes - G. Schernthaner, Austria

13:00-14:00  Lunch Break

14:00-15:30  **CV RISK AND INSULIN RESISTANCE IN CHILDHOOD-ASIAN PERSPECTIVE**
- Melancortin 3 receptor and Melancortin 4 receptor genetic mutations: The Asian perspective - Y.S. Lee, Singapore
- Metabolic syndrome in children in Malaysia - TBA
- Metabolic syndrome – Early life exposure - TBA
- Metabolic syndrome in children in China - H. Wang, China

15:30-16:00  Coffee Break

16:00-17:30  **BARIATRIC SURGERY IN OBESITY AND DIABETES – ASIA**
- Last resort in obese patients
  - Pro - C.K. Huang, Taiwan
  - Con - TBA
- Early in the obese patient with risk factors
  - Pro - S.K.H. Wong, China (HK)
  - Con - W.H-H Sheu, Taiwan
PRELIMINARY SCIENTIFIC PROGRAM

Sunday, June 5, 2011

HALL A
08:30-10:00 SESSION 29
THE METABOLIC SYNDROME
• Metabolic Syndrome-from a bunch of interrelated diseases to a cluster of premorbid risk factors- Is this the right way? - M. Hanefeld, Germany
• Abdominal obesity in Asian vs. caucasian population - TBA
• BMI and longevity in Asian populations (e.g Japan) - L. Ji, China
• Can testosterone effectively reduce the cardiovascular risk in men? - F. Saad, Germany

10:00-10:30 Coffee Break

HALL A
10:30-12:00 PLENARY SESSION 31
• Prevention of T2DM: Call for early intervention - R.A. DeFronzo, USA
• Diabetes and Cancer - X. Yang, China (HK)
• Insulin and Cancer - P. Home, UK
• Long acting insulin / GLP1 as second or third line therapy for diabetes - G. Schernthaner, Austria

HALL B
08:30-10:00 SESSION 30
DIABETIC DYSPLIDEMIA - FOCUS ON ASIA
• Statin or combination - TBA
• Therapy for statin intolerance - TBA
• HDL: Unmet challenge - TBA
• Aspirin for primary prevention in Asia: Aspirin or other antipletet? Aspirin - S. Goto, Japan
Other - TBA

10:00-10:30 Coffee Break
**CATEGORIES OF SPONSORSHIP**

**PRESIDENTIAL CIRCLE**

€75,000 +

(In addition, priority in choosing up to two additional sponsorship items to the total value of €20,000)

**PLATINUM**

€60,000

(In addition, priority in choosing up to two additional sponsorship items to the total value of €10,000)

**GOLD**

€50,000

**SILVER**

€20,000

**SPONSOR**

€3,000
CONTINUING MEDICAL EDUCATION (CME) APPROVED SESSION

€30,000

An unrestricted grant to support an existing session, or to suggest a CME-approved session (60-90 minutes) as part of the Scientific Program.

PROVIDED BY THE CONGRESS

Educational Session
- Session hall and basic audiovisual equipment
- Four complimentary registrations for Session Chairpersons and Speakers

Exhibition
- 6 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)

Advertisement Package
- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags

Promotion
- Optional webcast of Session at reduced rates
- Company logo on regular announcements to Congress Database

The expenses (travel, accommodation and registration) of the Chairpersons and Speakers of a supported CME-approved session are additional and the responsibility of the Sponsor.
SCIENTIFIC SPONSORSHIP OPPORTUNITIES

INDUSTRIAL SYMPOSIUM

NON-CME APPROVED

€40,000

An industrial non-CME approved symposium (60-90 minutes) as part of the Scientific Program. The content and Speakers will be subject to approval by the Organizing Committee.

PROVIDED BY THE CONGRESS

Educational Session
• Symposium hall and basic audiovisual equipment
• Five complimentary registrations for Session Chairpersons and Speakers

Exhibition
• 12 sq.m exhibition space (additional space available at reduced rates)
• Two exhibitor registrations (additional registrations available at reduced rates)

Advertisement Package
• Company profile in the Congress Program Book
• One full page color advertisement in the Congress Program Book
• Acknowledgment: Congress Website, Congress Program Book, on-site Signage
• Brochure in the participants’ bags

Promotion
• Optional webcast of Symposium at discounted rates
• Company logo on regular announcements to Congress Database
• Specially-designed mailshots announcing Industrial Symposium to Sponsor’s subsidiaries and affiliates

The expenses (travel, accommodation and registration) of the Chairpersons and Speakers of a sponsored Industrial Symposium are additional and the responsibility of the Sponsor.
SCIENTIFIC SPONSORSHIP OPPORTUNITIES

PRE/POST-CONGRESS SATELLITE SYMPOSIUM

NON-CME APPROVED

€50,000

An industrial non-CME-approved Pre or Post-Congress Satellite Symposium (3-4 hours). This option is particularly suited for drug launching and other special events.

PROVIDED BY THE CONGRESS

Educational Session
- Symposium hall and basic audiovisual equipment
- Six complimentary registrations

Exhibition
- 12 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)

Advertisement Package
- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants’ bags

Promotion
- Optional webcast of Symposium at discounted rates
- Company logo on regular announcements to Congress Database
- Specially-designed mailshots announcing Industrial Satellite Symposium to Sponsor’s subsidiaries and affiliates

The expenses (travel, accommodation and registration) of the Chairpersons and Speakers of an Industrial Pre or Post-Congress Satellite Symposium are additional and the responsibility of the Sponsor.

MEET THE PROFESSOR

€18,000

A CME-approved session (50 minutes) as part of the Scientific Program.

PROVIDED BY THE CONGRESS

Educational Session
- Symposium hall and basic audiovisual equipment
- Two complimentary registrations for Session chairpersons and speakers

Advertisement Package
- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants’ bags

Promotion
- Optional webcast of Meet the Professor Session at reduced rates
- Company logo on regular announcements to Congress Database

The expenses (travel, accommodation and registration) of the Chairpersons and Speakers of the Meet the Professor Session are additional and the responsibility of the Sponsor.
SCIENTIFIC SPONSORSHIP OPPORTUNITIES

SPEAKER

- Speaker from USA: €6,000
- Speaker from Europe: €4,500
- Speaker from the Region: €3,000

An unrestricted grant to cover, in part, the expenses of one invited Speaker. Expenses include travel, accommodation and registration.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

PRIZES FOR OUTSTANDING ABSTRACTS

Sole Sponsorship: €4,000

Six prizes of €500 each will be awarded to the authors of the six most outstanding abstracts/posters.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Company representatives will be invited to attend the Award Ceremony
SPONSORSHIP OPPORTUNITIES

LUNCH

€25,000 (per lunch)

To subsidize, in part, a buffet lunch to be served to all participants of the Congress.

PROVIDED BY THE CONGRESS
- Four complimentary registrations
- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants’ bags

WELCOME RECEPTION

Sole Sponsorship
€10,000

A Welcome Reception for all participants will be held on Thursday evening.

PROVIDED BY THE CONGRESS
- Two complimentary registrations
- 5-minute greeting at the Welcome Reception
- Company logo on the official invitation
- Acknowledgment on special board on-site during the Welcome Reception
- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants’ bags

FACULTY DINNER

Sole Sponsorship
€15,000

A dinner will be held for invited speakers of the Congress.

PROVIDED BY THE CONGRESS
- Two complimentary registrations
- Two seats at the honorary faculty table
- 5-minute greeting at the Faculty Dinner
- Company logo on the official invitation
- Acknowledgment on special board on-site during the Faculty Dinner
- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants’ bags
SPONSORSHIP OPPORTUNITIES

CONGRESS PROGRAM BOOK

Sole Sponsorship
€15,000

The Congress Program Book will include the Scientific Program and the Scientific Abstracts, and will be distributed to all participants.

PROVIDED BY THE CONGRESS
• Company profile in the Congress Program Book
• Full page color advertisement on the back cover of the Congress Program Book
• Additional full page color advertisement in the Congress Program Book
• Acknowledgment: Congress Website, Congress Program Book, on-site Signage

INTERNET CENTER

Sole Sponsorship
SOLD

The Internet Center will be outfitted with internet workstations for participants of the Congress to stay updated between sessions.

THE SPONSOR MAY:
• Display logo as a screensaver
• Display logo on screen background

PROVIDED BY THE CONGRESS
• Company profile in the Congress Program Book
• Acknowledgment: Congress Website, Congress Program Book, on-site Signage

PARTICIPANTS’ BAGS

Sole Sponsorship
SOLD

The opportunity to provide branded bags for all participants of the Congress.

PROVIDED BY THE CONGRESS
• Company profile in the Congress Program Book
• Acknowledgment: Congress Website, Congress Program Book, on-site Signage
• Brochure in the participants’ bags
SPONSORSHIP OPPORTUNITIES

CONGRESS SCIENTIFIC PROGRAM AND ABSTRACTS ON USB STICKS

Sole Sponsorship
€10,000

The Scientific Program and Abstracts of the Congress will be placed on USB sticks and distributed to all the participants of the Congress.

PROVIDED BY THE CONGRESS
- Company logo on the USB sticks
- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Option to distribute the USB sticks from the Sponsor’s exhibition booth (branded exchange voucher in the participants’ bags)

CONGRESS ABSTRACTS ON THE WEBSITE

Sole Sponsorship
€8,000

The Scientific Abstracts of the Congress will be placed on the Congress Website and will be available for a limited period.

PROVIDED BY THE CONGRESS
- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

TRANSLATION

€5,000 (per hall, per day)

Simultaneous translation from English into any required language.

PROVIDED BY THE CONGRESS
- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

WRITING PADS AND PENS

Sole Sponsorship
provided-in-kind + €5,000

The opportunity to provide branded writing pads and pens that will be included in the participants’ bags.

PROVIDED BY THE CONGRESS
- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
SPONSORSHIP OPPORTUNITIES

CONGRESS LANYARDS

Sole Sponsorship

**SOLD**

*This sponsorship opportunity is reserved for Presidential Circle and Platinum Sponsors, and will be available on a first-come, first-served basis.*

**PROVIDED BY THE CONGRESS**
- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

BROCHURE INSERT

**€3,000**

Company brochure to be inserted into the participants’ bags, which will be distributed at the Congress.

**PROVIDED BY THE CONGRESS**
- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

COFFEE BREAK

**€3,000 (per coffee break)**

There will be daily coffee breaks between sessions throughout the Congress.

**PROVIDED BY THE CONGRESS**
- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

TAILOR-MADE SPONSORSHIP PACKAGES

Sponsorship packages may be tailored to suit the Sponsor’s marketing strategy in order to maximize visibility, and to best promote products and services. Please contact the Congress Organizer for further details on creating the appropriate package.
EXHIBITION

An exhibition will be held in conjunction with the Congress. The exhibition floorplan is designed to maximize exposure to the participants. All lunches and coffee breaks will be held in the exhibition area.

Exhibition space will be available on a first-come, first-served basis, with priority given to Presidential Circle and Platinum Sponsors.

Exhibition space will be available at €800 per sq.m.

The minimum booth size is 2x3 sq.m.

Please visit www.codhy.com/AP to view the exhibition floorplan.

EXHIBITION SPACE RENTAL IS PRICED ACCORDING TO SIZE (PER SQ.M) AND INCLUDES:

- Net stand area
- Company profile in Congress Program Book
- Two exhibitor registrations
- Exhibitors’ Manual
- General cleaning of public areas
- Venue security

STAND EQUIPMENT AND ADDITIONAL SERVICES MAY BE ORDERED BY MEANS OF THE FORMS IN THE EXHIBITORS’ MANUAL:

Furniture, partition walls, carpets, telephone and data lines, electricity, stand cleaning, exhibitors’ insurance, logistics, among other services.
1st Asia Pacific Congress on Controversies to Consensus in Diabetes, Obesity and Hypertension (CODHy)
Shanghai • China • June 2-5, 2011

GENERAL INFORMATION

DATES
June 2-5, 2011

LOCATION
Shanghai, China

REGISTRATION FEES

<table>
<thead>
<tr>
<th></th>
<th>Early Registration Until Feb 9, 2011</th>
<th>Late Registration from Feb 10 until May 24, 2011</th>
<th>From May 25, 2011 and On Site</th>
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<tr>
<td>Participants - Physicians and Scientists</td>
<td>€490</td>
<td>€550</td>
<td>€600</td>
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<tr>
<td>Residents*</td>
<td>€330</td>
<td>€380</td>
<td>€420</td>
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<td>Nurses and Students</td>
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<td>€190</td>
<td>€220</td>
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<tr>
<td>Accompanying Persons</td>
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*Refers to non-tenured junior scientists. Registration form must be accompanied by documentation of residency or a letter from the head of department confirming their status. The letter should be on the department letterhead and addressed to the Registration Department of the Congress.

Note: Credit card payments (only) will be charged to your account in US$ according to the rate of exchange to Euro on the date of payment.

Registration fees include: Participation in scientific sessions, Congress bag, program and abstract book, all printed material of the Congress, invitation to the Welcome Reception, coffee breaks, lunch on Friday and Saturday.

LIABILITY AND INSURANCE

The Congress Organizer cannot accept liability for personal accidents, nor loss of, or damage to private property of participants, either during or directly arising from the 1st Asia Pacific Congress on Controversies to Consensus in Diabetes, Obesity and Hypertension (CODHy). Participants should make their own arrangements with respect to health and travel insurance.

TERMS AND CONDITIONS

• All sponsorship and exhibition prices quoted are in € and are subject to VAT.
• Time slot allocation will be based on level of sponsorship and approval from the Scientific Committee.
• It is the responsibility of the Sponsors and Exhibitors to comply with the regulations of the local and international authorities on the Code of Practice on the Promotion of Medicines.
• The Congress Organizers reserves the right to accept or decline offers of sponsorship and application for exhibition space.
• The Congress Organizer reserves the right to amend the published floorplan should it be felt that such an amendment would benefit the exhibition and the Congress as a whole.
• Please note that the Congress Organizer must approve all exhibition stand designs.
The 1st Asia Pacific Congress on

CONTROVERSIES TO CONSENSUS IN DIABETES, OBESITY AND HYPERTENSION

Shanghai • China • June 2-5, 2011