

# IFPA

## CONFERENCE

THE 7TH WORLD PSORIASIS  
& PSORIATIC ARTHRITIS CONFERENCE 2024



## SPONSORSHIP OPPORTUNITIES

**IFPA 2024**

**27-29 June, 2024**  
**Stockholm, Sweden**



# Welcome!

**The IFPA is honored to invite you to the 7th IFPA Conference in Stockholm.**

We are delighted to invite you to participate in the IFPA Conference, previously known as the World Psoriasis & Psoriatic Arthritis Conference, which will provide a unique, cross-specialty platform.

Medical and health professionals present frontline clinical research in dermatology, rheumatology and beyond. Delegates come to explore psoriatic disease from different perspectives by networking with patients and industry representatives in attendance.

The IFPA Conference calls for breakthroughs in research that will improve the understanding of all aspects of psoriatic disease and contribute to good health and wellbeing of people living with the disease.

**The next conference will be held 27-29 June, 2024 in Stockholm, Sweden.**

**The theme of this Conference is: Uncovering the broad spectrum of psoriatic disease.**

## BECOME PART OF IFPA!

Venue: Stockholm Waterfront Congress Centre

Date: 27-29 June, 2024

Website: IFPA Conference ([ifpaconference.com](http://ifpaconference.com))

Delegates expected: 3,000

Sponsorship packages from 24,500 EUR

## WELCOME LETTER

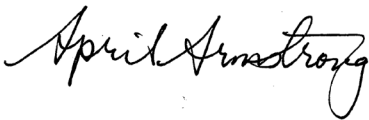
Dear Colleagues,

Every 3 years, we gather to highlight the efforts that our psoriatic disease community has made to improve the lives of patients living with psoriatic disease. As Conference President and Chair of the SEC and on behalf of the organizing committee, I welcome you to the upcoming IFPA Conference with the theme “Uncovering the Broad Spectrum of Psoriatic Disease”.

Together, as a clinical and research community, we strive to advance the care for patients living with psoriatic diseases, which encompasses not only psoriasis and psoriatic arthritis, but also other comorbid conditions that impact our patients’ lives. At the upcoming IFPA conference in Stockholm, we will share our knowledge and have meaningful conversations about these advances. We will share significant achievements in the prevention, diagnosis, and treatment of psoriatic diseases. We will also discuss where we should focus future efforts across the spectrum of basic, translational, and clinical research to bring discoveries and novel therapies. The topics will be clinically relevant, globally collaborative, and patient centric.

I look forward to seeing you at the 7th IFPA Conference in Stockholm.

Sincerely,



April Armstrong, MD, MPH  
Professor of Dermatology  
Associate Dean for Clinical Research  
Keck School of Medicine  
University of Southern California  
Los Angeles, California  
U.S.A.

# IFPA

## CONFERENCE

THE 7TH WORLD PSORIASIS  
& PSORIATIC ARTHRITIS CONFERENCE 2024

## WELCOME FROM THE ORGANIZERS OF IFPA CONFERENCE

Dear Friends,

It is my great honor and pleasure on behalf of the organizing committee, to welcome you to the IFPA Conference to be held in **Stockholm, Sweden from 27 - 29 June 2024**. Since its inception in 2006, the Conference organized by IFPA has been held once every three years and is an amazing opportunity for scientists, researchers, healthcare professionals, educational leaders, patient experts, and advocates from across the globe to come together and dive into the critical issues that face people living with psoriatic disease.

The 7th IFPA Conference 2024 provides a platform for all delegates to exchange ideas, discover new opportunities, and broaden their knowledge and understanding of psoriatic disease and associated comorbidities. Together we will share discoveries with a patient oriented focus.

The theme for the 7<sup>th</sup> IFPA Conference is **Uncovering the broad spectrum of psoriatic disease**. Along this journey, we invite you to participate in a wide range of multidisciplinary research and the latest breakthroughs addressing the diverse health consequences of this disease.

Furthermore, the IFPA Conference provides a space for industry partners and institutions to present their innovative ideas. Technology has made our lives more connected in the past decade. Emerging solutions in the areas of science, treatment, care, and advocacy continue to improve the lives of people living with psoriatic disease.

I would also like to extend a warm invitation to the community at large to this unique, crossspecialty platform. where medical and health professionals will present frontline clinical research in dermatology, rheumatology, and beyond. We invite all delegates to explore psoriatic disease from different perspectives by networking with patients and industry representatives to ensure a future where all people living with psoriatic disease enjoy good health and well-being, free from stigma and preventable disability and comorbidities.

We warmly welcome you to Stockholm and the 7<sup>th</sup> IFPA Conference in 2024.



A stylized, handwritten signature in blue ink, appearing to read 'Hoseah Waweru'.

Kind Regards,

**Dr. Hoseah Waweru**

IFPA President



## PRINCIPLES OF THE IFPA CONFERENCE

- Increase global recognition of the complexity of the disease and to develop a broader international perspective of psoriatic disease.
- Encourage collaboration on developing future research and advocacy initiatives.
- Increase awareness by medical professionals and industry about the role of IFPA and its members in assisting the medical advancement in psoriatic disease.

## ABOUT IFPA 2024 CONFERENCE

Some key elements of the conference include:

- A two-and-a-half-day conference attended by 3.000 international delegates and patients within education, science and clinical work as well as researchers and PhD students.
- A high-quality, content-driven agenda.
- Presentations by international, key opinion leaders in the field.
- Interactive, modern and open exhibition area located in front of the plenary room to facilitate networking and interaction between the exhibitors and delegates.
- Time to discuss common challenges and share concrete experiences with peers.

## SECRETARY



Secretary of the Scientific Executive Committee  
**Ms. Barbra Bohannon**

## SCIENTIFIC EXECUTIVE COMMITTEE



President of the Conference  
**April Armstrong MD, PhD**

Co-Chair in Dermatology  
**Ulrich Mrowietz MD, PhD**



Co-Chair in Rheumatology  
**Laura Coates MD, PhD**

## SCIENTIFIC ADVISORY BOARD



Dermatologist  
**Peter van de Kerkhof MD, PhD**

Dermatologist  
**Mark Lebwohl MD, PhD**



Dermatologist  
**Alan Menter MD, PhD**

Dermatologist  
**Jörg Prinz MD, PhD**



Dermatologist  
**Mona Stähle MD, PhD**

Rheumatologist  
**Philip Mease MD, PhD**



Rheumatologist  
**Christopher Ritchlin MD, PhD**

# Why sponsor the IFPA Conference?

- Meet your target group: Leading physicians, researchers and PhD students working in the field, interested in your products, devices and equipment, are attending the conference.
- Great opportunity to make direct personal contact with important players in your target group.
- Increase your brand recognition through your presence.
- Profit from the opportunity to communicate with an international audience from all over the world.
- Generate new business leads.

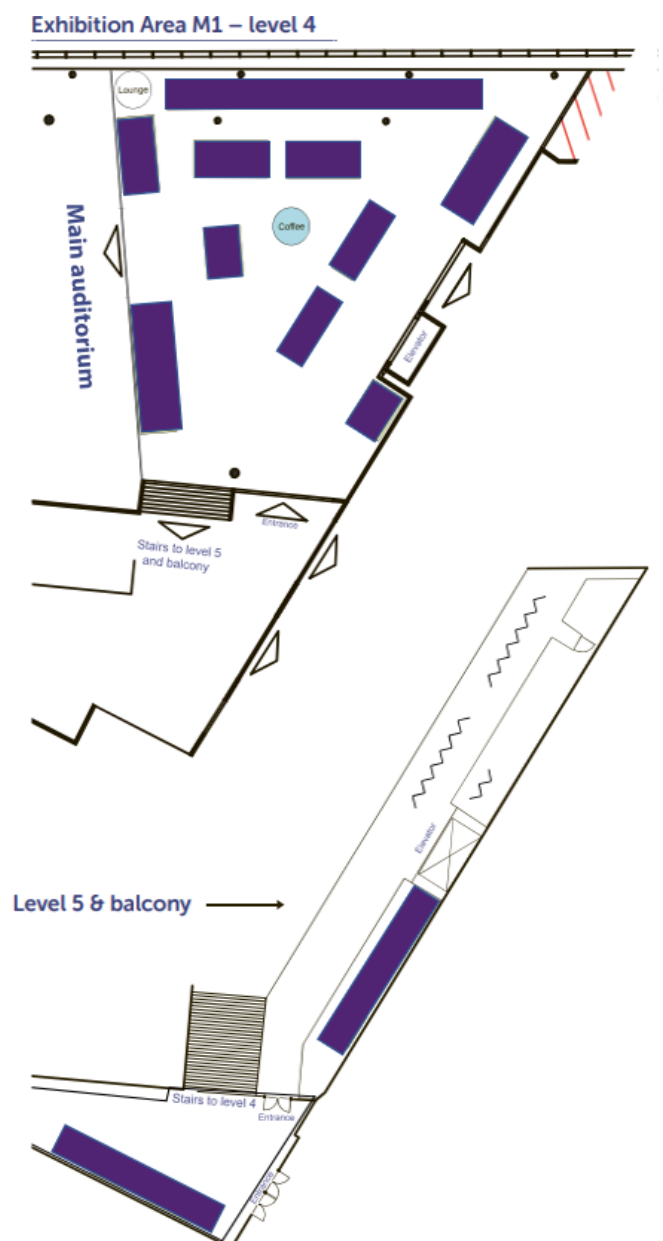
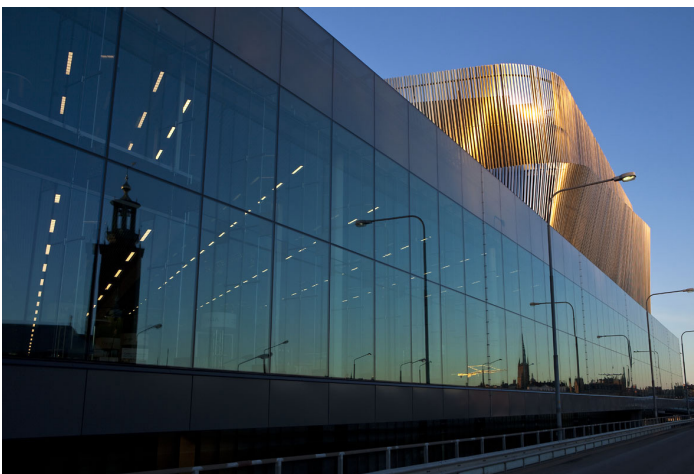
## VENUE: STOCKHOLM WATERFRONT CONGRESS CENTRE

Situated in central Stockholm, the Waterfront Congress Centre & Hotel, is an ideal spot for visitors that want a convenient location. It is close to the Central Station, allowing you to access the city and surrounding region with ease.

Designed by White, Scandinavia's leading architect company. Twice as energy efficient as the EU Standard "Green Building".

### Address:

Stockholm Waterfront Congress Centre  
Nils Ericsons Plan 4, Stockholm.



## **SPONSORSHIP AND EXHIBITION**

IFPA will provide sponsors and exhibitors with exposure and access to leading doctors, students, researchers, and other health care professionals working in the area of psoriatic disease. The Conference also provides you with the opportunity to demonstrate your support and commitment to the field.

The exhibition offers an excellent opportunity for the delegates to interact with suppliers in the field and to familiarize themselves with the latest achievements and treatments. We encourage delegates to tap into the expertise provided by the exhibitors, asking questions and receiving hands-on product demonstrations.

The exhibition will be conveniently located just outside of the plenary room, with exclusive access of IFPA 2024 participants. The exhibition area is utilized for serving refreshments and lunch in order to maximize the amount of time delegates spend within the exhibition area and passing by the exhibitors.

We strive to create an interactive and dynamic exhibition area in order to maximize the integration of the exhibitors and focus on the synergies between the industry representatives and the academic delegates.

# YOU ARE WELCOME TO SPONSOR THE 7<sup>TH</sup> IFPA CONFERENCE

27 - 29 JUNE, 2024, STOCKHOLM, SWEDEN



	Diamond	Platinum	Gold	Silver	Bronze
Number of sponsors	1	2	2	2	Unlimited
Satellite symposium (food not included)	1 <sup>st</sup> choice	2 <sup>nd</sup> & 3 <sup>rd</sup> choice	4 <sup>th</sup> & 5 <sup>th</sup> choice	6 <sup>th</sup> & 7 <sup>th</sup> choice	☒
Symposium promotion via Conference newsletter	✓	✓	✓	✓	☒
Discount on additional sponsorship items	20%	15%	☒	☒	☒
Delegate registrations	12	10	5	3	2
Dinner tickets	12	10	5	3	2
Meeting room/Lounge during the Conference at the venue	✓	✓	✓	☒	☒
Company name and logo on stairs from exhibition area to level 5	✓	✓	☒	☒	☒
Advertising space on window in registration area at the Conference venue	✓	☒	☒	☒	☒
Company logo on the Conference website with a link to the sponsor website	✓	✓	✓	✓	✓
Four colour advertisement in the final program	Back cover	Full page	1/2 page	1/2 page	1/2 page
Listing of the sponsor's company name, logo and sponsorship in the final program	✓	✓	✓	✓	✓
Company logo in Conference app	✓	✓	✓	✓	✓
Exhibition space purchasable (max m <sup>2</sup> )	24 m <sup>2</sup>	18 m <sup>2</sup>	18 m <sup>2</sup>	18 m <sup>2</sup>	18 m <sup>2</sup>
Exhibitor badges	4	3	3	3	3
Package price in EUR	84,500	68,700	55,000	43,500	25,500



## DIGITAL MARKETING PACKAGE ENHANCED COMMUNICATIONS

- Are you looking for a compliant way to generate enhanced visibility and attract engagement and participation at the conference?
- Digital advertising and communication spread your message to all registrants and thousands of additional potential delegates and interested parties active in your field.
- Boost awareness and recognition before, during and after the event.
- The cost of managing digital adverts and communications has fallen dramatically.
- Harness the power of digital advertising and communication to broaden your audience engagement.
- Drive a higher market share of attendees to your symposium and/or booth.

### INSIGHTS AND METRICS HELP YOUR SALES TEAMS BY PROVIDING

- Reach figures and display frequency.
- Click through and view rates of a targeted audience.
- Breakdown by country for shaping future follow-up and campaign.
- Post-event promotion to reinforce the message.
- Breakdown of reach by target (drive to site, brand awareness, comment).

### THIS OPPORTUNITY HELPS YOU BY:

- Reaching 10,000s more people in the medical psoriatic disease field in addition to those attending the congress.
- This means you attract a wider audience to your messaging, research, and findings.
- Ensuring high visibility for both your brand, message, and symposium and/or booth on an ongoing basis before and after the event.
- Driving interest prior to the symposium and/or booth/ exhibition so that it is not forgotten.

### HOW DOES DIGITAL MARKETING WORK?

- We will tailor the right mix of advert, social promotion, and email for you and manage it with a leading international agency.
- Digital ads generate high visibility before, during and after the event and attract new participation to make your investment count. Sponsor advert appears while delegate browses the web. Delegate clicks the ad. Delegate then lands on the sponsor page with details of exhibition and Symposia.
- Social adverts are launched off our pages (IFPA) and we can share your creativity to drive to the event website sponsor pages.
- We have a unique database that is highly relevant, and we will be communicating with potential registrants across the world.

#### EMAIL ONLY (Two available)

**€ 15,000**

##### Including

- creative fee
- estimated reach of over 100k highly targeted, validated potential delegates in over 5 separate pieces of email marketing

**ECONOMIC PLAN**

#### IMPACT MARKETING (Two available)

**€ 22,500**

##### Including:

- media spend
- creative fees
- limited email marketing to 2 emails
- estimated impressions over 5m

**POPULAR PLAN**

#### PREMIUM (Only one available)

**€ 32,500**

##### Including:

- media spend
- creative fees
- email marketing in 5 separate emails
- estimated impressions over 10m

**CUSTOMIZABLE**

# SPONSORSHIP

All prospectus costs excluding VAT

84,500 EUR  
Exclusive offer



## DIAMOND SPONSORSHIP PACKAGE

The Diamond sponsor will obtain	Comment
Lunch satellite symposium slot (1 <sup>st</sup> choice – lunch not included)	Included
Symposium promotion via Conference newsletter	Included
Discount on additional sponsorship items	20%
12 delegate registrations	Included
Meeting room / Lounge during the Conference at the venue	Included
Company name and logo on stairs from exhibition area to level 5	Included
Advertising space on window in registration area at the venue	Included
Listing of the sponsor's company name, logo and sponsorship in the final program	Included
One full page, four colour advertisement in the final program	Included
Program book back cover	Included
Company logo on the Conference website with a link to the sponsor website	Included
Insert in the Conference bag (one page A4 format)	Included
Exhibition space of maximum 24 m <sup>2</sup>	EUR 370 per m <sup>2</sup> (floor space only)
1 free exhibitor badge per 6 m <sup>2</sup> exhibition space booked	Included

## PLATINUM SPONSORSHIP PACKAGE

68,700 EUR  
2 companies



The Platinum sponsor will obtain	Comment
Lunch satellite symposium slot (2 <sup>nd</sup> and 3 <sup>rd</sup> choice)	Included
Symposium promotion via Conference newsletter	Included
Discount on additional sponsorship items	15%
5 delegate registrations	Included
Meeting room / lounge during the Conference at the venue	Included
Listing of the sponsor's company name, logo and sponsorship in the final program	Included
One full page, four colour advertisement in the final program	Included
Company logo on the Conference website with a link to the sponsor website	Included
Insert in the Conference bag (one page A4 format)	Included
Exhibition space of maximum 18 m <sup>2</sup>	EUR 460 per m <sup>2</sup> (floor space only)
1 free exhibitor badge per 6 m <sup>2</sup> exhibition space booked	Included

## GOLD SPONSORSHIP PACKAGE

55,000 EUR  
2 companies



The Gold sponsor will obtain	Comment
Afternoon satellite symposium slot (1 <sup>st</sup> and 2 <sup>nd</sup> choice – lunch not included)	Included
3 delegate registrations	Included
Meeting room / lounge during the Conference at the venue	Included
Listing of the sponsor's company name, logo and sponsorship in the final program	Included
One 1/2 page, four colour advertisement in the final program	Included
Company logo on the Conference website with a link to the sponsor website	Included
Insert in the Conference bag (one page A4 format)	Included
Exhibition space of maximum 18 m <sup>2</sup>	EUR 525 per m <sup>2</sup> (floor space only)
1 free exhibitor badge per 6 m <sup>2</sup> exhibition space booked	Included

## SILVER SPONSORSHIP PACKAGE

43,500 EUR  
2 companies



The Silver sponsor will obtain	Comment
Breakfast satellite symposium slot (1 <sup>st</sup> and 2 <sup>nd</sup> choice – breakfast not included)	Included
2 delegate registrations	Included
Listing of the sponsor's company name, logo and sponsorship in the final program	Included
One 1/4 page, four colour advertisement in the final program	Included
Company logo on the Conference website with a link to the sponsor website	Included
Exhibition space of maximum 18 m <sup>2</sup>	EUR 575 per m <sup>2</sup> (floor space only)
1 free exhibitor badge per 6 m <sup>2</sup> exhibition space booked	Included

## BRONZE SPONSORSHIP PACKAGE

25,500 EUR



The Bronze sponsor will obtain	Comment
2 delegate registrations	Included
Listing of the sponsor's company name, logo and sponsorship in the final program	Included
One 1/4 page, four colour advertisement in the final program	Included
Company logo on the Conference website with a link to the sponsor website	Included
Company name on all official printed promotion materials	Included
Exhibition space of maximum 18 m <sup>2</sup> meter	EUR 575 per m <sup>2</sup> (floor space only)
1 free exhibitor badge per 6 m <sup>2</sup> exhibition space booked	Included

## EXHIBITION SPACE ONLY

THE EXHIBITOR WILL OBTAIN:	COMMENT
Exhibition space of maximum 12 m <sup>2</sup> . (Exhibition space can be booked in the following sizes: 6 & 12 m <sup>2</sup> )	EUR 750 per m <sup>2</sup> (floor space only)
1 free exhibitor badge per 6 m <sup>2</sup> exhibition space booked	Included
Daily cleaning of aisles and common areas	Included
General lighting for all the event areas	Included
Company logo on the Conference website with a link to the exhibitor website	Included



## ADDITIONAL SPONSORSHIP ITEMS

ADVERTISEMENT IN FINAL PROGRAM	COST
Full page, four colour advertisement	11,500 EUR
Half page, four colour advertisement	6,500 EUR
Quarter of a page, four colour advertisement	4,600 EUR
POSTER TOUR SUPPORTER	COST
Acknowledgement on sign up page of the poster tour branded meeting point. (Could be the poster help desk)	11,500 EUR
Acknowledgement as the poster tour sponsor on the website	
Acknowledgement on sponsors' board	
ABSTRACTS ON USB KEY	COST
Branded USB key	7,850 EUR
Delivered to all delegates	
Acknowledgement as a sponsor	
PRINTING STATION	COST
Branded printing station placed in the exhibition area	12,450 EUR
Dedicated computers and printers for delegates	
CONFERENCE APPLICATION SPONSOR	COST
Logo displayed for all delegates who use the app	Exclusive offer 20,800 EUR
CHARGING STATION	COST
Branded station	13,850 EUR
Placed in exhibition area	

## SPONSOR YOUNG RESEARCHERS & STUDENT TRACK

Be part of sponsoring Young Researchers initiative and Student Track at the IFPA Conference 2024. Please contact us for more information.

## SPONSOR NURSES & ALLIED HEALTH PROFESSIONALS TRACK

Be part of sponsoring Nurses and Allied Health Professionals Track at the IFPA Conference 2024. Please contact us for more information.

## PROGRAM & SPONSORED SYMPOSIA

Book your satellite meeting, and booth and discover the opportunities to promote your company and advocacy work at the IFPA Conference 2024.

IFPA offers interested partners the opportunity to participate in the conference.

The program for 2024 is under development. For latest updates visit [ifpaconference.com](https://ifpaconference.com).

The draft timeslots for symposia are shown below. Symposia will be included in some of the sponsor packages, or can be purchased separately.

## PRELIMINARY TIME SLOTS - INDUSTRY-SPONSORED SATELLITE SYMPOSIA

Time	Day 1	Day 2	Day 3
08:00 - 08:45	Satellite Symposium	Satellite Symposium	Satellite Symposium
12:15 - 13:15	Satellite Symposium	Satellite Symposium	Satellite Symposium
17:00 - 18:00	Satellite Symposium	Satellite Symposium	Satellite Symposium

\* Industrial symposium slots will be available during the Conference. All are subject to scientific committee approval.

We are open to discuss other opportunities for your company to be exposed at IFPA 2024. Please contact us and let us see what we can do for you.

Please contact us for more information and prices on [IFPA2024@wearemci.com](mailto:IFPA2024@wearemci.com).

## ABOUT IFPA

Founded in 1971, IFPA is the global organization representing all people living with psoriatic disease – regardless of where they live, what type of psoriatic disease they have, or how it impacts their lives. IFPA's members represent over 60 million people living with psoriatic disease. Together, we advocate for progress.

Discover more [www.ifpa-pso.com](https://www.ifpa-pso.com)

## CONFERENCE SECRETARIAT

IFPA is proud to announce that we have chosen MCI Nordic as our professional conference organizer for IFPA Conference 2024. For more information about Sponsor and Exhibition Opportunities, please do not hesitate to contact MCI.

### Contact Information:

#### MCI Nordic A/S

Strandvejen 171

2900 Hellerup, Denmark

Phone: +45 70222130

E-mail: [IFPA2024@wearemci.com](mailto:IFPA2024@wearemci.com)

## TERMS & CONDITIONS

The payment will be settled by invoice from the Conference Secretariat

Diamond, Platinum, Gold, Silver and Bronze packages – 40% is payable upon confirmed booking. The remaining 60% is due February 1, 2024. Other sponsorship items payable in full upon confirmed booking.

All invoices must be paid prior to arrival. Build up will not be allowed if a balance is outstanding.

MCI reserves the right to pass on costs incurred for payment of fees in any currency other than SEK.

## CONFIRMATION

Confirmation of your online reservation and stand allocation will be mailed to you with an accompanying invoice.

## VAT

All companies are required to pay Value Added Tax at the prevailing rate. All rates given in this document excluding VAT if not otherwise indicated.

## CANCELLATION

All cancellations must be made in writing to the conference Organizer and the following cancellation policy will be enforced for Diamond, Platinum, Gold, Silver and Bronze packages as well as exhibition space:

- 10% of the contract price if the cancellation is received more than 12 months prior to the exhibition.
- 50% of the contract price if the cancellation is received 12 to 6 months prior to the exhibition.
- 100% of the contract price if the cancellation is received within 6 months prior to the exhibition.
- Other sponsorship items are not refundable.

Regulations in regard to venue and general participation as sponsor or exhibitor will follow in connection with the binding order form and exhibitor contract signed upon confirmation.

