



**12<sup>th</sup> Congress  
International Psychogeriatric Association**

*Aging with Dignity*

- new challenges*
- new possibilities*
- new solutions*

INVITATION TO EXHIBITION  
and Sponsorship Opportunities

**Stockholm Sweden**

20 –24 September 2005 · Visit us at [www.ipa-online.org](http://www.ipa-online.org)



The International Psychogeriatric Association (IPA) is recognised as a major, international, multidisciplinary, not-for-profit organisation providing scientists and healthcare professionals with current information on the full range of behavioural and biological geriatric mental health issues. IPA works actively to promote research in the field, and to facilitate international consensus and understanding of mental health in aging issues. For over two decades IPA has been at the forefront of providing timely and useful information to physicians, researchers, and allied health care professionals via its semi-annual meetings, journals, newsletters, website, and specially developed educational materials. The ensuing knowledge is utilised to improve patient care, enhanced trans-national collaboration, and point in the direction of further research, training, service delivery and public policy.

## Membership and Attendee Profile

### Members

IPA members consist of the world's pre-eminent professionals and scientists working in psychogeriatrics in over 75 countries. Members include psychiatrists, geriatricians, internists, general practitioners, family physicians, neurologists, nurses, social workers, psychologists, pharmacologists, and other healthcare specialists. Attendance is anticipated to be over 1800.

### Who should participate?

#### Banks/Financial Institutions

The elderly is the largest demographic group with the most disposable income, and the least ability to be able to successfully invest this income. The mental healthcare providers that attend IPA Congresses are in a trusted position to be able to act as intermediaries for the financial industry.

#### Book and Journal Publishers

IPA Congress delegates are some of the world's pre-eminent professionals and scientists working in Psychogeriatrics, as well as being department chairs for many of the world's leading educational institutions, they are hospital, long term care, and agency directors, and leaders in subspecialties. Scientific journals and research publications are ideals for this audience of decision makers.

### Consumer Products Companies

IPA delegates manage a variety of day-care and rehabilitation facilities for the elderly, where they have direct interaction and influence over a large market of potential consumers for products for the elderly.

### Government Agencies

This concentrated group of mental health professionals is eager to learn about the programmes and government policies in other countries, in this forum of international exchange.

### Laboratory Equipment Manufacturers

Display and demonstrate scientific instruments and equipment to this research-oriented audience from around the world.

### Pharmaceutical Companies

IPA delegates are always interested in the most recent studies and treatments and in understanding the implications of state-of-the-art information. This is an excellent opportunity to reach a concentrated number of potential new customers.

### Scientific Societies and Organisations

This is an excellent opportunity to recruit new international members for your organisation.

### Technology Companies

Researchers and clinicians seek and use a great deal of data. Electronic research, data collection, analysis, and storage service should take advantage of this opportunity.

## Organising Committees

### Executive Congress Committee

**Bengt Winblad**, Congress Chair, *Sweden*

**John T. O'Brien**, Scientific Committee Chair, *United Kingdom*

**Joel Sadavoy**, Scientific Committee Vice Chair, *Canada*

**João Carlos Barbosa Machado**, IPA Meetings Committee Chair, *Brazil*

**George Grossberg**, IPA President, *United States*

**Masatoshi Takeda**, 2007 Congress Chair, *Japan*

**Fern Finkel**, IPA Secretariat, *United States*

### Scientific Steering Committee

**John T. O'Brien**, Chair, *United Kingdom*

**Bengt Winblad**, Vice Chair, *Sweden*

**Joel Sadavoy**, Vice Chair, *Canada*

### Local Organising Committee

**Bengt Winblad**, *Sweden*

**Gunilla Johansson**, *Sweden*

## Benefits of Exhibiting at IPA 2005

### IPA's 12<sup>th</sup> International Congress

IPA's 12<sup>th</sup> International Congress, to be held in Stockholm, Sweden, Tuesday through Saturday, 20–24 September 2005, will provide an important platform for the dissemination of scientific knowledge and the exchange of experience in practice and research. The theme, "Aging with Dignity: – new challenges – new possibilities – new solutions" represents an important challenge. Scientific innovations continue to lead the way to a better life for older people the world over. New avenues of drug development, molecular biology, the genome project, and treatment protocols – all will lead the way to a healthier and longer life.

*This Congress will be an extraordinary opportunity for industry sponsors to collaborate with international leaders from all medical and professional disciplines relating to aging and mental health and illness in the production of an event of unique excellence.*

### Exhibitor Opportunities and Benefits

- > Promote your products and services to an influential audience of decision makers
- > Enhance the impact and distribution of your print, web and media messages with one-on-one interaction
- > Give professionals the opportunity to ask questions, understand and experience more of your products and services in a relaxed, informal setting
- > Take advantage of 3 days of a captive, large anticipated audience of 1800, made up of international delegates! IPA delegates are focused on interdisciplinary themes and techniques used at the cutting edge of related scientific research and product development.

### Venue

Stockholm, with its fantastic location, where Lake Mälaren meets the Baltic Sea, is a blend of sparkling beauty and royal splendour. It is a vibrant, modern city with historic charm. Stockholm is built on 14 islands, so you see water everywhere. The city features plenty of open public spaces and the surrounding peaceful countryside is within easy reach. Magnificent buildings stand alongside green oases and the city pulsates with cutting-edge culture and life, despite the centuries-old alleys and historic squares around every corner. The city is more than 750 years old.

There is something for everyone in Stockholm, with its more than 70 museums, 100 art galleries, countless nightclubs and 1,500 restaurants. Thousands of small shops and many big department stores tempt you with everything under the sun. This IPA Congress will be held at the beautiful Stockholm City Conference Centre; the largest meeting venue in the centre of Stockholm. The exhibits will be held in the Folkets Hus building.

## Recent Congress Exhibitors

Abbott Laboratories  
 Alzheimer's Association  
 Alzheimer's Disease International  
 American Association for Geriatric Psychiatry  
 American Psychiatric Publishing  
 AstraZeneca  
 Bristol-Myers Squibb  
 C and D Paradigm  
 Cambridge University Press  
 Cognitive Drug Research  
 Columbia University Press  
 Janssen  
 John Wiley & Sons  
 Johns Hopkins University Press  
 Novartis  
 Oxford University Press  
 Pfizer/Eisai  
 Recovery, Inc.  
 S & S Medical Books  
 Sanofi Synthelabo  
 Seryx, Signature Genetics  
 Springer Publishing Co.  
 Terra Nova Films  
 Wisepress

# Exhibitor Information

## Congress and Exhibition Organiser

Congrex Sweden AB has been appointed the official congress and exhibition organiser for this event. The Congrex Group works internationally with subsidiaries in the Netherlands, the United States and Sweden as well as licensed partners throughout Europe and Latin America.

Please contact Congrex directly for information regarding exhibition, registration and hotel accommodation.

Congrex Sweden AB  
Attn: IPA 2005  
P. O. Box 5619  
SE-114 86 Stockholm, Sweden  
Phone: +46 8 459 66 00  
Fax: +46 8 661 91 25  
E-mail: ipa2005@congrex.se



## Exhibition Dates and Times

Exhibition build-up	Tuesday 20 September	12.00–15.00
Opening Ceremony/ Welcome Reception	Tuesday 20 September	18.00–21.30
Exhibition opening hours	Wednesday 21 September	09.00–17.00
	Thursday 22 September	09.00–17.00
	Friday 23 September	09.00–17.00
Exhibition breakdown	Friday 23 September	17.30–24.00

\*\*Please note the Exhibit areas will be open 24 hours. The above exhibit hours are suggested for staffing purposes. All Exhibit areas will have 24 hour security.

## How to apply for Exhibition Space

Application for Exhibition space is made on the Application and Contract for Exhibition Space form, enclosed. The form should be signed and returned to Congrex. The application form is legally binding.

Spaces will be assigned with preferences being given first to Premier Sponsors of the Congress. Space assignments will be determined according to sponsorship level and preferences listed on the application, date of request and booth size. The application for space, formal notice of space assignment, and full payment of rental charges constitutes a contract for the right to use the space. A list of products and services to be exhibited must be included in the application form.

Congrex reserves the right before the construction of the stands to modify the exhibition floor plan.

Application deadline is 1 June 2005.

## Stand Information

### A. Shell Scheme Stand Package

The charge for 6 sqm (2 x 3 m) shell scheme stand is SEK 25,000 + VAT for commercial companies and 5,000 SEK + VAT for publishers and non-profit organisations.

The shell scheme package includes:

- White back and side walls
- Skirted table (180cm)
- 2 chairs
- Wastebasket
- Company ID sign
- Carpet
- Daily cleaning of aisles and common areas
- Electricity for general use in the stands
- General lighting for all the event areas
- 4 complimentary exhibitor badges per company (additional badges can be booked at SEK 800/each)
- The Organisers and their staff at your disposal

## B. Browse Table Opportunity

An unmanned Browse Table will be available for publishers who wish to participate. The Browse Table is only open to firms with publications not displayed in an exhibit booth at the IPA Congress. Browse Table exhibitors may not congregate in the exhibit area and have no exhibit privileges other than the display of their materials. No canvassing or soliciting will be permitted.

Violation will result in removal from the exhibit without refund. The Browse Table will display each publication provided by the exhibitor. Any order forms to accompany such publication(s) will also be put on display. Browse Table exhibit fees are SEK 2500/title.

## Terms of Payment

A deposit of 50% of the total exhibit fee due will be invoiced once the Application and Contract form has been signed and received by Congrex.

The final payment will be invoiced 3 months before the start of the exhibition.

Non-receipt will automatically result in the release of the reserved space, a forfeiting of the deposit fee and cancellation of the contract.

## Cancellation Policy

Cancellations received in writing 3 months before the exhibition: 50% refund of amount paid.

Cancellations received in writing later than 3 months before the start of the exhibition: the exhibitor will be liable for the total charge of the application.

## Exhibitor Badges

Each exhibiting company/organisation is entitled to 4 complimentary exhibitor badges. The exhibitor badge includes admission to the Exhibition, coffee/tea served in the exhibition. Admission to the sessions and social events are *not included* in the exhibitor registration. Additional exhibitor badges can be purchased at SEK 800. Registration forms for exhibitors will be available on the website by the end of May 2005.

## Hotel Reservation

A number of hotels in different price categories have been pre-booked. To book accommodation, please visit the website: [www.ipa-online.org](http://www.ipa-online.org). For group allotment, please contact Congrex: [ipa2005.registration@congrex.se](mailto:ipa2005.registration@congrex.se)

## Insurance

Exhibitors must carry their own insurance covering staff and objects on the stand. The IPA, the Organising Committee and Congrex Sweden AB accept no liability for damage or loss of material belonging to your exhibit.

## Terms and Conditions

Your attention is drawn to the terms and conditions for exhibitions organised by Congrex Sweden AB, enclosed. Signature of the Application and Contract form implies acceptance of these conditions.

## Scientific Programme

Please visit the meeting website at [www.ipa-online.org](http://www.ipa-online.org) for the latest updates.

# Application and Contract for Exhibition Space

PLEASE USE BLOCK LETTERS

Name of company _____	
Contact person _____	
Address _____	
City _____	Phone _____
Country _____	Fax _____
E-mail _____	VAT No _____

## ALT A. SHELL SCHEME PACKAGE

We would like to book a shell scheme package:

- 6 sqm SEK 25,000 excl. VAT
- 6 sqm SEK 5,000 excl. VAT (Non-profit Organisations)
- 6 sqm SEK 5,000 excl. VAT (Publisher)

Please write your preferred site areas (see numbers on floor plan):

1st       2nd       3rd

## ALT B. BROWSE TABLE OPPORTUNITY

We would like to book a browse table space for publication:

- SEK 2500 excl. VAT per title

Title of publication: \_\_\_\_\_

### Terms of Payment

- > A deposit of 50% of the total exhibit fee due will be invoiced once the Application and Contract form is signed and received by Congrex.
- > The final payment will be invoiced 3 months before the start of the exhibition.
- > Non-receipt will automatically result in the release of the reserved space, a forfeiting of the deposit fee and cancellation of the contract.

### Cancellation Policy

- > Cancellations received in writing 3 months before the exhibition: 50% refund of amount paid.
- > Cancellations received in writing later than 3 months before the start of the exhibition: the exhibitor will be liable for the total charge of the application.

### Return this form before 1 June 2005 to:

Congrex Sweden AB  
 Att. IPA 2005      Phone: +46 8 459 66 00  
 P.O Box 5619      Fax: +46 8 661 91 25  
 SE-114 86 Stockholm, Sweden      E-mail: ipa2005@congrex.se

### THIS APPLICATION IS LEGALLY BINDING

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

Name printed \_\_\_\_\_

*Signature of this Application and Contract for Floor Space implies acceptance of the attached Terms and Conditions of Exhibiting as outlined in this invitation or as may be outlined in the Technical Exhibition Manual announced on the meeting website at [www.ipa-online.org](http://www.ipa-online.org)*

# Terms and Conditions for exhibitions organised by Congrex Sweden AB

1. **The Exhibitor's registration is binding** until accepted/rejected by Congrex. If accepted, a binding contract is thereby entered regarding the stand site and rent stated in Congrex' order confirmation or in other communication from Congrex. The Exhibitor is only entitled to waive the contract if he notifies this in writing, in which case the cancellation conditions specified on the form "Application and Contract for stand space" apply.
2. **If the Exhibitor breaches this contract**, he may, with immediate effect, be barred from participation in the present and future exhibitions. In such a case, the Exhibitor shall be liable for rent of the stand for the exhibition to which the contract applies.
3. **The stand site shall be taken into possession by the time specified at the latest.** If this is not complied with, Congrex is entitled to take over possession of the stand site.
4. **The Exhibitor shall have put the stand into order** by the time specified.
5. **Exhibitors who have bulky exhibition goods** that cannot be transported freely in the exhibition aisles shall contact Congrex or contractor specified in sufficient time prior to the exhibition to allow the planning of transport.
6. **The exhibitor shall keep his stand in good condition** and, if so requested by Congrex, make improvements to the stand at his own expense, if Congrex considers that the stand does not make a good impression.
7. **The Exhibitor undertakes to comply with "Terms and conditions for exhibitions organised by Congrex Sweden AB"** as presented here and in other special regulations that Congrex may issue.
8. **Complaints regarding the allocated stand site shall be notified** in good time prior to possession of the site being taken. If Congrex should be unable to provide the stand that has been ordered, the Exhibitor shall submit to the modifications regarding site and space that, on account of circumstances, may be required. If Congrex is not able to offer another site or space due to error or neglect for which Congrex is responsible, the Exhibitor is entitled to repayment of the stand rent that has already been paid. The Exhibitor is not entitled, however, to any repayment other than for the stand rent and thus is not, under any circumstances, entitled to compensation for indirect damage. If the Exhibitor uses the allocated stand, the Exhibitor is not entitled to any compensation.
9. **The stand may not be taken into possession until** the stand rent has been paid in full.
10. **The stand may not be assigned to a third party**, partially or fully, without the consent of Congrex.
11. **Only such objects may be exhibited that Congrex deems to be in agreement with the subject of the trade fair in question** and to fulfil reasonable quality requirements. If an exhibited object should be deemed by Congrex not to fulfil the said requirements, the Exhibitor shall immediately and at his own expense remove the said object from the stand. The Exhibitor is not entitled to repayment of the stand rent or part thereof, nor to receive other compensation from Congrex for expense or damage – direct or indirect – that may occur by reason of Congrex' decision as per this provision.
12. **It is prohibited to exhibit live animals, explosive goods or other objects that can be deemed to be unsuitable from a safety point of view.** Exhibited objects shall be in agreement with government authorities' and/or control units' regulations and shall, when required, be furnished with approval from such authority or unit. The Exhibitor is reminded of his obligations regarding the exhibition of machinery etc as per the working environment legislation and the regulations of the National Board of Occupational Safety and Health. Congrex releases itself from all liability for damage or obligations resulting from provisions not being complied with or approval not being obtained. The Exhibitor shall compensate Congrex for all expenses and damage occurring in this connection.
13. **The Exhibitor is prohibited within the exhibition area from, by use of signs, directing to any exhibition outwith the exhibition area.**
14. **Exhibited goods may not be removed during an on-going exhibition** without the specific consent of Congrex.
15. **Congrex does not accept any liability for objects or decorations** exhibited in the Exhibitor's stand, irrespective of whether damage has been caused by error or neglect by Congrex or by staff for whom Congrex is responsible. The Exhibitor should therefore take out insurance for this purpose.
16. **In cases where a catalogue has been issued**, Congrex disclaims all responsibility for any errors in the catalogue, or in other printed material.
17. **The Exhibitor agrees to any details relating to him** being given to third parties.
18. **It is prohibited for the Exhibitor to:**
  - > place objects outwith the stand area or to block fire protection installations, emergency exits, electricity stations
  - > use anything other than the standard surface finish on walls and other material, unless permission is obtained
  - > allow decorations and the like to exceed the maximum heights that are laid down for the exhibition in question, unless Congrex' permission is obtained
  - > use decorating material that has not been approved by the fire authorities
  - > without the fire authorities' and Congrex permission, use open fire, store gases and inflammable fluids within the exhibition area
  - > out with the Exhibitor's own stand, spread advertising without Congrex' permission
  - > arrange his stand, decorations, demonstrations and sales in a way that is contrary to the country's code of standards of advertising practice or that disturbs other exhibitors and visitors. All marketing, both verbal and in writing, shall be authentic and consistent with current marketing legislation.
19. **Political propaganda** may not occur in the stand or in any other place within the exhibition area.
20. **Congrex can have objects, that have been left in the stand** after the last removal date, removed at the Exhibitor's risk and expense. As security for the fulfilment of all obligations in relation to Congrex, which the Exhibitor has or will have, Congrex is entitled to retain the Exhibitor's objects until payment is made in full. Congrex has this same right when the Exhibitor has left objects behind after the final removal date.
21. **If, due to circumstances beyond the control of Congrex**, restrictions regarding heating or the provision of electricity or water occur, the Exhibitor is not entitled to repayment of the stand rent or part thereof. Nor is the Exhibitor entitled to any form of compensation.
22. **If, as a result of war, special government or local authority measures, strike, lockout, fire or other comparable circumstance**, Congrex should be forced to cancel or postpone the exhibition, there shall be no repayment of stand rent. On the other hand, the Exhibitor is entitled, as soon as the exhibition can be held, to precedence as regards stand site, and to certain compensation for stand rent already paid when making payment of the new stand rent. Further to this, the Exhibitor is not entitled to any form of compensation.
23. **If special tax or other duty is charged** on the undertakings in accordance with this contract, a sum equivalent to the said tax or duty shall be paid by the Exhibitor.
24. **If the Exhibitor cancels or reduces his stand site up until 3 months** prior to the opening of the exhibition, the Exhibitor shall be liable to pay a cancellation fee of 30 % of the total cost of the stand site. If the Exhibitor cancels or reduces his stand site less than three months prior to the opening of the exhibition, the Exhibitor shall be liable to pay the whole cost of the stand site.
25. **In the case of delayed payment**, interest on arrears will be charged at the rate of 1,5 % per month.
26. **Changes to these terms and conditions** can only be made in writing, to be signed by authorised representatives of Congrex Sweden AB.

# Sponsorship Opportunities

## Top Reasons to be Involved and Support IPA's 12<sup>th</sup> International Congress

- > Network with the thought leaders and the emerging thought leaders from around the world, in all aspects of mental health of the elderly.
- > Distribute your information regarding the latest developments in treatment.
- > Participate in the identification of current needs and issues in Psychogeriatrics, in areas of research, education, and treatment.
- > Contribute to and partake from the dissemination of information to those who are in all aspects (clinical, research, education, and administration) of mental healthcare of the elderly.
- > Promote knowledge and awareness of the importance of mental health issues in our rapidly aging society.
- > Use the extraordinary opportunity to collaborate with international leaders from all medical and professional disciplines relating to Psychogeriatrics, in the production of an event of unique excellence.

## Opportunities for IPA Congress Sponsors

IPA Congress Premier Sponsors

IPA Congress Strategic Sponsors

For further information on Congress sponsorship please contact:

International Psychogeriatric Association  
Attn: Fern Finkel  
Tel: +1 847 501 3310 ext. 101  
Email: [ffinkel@ipa-online.org](mailto:ffinkel@ipa-online.org)

## Special Request

If you have other particular requests as to how you would like to present your company at the Congress, you are most welcome to forward your ideas to the Congress Organisers.

Congress Organisers:

Congrex Sweden AB  
Attn: IPA 2005  
Tel: +46 8 459 66 00  
E-mail: [ipa2005@congrex.se](mailto:ipa2005@congrex.se)

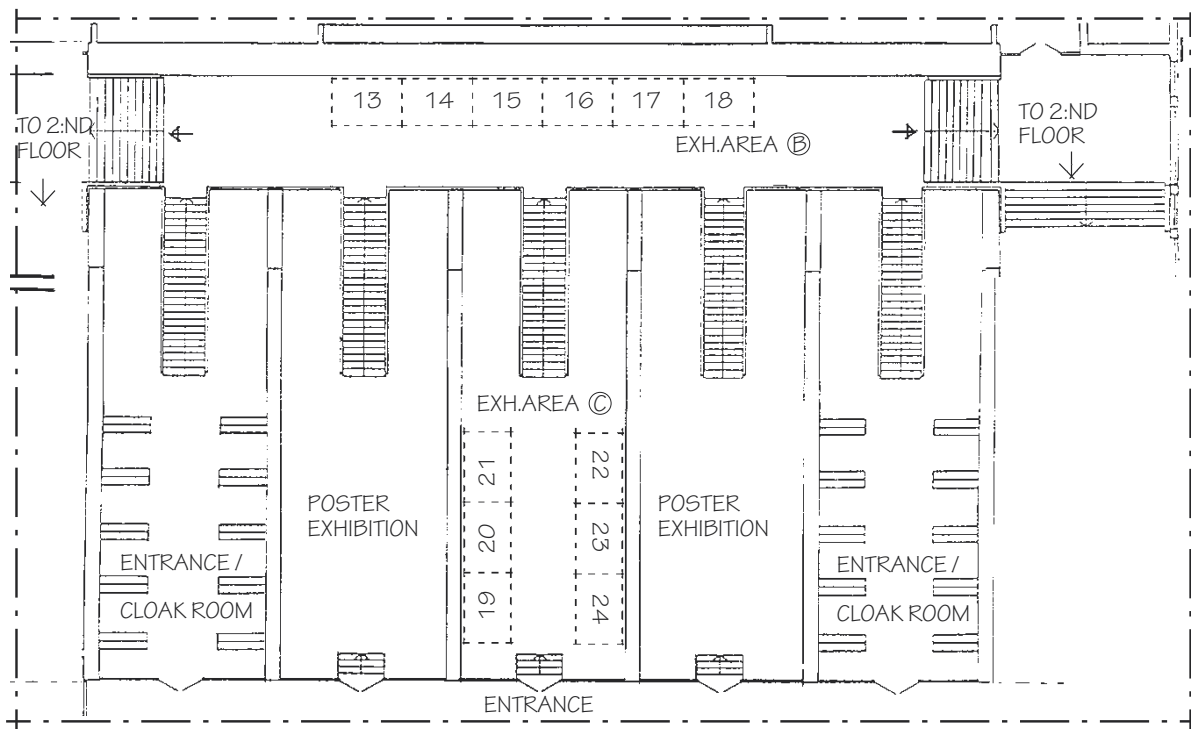
## List of Other Sponsorship Opportunities

- > Abstract Book / International Psychogeriatrics Supplement
- > Abstracts on CD-ROM
- > Audio Visual Equipment
- > Coffee/tea breaks per day (morning and afternoon)
- > Congress Gala Dinner (can be shared)
- > Cyber Café
- > Final Programme
- > Individual Symposium
- > Message Centre
- > Paper pads with company logo
- > Pens or Pencils with Company Logo
- > Promotional Material in Bags
- > Support of Faculty Expense
- > Support of Bursary Program for Less Advantaged Colleagues
- > Technical Preview Centre

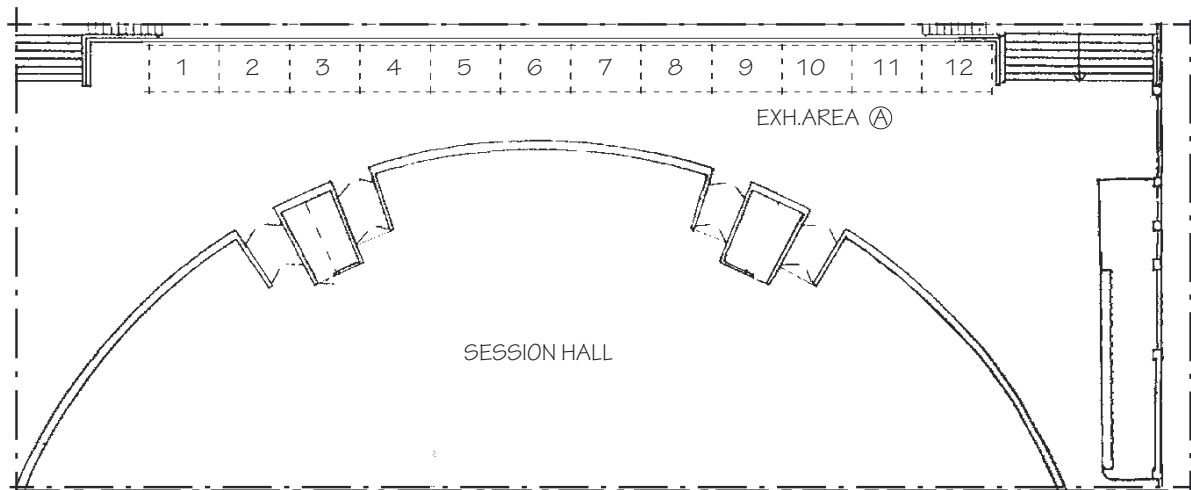
For further information about the listed sponsorship opportunities and for reservations, please contact the Congress Organisers.

# Floor Plan of Exhibition Area

Stockholm City Conference Centre



FLOOR 1



FLOOR 2

--- STAND 2X3 METERS

Aging with Dignity: – new challenges – new possibilities – new solutions

