



2<sup>nd</sup>  
EDITION

Congrès international  
sur les soins de santé  
**PERSONNALISÉS**



International Congress  
on **PERSONALIZED**  
Health Care

## EXHIBITOR PROSPECTUS



23 au 26 septembre  
Palais des congrès de **Montréal** 2018  
September 23 to 26 018

## EXHIBITOR PROSPECTUS

At the dawn of the 21<sup>st</sup> century, the most recent research in molecular biology, advances in genomics, and the resources available due to technological advances in data management enabled the development of a more specific medical approach focusing on the individual genetic make-up and his or her environment. This P4 Medicine (personalized, predictive, preventive and participatory health care) is expected to redefine health care management. However, the application of such a medical approach also raises certain questions regarding technological, financial, ethical and legal issues, as well as the integration of this approach into health systems already in place. The 2<sup>nd</sup> International Congress on Personalized Health Care will be held in Montreal on September 23 to 26, 2018 in order to review all these questions and to evaluate the utility of this form of medicine.

The aim of this important event is to bring together more than **800 specialists, researchers, academics, clinicians, managers, economists, representatives of patient associations, ethicists and experts** from the pharmaceutical, biotechnology, information and communication technology (ICT) in health and medical technology fields in order to share ideas and pool resources with regard to the development of personalized medicine. The congress will also provide a unique opportunity to present the various research projects currently underway in Quebec for which more than \$ 400 million has been invested since 2009.

ICPHC 2018 will offer a true place to facilitate networking and maximize business opportunities. It will also host a **DYNAMIC exhibition**, set up at the epicentre of the congress activities, on **September 24, 25 and 26, 2018.**

### WHO SHOULD EXHIBIT?

- Clinical Laboratory Testing Services
- Diagnostic Companies
- Personalized Medicine Service Providers
- Health Insurance Companies
- IT/Informatics Companies
- Biotech/Pharmaceutical Companies
- Patient Advocacy Groups
- Research, Education & Clinical Care Institution

### WHY EXHIBIT?

- To get **one-on-one interaction** with key players actively involved in personalized medicine around the world.
- To experience a unique tailored experience where you will access a **congress concierge** who will help you achieve your objectives and maximize connections.
- To network and explore **synergy and collaboration opportunities** with other exhibitors and colleagues and gain insights on the market trends, challenges and opportunities.
- To **be part of the content**, via the innovation zone where exhibitors will be invited to present in a Ted-talk format.
- To **reach the key decision makers** in the global market and contribute to discussions about its integration into the health system.
- To enjoy all the benefits of our highly effective, innovative marketing support, helping you maximize your return on the show including access to **interactive BRAIN DATING platform** at **no additional cost** where you will be able to connect with delegates and **schedule appointment with targeted participants.**



### AN EXHIBITION AT THE EPICENTRE OF THE CONGRESS ACTIVITIES

**To maximize traffic**, the exhibition area will feature several services and activities likely to interest and attract the attendees, such as:

- Poster sessions
- Internet Zone (computer stations with High-speed Internet access)
- Recharge Zone offering participants resting area, and telephone and tablet charging stations
- Interactive Program Terminals dedicated to program and abstract consultation
- A food & beverage area, as well as all coffee breaks



### MAXIMIZE YOUR VISIBILITY

By taking part in the ICPHC exhibition, you will benefit from a **HIGH visibility** and be able to generate more profitable meetings.

#### Visibility offered to exhibitors

- Mention of the exhibitor in the **Exhibitor Directory** found on the ICPHC website
- Mention of the exhibitor in the Exhibitor Directory found on the USB key given to participants
- **Hyperlink** from ICPHC 2018 website
- Possibility of submitting one or more presentations to be held in the Innovation zone
- Participation to the **BRAIN DATING** program: create connections with delegates and **schedule APPOINTMENT** with targeted participants

## EXHIBITOR SPACE

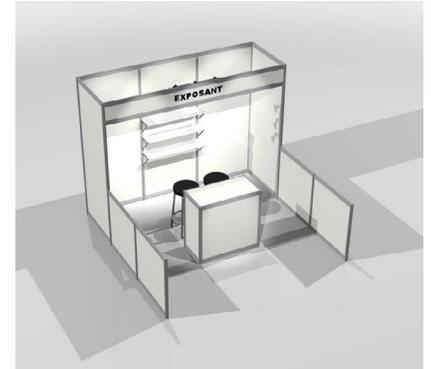
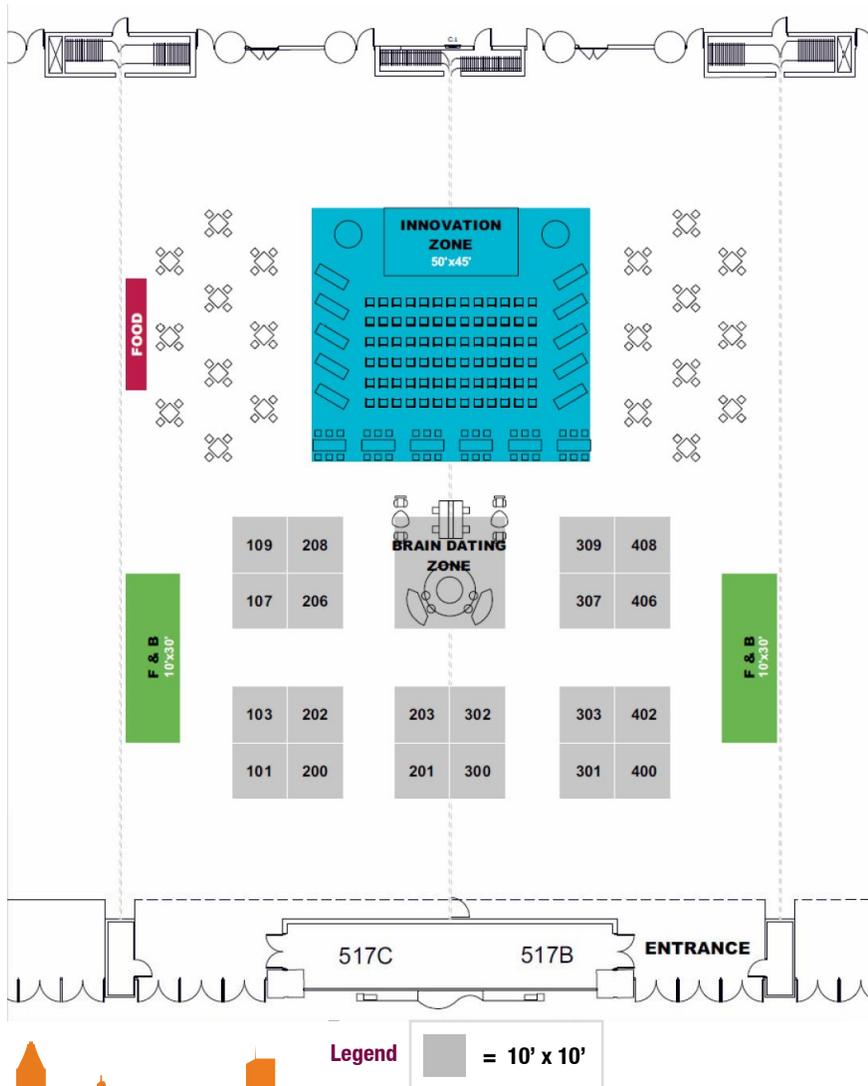
### RENTAL FEES

10' x 10' Space		3 500 \$ CAD
10' x 10' Space	NPO Rate	2 000 \$ CAD
Turn-key Booth		700 \$ CAD

Enjoy a fully furnished space with the turn-key booth including:

- 3 panels 8'(h) for the back wall
- 1 panel 8'(h) and 2 parts of 3' (h) to the sides
- The name of your organization with black lettering
- 1 draped table and 2 chairs or 1 counter and two stools
- Installation and dismantling

### FLOOR PLAN



## READY TO BOOK YOUR BOOTH?

To book your booth or for additional information, please contact us at :

514-953-3193  
mdaigle@mflrp.ca  
www.icphc.org

We look forward to welcoming you at the 2018 International Congress on Personalized Health Care!