



The International ADHD Congress 2020

Dan Panorama Hotel Tel-Aviv, Israel

Industry Prospectus

www.adhdcongress.co.il



החברה הישראלית להפרעת קשב
The Israeli Society for ADHD

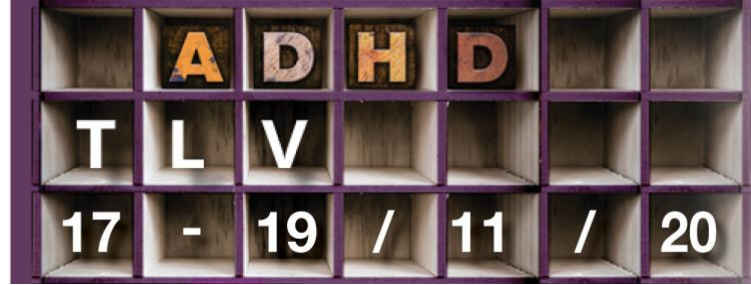


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Dear Colleagues,

It is a great pleasure to invite you to the **International ADHD Congress** that will be held in Tel Aviv from November 17-19, 2020. The International ADHD Congress is focused on ADHD as a life span disorder, its clinical picture, the cognitive dysfunctions and the dysregulations associated with ADHD and the change related to its development and response to treatment. Along the plenaries and the workshops, we created two separate trajectories of symposia: clinical and basic science. This would enable professionals from all fields to embrace their area of interest. New developments in basic sciences as well as the latest knowledge about clinical pictures, comorbidities, assessment and treatment will be highlighted. There will be a special focus on the development of the above-mentioned elements along the life span of an individual.

Tel Aviv, Israel's largest city, is located along the beautiful Mediterranean coastline, and is renowned for its distinctive Bauhaus architecture. This busy metropolis invigorates visitors with a unique energetic atmosphere, outstanding museums, cultural events, international cuisine, and non-stop, active nightlife. As an ancient metropolis Israel not only boasts a modern thriving economy, but also a cultural landscape rich with historical sites and a diverse heritage. Jerusalem, the capital city, is sacred to three monotheistic religions: Judaism, Christianity and Islam.

The Congress will be held at the Dan Panorama Hotel, located on the beachfront promenade and neighboring the ancient port city of Jaffa, steps away from Neve Tzedek, Israel's largest open-air market and Tel Aviv's oldest and most fashionable neighborhood.

We look forward to welcoming you to Tel Aviv.

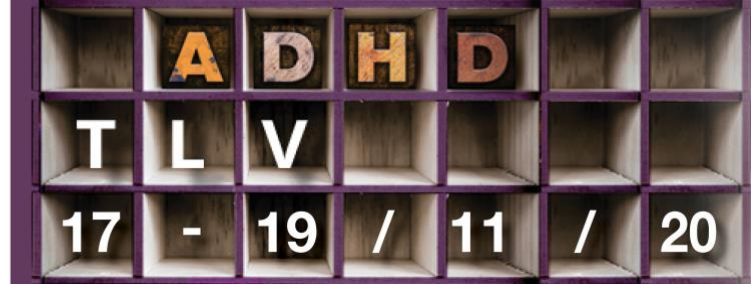
Sincerely Yours,
Prof. Iris Manor

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Committees

Congress Chair

Prof. Iris Manor

Chair of the Israeli ADHD Association

Head of ADHD clinic

Geha MHC

Senior Lecturer, Sackler School of Medicine, Tel Aviv University, Israel

Chair of the Israeli ADHD Association

Congress Co-Chairs

Dr. J.J. Sandra Kooij

Chair European Network Adult ADHD

Associate Professor of Psychiatry

VUMc Amsterdam

Head Dutch Expertise Center Adult ADHD, PsyQ, psycho-medical programs

The Hague

The Netherlands

Chair DIVA Foundation

Israeli Organizing Committee

Dr. Itai Berger

Dr. Gabriel Vainstein

Dr. Einat Ya'ari

International Scientific Committee

Prof. Mark Stein, USA

Joseph Biederman MD, USA

Prof. Jan Buitelaar, The Netherlands

Prof. Avi Avital, Israel

Prof. Yehuda Pollak, Israel

Jeffrey H. Newcorn, MD

Associate Professor of Psychiatry and Pediatrics

Director, Division of ADHD and Learning Disorders

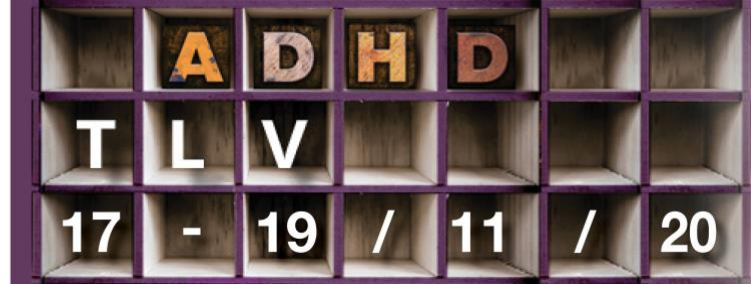
Icahn School of Medicine at Mount Sinai

Director, Pediatric Psychopharmacology

Mount Sinai Health System, NY, USA

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Topics

- Non-pharmacological Treatments
- Treatments
- Adults ADHD
- Comorbidities
- Family and ADHD
- Neurocognitive Aspects of ADHD

Who should attend?

This Congress welcomes professionals with interest in ADHD from all relevant fields

- Adult/Pediatric Neurology
- Adult/Pediatric Neurology
- Adult/Pediatric Psychiatry
- Adult/Pediatric Psychiatry
- Pediatrics
- Family Medicine
- Epidemiology
- Ethics
- Psychology
- Education
- Nursing
- Neuroscience

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Information for Sponsors and Exhibitors

Application for sponsorship

Application for sponsorship can be made in writing with the enclosed booking form to:

Ben Hoffman - Paragon Group

Email: bhoffman@paragong.com

All company details, as filled in the form, will be used to advertise the institute/company in the exhibition's catalogue. The form must be filled in and signed by October 1st, 2020 at the very latest and returned to the Secretariat. After this date, neither an exhibition space nor publication in the exhibition's catalogue can be guaranteed.

Once an application is made, a contract will be sent to you for completion. This contract should be signed and returned with a 50% deposit payment to the above sponsorship/exhibition office address. Alternatively, an invoice for the deposit can be requested on the booking form. Once this has been received, a confirmation of sponsorship and an invoice will be sent to the sponsor.

Terms of payment

50% due with a signed contract

50% due by October 1st, 2020

The total amount should be received one week prior to the opening date of the conference.

Payment methods

Option 1: Payment by credit card

Option 2: Payment by check - Please make checks payable to:
Dan Knassim and Taaruchot Ltd.

Option 3: Payment by Bank Transfer:

Details will be available in the Invoice

Bank charges are the responsibility of the payer.

Cancellation policy

Cancellations will be accepted in writing only. Cancellation notice received by October 1st, 2020, will entitle of 50% reimbursement of the sponsorship payment under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after October 1st, 2020.

Terms and conditions

The terms and conditions of sponsorship & exhibiting are included in this prospectus. Please note that the signature of the exhibition contract indicates acceptance of these terms and conditions.

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List of Sponsorship Items

A range of Sponsorship opportunities has been created to allow each company to showcase itself as best suits their needs and budget.

Platinum sponsorship package

\$25,000

Educational Grant in Support of an Existing lecture

- ❖ Medical education plays an important role in the quality of healthcare delivered across the globe. ADHD Congress provides an important scientific and educational content that is developed over years of meticulous work, presented at the meeting and diffused after the congress within the framework of ADHD.
- ❖ By providing an educational grant in support of the educational program, you are making a vital contribution to our efforts to deliver high quality education and improve training for all healthcare professionals working in this field.
- ❖ All educational grants are managed in compliance with relevant accreditation and industry compliance criteria. No promotional, commercial, or advertising materials may be included in the following opportunities. All support will be disclosed to participants.
- ❖ Educational grants of any amount, whether for the overall program or for individual lectures, are highly appreciated and important to the success of the event.
- The support provided will be acknowledged in the Industry and Exhibition section of the program and on the congress website "Sponsored by an Educational Grant from...."

Exhibition Space

- ❖ 12 sqm exhibition space. Allocation based on a "first come, first served basis"
- ❖ 4 exhibitor registrations

Advertisement & Acknowledgement

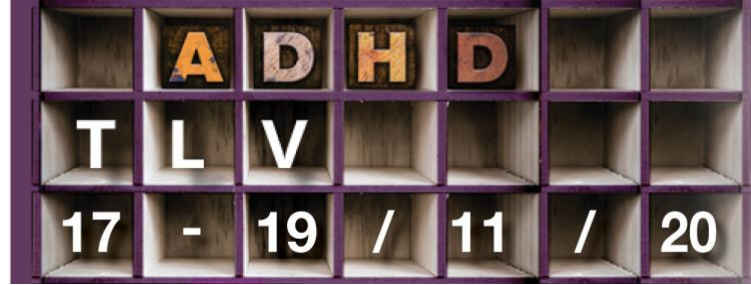
- ❖ Inclusion of one insert for promotional purposes in the Meeting bag (Insert of up to 8 A4 pages to be provided by sponsor insert, subjected to approval of the meeting secretariat).
- ❖ Acknowledgment of Sponsorship in the Meeting book as "Platinum Sponsor"
- ❖ A color advertisement in the Final Program/Book of Abstracts
- ❖ Sponsor's logo with hyperlink on Meeting website
- ❖ Platinum sponsors are privileged to choose one of the following options to increase company's exposure: lanyards, meeting badges or promotional materials.

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Silver Sponsorship Package

\$12,000

Exhibition Space

- ❖ 6 sqm exhibition space. Allocation based on a "first come, first served basis."
- ❖ Additional space can be purchased upon request at a reduced cost of \$300 per square meter
- ❖ 2 exhibitor registrations
- ❖ Advertisement & Acknowledgement
- ❖ Inclusion of one insert for promotional purposes in the Meeting bag (up to 8 pages, A4 size, to be provided by sponsor, subjected to approval of meeting secretariat).
- ❖ Acknowledgment of Sponsorship in the Final Program/Book of Abstracts as a "Silver Sponsor"
- ❖ A half-page color advertisement in the Final Program/Book of Abstracts
- ❖ Sponsor's logo with hyperlink on meeting website

Welcome Reception- Main Congress Dinner

\$16,000

Exclusive Sponsorship of the ADHD International 2020 Welcome Reception.

Includes:

- ❖ Branding/logo in Meeting Program
- ❖ Full page advertisement in Meeting Program
- ❖ Significant branding at the Welcome Reception
- ❖ Sponsor's logo with hyperlink on Meeting website
- ❖ Name & logo on vouchers for Welcome Reception
- ❖ Option to brand suitable promotional souvenirs at the Welcome Reception
- ❖ 2 complimentary passes to attend the Meeting and social functions
- ❖ Verbal acknowledgement at the event
- ❖ A 50-word Company profile in the Meeting Final Program

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Other Sponsorship Opportunities (not including VAT)

<p>Luncheon Satellite symposium</p> <p>(Date & time to be arranged with the Scientific Committee) Overall organization, Audiovisual equipment, Lunch 4 free registrations for company representatives, One free insert, Projection of your company's slide at the beginning of the session. This sum does not include any expenses for lecturers and faculty of the satellite. The satellite program will be included in the program booklet of the symposium, and the sponsorship will be acknowledged.</p>	\$15,000
<p>Supporting a session via a non-restricted educational grant</p> <ul style="list-style-type: none"> ❖ One free insert into delegate bags ❖ Projection of your company's slide at the beginning of the session ❖ Guest speaker (flight expenses & accommodation are not included in the sponsorship fee) ❖ Promotion sign to be placed near the podium 	\$20,000
<p>Conference bag inserts</p> <p>Promotional material such as leaflets and brochures will be included in the participants' conference bags, up to A4 size</p>	\$1,500
<p>Conference Lanyards</p> <p>The sponsoring company will provide approximately 600 lanyards, on which the Congress and Sponsor's logo will be displayed.</p>	\$10,000
<p>Conference badges</p> <p>The conference and sponsor's logo will be displayed on the badge</p>	\$2,000
<p>Plasma Screen Advertisement</p> <p>This opportunity allows you to grasp the attention of delegates during lunch and coffee breaks by displaying your company's marketing message on plasma screens positioned in prime locations across the hotel, for the entire conference duration -2 days. The same advertisements will be shown simultaneously on all plasma screens.</p>	\$2,000
<p>Branding the registration area</p> <p>Plasma Screen with the sponsor advertisement near the registration desk, HUGE exposure to all conference participants</p>	\$3,000
<p>Flashing banner on the Congress website homepage</p>	\$2,000
<p>Notepads and pens</p> <p>The sponsoring company will provide approximately 600 notepads and pens</p>	\$2,000
<p>Conference bags</p> <p>The organizers are in charge of the production of approximately 600 delegate bags, the design of the bags needs to be approved by the sponsoring company</p>	\$7,500
<p>Social function opportunities</p> <p>Networking Coffee Break- \$ 2,500 (per break) Gala Dinner- \$ 20,000+ direct costs Networking Breakfast Session- \$ 6,000</p>	
<p>Workshop</p> <p>2 hours workshop for 30 participants, hands on</p>	\$7,000

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Sponsorship Application Form (Page 1)

Please complete the following information and return to the Exhibition Manager:

Ben Hoffman - Paragon Group
 3 Arik Einstein Str., Herzliya, Israel
 Email: bhoffman@paragong.com

We, the undersigned, express our wish to sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

* Company Name	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
Website	
VAT Number	

* Name of the company - as you would like it to appear on all acknowledgments

I would like to book the following sponsorship items:

Item	Price (not including VAT)	✓
Total Amount (please complete)		

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Sponsorship Application Form (Page 2)

Name of Company:

Please send me a sponsorship contract and an invoice for the 50% deposit

Method of Payment:

Credit card:

Credit card no.: _____
Expiry Date: _____ Type of Card: _____ CVV: _____
Card Holder: _____

By check:

Please make checks payable to:

Dan Knassim and Taaruchot Ltd.
3 Arik Einstein St. Mixer Building
Herzelia
Israel

Bank Transfer

Details will be available in the invoice
Bank charges are the responsibility of the payer

TERMS OF PAYMENT

50% due with signed contract
50% due by October 1st, 2020
The total amount should be received one week prior to the opening date of the conference.

CANCELLATION POLICY

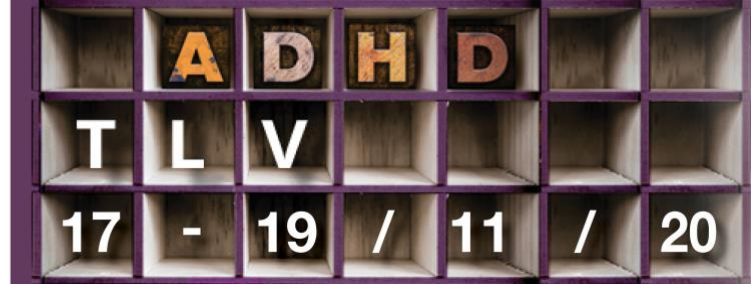
Cancellations will be accepted in writing only. A cancellation notice received by October 1st, 2020, will grant a 50% reimbursement fee of the sponsorship payment under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after October 1st, 2020.

SignatureDate

Company Stamp

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Exhibition

\$2,400

A commercial and professional exhibition will be held parallel to the symposium hours.

We wish to maximize the delegates' exposure to the exhibit. Therefore, all coffee breaks will be held in the exhibition area.

Dates (Subject to Change):

Please note that the final exhibition set up, opening and dismantling schedule will be updated in the technical manual.

Row Space Rental

The price for exhibition space is US\$ 2,400 and includes:

- One booth unit, 6 square meters (length: 3 meters, depth: 2 meters)
- 1 table, width: 80cm, length: 180cm
- 2 chairs
- 1 standard electric outlet (plug) 220 volt
- Refreshments during coffee breaks
- Lunch for 2 exhibitors
- Exhibitor manual
- 2 Exhibitor badges

Please note that the stand space scheme rental does not include any walls.

Decorations

Exhibitors are forbidden to extend their booths into the thoroughfare or to areas which were not ordered and paid for by the exhibitor. The booth's height will not extend beyond the height of 2.50 m (Foyer- 2.46 m). Booths which exceed a height of more than 2.00 m, or massive construction plans **must** receive a certified approval from a licensed engineer (B- Safe: +972-3- 5325575).

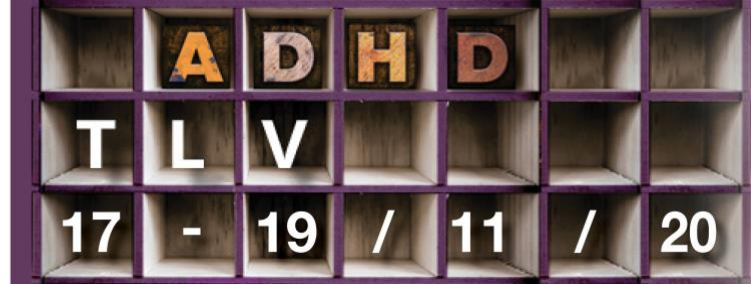
Allocation of Exhibition Space

Space allocation will be made on a "first come, first served" basis. A completed application form accompanied by advance payment should be emailed/ faxed to ensure the reservation of a desired location.

Once the application form has been received and the payment cleared, space will be confirmed and an invoice for the balance will be mailed. Please indicate three alternative choices on the application form. Space allocations will be made in the order in which application forms and payments have been received. Advance payment will be refunded if space is fully booked, or if the space offered is not acceptable to exhibitors.

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Exhibitor Registration

All exhibitors will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 6sqm booked, and one badge for every 6sqm thereafter. Any additional attendees will be charged a registration fee. An exhibitor registration form will be included in the Exhibitors' Technical Manual.

Technical/Exhibitor Manual

A technical manual outlining all technical aspects of the exhibition will be circulated two months before the conference. It will include the following:

- Technical details about the venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

Site Inspections

Exhibitors and sponsors are free to visit the conference venue at their convenience. Please contact the venue directly to arrange visits.

Exhibitor Profile

An exhibitor Company/Product profile displayed at the exhibition will be published in the list of exhibitors in the official program and must be submitted electronically by e-mail to: bhoffman@paragong.com

Payment Methods

As detailed above.

Cancellation Policy

As detailed above.

Terms and Conditions

The Terms and Conditions of exhibiting are included in this prospectus. Please note you're your signature on the application form indicates your acceptance of the terms and conditions.

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Exhibition Application Form and Contract (Page 1)

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*Name of Company	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
VAT Number	

* Name of Company- as you wish it will appear on all acknowledgments.

We hereby apply to book exhibition space, the cost of which is US\$ 2,400+VAT per 6 square meters.

Choice	Stand No	No. of Square Meters	Total Price
1st Choice			\$
2nd Choice			\$
3rd Choice			\$

Special notes: Please indicate if your stand must be located adjacent to or opposite the following companies, or if a special configuration is needed:

.....

- ☐ This is a provisional booking. Please hold for 14 days.
- ☐ Payment has been made by check/transfer, please forward me the final confirmation and invoice.
- ☐ Please send me a first deposit invoice for 50% of the total amount due.

Exhibition Application Form and Contract (page 2)

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Name of Company:

We have read the regulations and agree to observe and be bound by them.

Method of Payment:

— Credit card:

Credit card no.: _____

Expiry Date: _____ Type of Card: _____ CVV: _____

Card Holder: _____

— By sending a check to:

Please make checks payable to:

Dan Knassim and Taaruchot Ltd
15 Aha Even St., Herzelia
Israel

— Bank Transfer

Details will be available in the invoice
Bank charges are the responsibility of the payer.

Terms of Payment

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50% due by October 1st, 2020

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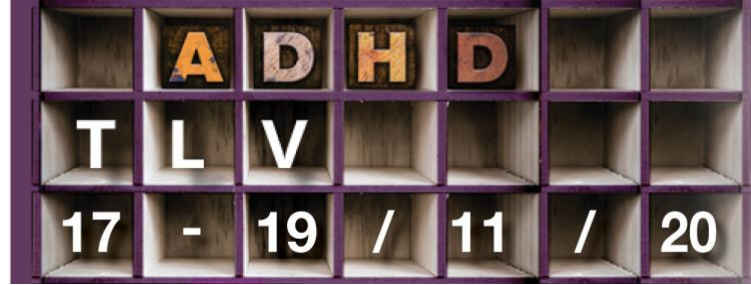
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SignatureDate

Company Stamp

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General Information

Venue

Dan Panorama Tel Aviv Hotel
12 Kaufman St, Tel Aviv, 61501 Israel
Tel: 972-3-5190190

Traveling to Tel Aviv

Most international flights land at Ben Gurion Airport, which is located near the town of Lod – approximately a 30-minute drive to Tel Aviv and 30 minutes from Tel Aviv (outside rush hours).

Options for getting to and from Ben Gurion Airport include private car/van services; railway; taxi; rented car and limousine. For details regarding transportation depots and general airport information, please visit the Israel Airport [Authority website here](#)

Language

The official language of the meeting is English.

Exhibition

A commercial and professional exhibition will take place during the congress, parallel to the Congress hours.

Discover Israel

Visiting Israel is a life changing experience. The country features an abundance of history, religious significance for many different faiths; 21st Century amenities and infrastructures, advanced innovations, high-tech technologies, and unique landscapes.

For more information [click here](#)

Congress Secretariat

ADHD 2020 Secretariat
Telefax: +972-3-5767707
Email: hzuker@paragong.com