

## EUROPEAN ASSOCIATION FOR COMMUNICATION IN HEALTHCARE 2010 CONFERENCE

### CONFERENCE INFORMATION

European Association for Communication in Healthcare (EACH) is an interdisciplinary non-profit organisation which brings together researchers and trainers in the field of communication in healthcare. Its objectives are to facilitate the exchange of ideas, and products of teaching and research activities, across a network of individuals and institutions in Europe and beyond. EACH is associated with the scientific journal *Patient Education and Counseling*.

Following a successful 2008 meeting in Oslo, Norway attended by 440 delegates from 38 countries, Verona, Italy will host the next EACH conference in September 2010.

**Date:** 5<sup>th</sup> – 8<sup>th</sup> September 2010

**Location:** Verona, Italy  
Polo Zanotto, University of Verona

#### **Topics & themes:**

- Basic and applied research in clinical communication
- Teaching clinical communication skills
- Communication and emotion
- Shared decision making in general and hospital practice
- Intercultural communication
- Communication technology and e-learning
- Patient participation and perspectives

#### **Target Audience:**

The EACH 2010 conference will encourage networking among participants and bring together:

- People from different professional groups in health care: physicians, psychologists, nurses, physiotherapists and other health personnel
- Educators and other practitioners in the area of health communication
- Experts with different conceptual backgrounds: medicine, psychology, sociology, linguistics
- People with different types of expertise: practitioners, teachers and researchers

### Scientific Committee:

- **Christa Zimmermann**, *University of Verona, Italy, (Chair)*
- **Cadja Bachmann**, *Germany*
- **Jozien Bensing**, *Netherlands*
- **Svein Bergvik**, *Norway*
- **Hanneke de Haes**, *Netherlands*
- **Lidia Del Piccolo**, *Italy*
- **Myriam Deveugele**, *Belgium*
- **Wolfgang Eich**, *Germany*
- **Hilde Eide**, *Norway*
- **Adrian Edwards**, *UK*
- **Arnstein Finset**, *Norway*
- **Jo Goedhuys**, *Belgium*
- **Cathy Heaven**, *UK*
- **Gerry Humphris**, *UK*
- **Wolf Langewitz**, *University Hospital Basle, Switzerland, (EACH President)*
- **Claudia Kiessling**, *Switzerland*
- **Greg Makoul**, *USA*
- **Debra Roter**, *USA*
- **Roger Ruiz Moral**, *Spain*
- **Peter Salmon**, *UK*
- **Srikant Sarangi**, *UK*
- **Jonathan Silverman**, *UK*
- **Laura Siminoff**, *USA*
- **Ellen Smets**, *Netherlands*
- **Sandra van Dulmen**, *Netherlands*
- **Elena Vegni**, *Italy*
- **Bridget Young**, *UK*

### Organisers:

The conference is organised by the European Association for Communication in Healthcare (EACH) in association with *Patient Education and Counseling*, an Elsevier publication.

For further information on EACH visit: [www.each.nl](http://www.each.nl)

For further information on *Patient Education and Counseling*, the official journal of EACH, visit: [www.elsevier.com/locate/pec](http://www.elsevier.com/locate/pec)

### For all enquiries please contact:

Gill Heaton  
**EACH 2010 Conference Secretariat**  
Tel: +44 (0) 1865 373625  
Fax: +44 (0) 1865 412342  
Email: [each-conference@elsevier.com](mailto:each-conference@elsevier.com)

## **SPONSORSHIP & EXHIBITION OPPORTUNITIES**

### **Exhibition Stand @ €700 per stand**

Exhibition table-top displays will provide you with the opportunity to meet and network with this targeted audience. Displays will be positioned in a location that allows maximum exposure for the duration of the conference.

A booking includes:

- Tabletop space with draped table and chair
- Power supply if required
- 1 exhibitor registration to include conference attendance, catering and delegate manual
- Web and delegate manual listing

No shell scheme will be provided as part of your booking but you are welcome to bring your own modular stands or panels. *Please note: Your booking does not cover insurance which should be arranged separately. It is also very important to note that full contact details of delegates will not be available to any exhibitor or sponsor due to data protection restrictions, and the provision of delegate contact details is not considered part of this booking.*

### **Sponsorship of Delegate Bag @ €4,000**

- Your Company Logo together with the conference logo on the delegate bag that will be given to each participant at Registration
- Inclusion of a promotional piece – lightweight material only
- Listing of your company name and logo on the sponsor page in the delegate manual
- Listing of your logo and company name, a short description of the company and link through to your company web site on the conference website

### **Sponsorship of Lanyards @ €2,000**

- Your logo or company name on the lanyard to which delegates clip their badges and wear throughout the conference
- Listing of your company name and logo on the sponsor page in the delegate manual
- Listing of your logo and company name, a short description of the company and link through to your company web site on the conference website

### **Exclusive sponsorship of the Conference Gala Dinner @ €6,000**

- Sponsorship of the Conference Dinner
- Your company logo on menu cards and dinner tickets
- Your company logo on A2 sized foam-backed posters where the dinner will be taking place
- Listing of your company name and logo on the sponsor page in the delegate manual
- Listing of your logo and company name, a short description of the company and link through to your company web site on the conference website

### **Delegate Bag Insert @ €275 per insert**

Your promotional materials can be inserted into each delegate bag that is given to participants on site. This applies to light weight materials only – books etc will not be inserted into delegate wallets, but are more appropriate for literature displays.

### **Literature Display @ €150 per item**

Your promotional materials will be displayed by the conference organizers on a dedicated literature display in the main exhibitor area. This is non-exclusive & literature left at the end of the event will not be returned to the exhibitor.

### **Advertise in Patient Education and Counseling**

Please contact the Conference Secretariat

## SPONSORSHIP & EXHIBITION ORDER FORM

### RETURN TO

Gill Heaton  
EACH 2010 Conference Secretariat  
Bradstone Cottage, Middle Street  
Islip, Oxford OX5 2SF, UK  
Ph: +44 1865 373625  
Fax: +44 1865 412342  
Email: [each-conference@elsevier.com](mailto:each-conference@elsevier.com)

### ORDER DETAILS

- |   |        |
|---|--------|
| <input type="checkbox"/> Table Top Display                    | €700   |
| <input type="checkbox"/> Sponsorship – Delegate Bags          | €4,000 |
| <input type="checkbox"/> Sponsorship – Lanyards               | €2,000 |
| <input type="checkbox"/> Sponsorship – Conference Gala Dinner | €6,000 |
| <input type="checkbox"/> Delegate Bag Insert                  | €275   |
| <input type="checkbox"/> Literature Display                   | €150   |

### Applicable Taxes:

#### Table-top Display

- Local Italian tax of 20% is applicable

#### Sponsorship

If your company is based:

- In the UK tax of 17.5% is applicable
- In the EU, if you cannot provide a VAT number, tax of 17.5% is applicable
- In the EU if you provide a VAT number, nil tax is applicable
- Outside of the UK & EU nil tax is applicable

**All bookings are subject to the Terms & Conditions for Conferences & Exhibitions. I agree to the Terms & Conditions.**

Signature \_\_\_\_\_



Conference & Exhibition administration is by provided by Elsevier Ltd

### CLIENT DETAILS

Title (Prof, Dr, Mr, Ms) \_\_\_\_\_  
First Name \_\_\_\_\_  
Surname \_\_\_\_\_  
Job Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
State/County \_\_\_\_\_  
Post/Zip Code \_\_\_\_\_  
Country \_\_\_\_\_  
Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_

### PAYMENT DETAILS

Total amount payable € \_\_\_\_\_

- I will arrange a bank transfer on receipt of an invoice

Invoicing address if different from above

Name \_\_\_\_\_

Address \_\_\_\_\_

- I enclose a cheque payable to Elsevier Ltd

- Please charge my Visa/Amex/Mastercard *(delete as applicable)*

Card No \_\_\_\_\_

Expiry Date \_\_\_\_\_ Today's Date \_\_\_\_\_

Name & address of cardholder if different from above:

Name \_\_\_\_\_

Address \_\_\_\_\_

Signature \_\_\_\_\_

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- Fax  Email  Tel  Post

[www.each-conference.com](http://www.each-conference.com)

## **TERMS & CONDITIONS FOR CONFERENCES & EXHIBITIONS**

### **Definitions and applicability**

Client: Exhibitor, Sponsor or Advertiser

Exhibition: the exhibition or conference as indicated above

Elsevier the organizer of the exhibition or the conference

Products and/or Services: the products delivered and /or services rendered by Elsevier in connection with the Exhibition.

Where general terms and conditions of business are proposed by the Client, these shall not apply and these terms and conditions will prevail. Any variation to these terms and conditions and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the terms and conditions will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party product or software such a sale may be subject to additional license terms.

### **Application for Exhibition and Sponsorship**

Application for the Products and Services should be made with the enclosed registration form to Elsevier. Elsevier will endeavour to match the Client's request wherever possible, however cannot guarantee that selected stand/space options will be met. As space is available on a first-come, first-served basis. Elsevier reserves the right to amend exhibition stand/space layout.

### **Rates and prices**

Unless otherwise agreed by Elsevier in writing the price/rates for the Products and Services shall be those set out in Elsevier's current price/rate list (whether print or online). All such prices/rates shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Client shall provide to Elsevier Client's VAT registration number at the time of placing its order.

### **Terms of Payment**

- A deposit of 75% of the total exhibition/sponsorship fees due will be invoiced once the attached booking form has been received. Participation at the Exhibition will not be confirmed until deposit has been paid. The second payment of 25% of the total sponsorship fee will be invoiced 2 months before the event. If the Client fails to submit full payment 1 month prior to the event, Elsevier can cancel the Client's participation in the Exhibition.
- Priority amongst Clients in each category will depend on the order in which they commit and on prompt payment of contributions.
- The Client understands and acknowledges that any and all other costs and expenses incurred by the Client in connection with the Exhibition are the sole responsibility of the Client, even in the event of cancellation by either party. For the avoidance of doubt no intellectual property rights in any Elsevier Products shall transfer to the Client. Products shall be at the Client's risk as from delivery. From the due date of the invoice to the date of payment in full, interest at the rate of 1% may be charged to the Client on a monthly basis for any sums outstanding, together with any collection fees incurred by Elsevier.

### **Methods of Payment**

1. Cheque in Euro's (€) payable to Elsevier Ltd.
2. Bank Transfer.
3. Payment by credit card by completion of relevant section on the order form.

In order to pay the Client will first require an invoice. An invoice will be sent to the Client by airmail upon receipt of a signed registration form completed with Client's contact details and registration details. The reverse side of the invoice provides Elsevier bank account details for transfer purposes. It is essential that the Client includes its invoice number when instructing its bank. A copy of the bank transfer documentation should be transferred to Elsevier.

The Client shall make all payments due under the TC without any deduction whether by way of set-off, counterclaim, discount, abatement or otherwise unless the Client has a valid court order requiring an amount equal to such deduction to be paid by Elsevier to the Client. Where the Client is indebted to Elsevier for any other Product or Service under any other order, Elsevier reserves the right to withhold supply of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier shall be entitled to apply any monies received by the Client, to clear any of the Client's outstanding debts to Elsevier.

### **Cancellation policy**

All cancellations must be received in writing. In order to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation, cancellation charges will apply as follows:

- Provided that written notice is received before 5<sup>th</sup> June 2010, a full refund will be given (less 10% administration charge).
- If written notice is received after 5<sup>th</sup> June 2010, but before 5<sup>th</sup> July 2010, a 50% refund will be given.
- No refunds will be given for cancellations after 5<sup>th</sup> July 2010 or for no-shows at the conference, the full exhibition and sponsor package fee (100% cancellation charges) will be payable.

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### **Force Majeure**

Elsevier shall not be responsible, in whole or in part, for any failure to perform any of these obligations under this Agreement or for failure to hold the Exhibition as a result of circumstances beyond its reasonable control including, but not limited to, riot, strike, civil disorder, acts of war, failure of facilities, terrorism, threats of terrorism, communicable disease, earthquake, storm, fire, flood, and other acts of God.

### **Insurance**

Elsevier cannot be held responsible for any loss of damage of/to any equipment brought in for the Client's exhibition stand. The Client is therefore advised to ensure to take out adequate insurance cover as necessary including Public Liability cover, insurance to cover loss of damage to exhibits or other personal property. In addition the Polo Zanotto, University of Verona, requires that Client's show proof of their insurance liability in the event of damage to the venue. If a Client would like to take out insurance for its exhibition stand/equipment, he/she should contact its insurer.

### **Limitation of Liability**

TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS

(i) Elsevier shall not be liable for any of the following losses which may arise by reason of any breach of this terms and conditions or any implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of law:

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- (b) damage to reputation or goodwill;
- (c) any damages, costs or expenses payable by Elsevier to any third party;
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- (e) any loss that was not foreseeable by the Client and Elsevier at the time this TC was entered into; or
- (f) any loss not caused by any breach on the part of Elsevier;

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NOTHING IN THE TERMS AND CONDITIONS SHALL BE CONSTRUED AS CREATING AN OBLIGATION TO INDEMNIFY THE OTHER PARTY AGAINST THE OTHER PARTY'S OWN NEGLIGENCE. ELSEVIER'S LIABILITY FOR ANY OTHER LOSS IMPUTABLE TO IT SHALL IN ANY EVENT BE LIMITED TO THE INVOICE VALUE OF THE PART OF THE TERMS AND CONDITIONS TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY LIABILITY FOR BREACH OF ANY IMPLIED OR EXPRESS WARRANTY OF AS TO MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NOTHING IN THIS CONTRACT SHALL LIMIT THE CLIENT'S EXISTING LEGAL OR STATUTORY RIGHTS WHERE IT IS ACTING AS A CONSUMER.

### **Governing Law /Jurisdiction**

This Agreement is made and shall be governed by English Law, without regard to its choice of law principles. Exclusive jurisdiction and venue of any actions arising out of, or relating to or in any way connected with the Agreement, its negotiation or termination, or the Exhibition will be in the courts of England.