



BIRD

BELGIAN INFLAMMATORY
BOWEL DISEASE RESEARCH
AND DEVELOPMENT

bo | **BINA** Astoria

Belgian IBD nurses and study coordinators association

2024 BIRD PARTNERSHIP AND CONGRESS SPONSORSHIP



The BIRD Board

Dear industry representative,

We reach out to you as a potential partner of BIRD, an investment towards improving IBD care in Belgium and beyond. For 2024, we have added additional categories for both partnership and sponsorship to encourage a wider range of participation from industry partners. We hope you will take a moment to read through the following dossier to learn more about becoming a BIRD partner and Congress sponsor.

BIRD is the result of a collaboration of stakeholders committed to improving the lives of Belgian IBD patients. We count over 200 gastroenterologists and translational scientists (IBD specialists) actively involved in the management of IBD patients and over 140 IBD (study) nurses and IBD study-coordinators (and other paramedical professions with interest in IBD) united to form the Belgian IBD Research and Development group (BIRD).

In addition we interact with the IBD patient organizations, the government and regulatory authorities (KCE, FAGG, RIZIV/INAMI) as well as close interaction with our pharma partners.

The activities of BIRD include meetings every four months (to discuss (inter)national IBD guidelines, difficult cases, national IBD projects and clinical studies), publications in high ranked medical journals, and the organization of IBD applied courses/workshops and high quality IBD conferences, with the participation of (inter)national key opinion leaders.

Continuing on the great success of our BIRD 2023 Second Annual Congress with >310 attendees in November 2023, we will organize the BIRD 2024 Third Annual Congress on November 15-16, 2024. This 2-day congress will offer an inspiring combination of lectures, interactive case discussions and workshops.

Your support is invaluable in ensuring that we can continue to bring consistent and relevant content, broaden our expertise and share knowledge, serving the IBD community and patients.

BIRD invites you to further contribute to the management and understanding of IBD. In 2024, we will continue to combine the BIRD partnership with the sponsorship for the BIRD 2024 Third Annual Congress. Therefore, we would like to ask you to support our mission through a **BIRD combined partnership and sponsorship**.

With regards to the **BIRD partnerships**, you can choose between four different scenarios: **Standard**, **Standard Plus**, **Premium** or a **Premium Plus** BIRD partnership.

Details of the different partnership packages can be found on pages **10-11** of this dossier.

The BIRD 2024 partnership can be combined with the **BIRD sponsorship** for the BIRD 2024 Third Annual Congress (Note: in order to sponsor the BIRD 2024 Third Annual Congress, you must be a BIRD partner).

By sponsoring this congress, your company helps the BIRD board in its main objective of stimulating research in the field of IBD. For 2024, you can choose between five different scenarios: **Iron**, **Bronze**, **Silver**, **Gold**, and **Platinum** sponsorship.

Details of the different sponsorship packages can be found on pages **15-17** of this dossier.

We are convinced that this 2-day congress represents an excellent opportunity for your company to promote the quality of your scientific activities and to confirm your support to the discipline itself. The sponsorship is for the 2-day congress and provides programs for both the physicians and the (study)nurses dedicated to IBD care.

Thanks to the financial contribution of the sponsors, the participants are offered high-quality content, brought by national and international Key Opinion Leaders in a multi-sponsored and scientifically independent environment. Moreover, registration can be offered at affordable rates and accreditation can be granted.

In this way, we feel that your company could exert a strong and much-appreciated partnership with the Belgian IBD community. Please contact our COO (ingrid.arijs@birdgroup.be) in case you have more questions or suggestions about this combined partnership and sponsorship. We will be happy to answer any remaining questions from your side.

We express our gratitude for the support to BIRD and BINASTORIA and look forward to a good longstanding relationship.

Yours sincerely,

P. Bossuyt
President

A. Cremer
Treasurer

I. Arijs
COO & Senior PM

BIRD Governing Board

The BIRD Board oversees all matters of the BIRD organization according to the mission and objectives of BIRD for education and research.



Dr. Peter Bossuyt

President

peter.bossuyt@imelda.be



Dr. Filip Baert

Past-President

filip.baert@azdelta.be



Prof. Dr. Marc Ferrante

Secretary

marc.ferrante@uzleuven.be



Dr. Anneline Cremer

Treasurer

anneline.cremer@hubruelles.be



Noortje Straetemans

BINAstoria Chair

noortje.straetemans@azvesalius.be



Prof. Dr. Joao Sabino

EduCom Chair

joao.sabino@uzleuven.be



Prof. Dr. Catherine Reenaers

SciCom Chair

catherine.reenaers@chuliege.be

BIRD Committees

EduCom



Prof. Dr. João Sabino (Chair)
Dr. Clara Caenepeel
Prof. Dr. Triana Lobaton
Dr. Lieven Pouillon
Dr. Michael Somers

SciCom

Prof. Dr. Catherine Reenaers (Chair)
Dr. Aranzazu Jauregui Amezaga
Dr. Sophie Vieujean
Prof. Dr. Bram Verstockt
Dr. Claire Liefferinckx (not pictured)



BINAstoria



Noortje Straetemans (Chair)
Goedele Dewitte
Evva De Jonckere
Charlotte Minsart
Ariane Paps



BIRD Office

The BIRD Office supports the daily management of all BIRD activities.



Ingrid Arijs, PhD
COO & Senior Project Manager
ingrid.arijs@birdgroup.be



Laura Vansteenkiste
CRA & Junior Clinical Project Manager
laura.vansteenkiste@birdgroup.be



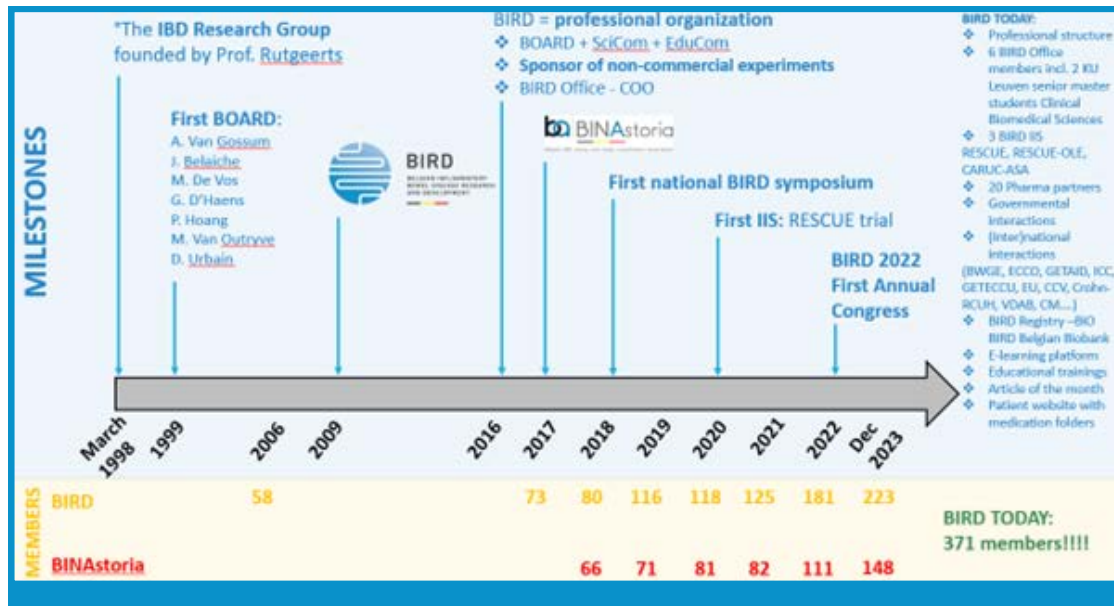
Jolien De Rechter
Clinical Research Coordinator
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Jenifer King
Office Manager
jenifer.king@birdgroup.be



BIRD continues to evolve...



BIRD timeline and milestones

... and grow



BIRD membership growth



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Belgian IBD nurses and study coordinators association

2024 BIRD PARTNERSHIP PACKAGES



BIRD Board, EduCom and SciCom Members



Premium Plus Partner

12.500€

Advertising

- Name and logo on BIRD website, with link to the company website
- Text (150 words) on BIRD website
(only company related, must be approved by Board)
- **Video on BIRD website**
(only company related, must be approved by Board)
- Name on all official BIRD communications
- Logo on slidedeck of the BIRD General Assemblies

BIRD Congress Sponsorship

- Possibility to participate as an IRON, BRONZE, SILVER, GOLD or PLATINUM sponsor
(*separate sponsorship fee applies*)

BIRD Activities

- Invitation to yearly welcome event with BIRD partners, BIRD president and BIRD COO
- Possibility to engage with BIRD, SciCom, EduCom and BINastoria in developing joint projects
- Possibility to present company activities and/or pharmaceutical products during a BIRD or BINastoria meeting and be present for the walking dinner/reception linked to this meeting
- Invitation to yearly BIRD speed dating event to discuss joint vision with BIRD and/or future collaborations
- 1hr ad board with ~5 BIRD representatives (*upon request*)
- Possibility to host General Assembly at the BWGE with adjacent BIRD dinner
(*venue and catering costs excluded, max 5 company representatives*)
- Possibility to inform all BIRD members (1x per year) about recruiting or upcoming trials via the BIRD website
- Possibility to share invitation of a scientific event, grant proposal, etc with BIRD and/or BINAmembers
- **1hr virtual ad board with ~ 4 BINastoria representatives (upon request)**

Premium Partner

10.000€

Advertising

- Name and logo on BIRD website, with link to company website
- Text (150 words) on BIRD website
(*only company related, must be approved by Board*)
- Name on all official BIRD communications
- Logo on slidedeck of the BIRD General Assemblies

BIRD Congress Sponsorship

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(*separate sponsorship fee applies*)

BIRD Activities

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- **Possibility to share invitation of a scientific event, grant proposal, etc with BIRD and/or BINAmembers**

*Text in **bold** indicates additional benefit beyond the lower package

Standard Plus Partner

2.500€

Advertising

- Name **and logo** on BIRD website, **with link to company website**
- **Text (150 words) on BIRD website**
(only company related, must be approved by Board)
- **Name on all official BIRD communications**
- **Logo on slidedeck of the BIRD General Assemblies**

BIRD Congress Sponsorship

- Possibility to participate as an IRON, **BRONZE, SILVER, GOLD or PLATINUM** sponsor
(separate sponsorship fee applies)

BIRD Activities

- Invitation to yearly welcome event with BIRD partners, BIRD president and BIRD COO
- **Possibility to engage with BIRD, SciCom, EduCom and BINAstoria in developing joint projects**

Standard Partner

1.500€

Advertising

- Name on BIRD website

BIRD Congress Sponsorship

- Possibility to participate as an IRON sponsor
(separate sponsorship fee applies)

BIRD Activities

- Invitation to yearly welcome event with BIRD partners, BIRD president and BIRD COO

*Text in **bold** indicates additional benefit beyond the lower package

Thank you to our 2023 Partners:

Premium Plus

abbvie

Galápagos
Pioneering for patients

HEALTHCARE
CELLTRION

Takeda

Lilly

Bristol Myers Squibb™

Pfizer

Premium

Janssen
Johnson & Johnson

Standard

VIATRIS

DyFalk

AMGEN®

Biogen

GSK

FERRING
PHARMACEUTICALS

CSL Vifor

Chiesi

EG
STADA GROUP

Medtronic
Engineering the extraordinary

**FRESENIUS
KABI**

Pharmanovia



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THIRD ANNUAL BIRD CONGRESS 15-16 NOVEMBER 2024

SPONSORSHIP DETAILS



The Mix, Brussels



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CONGRESS SPONSORSHIP PACKAGES

15-16 November 2024 @The Mix, Brussels

Following on the success of the 2-day format, we are pleased to bring the Third Annual BIRD Congress to The Mix, centrally located in Brussels. With over 300 participants in 2023, we saw a 20% increase from the First Annual Congress and hope to have even higher attendance in 2024!



15 November

The morning session will consist of an Educational Training session (sponsored separately), followed by the general program of the Congress in the afternoon.



16 November

Small interactive workshops and roundtable discussions will again be on the agenda, followed by a recap of the highlights from the international Congresses of 2024.

BIRD Congress Organizing Committee

The Organizing Committee oversees all matters of the BIRD Congress, from the program and speaker selection to the logistics of the event.



Dr. Peter Bossuyt



Prof. Dr. Joao Sabino



Prof. Dr. Bram Verstockt



Noortje Straetmans



Ingrid Arijs



Jenifer King



Platinum - 20.000€

Event Advertising

- Name/logo on all promotional material
- Sponsor page on Congress Website (incl logo, video, PDF document, link + text)
- Full page advertisement in program booklet
- Company video shown on screens
- Wifi sponsorship

Event Exhibition

- Exhibition space..... 5m x 3m

Conference Attendance:

- Free company registrations..... 6
- Free nurse/paramedical registrations..... 4
- Paid Networking Meeting seats 6
- Extra company registrations refer to registration fees
- Extra HCP registrations refer to registration fees

Additional Options

- Company-insert (A4) in Congress bags..... 500€
- Physical adboard (1hr) - BINAstoria 2.500€
- Educational Training Sponsorship* 5.000€

Gold - 15.000€

Event Advertising

- Name/logo on all promotional material
- Sponsor page on Congress Website (incl logo, video, PDF document, link + text)
- 1/2 page advertisement in program booklet
- Company video shown on screens

Event Exhibition

- Exhibition space..... 4m x 2m

Conference Attendance:

- Free company registrations..... 4
- Free nurse/paramedical registrations..... 4
- Paid Networking Meeting seats 4
- Extra company registrations refer to registration fees
- Extra HCP registrations refer to registration fees

Additional Options

- Company-insert (A4) in Congress bags..... 500€
- Physical adboard (1hr) - BINAstoria 2.500€
- Educational Training Sponsorship* 5.000€

Silver - 10.000€

Event Advertising

- Name/logo on all promotional material
- Sponsor page on Congress Website (incl logo, video, PDF document, link + text)
- 1/4 page advertisement in program booklet
- Company video shown on screens

Event Exhibition

- Exhibition space..... 3m x 2m

Conference Attendance:

- Free company registrations..... 2
- Free nurse/paramedical registrations..... 4
- Paid Networking Meeting seats 2
- Extra company registrations refer to registration fees
- Extra HCP registrations refer to registration fees

Additional Options

- Company-insert (A4) in Congress bags..... 500€
- Physical adboard (1hr) - BINAstoria 2.500€
- Educational Training Sponsorship* 5.000€

*Educational Training Sponsorship includes:

- Name/logo on promotional material
- Attendance (max 2 representatives) during educational training and coffee breaks
- Promotion during event
 - program book advertisement
 - logo on slidedeck
 - banner in catering area of Educational Training



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CONGRESS SPONSORSHIP PACKAGES

Bronze - 5.500€

Event Advertising

- Name/logo on all promotional material
- Logo on Congress Website

Event Exhibition

- Exhibition space..... 2m x 2m

Conference Attendance:

- Free company registrations..... 1
- Free nurse/paramedical registrations..... 4
- Paid Networking Meeting seats 1
- Extra company registrations refer to registration fees
- Extra HCP registrations refer to registration fees

Additional Options

- Company-insert (A4) in Congress bags..... 500€

Iron - 2.000€

Conference Attendance:

- Free company registrations..... 1
- Extra company registrations refer to registration fees
- Extra HCP registrations refer to registration fees

Event Exhibition

- Exhibition space..... Banner (1m)

Thank you to our 2023 Congress Sponsors:

Platinum

abbvie

Galapagos
Pioneering for patients

**HEALTHCARE
CELLTRION**

Takeda

Gold

Lilly

AMGEN

Pfizer

Silver

VIATRIS

Janssen
PHARMACEUTICAL COMPANIES OF
Johnson & Johnson

Bristol Myers Squibb

GSK

Biogen

Bronze

FERRING
PHARMACEUTICALS

DyFalk

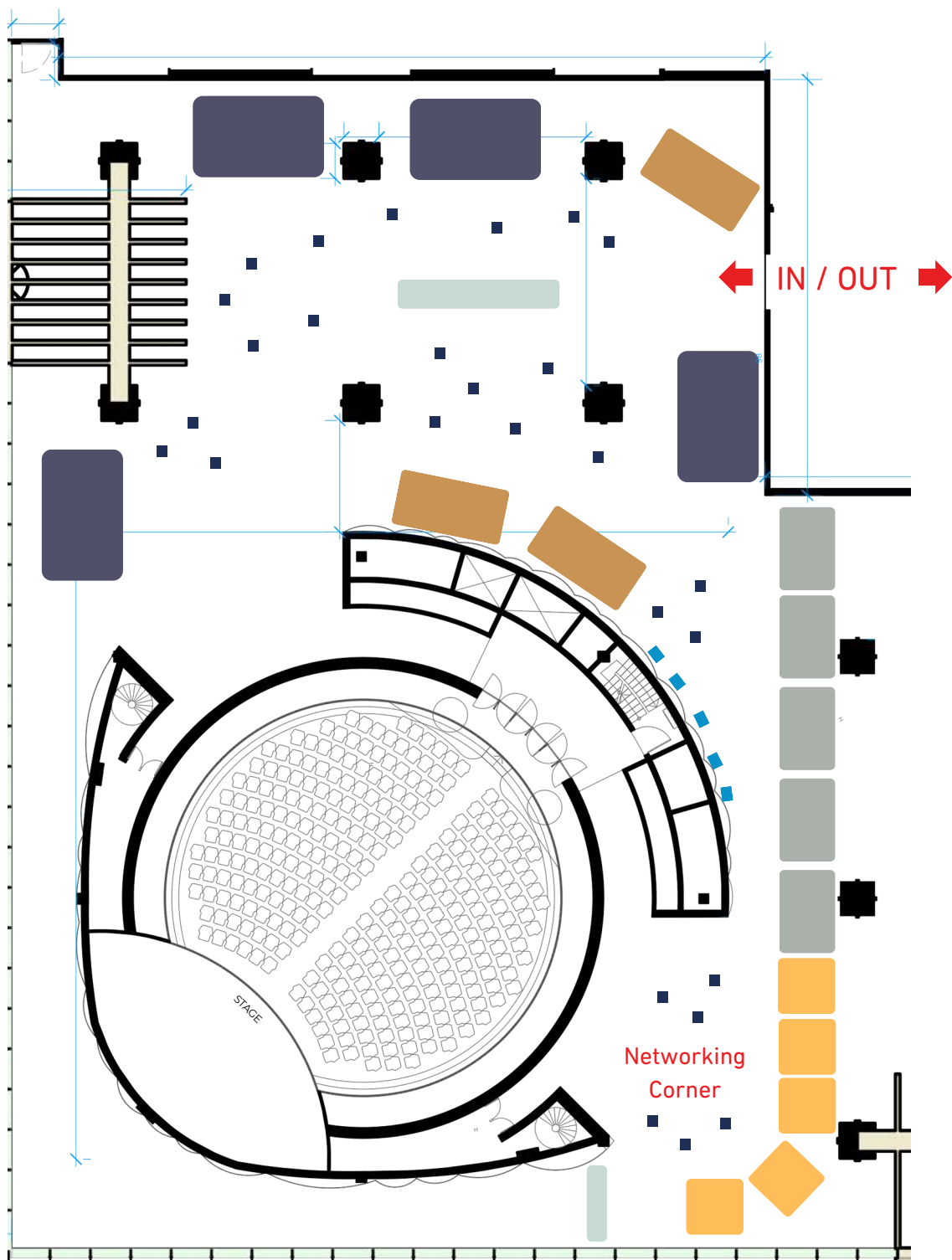
CSL Vifor

EG
STADA GROUP

**FRESENIUS
KABI**



Exhibition Floorplan* - Grand Hall



Platinum

5 x 3

Gold

4 x 2

Silver

3 x 2

Bar / Catering

Bronze

2 x 2

Iron



Cocktail Table

*Layout is subject to change



2nd Annual BIRD Congress 17-18 November, 2023





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THANK YOU!



We look forward to our
collaboration in the years to come