



# 2025 BIRD PARTNERSHIPS























#### Dear company representative,

We would like to begin by expressing our sincere gratitude for your continued support of BIRD. Your involvement plays a key role in advancing IBD care in Belgium and beyond.

BIRD is the result of a collaboration of stakeholders dedicated to improving the lives of Belgian IBD patients. Our network includes over 260 gastroenterologists and translational scientists specializing in IBD, alongside more than 200 IBD (study) nurses, study coordinators and other allied health professionals with an interest in IBD, all united as a part of the Belgian IBD Research and Development (BIRD) group.

In addition, we engage with IBD patient organizations, government bodies, regulatory authorities (such as KCE, FAGG, and RIZIV/INAMI) and other relevant stakeholders (such as Sciensano, IMA, VDAB, etc.), while maintaining close collaboration with our industry partners.

Among the activities of BIRD, we hold general assembly meetings every four months to discuss (inter)national IBD guidelines, challenging cases, national IBD projects and clinical studies. We also contribute to publications in high impact medical journals, organize practical IBD courses and workshops and host high-quality IBD conferences with participation from (inter)national key opinion leaders.

Your support, both past and present, is invaluable in enabling us to continue offering consistent and relevant content, broadening our expertise and sharing knowledge to benefit the IBD community and patients.

BIRD invites you to further enhance the management and understanding of IBD by supporting our mission through a partnership with BIRD.





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 <u>pages 09-10</u> of this dossier.

Additionally, the BIRD 2025 partnership can be combined with sponsorship opportunities for the BIRD 2025 Fourth Annual Congress (<u>Annex 1</u>), the 2025 BIRD-IBUS Regional Hybrid Module 1 IUS Workshop (<u>Annex 2</u>) and the BIRD Registry ('the national IBD database') (<u>Annex 3</u>). Please note that only BIRD 2025 partners are eligible to sponsor these additional programs.

In this way, we feel your company could form a strong and much-appreciated partnership with the Belgian IBD community. Should you have any questions regarding this combined partnership and sponsorship, please contact our COO (<u>ingrid.arijs@birdgroup.be</u>). We will be happy to answer any remaining questions you may have.

We sincerely appreciate your support of BIRD and BINAstoria and look forward to continuing a long-standing and fruitful relationship.

Yours sincerely,

P. Bossuyt A. Cremer I. Arijs

President Treasurer C00 & Senior PM

Annex 1: Sponsorship 4th Annual BIRD Congress

Annex 2: Sponsorship 2025 BIRD-IBUS Hybrid Module 1 IUS Workshop

Annex 3: Sponsorship BIRD Registry Financial Plan





# **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



**Prof. Dr. Marc Ferrante**Secretary

marc.ferrante@uzleuven.be



**Dr. Anneline Cremer**Treasurer

anneline cremer@hubruxelles be



**Dr. Filip Baert**Past-President

filin haert@azdelta he



Prof. Dr.
Catherine Reenaers
SciCom Chair

catherine.reenaers@chuliege.be



Prof. Dr. João Sabino EduCom Chair

joao.sabino@uzleuven.be



Mrs. Noortje
Straetemans
BINAstoria Committee Chair

noortje.straetemans@azvesalius.be





# **BIRD Committees**

### EduCom



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

#### SciCom



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

# BINAstoria Committee



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





# **BIRD Office**

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



Ingrid Arijs, PhD
C00 & Senior Project Manager

ngrid.arijs@birdgroup.be



Laura Vansteenkiste
CRA & Junior Clinical
Project Manager

laura.vansteenkiste@birdgroup.be



**Jolien De Rechter**Clinical Research Coordinator

jolien.de.rechter@birdgroup.be



Jenifer King
Office &
Communication Manager

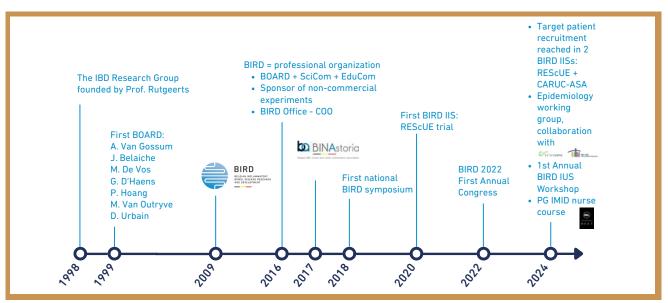
enifer.king@birdgroup.be





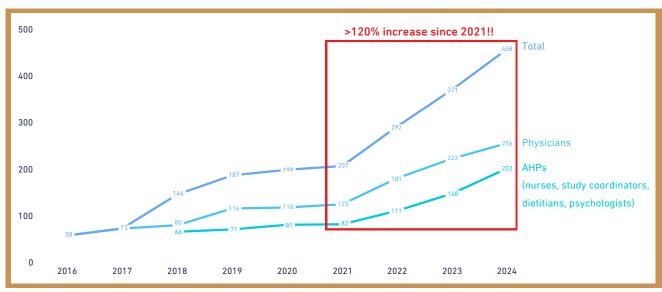


# BIRD continues to evolve...



BIRD timeline and milestones

# ... and grow



BIRD membership growth





# 2024 BIRD PARTNERSHIP PACKAGES





### 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 Sponsorships 2025

- Possibility to participate as an IRON, BRONZE, SILVER, GOLD or PLATINUM sponsor for the BIRD 2025 Fourth Annual Congress (<u>Annex 1</u>) (separate sponsorship fee applies)
- Possibility to sponsor the 2025 BIRD-IBUS Regional Hybrid Module 1 IUS Workshop (<u>Annex 2</u>) (separate sponsorship fee applies)
- Possibility to support the BIRD Registry (<u>Annex 3</u>) (separate fee applies)

#### BIRD Activities

- Invitation to yearly welcome event with BIRD partners, BIRD board members 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 General Assembly meeting and be present for the walking dinner/reception linked to this meeting (max. 3 company reps)
- · Invitation to yearly BIRD speed dating event to discuss joint vision with BIRD and/or future collaborations
- 1hr ad board (F2F or virtual) with ~5 BIRD gastroenterologists (upon request)
- Possibility to support the General Assembly at the BWGE with adjacent BIRD dinner (venue and catering costs excluded, max. 5 company representatives)
- Possibility to inform all BIRD members once a year about recruiting or upcoming trials via the BIRD website and/or BIRD announcement with reference to contact addresses
- Possibility to spread an invitation of a scientific event, grant proposal, etc. to BIRD members via the BIRD website and/or BIRD announcement
- 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

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- Possibility to participate as an IRON, BRONZE, SILVER, GOLD or PLATINUM sponsor for the BIRD 2025 Fourth Annual Congress (Annex 1) (separate sponsorship fee applies)
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- Possibility to inform all BIRD members once a year about recruiting or upcoming trials via the BIRD website and/or BIRD announcement with reference to contact addresses
- Possibility to spread an invitation of a scientific event, grant proposal, etc to BIRD members via the BIRD website and/or BIRD announcement

\*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 Sponsorships 2025

- Possibility to participate as an IRON, BRONZE, SILVER, GOLD or PLATINUM sponsor for the BIRD 2025 Fourth Annual Congress (Annex 1) (separate sponsorship fee applies)
- Possibility to sponsor the 2025 BIRD-IBUS Regional Hybrid Module 1 IUS Workshop (<u>Annex 2</u>) (separate sponsorship fee applies)
- Possibility to support the BIRD Registry (<u>Annex 3</u>) (separate fee applies)

#### **BIRD Activities**

- Invitation to yearly welcome event with BIRD partners, BIRD board members 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
- · Name on all official BIRD communications
- · Name on slidedeck of the BIRD General Assemblies

#### **BIRD Activities**

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

#### BIRD Sponsorships 2025

- Possibility to participate BIRD 4th Annual Congress as an IRON sponsor (<u>Annex 1</u>) (separate sponsorship fee applies)
- Possibility to sponsor the 2025 BIRD-IBUS Regional Hybrid Module 1 IUS Workshop (<u>Annex 2</u>) (separate sponsorship fee applies)
- Possibility to support the BIRD Registry (<u>Annex 3</u>) (separate fee applies)

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

# Thank you to our 2024 Partners:

	·····Pre	mium Plus		
abbvie	O HEALTHCARE • CELLTRION	Lilly	<b>P</b> fizer	Takeda
	Р	remium		
ALFASIGMA	<b>AMGEN</b> °	ulli Bristol Myers So	quibb" <b>Johns</b>	son&Johnson
	Star	ndard Plus		



















Pharmanovia



Standard





# **THANK YOU!**



We look forward to our collaboration in the years to come!





**ANNEX 1: SPONSORSHIP** 

# 4TH ANNUAL BIRD CONGRESS 14-15 NOVEMBER 2025











# CONGRESS SPONSORSHIP PACKAGES

# 14-15 November 2025The Mix, Brussels

The BIRD 2025 partnership can be combined with the BIRD sponsorship for the BIRD 2025 Fourth Annual Congress (*Note: in order to sponsor the BIRD 2025 Fourth 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 2025, you can choose between five different scenarios: Iron, Bronze, Silver, Gold, and Platinum sponsorship.

Details of the different sponsorship packages can be found on <u>pages A1.05 - A1.06</u> 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 allied health professionals 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.



#### 14 November

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



#### 15 November

The morning-only program will consist of small interactive workshops, followed by a recap of the highlights from the 2025 international congresses.





# **BIRD Past Congress Attendees**



BIRD Congress 2022



BIRD Congress 2023



BIRD Congress 2024

- Physicians
- AHPs (nurses, study coordinators, dietitians, etc)
- Office
- Industry
- Patient Organizations







# **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
BIRD President
IBD gastroenterologist
Imelda Hospital



Prof. Dr. Triana Lobaton
EduCom Member
IBD gastroenterologist
UZ Gent



**Dr. Sophie Vieujean**SciCom Member
IBD gastroenterologist
CHU Liège



Ms. Ariane Paps
BINAstoria Committee Membe
IBD nurse
UZ Leuven



Ms. Ingrid Arijs COO & Sr. Project Manager BIRD Office



Ms. Jenifer King
Office & Communication
Manager
BIRD Office





# CONGRESS SPONSORSHIP PACKAGES

## Platinum - 21.000€

#### **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 (60sec) video played before the start of the event and during the breaks in the main auditorium
- · Wifi sponsorship

#### **Event Exhibition**

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

#### Conference Attendance:

•	Free company registrations	6
•	Free nurse/paramedical registrations	4
•	Free company Conference Dinner seats	3
•	Extra company registrationsrefer to registration fe	es
•	Extra HCP registrationsrefer to registration fe	es
•	Extra paid company Conference Dinner seats 250	)€

#### Additional Options

•	Company-insert (A4) in Congress bags	500€
•	Meeting room (8-10pax) per hr	250€
•	Branded seating cube	150€
•	Physical adboard (1hr) - BINAstoria 2.	500€
	Educational Taxtata a Consultation	

• Educational Training Sponsorship\* ...... 5.000€

## Gold - 16.000€

#### **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 (30 sec) video played before the start of the event and during the breaks in the main auditorium

#### **Event Exhibition**

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

#### Conference Attendance:

•	Free company registrations	4
•	Free nurse/paramedical registrations	4
•	Free company Conference Dinner seats	2
•	Extra company registrationsrefer to registration fe	ees
•	Extra HCP registrationsrefer to registration fe	ees
•	Extra paid company Conference Dinner seats 250	)€

#### Additional Options

•	Company-insert (A4) in Congress bags	500€
•	Meeting room (8-10pax) per hr	250€
•	Branded seating cube	150€
•	Physical adboard (1hr) - BINAstoria 2	.500€
•	Educational Training Sponsorship*5	.000€

## Silver - 12.000€

#### **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 (15 sec) video played before the start of the event and during the breaks in the main auditorium

#### **Event Exhibition**

#### Conference Attendance:

•	Free company registrations 2
•	Free nurse/paramedical registrations 4
•	Free company Conference Dinner seats 1
•	Extra company registrationsrefer to registration fees
•	Extra HCP registrationsrefer to registration fees
•	Extra paid company Conference Dinner seats 250€
٩d	ditional Options
•	Company-insert (A4) in Congress bags 500€
•	Meeting room (8-10pax) per hr

#### \*Educational Training Sponsorship includes:

- Name/logo on promotional material
- Attendance (max 6 representatives) during educational training and coffee break/lunch
- · Promotion during event
  - program book advertisement
  - · logo on slidedeck
  - · banner in catering area of Educational Training





# CONGRESS SPONSORSHIP PACKAGES

### Bronze - 5.500€

#### **Event Advertising**

- Name/logo on all promotional material
- · Logo on Congress Website sponsor page

#### **Event Exhibition**

• Exhibition space...... 2m x 2m

#### Conference Attendance:

- Free nurse/paramedical registrations...... 4
- Extra company registrations .....refer to registration fees
- Extra HCP registrations .....refer to registration fees
   Extra paid company Conference Dinner seats... 250€

#### Additional Options

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

- Educational Training Sponsorship\* ......5.000€

Iron - 2.000€

#### **Event Exhibition**

• Exhibition space..... Banner (1m)

#### Conference Attendance:

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

# Thank you to our 2024 Congress Sponsors:

--- Platinum









Gold





Johnson&Johnson



-----Silver









----- Bronze





**CSL Vifor** 



**Abivax** 

Biogen

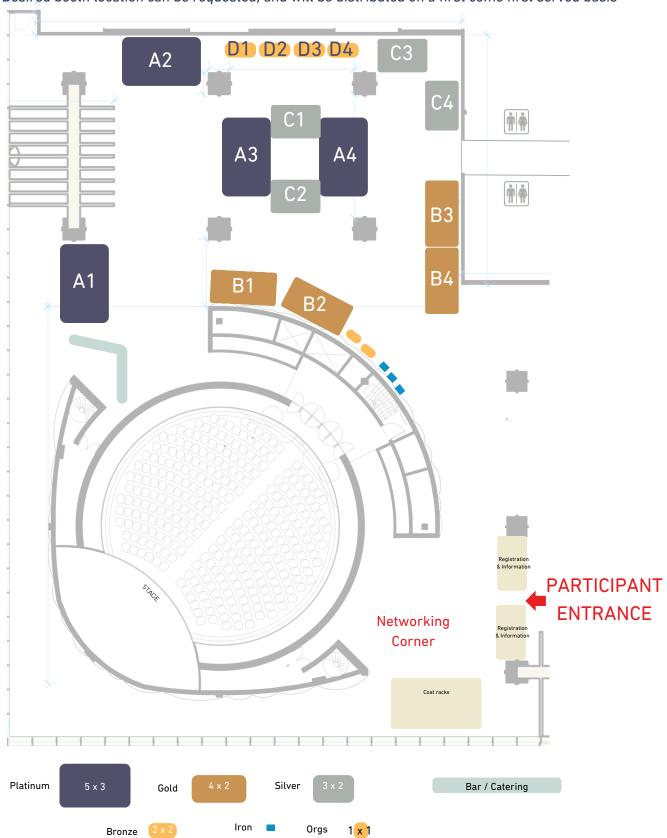
Dr Falk





# Exhibition Floorplan\* - Grand Hall

Desired booth location can be requested, and will be distributed on a first come first served basis



\*Layout is subject to change





# 3rd Annual BIRD Congress 15-16 November 2024

















Belgian IBD nurses and study coordinators association

# **ANNEX 2: SPONSORSHIP**

# 2025 BIRD-IBUS REGIONAL HYBRID MODULE 1 IUS WORKSHOP













### BIRD - IBUS MODUL F 1 WORKSHOP

As IUS is emerging as a non-invasive tool for monitoring disease activity in patients with IBD, BIRD wants to encourage and helps its healthcare professionals (HCPs) to gain specialist knowledge and some practical experience in this evolving field.

In 2024, for the first time, BIRD offered an **intestinal ultrasound (IUS) course with a focus on inflammatory bowel diseases (IBD)** to its members, endorsed by the International Bowel Ultrasound Group (IBUS). Because of the success of this workshop, BIRD will collaborate with IBUS in 2025 to hold a BIRD-IBUS Regional Hybrid Module 1 IUS Workshop. The course will be presented in 1 day, taking place in Q3 of 2025 at Officenter Zaventem. A short BIRD program will follow to allow Gold sponsors to give a 10 minute presentation for the participants.

We will welcome a maximum of 20 participants for this course.

To execute this multi-sponsored educational event, we would like to ask you for your financial support. You can choose between a GOLD or SILVER sponsorship package:

## Gold - 15.000€

#### **Event Advertising**

- Name/logo on all promotional material
- · Logo on IUS course website page
- Advertisement in program leaflet
- Logo shown on screen in between sessions
- · 10 minute presentation to participants

#### **Event Exhibition**

• Exhibition space...... 2 banners (2m)

#### Course Attendance:

### Silver - 10.000€

#### **Event Advertising**

- Name/logo on all promotional material
- · Logo on IUS course website page
- Advertisement in program leaflet
- Logo shown on screen in between sessions

#### **Event Exhibition**

Exhibition space...... 1 banner (1m)

#### Course Attendance:

Thank you to our 2024 BIRD IUS Gold Sponsors:





Johnson&Johnson











**ANNEX 3: SPONSORSHIP** 

# BIRD REGISTRY FINANCIAL PLAN







# **BIRD Registry Financial Plan**

BIRD is building a national IBD database, known as the 'BIRD Registry', using the UR-CARE platform, provided and developed by IBDIM, the research unit of the European Crohn's and Colitis Organization (ECCO). This will allow for the collection of IBD data captured in standard of care practice in a user-friendly and uniform manner.

The BIRD Registry will be encouraged as the most optimal platform within BIRD to conduct retrospective studies on epidemiological, safety and efficacy data on a vast area of patient types and medication classes, and to obtain a comprehensive overview of IBD characteristics and demographics at a national level, which will be made available each year in a summary report.

The BIRD Registry is intended for research purposes and to improve daily clinical care. It is not designed for direct industry use. However, to ensure financial sustainability, BIRD offers several options for BIRD partners to engage with the BIRD Registry:

#### 1. Unrestricted support

Unrestricted support starts at €15,000 for one year and is available exclusively to BIRD partners. Benefits include:

- Display of the partner's name/logo on all BIRD Registry communication materials
- Logo placement on the BIRD Registry website page: <a href="https://www.birdgroup.be/en/bird-registry">https://www.birdgroup.be/en/bird-registry</a>
- Discount on the annual summary report of that year, depending on the amount of sponsored support:

BRONZE sponsor: €15,000: 20% discount on the annual summary report SILVER sponsor: €20,000: 40% discount on the annual summary report GOLD sponsor: €25,000: 60% discount on the annual summary report

PLATINUM sponsor: Over €30,000: 100% discount on the annual summary report

Please note that the discount for unrestricted support received from partners in 2025 will be applied to the 2024 and 2025 annual summary reports.

Opportunity to request an ad hoc report at additional cost (cost depends on the workload
of the BIRD (Office) team) to add as annex at the annual summary report. Each ad hoc
request must be approved by the BIRD Registry Steering Committee, SciCom and the
Governing Board.





# BIRD REGISTRY FINANCIAL PLAN

#### 2. Annual summary report

Annual summary reports, containing anonymized and aggregated data on basic patient characteristics, will be created each year (in Q1, based on the data from the previous year with data closure in December of that year) for scientific purposes to gather national epidemiological data (including data about treatment patterns). These summary reports are comparable to current marketing surveys and vary in detail, as determined annually by the BIRD Registry Steering Committee and confirmed by the Governing Board.

Each BIRD partner can request this summary report at a fixed annual price, which will vary based on the number of patients enrolled in the BIRD Registry database and the level of data detail. The fixed price for the 2024 Annual Summary Report, including aggregated data about the patient demographics, disease location, extra-intestinal manifestations and treatments, is €10,000. Sponsors of the BIRD Registry will receive a discount based on their level of support, as detailed above.

#### 3. Ad hoc request

Ad hoc requests, available only to sponsors providing unrestricted support, involve an additional cost and will be added as an annex to that year's annual summary report. Sponsor must submit a detailed request to the head of the BIRD Registry Steering Committee (<u>lieven.pouillon@imelda.be</u>) and to the COO of BIRD (<u>ingrid.arijs@birdgroup.be</u>) for review and approval by the BIRD Registry Steering Committee, SciCom and the Governing Board. The additional cost depends on the workload of the BIRD (Office) team. Following review by BIRD, the sponsor will receive a formal response, the associated cost and the estimated date of delivery (which may be later than the date of delivery of the annual summary report).

#### 4. Grant support for specific investigator-initiated retrospective project

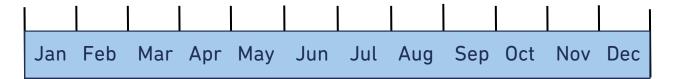
BIRD partners can support specific investigator-initiated retrospective projects within the BIRD Registry. Retrospective projects are strictly investigator-initiated and support is unrestricted to the outcome of the project. Scientific protocols are independently drawn by the investigators only, and each project will require approval by SciCom and the Governing Board. These projects must adhere to BIRD's internal guidelines which will be provided when the project is proposed to the BIRD partners. The requested budget required will vary depending on the project.





# **BIRD Registry Annual Timeline**

For requests and intent to sponsor the BIRD Registry:



Finalisation contract for unrestricted support of that year Formal letter to partners with financial plan for the following year

Announcement price list for annual summary report of that year

- Deadline intent to sponsor for unrestricted support/ad hoc request for the following year
- Deadline BIRD review of ad hoc requests in that year for feasibility

Request for annual summary report

Development annual summary report based on data from previous year

Data closure for development of the annual summary report of that year



2020-2024: BIRD received support for the set-up of the BIRD Registry by:



Galápagos Pioneering for patients 2022









2024