



[www.ipcrg2024.org](http://www.ipcrg2024.org)

# 12th IPCRG

International Primary  
Care Respiratory Group  
World Conference  
“Creating Change”

9-11  
MAY  
2024



**AJENS**  
GREECE

MEGARON ATHENS  
INTERNATIONAL  
CONFERENCE  
CENTRE (MAICC)

Professional  
Conference  
Organiser



**ERASMUS**  
Conferences & Events

**Sponsorship & Exhibition  
Opportunities**

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[www.ipcrg2024.org](http://www.ipcrg2024.org)

# About IPCRG



## Introduction

**IPCRG** the International Primary Care Respiratory Group (IPCRG) is the only global organisation with a mission to raise standards of primary respiratory care. This is essential if the world is to meet the United Nations Sustainable Development Goals of universal health coverage: including universal access to affordable and good quality respiratory care. We are a clinically-led charitable organisation that works locally in primary care, and collaborates globally on teaching and research capacity building, and practical programmes to increase primary care confidence and competence to recognise, diagnose and treat respiratory problems and improve health.

**IPCRG's 38 national groups** (members) are primary care respiratory organisations, and this expanding global network and community of practice reaches over 160,000 clinicians. We extend academic learning into communities, develop global cooperative networks for mutual strengthening, and contribute to developing a culture of critical inquiry and public reasoning about the best ways to deliver effective respiratory care in the community.

**IPCRG's** track record includes implementation research to test how to introduce best practice into different settings, and capacity building such as Teach the Teacher programmes, research schools and leadership programmes in low, middle- and high-income countries. IPCRG advises the WHO as well as WONCA on primary respiratory care. We collaborate with organisational stakeholders including [ERS](#), [EACCI](#), [ICRN](#), [FIP](#), [WONCA](#) and [research institutes](#).

Our open access online peer-reviewed journal, *npj Primary Care Respiratory Medicine*, published by Springer Nature Publishing Group is in the top quartile of primary care journals; abstract presenters may qualify for a discount on the article processing charge.

Through our conferences, we offer opportunities to define, promote and teach good clinical respiratory practice, influence the research agenda, and develop respiratory research capacity through peer review and mentoring, and extend our global community of practice.

### **Primary care working locally, collaborating globally to improve respiratory health**

For further information go to [www.ipcrg.org](http://www.ipcrg.org)



# Welcome to IPCRG Athens 2024

**On behalf of the International Primary Care Respiratory Group (IPCRG) working with our Greek colleagues, we invite you to collaborate with us on the 12<sup>th</sup> World Conference, taking place in Athens, Greece, from 9-11 May 2024.**

It is ten years since we have been in Athens, and a lot has happened since then! As well as our once every two year opportunity to meet with global primary care colleagues, this is also an opportunity to meet new colleagues from Greece, Cyprus, Turkey, North Africa and the Middle East. The membership of our Scientific Programme Committee, chaired by Assoc Prof Ioanna Tsiligianni, reflects this.

Following the success of our post-pandemic meeting in Malaga in 2022, we are working with an experienced team of primary care clinicians to produce a programme that meets our peers' learning needs and curiosity.

Our aim is to attract over 800 family and integrated care physicians, nurses, pharmacists, and allied healthcare professionals to Athens, providing plentiful opportunities for networking. Our speakers will address topics and issues relevant to countries of all income levels, including asthma, allergy, COPD, respiratory infections and symptoms such as breathlessness and cough in an exciting mix of plenaries, debates, interactive sessions, and workshops.

We received excellent feedback from the organisations that supported our recent World Conferences. In 2022 we attracted 750 delegates; in 2021 over 800 virtual participants and in 2018, over 1000 attended in-person, from over 30 countries worldwide. The 12<sup>th</sup> IPCRG World Conference is the ideal place for your company to meet primary care role models, academics, teachers, and early adopters of innovation and to support the continued development of primary care to deliver good respiratory outcomes.

The Scientific Programme is under development and will build on successful features from 2022 such as sessions on greening respiratory care and building sustainable primary care practices given huge pressures on time at the moment. Every session will have a case study or "so what does this mean for me" discussion to consolidate learning and suggest ways to change practice.

We will also create space in the programme for companies to promote their value to primary care. In addition we will incorporate learning from our Munich Scientific Meeting which attracted nearly 60 good quality primary care respiratory abstracts, to ensure there is a strong academic programme. Companies are also invited to submit their own research for primary care review and dissemination.

We look forward to working with you on the 12<sup>th</sup> IPCRG World Conference.

With my best wishes

**Ee Ming Khoo** IPCRG President





# Welcome to IPCRG Athens 2024

Dear colleagues and friends,

It is my great pleasure to welcome you to Athens, Greece and to invite you to participate in the **12<sup>th</sup> IPCRG World Conference**, taking place from 9-11 May 2024 at Megaron Athens International Conference Centre, Greece.

The International Primary Care Respiratory Group (IPCRG) promises a highly scientific programme focused on primary health care, led by distinguished experts. It will give the opportunity to all participants to exchange knowledge and ideas, in the most vibrant city of Greece.

Alongside the scientific programme, participants will enjoy Athens, the seat of democracy, full of historical sites, with an excellent Mediterranean climate and surrounded by the "big blue" of the Aegean Sea, which allows for a perfect event for science, education, networking and lasting memories.

After the successful meeting we had in Athens in 2014 and after a decade of development, Athens is renovated and I will dare to say more welcoming than ever, with the same culture and warm hospitality. It is a challenge to compete with yourself when you are 10 years older but strong bonds of friendship and heartfelt ways of doing things remain the same so I look forward to welcoming you warmly again. Most of you connect me with Crete, but Athens always brings me back to my childhood, as I was born and raised a few hundred meters from the venue; I am glad that my childhood home is in the epicenter of IPCRG again. Athens still keeps a neighbourhood feel, and you will enjoy exploring it. So this conference combines two central parts of my soul: Athens and IPCRG that I have been active in for almost 20 years. Seeing you in Athens will be a great pleasure and our doors are open wide to welcome you all, friends, colleagues, students. So, save the date and join us....., in beautiful and historic Athens, Greece!

Yours sincerely

## **Ioanna Tsiligianni**

Chair of the Scientific Programme Committee  
Associate Professor of General Practice and Public Health,  
Faculty of Medicine, University of Crete



# Become a Sponsor at IPCRG 2024



The 12<sup>th</sup> IPCRG scientific programme, will bring together experts from all disciplines related to this field, offering a highly educational experience, as well as providing ample networking and experience exchange opportunities to its delegates.

Sponsorship at 12<sup>th</sup> IPCRG provides great market exposure opportunities. Moreover, it is a fantastic chance to meet and interact with the top experts in the field as well as with other medical professionals.

## Benefits of Sponsoring IPCRG 2024

- ✓ Meeting your target audience face-to-face
- ✓ Direct selling to potential buyers
- ✓ Building prospect databases
- ✓ Building relationships with existing customers
- ✓ Demonstrating and launching new products / services
- ✓ Building brand awareness
- ✓ Positioning your company as a market leader
- ✓ Targeting, testing and developing new markets

Please note, all sponsors are recognised on the conference website, in the final programme and mobile app.



# Sponsorship Packages

## PLATINUM SPONSOR → €75.000



EXCLUSIVE SPONSORSHIP

### Exhibition Space

- ✓ Exhibition space of 16 sq.m. at a high-traffic primary spot  
(constructions are not included)

### Brand Awareness

- ✓ Placement of linked logo and brand acknowledgment:
  - on IPCRG 2024 website
  - in IPCRG 2024 Final Programme
- ✓ Back cover or inside back cover page advertisement (full page, colour) in IPCRG 2024 Final Programme.

### Privileged Supporting Activities

- ✓ Organise a 1-hour Lunch Symposium or alternative slot if preferred.  
Topics and speakers will be approved by the Scientific Committee, to ensure no content or speaker duplication with other sponsored or main programme symposia.

*(Speaker costs excluded from Platinum sponsorship)*

### Exclusive Benefits

- ✓ Four (4) full delegate registrations
- ✓ Six (6) exhibitor registrations
- ✓ 200-word entry in delegate guide

### Voting at your Satellite Symposium

Engage directly with delegates to stimulate dialogue and gain the answers to burning questions you have for your target audience. The IPCRG Conference provides voting via the easy to use IPCRG conference mobile app.

**Note:** Present your audience with questions or scenarios to which they can give their suggestions and responses. We recommend that each question should include up to 5 proposals and allow only one answer (i.e. with no multiple option responses).

- Technical support during the session
- Results of your activities online

Timeslots will be available upon the release of IPCRG 2024 Programme overview.



# Sponsorship Packages

## GOLD SPONSOR → €65.000

### Exhibition Space

- ✓ Exhibition space of 12 sq.m. at a high-traffic primary spot  
(constructions are not included)

### Brand Awareness

- ✓ Placement of linked logo and brand acknowledgment:
  - on IPCRG 2024 website
  - in IPCRG 2024 Final Programme
- ✓ Inside page advertisement (full page, colour) in IPCRG 2024 Final Programme.  
(Booking is based on first come, first served basis).

### Privileged Supporting Activities

- ✓ Support of a 60 minutes Symposium. Topics and speakers will be approved by the Scientific Committee, to ensure no content or speaker duplication with other sponsored or main programme symposia.  
(Speaker costs excluded from Gold sponsorship)

### Exclusive Benefits

- ✓ Two (2) full delegate registrations
- ✓ Four (4) exhibitor registrations
- ✓ 200-word entry in delegate guide

## SILVER SPONSOR → €55.000

### Brand Awareness

- ✓ Placement of linked logo and brand acknowledgment:
  - on IPCRG 2024 website
  - in IPCRG 2024 Final Programme
- ✓ Half page advertisement in the Final Programme (inside page)

### Privileged Supporting Activities

- ✓ Symposium of 45 minutes duration
- ✓ Includes use of the main plenary room with standard AV equipment

Topics and speakers will be approved by the Scientific Committee, to ensure no content or speaker duplication with other sponsored or main programme symposia.  
(Speaker costs excluded from Silver sponsorship)

### Exclusive Benefits

- ✓ Two (2) full delegate registrations
- ✓ 200-word entry in delegate guide

## BRONZE SPONSOR → €25.000

### Exhibition Space

- ✓ Exhibition space of 9 sq.m. at a high-traffic primary spot  
(constructions are not included)

### Brand Awareness

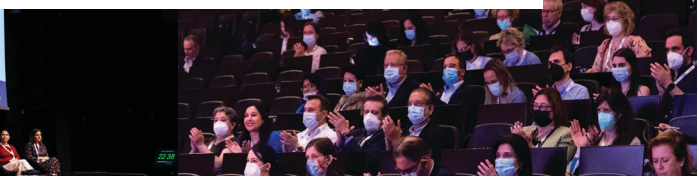
- ✓ Placement of linked logo and brand acknowledgment:
  - on IPCRG 2024 website

• in IPCRG 2024 Final Programme

- ✓ Half page advertisement in the Final Programme (inside page)

### Exclusive Benefits

- ✓ Two (2) full delegate registrations
- ✓ Two (2) exhibitor registrations
- ✓ 200-word entry in delegate guide





# Exhibiting Opportunities

## EXHIBITION SPACE

The exhibition area is the ideal place to establish countless new business opportunities and to catch up with participants face-to-face. You will increase your brand visibility and be able to share your solutions and innovations with a captive audience.

- ✓ Booth Spaces available: 9, 6 and 4 sq.m. Shell scheme upon request.
- ✓ Table and 2 chairs included
- ✓ 1 KW electrical supply with a power strip

→ €9.000 (per 9 sq.m.)

→ €6.000 (per 6 sq.m.)

→ €3.000 (per 4 sq.m.)

## EXHIBITION SPACE FOR NON-PROFIT ORGANISATIONS

The rate for non-profit organisations is €2.000 and includes the furnishings noted above and one complimentary meeting registration. Limited number of spots available. Please contact the IPCRG Conference Secretariat at [sponsors@erasmus.gr](mailto:sponsors@erasmus.gr) to request a booth at this rate.

→ €2.000

Priority in choosing their exhibition space will be given to **Platinum, Gold and Bronze Sponsors.**



Scan the QR to view the Exhibit Hall Floor Plan Online



# Sponsorship Opportunities

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## ATTENDEE SURVEY

(write 4 custom questions for the post-Conference attendee survey)

→ €10.000

✓ 1 (EXCLUSIVE)

### Benefits

- ✓ Data from attendee survey (anonymised)
- 

## DEVICE WORKSHOP

→ €2.500

Building on its success at our scientific meeting in Munich in 2023, we are running a device workshop as part of the main programme to offer an enlightening panel discussion on the potential for and key developments in respiratory testing devices. It also offers companies the chance to present their device on stage after the discussion.

This is a great opportunity to engage in a discussion with primary care leaders, and to present your device. Please note this can only be booked until 5<sup>th</sup> April 2024.

*Only available to exhibitors. Requires a minimum of two sponsors.*

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## LUNCH OR COFFEE BREAK

→ €5.000 /per break

(NON EXCLUSIVE)

### Benefits

- ✓ High-visibility signage recognising your support during the conference
- 

## FACULTY DINNER

→ €15.000

✓ (EXCLUSIVE)

The Dinner will gather all conference Faculty and IPCRG Committees at a different venue from the conference and will take place on 9<sup>th</sup> May evening.

Includes up to 6 company invitations to the dinner.

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## NUTRITION HUBS

→ €4.500/hub/day

(NON EXCLUSIVE)

Another possibility to attractively represent your company offered at the IPCRG 2024 Conference is the branding of our nutrition hubs, where participants pick up beverages. Your name and logo will be visible on roll ups at three of the hubs, drawing attention to potential new contacts at all times. The rates are per day.

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# Sponsorship Opportunities

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## DIGITAL PROGRAMME FULL PAGE ADVERTISEMENT

(Digital PDF)

- €5.000 Back Cover
- €3.500 Inside Back Cover
- €2.000 Inside Page

## POCKET PROGRAMME FULL PAGE ADVERTISEMENT

(Printed / A5 size)

→ €5.000

4 AVAILABLE

## BADGE SCANNING

Scan the attendants of your booth upon their consent and gain access to demographic information. After the end of the conference, you will receive a list of all the delegates that visited your booth.

→ €1.000/scanner

(NON EXCLUSIVE)

## BATTERY CHARGING STATION(S)

It's time to recharge! To help people stay connected throughout the whole conference, we will offer a good number of battery charging stations.

Your company gets the chance to brand the stations and become visible for all the attendants charging their phones and other mobile devices.

→ €3.500/station

(NON EXCLUSIVE)

## HAND SANITISERS

More than ever, the access of sanitiser dispensers is a must at any kind of event where people connect. You get the opportunity to exclusively brand one, five or even ten of the provided dispensers at the IPCRG 2024 Conference.

→ €1.000/sanitiser

(NON EXCLUSIVE)



# Signage & Branding

Exclusive branding opportunities are available for the exhibition area and the hallways leading to the conference plenary and parallel halls. All the below options will be customised to fit your company's needs and ensure maximum visibility and return on your investment, to participate as a sponsor in the IPCRG 2024 Conference

## BACKLIT SIGNAGE → price to be determined by size and details

(NON EXCLUSIVE)



Backlit signage to be placed in various places of the Venue can be branded to accommodate your needs and add on your company's overall visibility and promotion throughout the conference. Please ask us about pricing and details.

# “Green” sponsorship opportunities

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As we strive to make a positive impact on the environment, we invite you to join us as an environmentally friendly sponsor.

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## PLANT A TREE SPONSORSHIP

At the IPCRG World Conference we believe in the power of reforestation and its impact on combating climate change. The Plant a Tree Sponsorship allows your company to support the planting of trees in designated areas. Through this initiative, you have the opportunity to make a significant environmental difference while aligning your brand with sustainability and conservation. As a Plant a Tree Sponsor, your company will commit to a designated sponsorship amount, which will be utilised for planting and caring for trees in chosen reforestation initiatives within Greece, the host country for IPCRG 2024. Greece, a nation seriously affected by the problem of bushfires each summer, will greatly benefit from this endeavour. Working in collaboration with our trusted partners, we will ensure that the trees are planted in areas that have been identified as crucial for ecological restoration by the Greek environmental and forest authorities.

**Packages will start from €750 for 50 trees.**

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## KEEP THE AEGEAN BLUE IN COLLABORATION WITH ALL FOR BLUE

All for Blue is a Greek non-profit organisation active globally. Its mission is to protect the seas and oceans through educational programs and experiential cleanup actions. According to research by Ellen MacArthur Foundation, World Economic Forum, by 2048 the oceans could have more plastic than fish if we take no action.

As we delve into critical discussions and foster collaboration, we invite you to join us in making a lasting impact on both healthcare and environmental sustainability.

“Keep the Aegean Blue” is a unique opportunity to intertwine your brand with a cause that echoes beyond conference walls. By choosing this special green initiative, you not only contribute to the success of the event but also actively participate in preserving the pristine beauty of the Aegean.

**Cost: €6,000**

### Inclusions:

- Seminar in a school in Greece on planetary health
  - Beach clear up
  - Recycling bin made from collected plastic
  - Photo coverage of the cleanup event
- 

## CARBON OFFSET MATCHING SPONSORSHIP

At the IPCRG World Conference we are committed to taking concrete steps towards mitigating our carbon footprint and creating a more sustainable future. We invite you to join our Carbon Offset Matching Sponsorship Initiative and thus contribute to this crucial effort. A carbon offset donation initiative will be announced through the conference website and will be available on voluntary basis to all delegates. The Carbon Offset Matching Sponsor will commit to matching donations offered by delegates by the equivalent amount of sponsorship money. Each sponsor will select in advance the level of amount they wish to spend on carbon offsetting.

*Please contact us for further details.*

Have another “green” sponsorship idea?

We are open to listen to your suggestions and design together impactful green initiatives. Please contact us at [sponsors@erasmus.gr](mailto:sponsors@erasmus.gr)

# SPONSORSHIP BOOKING FORM

Please secure your preferred support opportunities.



Scan the QR to  
download the  
Sponsorship  
Booking Form



Fill in the Sponsorship Booking form  
and send it to [sponsors@erasmus.gr](mailto:sponsors@erasmus.gr)  
as soon as possible



# Registrations

Talk to us about organising group attendance including a national/regional meeting.

## International Attendees

	Up to March 31, 2024	From April 1 - May 11, 2024
Physician (eg family physician, internal medicine, general practitioner), clinician-academic, university teaching and research staff	€475	€600
Nurse, associated health professional (AHP eg physiotherapist), pharmacist, psychologist, postdoc/ PhD/Masters student, patient support group, healthcare professional in training	€275	€350
Undergraduate Student, Patient	€120	€200
Commercial delegate (non exhibiting)	€1.000	€1.500
Exhibitor and sponsors extra passes	€350	€350

## Low - Middle Income Countries

(Country of origin as classified by the World Bank 2023)

	Up to March 31, 2024	From April 1 - May 11, 2024
Physician (eg family physician, internal medicine, general practitioner), clinician-academic, university teaching and research staff	€325	€400
Nurse, associated health professional (AHP eg physiotherapist), pharmacist, psychologist, postdoc/ PhD/Masters student, patient support group, healthcare professional in training	€180	€250



Online registration will be available soon.  
Stay tuned to [www.ipcrg2024.org](http://www.ipcrg2024.org)



## Scientific Programme Committee

Ioanna Tsiligianni, Greece

Siân Williams, UK

Katarina Stavic, North Macedonia

Despo Ierodiakonou, Cyprus

Mar Martinez, Spain

Tiago Maricoto, Portugal

Katherine Hickman, UK

Habib Gherira, Tunisia

Ashraf Amir, Saudi Arabia

## Conference Secretariat



Erasmus Conferences & Events

52B Vouliagmenis Av. 167 77, Ellinikon, Greece

Tel.: +30.210.7414700, Email: info@ipcrg2024.org

## IPCRG ARE WORKING HARD TO MAKE ATHENS 2024 A SUSTAINABLE CONFERENCE

Bringing people together for conferences remains crucial for building and maintaining networks such as ours at IPCRG but does have an environmental impact. To mitigate these, IPCRG is:

- ✓ Using an online registration process with a mobile responsive website
- ✓ Utilising an online poster submission & judging process as well as ePosters with only mini posters being printed
- ✓ Promoting use of public transport, cycling and walking
- ✓ Limiting single use plastics
- ✓ Using only online media to market the conference
- ✓ Using as little printed material, e.g. signage, as possible
- ✓ After the conference ensuring the content is available via online resources at [www.ipcrg.org](http://www.ipcrg.org)

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