GENERAL INFORMATION

Hosts

WORLD OBESITY

ABESO

Management

CCM GROUP

Commercial Service

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Congress Details

Date: June 26-29, 2024

City: São Paulo - State of São Paulo / Brazil

Place: Frei Caneca Conventions Center

Website: www.icocongress.org
As Co-Chairs of the 2024 International Congress on Obesity (ICO), we are honored to invite you to join us in São Paulo on June 26-29, 2024. This prestigious Congress is organized by the World Obesity Federation, which has a long history of promoting research, education and collaboration in the field of obesity.

The International Congress on Obesity has been a key platform for the exchange of ideas, knowledge and innovation in the area of obesity for over four decades. This congress has attracted leading experts, researchers and policymakers from around the world to discuss and address the growing global obesity epidemic.

The 2024 ICO in São Paulo is expected to be a dynamic, informative event, featuring a wide range of speakers, and a comprehensive scientific program with innovative topics and panel discussions, including the latest advances in obesity research, prevention strategies, clinical treatment and public health policies.

By attending the ICO, you will have a unique opportunity to connect with professionals from around the world, share your experiences and learn from leading experts in the field. Your participation will contribute towards a global effort to better understand, prevent and treat obesity, and thus improve the lives of millions of people affected by this condition around the world.

We hope you will join us in São Paulo for the International Congress on Obesity, and we look forward to welcoming you to this gathering of the world’s leading experts in the fight against obesity.

See you soon!

Walmir Coutinho
President, ICO 2024

Prof Louise Baur
President, World Obesity Federation

Co-Chairs of the 2024 International Congress on Obesity
WALMIR COUTINHO
Co-Chair of 2024 ICO.

BRUNO HALPERN
Chair of ABESO.
National Coordinator of the 2024 ICO.
Chair of the 2024 ICO Scientific Committee.

FABIO TRUJILHO
Vice-chair of ABESO.
Member of the 2024 ICO National Executive Committee.

CÎNTIA CERCATO
Chair of ABESO of Advisory Board.
Member of the 2024 ICO National Executive Committee.

LOUISE BAUR
Co-Chair of 2024 ICO.
President of World Obesity Federation. Chair of the 2024 ICO Scientific Committee.

ALEXANDER BENCHIMOL
Member of the 2024 ICO National Executive Committee.
MAIN SUBJECTS
Clinical, Public Health and Basic Science.

**CLINICAL**

- Advances in the treatment of obesity with new drugs;
- Bariatric surgery: Its role with the emergence of more powerful drugs;
- Critical review on non-pharmacological treatments: Different diets, physical activity;
- How to overcome the stigma of obesity?
- Obesity and diabetes: How to treat them together?
- Organs affected by obesity (kidney, liver, heart);
- Quality of life markers;
- Obesity in childhood and adolescence.

**PUBLIC HEALTH**

- Social media and obesity, obesity prevention strategies;
- Ultra-processed food;
- Endocrine disruptors;
- Strategies to mitigate child advertising.

**BASIC SCIENCE**

- The hypothalamus in the genesis and treatment of obesity;
- Inflammation and risk of chronic diseases;
- Adipose tissue: New discoveries;
- Insulin resistance: Cause or consequence;
- Genetics of childhood obesity.
São Paulo is a multifaceted metropolis. At the same time that it is the most important economic center in Brazil, it is the capital of culture in Latin America, with a wide offer of unparalleled leisure, knowledge and entertainment. A typically urban metropolis covered with a large green area.

An avant-garde, innovative city that preserves in architecture, arts and gastronomy a past built on the combination of more than 70 nationalities. And while it preserves traditions it remains in the forefront. 'Tuned' is the right word to describe São Paulo. To get to know it better, you only need two things: an open mind, and willingness to immerse yourself in this city that never sleeps.

The city is served by one of the busiest airports in the world, the São Paulo/Guarulhos International Airport (GRU), which has direct connections to numerous international destinations. In addition, the city has a wide range of excellent hotels.

São Paulo is also a city with a rich cultural scene, and a wide range of restaurants, bars, museums, theaters and leisure. In a nutshell, São Paulo is the perfect location due to its modern infrastructure, cultural diversity, dynamic economy, global access and diversified cultural offer.
Frei Caneca
Conventions Center

R. Frei Caneca, 569 - Bela Vista
São Paulo - State of São Paulo

www.convencoesfreicaneca.com.br
DIAMOND SPONSOR

Investment: USD 126,000.00

- Booth space of 60m²;
- 200 Congress registrations;
- 01 Satellite Symposium;
- 01 Scientific Arena;
- Meeting the experts;
- Covers for chairs in the main meeting area;
- Folder material;
- 60-second institutional video played in the main meeting area;
- 05 Newsletters created by the sponsor;
- 01 push notification on the event’s app;
- Banner on the website;
- Logo at the office;
- Logo printed on the letter of appreciation delivered to attendees;
- Logo on the event website;
- Logo on the event disclosure materials;
- Logo on the event signage.
GOLD SPONSOR

Investment: USD 79,000.00

- Booth space of 48m²;
- 150 Congress registrations;
- 01 Satellite Symposium;
- 50% discount for the acquisition of a scientific arena;
- Folder material;
- 60-second institutional video played in the main meeting area;
- 03 Newsletters created by the sponsor;
- Banner on the website;
- Logo printed on the letter of appreciation delivered to attendees;
- Logo on the event website;
- Logo on the event disclosure materials;
- Logo on the event signage.
SILVER SPONSOR

Investment: USD 55,000.00

- Booth space of 24m²;
- 100 Congress registrations;
- 40% discount for the acquisition of a satellite symposium;
- 20% discount for the acquisition of a scientific arena;
- Folder material;
- 02 Newsletters created by the sponsor;
- Logo printed on the letter of appreciation delivered to attendees;
- Logo on the event website;
- Logo on the event disclosure materials;
- Logo on the event signage.
Investment: USD 35,000.00

- Booth space of 18m²;
- 50 Congress registrations;
- 20% discount for the acquisition of a satellite symposium;
- Folder material;
- 01 Newsletter created by the sponsor;
- Logo on the event website;
- Logo on the event disclosure materials.
Registrations must be made by the sponsor on the system within the period set.

The logos will be provided by the sponsors for inclusion in the items mentioned above, according to the format and deadline requested. The application size will be proportional to the quota acquired.

Items within the package may be replaced with other items of equivalent value if the item cannot be sponsored due to Compliance rules.

The maximum size allowed for material in the folder is A4 and 04 pages.

Drafting of newsletters is the responsibility of the sponsor according to the specifications of each material - refer to sponsor’s manual. The contents must be approved and the submission deadlines complied with.

In Symposiums and arenas, the sponsor must choose the topic and speaker for the activity (which must be approved by the scientific committee). Scientific activity includes the room/space, audiovisual structure, disclosure in the event's scientific program and insertion of invitations in the participants’ folders. Classes will last up to one hour. Interpretation (booth, radios and interpreters), speaker and lunch box costs are not included in the price of the activity. Those will be the responsibility of the sponsor.
// Spaces of 60m² are linked to the **GOLD** Sponsorship.
// Spaces of 48m² are linked to the **SILVER** Sponsorship.
// Spaces of 24m² are linked to the **BRONZE** Sponsorship.
// Spaces of 18m², 12m² and 9m² **ARE NOT** are linked to sponsorship fees.

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**The square meter price includes:**

- 2 exhibitor credentials for every 9m²;
- Identification of the exhibitor in the plan of the disclosed exhibition area.

**Prices:**

- Price per m²: **USD 73,000.**
- Price per m² of stands not linked to sponsorship quotas: **USD 77,000.**
Combination of more than one stand by the same company will not be allowed.

Classrooms cannot be assembled on the stands.

Event exhibitors must take out an insurance policy for the assembly, disassembly of the structures of their stands.

More details available in the exhibitor’s manual.
EXHIBITION AREA PLAN

<table>
<thead>
<tr>
<th>STANDS (QTD)</th>
<th>DIMENSÕES (m²)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>02</td>
<td>10m x 6m = 60m²</td>
<td>120m²</td>
</tr>
<tr>
<td>03</td>
<td>8m x 6m = 48m²</td>
<td>144m²</td>
</tr>
<tr>
<td>04</td>
<td>6m x 4m = 24m²</td>
<td>96m²</td>
</tr>
<tr>
<td>04</td>
<td>6m x 3m = 18m²</td>
<td>72m²</td>
</tr>
<tr>
<td>06</td>
<td>4m x 3m = 12m²</td>
<td>72m²</td>
</tr>
<tr>
<td>07</td>
<td>3m x 3m = 9m²</td>
<td>63m²</td>
</tr>
<tr>
<td>06</td>
<td>3m x 2m = 6m²</td>
<td>36m²</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>603m²</td>
</tr>
</tbody>
</table>

Atualizada por Claudio - 09/05/2023
The sponsor will provide the physician with the opportunity for an update, contributing with his/her admission to the Congress, fostering the specialist's knowledge, information and relationship in clinical practice.

<table>
<thead>
<tr>
<th>Registrations Range</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>To 30 Registrations</td>
<td>5% Discount</td>
</tr>
<tr>
<td>From 31 to 60 Registrations</td>
<td>8% Discount</td>
</tr>
<tr>
<td>From 61 to 100 Registrations</td>
<td>10% Discount</td>
</tr>
<tr>
<td>More than 100 Registrations</td>
<td>13% Discount</td>
</tr>
</tbody>
</table>

Such discount will be applied to the price resulting from the average registration fee for member physicians and non-member physicians within each payment period established on the congress website.
Investment: **USD 18,200.00**

At the satellite symposium, the sponsor may widely promote its products and services during the event schedule. Each Satellite Symposium will last 01 hour.

The sponsor must choose the topic and speaker of the Satellite Symposium, which must be previously approved by the scientific committee.

**The activity price includes:**

- Space with audiovisual structure for the class;
- Authorization to insert 01 invitation in the delegate's bag;
- Distribution, by the sponsor, of invitation in the exhibition area on the day of the activity;
- Insertion of the activity in the scientific program of the event;
- Possibility of placing 01 banner on the door of the room 30 minutes before the activity;
- 4 accesses to the sponsor's staff room;
- Speaker will have access to the entire event, with the right to 01 prescribing guest.

**Costs not included in the price, being the responsibility of the sponsor:**

- Fees and registration costs of national or international speakers;
- Interpreters, booth and translation equipment;
- Lunch boxes and staff to serve;
- Recording;
- Production of banners, invitations and other signage or promotional materials.
MEETING THE EXPERTS

**Investment: USD 8,100.00**

Meeting the experts will be a sponsored scientific activity lasting up to 40 minutes. The purpose of this activity is to hold a chat between the delegates and a speaker chosen by the sponsor and, thus, further promote scientific knowledge and create important debates in the expertise area. It is an opportunity to approach and interact with medical groups of interest. The meetings, which will take place in exclusive rooms, in addition to being part of the event’s scientific agenda as a sponsored activity. The sponsor is responsible for hiring the speaker and for the breakfast for the number of people equivalent to the capacity of the room. This activity may be exclusive to the sponsor’s guests or open to all delegates, and the promotion and invitation of the activity is the sole responsibility of the sponsor.

**The activity price includes:**

- Space with audiovisual structure for the class;
- Insertion of the activity in the scientific program of the event.

**Costs not included in the price, being the responsibility of the sponsor:**

- Fees of national or international speakers;
- Interpreters, booth and translation equipment;
- Breakfast and staff to serve;
- Recording;
- Production of banners, invitations and other signage or promotional materials.
**1 SCIENTIFIC ARENA**

**Investment: USD 18,200.00**

The Scientific Arena will be an open space, built in the exhibition area, where exhibitors may give classes during breaks of the event. It is an excellent opportunity for visibility and promotion to the general public of the event.

The Scientific Arena will have a screen and 50 chairs. However, the class will be open to participants who are passing through the event. Each activity will last 30 minutes.

**The activity price includes:**

- Space with audiovisual structure for the class;
- Authorization to insert 01 invitation in the delegate's bag;
- Distribution, by the sponsor, of invitation in the exhibition area on the day of the activity;
- Insertion of the activity in the scientific program of the event.

**Costs not included in the price, being the responsibility of the sponsor:**

- Fees and registration costs of national or international speakers;
- Interpreters, booth and translation equipment;
- Lunch boxes and staff to serve;
- Recording;
- Production of banners, invitations and other signage or promotional materials.
Investment: **USD 18,200.00**

The sponsor may carry out a survey with the participants of its interest within the event. The survey may be carried out by up to five promoters and the questions must be previously approved by the committee. The survey may be carried out in the exhibition area of the event, only during breaks. The hiring of promoters will be the responsibility of the sponsor.
Investment: **USD 10,100.00**

This room is used for the delivery of classes, reception of speakers and guests of honor. The sponsor will have the opportunity to highlight its brand to a select audience that is very relevant and with expert opinion formers.

The sponsor may place banners and/or totems in the room, its logo or own artwork on the computer screen saver and distribute a brochure and/or gifts/giveaways to the speakers of the event (it is not allowed to give free samples of medicines in the VIP room/MEDIA DESK).

All communication at the VIP room/MEDIA DESK must be institutional in nature and previously approved by the society.

The coffee break service is the responsibility of the organizer.
PROMOTIONAL MATERIAL IN THE DELEGATE’S BAG

Investment: **USD 2,500.00**

Non-exhibitor: On request.

The sponsor may insert institutional promotion material in the bag that will be given to all delegates. This option allows everyone to have its contents in hand and take them home.

The material must contain no more than 4 pages in A4 format. The creation and production of the content and material must be institutional in nature, under the sponsor’s responsibility, and must be delivered according to the rules and deadline established in the Exhibitor’s Manual.

Samples of medicines and promotional materials for medical prescription products will not be allowed.
WATER DISPENSERS

(EXCLUSIVE SPONSORSHIP)

Investment: **USD 6,100.00**

The sponsor of this item will have its brand linked to the water dispensers distributed in all areas of the event. The sponsor may distribute reusable bottles or cups for participants to use during the event. The water dispensers will be contracted by the event organization and the sponsor is responsible for supplying customized bottles or cups.

MOBILE CHARGING STATIONS

(EXCLUSIVE SPONSORSHIP)

Investment: **USD 5,050.00**

The sponsor of this item may provide participants with the facility to charge their mobile phones during the event. This is an area much sought after by delegates. The sponsor must provide 4 mobile charging stations that will be distributed in the exhibition area. The sponsor will be responsible for contracting, assembling and disassembling the stations.
Investment: **USD 5,050.00**

The sponsor will have its logo next to the Congress logo on the welcome carpet. The delegate will be impacted with the sponsor’s brand right at the entrance to the event. This carpet is placed at the main entrance of the event, where all delegates will pass. The costs and preparation of this item are the responsibility of the event organization.
Investment: **USD 10,100.00**

The sponsor will have its logo placed next to the event logo, in an exclusive space for participants to take the official photo of the event. This is a space much sought after by all delegates, speakers and committee and generates many posts on social media.

The exact location of the photo space will be defined by the organizing committee.
BADGE LANYARDS

(Exclusive Sponsorship)

Investment: USD 5,050.00

Badge lanyards will bear the sponsor's institutional logo, allowing its brand to accompany the delegate during the event. The use of badges by everyone is mandatory. The organizing committee must approve the layout and model of the lanyard to be compatible with the badge. The production is the responsibility of the sponsor.

BADGE DISPOSAL STATION

(Exclusive Sponsorship)

Investment: USD 5,050.00

Thinking about the conscious destination of materials, the organizing committee will provide delegates with specific stations for badge disposal on the last day of the event. The sponsor's logo will be placed on these disposal stations along with relevant information on material recycling, highlighting that the company is committed to the environment. The wrapping and contracting of this item is the responsibility of the event organization.
Investment: **USD 5,700.00**

The sponsor will have its logo stamped on the space reserved for the luggage storage. This space is used every day by a large number of delegates who want to store their luggage to be more comfortable during classes. The construction of the space is the responsibility of the event organization.
PENS AND NOTEPADS

(Exclusive Sponsorship)

Investment: **USD 5,050.00**

The sponsor will have its brand next to the event brand on pens and notepads used by all participants. Its brand will be in everyone’s hands. The production is the responsibility of the event organization.

BAGS FOR DELEGATES

(Exclusive Sponsorship)

Investment: **USD 8,100.00**

The sponsor will have its brand next to the event brand on the bags used by all participants. The production of the bags is the responsibility of the event organization.
Investment: **USD 5,050.00**

The app enables congress participants to follow the agenda of the Congress on iOS and Android. It’s the way for participants to be connected to all updates and news at any time.

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Investment: **USD 2,000.00**

The app will be free and widely disseminated for the event participants to use it. On the app, participants may consult the scientific program of the event, curricula of the speakers, list of exhibitors and floor plan of the stands. Pushes are in-app notifications with content chosen by the sponsor with messages of no more than 160 characters. The sponsor may promote its space in the event, any activity, the satellite symposium and/or any other sponsored activity. Such promotion encourages and invites delegates to start networking with the sponsor.
Investment: **USD 8,100.00**

The shuttle at the official hotels is carried out so that delegates can previously pick up their event credential. It is a place where the delegate will already be impacted right at the beginning of their journey of experience in the congress. The sponsor may provide buttons with its logo and the event logo to the express service receptionists and may insert its logo next to the event logo on the banner at the service desk.
Investment: **USD 12,200.00**

The posters area is a place where all works approved for this modality are displayed and which is visited by a large number of delegates. In a moment reserved for the presentation of these works, a cocktail will be offered in this space. In addition to being mentioned as an exclusive sponsor during the official opening of the activity, the sponsor may place up to 4 banners in the space where the posters will be displayed throughout the Congress period. The sponsor is responsible for offering a cocktail at the Convention Center to delegates on the date of the posters session, to be defined by the organizing committee.
GENERAL INFORMATION

A contract will be executed with each sponsor. A single legal entity is understood as a sponsor. If the company has a standard sponsorship contract, it may be used, provided that it is endorsed by the Organizing Committee.

Any exception, omission or misunderstanding regarding the contract or the rules set out herein will be handled by the Organizing Committee.

Companies that are part of or adhere to the codes of conduct of Interfarma, Abimed, Abimip, Ética Saúde or another related entity are responsible for validating the items elected for sponsorship, requesting their exchange for others of equal value, within the deadlines established in the exhibitor manual.