We are proud to announce that the 14th World Congress on Controversies in Neurology (CONy) will take place in London, UK, in March 26–29, 2020.

It is difficult to keep pace with the enormous growth in clinical and basic data in neurology. Conferences are informative, but there is often only limited time for thorough and critical discussions. CONy provides a platform for international experts to discuss and compare experiences, thus closing the gap between the expansion of knowledge and its dissemination and use.

The core of the CONy Congress focuses on unresolved issues debated by leading world experts. The Congress aims to provide the most recent data armoring the clinician with reliable, up-to-date scientific information, helping in everyday patient care.

We cordially invite you to join us in the beautiful city of London!

Sincerely,

Prof. Amos D. Korczyn
Israel

Prof. Anthony Schapira
UK

Congress Chairmen
Since its launch in 2007, CONy has established itself as a unique educational meeting where physicians can meet with outstanding experts in major neurological fields, and can be updated on the most pressing clinical questions of the day.

**AIMS OF THE CONGRESS**

- To promote excellence in the field of neurology, by discussing, in a debate forum, evidence-based data and expert opinions on current controversial issues
- To bridge gaps between the expansion of basic science and information, and their consolidation into clinical practice
- To promulgate ethics and standards of practice and treatment
- To reach a consensus on controversial issues, through debates, round table discussions and plenary lectures
- To update international participants on pressing clinical and technological questions of the day

**PROGRAM**

- Debates and discussions on unresolved issues
- Cohesive and integrative sessions
- World renowned speakers
- Audience/speaker interactions
- Continuing Medical Education (CME)-approved program

**MAIN TOPICS**

- Alzheimer’s disease and Dementia
- Epilepsy
- Headache
- Multiple sclerosis
- Neurodegenerative diseases
- Neuroimmunology
- Neuropathology
- Pain
- Parkinson’s disease and Movement Disorders
- Sleep
STATISTICS FROM PREVIOUS CONGRESSES

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>Participants</th>
<th>Countries</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>Berlin</td>
<td>808</td>
<td>70</td>
<td>138</td>
</tr>
<tr>
<td>2008</td>
<td>Athens</td>
<td>1057</td>
<td>71</td>
<td>144</td>
</tr>
<tr>
<td>2009</td>
<td>Prague</td>
<td>633</td>
<td>63</td>
<td>134</td>
</tr>
<tr>
<td>2010</td>
<td>Barcelona</td>
<td>903</td>
<td>67</td>
<td>134</td>
</tr>
<tr>
<td>2011</td>
<td>Beijing</td>
<td>797</td>
<td>79</td>
<td>120</td>
</tr>
<tr>
<td>2012</td>
<td>Vienna</td>
<td>650</td>
<td>65</td>
<td>140</td>
</tr>
<tr>
<td>2013</td>
<td>Istanbul</td>
<td>1250</td>
<td>51</td>
<td>138</td>
</tr>
<tr>
<td>2014</td>
<td>Berlin</td>
<td>930</td>
<td>71</td>
<td>166</td>
</tr>
<tr>
<td>2015</td>
<td>Budapest</td>
<td>882</td>
<td>62</td>
<td>170</td>
</tr>
<tr>
<td>2016</td>
<td>Lisbon</td>
<td>905</td>
<td>61</td>
<td>204</td>
</tr>
<tr>
<td>2017</td>
<td>Athens</td>
<td>875</td>
<td>67</td>
<td>251</td>
</tr>
<tr>
<td>2018</td>
<td>Warsaw</td>
<td>1174</td>
<td>67</td>
<td>250</td>
</tr>
<tr>
<td>2019</td>
<td>Madrid</td>
<td>1083</td>
<td>74</td>
<td>244</td>
</tr>
</tbody>
</table>

DEMOGRAPHICS

- **Madrid | 2019**
  - Western Europe: 34%
  - Eastern Europe: 38%
  - Latin America: 3%
  - North America: 8%
  - Asia Pacific: 10%
  - Middle East: 7%

- **Warsaw | 2018**
  - Western Europe: 17%
  - Eastern Europe: 52%
  - Latin America: 1%
  - North America: 5%
  - Asia Pacific: 20%
  - Middle East: 5%

- **Athens | 2017**
  - Western Europe: 52%
  - Eastern Europe: 27%
  - Latin America: 1%
  - North America: 8%
  - Asia Pacific: 10%
  - Middle East: 2%

- **Lisbon | 2016**
  - Western Europe: 40%
  - Eastern Europe: 36%
  - Latin America: 2%
  - North America: 7%
  - Asia Pacific: 5%
  - Middle East: 10%

- **Budapest | 2015**
  - Western Europe: 52%
  - Eastern Europe: 28%
  - Latin America: 1%
  - North America: 5%
  - Asia Pacific: 8%
  - Middle East: 6%

- **Berlin | 2014**
  - Western Europe: 50%
  - Eastern Europe: 30%
  - Latin America: 2%
  - North America: 7%
  - Asia Pacific: 7%
  - Middle East: 4%

- **Istanbul | 2013**
  - Western Europe: 43%
  - Eastern Europe: 33%
  - North America: 8%
  - Asia Pacific: 13%
  - Middle East: 3%

- **Vienna | 2012**
  - Western Europe: 40%
  - Eastern Europe: 36%
  - Latin America: 0.2%
  - North America: 9.3%
  - Asia Pacific: 13.5%
  - Africa: 1%
PREVIOUS CONGRESS PARTNERS
WHY SHOULD YOU BE OUR COMPANION?

Demonstrate your company’s leadership in the field of neurology

Reach key academic leaders, industry researchers and clinicians

Raise your company’s visibility in the field

Exhibit and distribute your marketing and promotional materials
# Levels of Support

## Acknowledgements and Benefits

According to support categories

<table>
<thead>
<tr>
<th>Level</th>
<th>Cost Range</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| Presidential| € 76,000 and up     | • Final list of participants (after the Congress), including name and country of participants who agree to share information  
                • 10 full Congress registrations  
                • Supporter’s logo (company logo only, no product logos) on Congress website  
                • Acknowledgment on supporters’ sign on-site and in the mobile app of the Congress |
| Platinum    | € 51,000–75,000     | • 7 full Congress registrations  
                • Supporter’s logo (company logo only, no product logos) on Congress website  
                • Acknowledgment on supporters’ sign on-site and in the mobile app of the Congress |
| Gold        | € 31,000–50,000     | • 5 full Congress registrations  
                • Supporter’s logo (company logo only, no product logos) on Congress website  
                • Acknowledgment on supporters’ sign on-site and in the mobile app of the Congress |
| Silver      | € 16,000–30,000     | • 2 full Congress registrations  
                • Supporter’s logo (company logo only, no product logos) on Congress website  
                • Acknowledgment on supporters’ sign on-site and in the mobile app of the Congress |
| Bronze      | € 6,000–15,000      | • Supporter’s logo (company logo only, no product logos) on Congress website  
                • Acknowledgment on supporters’ sign on-site and in the mobile app of the Congress |

*All rates exclude VAT where applicable*
LEVELS OF SUPPORT
ACKNOWLEDGEMENTS AND BENEFITS
According to support categories

CONTRIBUTOR

€ 3,000–5,000

- Supporter’s logo (company logo only, no product logos) on Congress website
- Acknowledgment on supporters’ sign on-site and in the mobile app of the Congress

IMPORTANT NOTES

- Industry sponsored symposia time slots will be allocated on a first-come, first-served basis
- The program of the industry sponsored symposia is subject to approval by the Congress Chairs. In the case that the Chairs reject the program of an industry sponsored symposium, each party will be entitled to cancel the symposium without paying a penalty for the cancellation or for any damages caused by the cancellation to the other party
- In addition to the sponsorship fee, the company must cover all speakers’ expenses, including registration, accommodation and travel expenses. This also applies in the case where the symposium speakers have already been invited by the Congress

* All rates exclude VAT where applicable
EDUCATIONAL SUPPORT OPPORTUNITIES

<table>
<thead>
<tr>
<th>CONTINUING MEDICAL EDUCATION (CME) APPROVED SESSION</th>
<th>€ 30,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to support an existing session as part of the CME-approved scientific program</td>
<td></td>
</tr>
<tr>
<td>• Session hall and basic audiovisual equipment</td>
<td></td>
</tr>
<tr>
<td>• Company profile in Congress material</td>
<td></td>
</tr>
<tr>
<td>• Acknowledgment: Congress material and on-site signage</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CONTINUING MEDICAL EDUCATION (CME) APPROVED DEBATE</th>
<th>€ 15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to support an existing debate as part of a CME-approved presentation in the scientific program</td>
<td></td>
</tr>
<tr>
<td>• Session hall and basic audiovisual equipment</td>
<td></td>
</tr>
<tr>
<td>• Company profile in Congress material</td>
<td></td>
</tr>
<tr>
<td>• Acknowledgment: Congress material and on-site signage</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-POSTER AREA</th>
<th>€ 10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Throughout the duration on the Congress, the e-poster area will enable delegates to view e-posters on one of the screens available</td>
<td></td>
</tr>
<tr>
<td>• Company logo will appear in the e-poster webpage</td>
<td></td>
</tr>
<tr>
<td>• Company profile in Congress material</td>
<td></td>
</tr>
<tr>
<td>• Acknowledgment: Congress material and on-site signage</td>
<td></td>
</tr>
</tbody>
</table>

| PRIZES FOR OUTSTANDING ABSTRACTS | |
|-----------------------------------| |
| **Sole Support**                  | € 4,500 |

| **PRIZES FOR OUTSTANDING ABSTRACTS** | |
|--------------------------------------| |
| **Sole Support**                     | € 4,500 |
| Prizes will be awarded to the authors of the most outstanding abstracts, as selected by the Congress Chairs |
| • Company profile in Congress material |
| • Acknowledgment: Congress material and on-site signage |
| • Company representatives will be invited to attend the award ceremony |

**IMPORTANT NOTE**

"Congress Material“ may include the CONy Congress website, mobile application or program book (depending on whether there will be a hard copy program book).

* All rates exclude VAT where applicable
## Promotional Support Opportunities

### Industry Symposium (Non-CME Approved)

**Plenary Symposium € 40,000 | Parallel Symposium € 30,000**

Opportunity to hold a non-CME approved Industry symposium - the content and speakers are subject to approval by the Congress Chairs

- Symposium hall and basic audiovisual equipment
- 12 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)
- Company profile in Congress material
- One full page color advertisement in the Congress mobile app
- Acknowledgment: Congress material and on-site signage
- Brochure in the participants’ bags
- Company logo on announcements to Congress database

The expenses (travel, accommodation and registration) of the chairpersons and speakers of an industry symposium are additional and the responsibility of the supporter.

### Pre-Congress Satellite Symposium (Non-CME Approved)

**€ 40,000**

Opportunity to hold a non-CME-approved industrial pre-Congress satellite symposium

- Symposium hall and basic audiovisual equipment
- 12 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)
- Company profile in Congress material
- One full page color advertisement in the Congress mobile app
- Acknowledgment: Congress material and on-site signage
- Brochure in the participants’ bags
- Optional webcast of symposium at discounted rates
- Company logo on regular announcements to Congress database

The expenses (travel, accommodation and registration) of the chairpersons and speakers of an industry pre-Congress satellite symposium are additional and the responsibility of the supporter.

### Meet the Expert Session

**€ 7,000 / € 9,000**

*Depending on the length of the session*

Opportunity to support a session, which will be held for a small group of 30-40 people, during breakfast or lunch

- Session hall including light food and beverages
- Company profile in Congress material
- Acknowledgment: Congress material and on-site signage
- Brochure in the participants’ bags

The expenses (travel, accommodation) of the speakers of a Meet the Expert session are additional and the responsibility of the supporter.

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* All rates exclude VAT where applicable
# Promotional Support Opportunities

## New Players on the Block

€ 7,500

Opportunity to include a 10-15 minute presentation in a non-CME approved session
- Session hall and basic audiovisual equipment
- Company profile in Congress material
- Acknowledgment: Congress material and on-site signage
- Brochure in the participants’ bags

The expenses (travel, accommodation and registration) of the speaker in the New Players’ session are additional, and the responsibility of the supporter.

## Welcome Reception

**Sole Support**

€ 10,000

Opportunity to support the welcome reception for all participants of the Congress
- Opportunity to brand the welcome reception
- Company profile in Congress material
- Acknowledgment: Congress material and on-site signage

## Lunch

**Sole Support per Lunch**

€ 15,000

per lunch

Opportunity to support a buffet lunch to be served to all participants of the Congress
- Company logo on the official invitation
- 2 rollups in exhibition area
- Opportunity to bring branded material such as napkins or cups
- Company profile in Congress material
- Acknowledgment: Congress material and on-site signage
- Brochure in the participants’ bags

## Coffee Break

€ 3,000

per coffee break

Opportunity to support, in part, a coffee break for all participants of the Congress
- Opportunity to bring branded material such as napkins or cups
- Company profile in Congress material
- Acknowledgment: Congress material and on-site signage

*All rates exclude VAT where applicable*
PROMOTIONAL SUPPORT OPPORTUNITIES

WORKING STATIONS

*Sole Support*

€ 10,000

Working stations will be outfitted with internet for participants to stay updated between sessions

- Display logo as a screen background
- Opportunity to provide branded mouse pads
- Company profile in Congress material
- Acknowledgment: Congress material and on-site signage

MOBILE APPLICATION

€ 15,000

Exclusive sponsorship provides high-exposure placement in the app in order to drive traffic to the company’s on-site presence or website

- Supporter acknowledgment on the splash page/pop-up screen of the app: "Supported by: company name/logo" (product logo not permitted)
- 2 push notifications
- Acknowledgment: Congress material and on-site signage

CONGRESS WI-FI

€ 8,000

Opportunity to choose the Congress Wi-Fi password

- Company profile in Congress material
- Acknowledgment: Congress material and on-site signage

PARTICIPANTS’ BAGS

*Sole Support*

provided-in-kind + € 10,000

- Opportunity to provide branded bags for all participants of the Congress
- Company profile in Congress material
- Acknowledgment: Congress material and on-site signage

CONGRESS LANYARDS

*Sole Support*

provided-in-kind + € 6,500

- Opportunity to provide branded lanyards
- Company profile in Congress material
- Acknowledgment: Congress material and on-site signage

* All rates exclude VAT where applicable
## PROMOTIONAL SUPPORT OPPORTUNITIES

### NOTEPADS AND PENS

**Sole Support**

- Provided-in-kind + **€ 3,000**

- Opportunity to provide branded notepads and pens to be distributed in the participants’ bags
- Company profile in Congress material
- Acknowledgment: Congress material and on-site signage

### TRANSLATION

**€ 5,000 per hall, per day**

- Simultaneous translation into any required language
- Company profile in Congress material
- Acknowledgment: Congress material and on-site signage

*All rates exclude VAT where applicable*
# ADVERTISING SUPPORT OPPORTUNITIES

<table>
<thead>
<tr>
<th>BROCHURE INSERT</th>
<th>€ 2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Company brochure to be inserted into the participants’ bags</td>
<td></td>
</tr>
<tr>
<td>• Company profile in Congress material</td>
<td></td>
</tr>
<tr>
<td>• Acknowledgment: Congress material and on-site signage</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADVERTISEMENT IN MOBILE APP</th>
<th>€ 2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Designed PDF to be presented in a separate tab under “Sponsored Advertisements” in the main menu of the mobile</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APP PUSH NOTIFICATION</th>
<th>€ 1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Opportunity to send a push notification to all the participants (only participants who agreed to receive the information) on-site through the mobile app (to be coordinated with the Congress organizer).</td>
<td></td>
</tr>
</tbody>
</table>

## TAILOR-MADE SUPPORT PACKAGES

Support packages may be tailored to suit the company’s budget and interests in order to maximize visibility, and to best promote products and services. Please contact the Congress Organizer for further details on creating the appropriate package.

* All rates exclude VAT where applicable
EXHIBITION

The exhibition will be held at the Congress venue. The exhibition floorplan is designed to maximize exposure to the participants. Lunches and coffee breaks will be held in the exhibition area. Exhibition space will be available on a first-come, first-served basis, with priority given to presidential and platinum supporters.

- Exhibition space will be available at €650 per sq.m
- The minimum booth size is 2x3 sq.m

Please visit the website at cony.comtecmed.com to view the exhibition floorplan

**Exhibition space rental is priced according to size (per sq.m) and includes:**
- Net stand area
- Company profile in program book
- Two exhibitor registrations up to 9 sq.m, three exhibitor registration from 10-18 sq.m, each additional 9 sq.m one registration
- Additional exhibitor registrations available for €250 per badge
- General cleaning of public areas

Stand equipment and additional services may be ordered by means of the forms in the Supporters’ manual on the website including furniture, partition walls, carpets, telephone and data lines, electricity, stand cleaning, supporters’ insurance, logistics, etc.

* All rates exclude VAT where applicable
GENERAL INFORMATION

VENUE
Hotel Novotel London West
Hammersmith International Ctre 1
London W6 8DR
United Kingdom

LANGUAGE
The official language of the Congress is English.

CONGRESS ORGANIZER AND SUPPORT / EXHIBITION CONTACT

comtecmex
Rothschild Boulevard 53, PO Box 68
Tel Aviv, 6100001, Israel
Tel: +972 3 5666166
Fax: +972 3 5666177
E-mail: Conyindustry@comtecmex.com
Website: cony.comtecmex.com

LIABILITY AND INSURANCE
The Congress Organizer cannot accept liability for personal accidents loss of or damage of private property of participants, either during or indirectly arising from the CONy Congress. Participants are advised to issue their own personal travel and health insurance for their trip.

TERMS AND CONDITIONS
1. Support items are allocated on a first-come, first-served basis
2. All support and exhibition prices quoted are in EURO and are subject to VAT
3. All payments must be received before the beginning of the Congress. Should the company fail to make the payment prior to the commencement of the Congress, the Organizer reserves the right to cancel the company’s participation and benefits
4. Time slot allocation will be based on level of support and approval from the Organizing Committee
5. It is the responsibility of the supporters and exhibitors to comply with the regulations of the local authorities, EFPIA (European Federation of Pharmaceutical Industries & Associations) www.efpia.org and IFMPA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the Promotion of Medicines
6. The Congress Organizer reserves the right to accept or decline offers of support and application for exhibition space
7. The Congress Organizer reserves the right to amend the published floorplan should it be deemed necessary for the benefit of the exhibition and the Congress as a whole
8. Please note that the Congress Organizer must approve all exhibition stand designs
9. All benefits: (logo, profile, insert, advertisement and registration) that are mentioned as part of the Supporter/Exhibitor packages are to be provided as per Comtecmex specifications and deadlines to ensure maximum exposure at the Congress
10. Merkur is the sole logistic supplier for the CONy Congress. All materials sent directly to the venue (not via our logistic agent AKA Merkur) will not be under Comtecmex’s responsibility. We are not liable if the shipment does not arrive due to customs clearance issues or any other delays that might occur

CANCELLATION POLICY
Cancellation of support must be made in writing to Comtecmex.
Upon cancellation, Comtec will retain:
- 10% of the agreed amount if cancellation is made 6 or more months prior to the Congress
- 50% of the agreed amount if cancellation is made 4 months prior to the Congress
- 100% of the agreed amount if cancellation is made 3 or less months before the Congress
ANCILLARY EVENTS POLICY

The CONy Secretariat and Chairs have recognized that at the CONy annual Congress attendees and companies seek to maximize their networking opportunities and fulfill their professional responsibilities while at a location with so many of their colleagues.

To accomplish these goals CONy will make every effort to make available their time and space in CONy-controlled meeting facilities (convention center or headquarter hotels) for Ancillary Events that do not compete or conflict substantially with the official scientific program.

- Ancillary Events may not be commercial or educational in nature, i.e., they may not include a scientific program with presentations, posters, or lectures, nor include marketing demonstrations or commercial presentations
- Ancillary Events with more than 25 attendees may not be scheduled in conflict with the official scientific program of CONy

DEFINITION OF ANCILLARY EVENTS

Ancillary Events are non-CONy sponsored special group events, such as business meetings of other organizations or social gatherings, held in conjunction with the CONy annual Congress. Ancillary events are not planned or sponsored by CONy.

- Business Meetings: Meetings of non-commercial editorial boards, non-profit organization boards, or other non-CONy committees/working groups, study groups, etc.
- Exhibitor Internal Meetings: Meetings for CONy exhibitor’s corporate personnel: CONy exhibitor hospitality suites
- Investigator Meetings: Meetings for investigators of ongoing research (may be sponsored only by a CONy exhibitor
- Social Events: Receptions, dinners, alumni events, reunions, and specialty groups where there is no educational/scientific program presented.

Requests for Ancillary Events must be made on official forms and approved by CONy, regardless of CONy Congress Ancillary Events Policy and the location of the event.

Ancillary Events should be planned and scheduled in support of the CONy Congress.

Commercial organizers of Ancillary Event must be supporters of the CONy Congress at the value of not less than the cost of a 10x10sq.m booth. Commercial Ancillary Events organizers who are not exhibitors will incur additional service charges for multiple events.

Fees for participation by Congress attendees outside of the recovery of food and beverage costs, such as registration fees, must be approved by CONy. All costs for the activity, including decor, audio-visual setup, and room changes, must be borne by the organizers. All event expenses must be paid promptly and non-payment may result in action by CONy.

The use of the CONy logo, trademark, or name in conjunction with publicity must be pre-approved. CONy may not be represented as co-sponsoring an event unless a formal request has been submitted to and approved by CONy.

Conducting demonstrations and/or displays of commercial products will not be permitted during Ancillary Events.

Only Ancillary Events open to all Congress registrants will be listed in the Congress related publications.

Signs, directional or informational, must be approved by, and coordinated with, CONy Congress management when placed in CONy-controlled Congress facilities. Each sign must state that “This event is not organized or sponsored by CONy.” Organizers must remove any meeting-related materials from their assigned rooms at the conclusion of the event.

All participants in Ancillary Events must register for the Congress, unless requests for passes for non-scientific participants are received in writing at the time the Ancillary Event is approved.

BREACH OF POLICY

Organizers must adhere to the responsibilities outlined in the policy and on the official forms to avoid cancellation of the activity. Failure to adhere to the policy may result in any or all of the following actions by CONy:

- Cancellation of an Ancillary Event
- Refusal to allow the company or group the opportunity to exhibit or hold symposia, meetings, or other events in CONy-controlled meeting facilities in current year or a specified number of future years