

# IAGG 2021

WORLD PRE-CONGRESS E-CONFERENCE  
22-23 JUNE 2021

BRINGING THE CONGRESS EXPERIENCE TO YOU



## COMMERCIAL BROCHURE



Founded 1950



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Dear Colleagues,

IAGG along with the Argentine Society of Gerontology and Geriatrics (SAGG) and the Argentine Gerontological Association (AGA) in a joint effort and in view of the **XXII IAGG 2022 World Congress**, will organize the **IAGG 2021 World Pre-Congress E-Conference**.

IAGG, SAGG and AGA have decided to hold this Pre-Congress in virtual mode, to safeguard the health of all participants and their families. At the same time, it is essential that the medical community, interdisciplinary teams, and the entire healthcare community can focus on the care of our Older Adults, considered the main risk group.

That is why we give a warm and virtual welcome to all professionals from multiple disciplines related to aging, and we look forward to seeing all of you to exchange knowledge and experiences.

The academic commitment, actions established to achieve knowledge, research in the fields of knowledge and equity in the promotion of the bio-psycho-social welfare of the Older Adults, are the pillars that will accompany us throughout this conference.

The Presidency and the Organizing Committee of the **IAGG 2021 World Pre-Congress E-Conference** invites the industry to be part of this virtual conference to reach all professionals in the world and offer their products and/or services thinking that: "Older Age is the present of someone and the future of all".

Also, we would like to inform that we will be working on our **XXII IAGG World Congress of Gerontology and Geriatrics** which will be carry out in Buenos Aires, Argentina from June 12th to 16th, 2022.

Looking forward a great E-Conference 2021!

Sincerely,

**Félix Nallim, MD, MSc**

*IAGG 2021 World Pre-Congress E-Conference  
President*

## IAGG WORLD PRE-CONGRESS E-CONFERENCE

After a challenging year for many, and significant disruption to ways of life, patient interactions, research and education for our IAGG network across the world, we must find new ways to be present and continue with our educational activities. The reality that we are living must be considered as an opportunity to meet again from another place and be able to get the best of what technology offers us.

IAGG has made the decision to host a virtual-only congress in 2021, the first IAGG World Pre-Congress E-Conference. The pre-congress is hosted as a country-neutral virtual experience for our delegates to reach each of the professionals waiting for the IAGG Congress and to be able to share with all of them the latest updates regarding the different multidisciplinary topics that require our attention, follow up and commitment to continue caring and taking care of the world's older adults in times of Covid-19.

## ABOUT IAGG

Founded 1950

The International Association of Gerontology and Geriatrics (IAGG) is the largest global organization on aging, gerontology, and geriatrics.

It has 73 member organizations in over 65 countries worldwide across six continents.

These international member organizations represent over 45,100 key opinion leaders in health and social services, housing and income support, research and education, public policy, administration, and other areas that impact older people and affect their quality of life.

IAGG functions as a worldwide network and is governed by a council with representatives from each member society.

The mission of IAGG is to:

- Promote the highest levels of achievement in gerontological research and training worldwide.
- Interact with other international, intergovernmental, and nongovernmental organizations in the promotion of gerontological interests globally and on behalf of its member associations.

IAGG pursues these activities with a view of nurturing the highest quality of life and well-being of all people as they experience aging at individual and societal levels.

IAGG was established in Belgium in July 1950. The primary goal of IAGG is to improve the quality of life of the world's older people by sharing research results on health, welfare, and rights.

Originally, the organization was known as the International Association of Gerontological Societies, and the name was later changed to the International Association of Gerontology. In 2004, the name was changed again to mark the inclusion of geriatrics, bringing the organization to its current name in time for the 18th IAGG World Congress in Rio de Janeiro in 2005.



## IAGG EXECUTIVE COMMITTEE

**John Rowe**, President, IAGG (USA)  
**José R. Jauregui** President Elect (Argentina)  
**Heung Bong Cha**, Immediate Past President (Korea)  
**Isabella Aboderin**, Chair, Africa Region (South Africa)  
**Kenneth Madden**, Chair, North American Region (Canada)  
**Prasert Assantachai**, Chair, Asia & Oceania Region (Thailand)  
**Fernando Botta**, Chair, Latin American & Caribbean Region (Uruguay)  
**Mario Barbagallo**, Chair, European Region (Italy)

## PRE-CONGRESS AUTHORITIES

**Félix Nallim, MD, MSC**  
President IAGG 2021  
World Pre-Congress E-Conference  
**Miguel Angel Acanfora, MD, MSC**  
**Julio Nemerovsky, MD**  
IAGG 2021 Secretary  
**Matías Manzotti, MD**  
**Lic. Graciana Nallim**  
IAGG 2021 Treasury  
**Margarita Murgieri, MD, PhD**  
President Scientific Committee

## PRE-CONGRESS MAIN TOPICS

- Older adults and COVID. Pathophysiology. Forms of presentation. Mortality, etc.
- Consequences and after-effects of COVID, COVID clinics, dermatological, ORL, pneumological, neurological, cardiovascular, others.
- Proven treatments.
- Vaccines. Different platforms. Innovative or classic.
- Ethical aspects and legal issues of older age.
- Nutrition in acute and after-effects in COVID patients.
- Psycho-emotional consequences of the pandemic and restrictive measures in older adults.
- Older age and discrimination.
- Long-stay residences in times of COVID.
- Risk factors for morbidity and mortality. Diabetes, HTA, nephropathies, asthma, obesity.
- Economy, older age and pandemic.
- Social security.
- Rehabilitation in COVID and post COVID.
- Social work network in America.
- Technology for health in COVID.
- Role of media and press.

## PRE-CONGRESS IMPORTANT INFORMATION

**Congress Theme:** Older Adults in Times of Covid-19

**Date:** June 22nd and 23rd, 2021

**Where:** Online Platform

### WHAT TO EXPECT?

IAGG Pre-Congress will offer:

- Meet with the Experts
- Keynote speakers
- Industry sponsored symposia
- Pharma Breaking News
- And much more!

### WHY IAGG WORLD PRE-CONGRESS E-CONFERENCE?

Attendees can access from the comfort of their home or office through their PC, tablet or mobile device. They will find the content live or on-demand allowing a larger participation in the programmed activities as well as the possibility of storing contacts, brochures, videos and information of the participating companies.

Our Virtual Pre-Congress will offer lively interactions with attendees in many different ways including Industry symposia, Pharma News Board, online chats and themed networking areas. All these interactions can be tracked to give meaningful metrics and offer your organization greater reach and exposure of your brand over the period of the Virtual Pre-Congress and beyond.

### WHO WILL BE PARTICIPATING?

Professionals attending IAGG World Pre-Congress E-Conference include gerontological researchers and practitioners from the biological, clinical (including physicians, physician assistants, nurses, pharmacists and dentists), behavioral and social sciences (including anthropologists, psychologists, social workers and sociologists), as well as applied researchers, policy professionals, health care administrators and economists. Others working in the area of geriatrics and gerontology will also find the sessions of value and are encouraged to attend.

The congress traditionally attracts an audience of 5000+ professionals. Virtual edition will offer easy access regardless their location increasing the audience and reaching every corner worldwide.

## SPONSORSHIP CATEGORIES FOR IAGG

SPONSORSHIPS ITEMS	PLATINUM	GOLD	SILVER
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### ENGAGEMENT

Symposium (6 available)	YES		
Pop up message to online audience	YES	YES	

### NETWORKING

Pharma Breaking News Marketplace	YES	YES	YES
Meet-the-Experts (Networking Area)	YES	YES	

### BRANDING

Logo in congress website	YES	YES	YES
Logo in congress newsletters	YES	YES	YES
Logo in congress platform registration website	YES		
Logo in main lobby signage	YES	YES	YES
Logo in auditorium screen sides	YES		
Logo in main auditorium screen during breaks	YES	YES	YES
30 seconds video advertising before a program session	YES	YES	
Banner in congress official website	YES		

### BUILDING COMMUNITY

One digital marketing campaign/with statistical report (e-blast) to promote symposium	YES		
Social Media Posts	YES	YES	YES

### METRICS & LEADS

Metrics of brand interactions in the Pharma Marketplace	YES	YES	YES
List of symposium participants	YES		
List of participants with interactions in the Pharma Marketplace	YES	YES	
List of participants to the event	YES	YES	

### REGISTRATIONS

Full Pass	75	50	25
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<b>INVESTMENT</b>	<b>USD42.500</b>	<b>USD30.200</b>	<b>USD8.500</b>
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## ENGAGEMENT OPPORTUNITIES

### 1. Industry Symposium

Virtual Lunch Break Symposium – only available for Platinum Sponsorship (6 available)

- Pre-recorded 1 hour duration (1:00 pm – 2:00 pm) 45 minutes conference and 15 minutes Q&A
- Listing in the congress official program
- One EDM (e-blast) to promote the symposium to all the IAGG network
- Speaker best practice media kit for pre-recording
- Virtual platform pre-symposium access with speakers
- Virtual Q&A
- Five complimentary virtual congress registrations (for speakers or staff, all participants must be registered virtual attendees)
- Virtual attendee profiling
- Demographics: Name, title, organisation, geo-location and email

### 2. Pop up notification to online participants

We will notify all virtual attendees online in the platform about your upcoming symposium, or new product portfolio.

- Two scheduled in-platform push notifications to all virtual attendees

## NETWORKING OPPORTUNITIES

### 1. Pharma Breaking News Marketplace

**This is the sponsors exclusive landing page!**

Exclusive section for all sponsors to showcase the latest company news/product launch or portfolio. Participants will access through the Sponsors logo to the sponsors profile landing page and find all the information that companies would like to publish. The landing page will offer the possibility to upload files, videos, links, etc., and be shared in the participant's social networks.

Sponsors will select from 3 different types of landing page:

- Sponsors own landing page.
- Congress template sponsors landing page.
- Innovate and show your maximum brand visibility by a 100% customized landing page. We will arrange a meeting with our platform experts to listen your idea and create the perfect landing page to optimize the company's investment.



**Non-Profit organizations landing page - USD4.200**

**Non-profit status must be provided with application form to take up this reduced price.**

Includes logo published in congress official website, main lobby signage and 2 full congress registrations and landing page.



## 2. Meet-the-Experts

### Networking meeting

1 hour to host a live networking meeting and interact with up to 100 participants. Confirm your preferred meeting time and have your meeting added to the program. Also ensure that your participants are not missing the meeting with an in-congress personalized pop up message. Acknowledgement in the Networking area listing.

- Sponsor logo + speaker presentation + coordinator (sponsor must manage virtual meeting lobby)
- One reminder over email to all registered attendees of the meeting

## BRANDING OPPORTUNITIES

### 1. Logo in congress website

Visibility of all sponsors in the official congress website footer.

### 2. Logo in congress newsletters

Visibility of all sponsors in all official congress newsletters footer.

### 3. Logo in congress platform login website

Platinum sponsor's logo published in the login website to access the online platform.

### 4. Logo in main lobby signage

The main lobby will welcome all participants with a central signage showing a looping video of all sponsor's logos arranged by sponsorship level.

### 5. Logo in auditorium screen

Platinum sponsor's logo will be published in the auditorium screen sides; this maximizes the sponsor's visibility to all congress participants.

### 6. Logo in main auditorium screen during breaks

Visibility of all sponsors in the auditorium screen during breaks. Looping video showing logos arranged by sponsorship level.

### 7. 30 seconds video advertising before a program session

Platinum and Gold sponsors will have the unique opportunity to have a 30 second video advertising to be broadcast just before a conference. The OC will assign the location of video advertisements.

### 8. Banner in congress official website

Platinum sponsors will maximize the branding exposure with a banner located in the congress official website. Locations are assigned upon first come, first serve basis. Banner must be produced by the sponsor upon requested guidelines.



## BUILDING COMMUNITY

### Industry Program Promotional Schedule

- The IAGG World Pre-Congress E-Conference Industry Program will feature as a significant part of the congress promotion to IAGG network of professionals worldwide.
- Along with a comprehensive digital marketing strategy that partners can join with. (please see page with Sponsors Digital Re-marketing Solution for more information)
- Industry program promotion will start 2 months out from the congress and include dedicated Industry posts in all congress official social media.

#### 1. Customized Digital Marketing (DM) Campaign/with statistical report (e-blast)

One e-blast delivery targeting the congress' database and IAGG network to promote your Symposium. Content is provided by the sponsor and it must be approved by congress' authorities. Analytics will be shared with sponsor.

#### 2. Social Media Posts

Posts in Congress Official Social Media.

## METRICS & LEADS

- Metrics of brand interactions in the Pharma Marketplace.
- List of symposium participants (subject to GDPR) - Name, last name, email, institution, city, country, and specialty.
- List of participants with interactions in the Pharma Marketplace (subject to GDPR) - Name, last name, email, institution, city, country, and specialty.
- List of participants to the event (subject to GDPR) - Name, last name, email, institution, city, country, and specialty.

## ADDITIONAL MARKETING & BUSINESS OPPORTUNITIES

#### 1. Electronic Direct Mail Advertising (EDM) USD8.500

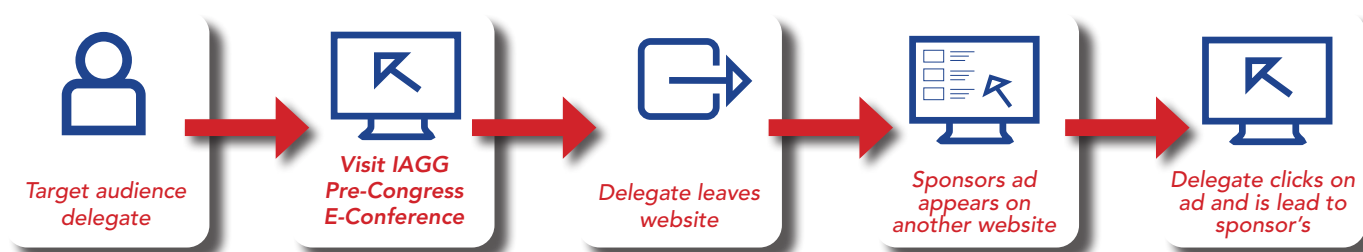
- Customized Digital Marketing Campaign: 1 e-blast delivery targeting the congress' database and IAGG network. Content is provided and designed by the sponsor and it must be approved by congress' authorities. Analytics will be shared with sponsor.

## 2. Digital Re-marketing Solution USD18.000

- Sponsored Remarketing campaigns allow companies to enlarge their database and have a deeper knowledge of the scientific community by expanding their cookie pool and, simultaneously, micro-segmenting the audience according to their research interests, subspecialty, place of work, etc.

The remarketing campaign will start 3 up to months prior to the sponsored symposium or activity. Package will provide UNIQUE clicks and will not remarket to those who have clicked on the ad unless requested. With digital remarketing, a sponsor's banner will appear to potential delegates while they are browsing the web. The advertisement can lead to a page of the sponsor's choosing. Different sized banners will be produced to fit browsing spaces across the web.

Reportable metrics on impressions, click-throughs, landing-page ranking + traffic and geo-location to measure ROI and effectiveness.



## REGISTRATION PACKAGES

With a reduced rate for industry registration being offered for IAGG World Pre-Congress E-Conference, we encourage industry to consider purchasing a group registration pack to disseminate across your company's network.

100 Full congress registrations	50 Full congress registrations	30 Full congress registrations
USD8.950	USD4.500	USD2.700

### DEVELOPING COUNTRIES INDUSTRY BENEFITS

Companies from Developing Countries who want to buy registration packages will have the additional benefit of 1 complimentary registration every 10 bought. This means, that if the company buys 10 registration, it will have 1 additional (11 registrations).

Please see Developing Countries listing in the congress website: <https://iagg2021.org/registration/>

## TERMS AND CONDITIONS

### PAYMENT

- All fees mentioned are final in USD.
- For those companies with business in Argentina registered as "Responsables Inscriptos", we offer "Type A" invoice with 21% VAT discriminated.
- To make your reservation effective, companies must pay 100% of the total investment or 50% within 30 days after sending the reservation form. The remaining 50% can be paid up to 60 days prior to the event.
- If reservations are made after May 1, 2021, 100% of the participation fee will be invoiced and must be paid by June 1, 2021. All payments must be received by bank transfer and paid in full before the opening of the congress. Once payment has been made, please send bank transfer proof to MCI.
- If an invoice is not duly paid within the agreed times, the company will be informed 2 (two) times and after that, the selected items may be cancelled in full and/or made available to other sponsors.
- Bank information for payment will be sent together with the invoice.

### ASSOCIATION OF EXHIBITORS

Exhibitors shall not transfer, whether fully or partially, any of the rights or obligations undertaken hereunder, or fully or partially assign the area of the exhibition, or directly or indirectly promote any products from companies that are not taking part in the Event or any products unrelated to Event objective.

### DATA PROTECTION

Exhibitors will process the participant's personal data in accordance with European Data Protection Regulation n°2016/679 on the protection of natural persons with regard to the processing of personal data, for the purposes of enabling the participant to receive exhibitor's news. Exhibitors acknowledges compliance with European data protection regulations for its own processing, including Regulation (EU) n°2016/679 on the protection of personal data, foremost among which the integrity and confidentiality of data communicated by participants and compliance with their data-retention periods. In case of communication to participants by Exhibitors from a data file, Exhibitor acknowledges having informed and obtained the consent of the person(s) concerned.

These data can be used by the exhibitor up to five (5) years of their collection.

For more information on GDPR (European Data Protection Regulation n°2016/679) please click on <https://gdpr-info.eu/>

### SPONSOR/EXHIBITOR'S CANCELLATION PENALTIES

If Sponsor/Exhibitor cancels the participation until April 30th, 2021 – 25% of total amount due must be paid.

If Sponsor/Exhibitor cancels the participation from May 1st, 2021 to May 28th, 2021 – 50% of total amount is due must be paid.

If Sponsor/Exhibitor cancels the participation from May 28th, 2021 – 100% of total amount is due must be paid.

## EVENT CHANGE OF DATE - CANCELLATION

In case of unexpected or unforeseen circumstances, the Organizing Committee can change the conference date or cancel it. In this case, sponsors will be reimbursed 90% of the payments done until the cancellation. No other claim will be admitted.

In the unlikely case that the event cancels, the extent of refunds will be a matter for the Host Organization (IAGG) to decide. MCI have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.

## CONGRESS MANAGEMENT



### MCI Argentina

883 Córdoba Ave., 11th floor, CABA, Argentina

Phone: +54 9 11 5252 9801

Website: [www.mci-group.com/argentina](http://www.mci-group.com/argentina)

## CONTACT INFORMATION



### Paola Frisenda

Sponsorship & Exhibitions Coordinator

Email: [paola.frisenda@mci-group.com](mailto:paola.frisenda@mci-group.com)

Mobile: +54 911 3587 3072



## REGISTRATION FORM

Please complete and send it to [paola.frisenda@mci-group.com](mailto:paola.frisenda@mci-group.com)

### ORGANIZATION

Company name: \_\_\_\_\_

Cuit (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City: Country: \_\_\_\_\_

Zip code: Phone: \_\_\_\_\_

Contact person: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Mobile: \_\_\_\_\_

### PARTICIPATION DETAILS

Sponsorship category selected: \_\_\_\_\_

### ADDITIONAL BUSINESS OPPORTUNITIES

\_\_\_\_\_

### COMMENTS

\_\_\_\_\_

\_\_\_\_\_

### TOTAL INVESTMENT

Sponsorship level: USD \_\_\_\_\_ Vat included

Additional business opportunities: USD \_\_\_\_\_ Vat included

Registration Pack: USD \_\_\_\_\_ Vat included

Others: USD \_\_\_\_\_ Vat included

Total: USD \_\_\_\_\_ Vat included

### IMPORTANT:

Companies registered in Argentina as "Responsables Inscriptos" can request invoicing with VAT 21% discriminated.

( ) I have read the terms & conditions for participation mentioned in this commercial brochure and agree with them.

\_\_\_\_\_  
Signature Name and last name

\_\_\_\_\_  
Date



[www.mci-group.com](http://www.mci-group.com)