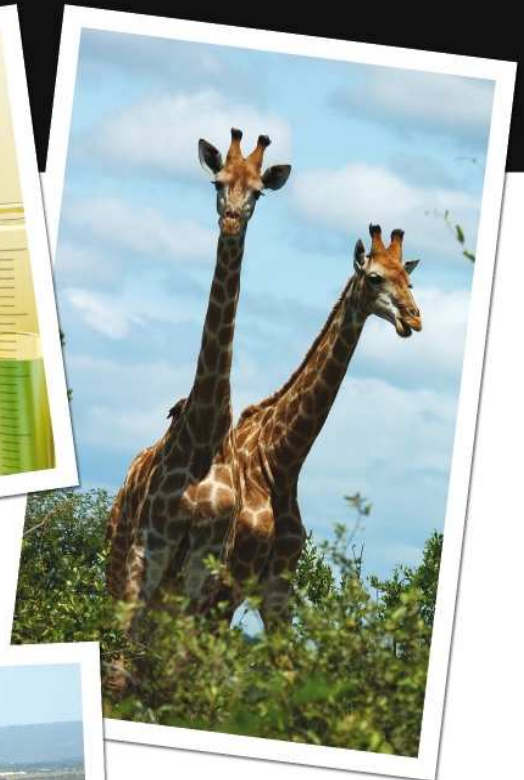
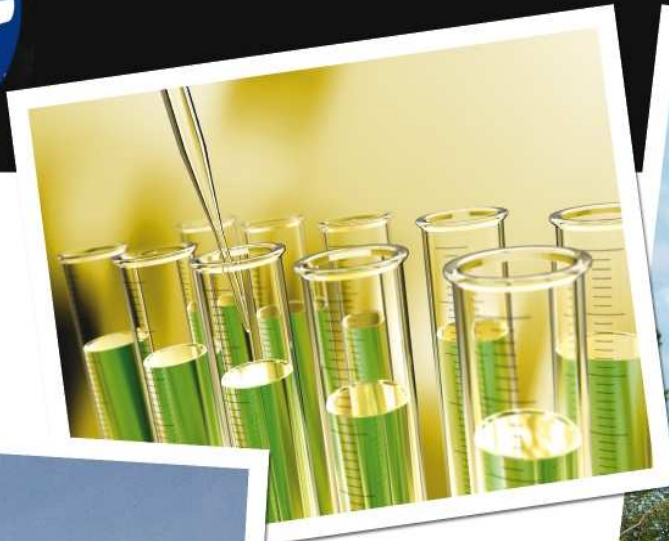


29TH WORLD CONGRESS OF BIOMEDICAL LABORATORY SCIENCE



6-10 JUNE 2010, KICC, NAIROBI, KENYA



**Invitation to Industry
Sponsorship & Exhibition Prospectus**

www.akmlso-ifbls2010.org

29TH WORLD CONGRESS OF BIOMEDICAL LABORATORY SCIENCE



**6-10 JUNE 2010
KICC, NAIROBI, KENYA**



CONTENTS

Welcome to the 29th World Congress of Biomedical Laboratory Science	3
Welcome Message from Mr. Moses Lorre, AKMLSO chair	4
Preliminary List of Topics	5
Akmlso/ Ifbls 2010 Conference Committees	6
Information for Sponsors and Exhibitors	7
List of Sponsorship Items	8
Sponsorship Application Form	11
Exhibition Information	13
Exhibition Application Form	15
General Information	17
About Nairobi	18



WELCOME TO THE 29TH WORLD CONGRESS OF BIOMEDICAL LABORATORY SCIENCE

Dear Colleague,

It is a great pleasure for me, on behalf of IFBLS, to welcome you all to the 29th World Congress of Biomedical Laboratory Science. The congress will take place in Nairobi, Kenya, June 6-10, 2010. This will be the first time in IFBLS' fifty-five year history that the Congress is hosted in an African country. Our colleagues in Association of Kenya Medical Laboratory Scientific Officers (AKMLSO) are creating history on behalf of our professional community.

This World Congress will focus on communicable diseases. The main theme for the Congress is "The role of medical laboratory sciences in management of global health burden with emphasis on HIV/AIDS, Malaria and Tuberculosis"; with sub topics dealing with Cancer – malignancy in HIV/AIDS and Promotion of universal good laboratory practice and standards in diverse environments.

The World Health organisations strategy to Universal access (meaning that prevention, treatment, care and support interventions are available, accessible and affordable to all who needs them) is; expanding testing and counselling, accelerating treatment scale up, maximising prevention and expanding and strengthening the health systems.

Our science and profession plays a vital role in the monitoring, development of new tests, obtaining new knowledge, and in the aspects of preventive health. The theme for the 29th World Congress is therefore highly relevant and important.

The Scientific Committee and the Organizing Committee from AKMLSO will work together with IFBLS to ensure that the Congress becomes relevant and has an impact on decision-making processes around the world.

In this booklet we are approaching you with a request that your company support the conference. Such a contribution would be extremely important in ensuring its success, and will provide an excellent opportunity for your company to gain broad exposure amongst the international scientists at the congress.

For more details please visit the conference Website: www.akmlso-ifbls2010.org

On behalf of the Board in IFBLS, I welcome you all to take part in a unique event: the first World Congress for Biomedical Laboratory Scientists held in Africa.

Sincerely yours,
Gry Andersen
President IFBLS



WELCOME MESSAGE FROM MR. MOSES LORRE, AKMLSO CHAIR

Dear Colleague,

On behalf of the Association of Kenya Medical Laboratory Scientific Officers (AKMLSO) and the Organizing Committee, it is my pleasure and honors to invite you to participate in the 29th World Congress of Biomedical Laboratory Science, organized by the International Federation of Biomedical Laboratory Sciences (IFNLS) and hosted by AKMLSO.

The Congress is being held in Sub-Saharan Africa for the very first time and we feel greatly honored to represent Kenya, and indeed the whole of Africa, to host this Congress.

The Congress dates have been scheduled for 6-10th of June 2010 at the spectacular Kenyatta International Conference Centre in the heart of our capital city, Nairobi. The 2010 Congress promises to be an enriching experience, both for our multi-disciplinary scientists and accompanying persons.

The Organizing Committee is putting into place an elaborate scientific program and a host of social engagements to make the Congress a memorable event.

Ladies and Gentlemen, let me share with you a few short texts that have been very inspiring to me, chosen from literature written by our current IFBLS President, Gry Andersen.

BLS is in "the running of a laboratory"

BLS is in "the best treatment of business"

BLS is in "the make the patient well business"

I summarize these texts by saying that BLS should be focused on running laboratories to provide correct diagnosis, for the best treatment, to make patients well.

As you prepare to come to Nairobi in 2010, kindly remember that the future of BLS is in your hands.

I wish you all the best. KARIBUNI KENYA SANA!

Sincerely yours,

Moses Lorre

AKMLSO Chair

29TH WORLD CONGRESS OF BIOMEDICAL LABORATORY SCIENCE



6-10 JUNE 2010
KICC, NAIROBI, KENYA



www.akmlso-ifbls2010.org

PRELIMINARY LIST OF TOPICS

A comprehensive program which includes plenary lectures, Panel discussion, free papers, posters and workshop have been planned and it will cover major disciplines in Biomedical Laboratory Science. Speakers of international repute will be invited to share their experiences and expertise in the congress.

Invited topics are:

Cellular Pathology and Molecular Biology:

Advances in Molecular Biology of Cancer
PCR Technology in clinical Diagnosis
Fixation, Microwaves and immunocytochemistry
Immunophenotyping and Cytogenetics
Forensic DNA Science Technology

Clinical Chemistry:

Biochemistry of Geriatric
Role of free Radicals in Health and Disease
Lipid and Lipoproteins
Tumour Markers
Information Technology & Laboratory Automation
Radioimmunity and Nuclear Medicine

Haematology and Transfusion Science:

Stem Cell Transplantation
Haemoglobinopathies and Thalassaemias
Thrombosis and Haemostasis
Legal aspects of Blood Banking
Transfusion Safety & Good Blood Bank Practice

Microbiology and Immunology:

Re-emerging Pathogens and their Management
AIDS and Related Diseases
Diagnosis of Vector Borne Diseases
Viral Infections
Food borne Pathogens
Laboratory acquired infections
Modern Concepts in Autoimmunity

Management, Education and Quality Assurance:

Medical Laboratory Science Education & Training
Total Quality Management in Clinical Laboratory
Laboratory Accreditation and Audit
Health Laboratory Administration & Management
Point of care Testing
Laboratory Waste Management



AKMLSO/ IFBLS 2010 CONFERENCE COMMITTEES

Organizing Committee

- Moses C O Lorre- Chairman
- Samwel O Oketch- Secretary
- Daniel C Sanga- Member
- Josephat W Venge- Member
- James Sakwa- Member
- Laban Onono- KMLTTB
- Tura Galgalo- CDC
- Dan Owiti- MOMS
- Dr. Moses Njue- MOMS
- Dr. Stephen Muleshe- MOPHS
- Anglean Chelimo- Member
- Dr. George Otieno- Member
- Margaret Mutunga- CCN

Scientific Program Committee

- Josephat W Venge- Chairman
- James Sakwa- Member
- Raphael Gikera- Member
- Nic Ochido- Secretary
- Cathy Robinson- ASCP
- Linus Odawo- CDC
- Peter Kariuki- KMTC
- Ahmed Abade- NPHLS
- Maurice Adoyo- KEMRI
- Beverly Simiyu- KICC

Social and Hospitality Committee

- Eric Mbatia- Chairman
- Pauline Munguti - Member
- Henry Nyabuto- Member
- Michael A Wanga- Member
- Anglean Chelimo- Secretary
- Obadia Otieno- KICC
- Margaret Muchaba- PMO NRBI



Public Relations, Marketing and Fund Raising Committee

- Laban Onono- Chairman
- Marie Lehner- ASCP
- Philip Boiyon- Member
- Daniel Muthui- Member
- Daniel Akoko- Member
- Fred Simiyu- KICC
- Mamo Umuro- Member
- Katherine Kusiak- ASCP

Registration Committee

- Dr George Otieno- Chairman
- Harun Anunda- Secretary
- Harun Bowen- Member
- Alex Osore- Member
- Elijah Korir- KICC
- Calistus Butiya- Member
- Gladys Esendi- Member

Exhibition Committee

- Hillary Akoto- Chairlady
- Kiprono Chepkok- Secretary
- Safari Kithi- Member
- Barack Tako- Member
- Douglas Denje- Member

Finance Committee

- Daniel C Sanga- Chairman
- Samwel O Oketch- Member
- Calistus Butiya- Member
- Kiprono Chepkok- Member
- Alex Osore- Member



INFORMATION FOR SPONSORS AND EXHIBITORS

Application for Sponsorship

Application for sponsorship can be made in writing with the enclosed booking form to:



Paragon Conventions
 Mrs. Yael Ziv
 18, Avenue Louis-Casai
 1209 Geneva, Switzerland
Tel: +41 (0)22 533 0948
Fax: +41 (0)22 580 2953
E-mail: yziv@paragon-conventions.com

All company details, as filled in the form, will be used to advertise.

Once an application is made a contract will be sent to you for completion. This contract should be signed and returned with a 50% deposit payment to the above sponsorship/exhibition office address. Alternatively, an invoice for the deposit can be requested on the booking form. Once this has been received, a confirmation of sponsorship and an invoice will be sent to the sponsor.

Terms of Payment

50% due with signed contract

50% due by May 15, 2010

The total amount should be received before the opening date of the Congress.

Payment Methods

Option 1: Payment by credit card

Option 2: Payment by Bank Transfer:

Details will be available in the Invoice

Bank charges are the responsibility of the payee.

Cancellation Policy

Cancellations will be accepted by writing only. Cancellation notice received by May 15, 2010, will entitle of 50% reimbursement of the sponsorship payment under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after February 2, 2010.

Terms and Conditions

The terms and conditions of sponsorship and exhibiting are included in this prospectus. Please note that the signature of the exhibition contract indicates acceptance of these terms and conditions.



LIST OF SPONSORSHIP ITEMS

PLATINUM SPONSORSHIP PACKAGE

\$35,000

- ❖ Acknowledgment of sponsorship in conference book as "Platinum Sponsor"
- ❖ Acknowledgment of sponsorship in conference website with sponsor logo
- ❖ Exclusive sponsorship of a parallel session during the conference, up to 15 minutes, program subject to the approval of the conference scientific committee;
Includes: Acknowledgement as Sponsor of parallel session, projection of your company's slide at the beginning of the lecture, hall rental, standard audio/visual equipment.
(Invited Speaker's Flight expenses & accommodation are not included in the sponsorship fee)
- ❖ Platinum Priority exhibition space allocation
- ❖ 18 sq.m., free of charge, in the exhibition area.
- ❖ A color advertisement in the Final Program/Book of Abstracts
- ❖ Priority of choosing the prime location at the back page of advertisements in the final program.
- ❖ One free insert in the conference bag (max Din A4)
- ❖ Invitations for 4 company representatives for Conference events

GOLD SPONSORSHIP PACKAGE

\$25,000

- ❖ Acknowledgment of sponsorship in conference book as "Gold Sponsor"
- ❖ Acknowledgment of sponsorship in conference website with sponsor logo
- ❖ 12 sq.m., free of charge, in the exhibition area.
- ❖ A color advertisement in the Final Program/Book of Abstracts
- ❖ One free insert in the conference bag (max Din A4)
- ❖ Invitations for 2 company representatives for Conference events

SILVER SPONSORSHIP PACKAGE

\$15,000

- ❖ Acknowledgment of sponsorship in conference book as "Silver Sponsor".
- ❖ Acknowledgment of sponsorship in conference website with sponsor logo
- ❖ 6 sq.m., free of charge, in the exhibition area.
- ❖ Half page color advertisement in the Final Program/Book of Abstracts
- ❖ One free insert in the conference bag (max Din A4)
- ❖ Invitations for 1 company representatives for Conference events



SPONSORING A PARALLEL SESSION

\$5,000

- ❖ Acknowledgment of sponsorship in conference book.
- ❖ Acknowledgment of sponsorship in conference website with sponsor logo.
- ❖ One free insert – must be approved by Conference coordinator
- ❖ Projection of your company's slide at the beginning of the session (to be provided by the sponsor)
- ❖ Invited Speaker (Flight expenses & accommodation are not included in the sponsorship fee)
- ❖ Promotion sign to be placed near the podium - must be approved by Conference coordinator

CONFERENCE BAGS (or provided by sponsor)

\$8,000

- ❖ Conference bags will be given to each participant.
- ❖ The bag will bear the sponsor's and conference logo
- ❖ Inclusion of promotional material distributed in the participants' conference bags (insert to be provided by sponsor).
- ❖ Sponsor's logo with hyperlink on the conference website
- ❖ Acknowledgement in the sponsors' list in the Final Program

CONFERENCES BADGES

\$5,000

- ❖ Conference badge will be given to each Conference participant.
- ❖ The badge will bear the sponsor's and Conference logo.
- ❖ Sponsor's logo with hyperlink on the conference website
- ❖ Acknowledgement in the sponsors' list in the Final Program

NOTEPADS AND PENS (SOLE SPONSORSHIP)

\$1,500

- ❖ Sponsor will supply or provide funding for the participants' notepads and pens.
- ❖ The notepads and pens will bear the sponsor's company/product logo and will be distributed in the participants' Congress bags
- ❖ Sponsor's logo with hyperlink on the conference website
- ❖ Acknowledgement in the sponsors' list in the Final Program



PROMOTIONAL MATERIAL

\$1,500

- ❖ Insert of one page (1 page = 1 double-sided sheet) in A4 format, in the participants' Conference bags (promotional material such as leaflets, brochures).
- ❖ Please note that the material should be provided by the sponsor and must be approved by the Secretariat (maximum size A4 and maximum 8 pages).
- ❖ Promotional material should be provided directly to event site no later than one week before the event.

ADVERTISEMENTS (Final Program/Abstract Book)

\$2,000

Full-page colour advertisements are available in the Final Program/Abstract Book – Inside Page.

Additional advertisements within the publication are available on application.

All sponsors will receive their logo with hyperlink on the conference website and the sponsors' list on-site.

SPECIAL REQUESTS

We are aware that sponsorship of any of the above items may not suit your current marketing aims. We are therefore willing to discuss a special offer to suit your objectives. Please feel free to contact our exhibition coordinator to discuss your needs.

ACKNOWLEDEMENTS

Please note that all sponsors and exhibitors will be acknowledged in the Final Program and on the conference website.

Please forward your company logo (in eps 300dpi format) in colour version to:

yziv@paragon-conventions.com



SPONSORSHIP APPLICATION FORM (page 1)

Please complete the following information and return to the Exhibition Manager:



Paragon Conventions
 Mrs. Yael Ziv
 18, Avenue Louis-Casai
 1209 Geneva, Switzerland
Tel: +41 (0)22 533 0948
Fax: +41 (0)22 580 2953
E-mail: yziv@paragon-conventions.com

We, the undersigned, express our wish to sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

* Company Name	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
Web-Site	
Short company description (50 words max.)	

* Name of the company - as you wish it to appear on all acknowledgments.

I would like to book the following Sponsorship Items:

Item	Price	✓
Platinum Sponsorship package	\$35,000	
Gold Sponsorship package	\$25,000	
Silver Sponsorship package	\$15,000	
Sponsoring a parallel Session	\$5,000	
Conference Bags	\$8,000	
Conference Badges	\$5,000	
Notepads and Pens	\$1,500	
Promotional Material	\$1,500	
Advertisements	\$2,000	
Total Amount (please complete)	\$	



SPONSORSHIP APPLICATION FORM (page 2)

Name of Company:

Please send me a sponsorship contract and first 50% deposit invoice

Method of Payment:

Credit card:

Credit card no.: _____

Expiry Date: _____ Type of Card: _____

Card Holder: _____

By check:

Please make checks payable to:

Paragon Conventions
 18, Avenue Louis-Casai
 1209 Geneva
 Switzerland

Bank Transfer

Details will be available in the Invoice
 Bank charges are the responsibility of the payee.

Signature and company stamp..... Date.....



EXHIBITION INFORMATION

A commercial and professional exhibition will be held parallel to the symposium hours, in an area which is perfectly positioned in close proximity to all sessions and meeting rooms.

DATES:

Set up times: TBA

Exhibition open times: TBA

Please note that the final exhibition set up, opening and dismantling schedule will be updated in the technical manual.

SHELL SCHEME BOOTH

The price for exhibition space is \$2,500 until February 29th and \$4,000 after February 29th.

This price includes the following:

- One booth unit, 9 square meters (Length – 3 meters, Depth 3 meters)
- 3 walls
- 1 fascia for displaying company name
- 1 table
- 1 standard electric outlet (plug)
- 2 exhibitors' badges
- Refreshments during coffee breaks for 2 exhibitors
- Symposium bag including scientific material
- Cleaning of public areas and gangways

DECORATIONS

Exhibitors are forbidden to extend their booths into the thoroughfare or other areas which were not ordered and paid for by the exhibitor. The booth's height will not extend beyond the height of 2.40 m. Any plan for a height of more than 2.40 m. must receive certified approval from a licensed engineer.

ALLOCATION OF EXHIBITION SPACE

Space Allocation will be made on a "first come, first served" basis. A completed application form accompanied by advance payment should be emailed/ faxed to ensure reservation of a desired location.

Upon receipt of the application form with payment, space will be confirmed and an invoice for the balance due will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received. Advance payment will be refunded if space is fully booked or space offered is not acceptable to exhibitors.

EXHIBITOR REGISTRATION

All exhibitors will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 9sqm booked. Any additional attendees will be charged the registration fee. An exhibitor registration form will be included in the Exhibitors' Technical Manual.



TECHNICAL/EXHIBITOR MANUAL

A technical manual outlining all technical aspects of exhibiting will be circulated 2 months before the conference. It will include the following:

- Technical details about the Venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

SITE INSPECTIONS

Exhibitors and sponsors are free to visit the conference venue at their convenience. Please contact the venue directly to arrange this.

PAYMENT METHODS & CANCELLATION POLICY

As detailed above.

TERMS AND CONDITIONS

The Terms and Conditions of exhibiting are included in this Prospectus. Please note that signature of the application form indicates acceptance of these Terms and Conditions.



EXHIBITION APPLICATION FORM AND CONTRACT (page 1)

Please complete the following information and return to:



Paragon Conventions
 Mrs. Yael Ziv
 18, Avenue Louis-Casai
 1209 Geneva, Switzerland
Tel: +41 (0)22 533 0948
Fax: +41 (0)22 580 2953
E-mail: yziv@paragon-conventions.com

We, the undersigned, express our wish to sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

*Name of Company	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
Short company description (50 words max.)	

* Name of Company- as you wish it will appear on all acknowledgments.

We hereby apply to book exhibition space, the cost of which is \$2,500 per 9 square meters (Until February 29th, 2010)

Choice	Stand No	No. of Square Meters	Total Price
1st Choice			\$
2nd Choice			\$
3rd Choice			\$

Special notes: Please indicate if your stand must be located adjacent to or opposite the following companies, or if special configuration is needed:

.....

- This is a provisional booking. Please hold for 14 days.
- Payment has been made by check/transfer, please forward me final confirmation and invoice.
- Please send me a first deposit invoice for 50% of the total amount due.



EXHIBITION APPLICATION FORM AND CONTRACT (page 2)

Name of Company:

We have read the regulations and agree to observe and be bound by them.

Method of Payment:

Credit card:

Credit card no.: _____

Expiry Date: _____ Type of Card: _____

Card Holder: _____

By sending a check to:

Please make checks payable to:

Paragon Conventions
 18, Avenue Louis-Casai
 1209 Geneva
 Switzerland

Bank Transfer

Details will be available in the Invoice
 Bank charges are the responsibility of the payee.

Signature and company stamp..... Date.....



GENERAL INFORMATION

Official language

The official language of the congress will be English. There will be no simultaneous Translation.

Currency Exchange:

The money system in Kenya is based on Kenyan Shillings (Ksh). Currency exchange is available at airports, banks and other authorized exchange bureaus.

For exchange rates [click here](#)

Kenyan Standard Time(KST)

KST is the same throughout Kenya and is +3 hours GMT. KST relates to other cities as follows: Chicago -9 hours, New York -8 hours, London -3 hours, Paris -2 hours, Cairo -1 hour, Dubai +1 hour, Bangkok +4 hours, Hong Kong +5 hours and Seoul +6 hours.

Climate and Clothing:

The weather in June is warm. The minimum temperature is 18°C or 64°F, with a maximum temperature of 28°C or 82°F. Lightweight clothing is recommended. For weather information [click here](#).

Visas and Pass ports:

All visitors to Kenya require a passport valid for up to six months after the dates of the Congress. Many visitors require a visa as well. Each visitor should consult the Kenyan Embassy in their country to determine whether or not they need a visa.

Insurance and Liability:

The Organizing Committee will not be responsible for any medical expenses, accidents or any loss or damage to property belonging to Congress participants. Participants are hereby advised to arrange for their own insurance.

Dress Code:

Business casual dress will be suitable for all Congress events period.

Power Supply/ Electricity:

The power supply in Kenya is 240 V. Common plugs have three square holes.



ABOUT NAIROBI

Kenya's capital city has risen in a single century from a brackish uninhabited swampland to a thriving modern capital. When railway construction workers reached this area in 1899, they set up a basic camp and supply depot, simply called 'Mile 327'. The local Maasai called this highland swamp Ewaso Nai'beri – the place of cold water.

The camp became a rustic village, and then a shanty town, which by 1907 was the capital of all of British East Africa. It was soon an important centre for the colony and a mecca for adventurers, hunters and travellers from all over the world.

Modern Nairobi is still the safari capital of the Africa, but the modern world has quickly caught up with the city. A frontier town no more, Nairobi has become one of Africa's largest, and most interesting cities.

Nairobi is a city that never seems to sleep. The entire town has a boundless energy, and is thriving place where all of human life can be found. This is a place of great contrasts where race, tribe and origin all become facets of a unique Nairobi character.

The city has not lost its sense of the past, with an excellent museum and the historical home of Karen Blixen, author of *Out of Africa* open to visitors.

This is not a modern capital separated from the great wilderness that surrounds it. Just outside the city is Nairobi National Park, 113 sq Kms of plains, cliffs and forest. The park is home to large herds of Zebra, Wildebeest, Buffalo, Giraffe and more. Rhino, Cheetah, and a large number of Lions are all found here, living wild within 20 minutes of the centre of town.

Further out of town, the spectacular 27 metre deep 'Fourteen Falls' waterfalls at Thika are perfect for a scenic day trip. Nearby Ol Donyo Sabuk National Park, is centred around an imposing 2,146 metre mountain.

For the adventurous, take an hour's drive from town and you will find white water rafting on the beautiful Tana River.

From the wildlife to the nightlife, Nairobi is a city unlike any other. With a fantastic music scene, excellent international restaurants and an endless and colourful array of shops and markets, there is plenty on offer for the visitor.