

22nd WONCA World Conference of Family Doctors

Primary Care in the Future: Professional Excellence

—
October 17 - 21, 2018

Seoul, Korea
—



SPONSORSHIP &
EXHIBITION PROSPECTUS

22nd WONCA
WORLD CONFERENCE
OF FAMILY DOCTORS

OCTOBER 17 - 21, 2018
SEOUL, KOREA

WELCOME MESSAGE

Dear Sponsors and Partners,

On behalf of the WONCA 2018 Organizing Committee, I am very pleased to announce the 22nd WONCA World Conference of Family Doctors will be held in Seoul, Korea, October 17th to 21st, 2018.

The WONCA World Conference is the biggest festival in the field of family medicine with more than 5,000 participating industry-academic experts from over 130 countries, and Korea is proud to be able to host this auspicious World Conference for the first time.

Following in the memory of the Korean Academy of Family Medicine's (KAFM) successful holding of the Asia-Pacific Regional Conference in 2012, the 2018 World Conference will also surely be another great achievement, and I heartily thank all our sponsors and partners for their invaluable contributions and generous support.

Now, KAFM and I would like to invite you to promote your company name and showcase your innovations to the world at the WONCA 2018 World Conference, the center of the family medicine field.

The Organizing Committee promises to provide a variety of sponsorship programs and support to enhance your brand awareness and maximize the effectiveness of your promotion.

We look forward to your participation in this exciting and important event.

Sincerely yours,



A handwritten signature in black ink that reads "Young Sik Kim". The signature is written in a cursive, flowing style.

Young Sik Kim, MD, MPH, PhD

Chairman of the Organizing Committee
22nd WONCA World Conference, 2018 Seoul
Professor & Chairman of Family Medicine
University of Ulsan College of Medicine, Asan Medical Center

Chairman

Young Sik Kim Ulsan University College of Medicine

Vice Chairmen

John Yun Jun Yang Inje University College of Medicine

Whan Seok Choi The Catholic University College of Medicine

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Sung Sunwoo Ulsan University College of Medicine

Scientific Program Vice Co-chairs

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Sang Min Park Seoul National University College of Medicine

Public Relations Co-chairs

Byung Sung Kim Kyung Hee University School of Medicine

Byung Yeon Yu Konyang University Hospital

Int'l Cooperation Chair

Byung Wook Yoo Soon Chun Hyang University College of Medicine

Publication Chair

Seung Kwon Myung National Cancer Center

Information Technology Chair

Serng Bai Park National Health Insurance Service Ilsan Hospital

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Jung Jin Cho Hallym University College of Medicine

Sat Byul Park Ajou University School of Medicine

22nd WONCA WORLD CONFERENCE OF FAMILY DOCTORS

World Organization of National Colleges,
Academies and Academic Associations of
General Practitioners/Family Physicians

ORGANIZING COMMITTEE

Education Co-chairs

Hoon Ki Park Hanyang University College of Medicine

Young Kyu Park Bundang Jesaeng General Hospital

Pre-Conference Chair

Jae Yong Shim Yonsei University College of Medicine

Young Doctors Chair

Seo Young Kang Asan Medical Center

Special Interest Committee

Jong Lull Yoon Hallym University College of Medicine

Youn Seon Choi Korea University College of Medicine

Kwang Min Kim Ajou University School of Medicine

Keun Mi Lee University of Yeungnam College of Medicine

Advisory Committee

Bang Bu Youn Gachon University of Medicine & Science

Bong Yul Huh National Cancer Center

Myoung Ho Hong Choo Medical Center

Jung Kwon Lee Sungkyunkwan University School of Medicine

Ho Cheol Shin Sungkyunkwan University School of Medicine

Kyung Hee Cho National Health Insurance Service Ilsan Hospital

Jong Koo Lee Seoul National University College of Medicine

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Chief Executive Officer

Lisa Seo The Korean Academy of Family Medicine

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INFORMATION ABOUT WONCA 2018

October 17–21, 2018



Specialized Exhibition

The Conference will host over 100 booths covering a wide range of family medicine-related pharmaceutical products, instruments and publishing. The exhibition is open to KAFM's 8,000 members and family medicine experts from all around the world. The exhibition area will provide ample space alongside the poster session, and an internet lounge for exhibitors to maximize the marketing and networking of their companies.

The WONCA World Conference is the world's largest event in the field of family medicine hosted every two years by the WONCA world organization, with 500,000 medical specialists registered.

The WONCA 2018 Seoul Conference will be the best WONCA World Conference to date, as it will be the first time for Korea as host since the first conference in 1972. About 5,000 participants from 130 countries including academic and industrial researchers will gather together.

SCALE

- 5,000 Participants from over 130 Countries (Overseas 3,000 / Domestic 2,000)
- 1,700 Presentations
- 100 Booths

SCIENTIFIC PROGRAMS

Theme: Primary Care in the Future: Professional Excellence

Family medicine deals with many diseases commonly encountered at first medical contact in the community. Furthermore, when dealing with diseases, family medicine practitioners not only treat the illness itself, but they also look at the patient as a person and take psychological and social aspects into consideration as well.

In the future, family medicine will strive to work for the prevention of diseases, through strategies such as the management of hypertension, diabetes and chronic diseases for prevention of cardiovascular diseases, and vaccination.

Additionally, family doctors will not only treat psychological, musculoskeletal and pulmonary diseases that are common in primary care, but they will also engage in the management of cancer survivors, care of the elderly, and rehabilitation.

Programs

- + 7 Keynote Sessions
- + 16 Parallel Sessions
 - 100 Workshops
 - 400 Oral Presentations in 70 Sessions
 - 1,200 Posters
- + Public Lecture

HOW TO PARTICIPATE

WONCA 2018 extends a warm invitation to all interested companies – pharmaceutical companies, manufacturers of medical equipment, medical publishing houses and businesses in related fields to participate in one or more of the options in this document as either a partner and/or exhibitor.

- + Sponsorship Packages
- + Various Sponsorship Programs (Including Social Event Sponsorship)
- + Exhibition
- + Various Sponsorships at company's suggestion



Topics

- + Cardiocerebrovascular Disease Prevention in Primary Care: Hypertension, DM, Dyslipidemia, Peripheral Vascular Disease
- + Mental Illness in Primary Care: Depression, Anxiety, Dementia, Sleep Disorder
- + Biopsychosocial Approaches: Somatoform Disorder, FGID, GERD, Headache
- + My Doctor of the Aged: Dementia, Mild Cognitive Dysfunction, Osteoporosis
- + Vaccinations: Influenza, Pneumococcus, HPV, HZV, Meningococcus, JEV, Travelers' Vaccination, NIP
- + Asthma and Allergy
- + Guidelines for COPD, Chronic Hepatitis B, CKD
- + Common Musculoskeletal Problems: Myofascial Pain, Fibromyalgia, Osteoarthritis
- + Urogenital Disorders: BPH, Over Active Bladder, Erectile Dysfunction, Premature Ejaculation, Late Onset Hypogonadism
- + Cancer Survivor Management, Cancer Pain Management, Neuropathic Pain, Palliative Care
- + Bioage, Genomic Medicine
- + Smoking Cessation, Obesity Management, Health Functional Food
- + W/S: Gastroscopy, Colonoscopy, Ultrasonography, Musculoskeletal Injections
- + Telemedicine, U-Healthcare, M-Health: Wearables, Mobile Healthcare Apps, Patient Monitoring & Telecare Devices

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PROGRAM

	10.17 (Wed)	10.18 (Thu)	10.19 (Fri)	10.20 (Sat)	10.21 (Sun)
06:00					
07:00				Fun Run	
08:00			Parallel Session		Parallel Session
09:00					Registration / Exhibition
10:00		Opening	Plenary Lecture 3 Young-soo Shin	Presentation of WONCA awards	Plenary Lecture 6 Machiko Inoue
		Break	Break	Break	Break
11:00		Plenary Lecture 1 Amanda Howe	Parallel Session	Parallel Session	Parallel Session
12:00		Plenary Lecture 2 Stephen A. Wilson			
		Lunch	Lunch	Lunch	Closing
13:00	Working Party Workshops / Young Doctor's Preconference	Parallel Session	Plenary Lecture 4 TBA	Plenary Lecture 5 John Beard	
14:00		Break	Break	Break	
15:00		Parallel Session	Parallel Session	Parallel Session	
16:00		Break	Break	Break	
17:00		Parallel Session	Parallel Session	Parallel Session	
18:00					
19:00		Welcome Reception		Gala Dinner	
20:00					

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SPONSORSHIPS

PACKAGE PROGRAMS

Benefits	Sponsorship Level & Amount (*USD, VAT not included)				
	Diamond	Platinum	Gold	Silver	Bronze
	150,000	100,000	70,000	50,000	30,000
Logo on Name Badge Lanyard	○	-	-	-	-
Banner Link in E-newsletter	10 times	5 times	-	-	-
Advertisement in Final Announcement	1 Page	½ Page	-	-	-
Advertisement Insert in Congress Bag	○	○	○	-	-
Provision of User Meeting Place	○	○	○	-	-
Banner Link on Main Page of Website	○	○	○	○	-
Advertisement in Program Book	1 Page	1 Page	½ Page	½ Page	-
Logo in Program Book	○	○	○	○	○
Logo on Main Exhibition Board	○	○	○	○	○
Logo on Conference Application	○	○	○	○	○
Free Registration	10	8	6	4	2
Free Booth (3m X 2m)	Depends on size	6 booths	4 booths	3 booths	2 booths
Gala Dinner Tickets	10	6	4	2	1
Priority in Satellite	First	Second	Third	Fourth	Fifth
Priority in Selection of Booth Location	First	Second	Third	Fourth	Fifth

OTHER PROGRAMS

CONFERENCE MATERIALS

Congress Bag	40,000
USB-abstract	40,000
Pens	4,000
Memos	4,000

ADVERTISEMENT

In Program Book	2,500
Bag Insert	1,500
APP	25,000

SPECIAL EVENTS

Satellite Symposium	20,000
Welcome Reception	30,000
Gala Dinner	50,000
Coffee Break	10,000
Water Station (One day)	3,000

OTHERS

Internet Cafe	20,000
Hospitality Lounge	10,000
Preview	6,000
Shuttle Bus	25,000

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EXHIBITION

OVERVIEW

Place	B2 Hall, COEX 1F		
Booth Space	3M(W) X 2M(D) / 1 Booth, Total 100 booths		
Booth Assignment	Booth location will be assigned in the order of sponsorship level and 1st installment payment. Assignment is subject to change by the Organizing Committee.		
Schedule	Installation:	October 17	08:00 – 20:00
	Exhibition:	October 18 - 20	09:00 – 17:00
		October 21	09:00 – 12:00
	Removal:	October 21	12:30 – 20:00

APPLICATION PROCESS

STEP 1

Fill out the Sponsorship Application Form (Download from Website).

STEP 2

Submit the Form and Copy of Business Registration Certificate.

STEP 3

Confirm Application.

STEP 4

Make Payment.



AMOUNT

Category	Description	By June 31, 2018 <i>*Early-Bird Discount</i>	From July 1, 2018
Space only	Booth Space (3M X 2M)	5,000 / booth	5,500 / booth
Shell Scheme Booth	<ul style="list-style-type: none"> - Walls on 3M X 2M sides - Signs with company name and booth number - One information desk and one chair - Spotlight, fluorescent light - Floor (pytex) - Electricity 1KW 	5,500 / booth	6,000 / booth



The Korean Academy of Family Medicine

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WONCA 2018 Secretariat

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