

# WORLD FORUM for NUTRITION RESEARCH CONFERENCE

MEDITERRANEAN  
Foods on Health  
and Disease

REUS  
SPAIN **2013**  
MAY 20<sup>th</sup>-21<sup>st</sup>



Fundación  
Dieta Mediterránea



IUNS 20<sup>th</sup> International  
Congress of Nutrition  
GRANADA (SPAIN), SEPTEMBER 15-20, 2013



FINUT  
Fundación Iberoamericana  
de Nutrición



federación española de  
sociedades de nutrición,  
alimentación y dietética

## Sponsorship Catalogue



[www.worldnutrition2013.com](http://www.worldnutrition2013.com)

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## Welcome

Dear Friends and Colleagues,

On behalf of the Organizing Committee, it is my great pleasure to invite you to join us in Reus (Tarragona) on 20-21th May 2013 and participate in the scientific and cultural activities we are currently designing and developing for the 1st World Forum for Nutrition Research: Mediterranean Food on Health and Disease.

The healthy benefits of the Mediterranean Diet are now more than ever before the focus of international interest, with a constant supply of more in depth knowledge based on scientific evidence. The World Forum for Nutrition Research will provide the opportunity for a comprehensive overview of the latest research developments in relation to the healthy benefits, as well as other social and cultural aspects, of selected typical Mediterranean food.

Many distinguished scientists around the globe have agreed to join the faculty participating in this Forum. Papers will be presented in the form of plenary sessions, symposia, oral communications and posters, and will include superb scientific material originating from laboratories around the globe, assuring that the meeting will be a major scientific event.

The World Forum for Nutrition Research emerges as the meeting point of three major events occurring in Spain in 2013: The International Congress of Nutrition (in Granada) organized by the International Union of Nutrition Sciences, the World Congress on Nuts and Dried Fruits (in Barcelona) organized by the International Nut and Dried Fruit Foundation, and the International Congress on Mediterranean Diet (in Barcelona) organized by the Mediterranean Diet Foundation. In fact, this Forum is organized with the collaboration of the Iberoamerican Nutrition Foundation (FINUT), the International Nut and Dried Fruit Foundation and the Mediterranean Diet Foundation.

We hope that you will participate in this important event and submit for presentation your most recent scientific work in the rapidly evolving field of Mediterranean food on health and disease, in the different areas: nutrition, health, food sciences, culture, history and anthropology.

This meeting will take place in Reus, the birth place of the great architect Antoni Gaudí. Reus is a Modernist town located at 100 km south Barcelona which offer very interesting cultural and commercial activities.

Your interaction with your colleagues from many different countries will stimulate a creative exchange of ideas and will be personally rewarding. We look forward to your active participation in the WORLD FORUM FOR NUTRITION RESEARCH and to welcoming you to the beautiful city of Reus in May 2013.

Yours sincerely,

**Jordi Salas-Salvadó, MD, PhD**  
Chairman

## The Congress City

Reus is the capital of the comarca of Baix Camp, in the province of Tarragona, in Catalonia, Spain. The area has always been an important producer of wines and spirits, and gained continental importance at the time of the Phylloxera plague. Nowadays it is known by its commercial activity, for being a center for rock-climbing and as the birthplace of architect Antoni Gaudí.

Located right in the centre of the Costa Daurada, very close to the main towns on the coast, and well connected to them, Reus is a typical Catalan city, with the Mediterranean touch, well known for its shopping, modernist heritage and its close relationship to the universal Antoni Gaudí, the architect of the Expiatory temple of the Holy Family of Barcelona.

In Reus, the birthplace of Antoni Gaudí, you can still visit some of the places that the genius frequented during the sixteen years he lived here before leaving for Barcelona, as well as spots that have some connection to his life. If you would like to find out more about these places, we suggest taking the Gaudí tour of Reus.



## Co-Organized by



International Nut and Dried Fruit Foundation (INC)



Mediterranean Diet Foundation (FDM)



International Union of Nutritional Sciences (IUNS) / Fundación Iberoamericana de Nutrición (FINUT)



Spanish Federation of Nutrition Societies (FESNAD)

## Organizing Committee

### *Goretti Guasch*

INC - International Nut and Dried Fruit Foundation

### *Jordi Salas-Salvadó*

FESNAD - Federación Española de Sociedades de Nutrición, Alimentación y Dietética

### *Ángel Gil*

IUNS - 20th INC - International Nutrition Congress / FINUT - Fundación Iberoamericana de Nutrición

### *Lluís Serra Majem*

FDM - Mediterranean Diet Foundation



## Scientific Committee

**Mònica Bulló** (*Spain*) (Confirmed)

**Ibrahim Elmadfa** (*Austria*)

**Claudio Galli** (*Italy*)

**Mariette Gerber** (*France*) (Confirmed)

**Ángel Gil** (*Spain*) (Confirmed)

**Denis Lairon** (*France*) (Confirmed)

**Haifa Madi** (*Egypt*)

**Francisco Pérez Jiménez** (*Spain*) (Confirmed)

**Joan Sabaté** (*USA*) (Confirmed)

**Jordi Salas-Salvadó** (*Spain*) (Confirmed)

**Lluís Serra Majem** (*Spain*) (Confirmed)

**Linda Tapsell** (*Australia*)

**Maureen Ternus** (*USA*) (Confirmed)

**Antonia Trichopoulos** (*Grecia*) (Confirmed)

**Ricardo Uauy** (*UK*)

**Carlo la Vecchia** (*Italy*)

**Ramón Estruch** (*Spain*)

**Miguel Ángel Martínez** (*Spain*)



## Topics to be covered

The scientific program will be organized covering several parallel subjects:

- Cross-Country Mediterranean diet and lifestyles
- Mediterranean diet and sustainability
- Mediterranean diet and inflammation
- Mediterranean diet and body weight/obesity
- Mediterranean diet and metabolic syndrome
- Mediterranean diet and cardiovascular disease
- Mediterranean diet and cancer
- Mediterranean diet and cognitive function
- Role of polyphenols in the Mediterranean diet
- Mediterranean diet and economical crisis
- History of the Mediterranean Diet
- Mediterranean diet and genomics
- Nuts in health and disease
- Fish, omega-3 fatty acids in the prevention of chronic diseases
- Bread, pasta, rice, couscous and Mediterranean diet
- Olive oil in health and disease
- Fruit, vegetables and chronic diseases
- Observational versus experimental epidemiology
- Mediterranean diet and cultural heritage
- Wine and cardiovascular risk



## Why should you sponsor?

A tailored sponsorship package of the Congress is a cost-effective opportunity to reach a large number of delegates within your target market.

- Your organization's presence at the congress is an opportunity to leverage four days of unparalleled access to a wide potential client base, to inform them about your products and services and build long-term relationships.
- Sponsorship is a proven strategy for marketing your brand: it combines the reach of magazine advertising with the power of direct mail and persuasion of face-to-face meeting.
- Congress participants are keen to improve their scientific knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to assisting their development at a deeply personal level.
- Your Company will benefit significantly from exposure to an interested, relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions.
- The Congress will assist you in achieving strategic goals by providing you with direct exposure to your target market.
- Be informed and identify the marketing strategies being implemented by your competition.
- As a Congress Sponsor you will be given priority location within the Congress Exhibition. Gold Sponsors will receive first choice, followed by Silver.

### **Key benefits to early commitment**

Aligning your company early will ensure:

- Maximum exposure for your brand and increased opportunities to access not only the registered delegates but anyone receiving Congress printed or electronic marketing information.
- First choice of sponsorship opportunities to ensure alignment with your marketing aims.



## General Information

### Venue

Fira de Reus Av. Bellissens, 40, 43202, Reus  
Tel. 977 32 63 63 - Fax 977 31 63 59  
www.firareus.com

### Congress Dates

May 20th - 21st 2013  
Exhibition Set up: May 19th - 16:00 - 20:00  
Exhibition Dismantling: May 21st after the Closing Ceremony

### Technical Secretariat

Vibo Congresos – Pl. Europa 17-19 1ª Planta - 08908 L'Hospitalet de Llobregat (Spain)  
Phone: +34 93 510 10 05 - Fax: +34 93 510 10 09 mail:worldnutrition2013@vibocongresos.com

## Exhibition Information

### Allocation of the exhibition space:

Decisions regarding admission of exhibitors and exhibits as well as the allocation of space and the location of booths are at the sole discretion of the Congress Organizer. However, the Congress Organizer will try to ensure that all exhibitor's expectations and wishes are satisfied.

The allocation of the stands/space will be made on a "first come - first served" basis.

### Payment Terms:

- 50% of the total amount as a confirmation of the reservation.
- 50% remaining will be paid before March 17th 2013.

If the exhibiting company does not observe these terms, the Organizers may cancel the reserved space and rent it to another exhibiting company without being obliged to reimburse the deposit paid.

### Cancellation Policy:

#### • From the organizers:

The Organizers may modify or cancel the exhibition if unforeseen circumstances happen. In the event of a cancellation, the Organizers will reimburse the exhibiting company.

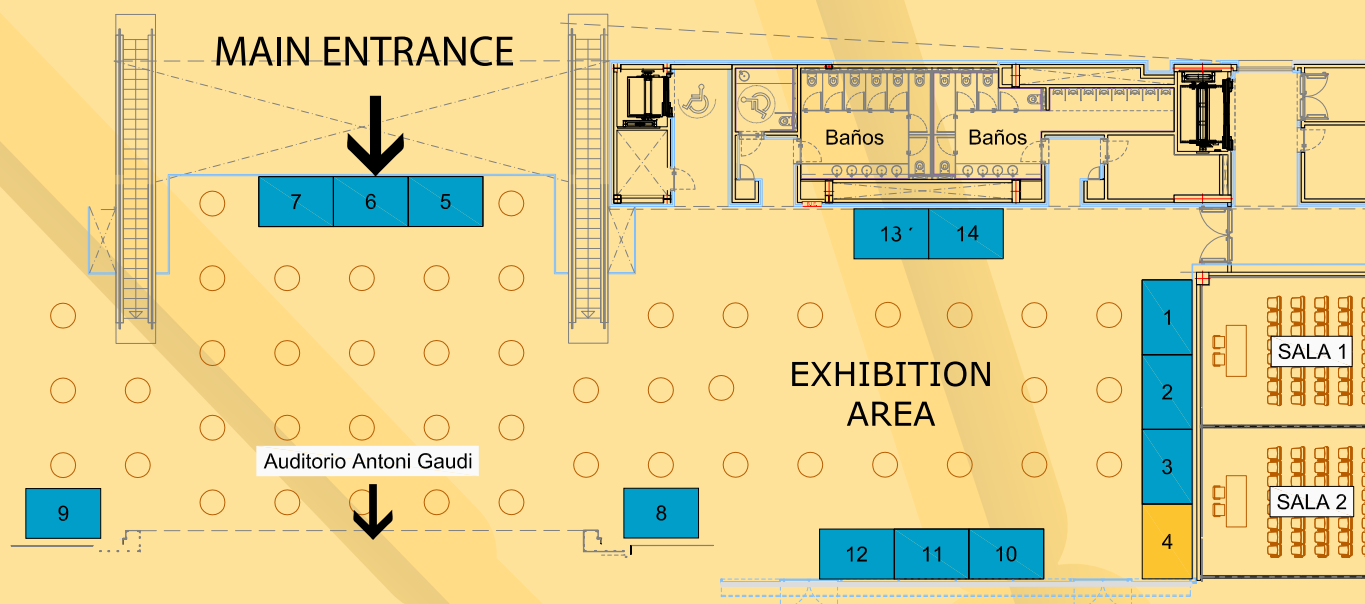
#### • From the exhibiting company:

In the event that the exhibiting company cancels its participation in the Congress, the exhibiting company must notify the Organizers in writing.

#### • Reimbursement for cancellations:

Before January 17th 2013 - 50% of the total amount  
After January 17th 2013 - no reimbursement will be made

## Exhibition Floor Plan



- Stand 1 - 2:** Eroski
- Stand 3:** Cerveza y salud
- Stand 5-6:** CRISOLFS
- Stand 7:** Olis de Siurana
- Stand 8:** California Walnuts
- Stand 9:** Danone
- Stand 10:** FIVIN
- Stand 11 - 12:** Central Lechera Asturiana
- Stand 13:** IUNS
- Stand 14:** INC

# Sponsorship Packages

## A. SPONSORSHIP OPPORTUNITIES

### 1. Platinum Package

**4.000 € + VAT**

Platinum Sponsors will be listed prominently in all official conference communications, including brochures, website, final programme, etc.

- Priority in other sponsorship selection (bag, lanyards...)
- 6m x 2m prominent stand in exhibition hall
- 2 complimentary registrations
- Hyperlink to corporate website from the programme page of the Congress
- 1 full colour page for advertising in Final Programme
- Promotional flyer insert in the delegate bag

### 2. Gold Package

**3.000 € + VAT**

Gold Sponsors will be listed prominently in all official conference communications, including brochures, website, final programme, etc.

- 3m x 2m prominent stand in exhibition hall
- 2 complimentary registration
- Hyperlink to corporate website from the programme page of the Congress
- Promotional flyer insert in the delegate bag

### 3. Silver Package

**2000 € + VAT**

Silver Sponsors will be listed prominently in all official conference communications, including brochures, website, final programme, etc.

- 2 complimentary registration
- Hyperlink to corporate website from the programme page of the Congress
- Promotional flyer insert in the delegate bag

## B. ADVERTISING OPPORTUNITIES

### 1. Printed materials in the program book

- Outside back cover (full page only)
- Inside front cover (full page only)
- Inside back cover (full page only)
- Full page
- Half page

**1.000 € + VAT**

**700 € + VAT**

**700 € + VAT**

**500 € + VAT**

**250 € + VAT**

## **2. Promotional literature inserts**

**800 € + VAT**

Maximum size: one-page A4, for inclusion in Delegate Packs.

## **3. Logo on delegate bags (not exclusive) 2.000 € + VAT**

Delegate bags will be distributed at the congress to all registered delegates, committee members, speakers and exhibitors. Each bag will contain all congress printed materials, pad, pen, tourist information & other relevant information.

Sponsorship benefits:

- The sponsor's name and/or logo printed on the exterior of each bag (one colour)
- Acknowledgement as a sponsor on the Congress website

## **4. Congress lanyards (exclusive) 1.000 € + VAT**

Lanyards will be provided for every registered delegate, speakers and exhibitors to attach their name badge.

Sponsorship Benefits:

- The sponsor's name and/or logo screen printed on the Congress Lanyard

## Sponsorship Form

COMPANY NAME:

CONTACT PERSON:

ADDRESS:

POSTAL CODE:

CITY:

COUNTRY:

PHONE:

FAX:

EMAIL:

1. Sponsorship opportunities	Amount
Collaboration number	
Collaboration number	
Collaboration number	
<b>Subtotal 2</b>	

### 2. Total to be paid

\_\_\_\_\_ + \_\_\_\_\_ = \_\_\_\_\_ €  
TOTAL 18% VAT TOTAL (VAT included)

### 3. Payment options

( ) Bank transfer to Barcelo Turismo y Congresos S.L- **(WORLD NUTRITION FORUM 2013)**

Pl. Olivar, 6 CP 07002 Palma de Mallorca

Bank account number: 0182 4899 18 0201515790

Swift code: BBVAESMMXXX

IBAN number: ES44 0182 4899 1802 0151

### ( ) Credit Card

( ) Visa ( ) American Express ( ) Eurocard/Mastercard ( ) Diners Club

Credit card number:

Exp date:

I hereby authorize VIBO CONGRESOS to charge this credit card for the total amount due. In the event of modification of the reservation, I hereby authorize Viajes Iberia to alter the amount charged in the credit card. I have read and accept the terms and conditions of the reservation.

NAME	SIGNATURE	DATE

Please fill in this form and send it to:

Vibo Congresos – Pl. Europa 17-19 1ª Planta - 08908 L'Hospitalet de Llobregat (Spain)

Phone: +34 93 510 10 05 - Fax: +34 93 510 10 09

**e-mail: worldnutrition2013@barcelocongresos.com**

**Technical Secretariat:**

**Barceló**  
CONGRESOS

**Barcelo Congressos - Ciutat de la Justícia de Barcelona**  
**Av. Carrilet, 3-Edificio D, Pl. 10**  
**08902 L'Hospitalet de Llobregat (Barcelona) / Edificio Concatel.**  
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