

Barcelona 31st May - 1st June 2019



International Conference and Exhibition on *Genomics and Microbiomics* **The New Rehabilitation**

Conference and Exhibition Prospectus

Institute for the Advancement of
International Rehabilitation Standards
Basel/Beijing/Munich



The Meeting

The New Rehabilitation Community

This rehabilitation community is already living in us and upon of us: the microbiome.

Of course we mean the experts in genomics and microbiotics which we call for gathering and the providers who can deliver the product and service solutions to optimize our health in a natural and organic way.

The stakeholders in science and business the same are called on stage. Speak up, start up, exhibit, pitch new launches, sponsor quality. Help quality reach the consumer.

What AIRS will organize is both a platform for an innovative, forward pushing and convinced community which wants to understand the complexity of health matters, and promote new solutions - being open for discussion, networking and dialogue. We will create a thrilling, academic and knowledgeable marketplace which brings us in contact for preparing next steps.

The Venue

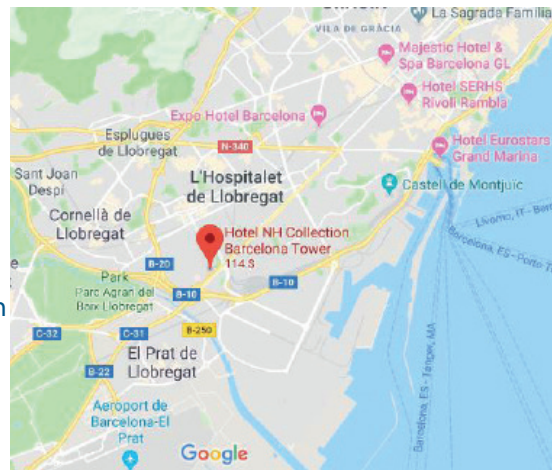
The Hesperia Tower Hotel in Barcelona is near to the airport, has a metro to bring you to the fascinating city of Barcelona with its famous arts, night life and food culture.

The hotel has the category of a 5 star amenity, convinces by a modern functional aesthetics and provides for us a comfortable area, just optimized for new communities to build.

The area offers numerous opportunities to meet, to talk and make business.

Barcelona invites you to many tourist attractions and excursions - the city is just famous for its many design artists and splendid architecture.

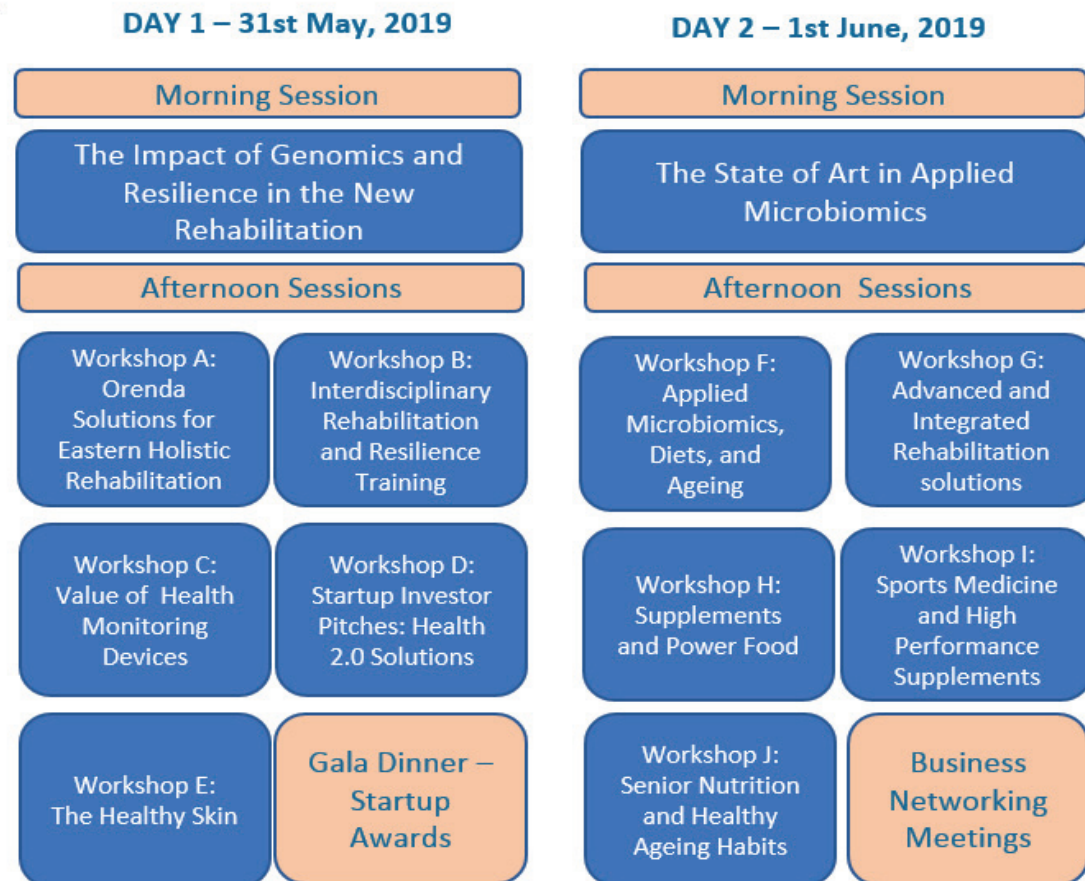
The conference ends on a Saturday afternoon: the Sunday is free for sightseeing before you get back home...



The Program

Why is it exceptional?

The program focuses on learning from new results of science in genomics and microbiomics: what is becoming relevant today and in the future for the creation of new treatments, and health products. We appreciate the mix of industry and experts. In total we want to feature around 25 speakers, max. 20 startup pitches, and up to four product launch pitches during the sessions.



How can we make sure to take the right supplements for the individual health condition?

Can we educate our microbiome by lifestyle, nutrition, exercises, habits?

What are the true benefits of wearables?

How far are we with predictive genomics?

Where can we get certified advice in the product landscape?

Which are revolutionary health 2.0 developments?

Which role does the skin microbiome play for future cosmetic advancements?

Where are risks and dangers? Who controls quality?

How can we determine the genetic constitution susceptible for anti-ageing strategies and exercise?

Can resilience be trained?

NMI: Neuro-Microbiome-Immunology replaces PNI?

The Industries

Many industries derive their success and innovations for the B2C health(care), rehabilitation, ageing and beauty market from the progress having been made in Genomics and Microbiomics

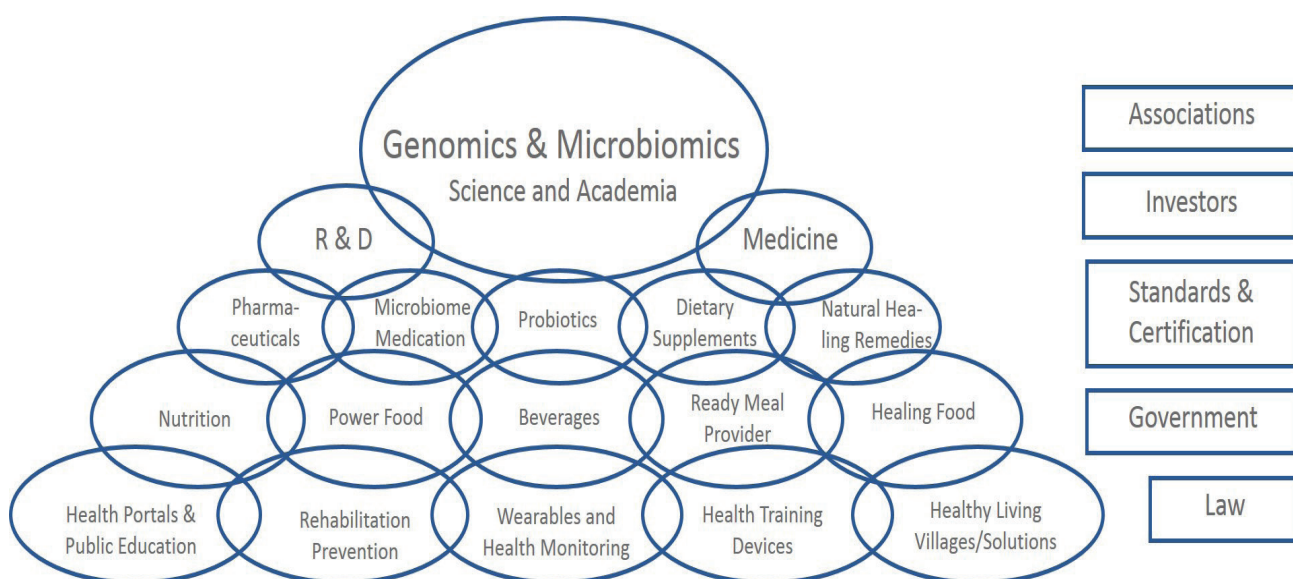
Academics and Universities
Associations
B2C Health Management Support Devices
Beverage Industry
Cosmetics
Elderly and Healthy Ageing Industry
Food Supplement Industry
Genetic Research and Testing Labs
Government Representatives
Healing Food provider
Health Portals
Healthy Living Urbanizations
Healthcare Services Hospital Level
Healthcare Services Practitioners
Investors
Large Data Solution Provider
Law Specialists
Medical Training Equipment Provider
Natural and Healing Remedies
Pharmaceutical Companies
Pharmaceutical Research
Probiotic Manufacturers
Ready-to-eat Meals Producer
Rehabilitation Professionals
Standardizer and Certifier
Systemic and Integrated Medical Research

Leveraging Synergies and Integration for New Solutions want a New Community:

Connecting People to Health Solutions

AIRS will edit a 100 page booklet in A5 landscape format which will serve as a conference guide and for after event networking as an "Industry Guide for the New Rehabilitation" to help companies to find partners. AIRS will provide this booklet on its website later.

You can book a space for your company profile as one page A5 separately. This service is for FREE for exhibitors and sponsors.



The Participants

We can host up to 500 participants...

Not all participants can be lodged in the Hesperia Tower hotel. We will serve you with information about options nearby in Barcelona.

By booking a conference tickets you will be granted:

- Welcome Reception (finger food snacks and drinks)
- Free access to all lectures and sessions except for the investor pitches and startup workshop.
- Free lunch buffet on both conference days, pencil, pad, water, event bag, participation certificate.

The conference ticket rates are:

Regular participation: 935 €
Non-for-profit org. rate: 825 € (incl. VAT)

The Gala Dinner with Startup Award Ceremony is on the evening of May 31st in the hotel. A ticket for this event needs to be bought separately at 88 €.

All tickets, sponsoring elements and stands can be purchased online at the conference website at the registration page: www.airs-conference.net

Networking and Socializing

Meeting the people you are looking for:

- you can check speaker's bios on the website
- once a participant has booked he/she gets an access code to our closed community to login: this is the virtual meeting room for all conference visitors and after disclosing your contact info you can ask others for getting in touch with you before the event starts. Set out a meeting request for a time and place at Hesperia Hotel or in the city.
- the coffee breaks, lunch buffets, Welcome Reception and the Gala Dinner provide excellent opportunities to network.
- speakers and sponsors get a special networking service in person by two of our team members. They will connect you face to face during the event. We will help in advance to arrange separate business meetings in case.



Sponsoring Packages



Platinum Sponsor 44.000 €

- 2 Speaker slots* (1 main session, 1 workshop),
- 3 minute speech at Gala Dinner and Welc. Reception,
- 12 sqm exhibition space (double stand),
- 4 conference passes for free,
- meeting scheduling services,
- 1 double page advertisement in industry guide plus company profile page,
- 1 event site banner,
- logo on main poster,
- event bag insert,
- promotion with company profile and link on conference website,
- 4 Newsletter mentioning during preconference marketing,
- 6 bundle posts in conference social media marketing,
- one Brain Snack production for free (ask conference team how this works),
- Company promotional video on conference website of max. 2 min duration
- Logo on press release documents.



Gold Sponsor 33.000 €

- 1 Speaker slot* (workshop),
- 8 sqm premium size exhibition stand,
- 3 conference passes for free,
- one page advertisement in industry guide (one inside cover) plus company profile,
- logo on main poster and large size logo projection on pause screens,
- 3 Newsletter mentioning during preconference marketing,

- 4 bundle posts in conference social media marketing,
- company promotional video on conference website of max. 2 min duration
- Logo on press release documents



Silver Sponsor 22.000 €

- 1 speaker slot* (workshop),
- 3 conference passes for free,
- half page advert. in conference brochure,
- one exhibition stand regular (2x 3 sqm),
- logo medium size on hall poster and pause screens,
- company profile page plus one inside pages in the industry guide
- 4 bundle posts in conference social media marketing,
- company promotional video on conference website of max. 2 min duration
- one Brain Snack produced by AIRS posted on website, social media and youtube.



Bronze Sponsor 16.500 €

- 2 conference passes for free,
- logo medium size on hall poster and pause screens,
- free industry guide entry with one page profile and one page company ad inside,
- company video shown at coffee breaks on 64" screen at 1st day (2 coffee breaks), 10 min duration max.

*Speakers brought by sponsors are free from participation fee, but cannot be compensated for travel and accommodation cost.

Sponsoring Options

You can build your own sponsoring program by selecting the elements which suit your business most...see below

Event Bag with Your Logo 7.700 €

Production of high re-use value bags with AIRS and your logo. For conference material, all inserts, your flyers included. Logo on main poster.

Gala Dinner Sponsor 5.500 €

Title sponsorship to this event, leader of this sponsoring company can give a 3 minute speech on the stage, this company can arrange one moderator for this gala event by his choice, promo videos of this company can be played repeatedly before the gala event begins and in the final stage, 4 sets of roll-ups of this company can be placed in the gala room, two rollups can be placed in front of the room. Logo on main poster.

Coffee Break Sponsor 5.500 €

Mentioned at coffee break announcements by moderator, appearance on pause screens when breaks are announced, in the workshops during the breaks, mentioned during Gala dinner by moderator. Logo on main poster.

Lunch Buffet Sponsor 5.500 €

The lunch buffet is taken in another floor and dining area. This area can be equipped with rollups (number and size flexible), company flyer on all tables. Logo on main poster.

Decoration 2.200 €

The flower stands have stickers with your logo displayed. Mentioned at Welcome Reception and Gala dinner. You may put a flower give away item on the Gala dinner tables. Needs to be discussed and approved (by organizer and in cas hotel). Logo on main poster. Visibility in all session rooms.

Welcome Reception 1.650 €

Has a 5 min speech at the Welcome Reception opening. Logo on main poster.

Product Launch Pitches 1.650 €

AIRS allows 1 product launch pitch in each of the morning sessions for max. 10 min and one product launch pitch at each afternoon in one of the workshop sessions to choose.

Banner Registration Desk 1.650 €

Your company name and logo at a wide banner placed in front of the registration table. Large reception desk background rollup.

Branded Water Station 1.320 €

The water station holds a background banner with your company name and logo. The water bottles carry on stickers with company name and logo.

Award Sponsor 1.320 €

Companies (up to 3 max.) can give a startup award in form of a valuable item to a startup pitch winner (max. 3). The moderator will introduce your company.

Back of Badge Card 1.320 €

The back of all badge cards show your company name and logo.

Lanyard Sponsor 990 €

Your logo is on the lanyards together with AIRS logo in alternating print.

Sponsoring Options

Video Display during Coffee Breaks (per day) 1.500 €

We display your promotional company video of no longer than 10 min and edit it together with 2 other companies for a 30 minutes video to be shown at the coffee breaks of the first or the second day. It must be a silent video with text display. Shown on 64" screens placed behind the catering stations on both sides in the exhibition hall (Foyer).

Company Profile in the "Industry Guide for the NEW Rehabilitation" 330 €

Free of charge for exhibitors and package \$ponsors.

Brain Snack Info Video on Conf. Website with posted links 330 €

We produce a 3 min short presentation (ppt based with video insert of a live presenter) coming as a video. Will be shown on one coffee break occasion on the main TV agenda announcement screen (64") in the main hall in alternating mode with the agenda slide show and announcements.

Promotional Video Placement on Website 220 €

We feature your company in 50 words on the conference website and place a link to a video server. Video should not be longer than 5 min.

Social Media Posting Bundles (per bundle) 165 €

More budget-social-marketing is not possible: we feature your posting material on all platforms which we use for conference marketing. Bundles need to be defined individually. In total 2 posts during pre-conference marketing on LinkedIn, Facebook, Instagram, Twitter and other. You may book more than one bundle.

(All sponsoring package prices include VAT)



Gain Maximum Visibility for Your Ideas

Select your suitable sponsoring menu and book it at the registration page of the conference website. Or write us at: meeting@airs-conference.net.

We will host you perfectly.

The Exhibition

Make yourself visible, get in contact with buyers and investors, show up with a stand, your logo, and display your portfolio.

When you decide to bring your company as an exhibitor, you will collect many benefits and take home points.

- You get a stand to display brochures and small products, you can arrange for giveaways and product samples.
- We grant every exhibitor a conference pass for free for one person
- We grant an exhibitor reduced cost tickets for his stand stuff..
- Your logo will be displayed on the large hall poster and on pause screens.
- We feature you as an exhibitor with your profile on the event website.
- We introduce you and your company in our weekly or bi-weekly newsletters to recipients in the markets.
- We post your presence on the conference in all our social media activities which include: LinkedIn, Facebook, Instagram etc. to name the most important first.
- Your company profile is printed without extra cost in our "Industry Guide" for the New Rehabilitation market which is serving as the conference booklet for free on site.

...if this would not be enough marketing during the pre-conference period: you can anytime select one of the sponsoring options in addition to make your appearance even stronger.

Count the benefits together and then decide whether a Fit, Premium or Top Stand solution is appropriate.

Top - No. 1 -2

12 sqm net area, opposite to main catering stations and between workshop rooms: 2.750 € The center position.

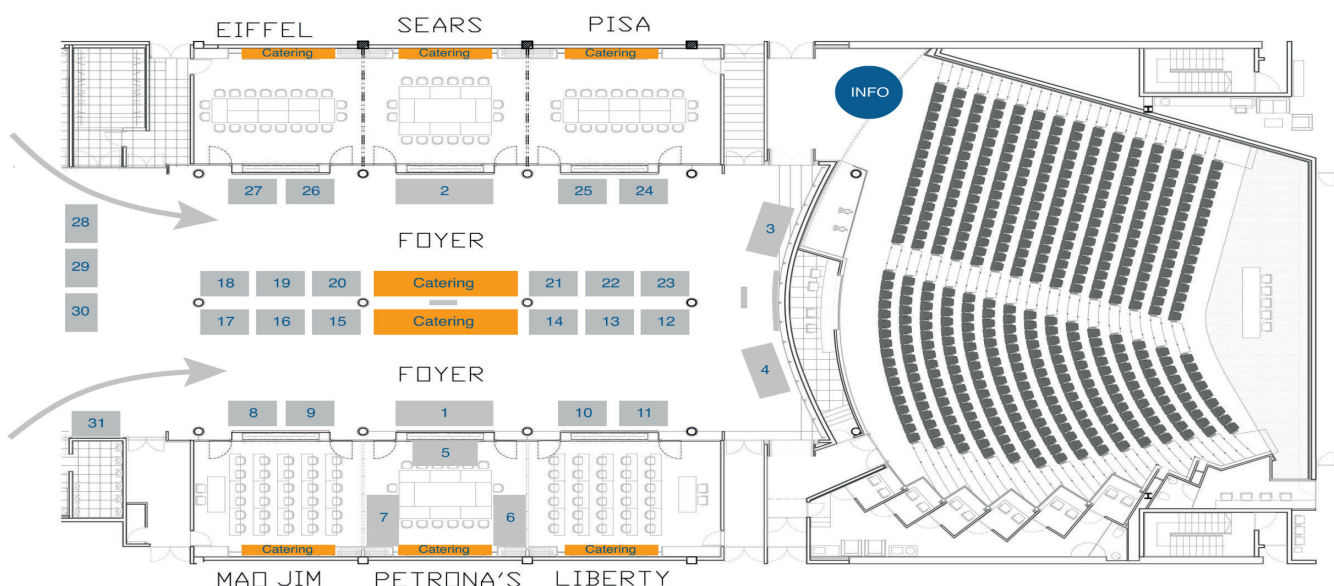
Premium - No. 3 -7

8 sqm net area, in front of Main Hall entrances , in the room PETRONA 'S, with catering station: 2.200 €

Fit - No. 8 - 31

6 sqm net area, in the Foyer, next to catering stations, in front of TV screens, opposite to workshop rooms: 1.650 €

Check the plan below and select your preferred stand number. You can check availability and book directly on the website, or write to us at meeting@airs-conference.net



The Microbiome Revolution

In the last few years science and research have increasingly contributed to and created the knowledge of the emerging concept of the “animal” concept in evolution of life. The details from various research approaches have been pieced together meticulously. They have now reached a state at which some paradigms are at the verge of breakdown to be replaced by new ones. These kinds of culmination points in the history of medicine development have been observed several times in the past when the density of convincing elements becomes critical. Emergence then causes an emergency regarding the preservation of what everybody believed before and was held as true.

The microbiome revolution has brought us to a point of understanding, where we can clearly see what is happening in medicine and health management, so that we are either running against a conservation wall of unwritten dogmas or we dare to look to the new, the hardly believable, opening the window of opportunities for health achievement in another revolutionary way.

Terms like “rehabilitation, recovery, regeneration, recuperation, healing” all get a huge wake up call and seem to lose their value as being discerning terms for capturing the phenomenon of simply just balancing an organism to live its full functionalities. In parallel, some magic words have become fashionable in recent times, like “integrative healing”, “holistic medicine”, “alternative medicine”, and many more... These seem to start a career now, having been fragmented perspectives and always competing vehicles, some of them highly ideological, posing as temporary mind crutches to explain the obvious systemic and holistic construction of the animal. Man is part of the animal world, but as man displays a number of different diseases and imbalances in his state of “health and well-being” compared to other, “older” animals, we still have to deal with man as a fragile but, on the other hand, quite flexible experiment of evolution.

How shall we influence the Microbiome...?

Questions ! & Answers ?

The Role of Genomics in Rehabilitation and Health Management: State of the Art... + Polymorphism in Training Therapy and Stroke Recovery + The Power of Resilience: Influencing Factors + The Anti-Dementia Microbiome? + Supplements in Rehabilitation and Prevention + Which Nutrition and Diet is Creating which Microbiome? + Supplement and Microbiotic Drugs Recommendations in Daily Food Designed for Elderly? + The Senior Home Industry Needs to Learn About + Genetics and Microbiomics: Interactions + Healthy Ageing Villages and Urbanizations: Who Does it Best? + Ready Meal Providers: What to Add? + The Really Healthy Drink? + Effects on Beverages on Microbiome Management + Genetics and Microbiomics of the Immune System + Value and Use of Advanced Wearables: Private and Professional Sports Value and Use +

Borders between Doping and Sports Supplements/Microbiome Practices + Investigating the City Microbiome for Public Health + Looking for the Perfect Sportsman/woman: Question of Genes Plus Supplements Plus Training? + What Happened to PNI? + Can We Influence the Microbiome by Mental Power or Is This Wishful Thinking? + The Dictatorship of Genomics: How Far Do Genes Reach Out for Our Healthy Living Habits? + Genomics and Cancer + Microbiomics and Cancer Management + Whats Healthy for my Skin? + The Microbiomic Nose Spray Against Flu and Sinusitis? + Mind Body Healing Mysticism: a Topic of the Past Now?

Apply as a speaker, apply for a startup pitch, apply for a new product pitch, write to meeting@airs-conference.net

Barcelona

There are many options to explore Barcelona! You just check the link for www.barcelonaturisme.com and dive into a special world for the unexpected

[Join the meeting on May 31st - June 1st, 2019](#)



See You in Barcelona!



meeting@airs-conference.net

www.airs-conference.net

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