

# MASTERCLASS

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## Quality in the Spotlight:

Monday JULY 12<sup>TH</sup> 2021

*Marketing package*



For commercial parties the following possibilities for attending and contributing to the MASTERCLASS 'Quality in the Spotlight' on July 12<sup>th</sup> 2021, are available.

### Attendance conference:

See the attached preliminary program. You have free access to the scientific presentations. We will provide you and one (1) colleague with the appropriate link and code to participate. Your participation is complete meaning that you can vote and participate to the full extent.

In case a minimal number of 4 customers is brought to us through your firm a discount can be given (50% discount).

### Use of time within the MASTERCLASS:

During the breaks one can get access to a breakout room to speak in private with one or more participants. It is possible to share information and give (a very short) presentation. We expect between five and ten dozens of participants. These participants are often the decision makers in their medical laboratory.



### Marketing materials:

These can be distributed two ways. There will be time during the conference to show a short promotion movie or a poster. In addition we can send these materials towards the participants because we are in constant contact with them. They will also receive a MASTERCLASS scientific package covering the lecture material and so-called 'Selected Readings' and your promotional material can accompany such.

### Listing in conference announcements:

No money has to be paid for the display of the sponsor status in the MASTERCLASS materials.

For the full package, as outlined above, we charge 500 euro. Sponsorships are accompanied with a formal, specified invoice. If you would like to cherry pick on the above: please contact us,

Tjitze Dijkstra (+31 6 2648 2963), Lia Konings (+31 6 2243 5134) or  
Henk Goldschmidt (+31 6 1088 2603).

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