

Kind Doctor/Doctor,

The AFI Symposium is a **unique event** where Exhibition and Conference coexist. **It has been a reference for all stakeholders in the Pharmaceutical Industry for over 60 years.**

The 2022 edition was attended by **1,400 Participants** and **120 Exhibitors**. The dedicated Website generated a traffic of **16,000 visitors** during the year, with over **66,000 page views**. The Social Plan on LinkedIn was developed through about **250 posts**, including posts dedicated to Exhibitors, with a total of almost **150,000 views**.

The 62nd AFI Symposium will be held from 7 to 9 June 2023 at the Palacongressi di Rimini and will introduce a great novelty: **a new layout for the Exhibition Area**, expressly conceived to make **the visit more modern, dynamic and personalised**. The path between the stands will no longer be fixed, as was in previous editions, but **will allow a smoother flow for Visitors**, facilitating **networking and business opportunities**. Dedicated **corners with micro-events** will also be set up, making the Exhibition Area alive and pulsating. In the new floor plan, **the number of available stands has also been increased**, to meet the needs of Exhibitors who wish to have more space. In the heart of the Exhibition Area, there will be **the Institutional Corners** as always.

The AFI Symposium will deliver **highly topical scientific contents**, during **Scientific Sessions** and **Lectio Magistralis**, with the participation of speakers from Companies, Institutions, Universities and national and foreign Trade Associations. The programme also includes **Workshops** and **other side events**.

In order to promote the event and enhance the visibility of the exhibiting companies, a **Website** and an **APP entirely dedicated to the event** will be available; a **substantial editorial plan** will also be structured through AFI's social profiles and mailing lists.

Hoping to count on your company's participation as an exhibitor at the 62nd AFI Symposium, I enclose the necessary registration forms, which entitle you to:

- ✓ an equipped stand with a surface area of 9 square metres (3x3)
- ✓ free participation of one of your representatives at all events, including the Welcome Buffet and the Gala Dinner
- ✓ facilitated participation of additional members of your staff in the Scientific Sessions
- ✓ systematic distribution of Newsletters to all AFI Members and Symposium registrants, in which you will be able to include articles on the most interesting novelties you will present during the event
- ✓ creation of a dedicated Company Page on the Symposium website (the template will include: logo - company references - company description - promotional image gallery)
- ✓ no. 1 post with link to the dedicated Company Page on the Symposium website, published via AFI's LinkedIn and Twitter profiles
- ✓ guaranteed visibility for all stands, thanks to strategic points that will be set up in the Exhibition Area and thanks to the new open visitor flow, which will make the stands visible from several sides.

The forms include:

- Attachment 1 **Participation form**: must be sent to the New Aurameeting Organising Secretariat, to the attention of Elena Pelosi, via e-mail to e.pelosi@newaurameeting.it or by fax to 02/4548.6457. Acceptance of bookings will be established on the basis of the date of arrival of the forms.
- Attachment 2 **Planimetry of the exhibition area**: the area dedicated to the Stands, which this year becomes the central focus of the AFI Symposium, around which all the activities of the Programme revolve.
- Attachment 3 **Stand Planimetry**

Trusting in your welcome confirmation to our prestigious annual event, I extend to you, also on behalf of the Scientific Committee and the Organising Committee, my best regards.

AFI President
Dott. Giorgio Bruno

