

2024 PDA



# BIOMANUFACTURING CONFERENCE

BRANDING, NETWORKING,  
AND LEAD GENERATION OPPORTUNITIES

EXHIBITION & SPONSORSHIP PLANNER

**24 – 25 SEP 2024**  
**GOTHENBURG, SWEDEN**  
EXHIBITION: 24 – 25 SEP 2024

PROGRAM HIGHLIGHTS



CONNECTING  
PEOPLE  
SCIENCE AND  
REGULATION®

## HISTORY



> 12.340  
ATTENDEES

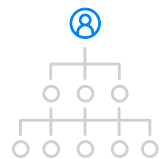
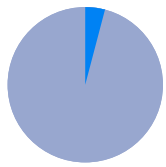


> 1420  
EXHIBITORS

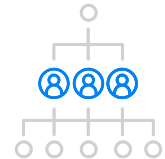
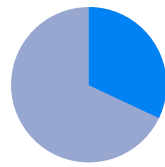


> 90 PDA  
EU CONFERENCES

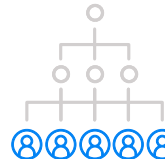
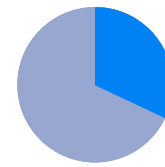
## CONFERENCE DELEGATE / TOP PURCHASING ROLE



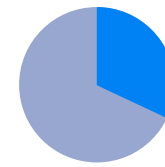
4%  
CEO  
PRESIDENT



32%  
VICE PRESIDENT  
DIRECTOR  
DEPARTMENT HEAD



32%  
MANAGER  
SUPERVISOR  
LEADER



32%  
OTHER

# WHAT YOU CAN EXPECT



ASEPTIC  
MANUFACTURING



FORMULATION  
AND FILLING



SUPPLY CHAIN  
LOGISTICS AND  
FACILITIES



NEW TECHNOLOGIES  
AND INNOVATIONS



DEVELOPMENT AND  
LIFECYCLE STRATEGIES



QUALITY CONTROL



PRODUCT  
APPROACHES



SUSTAINABILITY



UPSTREAM AND  
DOWNSTREAM  
PROCESSING



MANUFACTURING-  
RELATED REGULATORY  
ASPECTS



FREEZE – DRYING

ELEVATE YOUR BRAND'S PRESENCE  
WITH UNBEATABLE VALUE

ENGAGE DIRECTLY WITH  
YOUR CUSTOMER BASE

FORGE STRONG TIES WITH  
REGULATORY AUTHORITIES

# WHY EXHIBIT AT A PDA EUROPE EVENT



## OUR CUSTOMERS SPEAK

„At PDA Europe, you'll find one of the epicenters of news and innovation in the pharma and biopharma industries. Events from PDA are a great gateway to engaging with industry leaders, forging valuable connections, and exploring potential opportunities as a speaker or committee member. Our partnership with PDA has proven to be a valuable asset for our company.“

**MAX JÄGER, GLOBAL HEAD OF MARKETING, SHL MEDICAL**

„The PDA events are a great place for staying updated on the newest developments in biopharma industry. Such events allow us to meet potential new customers and strengthen our relationships with existing ones. The conference locations are always nice and spacious providing a variety of opportunities for exhibiting and networking with key opinion leaders and experts from biopharma.“

**MATHITHAS KANDASAMY, HEAD OF MARKETING  
& SENIOR PRODUCT MANAGER, ASAHI KASEI BIOPROCESS EUROPE**

„I am delighted and eager to collaborate with the PDA. This globally leading association hosts insightful conferences that align with industries' vision and values of technology leadership, innovation, and sustainability. We must join forces to address the challenges and opportunities in the pharma industry and enhance healthcare for patients and society.“

**FLORIAN KOFLER, HEAD OF PRODUCT MARKETING, KÖRBER PHARMA**

# FLOOR PLAN & VENUE

## FLOOR PLAN

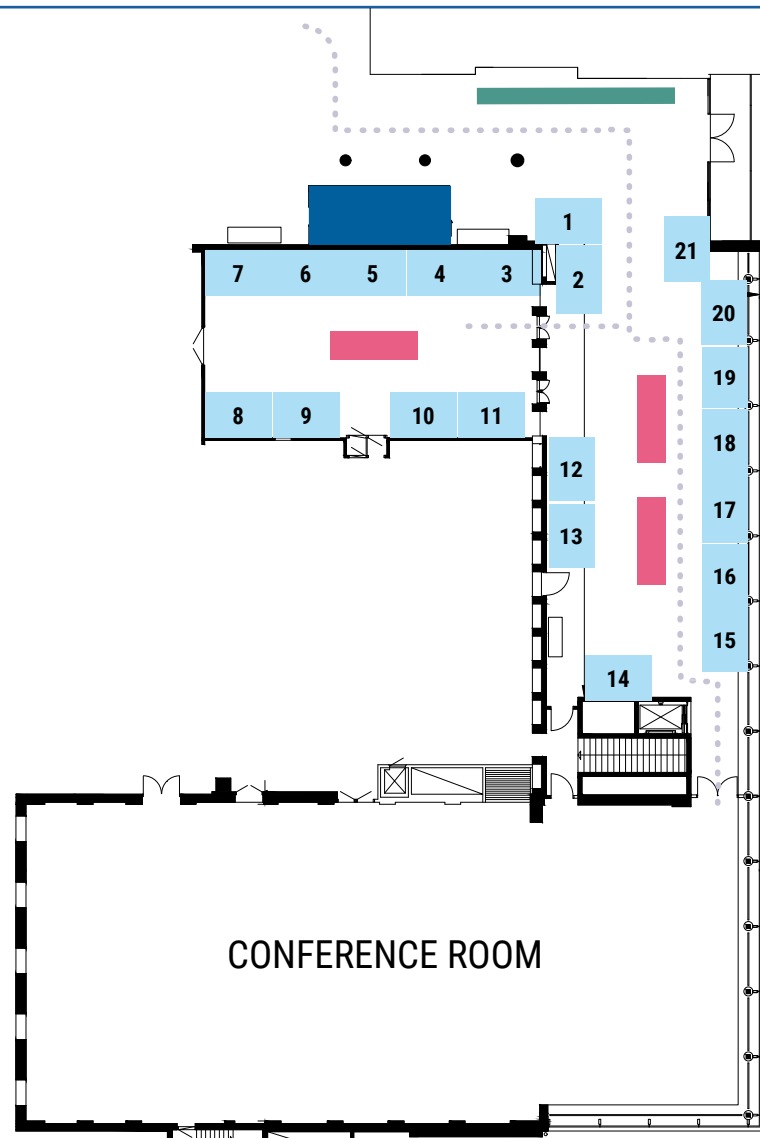
ELITE PARK  
AVENUE HOTEL  
GOTHENBURG

Kungssportsavenyn 36 – 38  
Gothenburg, Sweden 411 36

[info.parkavenue@elite.se](mailto:info.parkavenue@elite.se)

[About the Hotel](#)

-  Exhibition Tabletop
-  Catering
-  PDA Registration
-  Poster Session



# PDA SPONSORSHIP



COMPONENTS & DELIVERABLES	DIAMOND	ELITE	PLATINUM
TICKETS	<ul style="list-style-type: none"> <li>• 2x Complimentary Conference Tickets</li> <li>• 1x Complimentary Exhibition Only Ticket</li> </ul>	<ul style="list-style-type: none"> <li>• 1x Complimentary Conference Ticket</li> <li>• 1x Complimentary Exhibition Only Ticket</li> </ul>	<ul style="list-style-type: none"> <li>• 1x Complimentary Exhibition Only Ticket</li> </ul>
MARKETING & ONSITE VISIBILITY	<ul style="list-style-type: none"> <li>• Prominent Logo Placement On-Site</li> <li>• 4x Digital Banner Placement on Weekly PDA EU Newsletter</li> <li>• Company Logo Recognition on Emails Promoting the Conference</li> <li>• Logo in the Exhibition Passport Raffle</li> <li>• Logo Recognition in Opening Session</li> <li>• 1x PRE - Conference HTML Email to Conference Attendees</li> <li>• 1x POST - Conference HTML Email to Conference Attendees</li> <li>• Promotion Material Distributed On Conference Tables on Day 1 (Sponsor to bring in Materials)</li> </ul>	<ul style="list-style-type: none"> <li>• Prominent Logo Placement On-Site</li> <li>• 4x Digital Banner Placement on Weekly PDA EU Newsletter</li> <li>• Company Logo Recognition on Emails Promoting the Conference</li> <li>• Logo in the Exhibition Passport Raffle</li> <li>• Logo Recognition in Opening Session</li> <li>• 1x PRE or POST - Conference HTML Email to Conference Attendees</li> <li>• Promotion Material Distributed On Conference Tables on Day 2 (Sponsor to bring in Materials)</li> </ul>	<ul style="list-style-type: none"> <li>• Prominent Logo Placement On-Site</li> <li>• 2x Digital Banner Placement on Weekly PDA EU Newsletter</li> <li>• Company Logo Recognition on Emails Promoting the Conference</li> <li>• Logo in the Exhibition Passport Raffle</li> <li>• Logo Recognition in Opening Session</li> </ul>
EXHIBITION PACKAGE & MOBILE APP	<ul style="list-style-type: none"> <li>• Exhibition Space with Maximum 3m x 2m (6m<sup>2</sup>)</li> <li>• Lunch, Refreshments and Networking Attendance</li> <li>• 1 Table, 2 Chairs</li> <li>• Standard Power Supply</li> <li>• Online Exhibitor Listing on PDA Website</li> <li>• Listing in Event App (Company Description, Contact Information, Logo, Category Search, Company URL)</li> <li>• GDPR-Approved Attendee List (Name, Title, Company, Location)</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibition Space with Maximum 3m x 2m (6m<sup>2</sup>)</li> <li>• Lunch, Refreshments and Networking Attendance</li> <li>• 1 Table, 2 Chairs</li> <li>• Standard Power Supply</li> <li>• Online Exhibitor Listing on PDA Website</li> <li>• Listing in Event App (Company Description, Contact Information, Logo, Category Search, Company URL)</li> <li>• GDPR-Approved Attendee List (Name, Title, Company, Location)</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibition Space with Maximum 3m x 2m (6m<sup>2</sup>)</li> <li>• Lunch, Refreshments and Networking Attendance</li> <li>• 1 Table, 2 Chairs</li> <li>• Standard Power Supply</li> <li>• Online Exhibitor Listing on PDA Website</li> <li>• Listing in Event App (Company Description, Contact Information, Logo, Category Search, Company URL)</li> <li>• GDPR-Approved Attendee List (Name, Title, Company, Location)</li> </ul>
DISCOUNT	<ul style="list-style-type: none"> <li>• Group Registration Discount: Buy 3 Full Conference Tickets and get the 4th free</li> </ul>	<ul style="list-style-type: none"> <li>• Group Registration Discount: Buy 3 Full Conference Tickets and get the 4th free</li> </ul>	<ul style="list-style-type: none"> <li>• Group Registration Discount: Buy 3 Full Conference Tickets and get the 4th free</li> </ul>
OPTIONS	OPTION 1: Official Sponsor of the Conference App (incl. Advertising)	OPTION 1: Networking Music Entertainment OPTION 2: Networking Sponsor of Food & Beverage OPTION 3: Conference Lanyard	OPTION 1: Conference Notebook OPTION 2: Reusable Coffee Mug OPTION 3: Reusable Bottles OPTION 4: Conference WIFI Password
PRICE	13.500 €	12.000 €	9.000 €

# PDA SPONSORSHIP



COMPONENTS & DELIVERABLES	GOLD	SILVER
TICKETS	<ul style="list-style-type: none"> <li>1x Complimentary Exhibition Only Ticket</li> </ul>	<ul style="list-style-type: none"> <li>1x Complimentary Exhibition Only Ticket</li> </ul>
MARKETING & ONSITE VISIBILITY	<ul style="list-style-type: none"> <li>Prominent Logo Placement On-Site</li> <li>1x Digital Banner Placement on Weekly PDA EU Newsletter</li> <li>Company Logo Recognition on Emails Promoting the Conference</li> <li>Logo in the Exhibition Passport Raffle</li> <li>Logo Recognition in Opening Session</li> </ul>	<ul style="list-style-type: none"> <li>Prominent Logo Placement On-Site</li> <li>Company Logo Recognition on Emails Promoting the Conference</li> <li>Logo in the Exhibition Passport Raffle</li> <li>Logo Recognition in Opening Session</li> </ul>
EXHIBITION PACKAGE & MOBILE APP	<ul style="list-style-type: none"> <li>Exhibition Space with Maximum 3m x 2m (6m<sup>2</sup>)</li> <li>Lunch, Refreshments and Networking Attendance</li> <li>1 Table, 2 Chairs</li> <li>Standard Power Supply</li> <li>Online Exhibitor Listing on PDA Website</li> <li>Listing in Event App (Company Description, Contact Information, Logo, Category Search, Company URL)</li> <li>GDPR-Approved Attendee List (Name, Title, Company, Location)</li> </ul>	<ul style="list-style-type: none"> <li>Exhibition Space with Maximum 3m x 2m (6m<sup>2</sup>)</li> <li>Lunch, Refreshments and Networking Attendance</li> <li>1 Table, 2 Chairs</li> <li>Standard Power Supply</li> <li>Online Exhibitor Listing on PDA Website</li> <li>Listing in Event App (Company Description, Contact Information, Logo, Category Search, Company URL)</li> <li>GDPR-Approved Attendee List (Name, Title, Company, Location)</li> </ul>
DISCOUNT	<ul style="list-style-type: none"> <li>Group Registration Discount: Buy 3 Full Conference Tickets and get the 4th free</li> </ul>	<ul style="list-style-type: none"> <li>Group Registration Discount: Buy 3 Full Conference Tickets and get the 4th free</li> </ul>
OPTIONS	<p>OPTION 1: Conference Tote Bag                      OPTION 2: Conference Pen                      OPTION 3: Conference Lunch Day 1                      OPTION 4: Conference Lunch Day 2</p>	<p>OPTION 1: Conference Coffee Break Day 1                      OPTION 2: Conference Coffee Break Day 2</p>
PRICE	8.000 €	7.000 €

## À LA CARTE MENU

- PRE - Conference HTML Email to Conference Attendees

2.000 €

- POST - Conference HTML Email to Conference Attendees

2.000 €

- Passport Raffle  
Delegates can win a prize by completing the exhibition passport with stamps from featured companies.

650 €

- Seat Drop during Plenary (Limited to 2 Companies)

1.800 €

## EXHIBITION PACKAGE

- 1x Complimentary Exhibition Only Ticket
- Lunch, Refreshments and Networking Attendance
- 1 Table, 2 Chairs
- Exhibition Space with Maximum 3m x 2m (6m<sup>2</sup>)
- Standard Power Supply
- Online Exhibitor Listing on PDA Website
- Listing in Event App (Description, Contact Information, Logo, Category Search, Company URL)
- GDPR-Approved Attendee List (Name, Title, Company, Location)
- Group Registration Discount: Buy 3 Full Conference Tickets and get the 4th free

2.850 €

## SCIENTIFIC POSTER PRESENTATION



DEADLINE:  
09 AUGUST  
2024

To join our scientific poster session, the poster has to be non-commercial in nature. Please send a printable PDF file according to the following specifications:

### CANVAS SIZE TO WORK ON:

- 85 cm x 120 cm (33,465 x 47,244 in)
- Portrait Format
- Slug / Bleed: 2 mm (0,079 in)

### IMAGES:

120dpi (low) - 150dpi (high) Depending on size.  
All Images Color

### DOCUMENT SIZE OF THE PDF:

85 cm x 206 cm (33,465 x 81,102 in)  
Portrait Format  
Slug / Bleed: 2 mm (0,079 in)

**ALL POSTERS WILL BE PRINTED BY PDA AND DISPLAYED AS PART OF THE EXHIBITION.**

On-site poster presenters are required to pay the conference registration fee and an additional printing fee will apply.

Please send your file and poster title to Christopher Haertig: [expo-europe@pda.org](mailto:expo-europe@pda.org).



## 2024 PDA BIOMANUFACTURING CONFERENCE

### 1 COMPANY INFORMATION

Company Name	
Person in charge	Email Address
City	Postal Code
Country	
Phone	Fax
General Company Email Address	Website

**24 – 25 SEP 2024**

**GOTHENBURG, SWEDEN**

EXHIBITION: 24 – 25 SEP 2024  
ELITE PARK AVENUE HOTEL  
GOTHENBURG, SWEDEN

This PDF-file provides an automatic fill-in function.

### 2 SPONSORING / À LA CARTE

Please mark here your Choice

<b>Diamond Package</b>	13.500 € <input type="checkbox"/>	<b>Gold Package</b>	Option: _____	8.000 € <input type="checkbox"/>	<b>POST - Conference HTML Email</b>	2.000 € <input type="checkbox"/>	
<b>Elite Package</b>	Option: _____	12.000 € <input type="checkbox"/>	<b>Silver Package</b>	Option: _____	7.000 € <input type="checkbox"/>	<b>Seat Drop during Plenary</b>	1.800 € <input type="checkbox"/>
<b>Platinum Package</b>	Option: _____	9.000 € <input type="checkbox"/>	<b>PRE - Conference HTML Email</b>	2.000 € <input type="checkbox"/>			

### 3 EXHIBITION

All fees given in Euro excluding VAT

<b>Exhibition Package</b>	2.850 € <input type="checkbox"/>	<b>Exhibitor Passport Raffle</b>	650 € <input type="checkbox"/>
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**2 Ways to register:**

- 1 FAX: +49 30 4365508-66
- 2 Email: expo-europe@pda.org

### 4 EXHIBIT STAND LOCATION

Depending on availability

Desired Stand No. 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_ First Come-First Serve Basis

Your registration is only complete upon filling in and submitting **both** pages of this form.

## 2024 PDA BIOMANUFACTURING CONFERENCE

### 5 PERSONS TO REGISTER

- Exhibition Only Ticket 750 €  
 Conference Ticket 1.850 €

- Exhibition Only Ticket 750 €  
 Conference Ticket 1.850 €

- Exhibition Only Ticket 750 €  
 Conference Ticket 1.850 €

Name

Company

Job Title

Email Address

Name

Company

Job Title

Email Address

Name

Company

Job Title

Email Address

- Exhibition Only Ticket 750 €  
 Conference Ticket 1.850 €

Name

Job Title

Company

Email Address

### 6 PAYMENT OPTIONS

- By Bank Transfer

**Beneficiary:** PDA Europe gGmbH  
**IBAN:** DE73 1007 0024 0922 8735 00  
**BIC (SWIFT-Code):** DEUTDE33HAN30

**Bank Address:**  
 Deutsche Bank, Welfenallee 3-7, D-13465  
 Berlin, Germany

- By Credit Card

- American Express    MasterCard    VISA  
 For your credit card information safety: Please send your details by fax only (+49 30 4365508-66) or register online.

**Payment Terms:** Full payment must be received 6 weeks from date of invoice. PDA is not responsible for all incurred fees in addition to wire transfer payment (bank charges). Our invoice number MUST BE given as a reference. Never send money before PDA Europe's invoicing.

**Billing Address:**  Same as contact information address above.  
 If not, please send your billing address to: petzholdt@pda.org

**PDA Europe VAT I.D.: DE254459362**

Your Company VAT I.D.:

This number starts by your country code with two characters  
 (example: PDA Europe's country code starts with: DE | followed by the number)

- Purchase Order

Purchase Order Number

**Your consent is important. We manage your personal data responsibly.**  
 For more information, please visit [pda.org/privacy-policy](https://pda.org/privacy-policy)

**RESPONSE REQUIRED – By checking the box(es) below, I consent to:**

- My contact information (name, company, job title, email, city, state, country) being printed on the attendee list distributed at the event.
- PDA recording and/or photographing me and using those recordings and/or photographs in future PDA promotional and marketing materials.
- PDA sending me promotional information via email.
- PDA sending me promotional information via post.

With my signature I confirm the acceptance of the Terms & Conditions and the Privacy Notice indicated in the pages of this catalogue.

Date

Mandatory Signature

# TERMS AND CONDITIONS FOR EXHIBITION - PDA EUROPE gGMBH



## A. CONTRACT; EVENT ACCESS CONDITIONS

- a. By signing the registration form you warrant and represent that you have all necessary authority and, if necessary, the consent of, the Exhibitor's representative to provide personal information in connection with the formation and performance of the Exhibitor Contract.
- b. Transmitting the filled-in registration form constitutes a binding application for the event and confirms your acceptance of these Terms and Conditions.
- c. A legally binding Exhibitor Contract regarding the participation at the event is concluded once PDA Europe gGmbH (hereinafter "PDA EU") has returned to you a written confirmation. This confirmation will be sent to you after receipt of payment. You must have this confirmation to be considered enrolled for the event.

## B. BILLING; PAYMENTS

- a. Full payment must be received 6 weeks from date of invoice. PDA EU is not responsible for any incurring fees in addition to wire transfer payment (bank charges). PDA EU's invoice number MUST be given as a reference. Never send money before PDA EU's invoicing.
- b. Registration after 6 weeks prior to the start of the event will require payment by credit card only.

## C. CHANGE OF PARTICIPANT; SUBSTITUTIONS

- a. If an Exhibitor's representative is unable to attend, substitutions are welcome.
- b. Substitutions are free of charge until 4 weeks prior to the start of the event. After this date, there will be a service charge of € 100 excl. VAT per name change.
- c. Persons arriving on site as a substitute must be able to identify themselves by a valid picture ID.

## D. CANCELLATIONS; REFUNDS

- a. Cancellations and refund requests must be made in writing.
- b. If PDA EU has received a cancellation of the Exhibitor Contract 12 weeks prior to the start of the event, 50% refund will be made, with a service charge of € 200 excl. VAT per registration. After 12 weeks prior to the start of the event NO refund will be made.
- c. If PDA EU has received a cancellation of an Exhibitor's representative of 4 weeks prior to the start of the event, full refund will be made, with a service charge of € 200 excl. VAT per registration. After 4 weeks prior to the start of the event NO refund will be made.
- d. No-shows are responsible for paying the full registration fee and are not eligible to receive a refund.

## E. EVENT MODIFICATION

- a. PDA EU reserves the right to modify the event format without notice or to cancel an event.

- b. If an event must be cancelled, you will be notified as soon as possible and will receive a full refund of fees paid.
- c. Further liability and compensation claims (e.g. hotel rooms, transportation penalties or any other costs incurring due to a cancellation) are excluded. This exclusion of liability does not apply to damages from injury to life, body or health resulting from a negligent breach of duty by PDA EU or an intentional or negligent breach of duty by a legal representative or vicarious agent of PDA EU, and other damages resulting from an intentional or grossly negligent breach of duty by PDA EU or an intentional or grossly negligent breach of duty by a legal representative or vicarious agent of PDA EU.

## F. DOCUMENTATION

- a. By signing the registration form you give complete picture usage right to PDA EU and allow PDA EU to create video and/or sound recordings of your exhibition space and your intervention in the event. This right extends also to the use of the recordings for marketing purposes of PDA EU.
- b. Exhibitor's representatives are not permitted to create video and/or sound recordings of the event or event contents or other event attendees at the event without their consent and PDA EU's prior approval.

## G. ALLOCATION OF EXHIBITION SPACE

- a. Allocation of exhibition space will be made on a first-come-first-serve basis.
- b. Your request of exhibition space will not be guaranteed unless PDA EU has received full payment.
- c. PDA EU reserves the right to change the layout of the floor plan without notice, even for confirmed exhibition space.

## H. PERSONAL DATA

- a. The processing of personal data will be subject to the Privacy Notice.

## I. ATTENDEE LIST

- a. PDA EU may provide an attendee list. The attendee lists do included only participants which have given prior consent.
- b. Participants who have not given their consent can do so by sending an e-mail to [registration-europe@pda.org](mailto:registration-europe@pda.org).
- c. You shall not circulate any personal information obtained from the attendee list (e.g. names, email addresses, mailing addresses) and shall not use any personal information other than for your personal networking purposes.

## J. ATTENDEE DATA

- a. This section pertains only to the extent to the extent to which PDA EU may disclose personal data relating to individuals located in the European Economic Area (EEA), the Data Subjects, to the exhibitor.

- b. Exhibitor acknowledges and agrees that, in connection with the Exhibitor Contract, it may receive personal data of Data Subjects located in the EEA and such data may be subject to certain data protection laws, including the EU General Data Protection Regulation (GDPR) and the corresponding implementing national laws (collectively, the EU Data Protection Laws). The Exhibitor warrants and represents that it will comply with all data protection requirements under the EU Data Protection Laws, and its controller obligations, when processing personal data of Data Subjects. PDA EU shall comply with its own obligations under EU Data Protection Laws when processing personal data of Data Subjects as a controller.
- c. The Exhibitor and PDA EU will assist each other in complying with their respective obligations under EU Data Protection Laws, including but not limited to, assisting each other with verifying the authenticity of Data Subjects or responding to Data Subject requests. To the fullest extent required by applicable law, the Exhibitor shall be responsible for providing notifications to, and respond to inquiries and requests from, the Data Subjects.
- d. Unless the Exhibitor is located in the EEA or in a jurisdiction with an adequacy decision from the European Commission or has adopted another personal data transfer mechanism approved by the European Commission the following shall apply: The transfer of personal data from PDA EU to the Exhibitor shall be made pursuant to the terms of the EU Standard Contractual Clauses for the transfer of personal data to third countries from Controller to Controller (Annex to the COMMISSION IMPLEMENTING DECISION of 4 June 2021 on standard contractual clauses for the transfer of personal data to third countries pursuant to Regulation (EU) 2016/679 – Module One) which are incorporated herein. For purposes of the Standard Contractual Clauses, PDA EU shall be the Data Exporter and the Exhibitor the Data Importer.
- e. The Exhibitor shall use personal data received from PDA EU only for his own purposes and in compliance with the statutory provisions, in particular the applicable data protection provisions, and shall only pass such data on to any third parties if and insofar as it is legally obliged to do so or as it has received the express consent from the person concerned.
- f. The Exhibitor shall defend, hold harmless, and indemnify PDA EU as to any third party's claims, actions, investigations, or other proceedings and related damages, injuries, awards, or other liabilities in connection with the Exhibitor's violations of its obligations under this section Attendee Data or a breach of data protection law.
- g. The individual signing the registration form as Exhibitor's representative shall be deemed to be the contact person for all data protection inquiries in connection with the personal data of Data Subjects being transferred hereunder. Laws when processing personal data of Data Subjects as a controller.

## K. CHOICE OF LAW; PLACE OF JURISDICTION

- a. The laws of the Federal Republic of Germany shall apply.
- b. Exclusive place of jurisdiction for all disputes arising out of or in connection with these Terms and Conditions shall be Berlin, Germany.

# PRIVACY NOTICE FOR EXHIBITION - PDA EUROPE gGMBH



## 1. PERSONS RESPONSIBLE (CONTROLLER)

1.1 Controllers within the meaning of the EU General Data Protection Regulation (hereinafter „GDPR“) are:

Parenteral Drug Association. Inc. (hereinafter: „PDA“), 4350 East-West-Highway, Suite 600, Bethesda, MD 20814, USA, Phone: +1 301 656-5900, Fax: +1 301 986-0296, Email: registration@pda.org and PDA Europe gGmbH (hereinafter „PDA EU“), Am Borsigturm 60, 13507 Berlin, Germany, Phone: +49 30 436 55 08-0, Fax +49 30 436 55 08-66, Email: registration-europe@pda.org as joint controllers pursuant to Article 26 GDPR (hereinafter: „joint controllers“, „we“ or „us“).

1.2 With regard to processing of Personal Data concerning persons within the European Union, PDA has designated PDA Europe gGmbH, Am Borsigturm 60, 13507 Berlin, Germany, Phone: +49 30 436 55 08-0, Fax: +49 30 436 55 08-66, Email: registration-europe@pda.org as its representative in the European Union. PDA Europe is mandated by PDA to be the recipient on behalf of the Company of all issues related to processing of personal data concerning persons within the European Union.

1.3 With respect to the joint processes, we jointly determine the purposes and means of processing. In an agreement on joint controllership pursuant to Article 26 GDPR, we have determined how the respective tasks and responsibilities in the processing of personal data are structured and who fulfills which data protection obligations. In particular, it was determined how an appropriate level of security and the rights of data subjects can be ensured, how the information duties under data protection law can be fulfilled jointly and how potential data protection incidents can be monitored. This also includes ensuring that reporting and notification obligations are fulfilled.

## 2. PERSONAL DATA PROCESSED

We only process personal data if an exhibitor/sponsor provides this, e.g. as part of a registration, a contact form, a survey, or for the execution of a contract, and even in these cases only insofar as this is permitted to us on the basis of a consent given or in accordance with the applicable legal provisions. In the case of exhibitors and sponsors, this usually concerns personal data of representatives/contact persons named by the exhibitor/sponsor. The provision of this information is voluntary. However, if the exhibitor/sponsor does not provide the information requested, we might be unable to process the registration or respond to the inquiry.

### 2.1 PROCESSING FOR INITIATING OR FULFILLING A CONTRACT, ART. 6 (1) (B) GDPR

2.1.1 We process personal data for the purposes of initiating or fulfilling a contract (e.g. offer preparation, execution or termination of a contract). For this purpose we process personal information (e.g. name, title, job title, billing address, phone and fax number, email, company, department); contract data, payment information (e.g. bank data, payment behavior and history).

2.1.2 Furthermore, we might use personal data if we are commissioned to book a hotel room for a representative of an exhibitor/sponsor with one of our event partners or if we are commissioned to book other event-related services in the exhibitor/sponsor's name. In the performance of such contracts, we will share personal data, to the minimum extent necessary. The data we may provide includes name, residence, email address, and other identification information that might be required. The processing of personal data by the commissioned person or company is made in their capacity of data controller and subject to their own privacy policy.

2.1.3 In case we are providing food at our events, we may ask exhibitor/sponsor's about food allergies or other conditions of their representatives, so that we can adapt the menu accordingly. Providing this information is optional, and we will only process it if the exhibitor/sponsor updates their representative's profile with such information.

### 2.2 PROCESSING ON CONSENT, ART. 6 (1) (A) GDPR

If the exhibitor/sponsor or their representative/contact person has consented to the processing of their personal data by us for certain purposes (e.g. data transmission to us initiating a contract, SEPA Direct Debit Scheme, surveys or promotional purposes, transmission of data within the PDA-Group, taking and using photos and film recordings for promotional purposes, printing names and contact information on attendee and

exhibitor lists e.g., share the personal information with other event exhibitors/sponsors), that consent is the legal basis for the processing.

### 2.3 PROCESSING FOR FULFILLMENT OF OUR LEGAL DUTIES, ART. 6 (1) (C) GDPR

We are processing attendee's personal data if this is necessary for the fulfillment of our legal obligations (e.g. for the retention of data according to commercial or tax law).

### 2.4 PROCESSING ON LEGITIMATE INTERESTS, ART. 6 (1) (F) GDPR

#### 2.4.1 JOINT MEMBER AND REGISTRATION DATABASE / MARKETING

Since PDA EU and PDA are both parties of the PDA-Group personal data (mentioned under Section 2.) is processed in a joint member and registration database and we process personal data for administrative purposes and also for joint marketing, market and opinion research, to run statistics about our exhibitors/sponsors e.g. to improve our future events, for personalized offers and to contact exhibitors/sponsors about other events that we organize and think may be in their interest.

#### 2.4.2 PASSING CONTACT INFORMATION TO CO-EXHIBITORS

We might pass on contact information of representatives of upon request to co-exhibitors and neighboring exhibitors for the purpose of coordination regarding the respective stand constructions and exhibition appearances based on our legitimate interest in optimizing the event and ensuring the best possible support for exhibitors.

#### 2.4.3 PICTURES AND VIDEO FOOTAGE

We may be taking photos and record video footage of our events on PDA's website, social media and printed marketing materials. Given that the events are public areas with controlled access, and that we do not intend to photograph persons directly but rather groups, we do this based on our legitimate interest to document the events and market their success. We will not use photos or videos of individuals and small groups for marketing purposes unless we obtain their prior consent.

#### 2.4.4 PROTECTION OF LEGAL INTERESTS

Furthermore, we use personal data in the case that we must assert legal claims or to defend against legal claims.

## 3. DISCLOSURE OF PERSONAL DATA

3.1 We will share strictly necessary parts of personal data, on a need-to-know basis with hotels where we book accommodation in the exhibitor/sponsor's name; third parties involved in organizing the events, client support, or sales activities; financial institutions, payment processors and collection agencies for payment services; external processors (e.g. IT-Service-Provider) in accordance with the legal requirements of Art. 28 GDPR; other parties such as public authorities and institutions, accountants, auditors, lawyers and other outside professional advisors, to protect our rights or the rights of a third party or where we are required by law to make such a disclosure; persons demonstrating legal authority to act on the exhibitor/sponsor's behalf.

3.2 Any third-party processors with whom we choose to share personal information under the above are limited (by law and by contract) in their ability to use the personal information for the specific purposes identified by us. We will always ensure that any third parties with whom we choose to share personal information are subject to privacy and security obligations consistent with this Privacy Notice and applicable laws.

## 4. TRANSFERS OF INFORMATION OUTSIDE THE EEA

4.1 Since our joint member and registration database is located in the USA, we process personal data of outside of the European Economic Area (hereinafter „EEA“) within the PDA-Group on the basis of the most current European Commission approved standard contractual clauses.

4.2 Where personal data is transferred to other entities as mentioned in Section 3 above, we will take appropriate measures to ensure that the recipient protects the personal information adequately by this Privacy Notice. These measures include entering into the most current European Commission approved standard contractual clauses with them.

## 5. SECURITY

We use technical and organizational security measures to protect personal data managed by us against manipulation, loss, destruction and against access by unauthorized persons.

## 6. DURATION OF STORAGE AND DELETION OF PERSONAL DATA

The duration of the storage of personal data depends on the existing legal archival requirements (such as retention periods relating to commercial or tax law). After expiry of the various statutory retention periods all personal data will be deleted immediately, if the data is no longer necessary for contract processing, contract initiation and/or there is no other legitimate interest for continued storage or in the case that the data subject has expressly consented to further use of their data beyond this.

## 7. RIGHTS OF THE DATA SUBJECT

Data subjects under EU data protection law have the following rights:

7.1 The data subject has the right of access (Art. 15 GDPR), the right to rectification (Art. 16 GDPR), the right to erasure (Art. 17 GDPR), the right to restriction of processing (Art. 18 GDPR), the right to be informed about each recipient to whom their personal data has been disclosed (Art. 19 GDPR) and the right to data portability (Art. 20 GDPR).

7.2 To the extent that data processing is based on a consent the data subject has the right to withdraw consent for data processing under such consent at any time free of charge with future effect (Art. 7 para. 3 GDPR).

### 7.3 Right to object (Art. 21 GDPR)

The data subject has the right to object at any time to the processing of their personal data pursuant to Art. 6 para. 1 letter e GDPR (data processing in the public interest) or Art. 6 para. 1 letter f GDPR (data processing based on a balance of interests) on grounds relating to their particular situation. If the data subject objects, we will only process the data subject's personal data if we can prove compelling legitimate reasons that outweigh the data subject's interests, rights and freedoms, or for the establishment, exercise or defense of legal claims. If the data subject objects to processing for direct marketing purposes, the data subject's personal data will no longer be processed for such purposes.

7.4 To exercise their legal rights, data subjects can contact us in writing (including electronically) at the contact details provided in section 1.1 and 1.2 above.

7.5 Furthermore, the data subject has the right to lodge a complaint about the processing of your data by us with a data protection supervisory authority in Europe (Art. 77 GDPR). For us, the State Commissioner for Data Protection („Berliner Beauftragte für Datenschutz und Informationsfreiheit“), Friedrichstraße 219, 10969 Berlin, Germany, Phone: +49 30 138890, is responsible. Alternatively, the data subject may also contact the data protection supervisory authority at their usual place of residence or workplace within the European Union.

## 8. USE OF THE WEBSITE WWW.PDA.ORG

The exhibitor/sponsor may use the Website [www.pda.org](http://www.pda.org) for registration. In this case the Website collects certain information about the user, which is processed as stated in more detail in the Websites Privacy Policy and Cookie Policy.

## 9. CHANGES TO OUR PRIVACY NOTICE

We reserve the right, at our discretion, to modify our privacy practices and update and make changes to this privacy notice at any time.

# PDA EUROPE CONFERENCE AND EVENTS | 2024

FOR FURTHER INFORMATION FOLLOW US ONLINE: [WWW.PDA.ORG](http://WWW.PDA.ORG)



09-10 APR 2024	2024 PDA VISUAL INSPECTION FORUM	MUNICH, GERMANY
23-24 APR 2024	2024 PDA PARENTERAL PACKAGING CONFERENCE	COPENHAGEN, DENMARK
15-16 MAY 2024	2024 PDA GOOD ASEPTIC MANUFACTURING CONFERENCE	STUTT GART, GERMANY
04-05 JUN 2024	2024 PDA GOOD DIGITALIZATION IN PHARMA CONFERENCE	ANTWERP, BELGIUM
04-05 JUN 2024	2024 PDA MEDICAL DEVICES AND CONNECTED HEALTH CONFERENCE	ANTWERP, BELGIUM
06 JUN 2024	2024 PDA ARTIFICIAL INTELLIGENCE IN PHARMA WORKSHOP	ANTWERP, BELGIUM
06 JUN 2024	2024 PDA THE FUTURE OF DRUG DELIVERY WORKSHOP	ANTWERP, BELGIUM
24-25 JUN 2024	2024 PDA ADVANCED THERAPY MEDICINAL PRODUCTS CONFERENCE	AMSTERDAM, THE NETHERLANDS
26-27 JUN 2024	2024 PDA VIRUS CONFERENCE	AMSTERDAM, THE NETHERLANDS
28 JUN 2024	2024 PDA NEXT-GENERATION SEQUENCING WORKSHOP	AMSTERDAM, THE NETHERLANDS
04-06 SEP 2024	2024 PDA MANUFACTURING MEETS LEGISLATION WORKSHOP	BERLIN, GERMANY
24-25 SEP 2024	2024 PDA BIOMANUFACTURING CONFERENCE	GOTHENBURG, SWEDEN
26 SEP 2024	2024 PDA SUSTAINABILITY IN PHARMA WORKSHOP	GOTHENBURG, SWEDEN
05-06 NOV 2024	2024 PDA ANNEX 1 WORKSHOP	DUBLIN, IRELAND