



# BHS

Belgian Hematology Society

—  
'**Best** care  
for **every** patient  
with a **blood disorder**  
in Belgium'  
—



Sponsor  
& Exhibition  
**Prospectus 2023**

[www.bhs.be](http://www.bhs.be)

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## Table of contents

03	<b>Request to become a Corporate Partner of the BHS</b>
04	<b>About BHS</b>
08	<b>BHS General Annual Meeting (GAM) 2023</b> BHS Post-ASH 2023
09	<b>Corporate Partnership 2023</b> Platinum Partner Gold Partner Silver Partner Bronze Partner
16	<b>Additional Opportunities at GAM 2023</b>
17	<b>Broader Collaboration Possibilities for Main Partners</b> Digital partnerships BHS eLearning Program for Nurses BHS Educational Courses Training Grants BHS Awards
23	<b>Contact</b>

## Request to become a Corporate Partner of the BHS

Dear Industry Partner,

The Belgian Hematology Society (BHS) board has the pleasure to officially invite you to become a BHS **Corporate Partner** in **2023**.

To make **the scientific and educational activities of the BHS** possible and affordable for all health care professionals we ask for your support by continuing our collaboration or becoming a BHS Corporate Partner.

The **BHS 38<sup>th</sup> General Annual Meeting (GAM) edition, to be held on February 2-4, 2023, is our flagship and most important annual scientific event**. The 38<sup>th</sup> GAM will see the return to **physical attendance** and we are looking forward to **welcoming you to exhibit again**. The BHS Board is persuaded that the GAM represents an excellent opportunity for your company to improve its visibility in the Belgian hematological community (physicians, nurses, researchers,...) and share unbiased and innovative scientific knowledge.

Since digitalization and eLearning have played quite an important role in our lives due to the COVID-19 pandemic outbreak, **BHS launched the BHS - Hemato Knowledge Hub and became an accredited RIZIV/INAMI eLearning organizer**. The development of this top-notch eLearning platform still needs your support to continue developing as **the go-to digital educational environment** for clinical hematologists, laboratory hematologists, researchers, nurses, and allied healthcare professionals, as well as other scientists with a specific interest in the field of Hematology. **This year, we will also open an eLearning program for our nurses and focus on increasing access to training for our young hematologists**.

All details on Corporate Partnership, including digital sponsoring, can be found in the attached sponsor dossier.

SEAUTON BVBA, Reg. Nb. BE 0464 882 990, has been assigned as Association Management Company and will manage the sponsorship collection and ensure the agreed sponsorship return is executed. Please contact Lorela Lohan (bhs@seauton-international.com) for any questions or suggestions.

We express our gratitude for your support and look forward to (continue) a good longstanding relationship.

With my best personal regards,



**Prof Marc André**  
BHS President  
On behalf of the BHS Board

The Belgian Hematology Society (BHS) was founded in 1985 in the setting of a rapidly evolving specialty with spectacular progresses achieved over the last decades.

**‘Best care for “every” patient with a blood disorder in Belgium’**  
is the mission of the BHS.

## Our aims

The major aims of our association are:

- To promote the quality of the clinical as well as the biological practice of Hematology
- To promote the education of trainees in Hematology, for experienced hematologists and hematology nurses
- To promote clinical and fundamental scientific research in the field of Hematology
- To promote scientific, technological, and clinical exchanges between clinical departments and laboratories working together for the diagnosis and treatment of patients with a blood disorder
- To establish the necessary relationships for representing Belgian Hematology with public or private, national, or international, companies and departments involved in clinical practice, teaching or research in Hematology
- To promote education and information on patients with hematological diseases.

## Our activities

To achieve these goals, the BHS may engage in the following activities:

- To organize scientific meetings in the field of Hematology
- To organize educational courses on Hematology
- To prepare and disseminate clinical guidelines
- To contribute to the registration and reimbursement of new agents and techniques
- To develop clinical, translational, or fundamental research studies
- To establish and maintain databases or registries relevant to Hematology
- To establish national and international collaborations
- To offer travel grants to young scientists or young doctors
- To provide support for projects promoting the development of Hematology
- To deploy any activity directly or indirectly contributing to achieving the above objectives

## Our members

The Belgian Hematology Society is a scientific association composed of more than 500 Belgian members: clinical hematologists, laboratory hematologists, researchers, nurses, allied healthcare professionals, as well as other scientists with a specific interest in the field of hematology.

Members BHS	2020	2021	2022	
Members	262	286	299	Clinical & lab hematologists, senior scientists
Junior Members	160	182	233	Hematologists in training or <35y
Associate Members	81	91	99	Nurses, data- or quality managers, laboratory technicians,...
TOTAL	503	559	631	

## About BHS

### BHS Board Members



Marc André  
*President*  
CHU-UCL-Namur



Ivan Van Riet  
*Vice-President*  
JACIE committee  
UZ Brussel



Timothy Devos  
*Councilor Patient Committee*  
UZ Leuven



Sophie Servais  
*Councilor Committees*  
CHU Liège



Koen Theunissen  
*Councilor Educational Affairs*  
Jessa Ziekenhuis Hasselt



Dries Deeren  
*Secretary*  
AZ Delta Roeselare



Gabriel Levy  
*Pediatric liaison*  
UCL Saint-Luc



Philippe Lewalle  
*Councilor Educational Affairs*  
Institut Jules Bordet Bruxelles



Benjamin Bailly  
*Councilor Patients Committee*  
CH Jolimont



Pascale Frère  
*Councilor Scientific Affairs*  
CHR Verviers



Helena Devos  
*Treasurer*  
AZ Sint-Jan Brugge-Oostende



Valerie Robin  
*Councilor Nurses Committee*  
Grand Hôpital de Charleroi



Marie-Christiane Vekemans  
*Councilor Educational Affairs*  
UCL Saint-Luc



Anke Verlinden  
*Councilor Nurses Committee*  
UZ Antwerpen



Anke Delie  
*Councilor Scientific Affairs*  
UZ Gent



Karolien Beel  
*Webmaster*  
ZNA Antwerpen

### BHS Committees

#### Disease-related committees

Acute Leukemia Committee  
Chair: Dimitri Breems

Lymphoma Committee  
Chair: Vanessa Van Hende

Myelodysplasia Committee  
Chair: Marielle Beckers

Myeloma Committee  
Chair: Michel Delforge

Myeloproliferative Disorders Committee  
Chair: Timothy Devos

Red Blood Cell Disorders Committee  
Chair: Anna Vanderfaillie

#### Profession-related committees

JACIE Committee  
Chair: Ivan Van Riet

Marrow Donor Program Committee  
Chair: Pierre Zachée

Nurses Committee  
Chair: Cristina Baiana

Patients Committee  
Chair: Elke Stienissen

Transplantation Committee  
Chair: Carlos Graux



## BHS General Annual Meeting (GAM) 2023

### Date and format

The **38<sup>th</sup> edition of the GAM** will see a return to the face-to-face format as per tradition. The General Annual Meeting will take place at **Dolce by Wyndham La Hulpe Brussels**, on **2-4 February 2023**.

The GAM will be recorded, and the content will be available on the BHS - Hemato Knowledge Hub after the meeting, so subscribers and participants will be able to watch the on-demand and in their leisure the different sessions.

Please note that live streaming will not be available.

### Program

A preliminary program can be found below. Keep an eye on [www.bhs.be/meetings](http://www.bhs.be/meetings), where the program will be published and updated as soon as possible.

### COVID-19 measurements

Because safety it is our primary concern, COVID-19 restrictions, mandatory at the time of the face-to-face meeting, will be enforced.

### Post-ASH 2023

The **25<sup>th</sup> Post-ASH meeting** is scheduled for Friday, **13 January 2023**. The meeting will take place at the **Sheraton Brussels Airport**. More details will follow as soon as available.

## Corporate Partnership 2023

By **sponsoring the BHS General Annual Meeting (GAM)**, your company helps the BHS Board towards its main objective of improving patient care by improving the quality of the clinical as well as laboratory practice of Hematology in Belgium.

Thanks to the financial contribution of the sponsors, the participants are offered:

- High-quality scientific and education content, brought by national and international key opinion leaders in a multi-sponsored and non-biased environment
- Registration at affordable rates at an RIZIV/INAMI accredited event (*accreditation to be requested after the meeting and for the recordings*)
- Access to the educational material and eLearning

The BHS Board takes the final decisions with regard to accepting sponsorships from the industry.

Sponsors accept that they have no influence on the elaboration of the scientific program of the BHS GAM and Post-ASH.



### Platinum Partner (35.000 EUR)

#### PRE-EVENT

##### Pre-event advertising

- Logo included in the symposium website sponsor section and BHS website sponsors page (with web link)
- Logo on all printed promotional material
- Regular GDPR compliant (institution + discipline of participants) updates on confirmed registrations

#### EVENT

##### Satellite Symposium

- The industry sponsored satellite symposia at the GAM are organised by Platinum Sponsors (CFR rule that when a Gold Sponsor is selected by the Board for the organisation of a satellite at the GAM, he becomes a Platinum sponsor in the year of the respective GAM)

##### Conference attendance

- 10 complimentary GAM registrations for company representatives and 15 complimentary GAM registrations to distribute to HCPs and/or nurses of your choice, nationally and internationally

##### Onsite promotion

- Company-related promotional video played during the breaks in between the sessions/blocks.
- Individual sponsor page (A4 size format) in the program booklet
- Opportunity to have special lectures at GAM to announce very significant breakthroughs related to the company's products (only after board approval)
- Free congress bag insert

##### Networking and collaboration opportunities

- 8 sqm. Exhibition booth space
- Major sponsor package for the Post-ASH meeting, incl. 6 sqm. booth space and admission for 10 company co-workers
- Platinum sponsorship gives you the possibility to sign in for broader collaboration possibilities in the long term (e.g. BHS - Hemato Knowledge Hub, educational grants, research projects, preceptorships, training grants ..)

#### YEAR-ROUND

##### Post-event advantages

- Mailing to BHS members for scientific activities via the BHS Secretariat (only after board approval)
- Meeting with BHS board representatives (including president and vice-president) on annual basis at the Industry Meeting
- Opportunity to have medical need program or patient-registration studies or pharmacovigilance studies or other scientific activities through collaboration with the BHS board or committees (board approval) (expenses not included in membership fee)
- Opportunity to add disease-specific patient information at the BHS website (patients, Mediatheek) (board approval)

##### Access to educational and eLearning materials

- Admission of 5 co-workers at the BHS Educational Courses
- Internal use of BHS educational material: 30 logins to distribute within your company, giving your colleagues (nationally and internationally) access to the BHS - Hemato Knowledge Hub, BHS' eLearning platform
- External use of BHS educational material: 30 logins to distribute among national and international non-attending HCPs of your choice, giving them access to the BHS - Hemato Knowledge Hub, BHS' eLearning platform
- Access to the website (corporate member pages only)
- 1 copy of the Belgian Journal of Hematology





### Gold Partner (25.000 EUR)

#### PRE-EVENT

##### Pre-event advertising

- Logo included in the symposium website sponsor section and BHS website sponsors page (with web link)
- Logo on all printed promotional material
- Regular GDPR compliant (institution + discipline of participants) updates on confirmed registrations

#### EVENT

##### Conference attendance

- 8 complimentary registrations for company representatives and 10 complimentary GAM registrations to distribute to HCPs and/or nurses of your choice, nationally and internationally

##### Satellite Symposium

- Gold sponsors have the possibility to apply for the organisation of an industry-sponsored satellite symposium (min of 60 min, included in the general program of the meeting). The proposal for a satellite symposium at the GAM must be sent by mail to the President of the BHS and Seauton before June 1<sup>st</sup> of the year preceding the GAM. When the Gold Sponsor achieves a satellite symposium at the GAM, he becomes a Platinum sponsor that year.

##### Networking and collaboration opportunities

- 6 sqm. Exhibition booth space
- Major sponsor package for the post-ASH meeting, incl 6 sqm. booth space and admission for 8 company co-workers
- Golden sponsorship gives you the possibility to sign in for broader collaboration possibilities in the long term (e.g. become a digital sponsor, educational grants, research projects, ..)

##### Onsite promotion

- Logo in video bumpers (short videos played before & after each session/block)
- Individual sponsor page (A5 size format) in the program booklet
- Opportunity to have special lectures at GAM to announce very significant breakthroughs related to the company's products (only after board approval)

#### YEAR-ROUND

##### Post-event advantages

- Mailing to BHS members for scientific activities via the BHS Secretariat (only after board approval)
- Meeting with the BHS board on an annual base
- Opportunity to have medical need program or patient-registration studies or pharmacovigilance studies or other scientific activities through collaboration with the BHS board or committees (board approval) (expenses not included in membership fee)
- Opportunity to add disease-specific patient information at the BHS website (patients Mediatheek) (board approval)
- Opportunity to become a platinum member at least once every 3 years, implying the organization of a satellite symposium at the GAM (see satellite symposium)

##### Access to educational and elearning materials

- Admission of 5 co-workers at the BHS Educational Courses
- Internal use of BHS educational material: 20 logins to distribute within your company, giving your colleagues (nationally and internationally) access to the BHS - Hemato Knowledge Hub, BHS's eLearning platform
- External use of BHS educational material: 20 logins to distribute among national and international non-attending HCPs of your choice, giving them access to the BHS - Hemato Knowledge Hub, BHS' eLearning platform
- Access to the website (corporate member pages only)
- 1 copy of the Belgian Journal of Hematology





### Silver Partner (12.500 EUR)

#### PRE-EVENT

##### Pre-event advertising

- Logo included in the symposium website sponsor section and BHS website sponsors page (with web link)
- Logo on all printed promotional material

#### EVENT

##### Conference attendance and networking opportunities

- 4 complimentary symposium registrations for company representatives and 5 complimentary GAM registrations to distribute to HCPs and/or nurses of your choice, nationally and internationally
- 6 sqm. Exhibition booth space

##### Onsite promotion

- Logo in video bumpers (short videos played before & after each session/block)
- Individual sponsor page (A6 size format) in the program booklet

#### YEAR-ROUND

##### Access to our members

- Mailing to BHS members for scientific activities via the BHS secretariat (after board approval)

##### Access to educational and elearning materials

- Admission of 2 co-workers at the BHS Educational Courses
- Internal use of BHS educational material: 10 logins to distribute within your company, giving your colleagues (nationally and internationally) access to the BHS - Hemato Knowledge Hub, BHS's eLearning platform
- External use of BHS educational material: 10 logins to distribute among national and international non-attending HCPs of your choice, giving them access to the BHS - Hemato Knowledge Hub, BHS' eLearning platform
- Access to website (corporate member pages only)



### Bronze Partner (4.750 EUR) – non-pharma companies only

#### PRE-EVENT

##### Pre-event advertising

- Logo included in Symposium website sponsor section (with web link)
- Logo on all printed promotional material

#### EVENT

##### Conference attendance

- 2 complimentary symposium registrations for company representatives and 2 complimentary GAM registrations to distribute to HCPs and/or nurses of your choice, nationally and internationally

##### Onsite promotion

- Logo in video bumpers (shortl videos played before & after each session/block)

#### YEAR-ROUND

##### Access to our members

- Posting of scientific activities (after board approval) on the BHS website

##### Access to educational material

- Internal use of BHS educational material: 2 logins to distribute within your company, giving your colleagues (nationally and internationally) access to the BHS - Hemato Knowledge Hub, BHS's eLearning platform
- External use of BHS educational material: 2 logins to distribute among national and international non-attending HCPs of your choice, giving them access to the BHS - Hemato Knowledge Hub, BHS' eLearning platform
- 1 copy of the Belgian Journal of Hematology



## Additional Opportunities at GAM 2023

### Exhibition

As an exhibiting company, you will enjoy prime exposure and networking opportunities with the key players in the Hematology field. The floor plan will be designed to maximize the exposure to the delegates. The coffee breaks and lunch are planned in the exhibition area.

#### BOOTH SPACE:

- Bare booth space 6 m<sup>2</sup> costs EUR 3.500
- Extra m<sup>2</sup> bare booth space costs EUR 500 /m<sup>2</sup>

#### The above price includes the following:

- Exhibition space for 2 days
- Electricity and wireless internet connection
- 1 table, 2 chairs
- 1 exhibitor badge per 3 square meters
- Coffee breaks and lunches

### Advertisements

- Program book [sole sponsor item] cover 4: EUR 3.000
- Program book [sole sponsor item] cover 2 or 3: EUR 2.750
- Program book inside page: EUR 2.250

## Broader Collaboration Possibilities for Main Partners (Platinum and Gold)

### Become a BHS Digital Partner and sponsor the BHS – Hemato Knowledge Hub

As it is our aim to provide high-quality educational materials and digital innovation, the BHS has launched the **BHS - Hemato Knowledge Hub**. Dedicated to all our scientific society, the BHS - Hemato Knowledge Hub is to become the top-notch e-learning platform for clinical hematologists, laboratory hematologists, researchers, nurses, allied healthcare professionals and other scientists with a specific interest in the field of Hematology.

With digital access to the latest developments in the sector, the Hub provides high-quality educational materials within a multi-sponsored environment. The platform will grant the BHS community (members, partners & attendees at BHS events) access to:

- Video recordings of the BHS educational courses (PPT presentations to be found on the BHS website)
- Video recordings of the presentations held at GAM and Post-ASH
- BHS webinars by national key opinion leaders on relevant topics
- Critical reviews of new data presented at ASH
- Abstract Book, podcasts, BHS endorsed events & so on

Because career advancement and professional development matters enormously, BHS became an accredited e-learning organizer by RIZIV/INAMI (Rijksinstituut voor ziekte- en invaliditeitsverzekering/ Institut national d'assurance maladie-invalidité).

Where and when possible, the BHS will request accreditation for the live-streaming webinar and for the e-learning materials.

As the BHS Board insists to be independent in the research it conducts, in the scientific program it elaborates and in the opinion that it expresses, all Board members highly value the multi-sponsoring of the Society, including the BHS - Hemato Knowledge Hub. **The Board is therefore offering all platinum and gold sponsors the possibility to become digital partners.**

### Main Digital Partner (25.000 EUR)

- Acknowledgement (with logo) of your company as an official sponsor of the BHS - Hemato Knowledge Hub
- Acknowledgement (with logo) of your company as an official sponsor of the recordings of the presentations held at the Annual Meeting, and made available on the BHS - Hemato Knowledge Hub
- 1 digital webinar (60 min) developed with the scientific committee of BHS
- Receive 50 complimentary access codes for the BHS - Hemato Knowledge Hub (value: 100 EUR/code)



## Digital Partner (10.000 EUR)

- Acknowledgement (with logo) of your company as official sponsor of the recordings of the presentations held at the Annual Meeting, and made available on the BHS - Hemato Knowledge Hub
- Receive 20 complimentary access codes for the BHS Hemato Knowledge Hub (value: 100 EUR/code)

We would like to thank all the digital partners who have already contributed to the BHS - Hemato Knowledge Hub.



## Broader Collaboration Possibilities for Main Partners (Platinum and Gold)

### Support the launch of BHS's new educational eLearning program for Nurses (NEW)

**In 2023, BHS will launch its new educational eLearning program dedicated to our hematological nurses.** The new program will be inaugurated on **Friday, 12 May 2023 - International Nurse Day with a live event dedicated to our nurses.** With a scientific program developed by the BHS Nurse committee and initial financial support from Sandoz, this pilot project will mark and emphasize BHS's engagement in supporting nurses in the field of hematology in Belgium.

The e-learning materials of the program will be hosted on the BHS – Hemato Knowledge Hub, the BHS eLearning platform. The program will be held in English, French and/or Dutch depending on the type of activity and the needs of the audience.

**As a Gold and/or Platinum sponsor,** you have the opportunity to support us as follows:

### Main Nurse Partner (25.000 EUR)

- Acknowledgement (with logo) of your company as an official nurse sponsor in a dedicated part of the BHS - Hemato Knowledge Hub
- Acknowledgement (with logo) of your company as an official nurse sponsor at the Nurse Symposium during the General Annual Meeting (ex. company-related promotional video played during the breaks in between the live content, logo in the short videos played before & after each session/block and on the roll-ups)
- Acknowledgement (with logo) of your company as an official nurse sponsor at one of the initiatives mentioned below:
  - The International Nurse Day in 2023
  - A local training in French and/or Dutch at a local hematology centre
- 5 complimentary registrations for company representatives or invited HCPs at one of the supported initiatives:
  - The International Nurse Day in 2023
  - A local training in French and/or Dutch at a local hematology centre
- Receive 25 complimentary access codes for the BHS - Hemato Knowledge Hub (value: 100 EUR/code)



## Nurse Partner (15.000 EUR)

- Acknowledgement (with logo) of your company as an official nurse sponsor in a dedicated part of the BHS - Hemato Knowledge Hub
- Acknowledgement (with logo) of your company as an official nurse sponsor of the presentations held at the Nurse Symposium during the General Annual Meeting (logo in the short videos played before & after each session/block)
- Acknowledgement (with logo) of your company as an official nurse sponsor of the presentations and translation services for:
  - The International Nurse Day in 2023
  - A local training in French and/or Dutch at a local hematology centre
- Receive 15 complimentary access codes for the BHS - Hemato Knowledge Hub (value: 100 EUR/code)



## Broader Collaboration Possibilities for Main Partners (Platinum and Gold)

### Support the BHS Educational Courses (NEW)

**Gold and Platinum sponsors have the opportunity to provide an educational grant to support the BHS educational courses, and promote innovation and educational best practices in the hematology field.**

With the aim to provide evidence-based theoretical teaching as well as practical information about the diagnosis and treatment of hematologic disorders, the educational courses are designed as a 2-year cycle including 7 courses per academic year (from October to April), covering each major theme of hematology.

Each seminar/course is divided into 6 topics related to the main theme. Each topic has been carefully determined according to the EHA CV Passport.

**Every two years the BHS board adapts the BHS educational program in order to provide up-to-date continuous education – in compliance with the EHA CV Passport – to clinical and laboratory hematologists in training, experienced hematologists and, other interested individuals.**

Seminars/courses take place on Saturday mornings at the Hof Ter Musschen on the UCL St-Luc campus in Brussels and/or digitally, but recordings on-demand and presentations are provided to trainees to allow self-studying. Current educational courses can be consulted on the BHS website at <https://bhs.be/education/bhs-courses/bhs-educational-courses-2021-2023>.

The BHS training course and seminars have been offered for many years to individuals interested in the practice of clinical and laboratory hematology with a great success rate of attendance and relevance.

The current Educational Courses program 2021-2023 has been kindly supported by Janssen. If you wish to support our young hematologists, please send us an email to discuss your potential and tailored level of support.



## Training Grants (NEW)

Every year, BHS offers travel grants to young hematologists to get clinical or laboratory training abroad in the field of hematology.

The training grants are offered based on the BHS financial resources of the year or based on ad-hoc financial support received from our partners.

**As a Gold or Platinum partner** and with the reinstatement of travel this year, **you will have the possibility to sponsor the participation of one or more young hematologists in a preceptorship, short training, short course, or travel fellowship** in the field of hematology organized by top academic institutes such as, for instance, the European School of Hematology or the Dana Farber Cancer Institute.

Based on next year's academic scientific program and the availabilities of the chosen Institute, the BHS board will decide which activity (preceptorship, short training or short course) to offer to the BHS young hematologists. If you wish to support our young hematologists, please send us an email to discuss this further.

## Sponsor a BHS Award

Support science and education by sponsoring an award, to promote scientific advancements and encourage talents.

We would like to thank the following sponsors for granting the following awards in the past years:

- PACE Award: PATient CEntricity, supported by Bristol Myers Squibb (BMS) and Takeda
- SAFYHR Award, sponsored by Sanofi
- GILEAD Award, supported by Gilead Science and Kite

If interested, please submit an application to the BHS Board, specifying:

- The aim of the award
- The target group
- The amount to be offered to the winner

Please note that sponsoring will need to cover the scientific and operational costs to be performed by the BHS Board and Secretariat.



## Contact

SEAUTON BVBA, Reg. Nb. BE 0464 882 990, has been assigned as Association Management Company and will manage the sponsorship collection and ensure the agreed sponsorship return is executed.

To confirm your commitment, please contact **Ms Lorela Lohan**.

Account Manager

T: +32 474 844 413

M: bhs@seauton-international.com

BHS website: [www.bhs.be](http://www.bhs.be)

## Seauton Bank Details for contract and invoicing purposes

Supplier's registered name:	SEAUTON bvba
Street address + no:	Rue Léon Frédéricq 14
Postal code:	4020
City:	Leuven
Country:	Belgium
Vat number:	BE 0464 882 990
Company registration number:	0464882990
Supplier contact person :	Valérie Radermecker
Phone number:	+32 (0)4 340 31 89
Email address to forward purchase order to:	accounting@seauton-international.com
Language used for communication:	ENG/FR
Payment conditions:	30 days
Bank name:	Deutsche bank
Bank account owner:	Eurofactor Benelux - Seauton
IBAN code:	(EUR) IBAN BE 48 8261 0109 4427 (USD) IBAN BE 56 8260 9709 4488
SWIFT code:	BIC DEUTBE33
Invoicing currency:	EUR
Main sector of activities:	Mice meetings, incentives, congresses and events



# **BHS**

Belgian Hematology Society

The Belgian Hematology Society is a scientific society composed of more than 500 members: internists, biologists, nurses and other scientists with a specific interest in the field of hematology.

Belgian Hematology Society  
Leuvensesteenweg 479  
1030 Brussel

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