



24th World Congress on Ultrasound in Obstetrics and Gynecology

14–17 September 2014, Barcelona, Spain



INDUSTRY PROSPECTUS

For more information about exhibition/sponsorship opportunities, contact us at:
E: congress@isuog.org T: +44 (0)20 7471 9955





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Congress Co-Chairs (Spain)

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- B. Puerto

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ISUOG President

- Y. Ville, *France*

ISUOG Secretariat (UK)

- S. Johnson, *Chief Executive Officer*
- M. Chard, *Event Manager*

Further information about ISUOG's Board and Committees can be found at the Society's website isuog.org

Welcome to Barcelona

We warmly invite you join us as an exhibitor or sponsor at our 24th World Congress on Ultrasound in Obstetrics and Gynecology in Barcelona 14 – 17 September, 2014.

ISUOG's annual Congress is one of the most well attended events for obstetrics and gynecology ultrasound practitioners globally. It provides an ideal opportunity for both local and international companies to reach the global specialist community, and a key chance to display the most recent advances in your research and technology over the last twelve months. Our trade exhibition is a truly integral part of our Congress and delegates look forward to our industry partners' educational satellite activities and demonstrations which support the main scientific program.

Without your support the Congress would not have achieved the success that it has to date. We are grateful for your input and are committed to working closely with you to ensure a successful meeting. This prospectus includes all the exhibition, advertising and sponsorship opportunities available at the time of writing and encourages any further ideas you may have. We are very keen to work with your team to achieve the best possible outcome for your company, our delegates and for ISUOG.

Join us in Barcelona for another successful ISUOG World Congress and thank you in advance for your ongoing support.

S. Johnson (ISUOG CEO)

E. Gratacós (Congress Chair)

Critical dates 2014

1 January	Registration and Call for Papers open
14 April	Abstract submission and reduced rate registration deadline
14 May	Exhibition / sponsorship discount deadline
14 July	Early bird registration rate deadline
13 September	Pre-Congress courses / onsite registration opens
14 September	Congress opens

General information

Congress venue

Centre Convencions Internacional Barcelona

Plaça de Willy Brandt 11-14, 08019, Barcelona, Spain T: +34 93 230 10 00 W: ccib.es

Headquarters hotel

Hilton Diagonal Mar Barcelona

Passeig del Taulat 262-264, 08019 Barcelona, Spain

The Hilton Diagonal Mar Barcelona is set in a stunning seafront location in the heart of Barcelona's thriving Forum district just opposite the Congress venue. Special rates at the Hilton are available via ISUOG and group bookings should be requested in advance to ensure they can be accommodated. Group reservations can also be facilitated at our unique partner property the Barcelona Princess hotel, positioned just moments from the CCIB. Please contact mchard@isuog.org to arrange your accommodation at either of these luxurious hotels.



Contact: Megan Chard

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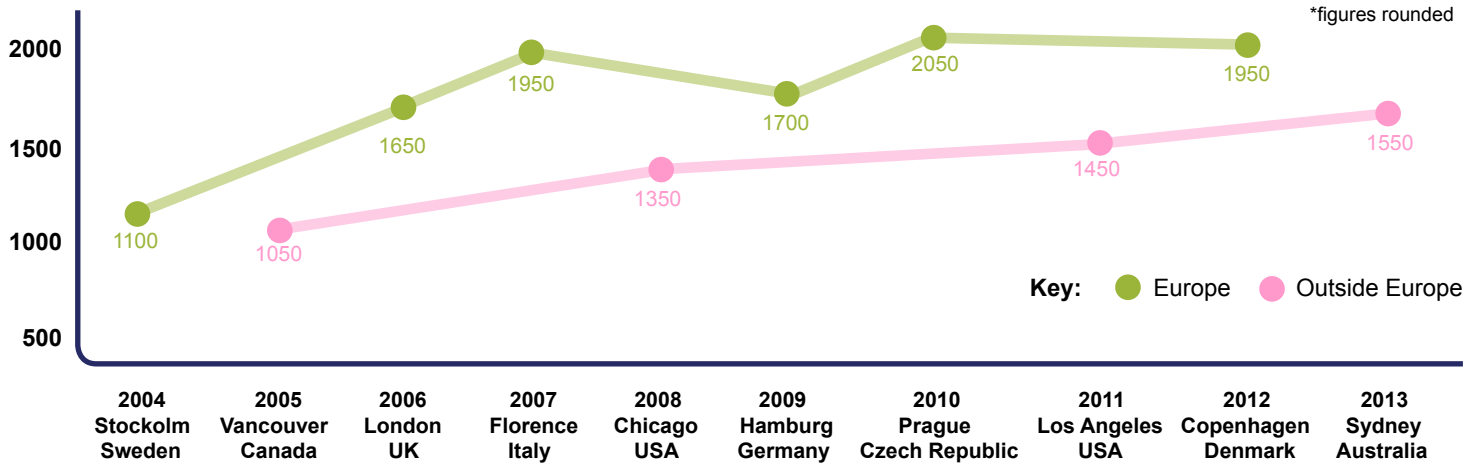
ISUOG and Congress profile

ISUOG is the foremost international professional membership society for ultrasound in obstetrics and gynecology and is dedicated to ensuring the provision of the highest quality education and training within the field. We now have over 7,800 members spread across 126 different countries, making the society truly international.

Our annual World Congress, now in its 24th year, is the leading event in women's imaging and disseminates the highest quality research and clinical information in the field.

Congress attendance

We are proud that our Congress attendance continues to grow despite general trends of decreased delegate numbers at similar events.



Delegate profile by region and professional speciality

Historically, delegates attend from around 70 different countries.

	Prague 2010	LA 2011	CPH 2012	Sydney 2013
Asia	13%	18%	13%	25%
South America	4%	6%	3%	2%
Middle East	5%	7%	3%	3%
Europe	65%	36%	68%	19%
North America	9%	28%	8%	4%
Australasia	3%	4%	4%	46%
Other	1%	1%	1%	1%

While last year's delegate profile was altered by a partnership with Australian sonographers group ASUM, generally 85% of our Congress delegates are physicians (*obstetricians, gynecologists, radiographers*) and 15% are non-physician specialists (*sonographers, midwives, nurses*).

	Prague 2010	LA 2011	CPH 2012	Sydney 2013
Physician	76%	77%	76%	51.5%
Radiographer	1%	1%	5%	2.9%
Sonographer	15%	18%	14%	38.1%
Midwife	2%	2%	4%	0.3%
Other	6%	2%	2%	3.8%

Direct mail, advertising and internet-based promotions will be carried out to ensure that a large audience of key stakeholders will attend the Congress.

We also work with our industry partners to ensure your key customers are reached and encourage you to promote our event on your own platforms once your participation is confirmed. We are happy to provide marketing materials as required and support you to further build the Congress' profile this year.



Exhibition & sponsorship at a glance

Exhibition space (special exhibition rates for booksellers, charities and other societies - please contact us for more information)

Shell scheme package including furniture, power & light (6m ²)	€3,500	p. 4
Shell scheme only (6m ²)	€3,000	
Space only per square metre (min. 18m ²)	€450	

Sponsorship levels - minimum expenditure excluding exhibition

Sponsorship activities are listed and charged in **Pound Sterling (£)** as we gratefully accept these contributions in support of ISUOG. Exhibition costs are listed and charged in **Euros (€)** as they fund the delivery of the Congress exhibition. If your company wishes to be invoiced in a single currency, we can happily arrange for both sponsorship and exhibition activities to be charged in Pound Sterling.

Diamond £60,000	Platinum £40,000	Gold £25,000	Silver £15,000	Bronze £8,000	p. 6
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Educational activities and hospitality suites

Unrestricted educational grants to support program sessions	by arrangement	p.7
Satellite symposia / receptions	£10,000	
Pre-Congress courses	£6,000 per course	
Hospitality and education suites; satellite education areas	from £5,000	p.8
Educational workshops	£4,500 per workshop	
Live scan demonstration sessions	£4,500 per session	
'Meet the professor' sessions (TBC)	£1,000 each or £10,000 for all	

Branding opportunities

E-poster & ISUOG OnDemand portal viewing stations	£15,000	p.8
Congress party	from £8,500	
Delegate bags	£4,500 + production costs	
Congress app (TBC)	£5,000	
Hotel keycards	£5,000 + hotel production costs	p.9
Welcome reception	from £5,000	
Opening ceremony	£4,000	
Internal directional signage	£4,000	
Pocket program	£3,500	
External directional signage	£2,500 + production costs	
Bottled water	£2,500 + production costs	
Speaker preparation room	£2,500	
Sponsored bar or barista station	from £2,000	
Gobos - Sunday in walkway between auditorium and main Congress area	£1,000	
Pens and notepads	In kind (key sponsors only)	

Advertising activities

Abstract book	£7,500 (sole), £3,500 (shared - up to 3 companies)	p.9
Hotel room drop	£2,500 per drop (max 2) + hotel costs	
Joining instructions	£2,500	
Online button adverts	£1,500	



All prices for 2014 activities are listed and charged in either **Pound Sterling (£)** or **Euros (€)** and exclude VAT/IVA where applicable. A 2.5% surcharge is applicable to credit card payments to cover bank costs.

Grants

ISUOG is pleased to accept unrestricted educational grants to support educational sessions in sessions in halls.

Exhibition

This year the exhibition will run for three and a half days, officially opening on Sunday evening for a welcome drinks reception following the Congress opening ceremony. The exhibition will be held in the CCIB's Banquet Hall and adjoining corridor on the building's second floor and will close on Wednesday afternoon.

Preliminary exhibitor schedule (all times TBC)

Move in: Saturday 13 September 08:00 – 22:00 (free build)

Sunday 14 September 08:00 – 15:00 (all)

	Sessions open	Exhib. open	Exhib. close	Sessions close
Sun	08:30	15:20	21:00	17:45
Mon	07:40	10:00	16:30	17:45
Tues	07:40	10:00	16:30	17:45
Wed	08:30	10:00	16:00	17:45

Move out: Wednesday 18 September 16:00 – 23:59

All times are subject to change; exhibitors will be notified accordingly.

Catering and refreshments

All catering and refreshments will be served in the exhibition hall from Sunday afternoon's coffee break onwards. Catering and refreshments are complimentary for all registered exhibition and sponsor personnel.

Stands and rates

Space assignments

Exhibit space assignments are based on priority allocation according to sponsorship level, loyalty (previous attendance) and then on a first come, first served basis based on the date payment is received. Please ensure you list any preferences or requests on the booking form.

Shell scheme package

€3,500

Includes:

- 3 x 2 metre shell scheme
- 1 x header sign
- 2 x chairs
- 2 x spotlights
- 1 x table
- 1 x power outlet
- 1 x waste paper bin

Shell scheme only

€3,000

Includes:

- 3 x 2 metre shell scheme
- 1 x header sign

Space only exhibits (minimum 18m²)

€450 per m²

- Exhibitors may apply for specific sizes of stand but these cannot be guaranteed
- We aim to offer a minimum 2 open sides for free build stands
- Diamond, Platinum and Gold sponsors receive discounts

Exhibition services

The following services are included for all exhibitors:

- One scientific exhibitor registration included per shell scheme exhibition stand or per free build stand, giving full access to the Congress scientific sessions. NB: this is for our industry partners to attend sessions, not for hosted physicians. For non-sponsors, one additional scientific registration per 6m² of free build space over 18m².
- One additional exhibitor badge per shell scheme stand; two exhibitor badges per 6m² of free build space.
- 3.5 days exhibition exposure plus welcome reception
- One delegate bag including final program and abstract book per shell scheme exhibition stand or per 6m².
- One pocket program for each registered exhibitor
- Participation for all registered personnel in the welcome drinks
- Acknowledgement and company profile in Congress final program
- Exhibition technical manual and access to exhibition ordering system
- Daily cleaning of aisles and common areas
- Access to catering and refreshments for all registered personnel

Exhibitor badges

Exhibitors must wear their exhibitor badges at all times to gain access to the venue. Please note that exhibitor badges do not allow access to scientific sessions; see our sponsorship packages and exhibition services for scientific registration inclusions. Please contact us for more information.

Insurance

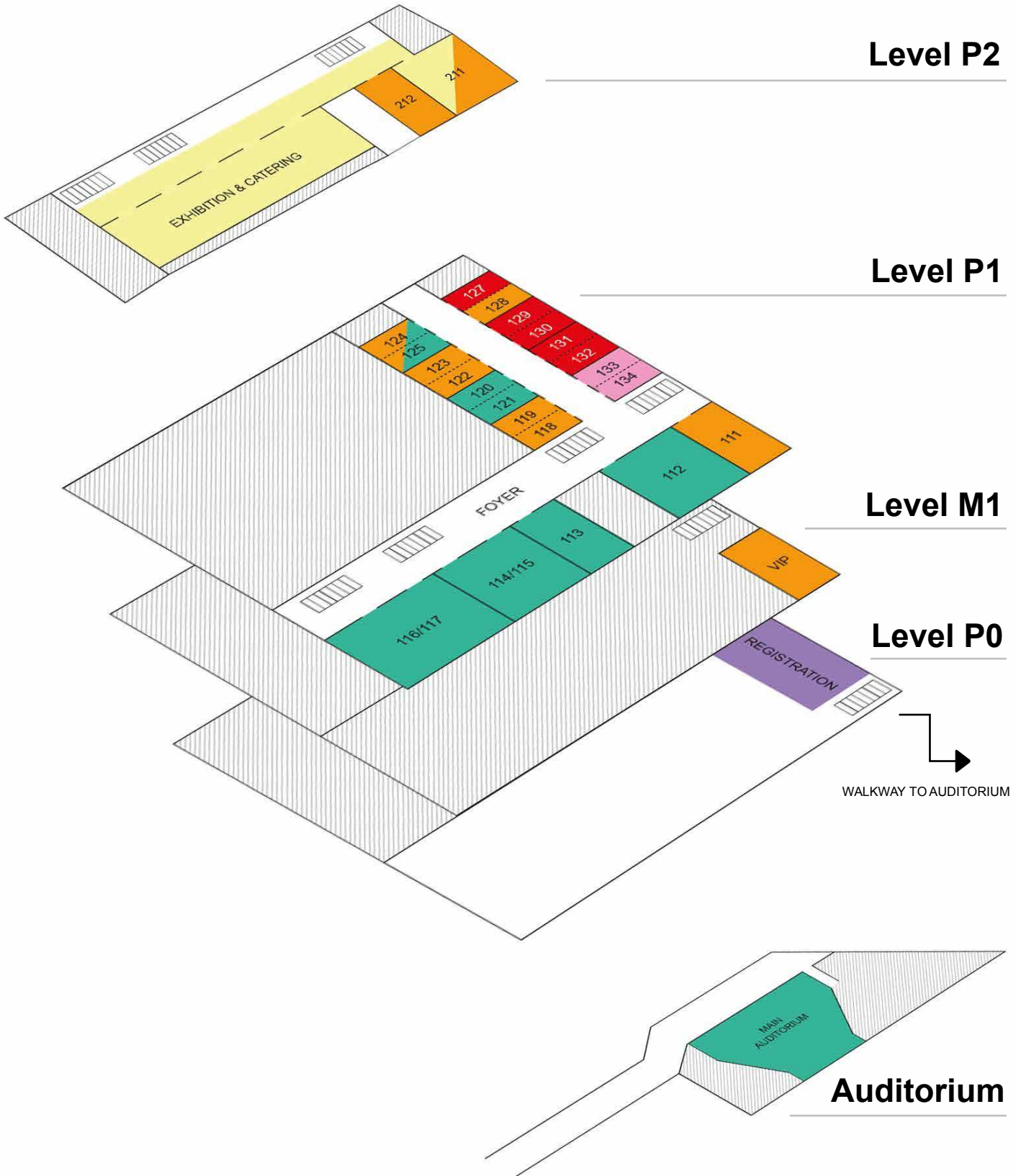
Companies participating in the Congress are reminded that they will need to make arrangements to cover their own insurance risks for damage, liability, cancellation or curtailment from the point of booking onwards and for the duration of the exhibition. All exhibiting companies will be required to provide evidence of insurance to ISUOG in advance of the Congress.

Conditions of exhibiting

Please ensure you read the terms and conditions of exhibiting which are at the back of this prospectus. Signing the application form confirms your acceptance of these conditions.



Floor plans



Key:

- Exhibition & catering
- Session halls
- Speaker preparation
- Registration
- ISUOG meeting rooms
- Hospitality suite options
- Escalators

Sponsorship

The option to sponsor activities at the Congress is available to any exhibitor. Commercial support of educational activities must occur within the relevant CME standards governing such activities. ISUOG has to its best ability accounted for any known restrictions within the activities listed here however sponsoring companies are informed that entitlements are subject to adjustments as required in line with these regulations. ISUOG will inform third parties promptly of any such changes.

Please note: any educational activities undertaken by sponsors at the Congress venue for the benefit of the Congress delegates are subject to approval by ISUOG. Live obstetric or gynecological scanning is NOT permitted on the exhibition stands.

In the event that multiple requests for sponsorship items are received ISUOG will prioritise requests by sponsorship level, the date booking and payment is received and loyalty (previous meeting participation). We always work to ensure optimal matches for live scan sessions. Participating companies should email subject and speaker requests at the time of booking to maximise effective matching of our program options.

Sponsorship level

Key sponsorship status will be offered to companies according to their total sponsorship investment (excluding exhibition)	Diamond	Platinum	Gold	Silver	Bronze
Total sponsorship investment	£60,000	£40,000	£25,000	£15,000	£8,000
Minimum exhibit*	50m ²	40m ²	30m ²	20m ²	stand space

Key sponsor's entitlements

In addition to the entitlements of the individual sponsorship items, key sponsors will receive the following:

	1	2	3	4	5
Priority option on all sponsorship activities (providing booking is confirmed by early booking deadline)	1	2	3	4	5
Exhibition space allocation (priority order)	1	2	3	4	5
Exhibition space discount (applies to space-only rates)	15%	10%	5%		
Scientific registrations (in addition to allocation from exhibition space)	8	6	4	2	1
Complimentary Congress party tickets	6	4	3	2	
Advertisement in final program	full-page	full-page	half-page	half-page	logo
Briefcase insert (one insert per sponsor)	A4 (210x297mm)	A4 (210x297mm)	A5 (148x210mm)	A5 (148x210mm)	A5 (148x210mm)
Logo and acknowledgement on Congress website under key sponsors section with link to own website**	✓	✓	✓	✓	✓
Logo acknowledgement in final program	✓	✓	✓	✓	✓
Option to hire hospitality and live scanning rooms	✓	✓	✓	✓	✓
Option to support live scan sessions (depending on availability and advance priority requests)	✓	✓	✓	(✓)	
Option to sponsor workshops	✓	✓	✓	(✓)	
Option to advertise an evening event at the Congress (subject to ISUOG's approval and no conflict with ISUOG advertised activities)	✓	✓	✓		
Option to provide branded delegate materials (where permitted under CME regulations and where approved by ISUOG) with no sponsorship fee	✓	✓			
Option to have your satellite symposium recorded and included OnDemand	✓	✓			

Other activities subject to ISUOG approval and availability



* NB: total sponsorship spend is calculated excluding exhibition space costs

** Sponsors achieving the same minimum sponsor level for over 3 years will be acknowledged as partners of ISUOG on our website throughout the year.

(✓) Entitlement available depending on availability and other advance priority requests.

Sponsorship opportunities

The items listed are subject to change in line with ISUOG's Organising and Safety Committee requirements. Any changes will be notified to interested parties immediately.

If you have a sponsorship request that is not listed please contact us to discuss it further: mchard@isuog.org

Educational activities and hospitality

Sponsors may organise independent educational activities during the Congress break times with ISUOG approval. Sponsors may also provide unrestricted educational grants to support ISUOG's educational activities.

1. Satellite symposia / receptions **£10,000**

Companies have the opportunity to hold a 1 hour lunchtime symposium in a main session hall with their own speakers and program (which must be pre-approved by ISUOG). Details will be listed in the main Congress program and the session will be open to all delegates.

Priority allocation of satellites will be given based on level of sponsorship and thereafter on a first-paid, first-served basis. We cannot guarantee that the session will be unchallenged by other activities since sponsors have the opportunity to run hospitality sessions at the same time but symposia are organised at times which do not conflict with ISUOG's main scientific program. Booking companies will be fully informed of any known competing activities. Satellite symposia do not form part of the CME scientific program.

Entitlements include:

- Hire of session hall
- Hire of integrated audio visual equipment
- A5 delegate bag insert invitation
- Acknowledgement in final program
- Recording and availability on OnDemand portal at cost (if companies upload files to ISUOG's presentation system) and uploading to ISUOG's Online Learning portal (from £2,000)

2. Pre-Congress courses **£6,000 per course**

Companies may provide unrestricted educational grants to support courses on Saturday 13 September 2014. Please see the scientific program page of isuog.org/WorldCongress/2014 for further details about course topics.

Entitlements include:

- Sole sponsorship unless otherwise requested (allocated on a first come, first served basis)
- Company branded USB or printed course programs
- Holding slide in session hall with company name prior to and after session
- Table top exhibit space within the course location
- Acknowledgement by course chairperson
- Acknowledgement in final program
- Sponsor's equipment to be used where applicable
- Logo on course page of the website

3. Hospitality and education suites **from £5,000 per day**

Cost: varies according to room size (see below)

Companies may demonstrate their equipment and technical developments to delegate groups and/or host clients in privately hired rooms. Advertised activities may only take place during scheduled break times, although sponsors may host individual and small groups of clients throughout the day by personal invitation. ISUOG must be fully informed of planned activities for these areas in advance. If pre-approved, ISUOG will advertise these activities in its Congress program.

Room reservation is only available to companies participating in the exhibition, and priority room allocation will be given to key sponsors and then on a first-paid basis. Sponsors will be responsible for any technical, set-up, electrical and furnishing costs as well as the sponsorship fee. **Sponsors will need to source their own live scan models for their hospitality suites.**

Entitlements include:

- Use of room
- Opportunity to demonstrate equipment in live scan sessions
- Acknowledgement and session listing in final program
- Room signage and branding

Rooms are available for hire Sunday 14 – Wednesday 17, please note however that the majority of sessions on Sunday will take place in the CCIB's adjoining Auditorium.

Level M1

VIP room Cost: £8,500
Size: 320m² Capacity: 209 theatre style
Three glass walls, overlooks registration, links ground and first floor.

First floor

Meeting room 111 Cost: £10,000 per day
Size: 420m² Capacity: 361 theatre style

**Rooms 118, 119, 122, 123, 124
125, 127, 128, 129** Cost: £4,500 per day

Size: 95m² Capacity: 85 theatre style
Rooms 118 & 119, 122 & 123, 124 & 125 or 127 & 128 can be joined and hired at a rate of £8,000 per day.

Second floor

Meeting room 211 Cost: £17,000 per day
Size: 864m² Capacity: 800 theatre style
Same level access to exhibition hall, small balcony, key sponsors only; NB: availability of this room for sponsor hire TBC

Meeting room 212 Cost: £10,000 per day
Size: 420m² Capacity: 361 theatre style
Same level access to exhibition hall, small balcony

These rooms are also available as satellite education areas for an additional cost by special arrangement; please contact us for details. Satellite education areas give sponsors the opportunity to hold educational seminars, live demonstrations, hospitality or other pre-approved events throughout the day, and may be advertised by the sponsor to the delegates and must be planned with ISUOG to complement the main program.

Sponsors wishing to organise these activities must work with ISUOG to support the existing scientific program and must provide detailed programs in advance. Please note that independent activities do not form part of the CME scientific program.

If you wish to use these rooms for a purpose other than hospitality or satellite education, please contact us to discuss the details.

4. Educational workshops **£4,500 per course**

These specialty educational workshops have now become a feature of our program and will run from Monday to Wednesday as parallel afternoon sessions. Technical updates are an essential part of our program and industry contribute positively to this.

Workshops will be available on a first-come first-served basis, with priority given to Diamond and Platinum sponsors. Workshop titles and content will be determined by ISUOG's Scientific Committee and set at the final program meeting in May 2014, however your suggestions are welcomed.

Entitlements include:

- Acknowledgement in final program
- Acknowledgement on Congress website
- Use of manufacturer's equipment for any live scan demonstrations
- All audio visual equipment
- Acknowledgement by session chairperson

5. Live scan demonstrations **£4,500**

These are scientific sessions in the main plenary or second stream parallel session which are defined by ISUOG but include a live scan demonstration of a particular examination technique or technology. Companies may provide their equipment for use during the demonstration.

Priority allocation of demonstration sessions will be given to key sponsors and then on a first-paid first-served basis. Sponsors are responsible for ensuring their equipment is available at least 2 hours prior to the session. ISUOG will provide the live scan models for these sessions. We always work to ensure optimal matches for live scan sessions. Participating companies should email subject and speaker requests at the time of booking however to maximise effective matching of our program options.

Entitlements include:

- Acknowledgement in final program
- Use of manufacturer's equipment for live demonstration
- All audio visual equipment
- Acknowledgement by session chairperson
- Exhibitor entrance to scientific sessions where their company is participating in the scan

6. MTP sessions (TBC) **£1,000 each or £10,000 for all**

Companies may provide unrestricted educational grants to support the 'Meet the professor' sessions. Please contact us if you would like to support the whole 'Meet the professor' program.

Entitlements include:

- Sole sponsorship of that session
- Acknowledgment and logo in the final program
- Branding opportunities in the session location
- Acknowledgement on any circulated promotional material



Branding opportunities

1. E-poster & OnDemand portal viewing stations **£15,000**

ISUOG's electronic poster viewing stations continue to be a popular resource at the Congress. The on-demand web portal allows delegates to search and view recorded congress sessions to catch up on content.

Entitlements include:

- Acknowledgement on the presentation submission site (provided full payment is received before the site opens - all poster authors must submit their posters in advance of the Congress through this site)
- Banner advertisement for e-poster area(s)
- Branded screen saver on all viewing stations
- Opportunity to provide branded banners and instructional documents at each location
- Acknowledgement in the final program
- Acknowledgement on the Congress website

2. Congress party **from £8,500**

The Congress party will take place on **Tuesday 16 September 2014** and is open to all delegates, exhibitors and accompanying persons.

Sole sponsorship entitlements include:

- Acknowledgement banner and logo on any directional signage
- Opportunity of external branding of the venue (to be pre-approved by ISUOG)
- Opportunity of branding area/bar food station were appropriate (to be pre-approved by ISUOG)
- 10 complimentary tickets for sponsoring company guests
- Acknowledgement, logo and stand number on party invitation and maps
- Acknowledgement and logo in final program
- Potential for a hospitality area in the venue (by arrangement and to be approved by ISUOG)

3. Delegate bags **£4,500 + production costs**

Every delegate receives a bag containing the final program, abstract book, notepad, pen, sponsors advertising materials and any other giveaways. Companies have the opportunity to place their logo on all distributed bags.

4. Congress app (TBC) **£5,000**

ISUOG plans to produce a Congress app for use on both smart phones and tablet devices. The app should incorporate the scientific and social program, as well as speaker bios and other general Congress information. Your company logo would appear on all appropriate pages.

5. Hotel key cards **£5,000 + production costs**

Electronic key cards will be used by all delegates and faculty who are staying at the Congress headquarters hotel the Hilton Diagonal Mar Barcelona. The key cards can be customised with your company design and will be handed out to all ISUOG hotel guests upon check-in at the hotel.

6. Welcome reception **from £5,000**

Approximately 1,500 – 2,000 delegates are expected to attend the welcome reception on Sunday 14 September 2014. Event catering and any entertainment will be provided by ISUOG. The reception will take place in the main exhibition area in the banquet hall.

Entitlements include:

- Acknowledgment in final program
- Acknowledgment on Congress website
- Opportunity to display company banners and/or area branding as mutual agreeable
- Opportunity to theme/brand catering serving stations and similar
- A5 delegate bag insert
- Promotional material display around catering areas

7. Opening ceremony **£4,000**

A unique opportunity to support a key gathering at the Congress! The opening ceremony will include the official Congress welcome and a performance from the acclaimed Cor Vivaldi choir. It is guaranteed to be a highlight of the event.

Entitlements include:

- Acknowledgment in final program
- Holding slide with company name at the beginning and end of the ceremony
- Signage opportunities around the auditorium (to be approved by ISUOG)
- Acknowledgement by the session chairperson
- Unlimited entry to the session and performance to sponsoring company staff

8. Internal directional signage **£4,000**

Your company logo included on all directional signage throughout the venue for the duration of Congress.

9. Pocket program **£3,500**

The pocket program is an easy reference guide to the Congress for delegates and will contain the program at a glance and map of the meeting rooms. All attendees receive a copy with their badge.

Entitlements include:

- Sole commercial advertisement on the pocket program

10. External directional signage **£2,500 + production costs**

ISUOG plans to produce directional signage to direct delegates from the headquarters and other partner hotels to the Congress venue. Your company logo would be included on these signs for the duration of the Congress.

11. Speaker preparation room **£2,500**

Approximately 400 speakers will upload over 900 presentations at the speaker preparation room during the Congress ensuring good company exposure.

Entitlements include:

- Acknowledgement in final program
- Logo on room signage
- Company holding slide on room computers
- Option to host hospitality refreshment station in this area
- Table top advertisements

12. Water bottles **£2,500 + production costs**

Company logo on 10,000 bottles of water distributed throughout the venue for the duration of Congress.

13. Sponsored bar or barista station **from £2,000**

Entitlements include:

- Acknowledgement in final program
- Logo included on catering station/bar signage
- Opportunity to provide branded napkins or other catering materials subject to ISUOG approval (at your cost)

14. Gobos **£1,000 (Sunday 14 only)**

Display your company logo in the long walkway between the Congress registration area and the conference centre's auditorium where all main sessions and the opening ceremony will be held on Sunday 14. All delegates must use this corridor throughout the day to access the auditorium and both registration, session halls and the exhibition area for the welcome reception on the day ensuring excellent exposure.

15. Pens and notepads **in kind (key sponsors only)**

Available to key sponsors only - priority will be given to Diamond and Platinum sponsors.

Advertising activities

1. Abstract book **from £3,500**

The abstract book will be circulated to all delegates and will contain the Congress program and all accepted abstracts (both oral and posters). The expected print run/circulation is 2,500 copies.

Sole sponsorship cost: £7,500

Sole sponsorship entitlements include:

- Full colour outside back cover advertisement
- Additional single page (A4) colour advertisement on inside back cover **OR** a black and white advertisement within content pages
- Guarantee of no additional commercial advertising

Shared sponsorship (3 max): £3,500

Shared sponsorship entitlements:

- Full colour advertisement in abstract book allocated on a first come, first served basis (outside back, inside back & inside front only)

2. Hotel room drop **£2,500 + hotel charges per drop**

Leaflet door drop to all Congress speakers and delegates staying at the Hilton Diagonal Mar (headquarters hotel) on the Congress day you specify. All material must be approved by ISUOG prior to the Congress.

3. Joining instructions **£2,500**

Inclusion of your company logo on the delegate and accompanying persons' joining instructions emailed to all registered delegates and invited faculty prior to the event.

4. Online button adverts **£1,500**

Advertising on the Congress website will ensure that all our online visitors will know of your company's involvement. With all abstracts and the majority of delegate registration submitted online sponsors will receive excellent exposure.

Entitlements include:

- Sponsor button to appear on home page of Congress website
- Link to company website

Other sponsorship requests

If you have any further sponsorship requests, please contact us:
mchard@isuog.org

Provisional program

	Saturday	Sunday	Monday	Tuesday	Wednesday							
07:40-08:25	REGISTRATION		'Meet the professor' sessions									
08:30-09:50	Pre-congress courses: 1. Fetal echocardiography 2. Updates in prenatal diagnosis 3. Ultrasound in the assessment of gynecological cancer	Keynote lectures	Fetal heart I	Reproductive medicine and IVF	Fetal anomalies: first trimester	First trimester screening	Menopause and screening	Fetal growth I	Fetal anomalies I	Characterising ovarian pathology	Multiple pregnancy	
09:50-10:30			SHORT ORAL PRESENTATIONS									
10:20-10:50		COFFEE & POSTER VIEWING										
10:50-12:10		Plenary sessions, awards and AGM	Basic training program	Fetal heart II	Urogynecology	CNS	Ultrasound in late pregnancy and labour	Abnormal bleeding	Fetal growth II	Fetal anomalies: second trimester	Ultrasound in oncology	Fetal therapy
12:10-12:50		SHORT ORAL PRESENTATIONS										
12:40-14:00		LUNCH & POSTER VIEWING										
12:50-13:50		SPONSOR SATELLITE SYMPOSIUM										
14:00-15:20		Plenary session	Basic training program	WORKSHOPS								
15:20-16:00		COFFEE & POSTER VIEWING		SHORT ORAL PRESENTATIONS						COFFEE & POSTER VIEWING		
16:00-17:20		Plenary session	Basic training program	COFFEE & POSTER VIEWING (15:50-16:20)						Closing plenary		
17:20-17:40	Opening Ceremony		Fetal heart III	Early pregnancy	Fetal growth restriction and pre-eclampsia	Preterm labour	Pelvic pain and endometriosis	Fetal interventions	Leaving drinks and welcome to Montréal 2015!			
	Exhibition welcome drinks						Congress party					

KEY:

Plenary sessions	Obstetrics sessions	Gynecology sessions	Short oral presentations	Workshops
Meet the professor	Pre-Congress courses	Satellite symposia	Basic training program	Social program

Application and payment

Application

Please complete the attached form and return it to the Congress Secretariat as soon as possible to confirm your activities, or alternatively please contact the Congress Secretariat to discuss your individual requirements further. Email: mchard@isuog.org

Confirmation and deposit

Confirmation of your sponsorship package and stand space will be emailed to you, together with an accompanying invoice for the deposit received/due.

25% of the total cost is payable on application. The full balance is payable by **14 May 2014** to take advantage of the 10% early booking discount.

All invoices must be paid 28 days prior to arrival at the exhibition. This reflects the conditions from the venue and we are grateful for your cooperation. Build up will NOT be allowed if a balance is outstanding. The Congress Secretariat will pass on costs incurred for payment of fees in any currency other than Euros (£).

Cancellation

All cancellations must be made in writing to the Congress Secretariat. Cancellation charges are as follows:

- **Nine to three months** prior to the 2014 World Congress (up to 14 August 2014) – 25% of the contract price
- **Within three months** of the 2014 World Congress (after 14 August 2014) – 100% of the contract price
- A minimum 80% refund will be made if the exhibition space and all sponsorship packages are fully resold.

Payment options

Bank transfer - all charges are payable by the remitter

If you wish to pay by bank transfer, full payment details will be provided when the invoice is issued.

Accepted credit cards: American Express / MasterCard / VISA

All prices for 2014 activities are listed and charged in either **Pound Sterling (£)** or **Euros (€)** and exclude VAT/IVA where applicable. A 2.5% surcharge is applicable to credit card payments to cover bank costs.



Application form and contract

This form should be completed and returned to:
ISUOG and Congress Secretariat
122 Freston Road, W10 6TR, London, UK
T: + 44 (0) 20 7471 9955
F: + 44 (0) 20 7471 9959
E: mchard@isuog.org



**24th World Congress on Ultrasound
in Obstetrics and Gynecology**

14–17 September 2014, Barcelona, Spain

Completion of this application form indicates the applicant's willingness to abide by all terms, conditions and general rules as stated in the industry prospectus. This application form will serve as a contract.

Company name:

Contact name and title:

Company VAT number:

Address:

County/State:

Postcode (zip):

Country:

Telephone:

Including country and area code

Fax:

Including country and area code

Email:

Please send _____ brochures for advertising the Congress

Exhibition: please select one only

Floor plans will be made available in due course and requests will be accommodated as far as possible and preference given to those who returned the priority exhibition booking form and key sponsors. All other prioritisation is based on full payment received date and loyalty (previous attendance). All prices for 2014 activities are listed and charged in either **Pound Sterling (£)** or **Euros (€)** and exclude VAT/IVA where applicable.

Space only: €450 per square metre (minimum 18m²)

Please indicate preferred size: _____

Total cost: _____

Shell scheme package (including carpet, power, lighting and furniture as listed) €3,500

Shell scheme only €3,000

Sponsorship Level: please select one only

Diamond – minimum spend of £60,000 plus exhibition space

Platinum – minimum spend of £40,000 plus exhibition space

Gold – minimum spend of £25,000 plus exhibition space

Silver – minimum spend of £15,000 plus exhibition space

Bronze – minimum spend of £8,000 plus exhibition space

Sponsorship – Please indicate your preferred activities below:

EDUCATION ACTIVITIES AND HOSPITALITY SUITES

1. Satellite symposia / receptions £10,000

Please list in order of preference

Sunday

Tuesday

Monday

Wednesday

2. Pre-Congress courses £6,000 each

3. Hospitality and education suites from £4,500

Please list in order of preference

VIP room £8,500

Meeting room 111 £10,000

Room 118 £4,500

Room 123 £4,500

Room 119 £4,500

Room 124 £4,500

Room 122 £4,500

Room 125 £4,500

Room 127 £4,500

Rooms 124 & 125 £4,500

Room 128 £4,500

Rooms 127 & 128 £4,500

Room 129 £4,500

Meeting room 211 £17,000

Rooms 118 & 119 £8,000

Meeting room 212 £10,000

Rooms 122 & 123 £8,000

Please indicate preferred days

Sunday

Monday

Tuesday

Wednesday

4. Educational workshops £4,500 each

5. Live scan demonstrations £4,500 each

6. 'Meet the professor' sessions £1,000

Please indicate preferred number of sessions _____

'Meet the professor' sessions

£10,000 for all sessions

List of activities continues overleaf

Application form and contract *continued*

BRANDING OPPORTUNITIES

1. E-poster & OnDemand portal viewing stations £15,000
2. Congress party from £8,500
3. Delegate bags £4,500 + production costs
4. Congress app £5,000
5. Hotel keycards £5,000 + production costs
6. Welcome reception from £5,000
7. Opening ceremony £4,000
8. Internal directional signage £4,000
9. Pocket program £3,500
10. External directional signage £2,500 + production costs
11. Speaker preparation room from £2,500
12. Water bottles £2,500 + production costs

13. Sponsored bar or barista station £2,000
14. Gobos £1,000 (Sunday 14 only)
15. Pens and notepads, in kind (key sponsors only)

ADVERTISING ACTIVITIES

1. Abstract book sole sponsorship £7,500
 Abstract book shared sponsorship £3,500
2. Hotel room drop £2,500 + hotel charges per drop
3. Joining instructions £2,500
4. Online button adverts £1,500

OTHER - please list _____

Payment details

Pay in full (10% discount before 14 May 2014)

Full payment total: _____

25% deposit payable on application

Deposit total: _____

Payment Method

Please invoice

I authorise you to debit my:

American Express (2.5% surcharge)

MasterCard (2.5% surcharge)

VISA (2.5% surcharge)

Card no.

Security code Expiry date

Name and address of credit card holder:

Signature _____ Date _____

Payment via bank transfer (any associated fees to be paid by remitter). Please send proof of payment.

All relevant invoices will be issued on receipt of this application and contract.

I declare that I have read and agree with the terms and conditions of exhibiting set out in the Industry Prospectus.

The Congress Secretariat reserves the right to retain all fees in the event of non-attendance at the Congress.

Signature _____ Date _____

Terms and conditions of exhibiting

1. Definitions

In these Regulations the term "Exhibition" in all cases refers to the aforesaid Trade Exhibition, being held in conjunction with the aforesaid Congress. The term "Exhibitor" includes any person, firm, company or corporation and its employees and agents to whom space(s) has been allocated for the purpose of exhibiting at the Exhibition. The term "Organisers" means ISUOG on behalf of the Organising Committee. The term "Premises" refers to those portions of the stated venue licensed to the Organisers.

2. Installation and removal of exhibits

Exhibitors will be advised of when they may commence installation of exhibits. Exhibitors are prohibited from commencing such installation until the time nominated to them. The Organisers will use their best endeavours to adhere to the nominated date for the commencement of Exhibitor's work but will accept no responsibility for any costs, claims or expenses arising from any variation to such date. Exhibits which do not reasonably satisfy the Organisers or the Premises shall be modified forthwith by the Exhibitor in such manner and within such time as the Organisers may require and in default the Organisers may remove such exhibits at the expense of the Exhibitor who shall forfeit all sums paid by way of deposit, rental or otherwise. No Exhibitor shall erect any sign, stand, wall or obstruction, which, in the opinion of the Organisers, interferes with an adjoining Exhibitor, at the sole discretion of the Organisers. The Exhibitor is responsible for the safety of its products, display and stand. During breakdown period no material should be left unattended at anytime. It is the responsibility of the Exhibitor to leave the stand space clean and tidy during the Exhibition and after dismantling. All exhibits, displays, stand fittings and materials must be removed from the Premises by the time and date stated by the Organisers. Removal of exhibits and dismantling may not commence until after the official closing time. Any special arrangements for installation or removal of exhibits must be with the approval of the Organisers.

3. Stand construction and services

For insurance, security reasons and to adhere to regulations stipulated by the Premises, the Organisers will appoint official contractors for all stand construction, all electrical services (mains and fittings) and all ancillary services. Due to the necessity of co-ordinating all activities during installation and dismantling periods and for security purposes, no other contractors will be permitted to undertake any of this work without prior consent of the Organisers.

4. Application

The Organisers reserve the right to refuse any application or prohibit any exhibit without assigning any reason for such refusal or prohibition. An Exhibitor may not, except by express written permission of the Organisers display directly or indirectly, advertise or give credits to any products other than his own or those of his named principal. The display of acknowledgement or credit indicating membership of organisations or Trade Associations is not allowed except by express written permission of the Organisers. The Organisers reserve the right to have masked or removed from the Premises any product or sign violating this regulation and all costs will be charged to the Exhibitor. The Organisers reserve the right to postpone the Exhibition from the set dates and to hold the Exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organisers. The Organisers will not be responsible for costs of such changes. The Organisers reserve the right to change the exhibition floor layout if necessary. The Organisers reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organisers.

5. Cancellation

In exceptional circumstances the Organisers will be prepared to consider cancellation of their contract with Exhibitors, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing
- That the request is received at least three months prior to the opening of the Exhibition
- That the Organisers are able to re-let the cancelled space in its entirety
- That the reason given for the request of the cancellation is, in the opinion of the Organisers, well founded
- That the Exhibitor agrees that the Organisers shall retain 10% of the contract price if the cancellation is accepted at any stage; 30% of the contract price if the cancellation is accepted within 3 to 9 months prior; 100% of the contract price if the cancellation is accepted within 3 months prior to the Exhibition opening.

6. Bankruptcy or liquidation

In the event of an Exhibitor becoming bankrupt or entering into liquidation (other than voluntary liquidation for the purpose of amalgamation or reconstruction) or having the Receiver appointed, the contract with such an Exhibitor will terminate forthwith, the allotment of stand space will be cancelled and all sums paid by the Exhibitor under contract shall be forfeited.

7. Occupation and payment of stand space

The Exhibitor, its servants, agents, employees and contractors may enter the building only at a time which will be nominated to them for the purpose of stand dressing and fitting. In the event of an Exhibitor failing to take possession of its stand the Organisers have the right to re-allocate the stand and all monies paid shall be forfeited. Exhibitors have seven (7) days in which to make their final payment when it falls due. After this time, and only when monies have not been paid, the stand will be available for sale to another Company. All deposits paid will automatically be forfeited and no refund will be made. No Exhibitor shall occupy its stand space in the Exhibition until all monies owing to the Organisers by the Exhibitor are paid in full. If the Exhibitor fails to comply in any respect with the terms of this agreement, the Organisers have the right to sell the space. The Exhibitor, however, will be liable for any loss suffered by the Organisers as a result and all monies paid by the Exhibitor shall be forfeited to the Organisers. If in the event of the Exhibitor failing to occupy the said space by the advertised opening of the Exhibition, the Organisers are authorised to occupy or cause the said space to be occupied in such manner as they may deem best for the interest of the Exhibition without refund to the said Exhibitor and without releasing the Exhibitor from any liability within these Exhibition terms and conditions.

8. Obstruction of gangways and open spaces

Exhibitors will not be allowed to display exhibits in such a manner as to obstruct the light or impede or project over gangways or affect the displays of neighbouring exhibitors. Gangways must at all times be kept clear and free for passage. All emergency exits and access to service areas are to be kept clear at all times. They must not be restricted or rendered unrecognisable. Public gangways shall remain the means of escape even during installation and dismantling periods. Any Exhibitor who continues to cause obstruction or nuisance after notice has been given will be liable to have its stand closed by the Organisers at the Exhibitor's expense and risk.

9. Conduct of Exhibitors and representatives

Annoyance: The Organisers reserve the right to stop any activity on the part of any Exhibitor that may cause annoyance to other Exhibitors or visitors. Business must be conducted only from the Exhibitor's own stand and under no circumstances may this be carried out from a gangway or elsewhere within the Exhibition.

Microphones/Audio visual equipment: The use of microphones/audio visual equipment is

permitted but the volume must not be such as to cause annoyance to other Exhibitors. The Organisers reserve the right to prohibit their use if in the Organisers' opinion any annoyance is being caused.

Publicity material: Any publicity material may be displayed and/or given away only from the Exhibitor's own stand and must be approved by the Organisers.

10. Trade Union labour

All stand fitting, construction or display work should be carried out by members of the appropriate Trade Unions recognised by the Exhibition industry at the rates of pay and overtime and conditions in accordance with the terms of the Working Rules Agreement currently in force.

11. Electrical requirements

Full lighting and power services will be available to the Exhibitor through the official electrical contractor. A schedule of these services and fees will be available once application has been made. Exhibitors may provide their own electrical fittings where such fittings are in the form of made up units, showcases and/or signs complete and ready for connection to the mains supply. Electrical devices which interfere with radio or television systems must be switched off immediately if requested by the Organisers. The use of electrical appliances such as coffee makers etc. shall only be permitted if they conform to the conditions concerning electrical appliances as laid down by the appropriate authority and other statutory bodies. Before such appliances are used, permission must be obtained from the Exhibition Organisers. The use of immersion heaters and electric heaters with unguarded elements are not permitted.

12. Dangerous materials and exhibits

The Exhibitor must conform to the conditions concerning explosives and dangerous combustible materials as laid down by the appropriate authority and other statutory bodies, including the Premises. Any material or exhibit not approved by the appropriate authority or by the Organisers must be removed from the building at the request of the Organisers.

13. Fire precautions

All material used in construction work display materials etc. must be effectively fire proofed or made of non-flammable materials in accordance with the standards of every appropriate authority. Exhibitors must comply with fire prevention and other safety regulations, existing legal regulations and recommendations.

14. Damage/alterations to the Premises

It is not permitted to stick or otherwise fix items on any parts of the Premises. Alterations to rented items and fixtures, the bringing of heavy or bulky items or the putting-up of decorations, signs and posters shall require the prior written permission of the Organisers. Non-observance of this rule shall entitle the Organisers to remove the items in question at the cost of the exhibitor.

15. Cleaning

The Organisers will arrange for the daily cleaning of the aisles outside the Exhibition open hours. Exhibits will not be cleaned.

16. Security services

The Organisers will monitor entrance to the exhibition hall during opening hours for the period of the Exhibition but will accept no liability for loss or damage. Additional security is the responsibility of the Exhibitor.

17. Storage

It is prohibited to store empty containers and packaging of any kind on or off the stand. Storage of empty material can be arranged through the forwarding company.

18. Freight and transport

The Organisers will appoint official forwarding agents for temporary importation of goods for the Exhibition. Overseas exhibitors wishing to bring in goods or materials for temporary importation must contact the Organisers for details of the official contractor and regulations.

19. Liability

Whilst the Organisers will endeavour to protect exhibition property whilst on display at the Exhibition, the management of the Premises, the Organising Committee and the Organisers cannot accept liability for any loss or damage sustained or occasioned from any cause whatsoever. Exhibitors will be responsible for all damage to property and for any loss or injury caused by them or their agents or employees and will indemnify the Organisers against all claims and expenses arising there from. In the event of it being necessary for any reason whatsoever for the Exhibition to be abandoned, postponed or altered in any way in whole or in part, or if the Organisers find it necessary to change the dates of the Exhibition or vary the hours the Exhibition is open, the Organisers shall not be liable for any expenditure, damage or loss incurred in connection with the Exhibition. The Organisers shall further not be liable for any loss, which the Exhibitor or Exhibition contractors may incur owing to the intervention of any authority, which prevents or restricts the use of the Premises or any part thereof in any manner whatsoever.

20. Insurance

Exhibitors are reminded of the need to consult their insurance company or insurance brokers to cover themselves fully against all risks at the Exhibition. The Organisers can advise Exhibitors of suitable insurance brokers upon request. Particular attention is drawn to the need for the following:

- Abandonment insurance: As per paragraph 19, the Organisers are not obliged to return any monies paid for space in the event of cancellation or restriction of the Exhibition.
- Stand, fixtures and similar insurance: All risks on loss or damage to Exhibitor property, fixtures, fitting and all other property of a similar nature such as personal effects of directors, principals and employees whilst on the Premises and transit risks from the Exhibitor's premises to the Exhibition and return.
- Public liability: Liability to the public may arise out of Exhibitor activities and should be covered by appropriate insurance to a minimum of two million Euros.

21. General conditions

The Organisers are responsible for the control of the Exhibition area. Exhibitors are responsible for the control and supervision of their own stands within the guidelines of the organisers. The decision of the Organisers is final and decisive on any question not covered in the foregoing regulations. The Organisers may from time to time add to or vary these rules and regulations and do anything at their sole discretion they deem desirable for the proper conduct of the Exhibition, provided that such amendments or additions do not operate to diminish the rights reserved to the Exhibitor under this agreement and shall not operate to increase the liabilities of the Organisers. Exhibitors must comply in all respects with the requirement of every appropriate authority, with the Terms of Agreement by which the Organisers may occupy the Premises and with the policies of insurance effected by the Organisers. Copies of the Agreement and policies of insurance may be inspected at the Organisers' office 30 days prior to the opening of the Exhibition.

22. Venue terms and conditions

Exhibitors are responsible for reviewing and complying to the standard terms and conditions of the Venue. The Organisers will make every endeavour to make Exhibitors aware of the Venue terms and conditions but takes no responsibility for any breach of those terms.

Signature of the Exhibition application form confirms acceptance of these terms and conditions of Exhibiting.