

IOF Regionals JORDAN '12

2nd Middle East & Africa Osteoporosis Meeting

6th Pan Arab Osteoporosis Congress PAOC'6

27 SEPTEMBER - 1 OCTOBER 2012

King Hussein Bin Talal Convention Centre • Dead Sea, Jordan



SPONSOR PROSPECTUS

www.iofbonehealth.org/jordan-2012



**International
Osteoporosis
Foundation**

**Under the Patronage of
Her Majesty Queen Rania Al Abdullah**

**IOF Regionals 2nd IOF Middle East & Africa Osteoporosis Meeting &
6th Pan Arab Osteoporosis Congress PAOC'6**

INVITATION TO SPONSORS

Dear colleagues,

We are pleased to invite you to join us at the **IOF Regionals 2nd IOF Middle East & Africa Osteoporosis Meeting & 6th Pan Arab Osteoporosis Congress PAOC'6** which will be held September 27 – October 1, 2012 at King Hussein Bin Talal Convention Centre, at the Dead Sea, Jordan.

This Meeting is organized in partnership with the Pan Arab Osteoporosis Society (PAOS), the Jordanian Osteoporosis Prevention Society (JOPS), The Jordanian Physicians Osteoporosis society (JPOS) and the Palestinian Osteoporosis Prevention Society (POPS). The Local Organizing Committee, Scientific Programme Committee and invited speakers will include significant representation from among our Middle East & Africa CNS Members.

IOF has adopted a long term plan for the development of Regional Programmes, including regional scientific meetings, which will serve to create strong regional structures based on collaboration among the Committee of National Societies. The **IOF Regionals 2nd Middle East & Africa Osteoporosis Meeting & 6th Pan Arab Osteoporosis Congress PAOC'6** will be the major scientific event within the region in 2012.

Industry involvement is a key to the success of the Meeting. Given the strength of the IOF network in the Middle East & Africa Region, we expect to gather between 600-800 healthcare professionals and key opinion leaders from the region and around the world. This will be the best opportunity in 2012 to reach the bone market. IOF offers a wide range of options to meet your company's marketing, educational and networking needs for maximum exposure and return on investment.

Your presence and contribution will help us to deliver a high quality scientific meeting and to develop the IOF Regional Programme. Any profits from the Meeting will be re-invested into IOF Programmes in the Middle East & Africa Region.

We look forward to working with you on this exciting new venture.

JOHN A. KANIS
MEETING CO-CHAIR
President, IOF



BASEL MASRI
MEETING CO-CHAIR



ELIAS SABA
MEETING CO-CHAIR



MEETING ORGANIZATION

(as of May 2012)

LOCAL ORGANIZING COMMITTEE

Haifa Al-Attia **Chair** JORDAN

Khaled Elmuntaser **Co-Chair** LIBYA

Elias Saba **Co-Chair** PALESTINE

Khaled Al-Ayassa PALESTINE

Mustafa Al-Izzi ARE

Ereeni Awwad JORDAN

Souha Bawab JORDAN

Farid Bedran LEBANON

Nabila Daqaq PALESTINE

Nawwar Fariz JORDAN

Tereza Hough SOUTH AFRICA

Nazar Abdulateef Jassim IRAQ

Rozine Kaftejian JORDAN

Mazen Kakish JORDAN

Khaldoun Khamaiseh JORDAN

Abdul Nasser Alothman KUWAIT

Nemati Rahhal JORDAN

Jamal Saleh BAHRAIN

Eghbal Taheri IRAN

SCIENTIFIC PROGRAMME COMMITTEE

Cyrus Cooper **Chair** UNITED KINGDOM

Gemma Adib **Co-Chair** SYRIA

Ghassan Maalouf **Co-Chair** LEBANON

Basel Masri **Co-Chair** JORDAN

Hazem Abdel Azeem EGYPT

Efteem Azar JORDAN

Rafic Baddoura LEBANON

Peter Burckhardt SWITZERLAND

Abdellah El Maghraoui MOROCCO

Stephen Hough SOUTH AFRICA

John A. Kanis UNITED KINGDOM

Said Abdul Majeed JORDAN

Ali Otom JORDAN

Socrates Papapoulos NETHERLANDS

René Rizzoli SWITZERLAND

Riad Sulimani KINGDOM OF SAUDI ARABIA

Sansin Tuzun TURKEY

Leith Zakraoui TUNISIA

This meeting will be a great opportunity to showcase your company and products in the dynamic Middle East & African Region as well as to network with all key opinion leaders in the area.

ABOUT IOF

The International Osteoporosis Foundation (IOF) is registered as a not-for-profit, non-governmental Foundation in Switzerland. It functions as a global alliance of patient, medical and research societies, scientists, health care professionals, individuals and international companies concerned about bone health.

IOF headquarters are in Nyon, Switzerland, with regional representations established in Buenos Aires, Singapore, and Dubai (official office is registered in Jordan, although Middle East & African Regional activities are being run out of the Dubai office). The Foundation was established in 1998, when the European Foundation for Osteoporosis (EFO), founded in 1987, joined with the International Federation of Societies on Skeletal Diseases (IFSSD, established 1995). IOF has been granted Roster Consultative Status with the Economic and Social Council of the United Nations.

IOF, which includes 21 patient and medical societies in the Middle East, has carried out many activities in the region, most recently in Dubai.

LEADERSHIP

The President of IOF, Professor John A. Kanis, was a recipient of the prestigious 2010 Sheikh Hamdan Bin Rashid Al Maktoum Award for Medical Research Excellence in the field of osteoporosis. John A. Kanis oversees a Board of Directors which includes 20 elected members from all regions of the world as well as ex-officio members. IOF Board members are leading osteoporosis medical and research experts as well as representatives of patient and medical osteoporosis societies. As of 2012, following January elections, IOF's Board of Governance will include 4 members from each of the 5 regions, including 4 members from the Middle East & Africa. The regions are also represented by Regional Advisory Councils elected by the national societies in the region.

STRUCTURE

IOF is comprised of three committees:

- Committee of 202 National Societies in 93 locations (countries, territories or regions)
- Committee of Scientific Advisors comprising 118 members
- Committee of Corporate Advisors representing 32 companies

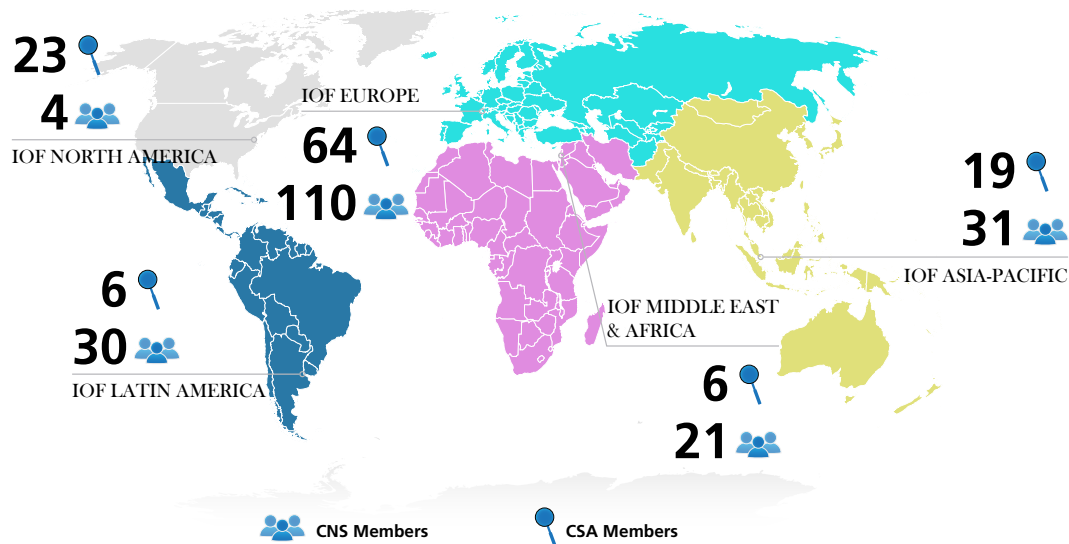


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John A. Kanis, President, IOF speaks at IOF Regionals: 1st Middle East & Africa Osteoporosis Meeting in Dubai in 2011.

REGIONAL STRUCTURE



The IOF Regional Structure is a long-term plan for the development of the five IOF Regions. It aims to develop a strong regional structure based on collaboration among the member associations to help the regions acquire the resources they need to improve their ability to help IOF CNS members. The Programme is vital to the dynamic growth of IOF and its progress will lead to the strengthening of osteoporosis associations worldwide. IOF carries out its numerous projects and programmes through its head office in Switzerland and through its regional offices in Asia-Pacific, Latin America, and the Middle East & Africa.

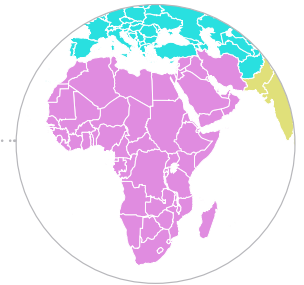
- **MIDDLE EAST & AFRICA** The representative office was opened in Jordan in 2008, but operations are conducted through an office in Dubai. Dr Basel Masri from Jordan is the Regional Chair.
- **ASIA-PACIFIC** The representative office was opened in Singapore in 2010.
- **LATIN AMERICA** The representative office in Buenos Aires has been running significant programmes throughout the region consistently since 2006.
- **NORTH AMERICA** The region is serviced through the office in Nyon, Switzerland.
- **EUROPE** The region is serviced through the office in Nyon, Switzerland.

PROGRAMMES

The IOF organizes its programmes, projects and activities within five areas: IOF Programmes in science, the IOF family, policy, outreach and education and administration and finance.

IOF MIDDLE EAST & AFRICA REGION

www.iofbonehealth.org/mena



Background

The Middle East and African IOF member societies have been among the most active and dynamic of IOF's regional members. Two recent landmark events - the publication of the influential Regional Audit on Osteoporosis, and the successful launch of annual 'IOF Regionals: Middle East & Africa Osteoporosis Meetings', will serve to increase the importance of osteoporosis and fracture prevention as a health priority within the region.

Another significant step for the region was the election of seven members to form the Middle East & Africa Regional Advisory Council: Dr. Hazem Abdel Azeem (Egypt); Dr. Gemma Adib (Syria); Dr. Tobias De Villiers (South Africa); Dr. Basel Masri (Jordan); Dr. Jamal Saleh (Bahrain); Dr. Eghbal Taheri (Iran); Dr. Leith Zakraoui (Tunisia). These osteoporosis experts will help to shape IOF programmes and projects to meet the needs of the region.

IOF has been organizing activities in the Middle East for many years. In Jordan these have been in collaboration with the Pan Arab Osteoporosis Society (PAOS) and the Jordanian Osteoporosis Prevention Society. The Palestinian Osteoporosis Prevention Society (POPS) and the Jordanian Physicians Osteoporosis Society (JPOS) have also been an active member of IOF.



IOF Regionals: 1st Middle East & Africa Osteoporosis Meeting in Dubai in 2011.

ABOUT PAOS, JOPS, JPOS & POPS

ABOUT PAOS



The Pan Arab Osteoporosis Society (PAOS) was established in April 1997. PAOS now has membership from societies in 14 countries: Bahrain, Egypt, Emirates, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Saudi Arabia, Syria and Tunisia. PAOS' principle objectives are to establish osteoporosis societies throughout the Arab world, and to promote awareness of osteoporosis among the general public and health professionals in the region. PAOS also aims to encourage research into osteoporosis and its prevention. PAOS activities include the organization of the Pan Arab Osteoporosis Conferences (2000 in Beirut, 2002 in Sharm el Sheikh, 2005 in Tunis, 2008 in Dubai and April 2010 in Damascus). PAOS has also organized four PAOS Bone Density Certification Courses, in cooperation with other societies and the First IOF Middle-East Training Course on Osteoporosis in Beirut, Lebanon. The Middle East and North Africa Consensus on Osteoporosis was completed 2005 and published in June 2007 by the Journal of Musculoskeletal and Neuronal Interactions (JMNI).

ABOUT JOPS



The Jordanian Osteoporosis Prevention Society (JOPS) was founded in 1998 under the umbrella of the Ministry of Social Development. Its Honorary President is HRH Princess Sarvath El-Hassan. The goals of the society are to spread awareness among the population at large as well as among physicians, to work towards prevention before the first fracture, to facilitate scientific research and to help osteoporosis patients via special programs sponsored by the society. The programs include awareness campaigns, educational programmes, national studies on osteoporosis, and the organization and/or participation in national, regional and international scientific congresses. JOPS Board Members are: President Ms. Haifa Dia Al-Attia; Vice President Mazen Kakish, MD; Secretary Ms. Nemat Rahhal, MD; Treasurer Ms. Rozine Kuftejdjian; Scientific Committee Coordinator Efteem Azar, MD; Social Committee Coordinator Ms. Ereeni Awwad; OsteoNews Said Abdul Majeed, MD; Media and Public Relations Ms. Nawar Fariz, MD; Fundraising and Events Coordinator Ms. Souha Bawab. Dr. Basel Masri is the Founding President and Advisor to JOPS, also representing JOPS on the PAOS Board.

ABOUT JPOS



The Jordanian Physicians Osteoporosis society (JPOS) has been part of the Jordan Medical association since 2003. It has 65 members, including specialists in rheumatology, orthopaedics, general medicine, endocrinology and obstetrics & gynaecology. JPOS maintains a good relationship with the Jordan Osteoporosis Prevention Society (JOPS) in promoting expert advice and care in the prevention and management of osteoporosis in Jordan. In addition, JPOS organizes meetings and cooperates with other organizations to help train and educate physicians across a wide number of specialties.

ABOUT POPS

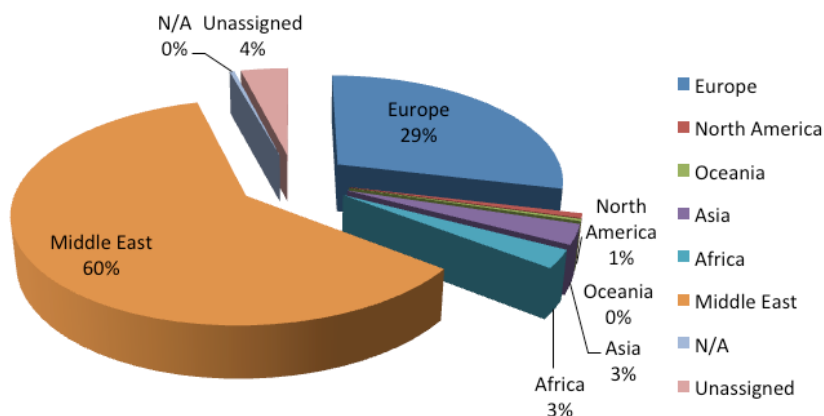


The Palestinian Osteoporosis Prevention Society was launched in 1998. This well established and active organization carries out regular public awareness activities. POPS' 2011 World Osteoporosis Day activities were held at Bethlehem University, with the participation of the General Director of Primary Health Care of the Palestinian Ministry of Health. Two remarkable achievements: A copy of the Middle East and Africa Regional Audit was delivered in person to the General Director as were the new Clinical Practice Guidelines for the Diagnosis and Management of Osteoporosis in Palestine, prepared by POPS. The recognition by the Palestinian Ministry of Health that osteoporosis is one of the priorities in the primary health care system will lead to appropriate coverage of the diagnosis and treatment of osteoporosis in Palestine.

STATISTICS FOR IOF REGIONALS DUBAI 2011

PARTICIPANTS IN IOF REGIONALS DUBAI 2011

General View, 1016 delegates from 55 different countries



Middle East versus Europe (Top 10 listed below)

Middle East	# of Participants	Europe	# of Participants
United Arab Emirates	286	Turkey	39
Saudi Arabia	156	Spain	37
Egypt	65	Greece	33
Iran	16	France	28
Lebanon	16	Portugal	20
Oman	16	Slovakia	17
Iraq	14	Belgium	16
Jordan	11	United Kingdom	14
Qatar	11	Italy	13
Kuwait	11	Romania	11

Profile of Participants

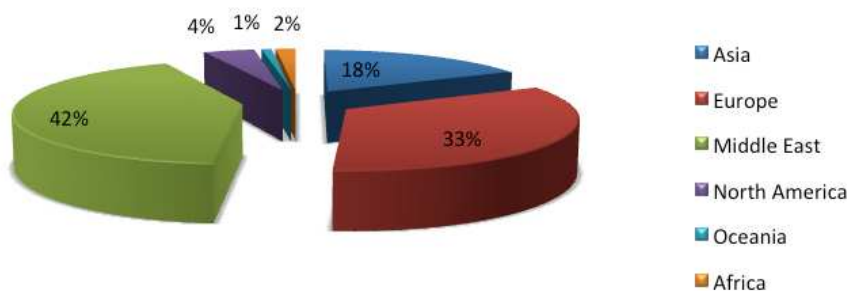


ABSTRACTS IN IOF REGIONALS DUBAI 2011

With 119 submissions by 35 different countries (Top 10 listed below)

Country	# of Participants
Saudi Arabia	17
Iran	15
China	13
United Arab Emirates	8
Turkey	6
United Kingdom	5
Lebanon	4
France	4
Pakistan	4
United States	4

Middle East & Africa having 44% of the submissions



SPONSORSHIP IN DUBAI 2011

Platinum

Servier

Gold

AMGEN
MSD

Silver

Novartis

Bronze

Fonterra
Roche

Other Exhibitors

Hoffman-La Roche
Hologic
Medi GmbH & Co. KG
Pharm Research MD. Co.LTD
Pure Health
Dubai Convention Bureau

Total net exhibition: 208 m²

PRELIMINARY SCIENTIFIC PROGRAMME

(as of May, 2012)

PLENARY TOPICS

- The Middle East & Africa Regional Audit: One year after
- FRAX®: What's New?
- Economics in Osteoporosis: How can we reconcile the prescribers and the payer?
- Pathophysiology of Osteoporosis
- The Material and Structural Basis of Bone Fragility
- Sarcopenia, Osteoporosis and Fragility Fracture
- Rheumatic Diseases, Inflammation and Osteoporosis
- How Long Should We Treat?
- Nutritional Aspects of Osteoporosis (Without Vitamin D)
- Is There a Real Vitamin D Problem in the Middle East & Africa Region?
- Diabetic Bone Disease
- Hyperparathyroidism
- Place of HRT in Osteoporosis Prevention and Treatment
- New Perspectives in the Treatment of Osteoarthritis
- Treatment of Osteoporosis in Men

SCIENTIFIC ROUNDTABLES

- Orthopaedic Roundtable
- Markers of Bone Turnover

MEET-THE-EXPERT TOPICS

1. Osteoporosis and Orthopaedics
2. Do we Need Vitamin D Supplementation and How Much?
3. Secondary Fracture Prevention
4. Premenopausal Women and Low BMD
5. **a)** How to Write a Scientific Paper
b) How to Prepare a 10-minute Lecture
6. Principles of Rehabilitation in Osteoporosis

POSTER SESSIONS

There will be five poster viewing/discussions with coffee breaks and at least 9 oral presentations from selected abstracts.

ORAL PRESENTATIONS

There will be an opportunity for at least 9 oral presentations selected from the submitted abstracts. These will be in three sessions, 30 minutes each.

IOF YOUNG INVESTIGATOR AWARD

IOF is dedicated to advancing scientific knowledge on osteoporosis, and in particular to encouraging young researchers in all parts of the world to focus on this important area of research. As a sign of this commitment, IOF is offering the presenting authors (40 years old or younger at the time of the Meeting) of the top five ranking abstracts submitted to the **IOF Regionals 2nd Middle East & Africa Osteoporosis Meeting** an IOF Young Investigator Award. The recipients will be awarded US \$1000 and will be invited to present their work at a special session on Sunday September 30, 2012.

SATELLITE SYMPOSIA

Six slots will be reserved for industry-sponsored symposia. *See page 22*

BONE DENSITOMETRY TRAINING COURSE

A Bone Densitometry Training Course will be jointly organized by the International Osteoporosis Foundation (IOF) and the International Society of Clinical Densitometry (ISCD), at the end of the Regional Meeting, on Sunday, September 30 afternoon and all day Monday, October 1, 2012. There is a separate registration fee for this educational activity. More information on www.iofbonehealth.org/jordan-2012

NOTE Abstracts of the meeting will be published as a supplement to *Osteoporosis International*

Key Dates

Abstract Submission deadline	May 18, 2012
Early Bird Registration deadline	July 20, 2012

PROGRAMME-AT-A-GLANCE

(as of July 15, 2012 - Subject to change)

	THURSDAY SEPT 27	FRIDAY SEPT 28	SATURDAY SEPT 29	SUNDAY SEPT 30	MONDAY OCT 1
07:00					
08:00					
09:00		Meet-the-Expert	Meet-the-Expert		
10:00	PAOS Board Meeting	Plenary Session I	Plenary Session III	Exhibition Plenary Session VI	
11:00		Coffee/Posters	Coffee/Posters	Coffee/Posters	
12:00	Summit Middle East & Africa CNS	Roundtable I	Roundtable II	Plenary Session VII	International Osteoporosis Foundation (IOF)
13:00	RAC Meeting: Middle East & Africa	Friday Prayer Lunch Exhibition	Satellite Symposium	Closing Ceremony	International Society of Clinical Densitometry (ISCD)
14:00		Satellite Symposium	Lunch Exhibition		Bone Densitometry Training Course* (at Headquarter Hotel)
15:00			Plenary Session IV	International Osteoporosis Foundation (IOF)	
16:00	Satellite Symposium	Plenary Session II	Coffee/Posters	International Society of Clinical Densitometry (ISCD)	
17:00	Satellite Symposium	Coffee/Posters	Plenary Session V		
18:00		Satellite Symposium	Satellite Symposium	Bone Densitometry Training Course* (at Headquarter Hotel)	
19:00	Opening Ceremony				
20:00	Exhibition Welcome Reception with Opening of Exhibition		Concert: Palestine Youth Orchestra Followed by Gala Dinner (at KHBTC)		
21:00					
22:00					
23:00					

*Separate fees for Bone Densitometry Training Course

ABOUT JORDAN

From the majestic ruins of bygone civilizations to the timeless splendour of the Dead Sea, Jordan is a unique destination offering breathtaking and mysterious sights, exquisite cuisine, a fascinating cultural history and outstanding bio-diversity. It is a land that encompasses a great range of beauty, from pine-clad mountains, lush green valleys, wetlands and oasis to the breathtaking desert landscapes of Wadi Rum and the kaleidoscopic underwater world of the Red Sea.

All around are remnants of ancient civilizations long since passed, yet they still remain, stamped into the very fabric of this amazing Kingdom and etched into the soul of the people who live here. Jordan's rich heritage leaves all visitors with unforgettable memories of a truly unique cultural experience.

The **IOF Regionals – 2nd Middle East & Africa Osteoporosis Meeting & 6th Pan-Arab Osteoporosis Congress PAOC'6** will be held at a magnificent venue on the shores of the Dead Sea. The Dead Sea is a renowned holiday destination. As the lowest point on the face of the earth at 400m (1,312feet) below the sea level, this vast stretch of water is composed of a dense, rich, cocktail of salts and minerals known for their health-giving properties.

We are looking forward to welcoming you the **IOF Regionals – 2nd Middle East & Africa Osteoporosis Meeting & 6th Pan-Arab Osteoporosis Congress PAOC'6** at the Dead Sea!

Visit the official site below for more information about the attractions of the city
www.visitjordan.com Jordan Tourism Board



ABOUT THE VENUE

The King Hussein Bin Talal Convention Centre (KHBTC), managed by Hilton, is where the technology and human creativity converge with nature in this magnificent setting, resting in the heart of the Dead Sea area, at the lowest point on the earth's surface. The airy outdoor space is engineered to present visitors with a panoramic view of the breathtaking surroundings; overlooking a dream like scene of the Dead Sea.

The KHBTC opened in 2004 with a total area of 24,000 m² across three floors, all within easy walking distance of major five-star and four-star hotels, and close to historical tourist attractions such as Petra, Jerash, Madaba and the Baptism Site. Its perfect location also offers easy accessibility located just 60 minutes away by car from Amman (~40 km) and 60 min away (70km) by car from the Amman Queen Alia International Airport (AMM).

KING HUSSEIN BIN TALAL CONVENTION CENTRE (KHBTC)

Managed by Hilton

Swaimeh

Dead Sea, Jordan

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F +962 (5) 3560223

www.hiltonkinghusseinconventioncentre.com



Additional information is available on the Meeting website under Venue

REGISTRATION FEES IN USD

Category	Early Bird July 20 2012	Pre-Registration July 21-Sept 26, 2012	On-Site Sept 27-Oct 1, 2012
Regular Participant	500	600	700
IOF Individual Member	450	550	650
World Bank non high-income nations*	350	400	450
Allied Health Professional	300	375	475
Student/Fellow	250	325	400
Accompanying Person	200	250	300

* ELIGIBLE WORLD BANK NON HIGH INCOME NATIONS

- *Egypt
- *Iraq
- *Iran
- *Jordan
- *Lebanon
- *Pakistan
- *Palestine
- *Syria
- *African countries

Additional information is available on the Meeting website under Registration

As of May, 2012

IOF Regionals JORDAN '12

2nd Middle East & Africa Osteoporosis Meeting

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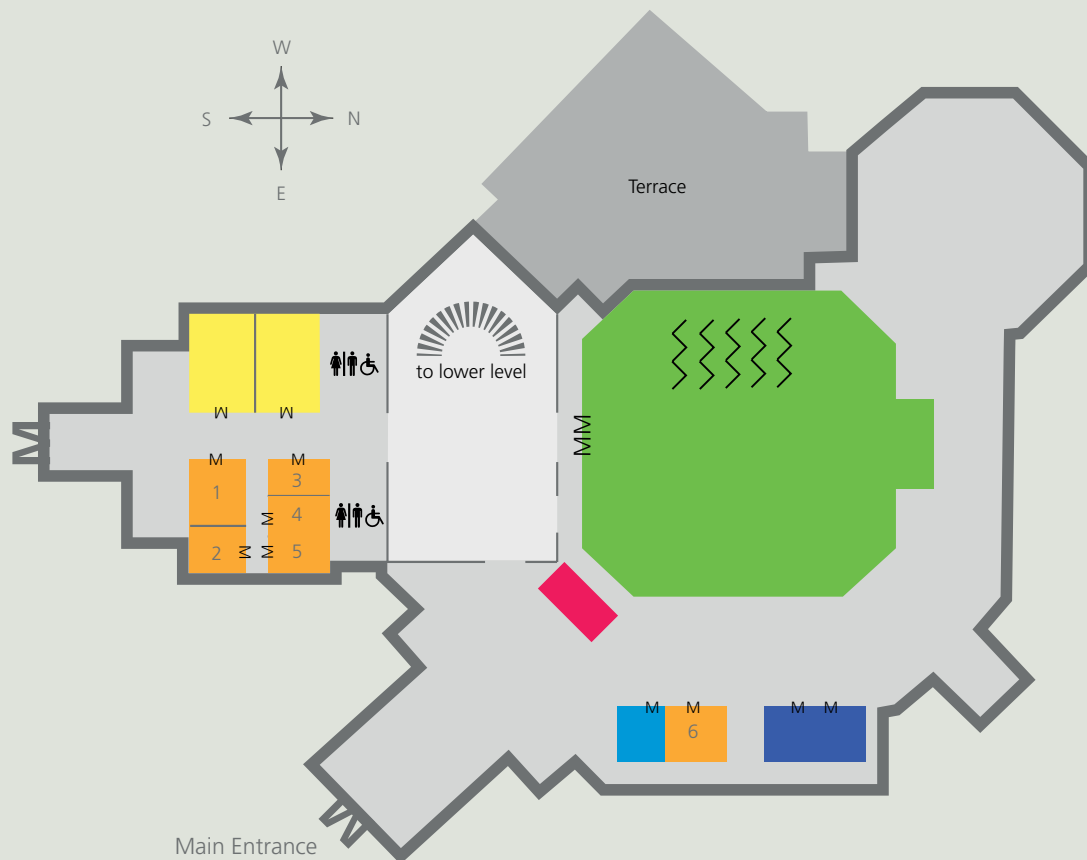
27 SEPTEMBER - 1 OCTOBER 2012

King Hussein Bin Talal Convention Centre • Dead Sea, Jordan

VENUE MAP

King Hussein Bin Talal Convention Centre • Managed by Hilton

Ground Floor



ROOM NAME

- | | |
|---|---|
| ■ Wadi Rum Hall 1 & 2 | ■ 1 Muata Hall |
| ■ Philadelphia Hall | ■ 2 Amra Hall |
| ■ Ayla Hall | ■ 3 Yarmouk Hall |
| ■ Pella Hall | ■ 4 Umm Qais Hall |
| | ■ 5 Jerash Hall |
| | ■ 6 Azraq Hall |

ROOM FUNCTION

- | |
|---|
| ■ Plenary |
| ■ Exhibition |
| ■ Posters |
| ■ Coffee Breaks & Lunches |
| ■ Meet-the-Expert |
| ■ Speakers Preview Room |
| ■ IOF & PAOS Meeting Room |
| ■ Registration |

As of July, 2012 • Subject to change • Not to scale

HOTEL ACCOMMODATION

OFFICIAL HOUSING BUREAU

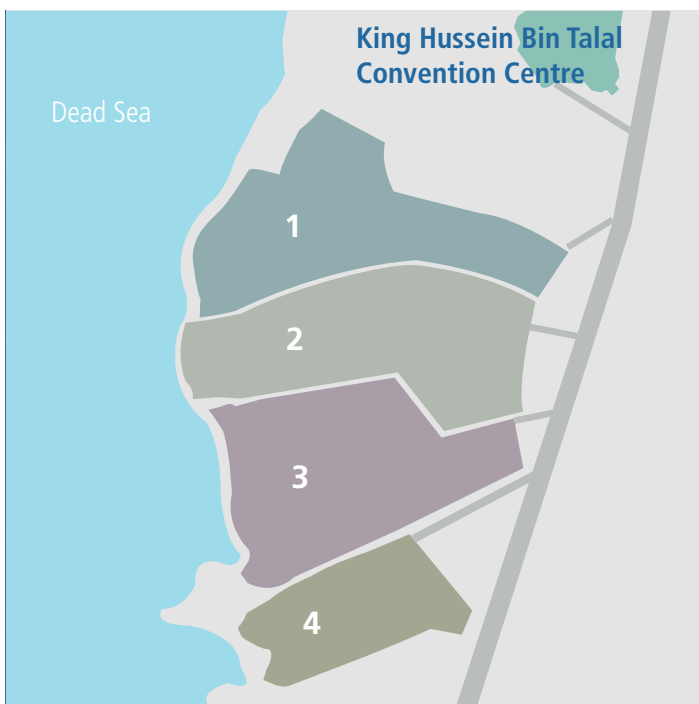
MCI Middle East LLC has reserved a large number of hotel rooms in various hotels ranging from 3- to 5-star properties in different price categories. Hotels are either connected, or located within 10-15 minutes driving distance to the Meeting venue. Jordan attracts many tourists, therefore please book before July 20, 2012 in order to guarantee your booking.

OFFICIAL SELECTED HOTELS

Attractive rates have been negotiated for attendees of the **IOF Regionals 2nd Middle East & Africa Osteoporosis Meeting & 6th Pan-Arab Osteoporosis Congress** in the following hotels:

# on map	Hotel	Rank	Location	Single Occupancy	Double Occupancy
1	Jordan Valley Marriott Dead Sea	5 star	Walking Distance (430 m)	181 USD	198 USD
2	Mövenpick Dead Sea	5 star	Walking Distance (450 m)	195 USD	210 USD
3	Kempinski Hotel Ishtar Dead Sea	5 star	Walking Distance (1620 m)	248 USD	275 USD
4	Dead Sea Hotel	4 star	Walking Distance (700 m)	160 USD	275 USD
N/A	Winter Valley Warwick	4 star	6 km	100 USD	138 USD

All rates are quoted in United States Dollars (USD), per room, per night, and include breakfast, 10% service charge and 7% government tax (as of May, 2012). Rates apply for standard room; other room types like executive room, junior suite, suite, etc. are available upon request. substantially and as such any significant variation of the exchange rate may lead to a retroactive increase/ decrease in the specific hotel rate as expressed in USD.



Additional information is available on the Meeting website under Accommodation

INFORMATION FOR SPONSORS AND EXHIBITORS

Sponsors will be given a sponsorship category status depending on the total amount of their contribution. The total contribution may consist of sponsored items such as symposia, meeting services, exhibition space.

Diamond Sponsor - Exclusive

Total sponsorship contribution of \$150 000 and over

Platinum Sponsor - Non Exclusive

Total sponsorship contribution of \$100 000 to \$149 999

Gold Sponsor - Non Exclusive

Total sponsorship contribution of \$50 000 to \$99 999

Silver Sponsor - Non Exclusive

Total sponsorship contribution of \$10 000 to \$49 999

LEVEL OF BENEFITS

Benefits	Diamond	Platinum	Gold	Silver
Priority Choice of Booth Location	•			
Acknowledgement Opening & Closing Ceremony	•			
Exhibition Booth (9 m ²)	•	•		
Link to Your Company from the Meeting Website	•	•		
Full Meeting Registration	• (10)	• (5)		
Acknowledgement on Meeting Collateral (<i>Programme, Report, etc.</i>)	•	•	•	
Use of the Meeting logo	•	•	•	
Logo projection in plenary room	•	•	•	•
Acknowledgement on Meeting Website	•	•	•	•



RANGE OF OPPORTUNITIES TO MEET YOUR OBJECTIVES

Exhibition opportunity	USD
Booth price per m ² (minimum size is 9 m ² for 6 300 USD) - with standard shell scheme or bare space	700

Educational & Scientific Activities	USD
Symposia – 60 minutes (lunch or evening)	36 000
Symposia – 90 minutes (lunch or evening)	44 000
Patient Forum	30 000
Meet-the-Expert	10 000
Workshop & Round Tables	15 000
Young Investigator Travel Grant (5 persons)	5 000
International Professor Sponsorship	10 000
Symposia Webcast (+ production cost)	10 000
Abstracts on USB (+ production cost)	5 000
Posters on USB (+ production cost)	5 000

Branding & Visibility Opportunity	USD
Meeting Shuttle Branding (bus & hotels)	10 000
Meeting Bags*	10 000
Pens & Pads*	2 000
Registration Area Branding*	8 000
Delegate Badge Branding *	5 000
Badge Lanyards*	3 000
Electronic Name Badges*	3 000
Directional Signage*	3 000
Welcome Signage*	3 000
Cover for chairs with logo* (subject to CME regulations)	Plenary 300 seats MTE max 50 seats per room
	5 000 1 500
Uniform for local staff (registration, access control, etc.)*	5 000

*Does not include production cost which must be paid by the sponsor

Advertisement	USD
Full page ad back cover of final programme / abstract book	10 000
Full page ad inside cover (front or back) of final programme / abstract book	7 500
Inserts in Meeting Bags (+ production cost)	2 000
Weblink promoting symposia, exhibition	2 000
City maps (+ production cost)	2 000

Meeting Services	USD
Internet Corner* <i>(Sponsor name and logo on Screen saver)</i>	10 000
Business Centre + Message Centre*	10 000
Speaker Preview Room*	5 000
Registration Area*	8 000
Media Desk*	5 000

Networking opportunity	USD
Opening Ceremony and Welcome Reception*	8 000
Sympo Lunch*	5 000
Sympo Dinner*	5 000
Morning Coffee Break Branding*	2 500
Afternoon Coffee Break Branding*	2 500
Concert & Gala Dinner September 29, 2012 at KHBTC 20:00-23:00 Ticket price per person	100

* Does not include food, beverage, and services

Registration packages	USD
50 registrations	15 000
100 registrations	28 500
150 registrations	40 500
200 registrations	51 000

Please use the Exhibition and Sponsor Interest Form enclosed at the end of this prospectus to indicate your interest. We will send you the agreement upon receipt of the Interest Form.

Support opportunities are available on a first-come, first-served basis. IOF is open to additional ideas or suggestions for support opportunities.



EXHIBITION

An exhibition space will provide a unique opportunity for exhibitors to showcase their products, services and educational programmes to an estimated 800-1000 healthcare professionals and thought leaders with interests in all areas of osteoporosis and bone health.

Booth Cost per m² US\$700 (+GST/VAT)

(minimum stand area is 9 m²)

The following package is included (no refund possible if not used and no substitution):

- Walls at 2360mm (height) for PVC laminated panels and modular aluminum extrusion (backing)
- 300mm (height) fascia with vinyl sticker cut out of company name & booth number in black letterings on white background
- 1 x 13amp 1-phase power point c/w wiring work (additional point will be with charge)
- 3 spot lights
- 1 x table
- 2 x folding chairs
- 1 x waste paper basket
- Existing carpeting of ballroom

EXHIBITOR BADGES AND ACTIVE PARTICIPANTS ALLOCATION

Stand size	Exhibitor Badges (not allowing access to scientific sessions)	Free full Congress Registration
9 – 15 m ²	2	
16 – 30 m ²	3	
31 – 45 m ²	4	1
46 – 61 m ²	5	2
62 – 77 m ²	6	2
> 77 m ²	8	3
	Additional badges for Exhibitors will cost US\$100 including access to lunches & coffee breaks	

SATELLITE SYMPOSIA

A number of slots have been set aside within the Scientific Programme for company-sponsored Satellite Symposia sessions. The cost of sponsoring a Satellite Symposium is \$45 000 for a 60 minute session and \$55 000 for a 90 minute session. There are no concurrent Satellite Symposia.

The Symposia are organized by the sponsor in consultation with the Congress Organizer. The programme for Symposia (title, topics, speakers, publications, advertising, and posters) must be submitted to the Scientific Programme Committee for approval by June 15, 2012.

INCLUDED IN THE PRICE

- Use of the room (60 or 90 minutes for the session)
- Standard AV equipment:
 - Microphones for speakers and audience
 - Screen
 - LCD projector
 - Chairs, table & lectern
 - Single projection

BENEFITS

- Publication of Symposium programme in the Programme Book and on the website
- Opportunity to display pull-ups advertising session on day of satellite at the entrance of the room
- Use of the Speaker Preview Room
- Sponsors may print additional pull-ups for the Symposium and display these in the Meeting Venue (at pre-agreed location) on the day of the satellite
- Sponsors may publish their own programme, abstract and proceedings



Basel Masri speaking at the IOF Regionals 1st Middle East & Africa Meeting in Dubai in 2011

We encourage sponsors to host a lunch or a dinner in conjunction with their satellite symposium. In our experience, this increases attendance and creates a collegial atmosphere for networking.

RULES AND REGULATIONS

The following rules and regulations have been designed for the benefit of all Exhibitors and Sponsors and constitute the official rules and regulations linked to the formal agreement. IOF requests the full cooperation of the Exhibitors and Sponsors in their observance of the terms and conditions contained herein. IOF reserves the right to terminate Exhibitor or Sponsor privileges at any time for breach of these rules and regulations. Expulsion of an exhibitor under these rules shall not give rise to a claim for a refund of the fees paid by such exhibitor.

1. CONFERENCE MANAGEMENT

The conference is organized by IOF. Any matters not covered in these rules and regulations are subject to the interpretation of IOF. Exhibitors and Sponsors must comply with the policies and procedures of the King Hussein Bin Talal Convention Centre, managed by Hilton (KHBTC). Each Exhibitor and/or Sponsor (including their employees) agrees to abide by the regulations and by any amendments or additions thereto in conformance with the preceding sentences.

2. OFFICIAL EXHIBIT SCHEDULE

Set-up	Wednesday Sept 26, 2012	08h00 - 22h00 11h00 - 22h00	Official contractor set-up Non-official contractor set-up (larger than 12 m ²)
	Thursday Sept 27, 2012	07h00 - 16h00	Exhibitor set-up
Exhibition	Thursday Sept 27, 2012	20h00 - 21h00	
	Friday Sept 28, 2012	09h00 - 18h00	
	Saturday Sept 29, 2012	09h00 - 18h00	
	Sunday Sept 30, 2012	09h00 - 11h30	
Dismantling	Sunday Sept 30, 2012	11h30 - 13h00	Soft dismantling
	Sunday Sept 30, 2012	13h00 - 22h00	Exhibit hall breakdown

As of May, 2012 • Subject to change

3. FAILURE TO OCCUPY SPACE

Space not occupied by September 27, 2012 will be forfeited by Exhibitors and their space may be re-sold, re-assigned, or used by the conference management without refund.

4. RATES, DEPOSITS, AND PAYMENT POLICY

Exhibit space will be rented and sponsorships sold at the rates in accordance with the price included in this Prospectus. No Agreement will be processed or space assigned without payment. Under the terms of this Agreement, the exhibitor/sponsor agrees to pay:

- 50 % of the total amount due within 30 days of receipt of the invoice, but in no case later than May 31, 2012
- balance shall be paid by September 15, 2012

No refunds will be allowed for cancellation or space reduction. If assigned space is not paid for in full by September 15, 2012, it may be reassigned at the discretion of IOF.

5. ARRANGEMENTS OF EXHIBITS

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be modified or removed by the exhibitor. The conference management reserves the right to inspect each booth prior to show opening.

6. EXHIBIT DESIGN

All exhibit space must be arranged and constructed in accordance with the size specified herein. If an exhibit fails to conform to the size agreed to, it must be modified to comply or be removed.

7. CONDUCT

All exhibits will be to serve the interest of the conference attendees and will be operated in a way that will not detract from other exhibits or the meeting as a whole.

8. EXHIBITOR'S REPRESENTATIVE

The Exhibitor will name one individual as the duly authorized representative in charge of the exhibit. This individual will assume responsibility for all negotiations with the IOF and the official meeting and exhibition management. In addition, this individual will receive all official correspondence from IOF referring to the exhibit and will be responsible for communicating this information to registered personnel from the exhibiting company and other third-party contractors.

9. EXHIBIT AND/OR SPONSOR PERSONNEL

Unless otherwise agreed, all participants affiliated with exhibits and satellite symposium must be registered. Each person will be issued an Exhibitor's badge and must be employed by the Exhibitor or Sponsor or have a direct business affiliation. The number of complimentary badges is detailed on page 21 of this Prospectus. Additional badges are available for US\$100 each. Please note that an Exhibitor's badge will not admit an individual to the scientific sessions and gala dinner. Individuals must register as delegates to attend sessions. A list of all exhibit and satellite symposium personnel must be submitted to the IOF no later than August 25, 2012. Badges will be available at the Exhibitor Registration Counter on site. Exhibits must be staffed at all times during the official exhibition hours. Those firms that do not keep their booths staffed and operating until the official closing time jeopardize their participation at future IOF meetings.

10. ADMISSION

IOF shall have sole control over all admission policies at all times. Any person visiting the exhibits or attending any function of the meeting will be required to register and wear an appropriate badge while in attendance. Children ages 12 and under are not permitted in the Exhibition Hall at any time.

11. SUBLETTING OF EXHIBIT SPACE AND PROHIBITED USES

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Exhibitors cannot exhibit or permit any merchandise or advertising materials to be exhibited in their space that are not a part of their own regular products.

12. FIRE, SAFETY, HYGIENE AND HEALTH

The Exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety, hygiene and health. All exhibit equipment and materials must be located within the assigned space. NO combustible material can be stored in or around exhibit space.

13. LIABILITY AND SECURITY

IOF makes no warranty, expressed or implied, that security measures will avert or prevent occurrences, which may result in loss or damage. Each Exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. IOF will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident, or other causes.

14. LIMITATIONS AND LIABILITY

Exhibitors or their agents may not allow any articles to be brought into the exhibition or any act performed on the premises that would invalidate the insurance or increase the premium of the policies held by the management of the Hotel/Convention Center, the official exhibition management company and/or the IOF; nor permit anything to be done by their employees and/or their agents through which the premises, property or equipment of the IOF, the official exhibition management company, Hotel/Convention Center, and/or other exhibitors will be damaged. The Exhibitor and/or the exhibiting company will be held liable for any damage resulting from such violation. All space is leased subject to these restrictions. IOF has the right to terminate an Exhibitor's rights pursuant to this contract at any time after discovery of a violation of this provision.

The Exhibitor agrees to protect, save and keep the IOF, the Hotel/Convention Center, and the official exhibition management company forever harmless from any damage or charges imposed for violation of any law or ordinance by the Exhibitor, company employees or agents, and to strictly comply with the applicable terms and conditions contained in the agreement between the IOF, Hotel/Convention Center and the official exhibition management company regarding the exhibition premises; and further, the Exhibitor shall at all times protect, indemnify, save and keep harmless IOF, Hotel/Convention Center and the official exhibition management company against and from any and all loss, cost, damage, liability or expense that arises out of, from or by reason of any act or omission of Exhibitor, company employees and/or agents.

15. ADS, LITERATURE

Canvassing or distributing advertising matter outside the exhibitor's own booth is not permitted. Solicitations of business - and/or conferences in the interest of business - except by exhibiting firms, are prohibited. All Exhibitor literature must be distributed from within the booth space assigned. Only literature published or pre-approved by the IOF may be distributed in the registration area, meeting rooms, hotels and/or in other areas used by the Meeting attendees.

16. SATELLITE SYMPOSIUM

Sponsors shall be entitled to hold a satellite symposium with no other session running in parallel.

- a IOF reserves the right to change the time of the satellite symposium upon agreement with sponsor.
- b Sponsor agrees to provide IOF with the proposed programme of the symposium, including proposed speakers, topics, and titles, by June 15, 2012. The goal is to ensure that the programme is based on accurate science and that an overlap of topics among all symposia is prevented. Once the programme for the satellite symposium is approved, it cannot be modified, except upon written agreement between Sponsor and IOF.
- c IOF is to publish the satellite symposium programme in the Meeting final programme and on the Meeting website.
- d Sponsor is permitted to post announcements relating to the satellite symposium in the meeting Press Room (if any) on the day of the satellite symposium.
- e Sponsor assumes full responsibility for promoting its satellite symposium in an appropriate manner. To assist Sponsor in this task, the following will be permitted:
 - i Sponsor may display up to two (2) posters in the Meeting venue on the day of the satellite symposium only. Poster format and design must be submitted to IOF for approval before production. Sponsor is responsible for delivering the symposium poster to IOF on the day of the symposium. Placement in the Meeting venue in suitable locations allowing full visibility must be agreed upon between Sponsor and IOF. The posters cannot be attached to any wall, door or similar in the Meeting venue.
 - ii Sponsor may publish its own symposium programme, abstracts, and proceedings.
 - iii Sponsor is permitted to hire hosts or hostesses to distribute symposium papers at the entrance of the allocated satellite symposium room shortly before the symposium begins only.
 - iv Any catering event, including time and location, must be approved by IOF prior to the Meeting.
 - vi Access, set up and tear down times allocated to the symposium shall be determined by IOF.

f Ancillary Scientific events organized by the industry.

Ancillary Scientific Meetings may not be held by the Industry for delegates of the Meeting other than on:

- i Thursday, September 27, 2012
- ii Friday, September 28, 2012
- iii Saturday, September 29, 2012
- iv Sunday, September 30, 2012

At the times established by the Scientific Programme Committee, in the form of an Evening Symposium, at the Meeting Venue and subject to the approval of IOF.

17. CANCELLATION BY EXHIBITOR/SPONSOR

Any Exhibitor or Sponsor who cancels all or part of the purchased exhibit space or sponsorship shall be liable for any unpaid portion of the exhibition or sponsorship and shall receive no refund of amounts already paid.

18. CANCELLATION BY IOF OF THE MEETING – FORCE MAJEURE

In case of force majeure, the Meeting organizers have the right to alter or cancel the Meeting without prior notice, however a notice of the occurrence shall be given by IOF as soon as reasonably possible.

Force majeure shall mean any circumstance beyond the reasonable control of IOF which prevents or impedes the holding of the Meeting, including, but not limited to, government action, war or hostilities, riot or civil commotion, plague or other epidemic such as SARS, bird flu, etc, earthquake, flood, hurricane, cyclone, fire or other natural physical disaster, explosion, accident or breakdown, strike, lack of the usual means of transportation or terrorism or due to events which are not attributable to wrongful intent or gross negligence of IOF. IOF shall not be liable for any direct or indirect, incidental or consequential damages, losses, expenditures or any other inconveniences or costs caused by such modification or cancellation of the Meeting. IOF shall, in its sole discretion, determine the amount of the exhibit fees or sponsorship fees to be refunded, if any.

19. SEPARATION

In case any of the specifications of the Agreement were to be or to become ineffective for de facto or de jure reasons, the effectiveness of any other specifications thereby remains unaffected. The Contracting Parties shall be committed to replace any ineffective specifications with economically adequate and comparable provisions.

20. CHANGES AND MODIFICATIONS

Any changes or modifications to the Agreement shall be made in writing and signed by both parties.

EXHIBITION AND SPONSOR INTEREST FORM

Company*

Contact Person Title First Name Family Name

Address

Postal Code City/State Country

Tel Fax

E-mail

**this name will be printed on the relevant printed matters*

WE ARE INTERESTED IN	FEES	TOTAL IN USD
Satellite Symposium	\$	\$
Exhibition (<i>min 9 m²</i>)	\$	\$
m ² x USD 700 per m ²	\$	\$
Selected Sponsorship Opportunities		
1.	\$	\$
2.	\$	\$
3.	\$	\$
4.	\$	\$
Other	Price to be discussed	
Registration Package		
Registration	\$	\$
TOTAL AMOUNT IN USD		\$

Date Name

PLEASE RETURN THIS INTEREST FORM TO

Ms. Hanady Khalife • IOF Middle East and Africa Regional Coordinator

hkhalife@iofbonehealth.org • **T** +971 4 311 6300 • **C** + 971 50 150 5233 • **F** +971 4 311 6301

Latest updates at www.iofbonehealth.org/jordan-2012

Meeting Secretariat

International Osteoporosis Foundation

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CH – 1260 Nyon, Switzerland
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F +41 22 994 0101
jordan2012@iofbonehealth.org
www.iofbonehealth.org

Meeting Venue

King Hussein Bin Talal Convention Centre (KHBTC) • Managed by Hilton

Swaimeh
Dead Sea, Jordan
T +962 (5) 3560222
F +962 (5) 3560223
www.hiltonkinghusseincentre.com

Sponsorship Enquiries

Ms. Hanady Khalife / IOF Middle East & Africa Office

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F +971 4 311 6301

Official Registration & Housing Bureau UTA (Destination Management) WLL

ON BEHALF OF IOF REGIONALS
58 Abdul Hameed Sharaf Street
P.O.Box 35241
11185 Amman, Jordan
T +962 6 566 0490
F +962 6 566 0269
iofjordan2012.reg@uta.com.jo
Opening Hours
Saturday-Thursday : 09:00-18:00 (GMT +3)

Official Abstract Handling Agency

MCI Suisse SA *ON BEHALF OF IOF REGIONALS*
75, rue de Lyon
CH-1211 Geneva 13, Switzerland
T +41 22 339 9625
F +41 22 339 9601
iofjordan2012.abs@mci-group.com
Opening Hours
Monday-Friday: 09:00-18:00 (GMT +1)

Official Sponsorship and Exhibition Agency

UTA (Destination Management) WLL
ON BEHALF OF IOF REGIONALS
58 Abdul Hameed Sharaf Street
P.O.Box 35241
11185 Amman, Jordan
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Opening Hours
Saturday-Thursday : 09:00-18:00 (GMT +3)



International Osteoporosis
Foundation

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