

20th World Congress on Ultrasound in Obstetrics and Gynecology

10 - 14 October 2010
Prague, Czech Republic

Industry Prospectus



Organising Committees

ISUOG President

- G. Pilu, *Italy*

Congress Chairmen

- P. Calda, *Czech Republic*
- K. Maršál, *Sweden*

Local Organising Committee (Czech Republic)

- Miroslav Břešťák
- Kamil Švábík
- Radovan Vlč
- Viktor Tomek
- Ladislav Krofta

Local Advisory Board (Czech Republic)

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- Pavel Vlašín
- Evžen Čech
- Zdeněk Žižka
- Jan Marek
- Jiří Šantavý
- Daniela Fischerová
- David Cibula
- Pavel Eliáš
- Jaromír Mašata
- Karel Hodík
- Dagmar Smetanová

Meeting Planning Committee

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- A. Baschat, *USA*
- P. Calda, *Czech Republic*
- J. Copel, *USA*
- A. Gagnon, *Canada*
- K. Hecher, *Germany*
- T. K. Lau, *China*
- K. Maršál, *Sweden*
- G. Pilu, *Italy*
- L. Platt, *USA*
- A. Tabor, *Denmark*
- G. Yeo, *Singapore*

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- B. Benacerraf, *USA*
- C. Bilardo, *Netherlands*
- T. Bourne, *UK*
- D. Fischerova, *Czech Republic*
- E. Gratacós, *Spain*
- K. Maršál, *Sweden*
- A. Papageorghiou, *UK*
- G. Pilu, *Italy*
- S. Yagel, *Israel*

ISUOG Secretariat (UK)

- S. Johnson, Executive Director
- D. Long, Event Manager

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

Contact details

Dayle Long

ISUOG, Unit 4 Blythe Mews
Blythe Road, London W14 0HW, UK

T: +44 (0)20 7471 9955

F: +44 (0)20 7471 9959

E: dlong@isuog.org

Welcome to Prague

We are proud to welcome you to Prague, Czech Republic for the 20th World Congress on Ultrasound in Obstetrics and Gynecology, October 10-14, 2010. Prague is associated with renowned scientists such as Albert Einstein, Christian Doppler, Tycho Brahe and Johannes Kepler. Music composers Mozart, Smetana and Dvorak also belong to the city as does writer Franz Kafka. An epic history has made Prague one of the most beautiful cities in the world, as well as a UNESCO World Heritage site. A magical city of bridges, cathedrals, gold-tipped towers and church domes, Prague is also a modern European metropolis full of energy, music, and art.

ISUOG will celebrate its 20th anniversary in Prague. The Society has proven its strength and vitality during the years and left its "teen" years in even better shape than before. We have become a real world community and the 2010 Congress in the heart of Europe will bring together researchers from all continents to share their best knowledge and expertise. We look forward to welcoming you to Prague in October 2010.

Pavel Calda
Congress Co-Chairman

Karel Maršál
Congress Co-Chairman

Critical dates

January 2010

Call for papers and registration opens

10 April 2010

Exhibition/sponsorship discount deadline

12 April 2010

Abstract submission and reduced registration rate deadline

10 August 2010

Early bird registration rate deadline

10 October 2010

Onsite registration opens

General information

Congress Venue

Prague Congress Centre

Třída 5. května 65
140 21 Praha 4
Czech Republic
T: +42 0 261 171 111
F: +42 0 261 172 062
W: www.kcp.cz

Accommodation

Guarant International is providing registration, hotel and accommodation services for the 2010 World Congress. Preferential rates have been organised at a number of hotels. Group bookings are managed on an individual basis by Guarant.

Contact:

T: + 420 284 001 444 and reference ISUOG

E: isuog2010@gurant.ca

W: www.isuog.org/WorldCongress/2010/accommodation

ISUOG & Congress profile

ISUOG is the leading international professional membership association for ultrasound and imaging in obstetrics and gynecology and is dedicated to furthering education and training within the field. It has over 3200 members in 100 different countries. The Congress is open to members and non members and is welcoming 1200-2000 delegates annually.

Delegate profile:

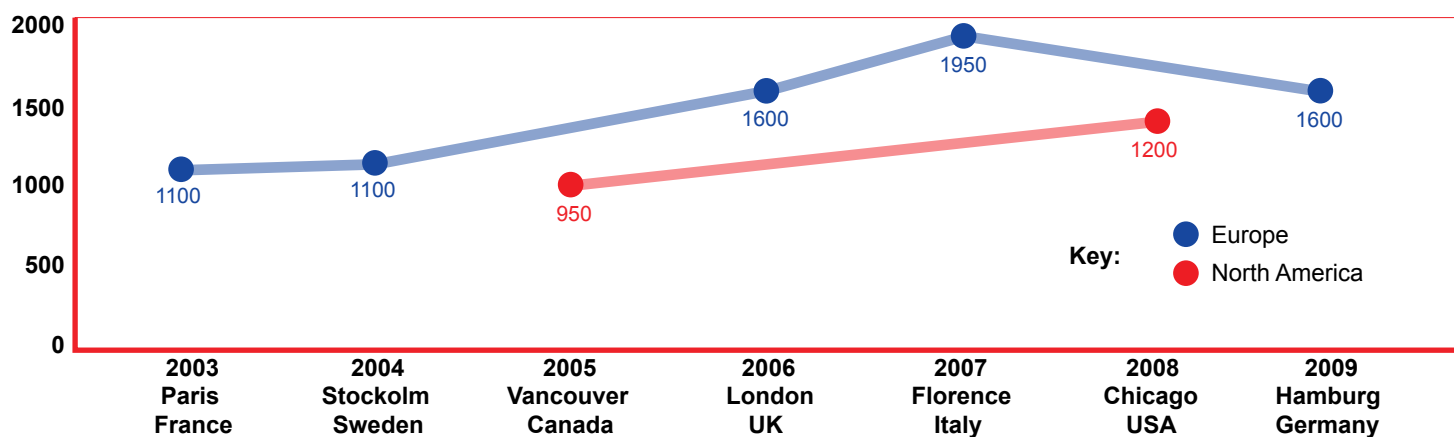
- Obstetricians
- Gynecologists
- Radiologists
- Radiographers
- Sonographers
- Midwives
- Registered nurses
- Physician assistants

Historically, approximately 75% of delegates attending our European Congresses are from European countries. Of the remainder, around 15% are from North and South America and 10% are from the Asia-Pacific region.

Direct mail, advertising and internet-based promotions will be carried out to ensure that a large audience of key purchasers and decision makers will attend the Congress. Industry partners are encouraged to participate in our marketing campaign and we can provide brochures to assist as required.



Congress attendance



Exhibition & sponsorship at a glance

	COST EURO (€)	Page number
EXHIBITION SPACE		
Shell scheme package (3mx3m)	€3,500	7
Shell scheme only	€3,000	7
Space only	€420 per square metre (min. 18sqm)	7
SPONSORSHIP LEVELS		
Diamond	€66,000	6
Platinum	€42,000	6
Gold	€24,000	6
Silver	€12,000	6
Bronze	€6,000	6
ACTIVITIES		
Abstract book	€7,500 sole sponsorship; €3,000 shared (up to 3 ads)	7
Bottled water	€3,000 + production costs	7
Catering breaks	€1,500	7
Congress party	€5,000 - €10,000	7
Delegate bags	€4,000 + bag costs	7
Directional signage	€4,000	7
Educational workshops / live scan	€4,000	7
Gobos	€1,000	7
Internet café	€2,500 + equipment	7
Joining instructions	€1,000	7
Live scan demonstrations	€4,000	8
Live scanning and hospitality suites	€6,500	8
Opening ceremony	€5,000	8
Pens and notepads	In kind (key sponsors)	8
Pocket program	€3,000	8
PowerPoint poster sessions & viewing stations	€10,000	8
Pre-Congress courses	€6,500 per course	9
Registration area	€5,000	9
Satellite symposia / receptions	€7,000	9
Speaker preparation room	€3,000	9
Sponsored bar	€2,000 + bar costs	9
Welcome reception	€7,000	9
WIFI	€2,500 + costs	9

Please note: All prices are listed and charged in Euros (€) for 2010 activities. Should payment be made by credit card, ISUOG reserves the right to take payment in Pounds Sterling (£); the exchange rate will be calculated on the day payment is taken.

Exhibition

The exhibition will be held in the second floor foyer and will be open from Sunday evening for the opening ceremony. Due to the building layout it will not be possible to close or lock the exhibition area during program hours, so exhibitors with any special security needs or unmanned booths should consider this in their planning. Both main session halls are accessed from the second floor foyer giving great exposure to delegates. All catering and refreshments will be served in the exhibition areas.

Currency

All items are listed, and will be charged, in **Euros (€)**.

Preliminary exhibitor schedule

Move in:

Saturday 9 October (TBC if available)

Sunday 10 October 06:00 – 17:00 (earlier build to be available if no Saturday)

Open:

Sunday 10 October 18:00 – 21:00

Monday 11 October 09:00 – 17:00

Tuesday 12 October 09:00 – 17:00

Wednesday 13 October 09:00 – 17:00

Thursday 14 October 09:00 – 14:00 (TBC)

Move out:

Thursday 14 October 15:00 – 23:59 (TBC)

Times subject to change (all exhibitors will be notified accordingly).

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 according to the date payment is received. Please ensure you list any preferences or requests on the booking form.

Shell scheme package

€3,500

Each package includes:

- 3x3m shell scheme
- 2 x chairs
- Standard carpet
- 1 x power outlet
- 1 x header sign
- 2 x spotlights
- 1 x table
- 1 x waste paper bin

Shell scheme only

€3,000

Includes:

- 3x3m shell scheme
- Standard carpet
- 1 x header sign

Space only exhibits (minimum 18 square metres) €420 per square metre

- Exhibitors may apply for specific sizes of stand but these cannot be guaranteed unless previously requested through the advance booking forms.
- Free build stands have a minimum 2 open sides
- Diamond, Platinum, Gold and Silver sponsors receive price reductions for exhibition space units



Obstetrics session hall



Terrace rooms (hospitality suites)

Exhibition services

The following services are included for all exhibitors:

- One scientific registration per exhibition stand, giving full access to the Congress scientific sessions
- One exhibitor badge per shell scheme stand; two exhibitor badges per 9 square metres of free build space
- NEW** 4 full days exhibit exposure, plus the Welcome Reception on Sunday evening
- One delegate bag including final program and abstracts book per exhibition stand
- Participation for all registered personnel in the Welcome Reception
- Acknowledgement and company profile in the final program
- Exhibition technical manual
- Daily cleaning of aisles and common areas

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 for scientific registration inclusions or contact us for large volume scientific registrations.

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

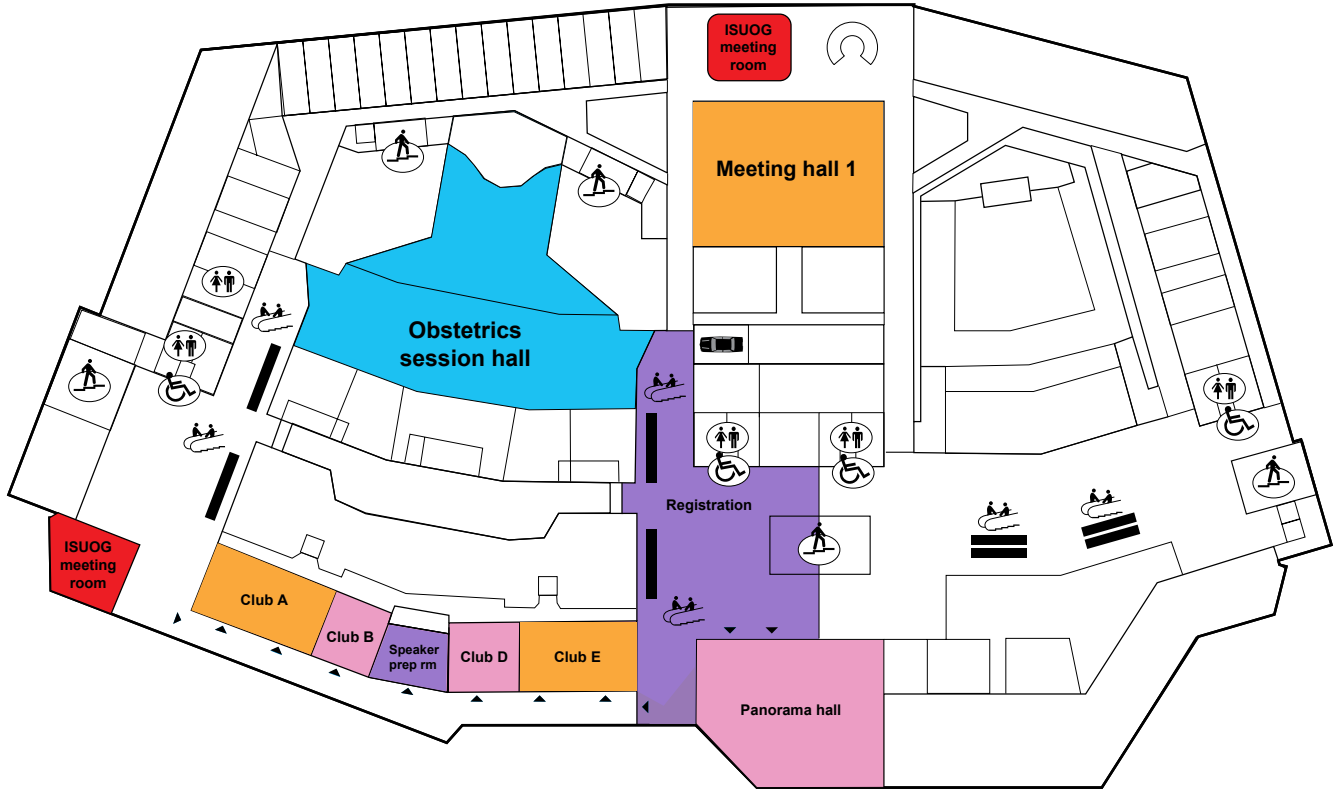
Please ensure you read the terms and conditions of exhibiting which are at the back of this prospectus. Signing the application form confirms your acceptance of these conditions.



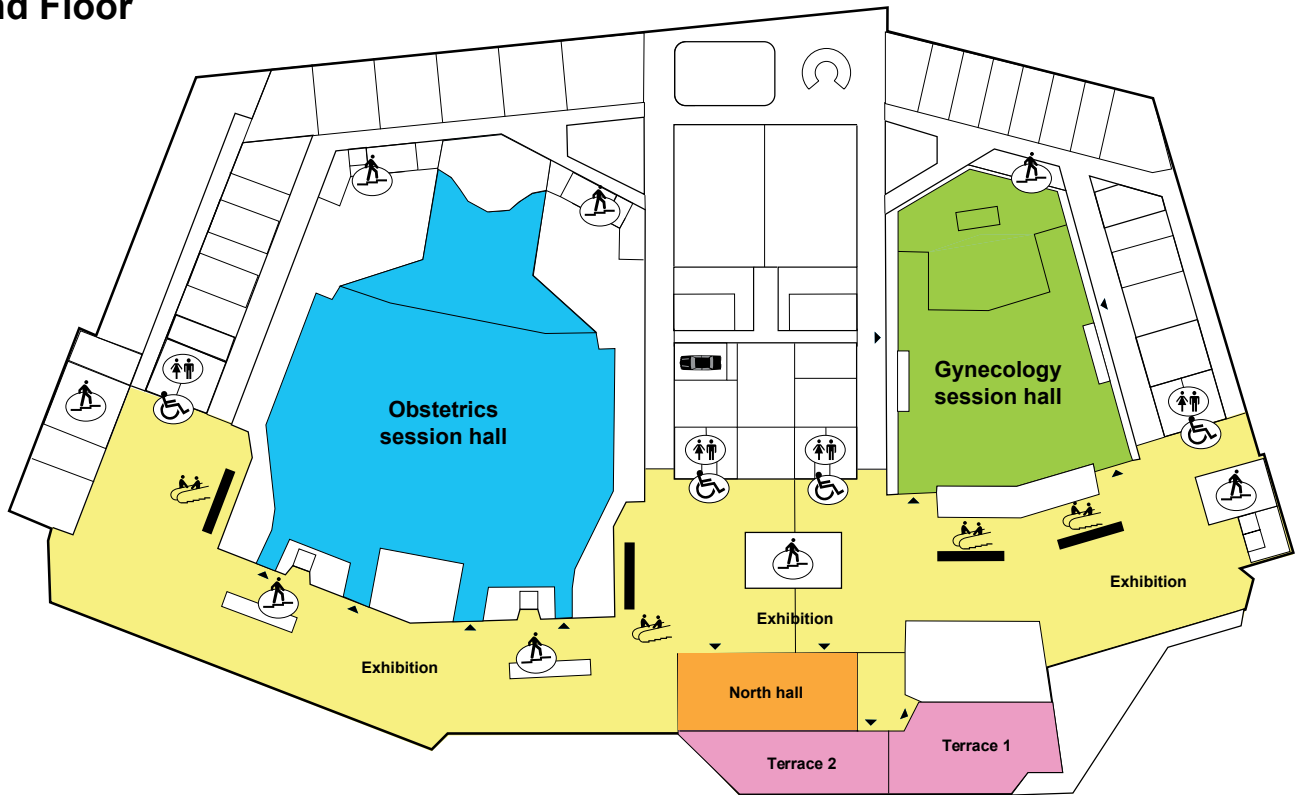
Gynecology session hall

Floor plans

1st Floor



2nd Floor



- Exhibition, catering
- Obstetrics session hall
- Gynecology session hall
- Hospitality suite options
- Speaker prep, registration
- ISUOG meeting rooms
- Scientific program breakouts

Sponsorship

The option to sponsor activities at the Congress is available to any exhibitor. Please note that 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 ISUOG delegates are subject to approval of ISUOG. Live obstetric or gynecological scanning is NOT permitted on the exhibition stands.

Sponsorship levels

Key sponsorship status will be offered to companies according to their total sponsorship investment.

Diamond	€66,000 (plus a minimum of 56sqm exhibit)*
Platinum	€42,000 (plus a minimum of 45sqm exhibit)*
Gold	€24,000 (plus a minimum of 36sqm exhibit)*
Silver	€12,000 (plus a minimum of 27sqm)*
Bronze	€6,000 (plus exhibit space)*

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

In the event that requests for sponsorship are received for the same sessions, ISUOG will prioritise by sponsorship level, date booking and payment is received and loyalty (previous meeting participation). We will always work to ensure optimal matches for live scan sessions and will take specific requests into consideration.

Key sponsors' entitlements

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

Diamond

- Priority option on all sponsorship activities (provided booking is confirmed by early booking deadline)
- Diamond priority exhibition space allocation
- 20% discount on exhibition space (applies to space-only rates)
- Guaranteed island exhibition stand
- 10 scientific registrations
- 8 complimentary Congress party tickets
- NEW** • Option to display company 'gobo' in registration foyer (charged at cost)
- Full-page advertisement in final program
- A4 (210x297mm) briefcase insert
- Logo and acknowledgement on Congress website under key sponsors section with link to own website
- Logo acknowledgement in final program
- Option to support up to four live scan sessions (depending on availability and advance priority requests)
- NEW** • Option to sponsor workshops (priority allocation provided booking received by early deadline)
- Option to hire hospitality and live scanning rooms
- Option to advertise an evening event at the Congress, subject to ISUOG's approval and no conflict with ISUOG advertised activities
- First option to provide branded delegate materials (where permitted under CME regulations and where approved by ISUOG) with no sponsorship fee



Platinum

- Platinum priority exhibition space allocation
- 15% discount on exhibition space (applies to space-only rates)
- 6 scientific registrations
- 6 complimentary Congress party tickets
- NEW** • Option to display company 'gobo' in registration foyer (charged at cost)
- Full-page advertisement in final program
- A4 (210x297mm) briefcase insert
- Logo and acknowledgement on Congress website under key sponsors section with link to own website
- Logo acknowledgement in final program
- Option to support up to three live scan sessions (depending on availability and advance priority requests)
- Option to hold a satellite symposium (subject to availability)
- NEW** • Option to sponsor workshops
- Option to hire hospitality and live scanning rooms
- 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 – subject to availability

Gold

- Gold priority exhibition space allocation
- 10% discount on exhibition space (applies to space-only rates)
- 4 scientific registrations
- 4 complimentary Congress party tickets
- Half-page advertisement in final program
- A4 (210x297mm) briefcase insert
- Logo acknowledgement on Congress website under key sponsors section with link to own website
- Logo acknowledgement in final program
- NEW** • Option to sponsor workshops
- Option to hire hospitality and live scanning rooms
- Option to sponsor up to two live scan sessions (dependent upon availability)
- Option to hire hospitality and live scanning rooms

Silver

- Silver priority exhibition space allocation
- 5% discount on exhibition space (applies to space-only rates)
- 2 scientific registrations
- 2 complimentary Congress party tickets
- Half-page advertisement in final program
- A5 (148x210mm) briefcase insert
- Logo acknowledgement on Congress website under key sponsors section with link to own website
- Logo acknowledgement in final program
- Option to sponsor up to two live scan sessions (dependent upon availability)
- Other activities subject to ISUOG approval and availability

Bronze

- One scientific registration
- A5 (148x210mm) briefcase insert
- Logo acknowledgement on Congress website under key sponsors section with link to own website
- Logo acknowledgement in final program
- Other activities subject to ISUOG approval and availability

Sponsorship *continued*

Sponsorship opportunities

The items listed below 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: dlong@isuog.org

1. Abstract book from €3,600

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 in abstract book/ logo on CD cover
- Additional single page (A4) colour advertisement on inside back cover OR a black and white advertisement within content pages/ electronic advert within program pages
- Guarantee of no additional commercial advertising

Shared sponsorship (3 max): €3,000

Shared sponsorship entitlements:

- Full colour advertisement in abstract book allocated on a first come first served basis (outside back, inside back and inside front only)
- Not available on CD format

2. Bottled water €3,000 + production costs

Entitlements include:

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

3. Catering breaks €1,500

Entitlements include:

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

4. Congress party from €5,000

Cost: €5,000 - €10,000 (sole sponsorship)

The Congress party will take place on Tuesday 12 October 2010 at the historical Žofin Palace and is open to all delegates, exhibitors and accompanying persons. Sponsors may choose to support a particular activity during the evening, or support the whole event.

Sole sponsorship entitlements include:

- Acknowledgement banner and logo on any directional signage
- Branding of area/bar food station/s where appropriate
- 10 complimentary tickets for sponsoring company guests
- Acknowledgement, logo and stand number on party invitation and maps
- Acknowledgement and logo in final program
- Welcome desk

5. Delegate bags €4,000 + bag costs

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

6. Directional signage €4,000

Entitlements include:

- Company logo on directional signage throughout the venue for duration of Congress

NEW 7. Educational workshops / live scans €4,000

New for 2010 are parallel educational workshops running every afternoon, Monday to Wednesday. In response to delegate feedback, these workshops will increase the didactic content of the congress, and provide an excellent opportunity for industry to be involved through technical support of the sessions. The scientific content will be determined by ISUOG's Scientific Committee but sponsor input and suggestions are welcomed.

Some workshop topics are listed on page 10. Sessions will be available on a first-come first-served basis, with priority given to Diamond and Platinum sponsors. You can also suggest topics for these sessions.

Entitlements include:

- Acknowledgement in final program
- Acknowledgement on Congress website
- Opportunity to display company banners and/or area branding as mutually agreed
- Use of manufacturer's equipment for live scan demonstration
- All audio visual equipment
- Acknowledgement by session chairperson
- Holding slide with company name prior to/after session

NEW 8. Gobos €1,000

Display your company logo in a foyer area of the Congress venue.

9. Internet café €2,500 + equipment

The right to host an Internet café is available to any exhibiting company that wishes to set up, resource and furnish the facility.

Entitlements include:

- 18 square metre space in exhibition area for Internet café or 36 square metres for existing key sponsors; additional space offered at 50% of the usual exhibit price
- Home page on computers
- Company logo used as screen saver
- Company literature and banners displayed within Internet Café
- Acknowledgement and logo in final program
- A5 briefcase insert

10. Joining instructions €1,000

Inclusion of your company logo on the joining instructions, emailed to all registered delegates prior to the event.



Žofin Palace

Sponsorship *continued*

11. Live scan demonstrations sessions €4,000

Demonstration sessions are scientific sessions which are defined by ISUOG but include a live scan demonstration of a particular examination technique or technology. Companies may sponsor these sessions and will be asked to provide their equipment for use during the demonstration. Sessions requiring support are indicated in the provisional program on page 10.

NB: Priority allocation of demonstration sessions will be given to key sponsors and then on a first-paid first-served basis. Live scan demonstrations are offered in both session halls (obstetrics and gynecology) and 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.

Entitlements include:

- Acknowledgment in final program
- Use of manufacturer's equipment for live demonstration
- All audio visual equipment
- Acknowledgement by session chairperson
- Holding slide with company name prior to/after session

12. Live scanning and hospitality suites from €6,500

Cost: varies according to room size (see below)

Sponsors have the opportunity to demonstrate their equipment and any technical developments to delegate groups and/or to host clients. 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.

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

Club B

Cost: €6,500 per day
Size: 86.8 square metres
Capacity: 80 theatre style

Club D

Cost: €6,500 per day
Size: 87.9 square metres
Capacity: 80 theatre style

Panorama Hall

Cost: €10,000 per day
Size: 532 square metres
Capacity: 410 theatre style

Terrace 1

Cost: €7,500 per day
Size: 263 square metres
Capacity: 160 theatre style

Terrace 2

Cost: €7,500 per day
Size: 230 square metres
Capacity: 120 theatre style

North Hall

Cost: €8,000 per day
Size: 329 square metres
Capacity: 220 theatre style

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.

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 of Satellite Education, please contact us to discuss the details.

13. Opening ceremony €5,000

A unique opportunity to support the only plenary session time during the Congress! The opening session includes the opening lectures and a performance from the Black Light Theatre. This theatre originates in Prague and uses dance, mime and acrobatics with a unique edge. It is guaranteed to be a highlight of the Congress.

Entitlements include:

- Acknowledgment in final program
- Holding slide with company name at the beginning and end of the session
- Acknowledgement by the session chairperson
- Unlimited entry to the session and theatre performance to sponsoring company staff



The Black Light Theatre (opening ceremony)

14. Pens and notepads In kind

Available to key sponsors only – priority will be given to diamond and platinum sponsors.

15. Pocket program €3,000

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.

Entitlements include:

- Sole commercial advertisement on pocket program

NEW 16. PowerPoint poster sessions & viewing stations €10,000

ISUOG's electronic poster viewing stations were an extremely popular addition to the Hamburg World Congress and received over 6,000 visits during the congress!

Companies may provide unrestricted educational grants to brand **ALL** poster discussion sessions, viewing stations and, if they commit on time, the poster submission website.

Entitlements include:

- Acknowledgement on presentation submission site (provided full payment is received before the site opens in May 2010) – all poster authors **MUST** submit their posters in advance of the Congress through this site
- Banner advertisement for poster area(s)
- Branding of all viewing stations with screen saver logo on home page
- Opportunity to provide branded banners and instructional documents at each location
- Acknowledgement in final program
- Acknowledgement on Congress website
- Holding slide with company name at the beginning and end of presentation sessions
- Acknowledgement by discussion session chairperson

Sponsorship *continued*

17. Pre-Congress courses €6,500 per course

Companies may provide unrestricted educational grants to support courses on Sunday 10 October 2010. Please see program pages online for further course details.

Entitlements include:

- Sole sponsorship (allocated on a first come, first served basis)
- Company branded CD or USB of course syllabus
- 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
- Logo on course syllabus

The half day (Sunday 10 October, 08:00-13:00) courses available for sponsorship are:

- Course 1: Urogynecology
- Course 2: First trimester scan

18. Registration area €5,000

Exclusive sponsorship of the registration area online and onsite

Entitlements include:

- Link to your company website on the **online delegate registration page**
- Banner across the on-site registration area

19. Satellite symposia / receptions €7,000

Companies will have the opportunity to hold a programmed one-hour lunchtime symposium in the main session halls (1,770 or 648 people) or an evening reception and may arrange their own speakers and program, although this must be pre approved by ISUOG. Details will be listed in the main congress program and the session open to all delegates.

Priority allocation of satellites will be given to key sponsors and strictly on a first-paid first-served basis. We cannot completely guarantee that the session will be unchallenged by other activities since sponsors have the opportunity to run hospitality sessions at these times. 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 basic audio visual equipment
- A5 briefcase insert invitation
- Acknowledgement in final program

20. Speaker preparation room €3,000

All speakers at the Congress will need to check in at the speaker preparation room.

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

21. Sponsored bar €2,000 + bar costs

Entitlements include:

- Acknowledgement in final program
- Branding of area

22. Welcome reception €7,000

Approximately 1,000 delegates are expected to attend the welcome reception on Sunday 10 October. Event catering and any entertainment will be provided by ISUOG.

Entitlements include:

- Acknowledgment in final program
- Acknowledgment on Congress website
- Gobos on entrance/foyer walls and floor area
- 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

23. WiFi areas €2,500 + costs

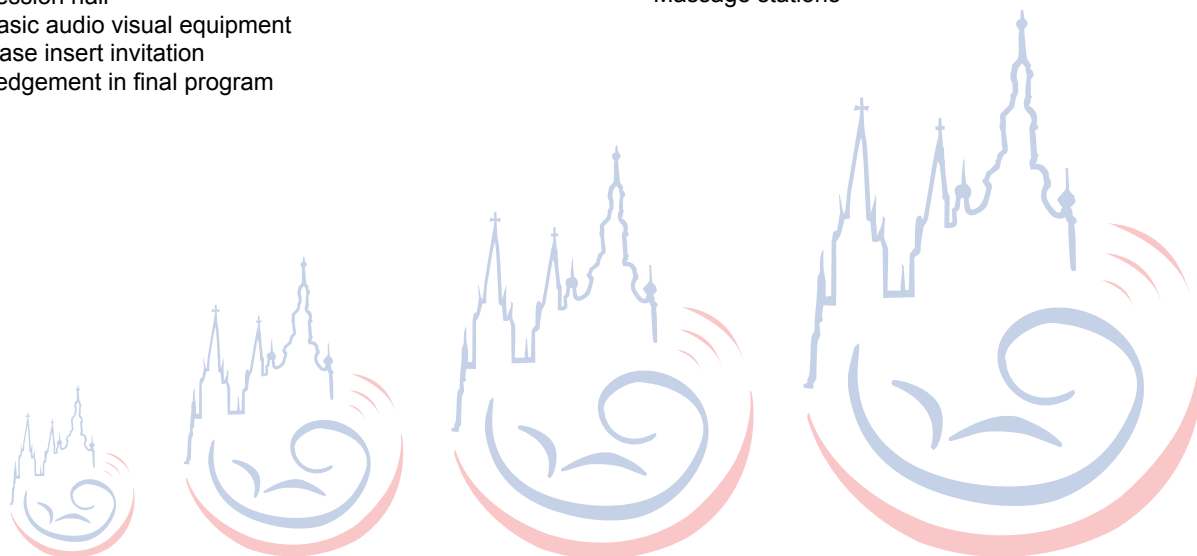
Give delegates access to the venue's wireless network throughout the Congress by sponsoring the WIFI connection. Please contact us if you are interested for further details.

24. Other sponsorship opportunities

If you have any further sponsorship requests, please contact the Congress Secretariat.


Examples include:

- Delegate bag giveaways such as umbrellas, highlighters, Kleenex packs, sweat bands
- Massage stations



Provisional program

	Sunday	Monday	Tuesday	Wednesday	Thursday				
07:30–08:15	Registration	'All you ever wanted to know' sessions							
08:30–09:00	Pre-congress courses	State of the art lectures							
09:00–10:00		Debate First trimester	Early pregnancy	Live scan Fetal heart II	The assessment of pelvic pain	Live scan Maternal fetal Doppler	Diagnosis and management of ovarian pathology	Live scan Second trimester scan	The postmenopausal endometrium and cervical pathology
10:00–10:40		Chaired poster discussions							
10:30–11:00		C O F F E E & P O S T E R V I E W I N G							
11:00–12:30		Live scan Fetal heart	Ultrasound and the acute gynecology patient	Live scan CNS imaging	Reproductive medicine	Live scan Fetal surveillance	Scanning asymptomatic women cancer screening	Live scan Preterm labor	Using ultrasound to assess urogynecology patients
12:30–14:00		L U N C H (12:30–14:00)							
		& S A T E L L I T E S (12:45–13:45)				Chaired poster discussions (13:00 to 13:45)			
14:00–15:30		Plenary lectures	Live scan Multiple pregnancy	Abnormal uterine bleeding	Debate Imaging technologies	Imaging in the oncology patient: staging, recurrence & interventions	Debate Fetal therapy	Mathematical models and new second stage tests to assess the ovary	Live scan Second trimester scan
15:30–16:10			Chaired poster discussions					Closing	
16:10–16:30			C O F F E E & P O S T E R V I E W I N G						
16:30–18:00	Live scan Workshops (x4)		Live scan Workshops (x4)	Live scan Workshops (x4)	Workshops Advanced Fetal neurosonography 3D / 4D cardiac imaging The borderline fetus Ultrasound safety Early screening for placental dysfunction Practical new tools in fetal echocardiography The spectrum of 3D / 4D ultrasound in Prenatal diagnosis Pelvic floor ultrasound Fetal Surveillance Complicated monochorionic twin pregnancy Ultrasound in labour Use of ultrasound in Gyn oncology				
	Welcome reception	Congress Party							

								
Obstetrics sessions	Gynecology sessions	Live scan	Debate	Plenary sessions	Oral poster sessions	Pre-congress courses	Social	Educational workshops

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.

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 **10 April 2010** to take advantage of the 10% early booking discount.

All invoices must be paid prior to arrival at the exhibition. 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 months to three months** prior to ISUOG 2010 (up to 10 July 2010) – 25% of the contract price
- **Within three months** of ISUOG 2010 (after 10 July 2010) – 100% of the contract price
- An 80% refund will be made if the exhibition space and all sponsorship packages are fully resold.

Payment may be made by the following methods

Bank transfer - all charges are payable by the remitter

Bank details:

Nat West Bank
St James' and Piccadilly Branch
PO Box 2 DG, 208 Piccadilly
London W1A 2DG
UK

Account:

ISUOG_CCL

Account numbers:

58883746

Branch sort code:

602129

IBAN code:

GB87 NWBK 6072 0458 883746

Swift Address:

NWBKGB2L

Accepted credit cards:

American Express / MasterCard /
Switch / VISA

All credit card payments will be charged in euro (€)

Application form and contract

This form should be completed and returned to:
ISUOG and Congress Secretariat, Unit 4 Blythe Mews,
Blythe Road, London W14 0HW, UK
T: + 44 (0) 20 7471 9955
F: + 44 (0) 20 7471 9959
E: dlong@isuog.org

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.

20th World Congress on Ultrasound in Obstetrics and Gynecology



10 - 14 October 2010, Prague, Czech Republic



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

Sponsorship – Please indicate your preferred activities below:

1. Abstract book sole sponsorship €7,500
 Abstract book shared sponsorship €3,000
2. Bottled water €3,000 + production costs
3. Catering breaks €1,500
4. Congress party, €5,000 - €10,000, *please give details*

5. Delegate bags €4,000 + cost of bags
6. Directional signage €4,000
7. Educational workshops €4,000
8. Gobos €1,000
9. Internet café €2,500 + equipment costs
10. Joining instructions €1,500
11. Live scan demonstration sessions €4,000
Please indicate preferred number of sessions _____
12. Hospitality and live scanning suites (costs listed per day)
Please list in order of preference
 Club B €6,500 *Please indicate preferred days*
 Club D €6,500 Monday
 Terrace 1 €7,500 Tuesday
 Terrace 2 €7,500 Wednesday
 North Hall €8,000 Thursday
 PanoramaHall €10,000
13. Opening ceremony €5,000
14. Pens and notepads (provided in kind)
15. Pocket program €3,000
16. PowerPoint poster sessions & viewing stations €10,000
17. Pre-Congress courses – *please list in order of preference*
 Course 1 (Urogynecology) €6,500
 Course 2 (First trimester scan) €6,500
18. Registration area €5,000
19. Satellite symposium / reception €7,000
Please list in order of preference
 Monday Wednesday
 Tuesday Thursday
20. Speaker preparation room €3,000
21. Sponsored bar €2,000 + bar costs
22. Welcome reception €7,000
23. WiFi €2,500 + costs
24. Other – *please list* _____

The Congress Secretariat will contact you to discuss your exact requirements for all sponsorship packages.

Application form and contract *continued*

Sponsorship Level: please select one only

- Diamond – minimum spend of €66,000 plus exhibition space
- Platinum – minimum spend of €42,000 plus exhibition space
- Gold – minimum spend of €24,000 plus exhibition space
- Silver – minimum spend of €12,000 plus exhibition space
- Bronze – minimum spend of €6,000 plus exhibition space

Exhibition: please select one only

Please refer to floor plans on page 5 to select area preference. 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).

- Space only:** €420 per square metre (minimum 18 square metres)
Please indicate preferred size: _____
Total cost: _____
- Shell scheme package** (including power, lighting and furniture as listed) €3,500
- Shell scheme only** €3,000

Payment details

- Pay in full (10% discount before 10 April 2010)**
Full payment total: _____
- 25% deposit payable on application**
Deposit total: _____

Payment Method

- Please invoice
- I authorise you to debit my:
 - American Express
 - MasterCard (2.5% surcharge)
 - VISA (2.5% surcharge)
 - Switch

Card no.

Security code Expiry date Switch issue no. (if applicable) _____

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_CCL 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.