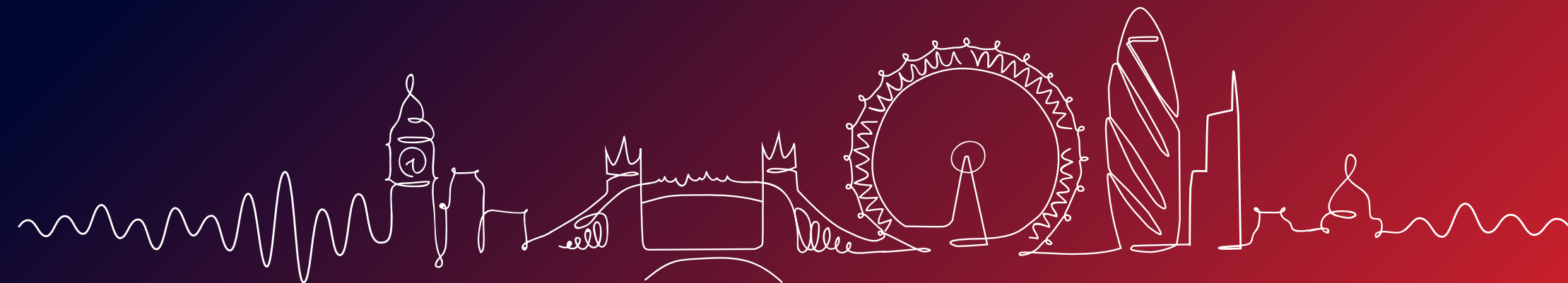


# 32<sup>ND</sup> ISUOG WORLD CONGRESS

**ON ULTRASOUND IN OBSTETRICS AND GYNECOLOGY**

London & Virtual 16 - 18 September 2022

Novotel London West



**Sponsorship and exhibition hybrid prospectus**

**Apply now**

## Welcome note

Dear ISUOG Partners,

It is with great pleasure I invite you to participate in ISUOG's 32nd World Congress. This will be our first truly hybrid Congress, held in parallel onsite in London and online globally, creating an inclusive and high-quality experience for all participants. The event will take place live 16-18 September 2022 and much content will be available on-demand after that date.

In 2020 and 2021 the ISUOG World Congress was held virtually to ensure our community were still connected, learning and sharing during the COVID19 pandemic. ISUOG always endeavors to lead the way in its events and recently in its reaction to COVID19, and this year is no exception. Many of our industry partners, faculty and delegates have missed the face-to-face interaction possible at onsite events, but have also seen the value of increasing accessibility with a virtual event. In response to this ISUOG is stepping up to a new challenge - this year's offering will be a unique hybrid product, offering fantastic engagement for and between online and virtual attendees. This will be like no other ISUOG Congress before and we are confident this will give your organisation a great opportunity to network and showcase your brand, technology and developments to a large, international audience of professionals.

Participation of our Congress has grown and diversified and in 2021, we welcomed over 3,000 participants from 134 countries. In 2022, our goal is to increase participation, catering to both delegates who have missed the in-person experience and those who wish to continue their virtual participation. We look forward to welcoming up to 750 delegates in London including Key Opinion Leaders, influencers and decision makers, whilst continuing to serve our important virtual audience with improved accessibility, engagement and education. Fostering collaborative interactions physically and online continues to be a priority, allowing you to take advantage of both audiences.

We look forward to welcoming you, forerunners in your field, to our Congress, so you can engage with and educate the largest global community working in ultrasound for obstetrics and gynecology. Please have a look at the opportunities and get in touch with [my team](#) to make a booking or discuss your individual requirements.

Best wishes,

Johan Vos, ISUOG CEO

## Organising Committee

### Local co-chairs



Prof. Tom Bourne  
(UK) ISUOG Trustee, President



Prof. Christoph Lees  
(UK) ISUOG Trustee

### Scientific Committee



Prof. George Condous  
(Australia) Chair



Prof. Fabricio Da Silva Costa  
(Australia) Vice-chair



Dr. Shabnam Bobdiwala  
(UK)



Dr. Magdalena Sanz Cortes  
(USA)



Dr. Helen Feltovitch  
(USA)



Dr. Srdjan Saso  
(UK)



Prof. Tullio Ghi  
(Italy)



Prof. Thierry Van den Bosch  
(Belgium)



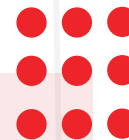
Dr. Karina Krajden Haratz  
(Israel)



Prof. Liona Poon  
(China)

# Key Congress dates

10 March	Registration opens
28 March	Abstract submission deadline
14 April	Exhibitor portal goes live
May	Technical manual published
18 May	Exhibitor and sponsor early bird deadline (book and pay by <b>18 May 2022</b> to receive 10% discount)
18 July	Registration early bird deadline
16 September	Congress opens (onsite and online)
18 September	Congress closes (virtual on-demand Congress platform remains open)
18 October	Access to Congress platform on-demand closes



## Congress program at a glance

Thursday 15 September	Friday 16 September	Saturday 17 September	Sunday 18 September
	Scientific program	Scientific program	Scientific program
	Industry program and exhibition	Industry program and exhibition	Industry program and exhibition
President's dinner (by invitation only)	Welcome reception	Congress party	Free evening

### Congress program highlights

- 3-4,000 participants from 130+ countries
- 120+ internationally renowned faculty
- 1,000+ abstracts
- 8+ scan demonstrations
- 30 day access to content on-demand

### What's new since 2021?

- Onsite and live-streamed online program - [view topics](#)
- Onsite and online sponsorship and exhibition
- Enhanced face to face networking onsite





## Where are delegates from?

(based on 2021 figures)

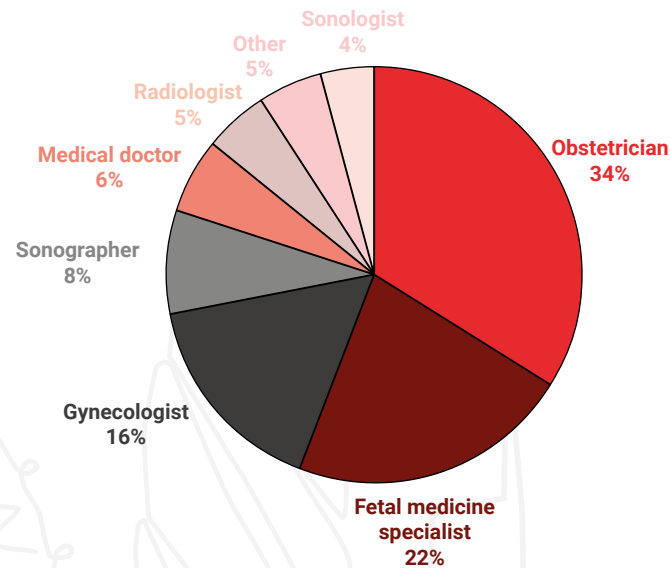
Ranking	Country
1	Australia
2	UK
3	Philippines
4	USA
5	India
6	Spain
7	China
8	Colombia
9	Japan
10	Canada

"Congratulations to ISUOG for another successful World Congress! Fantastic topics and great line-up of speakers! The live scans and masterclasses were excellent and practical. The opportunity to listen to updates and share our research is also very highly appreciated."

2021 Congress delegate

## Professional specialty of delegates

(based on 2021 figures)



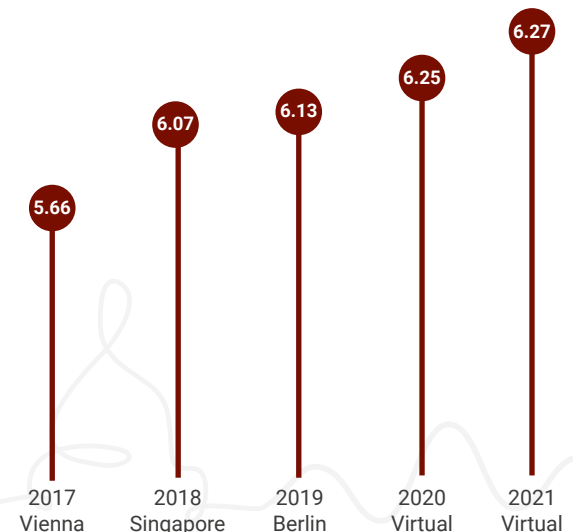
# 78.4%

of 2021 Congress delegates found the exhibition a valuable experience

# 98.6%

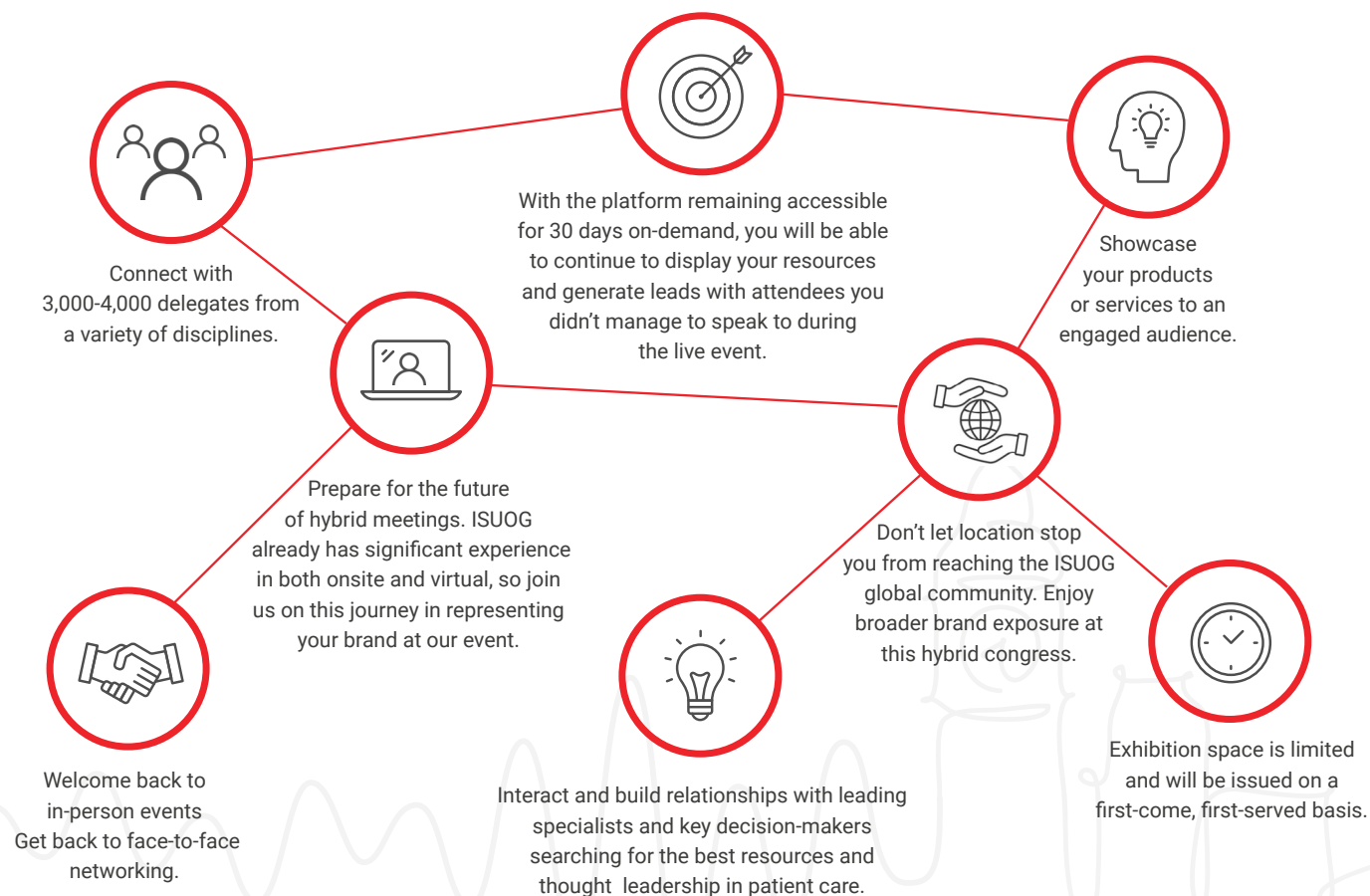
of delegates who attended the 2021 Congress would recommend the event to a colleague

## Average delegate satisfaction at past Congresses (out of 7)



# Why join? Opportunities to connect

**Don't miss your opportunity to showcase your company's commitment to ultrasound in obstetrics and gynecology.**



We understand the value of generating leads to share company updates, launch new products and research, increase your reach, and disseminate education. Our sponsorship offer opportunities to increase your views, visits and leads.

## Views

Satellite Symposia  
Webinars  
Scan Demonstrations

## Visits

Newsletter advert  
Video adverts  
Gamification  
Delegate resource pack insert  
Abstract book advert

## Leads

Chats  
Advanced delegate mailing lists  
Lead reports

**We have remodelled the packages to benefit and showcase your brand**

## Hybrid packages

(onsite and virtual activities included)

### Pioneer

£72 000

Highest sponsorship package available to MAXIMISE exposure and to OPTIMISE opportunities to showcase your company.

### Voyager

£44 000

Mid tier package to PROMOTE and SHOWCASE your company's products and services.

### Explorer

£15 000

Standard level package to RAISE your company's profile, share key information and INFLUENCE customer perception.

## Virtual only

### Gateway

£4 500

Entry level package that allows you to PROMOTE your organisation and work via a virtual stand.

Book and pay by  
**18 May 2022** to  
receive 10% early  
bird discount.

*All costs exclude V.A.T.*

# Exhibition and sponsorship packages

## What's included

	Hybrid packages (onsite and virtual activities included)			Virtual only package
	Pioneer £72 000	Voyager £44 000	Explorer £15 000	Gateway £4 500
<b>Onsite activities</b>				
Onsite stand	✓ First choice on stand location	✓	✓	
Complimentary venue Wi-Fi	✓	✓	✓	
Discounted stand furniture when purchased via the exhibition stand portal*	✓	✓		
Live scan demonstrations**	✓ x 2	✓ x 1	Option to purchase Limited to a maximum of 1	
Abstract book (A4 advert)	✓			
<b>Virtual activities</b>				
Virtual company booth	✓	✓	✓	✓
Logo and acknowledgement on ISUOG holding slides Presented to onsite and virtual audiences	✓	✓	✓	✓
Live or pre-recorded webinar**	✓ 3 per day	✓ 2 per day	✓ 1 per day	Option to purchase
Logo credit and innovation video (max 20 seconds) on ISUOG 'meet the sponsor' webpage	✓	✓	✓	✓
Metric reports	✓	✓	✓	✓
Lead reports	Comprehensive	Partial	Partial	Limited
Digital advert in delegate resources library	✓ 4x A4 Pages	✓ 1x A4 page		
Advance social media post (on Facebook/Instagram/Twitter)	✓ x 1	✓ x 1		
Transport delegates to offsite custom made webpage/portal	✓	Option to purchase		
Advance delegate mailing list	✓			
Platform push notifications	✓ x 1			
<b>Badges</b>				
Scientific badges (onsite and virtual access)	4	3	2	
Exhibitor badges (onsite and virtual access)	8	5	3	
Exhibitor badges (virtual only)				1

\*\* Priority allocation of live scan demonstrations and webinars will be given based on the level of sponsorship and subject to availability

\*All extra furniture to be sourced can be purchased through Exhibitor portal at 10% discount

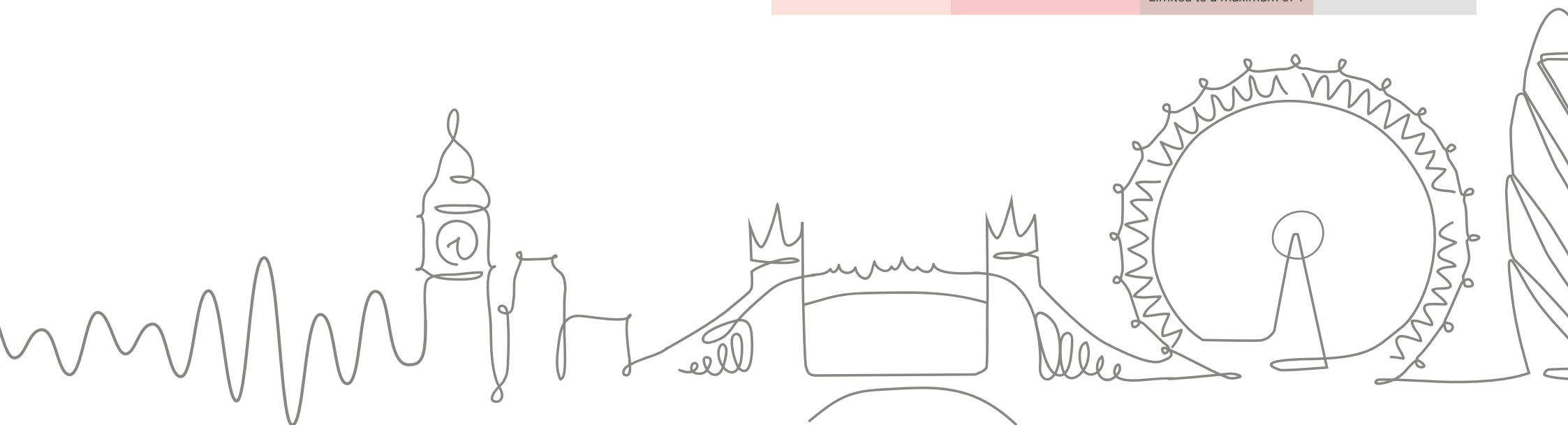
All costs exclude V.A.T.

## Add-ons

### Hybrid packages (onsite and virtual activities included)

### Virtual only package

	Pioneer £72 000	Voyager £44 000	Explorer £15 000	Gateway £4 500
<b>Onsite items not included in package but option to purchase</b>				
Option to purchase additional exhibition space	Option to purchase			
Option to purchase hospitality suites onsite Limited availability (priority of first come, first served)	Option to purchase	Option to purchase	Option to purchase	
Option to purchase non-exclusive onsite satellite symposium	Option to purchase	Option to purchase		
Option to purchase exclusive onsite satellite symposium	Option to purchase			
Option to purchase live scan demonstrations (in addition to what is already included in package, subject to availability)	Option to purchase	Option to purchase	Option to purchase Limited to a maximum of 1	



All costs exclude V.A.T.



## Education

### Hospitality suite

From £8 000

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

*(N.B. Hospitality suites are hired for minimum of 3 days)*

#### Entitlements

- Use of room
- Branding within room
- Acknowledgment on Congress website/platform

### Meeting rooms

From £2 000

Meeting rooms are hired for minimum of 1 day, cost listed per day.

#### Entitlements

- Use of room
- Branding within room



### Satellite symposia (Exclusive/Non-exclusive)

From £12 500

Our hugely popular one hour symposia allow industry partners the opportunity to share their latest technology and research and are hosted during a break. The symposia speakers and program are organised by your company but will need program approval by ISUOG.

#### Entitlements

- Push notification on the ISUOG social media platform with one image to advertise your symposium
- Live streaming to virtual platform
- Acknowledgment on Congress website/platform
- Recording of Satellite Symposium and availability on ISUOG's on-demand portal for 12 months from £2 500

### Scan demonstrations

£7 000

Scan demonstrations are one of the most popular sessions amongst delegates and attract large audiences. The scans take place in the main scientific sessions and typically examine a particular technique or technology. As these sessions are in high demand, priority allocation will be given to key sponsors and then on a first-paid first-served basis.

#### Entitlements

- Acknowledgment on Congress website/program
- Use of manufacturer's equipment for scan demonstration
- Push notification on ISUOG platform to promote scan session

*All costs exclude V.A.T.*

## Live or pre-recorded webinar

£2 500

Enhance your educational program by hosting a 30 minute webinar on your virtual booth. Your webinar can be used to showcase your company, launch a new product or educate delegates on new scientific findings. Your webinar details will also be included in the industry program.

### Entitlements

- Will be available to watch on-demand for 30 days after the live event
- Acknowledgment on Congress website/platform

## Leads

### Transport delegates to offsite custom made webpage

£15 000

Take delegates on a journey by linking your virtual page to your own custom built environment.

### Entitlements

- Utilise your customised stand, showcasing your company exactly the way you want

### Evaluation form customisation

£4 000

Customise your feedback for your symposium.  
(limited availability, first come first served)

### Entitlements

- Get feedback concerning your session included in delegates evaluation form
- 2 questions, requiring anonymized responses (GDPR compliance)
- 150 word limit for each question

## Social events

### Welcome reception

£7 000

Approximately 750 delegates are expected to attend on Friday 16 September. The Welcome reception will be held in the main exhibition area giving you and our delegates the perfect opportunity to engage face to face in a relaxed environment.

### Entitlements

- Exclusive sponsorship
- Opportunity for product launch
- Acknowledgment on Congress website/platform
- Additional branding opportunities available



### President's dinner

£12 000

The ISUOG president will thank approx. 100 of our VIPs and key invited faculty members for their participation in the Congress through a formal dinner reception. By sponsoring this event four members of your staff will have exclusive access to the leaders and key decision makers in the field of ultrasound, providing a great opportunity to build those vital connections.

### Entitlements

- Exclusive sponsorship
  - Acknowledgement on the event invitations
  - Acknowledgement by the Chairs
  - Branding opportunities available\*
  - Complimentary spaces for 4 company staff
- \* Subject to ISUOG approval (at your cost)

All costs exclude V.A.T.

## Congress party

£15 000

ISUOG social events have historically sold out and are highly rated by our delegates. This event will allow for multiple branding opportunities, the chance to introduce your company using a short presentation to hundreds of delegates and follow up by networking in a convivial and engaging atmosphere.

### Entitlements

- Exclusive sponsorship
- Acknowledgment on Congress website/platform
- Acknowledgement by Chairs
- Complimentary spaces for 2 company staff
- 2 minute introductory speech/presentation
- Logo on display

## E-posters

£5 000

An interactive onsite and online tool allowing delegates to search for abstracts and posters accepted for presentation. This is a hugely popular way for our delegates to review scientific information. A great opportunity for brand promotion with lasting impact.

## On-demand stations

£5 000

The On-demand web portal is an interactive onsite tool. It gives access to live streamed sessions, search for abstracts, speaker information etc. This high tech education tool is a fantastic way to showcase your company and align yourselves with the latest in ultrasound research.

## Venue signage

£6 000

Let your brand be seen everywhere attendees need to be by having your logo on all directional signage. ISUOG is dedicated to creating clear directional signage from the moment participants are onsite and you can help support their journey around the venue by sponsoring this whilst raising your brand profile.

## Branding and advertising

### Speaker preparation room

£2 500

The speaker preparation room is the perfect environment to ensure your brand messaging reaches the biggest names and the up and coming stars of the ultrasound world away from the bustle of Congress. Speakers use the speaker preparation room to check their presentations and use the dedicated work space making this an excellent opportunity for brand exposure.

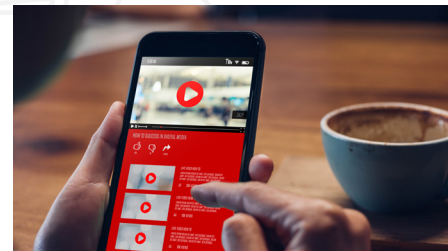
### Entitlements

- Sole sponsorship
- Acknowledgment on Congress website/platform
- Company holding slide on room computers
- Logo on room signage

## Advert in delegate resource library

£2 500

One A4 flyer to be included in the virtual delegate resource library. Create content that participants can view and save. Opportunity to include is limited and we would encourage you to book as soon as possible to avoid disappointment.



All costs exclude V.A.T.

## Travel Grant project

£5 000

ISUOG supports education and research in underserved regions of the world by offering up to six Travel Grants to abstract submitters committed to research and improvement of services in their own regions. This year we would like to offer our industry supporters the chance to sponsor the Travel Grant project and expand your company's global network in low resource countries. The travel grant project is a fantastic chance to enhance your company's Corporate Social Responsibility initiatives while supporting the next generation of clinicians and researchers and discovering new country brand ambassadors.

### Entitlements

- Sole sponsorship allocated on a first come, first served basis
- Opportunity to host a Travel Grant gathering on your stand
- Acknowledgement on Congress website/platform
- Logo on the Travel Grant page of the website

## Congress newsletter

From £2 000

Our Congress newsletter is sent to all registered delegates the month of the Congress and has a previous circulation of 3000+. With limited advertising spots available they are a perfect opportunity to capture your Congress audience's attention while they are planning for the event. Showcase your Congress activities such as your stand, webinars or Satellite Symposium and reach our delegates before the event.

Premium spot - £3 000

Standard spot - £2 000

### Entitlements

- Company logo
- Up to 75 words of text
- Link to your website

## Congress daily newsletter

From £2 250

This is a unique opportunity to reach your target audience in real time. The Congress daily newsletter is a great tool for communicating, driving traffic to your stand and engaging with the participants and directing them to key content on your stand. It is emailed directly out to all registered participants daily.

Sole sponsorship (1 advert/day) - £3 000

Single advert in 1 newsletter - £2 250

### Entitlements

- Company logo
- Up to 75 words of text
- Link to your website



*All costs exclude V.A.T.*

## Sponsored coffee break

£6 000

Keep ISUOG delegates fuelled for our packed educational program by enhancing one of our coffee breaks. Entice our delegates with refreshments and create a great association with your brand. Catering stations will be spread throughout the exhibition hall for maximum exposure.

### Entitlements

- Sole sponsorship per coffee break
- Opportunity to brand or decorate certain aspects of the event such as napkins\*
- A table top sign for each catering station will be displayed featuring the Company's logo
- Acknowledgement on Congress website/platform

## Sponsorship of studio

Price upon request

Sponsorship of a studio in Exhibition hall, VIP/Chairs will be available providing discussions during the scientific program intermissions.

### Entitlements

- Sole sponsorship
  - Branding opportunity
  - Acknowledgement on Congress website/platform
- \*subject to ISUOG approval (at your cost)*

## Sponsorship of hospital field trips

Price upon request

Providing quality experiences for delegates on a first come first served basis free hospital tours. We are offering opportunities to team up with Sponsors to actively support, showcase and educate in real time scenarios in a hospital setting. Sponsors can actively support educators, we are able to offer all our experiential programs to a group of 30 delegates.

### Entitlements

- Sole sponsorship
- Acknowledgement on Congress website/platform

## Additional branding opportunities

- Co-vid rapid test kits branding (cost exclusive of production charges) **£6 000**
- Charging stations (cost exclusive of production charges) **£4 500**
- Water cooler stations **£7 500**
- Hotel Key cards (cost exclusive of production charges) **£3 000**
- Hotel room drop (cost exclusive of hotel charge) **£3 000**



## Sponsorship of 'breakfast with the stars'

Price upon request

Delegates can sign up on a first come first served basis at a round table breakfast discussion with key members of ISUOG faculty in a Q&A format - fuelling your stomach and brain at the same time.

### Entitlements

- Sole sponsorship
- Branding opportunity
- Acknowledgement on Congress website/platform

All costs exclude V.A.T.



## Confirmation and deposit

Confirmation of your package 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 18 May 2022 to take advantage of the 10% early booking discount.

All invoices must be paid in full 2 months prior to the first day of the Congress. This reflects the conditions from the venue and we are grateful for your cooperation.

Any build-up or participation in the Congress 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 Pound Sterling (£).

## Cancellation

All cancellations by exhibitors or sponsors must be made in writing to the Congress Team copying in [congress@isuog.org](mailto:congress@isuog.org).

Cancellation charges are as follows:

- Five to three months prior to the 2022 World Congress – 25% of the contract price
- Within three months of the 2022 World Congress – 100% of the contract price
- A minimum 80% refund will be made if the exhibition space and all sponsorship packages are fully resold

Please ensure you have read the [Terms and Conditions](#) for the full terms of the agreement including cancellation.

## Payment options

**Bank transfer** – all charges are payable by the remitter.

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

Accepted credit cards: American Express/ MasterCard/VISA.

All prices for 2022 activities are listed and charged in Pound Sterling (£) and exclude VAT where applicable.

## Terms and conditions

See our [website](#) for more details

## Contact

ISUOG would like to assist each industry partner in meeting their 2022 objectives.

If you have any thoughts or suggestions, or would like to discuss new promotional approaches or sponsorship ideas, please contact Caroline Simms: [congress@isuog.org](mailto:congress@isuog.org)

[More Information at https://www.isuog.org/events/isuog-world-congress-2022.html](https://www.isuog.org/events/isuog-world-congress-2022.html)

[Click here to book](#)

## Connect with us



Registered charity number: 1030406 | Registered company number: 02722770

Registered office and operational address: ISUOG, 122 Freston Road, London, W10 6TR

# INTELLIGENT EVENT SHIPPING SOLUTIONS



**MERITEX ALWAYS DELIVERS.**

**Merit**  
**EX**  
Exhibition Shipping

BE IT THE WORLD PETROLEUM CONGRESS, THE VENICE BIENNALE, THE  
DESIGNING 007 TOUR, EUROPEAN GAMES OR A MAJOR BANKING  
CONFERENCE, MERITEX IS YOUR ULTIMATE EVENT AND EXHIBITION  
SHIPPING PARTNER.

+44 1392 454 999 | [www.meritex.co.uk](http://www.meritex.co.uk) | [info@meritex.co.uk](mailto:info@meritex.co.uk)