

31st ISUOG World Congress on Ultrasound in Obstetrics and Gynecology 2021

**Sponsorship and exhibition
virtual prospectus**

Application to sponsor and exhibit virtually

 **isuog**.org



Dear ISUOG Partners,

I am pleased to invite you to participate virtually, at the 31st ISUOG World Congress on Ultrasound in Obstetrics and Gynecology 2021.

As I am sure is the case for many of you, the last year has brought about a significant shift in how we operate. Despite this transition, we have not slowed down. We successfully executed ISUOG's first Virtual World Congress in 2020 and provided additional virtual forms of education, including free and on demand webinars, attracting over 26,000 delegates to our events in the last 12 months. Our long-standing mission has been to disseminate the highest quality education around ultrasound in obstetrics and gynecology. I am pleased to say we have continued to deliver on this and 2021 will be no different.

We will be hosting this year's 31st ISUOG World Congress virtually and given the fluid nature of COVID-19, we are exploring the possibility of an onsite element. We will be providing more information on this in the coming months.

This prospectus will offer you packaged opportunities to participate and reach the ISUOG community virtually.

Please get in touch with my team to discuss opportunities to join us.

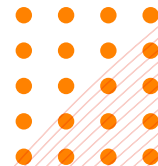
Best wishes,

Johan Vos
ISUOG CEO



Important dates

- April** Registration and abstract submission opens
- June** Technical manual published
- June** Early bird deadline
*(Payment must be received by **June 2021** to qualify for the early bird discount)*
- June** Platform technical meeting (virtual)
- July** Provisional program published on website
- August** Weekly technical drop in sessions (virtual)
- September** Deadline to upload all content and complete virtual booth
- September** Booth representative training
- September** Platform soft launch
- October – November** 30 days on demand platform access



Key information



3 day meeting



3 streams



2 Hub streams



Over 195 world renowned speakers



Over 3200 delegates from 122 countries*



30 day access to watch on demand



8 scan demonstrations*



Over 2500 simultaneous live viewers*



Over 2250 watching on demand*

*based on 2020 figures

Why you can't miss ISUOG 2021



Generate leads

Collect leads and follow-up with online and face-to-face regional demonstrations. The comprehensive reports available will also allow you to market to specific delegate interests.



Build your network and nurture relationships

Directly interact with hundreds of new contacts and reconnect with clients, customers and clinical ambassadors.



Educational opportunities

Support the development of imaging professions via the numerous educational opportunities available, including scan demonstrations, symposia and webinars.



Thought leadership

Put your company front and centre of game-changing technology. Reach healthcare decision-makers searching for the best resources and thought leadership in the patient care.



Brand awareness

Let us share your story on a global scale as we bring together decision makers and professionals in the industry.



Digital marketplace

With the platform remaining accessible to delegates and exhibitors, you will be able to continue to generate leads, host product demonstrations and network with attendees you didn't manage to speak to during the live event.



Who will attend?

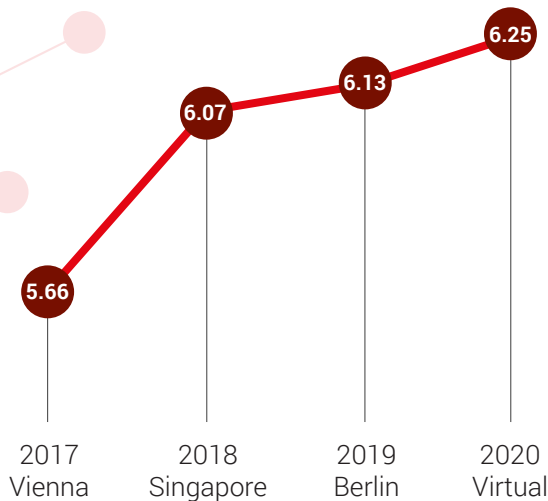
93%

of delegates who attended in 2020 would attend an ISUOG Congress again

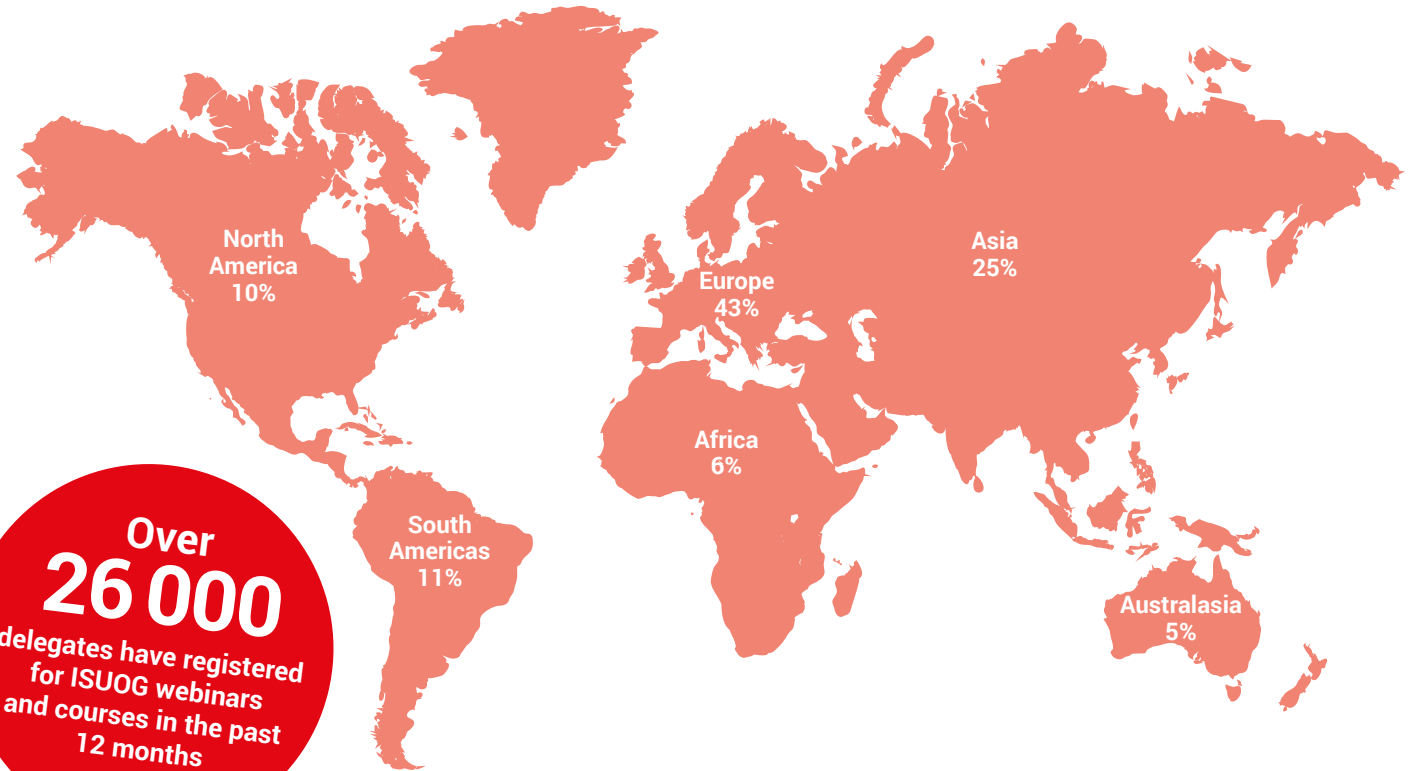
72%

of delegates who attended in 2020 found the exhibition a valuable part of their Congress experience

Average delegate satisfaction at past Congresses (out of 7)



Where is the ISUOG online community from?



Over 26 000 delegates have registered for ISUOG webinars and courses in the past 12 months

Top 10 countries represented at ISUOG 2020



Views → Visits → Leads

We understand the value of generating leads to share company updates, launch new products and research, increase your reach, and disseminate education.

When building packages we have kept this in mind and offer sponsorship opportunities to increase your views, visits and leads. See below some of the items available to meet your goals.



Virtual exhibition and sponsorship packages

Book and pay by **18 June 2021** to receive 10% early bird discount

Pioneer

£65 000

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

Highlight your presence as an **INDUSTRY LEADER**

Includes premium stand template.

Voyager

£40 000

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

Includes enhanced stand template.

Explorer

£12 500

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

Includes standard stand template.

Digital

£4 500


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

Includes basic stand template.

Charity and discounted publisher stands are available by prior arrangement.

All costs exclude VAT

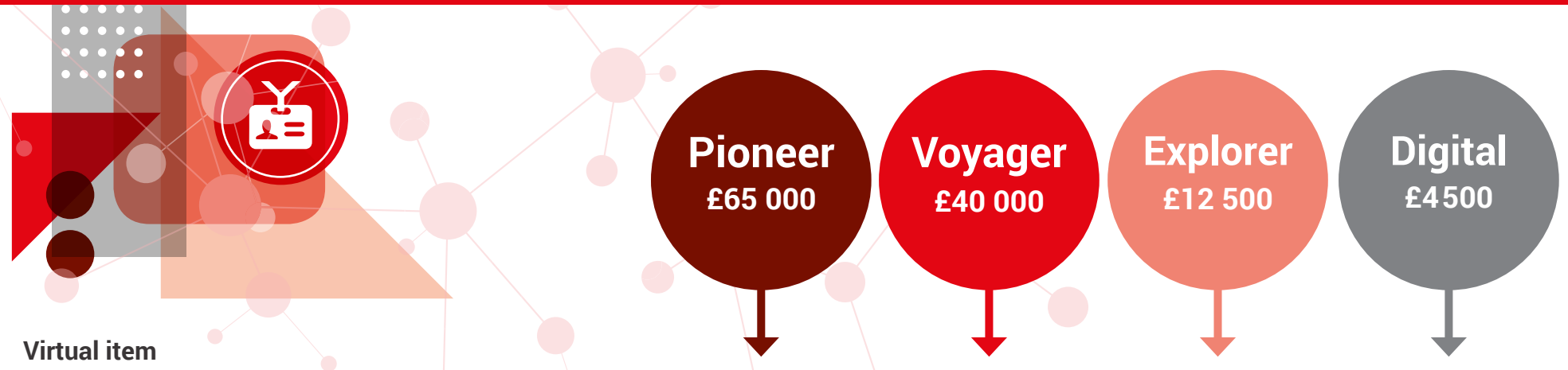
Virtual packages – what's included



	Pioneer £65 000	Voyager £40 000	Explorer £12 500	Digital £4 500
Virtual item				
Option to upgrade to onsite presence* <i>*availability and options to be confirmed in the coming months</i>	✓	✓		
Booth design				
Upload branded booth design	✓	Option to purchase	Option to purchase	
Transport delegates to offsite custom made webpage/booth	Option to purchase			
Educate				
Live or pre-recorded webinar (included in the Industry theatre)	x3 a day	x2 a day	x1 a day	Option to purchase
Scan demonstrations	x2	Option to purchase	Option to purchase	
Satellite symposia	x1 (exclusive)	Option to purchase		
Engage				
Content items on booth	Unlimited	Unlimited	Unlimited	Unlimited
Text based chat	✓	✓	✓	✓
Metric reports (see page 11 for details)	✓	✓	✓	✓
Lead reports (see page 11 for details)	Comprehensive	Partial	Limited	
Advanced delegate mailing list	✓			

All costs exclude VAT

Virtual packages – what's included



Virtual item

Promote

Promotion on ISUOG website and link to your company webpage	✓	✓	✓	✓
Gamification	✓	✓	✓	✓
Inclusion of one content item on the industry showcase wall	✓	✓	✓	✓
Inclusion in the innovation video – up to 20 second elevator pitch	✓	✓	✓	
Digital advert in the virtual delegate bag	✓ (x4 A4 pages)	✓ (x1 A4 page)		
Branding and link to booth in industry theatre	✓	✓		
Full page advert in Abstract book	✓			
Included in Congress promotional video advert	✓			
Branding and link to booth on exhibition landing page	✓			

Registrations

Virtual exhibitor badges	14	9	5	1
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All costs exclude VAT

Reports included

Reports are a great way to measure engagement on your booth. Reports will be made of up metrics reports and lead reports.

Metrics reports highlight the number of delegates who have interacted with your booth, company and/or booth representatives. These reports are data focused and are great to measure engagement.

Lead reports provide identifiable information of the delegates who engaged with your booth, company and/or booth representatives, allowing you to follow-up with them directly (subject to GDPR opt in).

Each exhibition package includes a different report types. Each report type is more enhanced than the last. Below details the types of reports which will be shared with you, post-Congress.



Report type	Pioneer	Voyager	Explorer	Digital
	What is included			
Chat transcripts	<ul style="list-style-type: none"> •Lead reports •Transcripts 	<ul style="list-style-type: none"> •Lead reports •Transcripts 	<ul style="list-style-type: none"> •Transcripts 	<ul style="list-style-type: none"> •Transcripts
Booth entries	<ul style="list-style-type: none"> •Lead reports •Metrics 	<ul style="list-style-type: none"> •Metrics 	<ul style="list-style-type: none"> •Metrics 	<ul style="list-style-type: none"> •Metrics
Content views	<ul style="list-style-type: none"> •Lead reports •Metrics 	<ul style="list-style-type: none"> •Metrics 	<ul style="list-style-type: none"> •Metrics 	<ul style="list-style-type: none"> •Metrics
Webinar views	<ul style="list-style-type: none"> •Lead reports •Metrics 	<ul style="list-style-type: none"> •Lead reports •Metrics 	<ul style="list-style-type: none"> •Lead reports •Metrics 	<ul style="list-style-type: none"> •Metrics
Symposia views	<ul style="list-style-type: none"> •Lead reports •Metrics 	<ul style="list-style-type: none"> •Lead reports •Metrics 		

Sponsored virtual add-on items

Booth designs

Transport delegates to offsite custom made webpage £15 000

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

Upload branded booth design £9 500

Have creative control by uploading your own customised booth template.



"I heartily recommend and endorse the World Congress. It stands out clearly as a leader in terms of quality of content and faculty. It's impact is phenomenal!"

"ISUOG 2020 was the best virtual Congress [our] company had [exhibited] at, with higher numbers than expected, good interactivity with delegates and the best overall organisation."

Educate

Satellite symposia

from £10 000

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

Exclusive – £15 000

Non-exclusive – £10 000

Over
1390
views for last year's
industry satellite
symposia

Entitlements include

- Push notification on the ISUOG platform to advertise your symposium
- Push notification on one ISUOG social media platform with one image
- Promotion included in Congress daily newsletter
- Live viewer lead reports
- Recording of Satellite Symposium and availability on virtual platform for 30 days post Congress and on ISUOG's Online Learning portal from £2500

Webinar

£2 000

Enhance your educational program by hosting a 30 minute webinar on your booth and in the industry theatre. 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.

Scan demonstrations

from £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 include

- Acknowledgment by the session chairs
- Use of manufacturer's equipment for scan demonstration
- Push notification on ISUOG platform to promote scan session



Over
7300
viewers watched
sponsored scan
sessions in 2020

Promote

Digital joining instructions

from £3000

ISUOG's digital joining instructions will be shared with all registered delegates and invited faculty prior to the event. Sponsoring this item will allow you to put your company logo on the joining instructions webpage, with a link to your website. Frequently viewed by attendees, your logo will leave a lasting impression of your company.

Virtual branding in Industry Theatre

£2500

There are branding opportunities, in the Industry Theatre via banners and posters with a hyperlink to your booth. Slots will be limited and sponsors of this item will be listed on a package level basis.



Featured spot in the Congress daily newsletter

from £2250

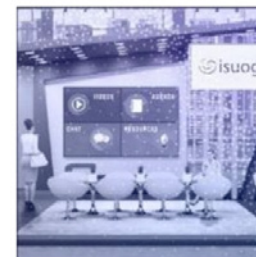
This is a unique opportunity to reach your target audience in real time. The Congress daily newsletter is a great tool for communicating, driving traffic to your stand and engaging with the participants and directing them to key content on your stand. It is included in the delegate's virtual bag and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

Sole sponsorship (3 ads in total, 1 ad per day) – £6000

Day sponsorship* – £2250



Welcome to #ISUOG2020 and your first daily briefing. Read on for tips and tricks to get the most out of our Congress platform, and to learn about highlights taking place today.



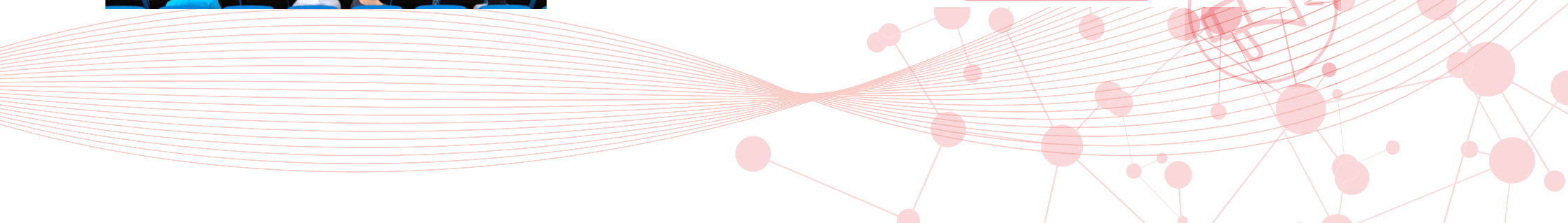
Meet our exhibitors

Visit our exhibitors in our two Exhibition Halls. There you can chat or video-call with booth representatives and access booth content, including webinars, videos and other resources. Check out the industry program for information on daily webinars and symposium hosted by our exhibitors.

[View industry program](#)

Over **2200** daily Congress newsletter opens

Over **800** clicks



Promote

Featured spot in the ISUOG Congress newsletter from £2000

Our newsletters are sent to over 39,000 people, average open rate of 24.18% and clicked 3.56% on average to find out more. With only two advertising spots available, they are a perfect opportunity to capture the Congress audience's attention whilst they are planning for the event. Showcase your activities such as your stand, webinars or Satellite Symposium and reach our delegates before the event. Share your company logo, up to 75 words of text and a link to your website.

Standard – £2000

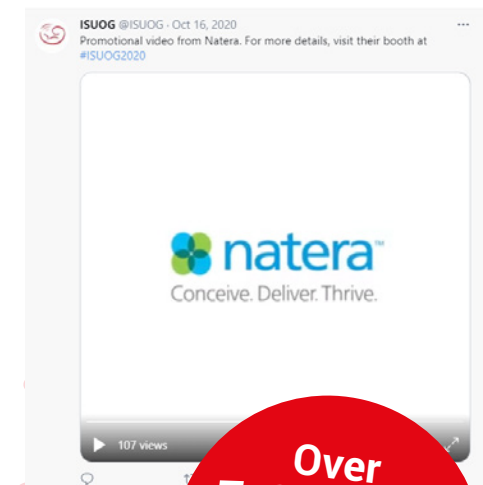
Premium – £3000

Digital advert in the virtual delegate bag £2000

One A4 flyer to be included in the virtual delegate bag. Create content that participants can view and save to their briefcase (your content can include PDF flyers, videos or links to web pages). Opportunity to include a virtual delegate bag insert are limited and we would encourage you to book as soon as possible to avoid disappointment.

Innovation video posted on social media from £2000

Reach the ISUOG community by having your 20 second innovation video posted on an ISUOG social media platform, promoting your Congress program.



Over
10 000
views on virtual
platform during
the live event

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 June 2021 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. Any participation in the Congress will NOT be allowed if a balance is outstanding.

Cancellation

All cancellations by exhibitors or sponsors must be made in writing to the Congress Secretariat copying in congress@isuog.org. Cancellation charges are as follows:

- Five to three months prior to the 2021 World Congress – 25% of the contract price
- Within three months of the 2021 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 2021 activities are listed and charged in Pound Sterling (£) and exclude VAT where applicable.

Terms and conditions

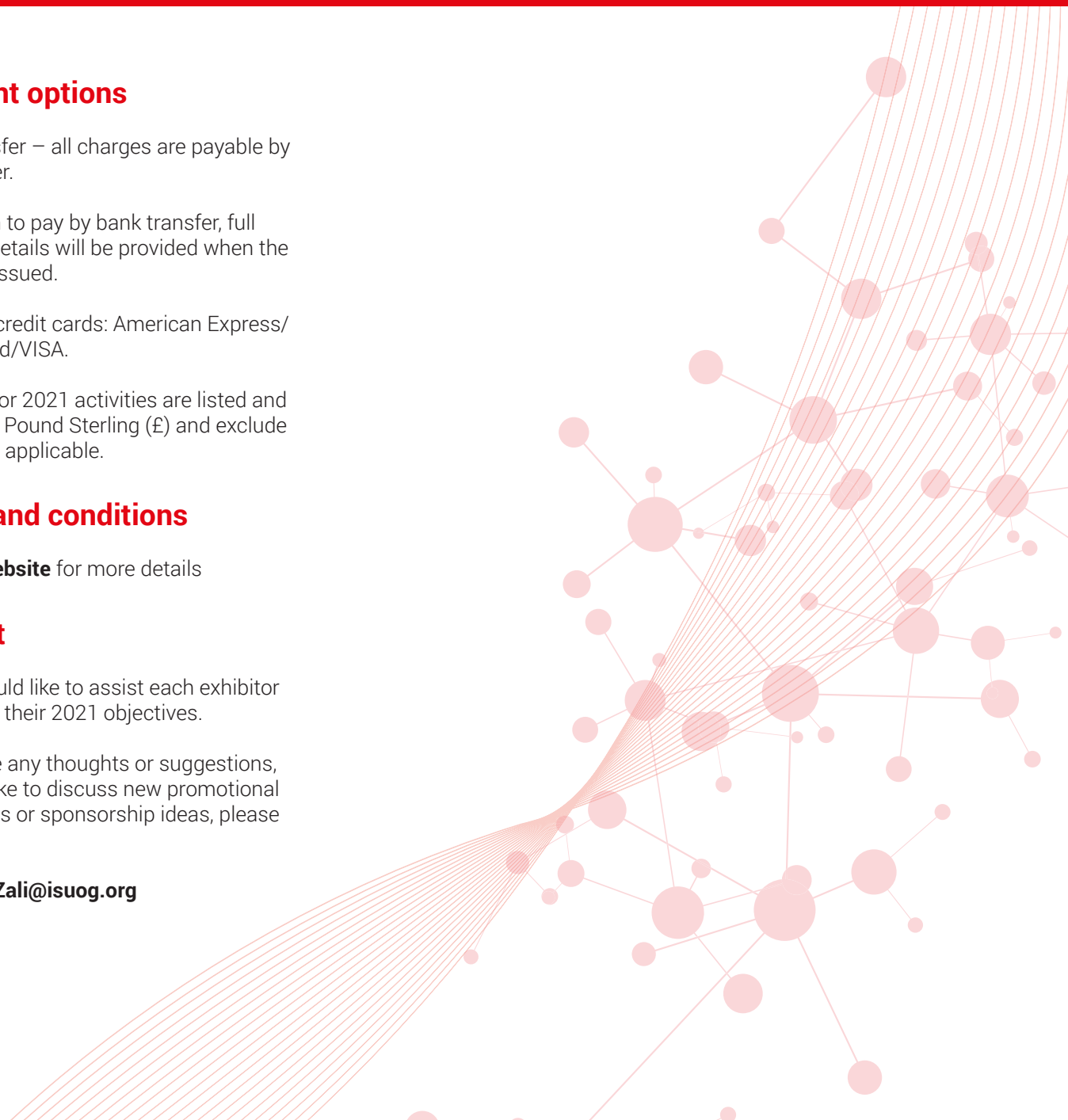
See our **website** for more details

Contact

ISUOG would like to assist each exhibitor in meeting their 2021 objectives.

If you have any thoughts or suggestions, or would like to discuss new promotional approaches or sponsorship ideas, please contact:

Zarqa Ali: Zali@isuog.org





Learn more at
www.isuog.org/events/isuog-world-congress-2021.html

Email: congress@isuog.org

Connect with us



Registered charity number: **1030406** | Registered company number: **02722770**
Registered office and operational address: **ISUOG, 122 Freston Road, London, W10 6TR**

