



**30th World Congress on Ultrasound
in Obstetrics and Gynecology**

17-21 October 2020, Glasgow, UK

Celebrating 30 years

Sponsorship and Exhibition Prospectus

International Society of Ultrasound
in Obstetrics and Gynecology

isuog.org/events/world-congress-2020.html

Application to sponsor and exhibit ▶

Welcome to Glasgow

Dear industry colleagues,

We are extremely pleased to welcome you to Glasgow for the 30th World Congress on Ultrasound in Obstetrics and Gynecology.

One of Europe's most vibrant and dynamic cities, Glasgow has been ranked among the world's top 20 visitor destinations and voted the world's friendliest city (Time Out magazine). With a wealth of cultural attractions, impressive architecture, scenic natural landmarks, and fantastic shopping, it is easy to understand why Glasgow regularly hosts some of the world's leading medical and scientific association conferences.

The ISUOG World Congress has maintained an excellent reputation for the past 29 years as a leading event in its field for clinical research with 99% of our attendees agreeing they would recommend the Congress to a colleague. With 85% of delegates agreeing that the exhibition is a valuable part of the Congress we are confident it will provide an attractive setting from which you can promote your research, technology, and services to our international community of practitioners as well as the leading decision-makers in the field.

We thank you in advance for your valuable support and look forward to welcoming you to Glasgow for ISUOG's 30th anniversary!



Alan Cameron
Congress Chair



Stuart Campbell
Congress Chair



Katia Bilardo
ISUOG President



Johan Vos
Interim Chief Executive Officer





Improving women's health

**Meet the people who
share our vision, in one
place at one time.**

Quality • Learning • Innovation • Opportunity

General information

Critical dates 2020

January	Registration opens: www.isuog.org/events/world-congress-2020/registration.html
April	Technical manual published on website
17 April	Deadline for feedback from sponsors regarding live scans and educational workshop preferences
1 May	Exhibition and sponsorship discount deadline <i>Payment must be received by 1 May 2020 to qualify for the early bird discount.</i>
14 - 16 May	ISUOG Scientific Program meeting
June	Provisional program published on website
August	Teleconference technical meeting
17 October	Pre-Congress courses and Basic Training course
18 October	Congress opens

Congress venue

The Scottish Event Campus (SEC)
Exhibition Way
Glasgow, G3 8YW
United Kingdom
www.sec.co.uk

Headquarters hotel

Crowne Plaza
Congress Road
Glasgow, G3 8QT
United Kingdom

ISUOG has contracted a number of hotels for all Congress attendees. Please see the list [here](#). If you are interested in securing rooms close to the SEC, please contact congress@isuog.org

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.

Why you can't miss ISUOG 2020

It is a fantastic opportunity to:

- Reach key opinion leaders and decision makers in the field of ultrasound
- Expand your network with valuable contacts and nurture existing relationships
- Demonstrate your company's products and leadership
- Raise brand profile and loyalty
- Establish a strong market position by exhibiting
- Explore the vibrant city of Glasgow

85% of ISUOG 2018 delegates list the exhibition as a valuable part of the Congress experience.

We treat our industry relationships as partnerships and not just sales transactions. We look forward to working with you.

*"It was an amazing first experience!
The Congress is huge and you can feel the importance of the event by walking around. There's knowledge, networking and a great environment, all together!"*

- 2019 delegate

By supporting our event your organisation will be demonstrating its commitment to continually improving women's health as well as having the opportunity to promote its services and products to leading decision makers in the field.



Congress at a glance



4
days



1465
submitted
abstracts



3535
attendees



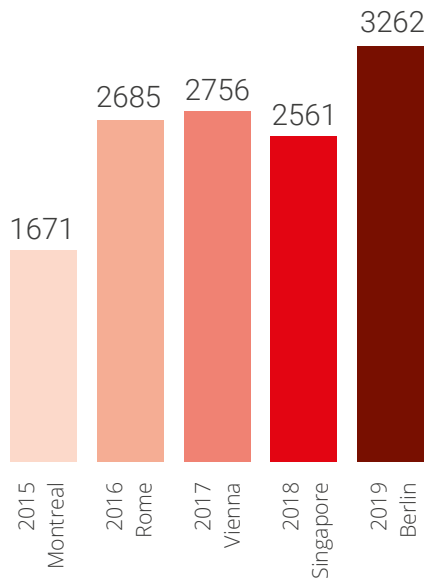
from
114
countries



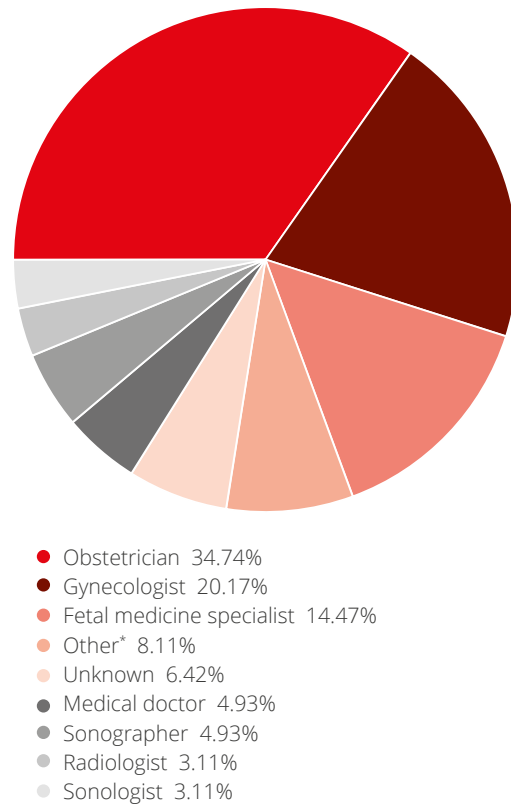
36
exhibiting
companies

Who will attend?

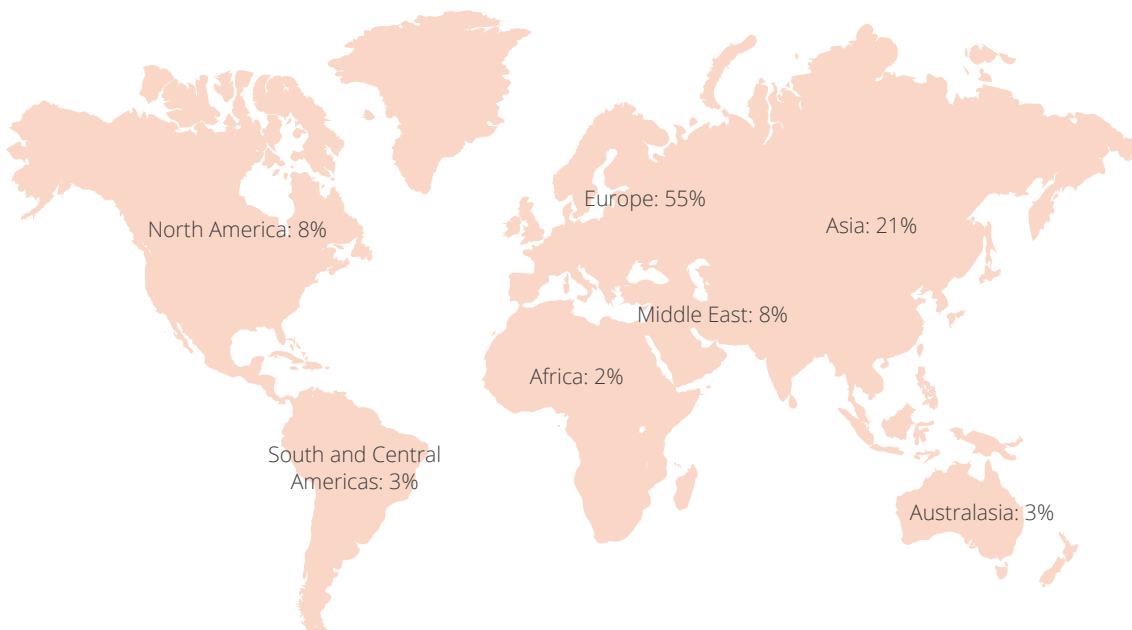
Congress' historic attendance based on all attendees



Professional speciality of delegates based on ISUOG 2019



The 2019 World Congress participants in Berlin were made up of the below percentages



* Including OB/GYN specialisms

Scientific program topics

Obstetrics

- Screening for pregnancy complications (stillbirth, preterm birth, pre-eclampsia)
- Screening of chromosomal anomalies (incl. cell free DNA and genomics)
- Fetal brain and CNS anomalies
- Fetal heart, CHD and cardiac functions
- Fetal disease and structural abnormalities
- Fetal growth: normal and abnormal
- Multiple pregnancy
- Placental anomalies including spectrum of placenta accreta disorders
- Ultrasound in the labour ward
- Fetal interventions
- Safety, education, simulation and other innovations

Gynecology

- Early pregnancy complications
- Early pregnancy development and placentation
- Managing ovarian masses
- Pelvic pain and endometriosis
- Reproductive medicine
- Bleeding, endometrial and myometrial pathology
- Imaging in oncology
- Ultrasound and fertility preservation
- Urogynecology

ISUOG 2020 Organising Committees

Congress Co-Chairs

A. Cameron, *UK*
S. Campbell, *UK*

ISUOG President

C. Bilardo, *Netherlands*

Scientific Committee

L. Salomon (Chair), *France*
N. Raine-Fenning (Vice-Chair), *UK*
A. Cameron, *UK*
S. Campbell, *UK*
G. Condous, *Australia*
F. da Silva Costa, *Brazil*
H. Feltovitch, *USA*
C. Lees, *UK*
A. Papageorghiou, *UK*
M. Sanz-Cortes, *USA*
S. Saso, *UK*
T. van den Bosch, *Belgium*

ISUOG Secretariat

G. Mouterde, *Event Manager*
Z. Ali, *Event Coordinator*
W. Holloway, *Director of Operations*

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

Organised by the International Society of Ultrasound in Obstetrics and Gynecology.



Provisional program at a glance*

Saturday - 17 October	Sunday - 18 October	Tuesday - 20 October																												
<p>Pre-Congress courses</p> <ul style="list-style-type: none"> • Basic Training • How ultrasound helps me on the labour ward • Pregnancy of uncertain viability and unknown location 	<p>Keynote lectures</p> <p>ISUOG achievements 2019 & AGM</p> <p>Coffee & electronic poster viewing</p> <p>Award lecture & top abstracts</p> <p>Lunch & satellite symposia</p> <p>Workshops</p> <p>Coffee & electronic poster viewing</p> <p>Awards & plenaries</p> <p>Opening ceremony & Civic reception</p>	<p>Masterclasses</p> <table border="1"> <tr> <td>Midline CNS abnormalities</td> <td>Fetal growth</td> <td>Early pregnancy</td> <td>Cardiac function</td> </tr> <tr> <td>Neuroimaging</td> <td>1st trimester scan</td> <td>Caesarean section scars</td> <td>Fetal heart</td> </tr> </table> <p>Coffee & electronic poster viewing</p> <table border="1"> <tr> <td>Fetal surgery</td> <td>Growth assessment</td> <td>Pelvic pain</td> <td>Congenital heart defects</td> </tr> <tr> <td>High order multiple pregnancy</td> <td>Fetal infections</td> <td>Reproductive medicine</td> <td>Early screening for cardiac heart defects</td> </tr> </table> <p>Lunch, electronic poster viewing & satellite symposia</p> <table border="1"> <tr> <td>Monochorionic twins</td> <td>Fetal anomalies: mid trimester</td> <td>Fertility preservation</td> <td>Vascular imaging and Doppler</td> </tr> </table> <p>Coffee & electronic poster viewing</p> <p>Workshops followed by a debate</p> <p>Highlights of the day</p> <p>Congress party</p>	Midline CNS abnormalities	Fetal growth	Early pregnancy	Cardiac function	Neuroimaging	1 st trimester scan	Caesarean section scars	Fetal heart	Fetal surgery	Growth assessment	Pelvic pain	Congenital heart defects	High order multiple pregnancy	Fetal infections	Reproductive medicine	Early screening for cardiac heart defects	Monochorionic twins	Fetal anomalies: mid trimester	Fertility preservation	Vascular imaging and Doppler								
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* This program is subject to change



Exhibition

The exhibition will be held in Hall 5 at the SEC. This area will form the hub of the Congress as it will be the location for the event catering, registration and the Ultrasound Museum as well as the exhibition. This will ensure a constant flow of people and provide you with plenty of networking opportunities.

Exhibition booths are allocated on a priority system according to sponsorship level and loyalty until the early booking deadline, 1 May 2020, and then on a first-paid, first-served basis. ISUOG sells exhibition services to our industry partners through our suppliers such as the SEC.

Stands and rates



Provisional Exhibition Opening Hours*

Friday 16 October
Exhibition hard build: 08:30-20:00

Saturday 17 October
Exhibition hard build: 08:30-20:00

Sunday 18 October
Exhibition soft build: 07:30-10:00
Open: 10:00-16:00

Monday 19 October
Open: 09:00-16:00

Tuesday 20 October
Open: 09:00-16:00

Wednesday 21 October
Open: 09:00-16:00
Exhibition breakdown: 16:00 – 00:00

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

Shell scheme package

3 x 2m shell scheme booth £3350

3 x 3m shell scheme booth £4785

- 1 x fascia header to each open side
- 2 x chairs
- 2 x spotlight
- 1 x table
- 1 x power outlet
- 1 x waste paper bin

Free build (space only) exhibits

First 60m² £450 p/m²

Remaining m² £250 p/m²

- A minimum of 18m² of free build space must be purchased
- Specific stand sizes can be applied for but cannot be guaranteed

Table top charity stands and discounted publisher stands are available. Contact congress@isuog.org for further information.

All prices for 2020 are listed and charged in Pound Sterling (£) and exclude VAT.

Exhibition entitlements

The purchase of an exhibition booth or free build stand includes the following:

One scientific exhibitor registration per shell scheme or free build stand, giving full access to the Congress scientific sessions*

One exhibitor badge per shell scheme stand; two exhibitor badges per 6m² of free build space

4 days exposure

One delegate bag including Final program per shell scheme stand or per 6m² of free build space

Complimentary attendance for all registered personnel at the Opening ceremony and Civic reception on Sunday 18 October and Leaving drinks on Wednesday 21 October

Acknowledgement and 75 word company profile on the Congress app and in the Final program

Daily cleaning of aisles and common areas

Tea/coffee and lunch for all registered exhibitor personnel during the official lunch breaks during main Congress opening hours

Free access to basic Wi-Fi within the venue

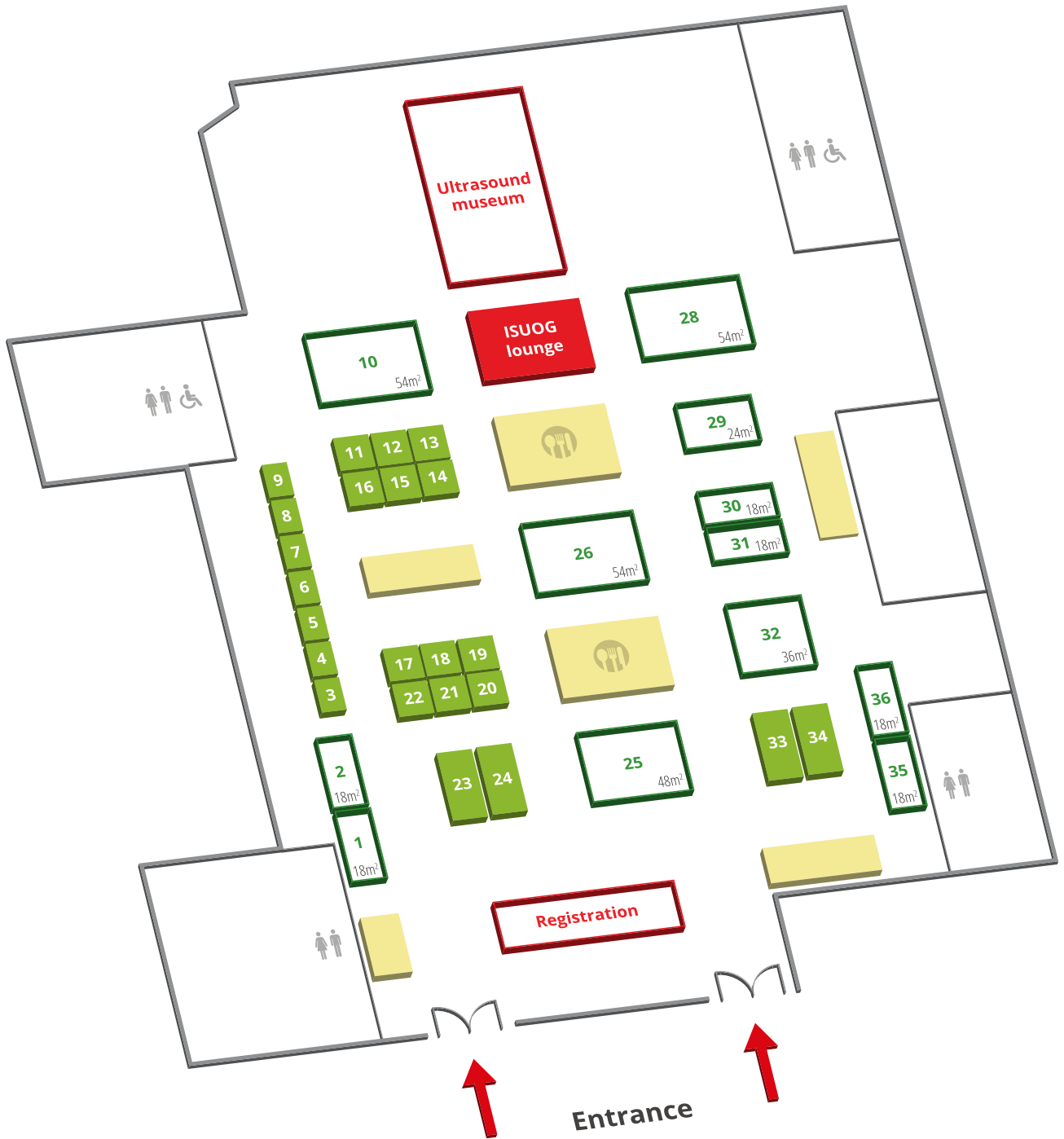
Exhibitor badges*

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

Please contact congress@isuog.org for more information.



Exhibition floor plan



Key

- Shell scheme (3x2) or (3x3)
- Free build
- Catering

Sponsorship opportunities

The option to sponsor activities at the Congress is available to all exhibitors. In order to ensure that your company achieves its objectives at ISUOG 2020, a wide range of sponsorship levels and activities are available.

Sponsors are free to choose activities from our shopping list, the total of which may entitle you to acknowledgment as a Diamond, Platinum, Gold, Silver or Bronze sponsor.

Sponsorship level

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

	Diamond	Platinum	Gold	Silver	Bronze
Total sponsorship investment	£60 000	£40 000	£25 000	£15 000	£10 000
Minimum exhibit	54m²	48m²	36m²	18m²	stand

Total sponsorship spend is calculated excluding exhibition space costs

Educational activities conditions

CME regulations

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. Companies may be subject to additional national regulations which they should research and act upon.

ISUOG approval

Please note any educational activities undertaken by sponsors at the Congress venue for the benefit of the Congress delegates are subject to approval by ISUOG.

Live scans

Participating companies should email subject and speaker requests at the time of booking to maximise effective matching of our program options. We always work to ensure optimal matches for live scan sessions. Live obstetric or gynecological scanning is NOT permitted on the exhibition stands.

Acknowledgement

Sponsors achieving the same minimum sponsor level over 3 years will be acknowledged as partners of ISUOG on our website, www.isuog.org/about-us/partnerships.html, throughout the year.

Multiple requests

In the event that multiple requests for sponsorship items are received, ISUOG will prioritise requests by sponsorship level, the date when payment is received and loyalty (previous Congress participation).

Sponsor faculty

Sponsors are responsible for registering their own faculty for the Congress unless independently invited by the Scientific Committee.

Diamond sponsorship

£60 000 +

Minimum exhibition space - 54m²

(Stand cost is not included in the sponsorship package)

Key Diamond sponsor entitlements

Priority choice on all sponsorship activities from pages 17-24, providing booking is confirmed and paid for by the early booking deadline, 1 May 2020. In addition, Diamond sponsors benefit from the below:

Priority exhibition space allocation

15% discount on advertising and branding opportunities

8 scientific registrations (in addition to the allocation from exhibition stand space)

Full-page colour advertisement in Final program

Full-page advertisement in Abstract book

1 advance promotional social media post from ISUOG

1 push notification on the Congress app

Copy of advanced delegate list for one advanced mailing subject to ISUOG approval

Logo and acknowledgment on Congress website under key sponsors section with link to own website

Logo acknowledgement on the Congress app

Additional Diamond sponsor options available

(see pages 17-24 for prices)

- Hospitality suite and live scan room hire
- Live scan session support depending on availability and advance priority requests
- Satellite symposium in the main session halls
- Option to have satellite symposium recorded and included on ISUOG On Demand at cost
- Opportunity to advertise an evening event at the Congress subject to ISUOG's approval and not conflicting with ISUOG advertised activities
- Option to provide branded Congress materials where permitted under CME regulations and where approved by ISUOG

Platinum sponsorship

£40 000 +

Minimum exhibition space - 48m²

(Stand cost is not included in the sponsorship package)

Key Platinum sponsor entitlements

Priority choice on all sponsorship activities from pages 17-24, providing booking is confirmed and paid for by the early booking deadline, 1 May 2020. In addition, Platinum sponsors benefit from the below:

Priority exhibition space allocation

10% discount on advertising and branding opportunities

6 scientific registrations (in addition to the allocation from exhibition stand space)

Full-page colour advertisement in Final program

Full-page advertisement in Abstract book

1 advance promotional social media post from ISUOG

1 push notification on the Congress app

Copy of advanced delegate list for one advanced mailing subject to ISUOG approval

Logo and acknowledgment on Congress website under key sponsors section with link to own website

Logo acknowledgement on the Congress app

Additional Platinum sponsor options available

(see pages 17-24 for prices)

- Hospitality suite and live scan room hire
- Live scan session support depending on availability and advance priority requests
- Satellite symposium in the main session halls
- Option to have satellite symposium recorded and included on ISUOG On Demand at cost
- Opportunity to advertise an evening event at the Congress subject to ISUOG's approval and not conflicting with ISUOG advertised activities
- Option to provide branded Congress materials where permitted under CME regulations and where approved by ISUOG

Gold sponsorship

£25 000 +

Minimum exhibition space - 36m²

(Stand cost is not included in the sponsorship package)

Key Gold sponsor entitlements

Priority choice on all sponsorship activities from pages 17-24, providing booking is confirmed and paid for by the early booking deadline, 1 May 2020. In addition, Gold sponsors benefit from the below:

Priority exhibition space allocation

5% discount on advertising and branding opportunities

4 scientific registrations (in addition to the allocation from exhibition stand space)

Half-page colour advertisement in Final program

1 advance promotional social media post from ISUOG

Copy of advanced delegate list for one advanced mailing subject to ISUOG approval

Logo and acknowledgment on Congress website under key sponsors section with link to own website

Logo acknowledgement on the Congress app

Additional Gold sponsor options available

(see pages 17-24 for prices)

- Hospitality suite and live scan room hire
- Live scan session support depending on availability and advance priority requests
- Satellite symposium in the main session halls
- Opportunity to advertise an evening event at the Congress subject to ISUOG's approval and not conflicting with ISUOG advertised activities

Silver sponsorship

£15 000 +

Minimum exhibition space - 18m²

(Stand cost is not included in the sponsorship package)

Key Silver sponsor entitlements

Priority choice on all sponsorship activities from pages 17-24, providing booking is confirmed and paid for by the early booking deadline, 1 May 2020. In addition, Silver sponsors benefit from the below:

Priority exhibition space allocation

2 scientific registrations (in addition to the allocation from exhibition stand space)

1 advance promotional social media post from ISUOG

Copy of advanced delegate list for one advanced mailing subject to ISUOG approval

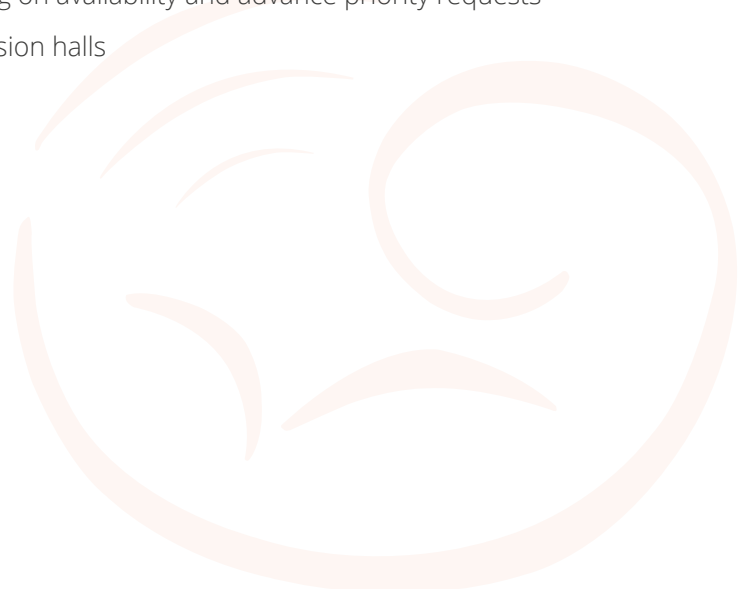
Logo and acknowledgment on Congress website under key sponsors section with link to own website

Logo acknowledgement on the Congress app

Additional Silver sponsor options available

(see pages 17-24 for prices)

- Hospitality suite and live scan room hire
- Live scan session support depending on availability and advance priority requests
- Satellite symposium in the main session halls



Bronze sponsorship

£10 000 +

Must be an exhibitor

Key Bronze sponsor entitlements

Priority choice on all sponsorship activities from pages 17-24, providing booking is confirmed and paid for by the early booking deadline, 1 May 2020. In addition Bronze sponsors benefit from the below:

Priority exhibition space allocation

1 scientific registration (in addition to the allocation from exhibition stand space)

1 advance promotional social media post from ISUOG

Copy of advanced delegate list for one advanced mailing subject to ISUOG approval

Logo and acknowledgment on Congress website under key sponsors section with link to own website

Logo acknowledgement on the Congress app



This prospectus is a guide to the services we offer but as always to maximise the attendance benefits to your company, we look forward to hearing your suggestions on how we can best support your meeting goals in 2020.

Educational activities

Satellite symposia

Sunday (non-exclusive)	£8000
Monday - Tuesday (exclusive)	£15 000
Wednesday (exclusive)	£12 000

Our hugely popular lunchtime symposiums allow partners the opportunity to share their latest technology and research in a 1 hour session in one of the main Congress halls with their own speakers and program approved by ISUOG. The satellite symposia benefit from additional promotion on the event app and in the Final printed program.

Entitlements include:

- Hire of session hall*
- Hire of integrated audio visual equipment
- A5 delegate bag insert**
- Push notification on the ISUOG app to advertise your symposium
- Branding opportunities within your session hall
- Acknowledgement in the Final program
- Recording of satellite symposium and availability on ISUOG's Online Learning portal, On Demand, from £2500
- Ability to display one advertising banner on the day of the symposium

Priority allocation of satellites will be given based on level of sponsorship and thereafter on a first-paid, first-served basis. Symposia are organised at times which do not conflict with ISUOG's main scientific program however we cannot guarantee that other activities, such as those run in hospitality suites, will not be running concurrently. Satellite symposia do not form part of the CME scientific program.

* Please note ISUOG will always endeavour to make the session hall available to our sponsors 15 minutes ahead of the symposium however as the Congress is a live event we cannot guarantee this will always be possible. In the eventuality that a symposium starts late for this reason, it will be permitted to run for its allocated 60 minutes. By booking a symposium sponsors agree to these conditions.

** Subject to ISUOG approval

Pre congress courses **£6000**

The Pre Congress courses are an in-depth consideration on a relevant topic chaired by a world expert in the field. These are a highly valued part of the event for our delegates and will take place on Saturday 17 October, the day before the main scientific program starts. By supporting a course topic relevant to your company, you can network with delegates interested in your specific area.

ISUOG 2019 saw the highest delegate numbers for our Pre Congress courses with **891 delegates across the three courses** in Berlin.

Our Pre-Congress courses in 2020 will be:

- How ultrasound helps me in the labour ward
- Pregnancy of uncertain viability and unknown location

Entitlements include:

- Branding opportunities within the session room
- Table top exhibit space near the course location
- Holding slide in session hall with company name prior to and after the education course
- Acknowledgement by the course chairperson
- Acknowledgement in the Final program
- Sponsor's equipment to be used where applicable
- Logo on course page of the website

Basic Training

£6000

ISUOG's state-of-the art Basic Training program provides an essential introduction to ultrasound in obstetrics and gynecology. Be the first to introduce your company to those new to the field or looking to improve their skills by sponsoring this course. With the exhibition yet to be opened, you will enjoy increased exposure and unique promotional opportunities.

Additionally, this Basic Training session will be internationally live streamed to "Satellite" groups around the world.

At ISUOG 2018, the Basic Training session was **streamed to 6 international Satellites** and had a combined **onsite and live steam reach of 119.**

Supporting Basic Training provides an excellent opportunity to extend your company's global presence.

Entitlements include:

- Branding opportunities within the session room
- Table top exhibition space near the course location
- Holding slide in session hall with company name prior to and after the education course
- Acknowledgement by the course chairperson
- Acknowledgement in the Final program
- Complimentary exhibitor/staff entrance to the sponsored scientific session
- Logo on course page of the website
- Custom advertising space on the live streaming website
- Custom advertising space on the joining instructions emailed to all distance attendees
- 20 access codes to the live stream site for the session sponsored for distribution to clients or staff

Live scan demonstrations

£5500

Book 3 and receive a 10% discount on the total

Live scan demonstrations are one of the most highly attended sessions among delegates and attract large audiences. The live scans take place in the main scientific sessions. Live scan demonstrations will typically examine a particular technique or technology.

As these sessions are in high demand, priority allocation of demonstration sessions will be given to key sponsors and then on a first-paid first-served basis. Sponsors are responsible for ensuring their equipment is available at least 2 hours prior to the session. ISUOG will provide the live scan models for these sessions. We always work to ensure optimal matches for live scan sessions.

Participating companies should email subject and speaker requests to congress@isuog.org by 8 April to maximise effective matching of our program options.

Entitlements include:

- Acknowledgment in the Final program
- Use of manufacturer's equipment for live demonstration
- All audio visual equipment already in situ (any additional a/v required will be charged at cost)
- Acknowledgement by session chairperson
- Exhibitor/staff entrance to the scientific sessions sponsored.



Travel Grant project **£5000**

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.

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 include:

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

"It's really a great opportunity for me to attend the 29th ISUOG Congress. It was a great platform for learning, sharing our experience and improve our [knowledge] in clinical practice. I am very much grateful for the Travel Grant."

- Testimonial from a 2019 Travel Grant winner



Innovation showcase **£1000**

The Innovation showcase provides the opportunity for exhibitors to promote products, technology and services in an exciting live-marketing session. The showcase will take place in the Hubs, in scheduled 15-minute sessions during the coffee breaks.

Entitlements include:

- Acknowledgment in the Final program
- Ability to brand showcase area during allocated timeslot
- Push notification to Congress delegates on day of showcase

Simulation workshop

Simulation workshops give industry partners the opportunity to showcase their equipment at Basic Training workshops which form part of the ISUOG obstetrics curriculum.

Delegates attending these 4 hour sessions will have dedicated time working with your machines to learn how to complete scans and assessments in practice.

In 2019 we ran 2 simulation workshops which attracted more than 110 delegates.

In Glasgow, ISUOG will be hosting 2 simulation workshops. If you are interested in supporting these this, email your interest to congress@isuog.org*

Hospitality and Education suites

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 the Final program.

Room reservation is only available to companies participating in the exhibition, and priority room allocation will be given to key sponsors and then on a first-paid basis. Sponsors will be responsible for any technical and audio visual set-up, electrical, furnishing and catering costs as well as the sponsorship fee.

Entitlements include:

- Use of room
- Acknowledgement and session listing in Final program (If pre approved by ISUOG Scientific Committee)
- Opportunity for signage and branding (one pull up sign allowed outside of room)
- Branding within room

Please note the rooms will be available from Sunday 18 to Wednesday 21 October from day of hire only. If additional set up days are required these will be charged at 25% of the price, based on the availability of the room, at the discretion of ISUOG.

4 day bookings receive a 10% discount

Rooms available for 4 day hire only:

Forth room	£10 000 p/day
Size 330 m ² Capacity 340 theatre style	
Gala room	£8500 p/day
Size 154 m ² Capacity 150 theatre style	
Alsh 1	£7500 p/day
Size 117 m ² Capacity 120 theatre style	
Alsh 2	£7500 p/day
Size 117m ² Capacity 120 theatre style	

Boisdale 1 **£7500 p/day**
Size 117m²
Capacity 120 theatre style

Boisdale 2 **£7500 p/day**
Size 117m²
Capacity 120 theatre style

Carron 1 **£7500 p/day**
Size 101m²
Capacity 105 theatre style

Carron 2 **£7500 p/day**
Size 101m²
Capacity 105 theatre style

Rooms available for minimum 2 day hire:

Dochart 1 **£7500 p/day**
Size 101m²
Capacity 105 theatre style

Dochart 2 **£7500 p/day**
Size 101m²
Capacity 105 theatre style

Etive **£2475 p/day**
Size 37m²
Capacity 30 theatre style

Fyne **£2475 p/day**
Size 35m²
Capacity 30 theatre style

Other smaller rooms available on request.



Advertising and branding opportunities

Opening ceremony & Civic reception **from £7000**

Approximately 900 – 1,500 delegates are expected to attend the welcome drinks this year titled the ‘Civic reception’ due to the event’s affiliation with the city of Glasgow. The Civic reception takes place on Sunday 18 October and will be held at the Glasgow Science Centre. It will provide the perfect opportunity to engage face to face in an interactive and relaxed environment, whilst promoting your brand.

Entitlements include:

- Sole sponsorship
- Acknowledgment and logo in the Final program
- Opportunity to distribute branded educational items or gifts to guests*
- Opportunity to brand certain aspects of the event and venue
- Additional opportunities available



Board & LOC dinner **£10 000**

Each year, the ISUOG Board and the Local Organising Committee thank 80-120 of its 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 team 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 include:

- Sole sponsorship
- Acknowledgment on the event invitations
- Acknowledgment by the Local Organising Chairs
- Branding opportunities available*
- Complimentary spaces for 4 company staff
- 2 minute introductory speech/ presentation

Young Investigators lunch **£2500**

This lunch hosts the winners of the Young Investigators prize, which recognises the best abstracts presented by trainees at the ISUOG World Congress. Meet the next generation of emerging researchers and connect with eminent ISUOG faculty members including our Board by sponsoring this event.

Entitlements include:

- Sole sponsorship
- Acknowledgment and logo in the Final program
- Acknowledgment on the event invitations
- Acknowledgment by the Board at the event
- Opportunity to provide branded napkins or other catering materials*
- Opportunity to distribute branded educational items or gifts to guests*
- Opportunity to display branded signage and pamphlets in the event venue*

Congress party **£10 000**

ISUOG social events have historically sold out and are highly rated by our delegates. This event will allow for multiple branding opportunities and allow you to network in a convivial and engaging atmosphere.

Entitlements include:

- Sole sponsorship
- Acknowledgment by Local Organising Chairs
- Opportunities to distribute branded gift bags to guests*
- Complimentary spaces for 2 additional staff
- 2 minute introductory speech/presentation
- Logo on screen
- Opportunities to decorate (eg: table centres)*

“The programme was fantastic, the organisation brilliant, wonderful people, even the weather was great. A really excellent experience, and for sure the best party yet!!!”

- 2019 Congress attendee

ISUOG On Demand and ePoster stations **£10 000**

The On Demand web portal is an interactive onsite tool which is also available pre-event and post-event. It allows delegates to search for abstracts and oral presentations as well as giving access to recorded Congress sessions. ePosters are available to be viewed on the UoG website along with their abstract post-Congress.

This is hugely popular way for our delegates to review the 1465 abstracts submitted at ISUOG 2019 and catch up on content they missed. These high tech education tools are a fantastic way to showcase your company and align yourselves with the latest in ultrasound research.

Total page views

Onsite	12,031
21 September - 20 December 2017	43,175



Congress app **£8000**

The ISUOG Congress app is very popular and last year there was a 40% increase in downloads from 1,591 in Singapore to 2,221 in Berlin. The app incorporates the full Scientific and social program, speaker bios, exhibition floorplan and company listings, as well as general Congress, venue and local information. It is also used for key interactions with delegates such as live polling, session evaluation and key networking opportunities. The total screen views rose to 968,893 in Berlin, and by sponsoring the app, you can ensure that your company is constantly visible to our delegates.

Entitlements include:

- Exclusive in app advertising opportunities
- Logo on app landing page (incorporated with the ISUOG brand/screen)
- One push notification (to be pre-approved by ISUOG)
- Company logo and acknowledgment on all app promotion
- Acknowledgement in the Final program

The ISUOG 2019 Congress app saw record download and usage statistics:

2,221 total downloads & 968,893 total screen views between 12-16 October 2019



Directional signage **£6000**

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.

Speaker preparation room **£2500**

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. Approximately 400 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 include:

- Acknowledgement in the Final program
- Company holding slide on room computers
- Option to host the hospitality refreshment station in this area
- Table top advertisements*
- Opportunity to supply brand mouse mats and pens*
- Logo on room signage

*Subject to ISUOG approval (at your cost)

Digital joining instructions **£3000**

ISUOG's digital joining instructions will be shared to all registered delegates and invited faculty (previous circulation 3200) 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.

Sponsored coffee breaks **£5000 each**

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



for maximum exposure.

Entitlements include:

- 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 in the Final program

Featured spot in the Congress newsletter

Premium advert location £3000

Standard advert location £2000

Our Congress newsletter in 2019 was sent to 36,460 people the month of Congress to Congress delegates, Faculty and newsletter subscribers. It was opened 8922 times and 1637 people clicked the links to find out more.

With only two advertising spots available they are a perfect opportunity to capture your Congress audiences attention while they are planning for the event. Showcase your Congress activities such as your stand, workshops or satellite symposium and reach our delegates before they land at ISUOG 2020.

Share your company logo, up to 75 words of text and a link to your website.

Other branding and advertising opportunities

Water bottles £7500
+ production costs

Delegate bags £4500
+ production costs

Hotel keycards £3000
+ production costs

Hotel room drop £3000
+ hotel charge

Charging stations £2000
+ production costs

Exhibition and sponsorship summary

Exhibition space

Shell scheme package (6m ²)	£3,350
Shell scheme package (9m ²)	£4,785

Free build (space only) exhibits
(minimum 18m²)

First 60m ²	£450
Remaining m ²	£250

Charity and discounted publisher stands By arrangement

Sponsorship levels

(minimum expenditure excluding exhibition)

Diamond	£60 000
Platinum	£40 000
Gold	£25 000
Silver	£15 000
Bronze	£10 000

Educational activities *(p.17-19)*

Satellite symposia	from £8000
Pre congress courses	£6000
Basic Training course	£6000
Live scan demonstrations	£5500
Travel Grant project	£5000

Hospitality and education suites *(p.20)*

Hospitality and education suites from £2475
p/day

Innovation showcase £1000

Advertising and branding opportunities *(p.21-23)*

Congress party	£10 000
Board and LOC dinner	£10 000
ISUOG On Demand	£8000
Congress app	£8000
Water bottles	£7500 + production costs
Opening ceremony and Civic reception	from £7000
Directional signage	£6000
Coffee breaks	£5000 each
Delegate bags	£4500 + production costs
Joining instructions	£3000
Hotel key cards	£3000 + production costs
Hotel room drop	£3000 + hotel charge
Young investigators lunch	£2500
Speaker preparation room	£2500
Charging stations	£2000 + production costs
Featured spot on Congress newsletter	from £2000

All prices for 2020 activities are listed and charged in **Pound Sterling (£)** and **exclude VAT** where applicable. A 2.5% surcharge is applicable to credit card payments to cover bank costs.

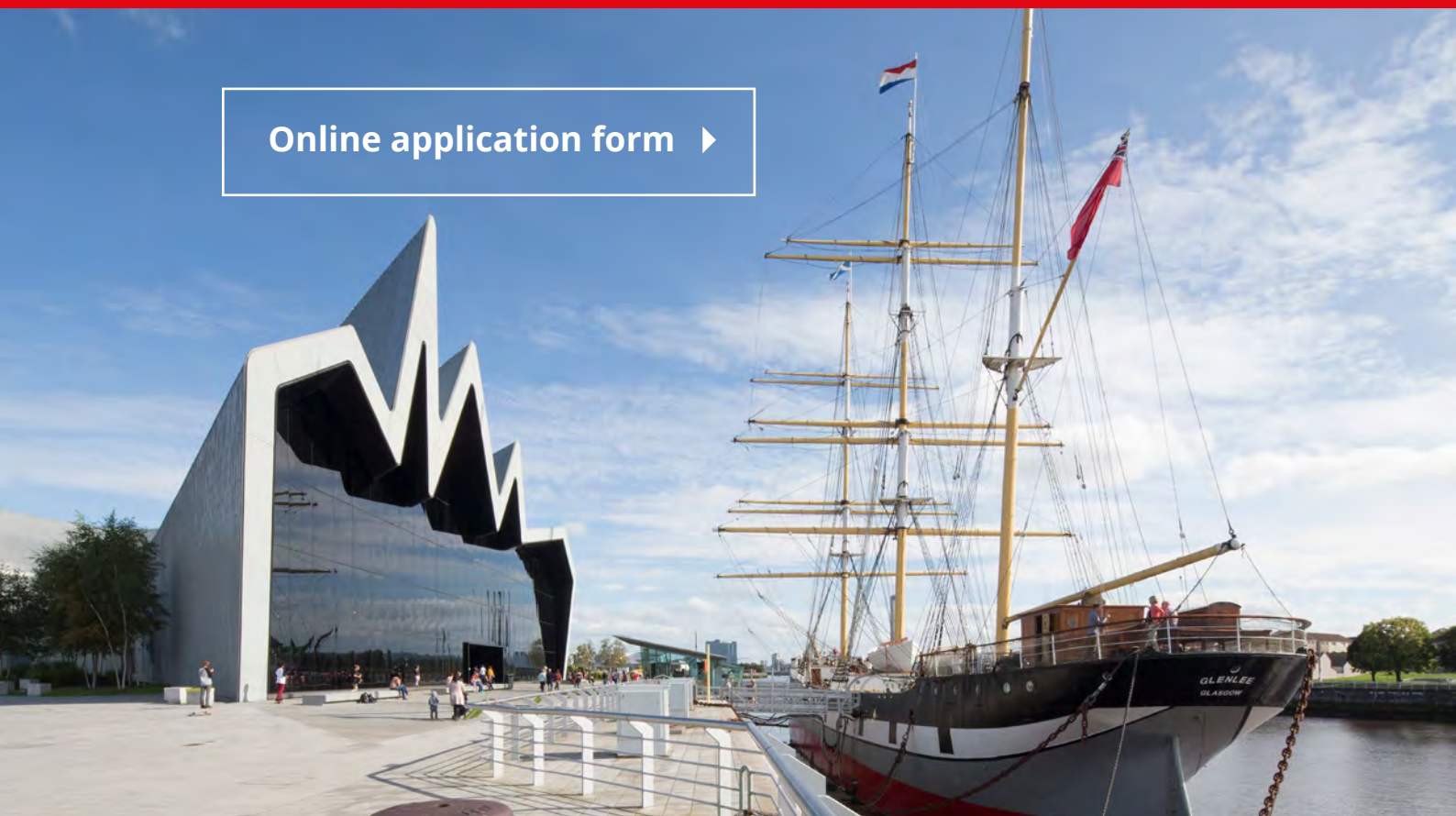
Contact

ISUOG 2020 would like to assist each exhibitor in meeting their event 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 | +44 (0)20 7471 9955

Gabrielle Mouterde: Gmouterde@isuog.org | +44 (0)20 7471 9954

Online application form ▶



Application and payment

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 **1 May 2020** to take advantage of the 10% early booking discount.

All invoices must be paid 28 days prior to arrival at the exhibition. This reflects the conditions from the venue and we are grateful for your cooperation.

Build-up will NOT be allowed if a balance is outstanding. The Congress Secretariat will pass on costs incurred for payment of fees in any currency other than **Pound Sterling (£)**.

Cancellation

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

- **Nine to three months** prior to the 2020 World Congress (up to and inc. 17 July 2020) – 25% of the contract price

- **Within three months** of the 2020 World Congress (after 17 July 2020) – 100% of the contract price
- A minimum 80% refund will be made if the exhibition space and all sponsorship packages are fully resold.

Payment options

Bank transfer - all charges are payable by the remitter

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

Accepted credit cards: American Express / MasterCard / VISA

All prices for 2020 activities are listed and charged in **Pound Sterling (£)** and exclude VAT where applicable. A 2.5% surcharge is applicable to credit card payments to cover bank costs.

Terms and conditions

1. Definitions

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

2. Installation and removal of exhibits

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

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 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

All requests for cancellation must be made in writing. In the event that an exhibitor wishes to cancel their booking, or fails to meet any of the payment obligations, then the Organisers reserve the right to apply the following cancellation charges and to re-sell the space:

- 3-9 months prior ISUOG will retain 25% of the full package amount
- Under 3 month ISUOG will retain 100% of the full package amount

Any payments already made to the Organiser over and above the applicable cancellation charges will be refunded. Should monies not, at the time of cancellation, already have been paid to the Organiser the exhibitor hereby agrees to pay the cancellation fee.

6. Bankruptcy or liquidation

In the event of an exhibitor becoming bankrupt or insolvent or entering into liquidation or having a receiver, administrator or trustee appointed over any of its assets, the Organisers shall be at liberty to terminate forthwith the contract with the Exhibitor and the terms and conditions relating to cancellation of space set out in clause 5 shall apply.

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 audio visual equipment is permitted but 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.

The use of microphones is not permitted this year.

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

While the Organisers will endeavour to protect exhibition property while 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

Each exhibitor is responsible for the security and insurance of their own display and its contents at all times. Exhibitors agree to consult their insurance company or insurance brokers to cover themselves fully against all risks at the venue including but not limited to public liability, cancellation, employee cover and stand insurance. Liability to the public may arise out of Exhibitor activities and should be covered by appropriate insurance to a minimum of two million euros. The Organisers can advise exhibitors of suitable insurance brokers upon request. The Exhibitor must insure against loss or damage to Exhibitor property, fixtures, fittings and all other property of a similar nature including personal effects of directors, principals and employees while on the Premises and transit from the Exhibitor's premises to the Exhibition and return.

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.

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.



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Registered Company number: **2722770**

Registered office and operational address:

ISUOG, 122 Freston Road, London, W10 6TR

Further information at:

www.isuog.org/events/world-congress-2020/exhibition-and-sponsorship.html

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