Welcome to Berlin

Letter of invitation to sponsor and exhibit

Dear industry colleagues,

We are extremely pleased to welcome you to Berlin for the 29th World Congress on Ultrasound in Obstetrics and Gynecology.

A vibrant modern city, Berlin is not only celebrated for its culture and history but ‘is among the largest and most diverse regions for science in Europe’ (www.berlin.de 2018), making it an exciting destination for our international forum of education and scientific research.

The ISUOG World Congress has maintained an excellent reputation for the past 28 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 look forward to working with you and thank you in advance for your important support of the Congress.

Rabih Chaoui  
Congress Chair

Kurt Hecher  
Congress Chair
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 2019

<table>
<thead>
<tr>
<th>Month</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Registration opens: <a href="www.isuog.org/worldcongress/2019/registration">www.isuog.org/worldcongress/2019/registration</a></td>
</tr>
<tr>
<td>April</td>
<td>Technical manual published on website</td>
</tr>
<tr>
<td>19 April</td>
<td>Deadline for feedback from sponsors regarding live scans and educational workshop preferences</td>
</tr>
<tr>
<td>3 May</td>
<td>Exhibition / sponsorship discount deadline</td>
</tr>
<tr>
<td>15 - 17 May</td>
<td>ISUOG Scientific Program meeting</td>
</tr>
<tr>
<td>June</td>
<td>Provisional program published on website</td>
</tr>
<tr>
<td>August</td>
<td>Teleconference technical meeting</td>
</tr>
<tr>
<td>12 October</td>
<td>Pre-Congress courses</td>
</tr>
<tr>
<td>13 October</td>
<td>Congress opens</td>
</tr>
</tbody>
</table>

Congress venue and Headquarters hotel
Estrel Berlin
Sonnenallee 225
12057 Berlin, Germany

ISUOG has contracted special discounted rates at the Estrel hotel for all Congress attendees. Please contact congress@isuog.org for more information.

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 2019

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 Berlin

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.

“"The World Congress is a wonderful event with world leaders in ultrasound providing huge educational value. Combined with social networking and closer interactions with the industry makes it a wonderful event every time.””
- 2018 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
909 submitted abstracts
2502 attendees from 87 countries
32 exhibiting companies
Who will attend?

Congress’ historic attendance based on all attendees

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>2851</td>
</tr>
<tr>
<td>2015</td>
<td>1671</td>
</tr>
<tr>
<td>2016</td>
<td>2685</td>
</tr>
<tr>
<td>2017</td>
<td>2756</td>
</tr>
<tr>
<td>2018</td>
<td>2561</td>
</tr>
</tbody>
</table>

Professional speciality of delegates based on ISUOG 2018

- Obstetrician: 30.65%
- Sonographer: 14.85%
- Fetal medicine specialist: 12.35%
- Gynecologist: 11.73%
- Sonologist: 6.91%
- Medical doctor: 5.77%
- Radiologist: 5.49%
- Other*: 12.27%

The 2017 World Congress participants in Vienna were made up of the below percentages

- Europe: 56%
- Asia: 17%
- North America: 9%
- Middle East: 9%
- Africa: 1.5%
- South and Central Americas: 3.5%
- Australasia: 4%

* 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
• 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
• Urogynecology
• Breast imaging

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*

<table>
<thead>
<tr>
<th>Saturday - 12 October</th>
<th>Sunday - 13 October</th>
<th>Monday - 14 October</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre-Congress courses</strong>&lt;br&gt;One day educational programs delivered by world experts in partnership with The Society for Maternal-Fetal Medicine (SMFM) and accredited by the German Society for Ultrasound in Medicine (DEGUM).&lt;br&gt;Topics to be announced on <a href="http://www.isuog.org">www.isuog.org</a></td>
<td><strong>Keynote lectures</strong>&lt;br&gt;Coffee and electronic poster viewing&lt;br&gt;Top abstracts, awards and achievements 2019&lt;br&gt;Lunch, electronic poster viewing and satellite symposia&lt;br&gt;Workshops&lt;br&gt;Coffee and electronic poster viewing&lt;br&gt;Awards and plenaries</td>
<td><strong>Masterclasses</strong>&lt;br&gt;cfDNA&lt;br&gt;Fetal anomalies&lt;br&gt;Ovarian masses&lt;br&gt;Innovation in ultrasound&lt;br&gt;Coffee and electronic poster viewing&lt;br&gt;MRI&lt;br&gt;Multiple pregnancy&lt;br&gt;Oncology&lt;br&gt;Abnormally invasive placenta&lt;br&gt;Lunch, electronic poster viewing and satellite symposia&lt;br&gt;Screening for pregnancy complications&lt;br&gt;Fetal heart&lt;br&gt;Abnormal bleeding&lt;br&gt;Basic training workshop</td>
</tr>
<tr>
<td><strong>Tuesday - 15 October</strong></td>
<td><strong>Wednesday - 16 October</strong>&lt;br&gt;</td>
<td><strong>Monday - 14 October</strong></td>
</tr>
<tr>
<td><strong>Masterclasses</strong></td>
<td><strong>Masterclasses</strong></td>
<td><strong>Monday - 14 October</strong></td>
</tr>
<tr>
<td>Preeclampsia&lt;br&gt;Coffee and electronic poster viewing</td>
<td>Preterm labour&lt;br&gt;Coffee and electronic poster viewing</td>
<td>Masterclasses</td>
</tr>
<tr>
<td>Fetal therapy and ultrasound&lt;br&gt;Pelvic pain and Endometriosis&lt;br&gt;CNS</td>
<td>Fetal growth&lt;br&gt;Multiple pregnancy&lt;br&gt;Early pregnancy&lt;br&gt;Placental disorders</td>
<td>cfDNA&lt;br&gt;Fetal anomalies&lt;br&gt;Ovarian masses&lt;br&gt;Innovation in ultrasound</td>
</tr>
<tr>
<td>Fetal growth&lt;br&gt;Multiple pregnancy&lt;br&gt;Early pregnancy&lt;br&gt;Placental disorders</td>
<td>Coffee and electronic poster viewing&lt;br&gt;Workshops&lt;br&gt;End of day program review</td>
<td>Fetal heart&lt;br&gt;Fetal anomalies&lt;br&gt;Reproductive medicine</td>
</tr>
<tr>
<td>Lunch, electronic poster viewing and satellite symposia</td>
<td>Lunch, electronic poster viewing and satellite symposia&lt;br&gt;Workshops&lt;br&gt;Closing plenary&lt;br&gt;Leaving drinks and welcome to Glasgow 2020!</td>
<td>Lunch, electronic poster viewing and satellite symposia&lt;br&gt;Workshops&lt;br&gt;Closing plenary&lt;br&gt;Leaving drinks and welcome to Glasgow 2020!</td>
</tr>
<tr>
<td>Prenatal diagnosis&lt;br&gt;Role of ultrasound in patient safety&lt;br&gt;Reproductive medicine&lt;br&gt;Maternal hemodynamics&lt;br&gt;Coffee and electronic poster viewing</td>
<td></td>
<td><em>NEW IN 2019</em>&lt;br&gt;* This program is subject to change</td>
</tr>
</tbody>
</table>
Exhibition

The exhibition will be held in the exhibition hall at the Estrel Congress Center. This will form the hub of the Congress, with catering and networking opportunities and access to the session halls, it will provide an excellent opportunity for delegates to familiarise themselves with the latest advances in research and technology.

Exhibition booths are allocated on a priority system according to sponsorship level and loyalty until the early booking deadline 3 May 2019 and then on a first paid, first served basis. ISUOG sells exhibition services to our industry partners through our suppliers including the Estrel.

Stands and rates

Shell scheme package

- 3 x 2m shell scheme booth €3850
- 3 x 3m shell scheme booth €5550
- 1 x fascia header
- 2 x chairs
- 2 x spotlight
- 1 x table
- 1 x power outlet
- 1 x waste paper bin

Space only exhibits

- First 60m² €500 p/m²
- Remaining m² €280 p/m²
- A minimum of 18m² of free build space must be purchased
- Specific stand sizes can be applied for but cannot be guaranteed

Provisional Exhibition Opening Hours*

Saturday 12 October
Exhibition hard build: 08:00-21:00

Sunday 13 October
Exhibition soft build: 07:30-10:00
Open: 10:00-19:00
(Welcome drinks in exhibition)

Monday 14 October
Open: 09:00-16:00

Tuesday 15 October
Open: 09:00 -16:00

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

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

The purchase of an exhibition booth or space includes the following:

- One scientific exhibitor registration per shell scheme or free build stand, giving full access to the Congress scientific sessions*
- One additional 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
- Participation for all registered personnel in the Welcome drinks on Sunday 13 October and Leaving drinks Wednesday 16 October
- Acknowledgement and 75 word company profile on the Congress app
- Daily cleaning of aisles and common areas
- Tea/coffee and lunch for all registered exhibitor personnel during the official breaks during main conference 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 further details.

*This badge is for our industry partners only, not for hosted physicians. Special rates are available for additional physician registrations. Contact congress@isuog.org for further details.
Exhibition floor plan

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

Entrance

Access to session halls

istic scene
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 2019 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.

<table>
<thead>
<tr>
<th>Sponsorship level</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total sponsorship investment</td>
<td>£60 000</td>
<td>£40 000</td>
<td>£25 000</td>
<td>£15 000</td>
<td>£10 000</td>
</tr>
<tr>
<td>Minimum exhibit</td>
<td>54m²</td>
<td>48m²</td>
<td>36m²</td>
<td>18m²</td>
<td>stand</td>
</tr>
</tbody>
</table>

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. ISUOG will inform third parties promptly of any such changes.

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 by early booking deadline 3 May 2019). 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 Facebook post from ISUOG
- 1 push notification on the Congress app
- Copy of the advanced delegate list for one advance mailing subject to ISUOG approval
- Logo and acknowledgement 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
- Ability 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 by early booking deadline 3 May 2019). 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 Facebook post from ISUOG
1 push notification on the Congress app
Copy of the advanced delegate list for one advance mailing subject to ISUOG approval
Logo and acknowledgement 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
• Ability 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 by early booking deadline 3 May 2019). 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 Facebook post from ISUOG
- Copy of the advanced delegate list for one advance mailing subject to ISUOG approval
- Logo and acknowledgement 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
- Ability 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 by early booking deadline 3 May 2019). 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 Facebook post from ISUOG

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

Logo and acknowledgement 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 by early booking deadline 3 May 2019). 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 Facebook post from ISUOG
- Copy of advanced delegate list for one advanced mailing subject to ISUOG approval
- Logo and acknowledgement 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 2019.

Educational activities

Satellite symposia

<table>
<thead>
<tr>
<th>Date</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday - Tuesday (exclusive)</td>
<td>£15 000</td>
</tr>
<tr>
<td>Wednesday (exclusive)</td>
<td>£12 000</td>
</tr>
<tr>
<td>Sunday (non-exclusive)</td>
<td>£8000</td>
</tr>
</tbody>
</table>

Our hugely popular lunchtime symposiums give partners the opportunity to share their latest technology and research in a 1 hour session in one of the main conference 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 room
- Acknowledgement in Final program
- Recording of Satellite Symposium and availability on ISUOG’s Online Learning portal 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.

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 take place on Saturday 13 October the day before the main scientific program starts. By supporting a course topic relevant to your company, you can exclusively network with interested delegates.

**ISUOG 2018 saw extremely high delegate numbers for our Pre-Congress courses with 384 delegates across the two courses in Singapore.**

**Our Pre-Congress courses in 2019 will be:**
- Fetal anomalies: Heart and CNS chaired by Rabih Chaoui
- Making the most of current technologies in pregnancy care in collaboration with SMFM

**Entitlements include:**
- Sole sponsorship allocated on a first come, first served basis
- 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

*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.*
Live scan demonstrations

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.

£5000

Participating companies should email subject and speaker requests by 10 April to maximise effective matching of our program options.

Entitlements include:

- Acknowledgment in 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.

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 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

“Through the unique travel grant program set up by ISUOG, I had the privilege of attending the 2018 conference in Singapore. Although, I have relied on the educational content published by ISUOG throughout my career, this is the first conference I have been able to attend and it far exceeded my expectations. The educational program was extremely comprehensive and provided updates regarding a vast array of topics. I currently work in Kenya and the travel grant program allowed me to learn and grow as a clinician while affording me the opportunity to develop and foster professional relationships that I would otherwise not have had.”

- 2018 testimonial from Dr Sarah Little
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 its Congress 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 and 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 Sunday 13 – Wednesday 16 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:**

<table>
<thead>
<tr>
<th>Room 1</th>
<th>Cost £10 000 per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size 800 m²</td>
<td>Capacity 600 theatre style</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Room 2</th>
<th>Cost £8000 per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size 400 m²</td>
<td>Capacity 280 theatre style</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Room 3</th>
<th>Cost £8000 per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size 335 m²</td>
<td>Capacity 260 theatre style</td>
</tr>
</tbody>
</table>

**Room 4**
Size 250 m²  
Capacity 200 theatre style

**Room 5**
Size 185 m²  
Capacity 150 theatre style

**Rooms available for minimum 2 day hire:**

<table>
<thead>
<tr>
<th>Estrel Hall C4</th>
<th>Cost £1500 per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size 64 m²</td>
<td>Capacity 50 theatre style</td>
</tr>
</tbody>
</table>

**Other smaller rooms available on request**

**Innovation market £1000**

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

**Entitlements include:**
- Acknowledgment in Final program
- Ability to brand Hub during allocated timeslot
- Push notification to Congress delegates on day of showcase
Advertising and branding opportunities

**Opening ceremony & Welcome drinks**  
from £7000

Approximately 900 – 1,500 delegates are expected to attend the Welcome reception on Sunday 13 October 2019. The Welcome drinks 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 include:
- Sole sponsorship
- Acknowledgment and logo in the Final program
- Opportunity to distribute branded educational items or gifts to guests*
- Opportunity to brand or decorate certain aspects of the event such as napkins*
- Additional opportunities available

**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
- Acknowledgement on the event invitations
- Acknowledgement 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*

**Board & LOC dinner**  
£10 000

Each year, the ISUOG Board and the Local Organising Committee thank 80-100 of its VIPs and key invited faculty members for their participation in the conference 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 include:
- Sole sponsorship
- Acknowledgement on the event invitations
- Acknowledgement by the Local Organising Chairs
- Branding opportunities available*
- Complimentary spaces for 4 company staff

**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, 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 include:
- Sole sponsorship
- 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 (e.g. table centres)*

* Subject to ISUOG approval (at your cost)
ISUOG On Demand stations and portal

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, posters and oral presentations as well as giving access to recorded Congress sessions. This is hugely popular way for our delegates to review the over 905 abstracts submitted at ISUOG 2018 and catch up on content they missed. This high tech education tool is 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 |

The ISUOG 2018 Congress app saw record download and usage statistics:

- Total of **1144 downloads**
- Total **screen views 543,756** for the Congress period 20-24 October 2018

**Conscious app**

(Exclusive)

We can’t live without our smartphones and increasingly delegates are turning to event apps for all their Congress questions. The ISUOG Congress 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 ensuring increased exposure for the sponsor company.

**Entitlements include:**

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

**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 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
Digital joining instructions £3000

ISUOG’s digital joining instructions will be shared to all registered delegates and invited faculty (previous circulation 2500) 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.

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 final program

Sponsored Coffee Connect £2500

78% of ISUOG delegates consider networking opportunities when registering for the World Congress. Launched in 2018 Coffee Connect bring together groups of delegates (trainees, sonographers etc) hosted by members of ISUOGs faculty to network informally over coffee in the main exhibition area and meet like-minded practitioners. Be the company that brings people together, by supporting the creation of an innovative space and getting the opportunity to network with your key stakeholders.

Entitlements include:
- Acknowledgement in final program
- Host the hospitality refreshment station in this area
- Option to brand necessary items

Featured spot on the Congress newsletter

Premium advert location £3000
Standard advert location £2000

Our Congress newsletter is sent to all registered delegates the month of the Congress and has a previous circulation of 2500. Our 2018 Congress newsletter was opened by over 6500 people and nearly 1000 clicked the links to find out more.

With only two 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, workshops or Satellite Symposium and reach our delegates before they land at ISUOG 2019.

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

Other suggestions

Hotel keycards £3000 + production costs

Charging stations £2000 + production costs

Delegate bags £4500 + production costs

Hotel room drop £3000 + hotel charge

Water bottles £7500

* Subject to ISUOG approval (at your cost)
**Exhibition and sponsorship summary**

### Exhibition space

<table>
<thead>
<tr>
<th>Package Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shell scheme package (6m²)</td>
<td>€3,850</td>
</tr>
<tr>
<td>Shell scheme package (9m²)</td>
<td>€5,550</td>
</tr>
</tbody>
</table>

Space only per m² €500 for first 60m², €280 for remaining m² (minimum 18m²)

Charity and discounted publisher stands

### Sponsorship levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>£60 000</td>
</tr>
<tr>
<td>Platinum</td>
<td>£40 000</td>
</tr>
<tr>
<td>Gold</td>
<td>£25 000</td>
</tr>
<tr>
<td>Silver</td>
<td>£15 000</td>
</tr>
<tr>
<td>Bronze</td>
<td>£10 000</td>
</tr>
</tbody>
</table>

### Educational activities (p.17-19)

- Satellite symposia from £8000
- Pre congress courses £6000
- Live scan demonstrations £5000
- Travel Grant project £5000

### Hospitality and education suites (p.20)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality and education suites from £1500 per day</td>
<td>£1000</td>
</tr>
</tbody>
</table>

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

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

ISUOG 2019 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:

Isabelle Hanley Timmins: hhanleytimmins@isuog.org | +44 (0)20 7471 9955
Gabrielle Mouterde: Gmouterde@isuog.org | +44 (0)20 7471 9954
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 3 May 2019 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 (£) or Euro (€).

Cancellation

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

- **Within three months** of the 2019 World Congress (after 12 July 2019) – 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 2019 activities are listed and charged in Pound Sterling (£) or EUR (€) 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 their exhibits. Exhibitors are prohibited from commencing such instalment 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 without forfeiting their deposit. 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 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 exhibits 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 Organisers, 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 for security purposes, all 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 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 unmasked any exhibit without assigning any reason for such refusal or prohibition. The Organisers are prohibited from commencing such installation until the time nominated to them.

5. Cancellation

All requests for cancellation must be made in writing. In the event that an exhibitor cancels, delayed or changes 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:

- Under 4 week(s) the full amount will be retained
- Under 7 week(s) 50% of the full package amount
- Under 3 month(s) 25% 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 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 Exhibitor 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 traffic through their stands, or affect their or others exhibits or 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.

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. Exhibitors may not use any exhibits 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 therefrom. 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 Exhibitors 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.
INTELLIGENT EVENT SHIPPING SOLUTIONS

MERITEX ALWAYS DELIVERS.

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.