



28th World Congress on Ultrasound in Obstetrics and Gynecology

20 – 24 October 2018, Singapore

Incorporating ASUM 2018

Sponsorship and Exhibition Prospectus

International Society of Ultrasound
in Obstetrics and Gynecology

isuog.org/worldcongress

[Application to sponsor and exhibit ▶](#)

Welcome to Singapore

Letter of invitation to sponsor and exhibit

Dear industry colleagues,

We are delighted to be returning our World Congress to Asia 22 years after our last visit. We welcome you to join us and the Australasian Society for Ultrasound in Medicine (ASUM) in the vibrant city of Singapore.

Singapore is a city of growth, in particular in terms of business, research and nature. We would like to extend the multiple opportunities for growth to you. You will be able to network with local and international key opinion leaders, demonstrate your company's products to new markets and nurture previously existing relationships. Although we set out what some of those possibilities could be, we are always happy to work collaboratively on new ideas and projects to enhance the delegate experience and demonstrate cutting edge research, technology and treatments.

Our World Congress has maintained its reputation for 28 years as the leading event in its field for clinical research and 95% of our attendees say that they would recommend it to a colleague. Be part of this essential event in clinicians' calendar in one of the most culturally rich and dynamically progressive cities of the world.

We look forward to working with you and thank you in advance for your important support of our Congress.

Your sincerely,



George Condous
Congress Chair



George Yeo
Congress Chair



Sarah Johnson
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 2018

January	Registration opens: isuog.org/worldcongress/registration
April	Technical manual published on website
20 April	Deadline for feedback from sponsors regarding live scan preferences
4 May	Exhibition / sponsorship discount deadline
17 - 20 May	ISUOG Scientific Program meeting
June	Provisional program published on website
20 October	Pre-Congress and Basic Training courses
21 - 24 October	Congress

Congress venue and Headquarters hotel

Sands Expo and Convention Centre
Marina Bay Sands Hotel
10 Bayfront Avenue
Singapore 018956

ISUOG has contracted special discounted rates at the Marina Bay Sands 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 2018

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 beautiful city of Singapore

95% of our delegate survey respondents would recommend the ISUOG World Congress.

The overall reputation of the ISUOG World Congress was listed as the main reason that over 73% of our industry survey respondents chose to support us in Vienna.

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

"The ISUOG Congress helps us effectively communicate our Women's Healthcare solutions to a broad audience within the global OB/GYN community"

- 2017 Sponsor

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.



ISUOG 2017 at a glance



4
days



1215
submitted
abstracts



2713
attendees



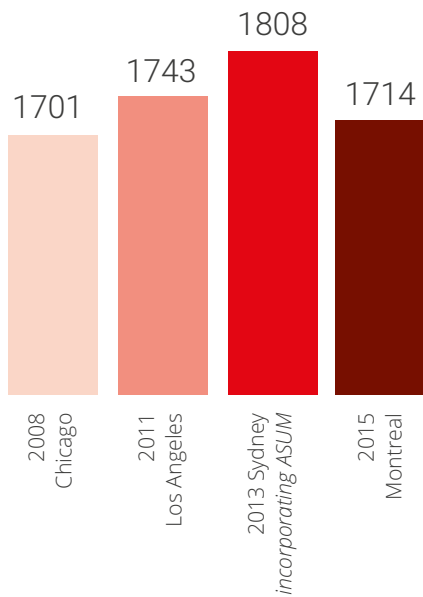
from
100
countries



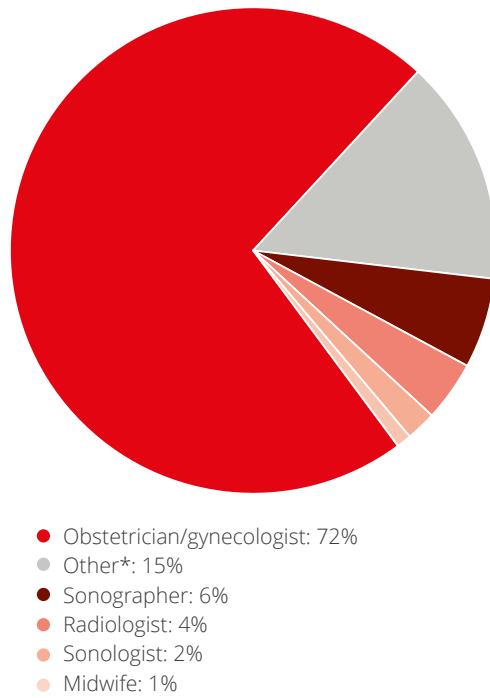
31
exhibiting
companies

Who will attend?

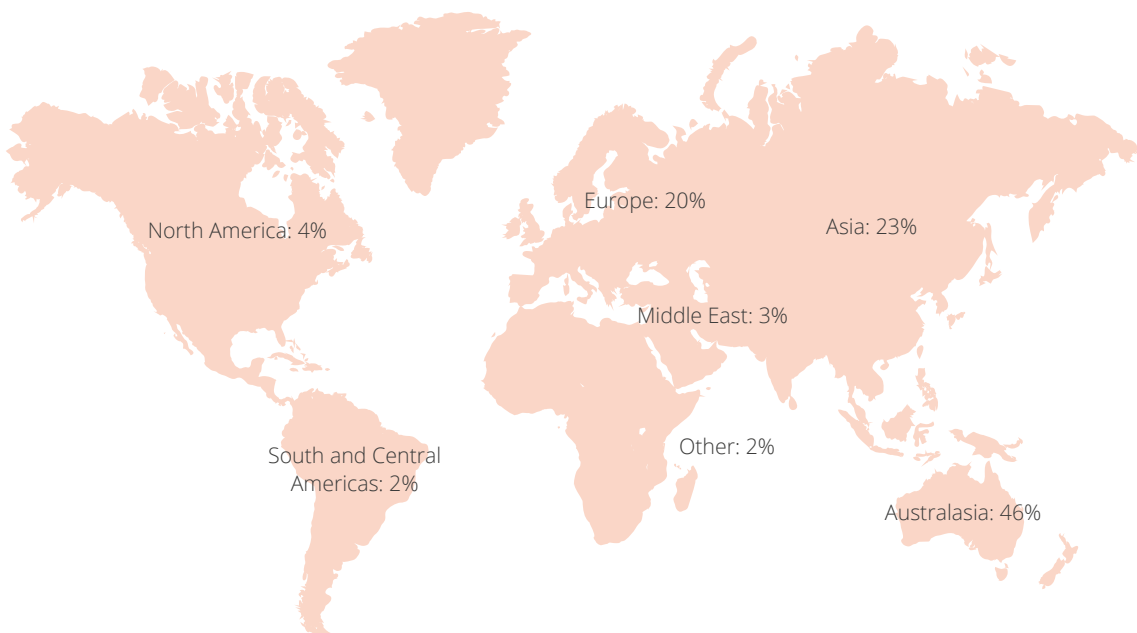
Non-European Congress' historic attendance based on all attendees



Professional speciality of delegates based on ISUOG 2017



Last time we partnered with ASUM for our 2013 World Congress, our participants were made up of the below percentages



*Including OB/GYN specialisms such as maternal fetal medicine

Scientific program topics

Obstetrics

- Fetal brain and CNS anomalies
- Fetal heart, CHD and cardiac function
- First trimester screening of chromosomal anomalies (including Cell free DNA and genomics)
- Fetal structural abnormalities
- Fetal growth: normal and abnormal
- Abnormally invasive placenta (including accreta)
- Screening for pregnancy complications (stillbirth, preterm birth, pre-eclampsia)
- Ultrasound in the labour ward
- Multiple pregnancy
- Fetal interventions
- Ultrasound education and simulation in obstetrics

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

ISUOG 2018 Organising Committees

Congress Co-Chairs

G. Condous, *Australia*
G. Yeo, *Singapore*

ISUOG President

J. Copel, *USA*

Honorary Secretary

A. Papageorghiou, *UK*

Scientific Committee

D. Timmerman (Chair), *Belgium*
L. Salomon (Vice-Chair), *France*
T. Bourne, *UK*
G. Condous, *Australia*
F. da Silva Costa, *Australia*
E. Hernandez-Andrade, *USA*
C. Lees, *UK*
A. Papageorghiou, *UK*
S. Westerway, *Australia*
G. Yeo, *Singapore*

Local Organising Committee

Arijit Biswas
Devendra Kanagalingam
Esther Low
Hak Koon Tan
Lay Kok Tan
Doreen Tan
Edwin Thia
Sim Wen Shan
Tze Tein Yong

ISUOG Secretariat

S. Johnson, *Chief Executive Officer*
G. Saunders, *Event Manager*
I. Hanley Timmins, *Event Coordinator*
W. Holloway, *Operations Manager*

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 - 20 October	Sunday - 21 October	Monday - 22 October
Pre-Congress courses	Keynote and plenary speakers	Masterclasses
- Endometriosis	AGM	Fetal growth Neonatal ultrasound Reproductive medicine Interactive Hubs
- Genetics	Coffee and electronic poster viewing	Coffee and electronic poster viewing
- ISUOG Basic Training: A practical approach to the Obstetrics and Gynecology ultrasound examination	Plenaries and top abstracts	Fetal heart MRI Oncology Interactive Hubs
	Lunch, electronic poster viewing and satellite symposia	Lunch, electronic poster viewing and satellite symposia
	Workshops	cfDNA Preterm labour Endometri-osis Interactive Hubs
	Coffee and electronic poster viewing	Coffee and electronic poster viewing
	Awards and plenaries	Workshops
	Opening ceremony and Welcome drinks	
Tuesday - 23 October	Wednesday - 24 October	
Masterclasses	Masterclasses	
Fetal anomalies and syndromes Abnormally invasive placenta Ovarian masses Interactive Hubs	Pre-eclampsia New technologies to image the fetus Urogynecology Interactive Hubs	
Coffee and electronic poster viewing	Coffee and electronic poster viewing	
Fetal brain Fetal therapy and ultrasound Uterine / endometrial anomalies Interactive Hubs	Ultrasound in the labour ward First trimester ultrasound Abnormal bleeding Interactive Hubs	
Lunch, electronic poster viewing and satellite symposia	Lunch, electronic poster viewing and satellite symposia	
Multiple pregnancy How genetics impacts ultrasound Early pregnancy and acute gynecology Interactive Hubs	Workshops	
Coffee and electronic poster viewing	Closing plenary lectures	
Workshops	Leaving drinks and welcome to Berlin 2019!	



Exhibition

The exhibition will be held on floor 5 of the Sands Expo and Convention Centre at Marina Bay Sands. This will form the hub of the Congress with access to the session halls, registration and catering, and 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 4 May 2018 and then on a first paid, first served basis. ISUOG sells exhibition services to our industry partners through our suppliers MBS and PICO.

Stands and rates



Provisional Exhibition Opening Hours*

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

Sunday 21 October
Exhibition hard build: 00:00-06:00
Exhibition soft build: 06:00-10:00
Open: 10:00-19:00
(Welcome drinks in exhibition)

Monday 22 October
Open: 09:00-16:00

Tuesday 23 October
Open: 09:00 -16:00

Wednesday 24 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 **£3350** package

- 3m x 2m shell scheme booth
- 1 x fascia header
- 2 x white folding chairs
- 2 x spotlights
- 1 x round table
- 1 x power outlet 13 amp socket
- 1 x waste paper bin

Space only **£450 p/m²*** exhibits

- A minimum of 18m² of free build space must be purchased
- Specific stand sizes can be applied for but cannot be guaranteed
- Diamond, Platinum and Gold sponsors receive price reductions for exhibition space

*** for first 60 m²
£250 p/m² for remaining m²**

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

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 exhibition exposure

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

Participation for all registered personnel in the Welcome drinks on Sunday 21 October and Leaving drinks Wednesday 24 October

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

Daily cleaning of aisles and common areas

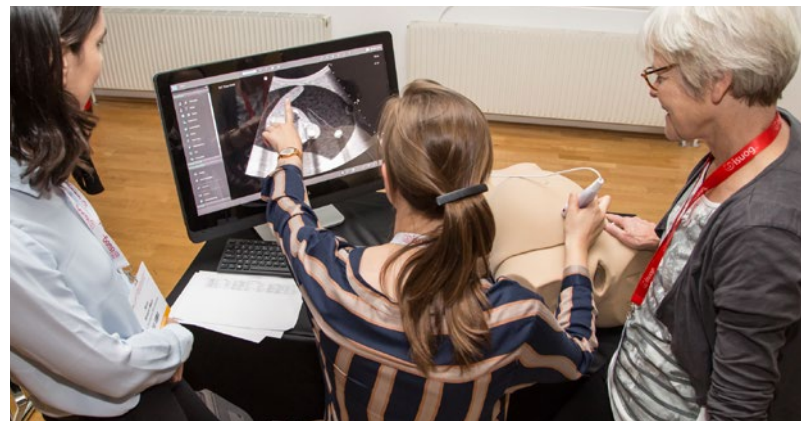
Tea/coffee and lunch for all registered exhibitor personnel during the official breaks during main conference opening hours

Free access to basic Wi-Fi within the venue

Exhibitor badges

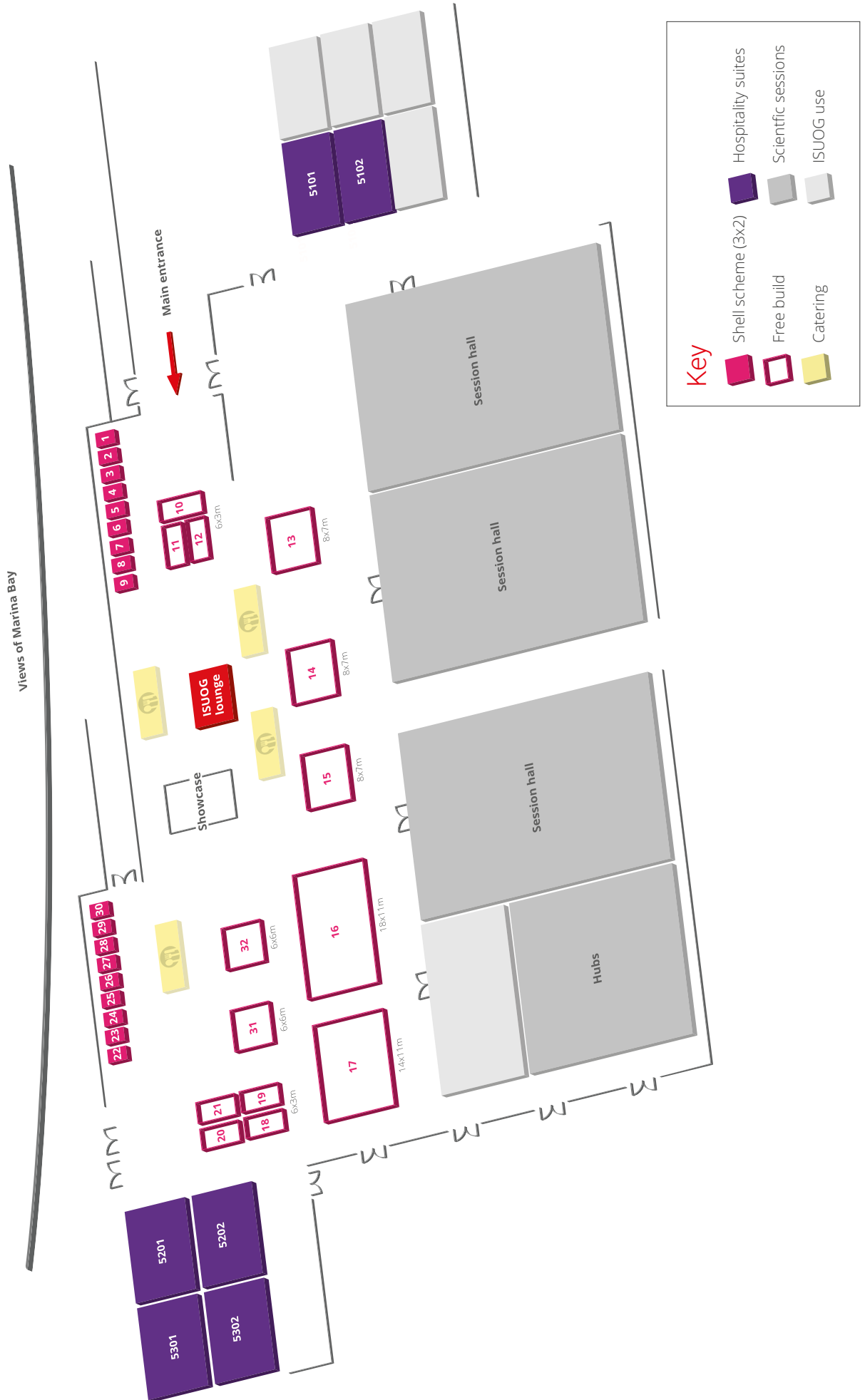
Exhibitors must wear their exhibitor badges at all times to gain access to the venue. Please note that exhibitor badges do not allow access to scientific sessions; see our sponsorship packages and exhibition entitlements for scientific registration inclusions.

Please contact congress@isuog.org for more information.



*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



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 2018 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	£8000
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. 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 4 May 2018). In addition Diamond sponsors benefit from the below:

Priority exhibition space allocation

15% exhibition stand discount

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

Full-page colour advertisement in Final program

1 advance promotional tweet or 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 in Final program

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 4 May 2018). In addition Platinum sponsors benefit from the below:

Priority exhibition space allocation

10% exhibition space discount

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

Full-page advertisement in Final program

1 advance promotional tweet or 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 in Final program

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 4 May 2018). In addition Gold sponsors benefit from the below:

Priority exhibition space allocation

5% Exhibition space discount

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

Half-page advertisement in Final program

1 advance promotional tweet, Facebook post or push notification 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 in Final program

Enhanced exhibitor listing on 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 4 May 2018). 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 tweet, Facebook post or push notification 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

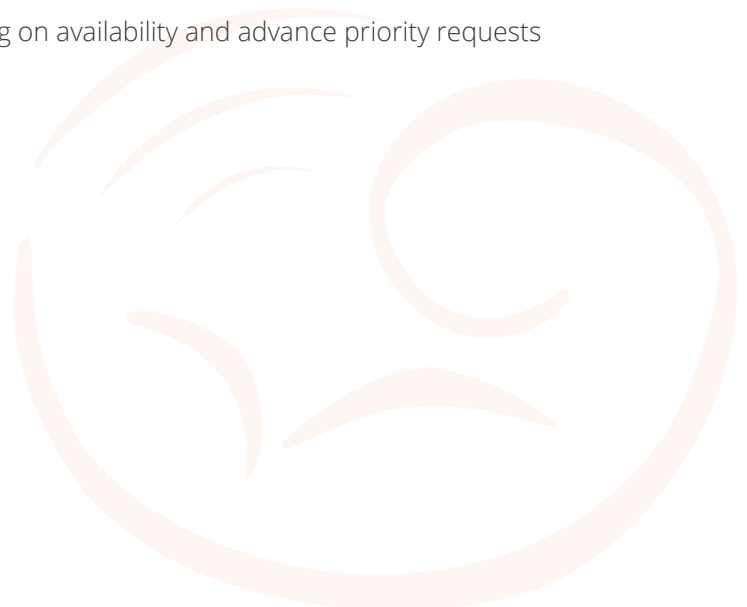
Logo acknowledgement in Final program

Enhanced exhibitor listing on 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



Bronze sponsorship

£8000 +

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 4 May 2018). 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 tweet, Facebook post or push notification from ISUOG

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

Logo acknowledgement in Final program



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 2018.

Educational activities

Satellite symposia **£12 000**

Our hugely popular lunchtime and evening 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-line and in the final printed program.

Entitlements include:

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

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.

Live scan demonstrations **£4500**

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.

These high demand sessions will be allocated 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 by 20 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

Pre congress courses **£5000**

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 20 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 2017 saw extremely high delegate numbers for our Pre-Congress courses with **411 delegates across the two courses** in Vienna.

Our Pre-Congress courses in 2018 will be:

Ultrasound for diagnosis and presurgical staging of deep endometriosis (DIE) - *George Condous*

From genetics to obstetric management: essential genetics in practice - *Lorraine Dugoff; Angeline Lai*
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 within 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 exclusive exposure and unique promotional opportunities.

Additionally Basic Training will be internationally live streamed to "satellite" groups around the world.

At ISUOG 2017 Basic Training reached **7 international satellite courses** and had a combined onsite and live stream reach of **265 delegates**.

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

Entitlements include:

- Sole sponsorship allocated on a first come, first served basis
- 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
- Logo on course page of the website
- Custom advertising space on the live streaming website
- Custom advertising space on the login-details email to all distance attendees
- 20 access codes to the live stream site for the session sponsored for distribution to clients or staff

Travel Grant project **£5000**

ISUOG supports education and research in underserved regions of the world by offering up to six (6) 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



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 21st – Wednesday 24th 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 15% discount

Rooms available for minimum 3 day use

Room 5101 Size 104 sqm Capacity 100 theatre style	Cost £7000 per day
Room 5102 Size 104 sqm Capacity 100 theatre style	Cost £7000 per day
Room 5301 Size 108 sqm Capacity 100 theatre style	Cost £7000 per day
Room 5302 Size 108 sqm Capacity 100 theatre style	Cost £7000 per day

Rooms available for 4 day use only

Room 5201 Size 108 sqm Capacity 100 theatre style	Cost £8000 per day
Room 5202 Size 108 sqm Capacity 100 theatre style	Cost £8000 per day

Innovation showcase

The Innovation showcase is a new opportunity for exhibitors to promote products, technology and services in an exciting live-marketing session. The showcase will take place in the centre of the Exhibition hall in scheduled sessions during the coffee and lunch breaks. Only one Innovation showcase is organised per break giving your company exclusive presentation rights during that time period.

15 min coffee break Innovation showcase	£1500
30 min lunch break Innovation showcase	£2000

Entitlements include:

- Acknowledgment in Final program
- Ability to brand showcase area 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 21 October 2018. The catered 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
- Acknowledgement 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*

ISUOG On Demand stations and portal **£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, 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 1250 abstracts submitted at ISUOG 2017 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

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 (4) 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



* Subject to ISUOG approval (at your cost)

Congress app **£10 000** (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.

The ISUOG 2017 Congress app saw record download and usage statistics:

Total of **1644 downloads**
Total **screen views 140,578** for the
Congress period 15-19 September 2017

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 **£5000**

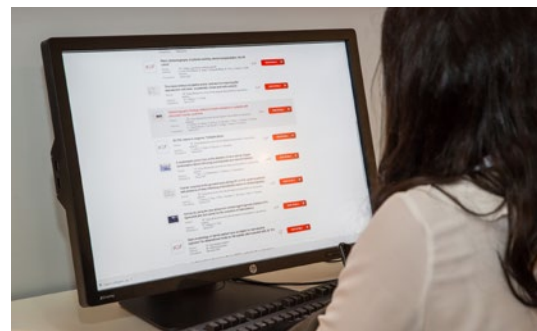
Let your brand be seen everywhere attendees need to be by having your logo on all directional signage. ISUOG is dedicated to creating clear directional signage from the moment participants are onsite and you can help support their journey around the venue by sponsoring this whilst raising your brand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



Delegate bags **£4500** + production costs

A delegate bag is presented to each World Congress attendee at registration. Attendees organise their materials during the conference in these attractive, convenient and professional tote bags that will endure long after the meeting, providing your company maximum promotional impact.

Entitlements include:

- Your company name and logo prominently displayed on all delegate bags
- Opportunity to brand delegate bag table/container if applicable

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. This year, ISUOG will be working on detailing everything attendees need to know in a video format supported by text on the website. Sponsoring this item will allow you to put your company logo in the video and 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.

Abstract book **£2500 each**

Single page (A4) colour advertisement on inside back cover or within content pages

The ISUOG abstract book is a highly regarded resource available both online and in print which contains all accepted abstracts and will be in use long after the Congress as a reference document.

Water bottles **£7500**

A very visible and needed item for busy attendees, ISUOG is offering the exclusive opportunity to have your company logo on 10,000 bottles of water. These will be distributed throughout the venue for the duration of the Congress and will provide an excellent opportunity to increase your company profile.



Hotel keycards **£3000 + production costs**

Introduce your company to attendees upon first arrival in Singapore by sponsoring the hotel room keycards. Cards will be given to hotel guests at our HQ hotel, the Marina Bay Sands, at check-in and used to access their rooms throughout their stay. Your custom artwork will be printed on each card holder. Artwork must incorporate ISUOG's logo and is subject to final approval by the Society.

Hotel room drop **£3000 + hotel charge**

Introduce our delegates to your brand and Congress activities from the comfort of their hotel room. The Marina Bay Sands hotel will deliver your flyer to all ISUOG delegates staying at the hotel on the day you request.

Featured spot on Congress newsletter **from £2000**

- 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 2017 Congress newsletter had a unique open rate of 65% and a 49.07% click rate.

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 2018.

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

Charging stations **£2000 + production costs**

Keep delegates fully powered throughout the World Congress by sponsoring a charging station. These towers will be individually branded in the sponsoring company's logo and will provide attendees with an area to top up their mobile phones, laptops and iPads. Each tower will be allocated on a first come first served basis so if you would like to make it exclusive we highly recommend that you contact us immediately. Your branding will be prominently displayed and viewed by both users and people passing by.

Entitlements include:

- Opportunity to brand each individual power tower
- Acknowledgement in the Final Program

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 Final program

Sponsored networking area from £2500

The ISUOG World Congress is renowned for providing unparalleled networking opportunities for professionals, and this year's event offers you a great opportunity to sponsor the Congress networking café in the main exhibition area. Be the company that brings people together, by supporting the creation of an innovative space and branding necessary items.

Entitlements include:

- Acknowledgement in Final program
- Option to host the hospitality refreshment station in this area
- Option to brand and furnish area



Exhibition and sponsorship summary

Exhibition space

Shell scheme package (6m ²)	£3350
Space only per m ² £450 for first 60m ² , £250 for remaining m ² (minimum 18m ²)	
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	£8 000

Educational activities *(p.17-19)*

Satellite symposia	£12 000
Live scan demonstrations	£4500
Pre congress courses	£5000
Basic Training	£6000
Travel Grant project	£5000

Hospitality and education suites *(p.20)*

Hospitality and education suites	from £7000 per day
Innovation showcase	from £1500

Advertising and branding opportunities *(p.21-24)*

Board and LOC dinner	£10 000
Opening ceremony and Welcome drinks	from £7000
Young Investigators lunch	£2500
ISUOG On Demand	£10 000
Congress app	£10 000
Directional signage	£5000
Speaker preparation room	£2500
Delegate bags	£4500 + production costs
Joining instructions	£3000
Abstract book advert	£2500
Water bottles	£7500
Hotel keycards	£3000 + production costs
Hotel room drop	£3000 + hotel charge
Charging stations	£2000 + production costs
Featured spot on Congress newsletter	from £2000
Sponsored coffee breaks	from £5000 each
Sponsored networking area	£2500



Grow in the Garden City

Exhibit at ISUOG 2018

Incorporating:  ASUM

20 – 24 October 2018
Singapore

Contact

ISUOG 2018 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: ghanley@isuog.org | +44 (0)20 7471 9955

Gabrielle Saunders: Gsaunders@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 **4 May 2018** 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 (£).

- **Within three months** of the 2018 World Congress (after 20 July 2018) – 100% of the contract price
- In the case of complete cancellation, a maximum 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 2018 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.

Cancellation

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

- **Nine to three months** prior to the 2018 World Congress (up to and inc. 20 July 2018) – 25% of the contract price

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

In exceptional circumstances the Organisers will be prepared to consider cancellation of their contract with Exhibitors, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing
- That the request is received at least three months prior to the opening of the Exhibition
- That the Organisers are able to re-let the cancelled space in its entirety
- That the reason given for the request of the cancellation is, in the opinion of the Organisers, well founded
- That the Exhibitor agrees that the Organisers shall retain 25% of the contract price if the cancellation is accepted within 3 to 9 months prior; 100% of the contract price if the cancellation is accepted within 3 months prior to the Exhibition opening.

6. Bankruptcy or liquidation

In the event of an Exhibitor becoming bankrupt or entering into liquidation (other than voluntary liquidation for the purpose of amalgamation or reconstruction) or having the Receiver appointed, the contract with such an Exhibitor will terminate forthwith, the allotment of stand space will be cancelled and all sums paid by the Exhibitor under contract shall be forfeited.

7. Occupation and payment of stand space

The Exhibitor, its servants, agents, employees and contractors may enter the building only at a time which will be nominated to them for the purpose of stand dressing and fitting. In the event of an Exhibitor failing to take possession of its stand the Organisers have the right to re-allocate the stand and all monies paid shall be forfeited. Exhibitors have seven (7) days in which to make their final payment when it falls due. After this time, and only when monies have not been paid, the stand will be available for sale to another Company. All deposits paid will automatically be forfeited and no refund will be made. No Exhibitor shall occupy its stand space in the Exhibition until all monies owing to the Organisers by the Exhibitor are paid in full. If the Exhibitor fails to comply in any respect with the terms of this agreement, the Organisers have the right to sell the space. The Exhibitor, however, will be liable for any loss suffered by the Organisers as a result and all monies paid by the Exhibitor shall be forfeited to the Organisers. If in the event of the Exhibitor failing to occupy the said space by the advertised opening of the Exhibition, the Organisers are authorised to occupy or cause the said space to be occupied in such manner as they may deem best for the interest of the Exhibition without refund to the said Exhibitor and without releasing the Exhibitor from any liability within these Exhibition terms and conditions.

8. Obstruction of gangways and open spaces

Exhibitors will not be allowed to display exhibits in such a manner as to obstruct the light or impede or project over gangways or affect the displays of neighbouring exhibitors. Gangways must at all times be kept clear and free for passage. All emergency exits and access to service areas are to be kept clear at all times. They must not be restricted or rendered unrecognisable. Public gangways shall remain the means of escape even during installation and dismantling periods. Any Exhibitor who continues to cause obstruction or nuisance after notice has been given will be liable to have its stand closed by the Organisers at the Exhibitor's expense and risk.

9. Conduct of Exhibitors and representatives

Annoyance: The Organisers reserve the right to stop any activity on the part of any Exhibitor that may cause annoyance to other Exhibitors or visitors. Business must be conducted only from the Exhibitor's own stand and under no circumstances may this be carried out from a gangway or elsewhere within the Exhibition.

Microphones/Audio visual equipment: The use of 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

Exhibitors are reminded of the need to consult their insurance company or insurance brokers to cover themselves fully against all risks at the Exhibition. The Organisers can advise

Exhibitors of suitable insurance brokers upon request. Particular attention is drawn to the need for the following:

- Abandonment insurance: As per paragraph 19, the Organisers are not obliged to return any monies paid for space in the event of cancellation or restriction of the Exhibition.
- Stand, fixtures and similar insurance: All risks on loss or damage to Exhibitor property, fixtures, fitting and all other property of a similar nature such as personal effects of directors, principals and employees while on the Premises and transit risks from the Exhibitor's premises to the Exhibition and return.
- Public liability: Liability to the public may arise out of Exhibitor activities and should be covered by appropriate insurance to a minimum of two million Euros.

21. General conditions

The Organisers are responsible for the control of the Exhibition area. Exhibitors are responsible for the control and supervision of their own stands within the guidelines of the organisers. The decision of the Organisers is final and decisive on any question not covered in the foregoing regulations. The Organisers may from time to time add to or vary these rules and regulations and do anything at their sole discretion they deem desirable for the proper conduct of the Exhibition, provided that such amendments or additions do not operate to diminish the rights reserved to the Exhibitor under this agreement and shall not operate to increase the liabilities of the Organisers. Exhibitors must comply in all respects with the requirement of every appropriate authority, with the Terms of Agreement by which the Organisers may occupy the Premises and with the policies of insurance effected by the Organisers.

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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INNOVATIVE

By synergistically blending technological, digital, gaming, social media and other traditional engagements with cutting-edge real space and real time experiences, we provide innovative result-driven solutions which generate compelling moments and form deep and lasting relationships with the right audiences.

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Pico is a global leader in Total Brand Activation. We specialise in engaging people, creating experiences and activating brands. Innovative, insightful and inspired, Pico brings brands to life and creates experiences through Total Brand Activation – from strategy to execution. From 2014 to 2016, CEI Asia magazine voted Pico into the top two on its Best Event Agency in Asia Pacific list for three consecutive years. Pico Singapore is honoured to receive the Event Marketing Agency category at Marketing magazine's Agency of the Year Awards (AOTY) 2017 in Singapore, winning the Gold and the Local Hero awards.



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#ISUOG2018    

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Registered Company number: **2722770**

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