Exhibition & Sponsorship
Prospectus

Combined Meeting
SICOT/SIROT & Swedish Orthopaedic Association (SOF)
31 August – 3 September 2010    Gothenburg, Sweden
Welcome to Gothenburg, Sweden, in 2010!

It is a pleasure and an honour to invite you to the Seventh SICOT/SIROT Annual International Conference on 31 August - 3 September 2010 in Gothenburg, Sweden (Göteborg in Swedish). Gothenburg is located in the heart of Scandinavia on the west coast of Sweden, it is a leading European event venue and English is widely spoken in the city. The conference will be held at the Göteborg Convention Centre, which is centrally located close to hotels, restaurants and shops. The convention centre has an in-house hotel with more than 700 rooms and there are more than 6,000 hotel rooms within walking distance of the convention centre, ranging from budget category to first-class hotels. Gothenburg can also offer a wide variety of activities for conference delegates and accompanying persons, including tours of the beautiful archipelago, golf and cultural events.

The Seventh SICOT/SIROT Annual International Conference will be organised as a combined meeting with the Swedish Orthopaedic Association (SOF) and a wide range of topics will be covered in the scientific sessions and by plenary speakers, so there will be something of interest for everyone. The commercial exhibition will be comprehensive. We are working hard to make the conference a high-quality scientific and educational event, as well as a memorable gathering in the city of Gothenburg.

On behalf of the Local Organising Committee and the Swedish Orthopaedic Association, I would like to extend a warm welcome to you and hope that you will come to Gothenburg and the Seventh SICOT/SIROT Annual International Conference on 31 August - 3 September 2010. We look forward to seeing you at the conference.

Kind regards,
Prof Björn Rydevik
Conference President - Gothenburg AIC 2010
About the Conference

Please note that the Gothenburg AIC 2010 will be a combined meeting with the Swedish Orthopaedic Association (Svensk Ortopedisk Förening - SOF)

Conference Dates: Tuesday, 31 August (midday) – Friday, 3 September 2010 (midday)
City: Gothenburg, Sweden
Location: Göteborg Convention Centre www.gcc.se
Expected attendance: 2,500 participants
Demographics: Participants from Sweden, Europe, Asia, Africa and North & South America are expected to attend

Scientific Programme Highlights:
- Arthroplasty
- Biomaterials
- Cartilage Repair
- Evidence Based Orthopaedics
- Infection
- Minimally Invasive Surgery
- Navigation
- Osteoporosis
- Paediatrics
- Smoking & Orthopaedics
- Spine
- Sports Medicine
- Subspecialty Societies
- Trauma
- Tumours

http://www.sicot.org/?id_page=257
# Programme Overview

<table>
<thead>
<tr>
<th></th>
<th>Monday August 30</th>
<th>Tuesday August 31</th>
<th>Wednesday September 1</th>
<th>Thursday September 2</th>
<th>Friday September 3</th>
<th>Saturday September 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibition</strong></td>
<td>Construction day</td>
<td>Ready by 11:30: Official opening</td>
<td>Open</td>
<td>Open</td>
<td>Open Closing in the afternoon</td>
<td>Closed</td>
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<tr>
<td><strong>SICOT/SIROT</strong></td>
<td>Administrative meetings Scientific sessions</td>
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<td>Scientific sessions</td>
<td>Scientific sessions Closing Ceremony 13:00</td>
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<td></td>
</tr>
<tr>
<td><strong>SOF</strong></td>
<td>Orthopaedic examinations Steering Committee meeting</td>
<td>Instructional courses (before lunch) Subspecialty meetings Department Head’s meetings Physiotherapists, nurses, occupational therapists, secretaries</td>
<td>Scientific sessions</td>
<td>Scientific sessions</td>
<td>Scientific sessions Closing Ceremony 13:00</td>
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<td>Scientific sessions Scientific sessions</td>
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<td>Scientific sessions (finish at lunch)</td>
</tr>
<tr>
<td><strong>Social Events</strong></td>
<td>Opening Ceremony</td>
<td>Fun Night</td>
<td>2.5KM Walk/5KM Charity Run Presidents’ Dinner</td>
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<td></td>
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Exhibition Space

Exhibition rates

EUR 360/m² + VAT

Fee includes:

- Minimum requirement: 2 x 2 metres (4m²). However, standard booth sizes are 3 x 3 metres (9sqm).
- 1 exhibitor badge (per 6m²). Additional badges for exhibiting companies may be purchased for EUR 150.00 + VAT each. Non-exhibiting companies wishing to visit the exhibition may do so at the cost of EUR 250.00 + VAT per badge. **It is forbidden to use exhibitor badges for doctors or accompanying persons.**
- Company Names will be published in the Final Programme.
- One copy of the Final Programme/CD-ROM of Abstracts & conference bag.
- Opening & Closing Ceremonies admittance as well as the Welcome Reception.
- Larger booth spaces are available in multiples of these dimensions. For double storey exhibition spaces, please contact us in order to check feasibility and to receive prior approval from the convention centre.
- The Exhibition Manual will be sent in the coming months.
- Complimentary standard chairs and table will be provided to exhibiting companies that may require them.
- Complimentary Coffee breaks and Lunch will be served in the exhibition area to all delegates & attendees including exhibitors. **Please note that catering during the lunch symposiums will be the responsibility of the sponsoring company.**
Exhibit Floor Plan

- Please note that exhibit spaces will be allocated accordingly at a later date by the LOC board.
Industry Symposia

Option 1
90-minute workshop within a 200-300 person capacity room
EUR 7,500 + VAT

Option 2
90-minute workshop within a 100-200 person capacity room
EUR 5,000 + VAT

Time slots:
31 August - 2 September 2010
Time: 13:00 to 14:30

All symposia include:

- Standard Audio Visual equipment.
- Rental of the meeting room.
- An e-mail will be sent out to all members & registered conference attendees with the description and title of the symposia.
- Mention of the Symposia in the Programme at a glance and on the conference website.
- Mention of the Symposia in the Final Programme, as well as visibility during the sessions (poster/banner at the entrance of the session room provided by Industry sponsor).
- Free (optional) insert provided by the Industry sponsor in the delegate bags to promote the symposia.
- Invitation to the Opening and Closing Ceremonies as well as the Welcome Reception.
- 1 complimentary guest speaker pass will be given with each lunch symposium
- The guest speaker’s travel, accommodation, all other guest speakers or registration fees and any other expenses are the sole responsibility of the sponsoring company
- Catering and other rental equipment requirements will be listed in the Exhibition Manual. Catering costs for lunch symposiums is the responsibility of the sponsoring company.
- 90 minutes per lunch symposia includes set-up time, catering time and lecture.
SICOT/SOF Main Platinum, Gold & Silver Sponsorships

**Platinum SICOT/SOF sponsorship**
Please note that this will be exclusive to a maximum of 4 Industry partners
54sqm exhibition space
1 satellite lunch symposium (prime choice)
1 full-page advertisement in the Final Programme
Company logo on all communication materials and SICOT/SOF conference website.
Major sponsorships will be posted on the conference website and in all forthcoming announcements.
2 VIP invitations to the Presidents Banquet
2 Free bag inserts
20 badges for industry representatives

**Gold**
36sqm exhibition space
1 satellite lunch symposium
Company logo on all communication materials and SICOT/SOF conference website.
Sponsorships will be posted on the conference website and in all forthcoming announcements.
10 badges for industry representatives
Choice of customise sponsorship

**Silver**
18sqm exhibition space
1 lunch symposium
Company logo on all communication materials and SICOT/SOF conference website.
Sponsorships will be posted on the conference website and in all forthcoming announcements.
5 badges for industry representatives

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Major sponsorship “Platinum” will have first priority of exhibition space location and sponsorship options. Sponsorships will be handled on a ‘first come, first served’ basis.
Lunch symposiums includes standard Audio Visual equipment & room rental. Please note they do not include catering costs, special Audio visual requirements or speakers’ registration fees.
Please contact us to customise your major sponsorship package.
SOF Main Sponsorships

Main Sponsorship SOF
- Logo under the title “Main sponsors” in the Final Programme
- Logo under the title “Main sponsors” on the meeting website, with a link to the company’s homepage
- Logo under the title “Main sponsors” on the cover of the exhibition map
- Logo under the title “Main sponsors” on the banner/poster in the exhibition hall
- The right to insert an advert in the conference bag
- Priority in choosing the exhibition area, having consulted with other main sponsors
- Invitation to the lunch meeting with preliminary information on the SOF meeting
- 1 ticket to the Presidents’ Banquet
- Tuesday, 31 August ICL courses

Sponsor
- Logo in the Final Programme
- Logo on the homepage with a link
- The right to insert an advert in the conference bag
- Logo on the cover of the exhibition map
- Logo on the banner/poster in the exhibition hall
- Possibility to choose area after main sponsors
  *Logos will be smaller than main sponsors

Supporting Company
- Announcement as a “Supporting company” on published material (Final Programme, posters) and homepage
- Choice of area after the main sponsors and sponsors
Sponsorships

Internet Café
Sponsorship of the Internet Café includes: signs with your company’s name and logo at the Internet Café in the exhibition area, mention of the sponsorship in the Final Programme and the Conference website, computer stations with Internet access.

Participants’ Bags:
Sponsoring company can also choose to order the bags from their own supplier and send the bags for the conference (bags and logos appearing on the bags need to be approved). The cost of 10,000 Euro would be waived.

Your company logo (colour) displayed on the conference bags distributed to all conference participants.

Bag Inserts
We will insert approved promotional items in participants’ packages: notepads, logo pens, advertisements, flyers, etc…
*Promotional items are the sponsor’s responsibility.

CD-ROM of Abstracts
The CD-ROM of Abstracts may be distributed at the registration counters or the company can include a voucher in the delegates packages to pick up the CD-ROM of Abstracts at their booth. Company presentation can be included in the CD-ROM with prior approval.

Badges and Lanyards
Participating companies all send lanyards and they are distributed at random amongst the delegates

Coffee Breaks and Lunches
Lunches and coffee breaks will be offered free of charge every day in the exhibition hall. Your company’s name will appear in the Final Programme as well as on food vouchers. You will also have visibility in the lunch/break area.

Coffee breaks per break
Lunches per day

Price upon request
Presidents’ Banquet
This exclusive sponsorship will give your company additional visibility at the Presidents’ Dinner. Your company’s name and logo will be printed on the menu, on the invitations and in the Final Programme as well as being posted during the dinner. **Please note that there will be a maximum of only two sponsoring companies for this event.**

Final Programme Advertisement
Full page

Company banners, advertisements & full brand directional signage

Programme at a glance (pocket daily overview)
The daily pocket guide will be distributed with the badges and given to all attendees. Sponsoring companies logo as well as SICOT and SOF will be printed on the guide.

5km Charity Run/3km Walk
Gold, Silver & Bronze: please contact Dr Hatem Said or Mrs. Lina Salvati for further details. The funds collected will be used by both societies to help young surgeons attend the following Years Conference.

Young Surgeons Fun Night
This event was first created at the SICOT 2008 congress in Hong Kong; it has been extremely successful and appreciated by the young surgeons and the young at heart. This evening helps enable young surgeons from around the world to get to know each other and form new friendships and working collaborations with their colleagues at an international level for many years to come. **Please note that there will be a maximum of only two sponsoring companies for this event.**
Location: Göteborg Convention Centre www.gcc.se

City of Gothenburg:
Göteborg - the Swedish name for Gothenburg - Sweden’s second largest city, is undergoing a transformation from industrial seaport to contemporary cultural and international sports venue. With the addition of the Gothenburg Opera in 1994 and a revamping of some of the city’s museums, its cultural landscape is also changing – all for the better.

Perhaps the most surprising change in Gothenburg is in its restaurants and other eateries. The city has gained an international reputation for innovative cuisine using local produce, mainly North Atlantic fish and shellfish. Gothenburg boasts several Michelin Guide restaurants which should not be missed when you visit.

Gothenburg is a gateway to the Western Archipelago, with its peerless isles and barren grey skerries and they are easily accessible by boat from the city.

www.visitsweden.com/sweden
www.goteborg.com - The official guide to Gothenburg, Sweden
www.citygbg.se

Conference website: www.sicot.org/?id_page=257
SPONSORSHIP BOOKING APPLICATION FORM
2010 Combined Meeting SICOT/SIROT & SOF

This agreement is to acknowledge the intention of:

- Company:
- Contact:
- Title:
- Address 1:
- Address 2:
- City and Province/State:
- Postal Code:
- Country:
- Tel.:
- Fax:
- E-mail:
- VAT No. (for EU companies):
- Sponsorship/Symposium or exhibition space requested:
- Signature: Date:
Contact Information

Please direct all enquiries regarding exhibition, sponsorship and advertisement to:

Mrs Lina Salvati or Mr Arnold Persson

Linsa Inc.
Mrs Lina Salvati
SICOT Commercial Agent
Tel.: +1 514 924 3476
Montreal, Quebec, Canada
E-mail: lsalvati@linsa.ca
SKYPE: Ripley9423

Traveko
Mr Arnold Persson
SOF Commercial Agent
Tel.: +46 70 577 35 79
Åhus, Sweden
E-mail: arnold.persson@traveko.se

Please direct all enquiries regarding scientific programme or registrations to:

Outside Sweden:
SICOT aisbl
Rue Washington 40 - b.9
1050 Brussels
BELGIUM
Tel.: +32 2 648 6823
Fax: +32 2 649 8601
E-mail: congress@sicot.org
Website: www.sicot.org/?id_page=257

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153 30 Järna
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Fax: +46 8 550 104 09
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Website: www.ortopediveckan.se