

Exhibition & Sponsorship Prospectus

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





Message from the Conference President Gothenburg AIC 2010

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

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

Exhibition Space

Exhibition rates

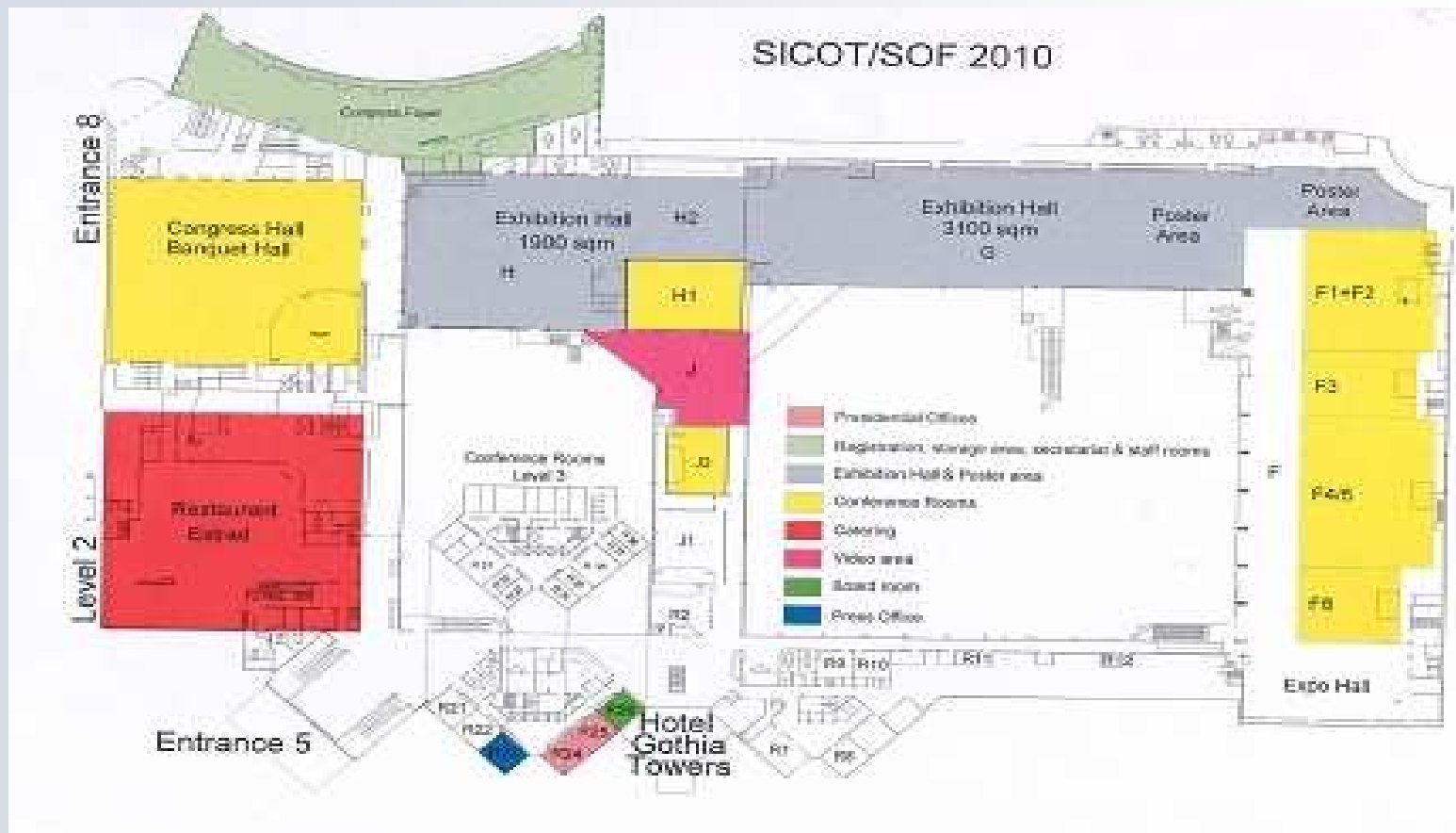
EUR 360/m² + VAT

Fee includes:

- ❖ Minimum requirement: 2 x 2 metres (4m²). However, standard booth sizes are 3 x3 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

EUR 40,000.00 + VAT

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

EUR 25,000.00 + VAT

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

EUR 15,000.00 + VAT

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

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

EUR 10,000

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

EUR 5,000

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

EUR 2,500

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

EUR 10,000 + VAT

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:

EUR 10,000 + VAT

Or

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

EUR 500 + VAT

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

EUR 10,000 + VAT

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

Price upon request

Sponsorships (continued)

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.**

EUR 10,000 +VAT

Final Programme Advertisement

Full page

EUR 900 +VAT

Company banners, advertisements & full brand directional signage

To be discussed on an individual basis.

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.

EUR 5,000 +VAT

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.

EUR 3,000-7,500 + VAT

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.

To be discussed on an individual basis

Meeting Venue

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

Sweden:
SOF
Tuna Industriväg 4.
153 30 Järna
SWEDEN
Tel.: +46 8 550 390 50
Fax: +46 8 550 104 09
E-mail: sofkansli@ortopedi.se
Website: www.ortopediveckan.se