



# Exhibition & Sponsorship Prospectus

**Combined 33<sup>rd</sup> SICOT & 17<sup>th</sup> PAOA  
Orthopaedic World Conference  
28 – 30 November 2012  
Dubai, United Arab Emirates**



## Welcome Message from the Conference President



### **Combined 33<sup>rd</sup> SICOT & 17<sup>th</sup> PAOA Orthopaedic World Conference** **Dubai, United Arab Emirates**

Welcome to Dubai, United Arab Emirates, the host city for the Combined 33<sup>rd</sup> SICOT & 17<sup>th</sup> PAOA Orthopaedic World Conference. We are working hard to provide a conference that covers the latest advances in orthopaedic and trauma care as well as other exciting events for your entertainment and leisure.

Thanks to Dubai's excellent infrastructure, tourism options and a host of other facilities, this conference makes for an experience that will be extremely rewarding for all attending delegates.

Dubai's geographical location makes it easily accessible from all over the world. Direct flights are available from every continent. More than 120 airlines connect Dubai to over 200 destinations with most flights from Europe, Asia, the Indian subcontinent and parts of Africa lasting less than six hours. Individuals from more than 130 different nationalities call Dubai home. This has resulted in a city that is cosmopolitan in nature and rich in culture. This coupled with a multitude of ultra-modern and exciting shopping malls - that boast attractions such as an indoor ski-slope and one of the world's largest aquariums - result in a dining and entertainment experience like no other. As the conference will be hosted towards the end of November, when the weather in the Middle East is at its best, delegates will be able to experience some of the best sporting and leisure facilities in the world. All of these factors culminate in providing a conference that will be extremely memorable for all who attend.

***Dr Hashem Al Khatib***

*Conference President*

# About the Conference

**Conference Date:** 28 November - 30 November 2012  
**City:** Dubai, United Arab Emirates  
**Venue:** Dubai World Trade Centre  
**Expected attendance:** 2,800 participants  
**Demographics:** Participants from all over the world and especially Arab neighboring Countries and India

<b>Programme:</b>	<b>Monday &amp; Tuesday, 26 &amp; 27 November 2012</b>	Exhibit setup day
	<b>Tuesday, 27 November 2012</b>	Educational Day Golf Tournament
	<b>Wednesday, 28 November 2012</b>	Scientific sessions Exhibition Opening Ceremony
	<b>Thursday, 29 November 2012</b>	Scientific sessions Exhibition 2.5km walk & 5km run for Charity Dubai Meydan Night – Conference Party
	<b>Friday 30 November 2012</b>	Scientific sessions Exhibition

Exact exhibition hours will be confirmed in June 2012.

**Scientific Programme Highlights:** programme outline will be available in April 2012!

**Online abstract submission:** Authors of accepted abstracts (oral and e-poster) have been notified. SICOT has accepted 700 oral papers, 700 e-posters and 150 oral focussed e-posters!

**Registration is open:** [http://www.sicot.org/?id\\_page=508](http://www.sicot.org/?id_page=508)

# Scientific Topics!!!



**Main topics**  
**Arthroplasty**  
**Research**  
**Shoulder**  
**Spine**  
**Trauma**

**Other topics**  
**Biomaterials**  
**Clubfoot**  
**Foot & Ankle**  
**Hand**  
**Infection**  
**Natural Disasters**  
**Navigation**  
**Osteonecrosis**

**Osteoporosis**  
**Paediatrics**  
**Prosthetics & Orthotics**  
**Rheumatology**  
**Road Trauma Safety**  
**Sports Traumatology**  
**Thromboprophylaxis**  
**Tumours**

# Exhibition

## EXHIBITION RATES

EUR 400/m<sup>2</sup> 9sqm = 3,600€

- ❖ Cost does not include shell scheme package, furniture, electricity, Internet connection, etc.... **Cost is for bare space only!**
- ❖ Exhibitors will be required to order a standard shell scheme or bring their own pop up booth. Fascia with company names will only be on booths that ordered the standard shell scheme.
- ❖ Standard shell scheme package costs 300 € and needs to be order separately. **Total cost example 9sqm = 3,600€+ 205 € = 3,805 €Total.**
- ❖ Minimum booth size is 2 x 3 metres (6sqm)
- ❖ Larger booth spaces are available in multiples of these dimensions. For double-floor exhibits, please contact us in order to check feasibility and to receive prior approval from the convention centre.

### Fees include:

- ❖ Access to the exhibition, poster area and all scientific sessions (closed sessions not included) .
- ❖ Company names and Contact information including website will be published on the SICOT website and in the Final Programme.
- ❖ One copy of the Final Programme/CD-ROM of Abstracts and conference bag per exhibiting company or until supplies last.
- ❖ Complimentary representative badges will be allocated to each exhibit according to size and sponsorship categories.

- 9 sqm	2 exhibitor badges
- 18 sqm	3 exhibitor badges
- 27 sqm	6 exhibitor badges
- 45 sqm	8 exhibitor badges
- 60 sqm or more	12 exhibitor badges

# Exhibition cont'd

## Not included:

- ❖ The rates do not include rental of booth construction, electricity, AV, internet connexion or any other items; they would need to be ordered separately.
- ❖ All catering within the company's exhibit area and during the lunch symposiums/workshops will be the responsibility of the sponsoring company.
- ❖ Exhibiting company badges are forbidden to be used by surgeons or guests at any time!
- ❖ Additional badges for exhibiting company representatives may be purchased for EUR 100.00 + VAT each.
- ❖ Non exhibiting companies wishing to visit the exhibition may do so at the cost of EUR 250.00 + VAT per badge.

## Additional points of interest:

- ❖ "Major sponsors" will be given first choice in choosing their exhibit space location.
- ❖ **Thank you to all of 2011 exhibitors**, priority of exhibit space will be given to all the companies that wish to exhibit again in 2012.
- ❖ SICOT wants to ensure that all our industry partners are treated the same – first come first served basis will be applied to allocate exhibit spaces.
- ❖ Please note that exhibit spaces will be allocated accordingly at a later date by the local organizing committee in collaboration with SICOT and in the manner mentioned above.
- ❖ Should SICOT hold a Major exhibitor/sponsor site inspection of the convention center; Industry partners will be notified with precise dates. This meeting will be by invitation only and not definite.
- ❖ Exhibition desk will be available during build-up and dismantling periods as well as during the opening hours of the exhibition.
- ❖ Floor plan available soon!
- ❖ Hospitality Suites: a small number of private meetings rooms are available to be used by sponsors for private meetings. Please contact Mrs. Lina Salvati for available time slots and rental fees.

# Standard Schell scheme package for 9sqm exhibit spaces or larger

## Option 1

TOTAL PRICE FOR 3 X 3 SQM

US\$ 270 (approximately 205.00EUR)



- 9sqm Enhanced Shell
- 3 Spotlights
- Stock panel infill (20cm x 50cm)
- Blue Fascia board with white text lettering
- Infill panel with digital print graphics (50cm x 150cm)
- White infill panel (96cm x 240cm)
- 13amp Electrical socket
- Exhibition grade carpet

### Furniture Package

- F1031 Table x1
- F5158 Chair x2
- Waste bin x1

# Standard Schell scheme package for 9sqm exhibit spaces or larger cont'd...

## Option 2

TOTAL PRICE FOR 3 X 3 SQM

US\$ 468 (approximately 356.90EUR)



**Client: International Society of Orthopaedic Surgery and Traumatology (SICOT)**  
**OPTION 2** **PERSPECTIVE**

Electrical  
 1 x 13amp socket  
 3 track lights



**OPTION 2** **OFFERING & PRICE**

- Standard Shell Scheme
- 3 x 3sqm
- Including:
  - o Electricity
    - 1x 13 amp socket
    - 3 track spot lights
  - o Fascia
    - 1m x 1m fascia with graphics
    - 0.5m x 0.5cm graphics
  - o Furniture
    - 2x chairs
    - 1x table
    - Lockable cupboard
    - 1x waste bin
    - 3x shelves
  - o Carpet
  - o Walls
    - 8cm maxima frame work
    - Octanorm upright
    - 55cm(w) x 2.40cm (h) infill panels
  - o Transportation
  - o Installation
  - o Removal

**US\$ 52 per sqm**  
**TOTAL PRICE FOR 3 x 3 sqm**  
**US\$ 468**



# Industry Symposia

**Please note a limited amount of smaller and medium size rooms remaining. BOOK NOW**

## Option 1

90-minute workshop within a 200-300 person capacity room

**EUR 7,000**

## Option 2

90-minute workshop within a 100-200 person capacity room

**EUR 5,000**

## Option 3

Larger and smaller room capacity are available, cost and sizes available upon request

## **Time slots:**

November 28<sup>th</sup> – 30, 2012

Time: 13:00 to 14:30 (**please note times and dates may vary, exact times and dates**

**Will be sent May 2012)**

## **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 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) delegate bag insert provided by the Industry sponsor to promote the symposia.
- ❖ 1 complimentary guest speaker pass will be given with each lunch symposium (additional speakers will be required to register at Conference rate)
- ❖ 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 Platinum, Gold & Silver Sponsorships

## Platinum SICOT/sponsorship

EUR 45,000.00

Please note that this will be exclusive to a maximum of 5 Industry partners

54sqm exhibition space

1 satellite lunch symposium (prime choice of date and room)

2 full-page advertisement in the Final Programme

Company logo on all communication materials and SICOT/ 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 (to be provided by the sponsoring company)

20 badges for industry representatives

First choice of exhibit space location in the exhibition halls

## Gold

EUR 35,000.00

36sqm exhibition space

1 satellite lunch symposium

1 full-page advertisement in the final program

Company logo on all communication materials and SICOT/ conference website.

Sponsorships will be posted on the conference website and in all forthcoming announcements.

12 badges for industry representatives

## Silver

EUR 20,000.00

18sqm exhibition space

1 lunch symposium

Company logo on all communication materials and SICOT/ conference website.

Sponsorships will be posted on the conference website and in all forthcoming announcements.

6 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.

**Above mentioned packages can be modified to best serve your needs, please contact us to customise your sponsorship package.**

# Sponsorships

## Internet Café & E-Poster Area

**EUR 10,000**

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 12,000 SOLD**

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 by SICOT). 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**

We will insert approved promotional items in participants' packages: notepads, logo pens, advertisements, flyers, etc...

\*Promotional items are the sponsor's responsibility.

## USB/flash drive of Abstracts

**EUR 12,000 SOLD**

The USB/flash drive containing the Abstracts may be distributed at the registration counters or the company can include a voucher in the delegates bags to pick up the USB keys of Abstracts at their booth. Company presentation can be included in the USB/Flash Drive with prior approval by SICOT.

## Badges and Lanyards

Participating companies are all invited to send lanyards, 300 maximum per company. They will be distributed at random amongst the delegates

**Should one company be interested in sponsoring all the lanyards & badges, we need to be notified by April, 2012. Sponsorship exclusivity fee will apply.**

## Coffee Breaks and Lunches

Signage in the coffee break area. Please note that coffee will only be provided if there is a sponsoring company

Coffee breaks **per break**

Lunches **per day**

Water Stations **per day**

**Price upon request**

**Price upon request**

**Price upon request**

# Sponsorships (continued)

## Welcome Reception

EUR 10,000

This exclusive sponsorship will give your company additional visibility at the Opening Ceremony and Welcome Reception. Your company's name and logo will be printed on the tickets and in the Final Programme as well as being posted during the event. **Please note that there will be a maximum of only two sponsoring companies for this event.**

## Final Programme Advertisement

Full page Ad

EUR 750

## Company banners, advertisements & full brand directional signage

To be discussed on an individual basis.

## Programme at a glance (pocket daily overview)

EUR 5,000

The daily pocket guide will be distributed with the badges and given to all attendees. Sponsoring companies logo as well as SICOT and will be printed on the guide.

## 5km Charity Run/3km Walk (Tentatively reserved)

EUR 5,000 - 7,500

The funds collected will be used to help the **Al Noor Training Centre for Children with Special Needs**  
Website: [www.alnoorspneeds.ae](http://www.alnoorspneeds.ae)

## Dubai Meydan Night “Meydan: The world’s longest hotel and horse race track” (Tentatively reserved)

EUR 10,000

Due to popular demand we have combined the young surgeons fun night and the president gala dinner into **One Conference Party**. This also leaves the exhibitors time to plan private dinners with surgeons. Please note that you should organize your private dinner on another evening and allow your invited guests/surgeons to attend the Conference Party. The Party will be held at the Meydan hotel and horse track. We are aiming for 2000 people to attend!!!

**Please note that there will be a maximum of only two sponsoring companies for this event.**

# Sponsorships (continued)

## **Water Stations**

**EUR 5,000**

Company Logo/signage will be placed at various water stations throughout the exhibition hall

## **Wi-Fi cards**

**To be discussed on an individual basis**

Sponsorship of individual Wi-Fi cards. The cards will be handed out at sponsoring exhibitors booth.

## **Transportation Shuttles**

**To be discussed on an individual basis**

Sponsorship of shuttle buses to and from hotels and the convention center with your company advertisement on the side of the buses. Graphics and production of the signage will be the responsibility of the sponsoring company .

**Special sponsorship requests can be discussed on an individual basis.**

# Meeting Venue

## Location: Dubai World Trade Centre

<http://www.dwtc.com>

### City of Dubai: United Arab Emirates

For many years, Dubai has been at the crossroads of cultures where people, ideas and goods have passed through but left their indelible mark. Today the contrast is even more evident. The city is a dynamic international commercial destination as well as a relaxed tourist escape, a place where modern-day sophistication walks alongside simplicity of a timeless era and where traditional Arabian hospitality sits cushioned beneath the post modern façade of amenities and services.

### Dubai Story – History, An incredible journey

In just three decades Dubai has grown from a humble fishing village and trading dock to a world renowned tax-free business haven. What was once a sun-scorched village occupied by pearl divers and traders is now a highway to the world.

Dubai began its meteoric rise into the global community in the early 1970s. Strategically located at the nexus of three continents, Dubai has a vantage proximity to a market of over two billion people making it a natural nucleus of trade and commerce.

Under the visionary leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Ruler of Dubai and Vice President of the UAE, a sophisticated free enterprise environment has been created. World-class infrastructure, ultra-modern facilities, a highly developed financial sector and a Westernised business approach, Dubai is now well established as an economic powerhouse alongside London, New York, Hong Kong and Tokyo.

### A highway to the world!!!

#### Useful Links:

- ❖ Visit the Department of Tourism and Commerce Marketing website for more information on Dubai tourism and its services: [www.dubaitourism.ae](http://www.dubaitourism.ae)
- ❖ Organisers, exhibitors and conference delegates will find helpful information on the Dubai Convention Bureau website: [www.dcb.ae](http://www.dcb.ae)
- ❖ The official portal for the Government of Dubai can be found at: [www.dubai.ae](http://www.dubai.ae)
- ❖ For more information about economic policy, regulations and services offered to local and international investors visit: [www.dubaided.gov.ae](http://www.dubaided.gov.ae).
- ❖ For up-to-date information on flights and schedules for UAE's main airports, visit:
  - Dubai International Airport: [www.dubaiairport.com](http://www.dubaiairport.com)
  - Abu Dhabi International Airport: [www.abudhabiairport.ae](http://www.abudhabiairport.ae)
  - Sharjah International Airport: [www.shj-airport.gov.ae](http://www.shj-airport.gov.ae)
- ❖ For Metro, Bus and public transport information visit : [www.rta.ae](http://www.rta.ae)
- ❖ A constantly updated business and financial news portal for the Middle East can be found at: [www.ameinfo.com](http://www.ameinfo.com)
- ❖ More information on visa rules and regulations can be found at: [www.dnrd.gov.ae](http://www.dnrd.gov.ae)
- ❖ For flight bookings, visit: Emirates Airlines at: [www.emirates.com](http://www.emirates.com)
- ❖ **Conference website:** [www.sicot.org](http://www.sicot.org)

# SPONSORSHIP BOOKING APPLICATION FORM

## Combined 33<sup>rd</sup> SICOT & 17<sup>th</sup> PAOA Orthopaedic World Conference

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:**

Linsa Inc.  
Mrs. Lina Salvati  
SICOT Commercial Agent  
Tel.: +1 450-458-7034  
Tel.: +1 514 924 3476  
Montreal, Quebec, Canada  
E-mail: [lsalvati@linsa.ca](mailto:lsalvati@linsa.ca)  
SKYPE: Ripley9423

**Please direct all enquiries regarding scientific programme or registrations to:**

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](mailto:congress@sicot.org)  
Website: [www.sicot.org](http://www.sicot.org)



# Combined 33rd SICOT & 17th PAOA Orthopaedic World Conference - Dubai 2012

More information  
[www.sicot.org](http://www.sicot.org)

