



34th  
इंटरनेट

Orthopaedic World Conference

17-19 October 2013

Hyderabad, India



Sponsorship & Exhibitor Opportunities





Prof. Dr. Ashok N. Johari

## Welcome Message from the Conference President

Dear Industry Partners,

GREETINGS FROM INDIA!!

Welcome to Hyderabad, India

Since the inception of SICOT this is the first time that a World Congress is being held in India. With a growing economy and emerging markets, India offers many opportunities for those keen on expanding business relations in the subcontinent. Spending on health care and well being is fast rising up on the priority list bringing many new avenues for those connected with the health industry. This is the foremost reason for your organization to be present at SICOT 2013 OWC.

Hyderabad as a city is both ancient and modern, offering many opportunities to experience the culture and the place. In addition, incredible India offers you a rich sightseeing experience to relax before and after the conference.

SICOT 2013 OWC is sure to boast of a record attendance of delegates from this subcontinent and other parts of the world – a captive audience for you! I do hope that you consider participating in this very important meeting in the Indian subcontinent.

A handwritten signature in black ink that reads "Ashok Johari". The signature is written in a cursive style with a horizontal line underneath.

**Ashok Johari**  
President, SICOT 2013 OWC

## About the Conference

|                                   |   |
|-----------------------------------|---|
| <b>Conference Date</b>            | 17 - 19 October 2013  |
| <b>City</b>                       | Hyderabad, India  |
| <b>Venue</b>                      | Hyderabad International Convention Centre   |
| <b>Expected attendance</b>        | 3500 participants   |
| <b>Demographics</b>               | Participants from all over the world and especially India & neighboring countries                           |
| <b>Online abstract submission</b> | Abstract submission is open from 5 December, 2012 to 10 March, 2013. Abstracts will be submitted in English |
| <b>Website</b>                    | www.sicot.org   |
| <b>Exhibition Days</b>            | 17 - 19 October 2013  |

## Programme and Scientific Topics

|                                   |  |
|-----------------------------------|--|
| <b>Wednesday, 16 October 2013</b> | Educational Day  |
| <b>Thursday, 17 October 2013</b>  | Scientific Sessions & Exhibition<br>Opening Ceremony & Welcome Reception |
| <b>Friday, 18 October 2013</b>    | Scientific Sessions & Exhibition<br>Conference Party                     |
| <b>Saturday, 19 October 2013</b>  | Scientific Sessions & Exhibition<br>Closing Ceremony                     |

| <b>Main Topics</b>       | <b>Other Topics</b>         |                         |                         |
|--------------------------|-----------------------------|-------------------------|-------------------------|
| Arthroplasty             | Allografts                  | Natural Disasters       | Quality of Life         |
| Arthroscopy              | Biomaterials                | Navigation              | Rheumatology            |
| Minimal invasive surgery | Cartilage                   | Neglected problems      | Road Trauma Safety      |
| Research                 | Clubfoot                    | Osteoporosis            | Sports                  |
| Spine                    | Developing World            | Paediatrics             | Thromboprophylaxis      |
| Trauma                   | Infection                   | Pain Management         | Tumours                 |
|                          | Information Technology      | Polytrauma              | Upper & Lower Extremity |
|                          | Limb Reconstructive Surgery | Prosthetics & Orthotics |                         |

## Surgeons Registration

For SAARC countries - 20% discount on the registration fees.

| <b>Registration fees in €</b> | <b>Early</b><br>till 30 June 2013 | <b>Regular</b><br>1 July – 15 Oct. 2013 | <b>On-site</b><br>16 – 19 Oct. 2013 |
|-------------------------------|-----------------------------------|---|-------------------------------------|
| SICOT Active Members          | € 150                             | € 250                                   | € 350                               |
| SICOT Associate members       | € 75                              | € 100                                   | € 150                               |
| Non – Members                 | € 350                             | € 450                                   | € 600                               |
| Non-Members Trainees          | € 150                             | € 175                                   | € 250                               |

## Exhibition

### EXHIBITION RATES

€ 400 / ₹ 28,000 per sqm

Cost includes standard shell scheme package.

- Octonorm system walls
- Fascia name
- Furniture includes: 1 counter, 2 chairs, 1 dust bin, 3 spot lights, one Indian type plug point and carpet.
- Minimum booth size permitted is 2 x 3 metres (6sqm)
- Larger booth spaces are available in multiples of sqm dimensions. For double-floor exhibits, please contact us in order to verify 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 name, contact information including website will be published on the SICOT conference website and in the Final Programme.
- One copy of the Final Programme 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.

|                  |                     |
|------------------|---------------------|
| • 6 sqm & 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 |

### Not included:

- The rates do not include Service Taxes, AV, internet connection, F & B, additional electricity or any special furniture ordered.
- For catering in stalls, lunch symposium or workshops, please contact the organizers.
- 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 € 100 - ₹ 7,000 each.
- Non exhibiting companies wishing to visit the exhibition may do so at the cost of € 400 - ₹ 28,000 per badge.

### Additional points of interest:

- Major sponsors will be given first choice in choosing their exhibit space location.
- SICOT wants to ensure that all our industry partners are treated the same – first come first served basis will be applied to allocated 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.
- Exhibition desk will be available during build-up and dismantling periods as well as during the opening hours of the exhibition.
- Floor plan is available for preview.

### Hospitality Suites:

A small number of private meetings rooms are available to be used by sponsors for private meetings. Please contact Mrs. Lina Salvati [lsalvati@linsa.ca](mailto:lsalvati@linsa.ca) for available time slots and rental fees. These suites are not to be used for any scientific sessions or lunch symposia/workshops.

## SICOT Sponsorships

### Platinum Sponsorship: € 45,000 / ₹ 32,00,000

(Exclusive to a maximum of 5 Industry partners)

- 54 sqm exhibition space
- 2 satellite lunch symposia (prime choice of date and room)
- 2 full-page advertisement in the Final Programme
- Sponsor logo with hyperlink on the SICOT conference website
- 3 complimentary e-newsletter announcement 1 per lunch symposium distributed to 30,000 surgeons worldwide
- Sponsor logo on all communication materials and SICOT conference website
- Sponsorship featured on the conference website and all forthcoming announcements
- 2 VIP invitations to the Congress Party
- 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 Sponsorship: € 35,000 / ₹ 25,00,000

- 36 sqm exhibition space
- 1 satellite lunch symposium
- 2 complimentary e-newsletter announcement 1 per lunch symposium distributed to 30,000 surgeons worldwide
- 1 full-page advertisement in the final program
- Sponsor logo on all communication materials and SICOT / conference website
- Sponsorships featured on the conference website and all forthcoming announcements.
- 12 badges for industry representatives



### Silver Sponsorship: € 25,000 / ₹ 18,00,000

- 18 sqm exhibition space
- 1 lunch symposium
- 1 complimentary e-newsletter announcement 1 per lunch symposium distributed to 30,000 surgeons worldwide
- Company logo on all communication materials and SICOT conference website
- Sponsorships featured on the conference website and all forthcoming announcements
- 6 badges for industry representatives

## Industry Lunch Symposia & Lunch Workshops

- Dates 17 - 19 October 2013
- Time Slots: 12:30 to 14:30 (*please note times may vary*)

**Option 1: 90-minute workshop within a 200-300 person capacity room**  
€ 7,000 / ₹ 6,00,000 Per Session

**Option 2: 90-minute workshop within a 100-200 person capacity room**  
€ 5,000 / ₹ 5,00,000 Per Session



### **Symposia & Workshops Rules & Regulations**

- 90 minutes lunch symposium includes the lecture, set-up & catering time. We will not be serving complimentary lunch during the conference in order to attract all the delegates to the lunch sessions.
- Industry sponsor hosting the symposium or workshop to pay lunch expenses
- The Faculty travel and stay to be arranged and paid by the sponsor
- Rental of the meeting room & standard A/V included in sponsorship cost
- E-mail sent to all SICOT members & registered conference attendees about the symposium, a few weeks prior to the conference
- Symposium/Workshop featured on the conference website & Final Programme
- Poster/banner at the entrance of the session room provided by Industry sponsor 30 minutes prior and during the session
- Sponsor insert in the delegate bag provided by the sponsor
- 1 complimentary guest speaker pass will be given with each lunch symposium
- Additional guest speakers will be required to register at Conference rate
- The guest speakers' travel, accommodation, registration fees and any other expenses are the sole responsibility of the sponsoring company

### **Session Rooms Branding: Total of 10 session rooms available**

**€ 2,500 / ₹ 1,80,000 per session / per day**

- Individual session rooms will be named after the Sponsor,
- Companies will be permitted to place their company signage in front of each session room (signage to be provided by the sponsoring company)
- Sponsor logo on the SICOT conference slide will be played before and after each session, except at the opening & closing ceremonies and plenary lectures. Branding slides need to have prior approval from the organizing committee.

### **Internet Café**

**€ 7,500 / ₹ 5,00,000**

- Sponsor name and logo at the Internet Café in the the exhibition area
- Sponsorship featured in the Final Programme and the Conference website
- A designated area within the exhibition with computer stations & Internet access

### **Electronic Poster Area**

**€ 10,000 / ₹ 7,00,000**

- Sponsor name and logo in the E-Poster area
- Sponsorship featured in the Final Programme and the Conference website
- Sponsors collateral on the E-Poster tables
- Sponsor logo displayed as screen saver on each computer

### **Focus Poster Session**

**€ 7,500 / ₹ 5,00,000 duration 3 conference days (3 x 2,500€)**

- Sponsor name and logo on the panel of the Focus Poster session
- Sponsorship featured in the Final Programme and the Conference website
- The focus poster session will take place in a dedicated area



### Recreation Area/Fun Zone

A customized option: please contact Lina Salvati with your requirements [lsalvati@linsa.ca](mailto:lsalvati@linsa.ca)

### Photo Studio

€ 7,000 / ₹ 5,00,000

- Designated space for the photo booth
- The construction, equipment, photo production, etc. provided by the sponsor



### Tea/Coffee and Relaxation Lounges

€ 1,500 / ₹ 10,000 per break

- Sponsor signage during the tea/coffee break in the lounge areas
- The coffee and tea to be ordered and paid by the sponsor

### 5km Charity Run/3km Walk

€ 5,000 / ₹ 7,00,000

- All funds collected given to a charitable cause in India - details available soon
- The sponsors fee will assist in the logistics cost and will not be used for profit to SICOT under any circumstances
- Sponsorship donation will be mentioned in the Final Program
- Charitable cause to be notified about the sponsor's donation
- Branded t-shirts and signage to be provided by the sponsor



### Welcome Opening Reception

€ 15,000 / ₹ 10,00,000 (Exclusive option for maximum 2 sponsors)

- Sponsor name and logo on the welcome reception tickets
- 20 complimentary tickets
- Sponsors name and logo featured in the Final Programme and at the venue

### Cultural Program/Conference Party

€ 25,000 / Rs. 18,00,000 (Exclusive option for maximum 2 sponsors)

Due to popular demand over the past few years we have combined the Young Surgeons Fun Night and the President's Gala Dinner into one Super Large Conference Party - details available soon. Tickets available for industry partners, guests and surgeons

- Sponsor name and logo on the conference party tickets
- 10 complimentary tickets
- Sponsors name and logo featured in the Final Programme and at the venue





## Media/Branding Sponsorship Opportunities

### Conference Final Program Advertisements

|   |          |             |
|---|----------|-------------|
| Full page Color   | € 750    | ₹ 50,000    |
| Inside Front Cover  | € 1,500  | ₹ 1,00,000  |
| Inside Back Cover   | € 1,500  | ₹ 1,00,000  |
| Category divider page<br><small>(maximum of 6 full color pages)</small> | € 7,000  | ₹ 5,00,000  |
| Half page Color   | € 500    | ₹ 35,000    |
| Exclusive Sponsorship of Final Program                                  | € 25,000 | ₹ 18,00,000 |

\*includes 10 advertisements \*

### USB/flash drive of Abstracts

**€ 10,000 / ₹ 7,00,000**

- Sponsor logo branding on the USB/Flash drive
- USB/flash drive with Abstracts distributed at the registration counters or through a voucher in the delegates bags to be collected at the sponsor booth
- Company presentation included with prior approval by SICOT

### Participants' Bags

**€ 10,000 / ₹ 7,00,000**

- Sponsor Logo displayed on the conference bags distributed to all conference participants
- 2 sponsor company inserts in the participant bags

### Programme at a glance (pocket daily overview)

**€ 7,000 / ₹ 5,00,000**

- The daily pocket guide distributed with the badges to all attendees
- Sponsor logo printed on the pocket guide

### Preview Room Branding

**€ 5,000 / ₹ 3,60,000**

- Sponsor banners and documentation displayed within the preview room. Content displayed and distributed must have prior approval by the organizing scientific committee

### Registration Counters

**€ 10,000 / ₹ 7,00,000**

Sponsor logo to be displayed on the registration counters

### Badges and Lanyards Exclusive Sponsorship

**€ 10,000 / ₹ 7,00,000**

- Sponsor logo printed on all lanyards

### Shuttle Transport Branding

€ 15,000 / ₹ 10,00,000

- Permission for branding on shuttles between hotels and convention center.

### Pens, Pads & other Bag inserts

€ 750 / ₹ 50,000 per item

- Pens, pads, one page company flyer provided by the sponsor

### Wi-Fi Sponsorship

€ 10,000 / ₹ 7,00,000

- Sponsor company will be the exclusive sponsor of the Wi-Fi access throughout the convention center
- Cost of Wi-Fi to be borne by the sponsoring company
- Sponsor logo on Wi-Fi code coupons to be distributed at the sponsor's booth



### Note

For Indian Sponsors & Exhibitors paying in Indian Rupees, service tax @ 12.36% will be applicable. Payment can be made by cheque / demand draft to "KW Conferences Pvt Ltd - SICOT 2013" payable at New Delhi and mailed to:

**KW Conferences Pvt Ltd**

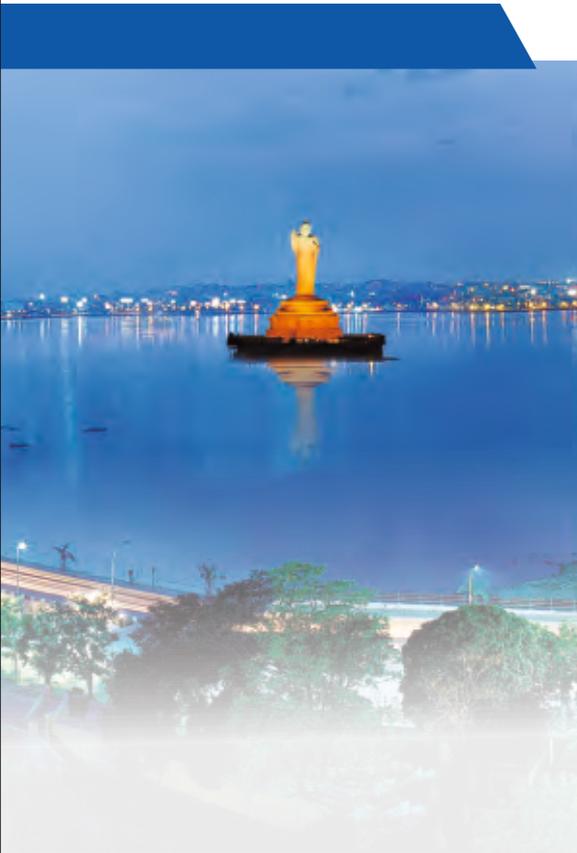
A/C SICOT 2013

A56/12, DLF Phase I, Gurgaon – 122 002

Tel: +91-124-463-6700, Fax: +91-124-410-2075

E-mail: sicot2013@kwconferences.com





## Hyderabad – The Convention Capital of India

The capital of Andhra Pradesh, Hyderabad, the fifth largest metropolis of India, known for its rich history and culture with monuments, mosques, temples, a rich and varied heritage in arts, crafts and dance. The city is over 400 years old and is noted for its natural beauty, mosques and minarets, bazaars and bridges, hills and lakes. It is perched on the top of the Deccan Plateau, 1776 ft. above sea level, and sprawls over an area of 260 square kilometers and home to more than 6 million people. A multitude of influences have shaped the character of the city. Its palaces and buildings, houses and tenements, gardens and streets have a history and an architectural individuality of their own, which makes Hyderabad a city of enchantment. Modern day Hyderabad comprises the triculties of Hyderabad, Cyberabad (the cyber city located to its west) and Secunderabad.

Hyderabad had a humble beginning in a mud fortress built by the Kakatiyas of Warangal on the hill of Golconda, in the 11th century A.D. In the 14th century, Golconda went to the Bahamani kings. From the 15th century onwards, and till the time the province of Hyderabad was surrendered to the British Empire, Hyderabad was under the rule of different Muslim kingdoms the Qutab Shahi kings, King Aurangzeb's empire and Nizam II of the Asaf Jahi kingdom. The city was brought into the Indian union after the country's independence and, in 1956, it became the capital of Andhra Pradesh

The strong influence of Muslim culture and civilisation is visible in the city's many beautiful mosques, minarets and gardens. The city is also famous for its Hyderabadi cuisine, popularised under the rule of Nizam II; its handicrafts and textiles, and its gems and jewelry, especially pearls. Hyderabad exemplifies progressive and committed governance, with the successive state governments demonstrating successful public and private partnerships in a variety of sectors. HITEC City, HITEX, Genome Valley, ICICI Knowledge Park, the Hyderabad International Convention Centre, a State of Art International Airport, and the Outer Ring Road demonstrate the state's commitment to create world-class infrastructure. The city's success in attracting the best companies from across the world is testimony to the arrival of Hyderabad as an important destination for technology. This has positioned Hyderabad as amongst the stronger MICE destinations in India.

**Please direct all enquiries regarding scientific program, exhibition, sponsorship, registrations, hotels & tours to the appropriate contacts:**

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**Exhibition & Sponsorship, Industry Relations**

**Linsa Inc.**

Mrs. Lina Salvati  
SICOT Commercial & Exhibition Director  
Tel.: +1 450-458-1696  
Tel.: +1 514 924 3476  
Montreal, Quebec, Canada  
E-mail: [lsalvati@linsa.ca](mailto:lsalvati@linsa.ca)  
SKYPE: Ripley9423 Member of LinkedIn

**Local PCO**

**KW Conferences Pvt Ltd**

A56/12, DLF Phase I  
Gurgaon – 122 002  
India  
Tel: +91-124-463-6700  
Fax: +91-124-410-2075  
E-mail: [sicot2013@kwconferences.com](mailto:sicot2013@kwconferences.com)



**Please direct all enquiries regarding scientific programme or surgeons 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)



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**इसिओट**  
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17-19 October 2013

Hyderabad, India

## SPONSORSHIP BOOKING APPLICATION FORM

This agreement is to acknowledge intent to sponsor.

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title/Designation: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City and Province/State : \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

VAT No. (for EU companies) \_\_\_\_\_

Exhibition space requested: \_\_\_\_\_

\_\_\_\_\_

Sponsorship/Symposium \_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Note

- Send your completed application to Lina Salvati [lsalvati@linsa.ca](mailto:lsalvati@linsa.ca)
- For Indian Sponsors & Exhibitors paying in Indian Rupees, service tax @ 12.36% will be applicable.
- Payment can be made by cheque / demand draft to "KW Conferences Pvt Ltd - SICOT 2013" payable at New Delhi and mailed to:

### **KW Conferences Pvt Ltd**

A/C SICOT 2013

A56/12, DLF Phase I

Gurgaon – 122 002

Tel: +91-124-463-6700

Fax: +91-124-410-2075

E-mail: [sicot2013@kwconferences.com](mailto:sicot2013@kwconferences.com)

## Sponsorship Opportunities

|                          |  |  |
|--------------------------|--|--|
| <input type="checkbox"/> | Platinum Sponsorship                                 | € 45,000 / ₹ 32,00,000                     |
| <input type="checkbox"/> | Gold Sponsorship                                     | € 35,000 / ₹ 25,00,000                     |
| <input type="checkbox"/> | Silver Sponsorship                                   | € 25,000 / ₹ 18,00,000                     |
| <input type="checkbox"/> | Industry Lunch Symposia & Lunch Workshops (option 1) | € 7,000 / ₹ 6,00,000 per session           |
| <input type="checkbox"/> | Industry Lunch Symposia & Lunch Workshops (option 2) | € 5,000 / ₹ 5,00,000 per session           |
| <input type="checkbox"/> | Session Rooms Branding                               | € 2,500 / ₹ 1,80,000 per session / per day |
| <input type="checkbox"/> | Internet Café  | € 7,500 / ₹ 5,00,000                       |
| <input type="checkbox"/> | Electronic Poster Area                               | € 10,000 / ₹ 7,00,000                      |
| <input type="checkbox"/> | Focus Poster Session                                 | € 7,500 / ₹ 5,00,000                       |
| <input type="checkbox"/> | Recreation Area/Fun Zone                             | on request                                 |
| <input type="checkbox"/> | Photo Studio   | € 7,000 / ₹ 5,00,000                       |
| <input type="checkbox"/> | Tea/Coffee and Relaxation Lounges                    | € 1,500 / ₹ 10,000 per break               |
| <input type="checkbox"/> | 5km Charity Run/3km Walk                             | € 5,000 / ₹ 7,00,000                       |
| <input type="checkbox"/> | Welcome Opening Reception                            | € 15,000 / ₹ 10,00,000                     |
| <input type="checkbox"/> | Cultural Program/Conference Party                    | € 25,000 / ₹ 18,00,000                     |
| <input type="checkbox"/> | Exclusive Sponsorship of Final Program               | € 25,000 / ₹ 18,00,000                     |
| <input type="checkbox"/> | USB/flash drive of Abstracts                         | € 10,000 / ₹ 7,00,000                      |
| <input type="checkbox"/> | Participants' Bags                                   | € 10,000 / ₹ 7,00,000                      |
| <input type="checkbox"/> | Programme at a glance                                | € 7,000 / ₹ 5,00,000                       |
| <input type="checkbox"/> | Preview Room Branding                                | € 5,000 / ₹ 3,60,000                       |
| <input type="checkbox"/> | Registration Counters                                | € 10,000 / ₹ 7,00,000                      |
| <input type="checkbox"/> | Badges and Lanyards Exclusive Sponsorship            | € 10,000 / ₹ 7,00,000                      |
| <input type="checkbox"/> | Shuttle Transport Branding                           | € 15,000 / ₹ 10,00,000                     |
| <input type="checkbox"/> | Pens, Pads & other Bag inserts                       | € 750 / ₹ 50,000                           |
| <input type="checkbox"/> | Wi-Fi Sponsorship                                    | € 10,000 / ₹ 7,00,000                      |