



# Exhibition & Sponsorship Prospectus

**SICOT 2011**  
**25<sup>th</sup> Triennial World Congress**  
**6-9 September 2011**





## Welcome message from the Congress President

Dear Colleagues, Ladies and Gentlemen,

It is with great pleasure that I invite you to Prague, the capital city of the Czech Republic, for the XXV Triennial World Congress of the Société Internationale de Chirurgie Orthopédique et de Traumatologie (SICOT). This is the first time Prague has been chosen to host a SICOT meeting, but it ran a successful international conference in partnership with SICOT in 1988, even under the difficult conditions of Communist governance. Indeed, Prague has an important historical link with SICOT. Prof Jan Zahradníček from Prague was one of the founding members of SICOT, when it began in Paris on 10 October 1929.

The Czech Orthopaedic Society appreciates very much that the SICOT International Council, during the 2005 Congress at Istanbul, awarded the 2011 Triennial World Congress to Prague. I believe that the City of Prague's blend of architecture and culture, historic and modern, will inspire you and you will spend much time enjoying our city as well as our scientific programme. Our organising committee will do its best to make you feel very welcome in Prague. We will also give you a chance to get to know the Czech Republic which is a beautiful country.

Our main goal is to create a Scientific Programme covering all aspects of orthopaedic surgery and traumatology. We will invite the most influential current speakers to Prague and feature the most exciting topics of our time. An emphasis will be put on sharing information between East and West, as Prague appears to be, thanks to its location, ideal for this task.

We hope that the medical industry will be pleased with the location of Prague for the Congress, and having the chance to gain new client contacts. A large industry exhibition will bring a concentration of information, instruments, techniques and conversations on patient care, important to all participants.

Allow me to invite you to Prague. I personally and my colleagues from the Organising Committee are prepared to make your stay in Prague unforgettable.

With my best wishes,

**Prof Tomáš Trč**

Congress President

SICOT Vice President of Europe

# About the Congress

**Congress dates:** 6-9 September 2011  
**City:** Prague, Czech Republic  
**Venue:** Prague Congress Centre  
**Expected attendance:** 3,000 participants  
**Demographics:** Participants from all over the world, especially the Czech Republic and neighbouring countries.

## Programme:

### Tuesday, 6 September 2011

Instructional Courses  
Scientific sessions (*start at 13:00*)  
Opening Ceremony

### Wednesday, 7 September 2011

Scientific sessions  
Fun Night

### Thursday, 8 September 2011

Scientific sessions  
Presidents' Dinner

### Friday, 9 September 2011

Scientific sessions  
Closing Ceremony (*ends at 13:00*)

## Scientific Programme Highlights:

Online abstract submission will be open from September 2010 to 15 January 2011.  
Please visit the SICOT website ([www.sicot.org](http://www.sicot.org)) regularly for updated information.

## Main topics:

Arthroplasty  
Road Trauma Safety  
Shoulder  
Spine

## Other Topics:

Biomaterials  
Clubfoot  
Endoscopic Spinal Surgery  
Foot & Ankle  
Hand  
Knee Ligament & Cartilage Repair  
Minimally Invasive Spinal Techniques

Musculoskeletal Trauma  
Navigation  
Osteoporosis  
Paediatrics  
Prosthesis & Orthotics  
Thromboprophylaxis  
Tumours

# Exhibition

## EXHIBITION RATES

### EUR 400/m<sup>2</sup> + VAT

- ❖ Minimal booth size is 3x3 metres (9sqm) bare exhibit space.
- ❖ 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 congress centre. \*Please note that high ceiling exhibit spaces are very limited due to the congress centre layout!!

### Fees include:

- ❖ Access to the exhibition, poster area and all scientific sessions.
- ❖ Admission to the Opening & Closing Ceremonies as well as the Welcome Reception.
- ❖ Company names and a short company description will be published in the Final Programme. Companies are requested to submit a short text of no more than 100 words describing their company profile, contact information, website link and product range or new products that will be launched during the congress. Please email the company descriptions in a word file to Mrs Lina Salvati [lsalvati@linsa.ca](mailto:lsalvati@linsa.ca).
- ❖ One copy of the Final Programme/CD-ROM of Abstracts and Congress bag.
- ❖ Complimentary coffee breaks will be served in the exhibition area to all delegates & attendees, including exhibiting company representatives.
- ❖ 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** *(continued)*

### **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.
- ❖ 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.
- ❖ SICOT will be holding a Major exhibitor/sponsor site inspection of the convention center; precise date will be confirmed at a later date. This meeting will be by invitation only.
- ❖ Exhibition desk will be available during build-up and dismantling periods as well as during the opening hours of the exhibition.
- ❖ Floor plan coming soon!!! We apologize for the inconvenience.
- ❖ 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.



# Industry Symposia

## Option 1

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

**EUR 8,000 + VAT**

## Option 2

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

**EUR 6,000 + VAT**

## Option 3

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

### **Time slots:**

6-9 September 2011

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 Congress attendees with the description and title of the symposia.
- ❖ Mention of the Symposia on the Congress 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.
- ❖ 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 Platinum, Gold & Silver Sponsorships

## Platinum sponsorship

**EUR 45,000.00 + VAT**

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)

1 full-page advertisement in the Final Programme

Company logo on all communication materials and SICOT Congress website.

Major sponsorships will be posted on the Congress 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 + VAT**

36sqm exhibition space

1 satellite lunch symposium

Company logo on all communication materials and SICOT Congress website.

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

12 badges for industry representatives

## Silver

**EUR 25,000.00 + VAT**

18sqm exhibition space

1 lunch symposium

Company logo on all communication materials and SICOT Congress website.

Sponsorships will be posted on the Congress 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

**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 Congress website, computer stations with Internet access.

## Participants' Bags

**EUR 10,000 + VAT**

Sponsoring company can also choose to order the bags from their own supplier and send the bags for the Congress (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 Congress bags distributed to all Congress participants.

## Bag Inserts

**EUR 600 + 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 or USB key 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' bags to pick up the CD-ROM of Abstracts at their booth. Company presentation can be included in the CD-ROM/USB with prior approval by SICOT.

## Badges and Lanyards

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

## Coffee Breaks and Lunches

Coffee breaks will be offered free of charge every day in the exhibition hall. Your company's name will appear in the Final Programme. You will also have visibility in the coffee break area.

Coffee breaks **per break**

Lunches **per day**

**Price upon request**

**Price upon request**



## Sponsorships *(continued)*

### **Presidents' Dinner**

**EUR 10,000 + VAT**

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**

**EUR 750 + VAT**

Full page ad

### **Company banners, advertisements & full brand directional signage**

**To be discussed on an individual basis.**

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

**EUR 5,000 + VAT**

The daily pocket guide will be distributed with the badges and given to all attendees.

Sponsoring company's logo as well as SICOT will be printed on the guide.

### **5km Charity Run/3km Walk**

**EUR 3,000-7,500 + VAT**

Gold, Silver & Bronze: please contact Dr Hatem Said or Mrs Lina Salvati for further details.

The funds collected will be used to help young surgeons attend the following year's Conference.

### **Young Surgeons Fun Night**

**To be discussed on an individual basis.**

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.**

# Meeting Venue

**Location:** Prague Congress Centre  
[www.kcp.cz/an/](http://www.kcp.cz/an/)

## **City of Prague: The capital city of the Czech Republic**

Prague, the Czech capital, is one of the most beautiful cities in the world with an inimitable atmosphere created by its millennium of history. The Czech Republic is dotted with historical towns, castles, chateaux, churches, monasteries, countless museums, galleries and other tourist sights.

It has an area of 496 km<sup>2</sup> and is home to 1,200,000 people. The year 870, when Prague castle was established, is regarded as the beginning of the city's existence. However, people inhabited the area in the early Stone Age.

In 1918, at the end of World War I, Prague was declared the capital of a new country – the Czechoslovak Republic.

In 1993 it became the capital of an independent Czech Republic. [www.czechtourism.com/eng/uk/docs/holiday-tips/news/index.html](http://www.czechtourism.com/eng/uk/docs/holiday-tips/news/index.html)

**12 UNESCO Sites:** make up a unique part of the Czech's cultural heritage – hardly anywhere else on earth will you find such an amount of cultural heritages.

## **Useful Links:**

[www.pragueexperience.com](http://www.pragueexperience.com)

[www.prague.cz](http://www.prague.cz)

[www.pragueconvention.cz/](http://www.pragueconvention.cz/)

**Congress website:** [www.sicot.org](http://www.sicot.org)

# SPONSORSHIP BOOKING APPLICATION FORM

## SICOT 2011

### 25th Triennial World Congress

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 (Mandatory):  
\_\_\_\_\_
- 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.: +1 514 924 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)