

XXXVI Biennial World Congress of the International College of Surgeons

3 - 6 December 2008 Vienna, Austria

Sponsorship & Exhibition
Sales Manual

www.ics2008.org





Dates and Venue

Dates : 3 - 6 December 2008

Venue : Hilton Vienna
Am Stadtpark
1030 Vienna
Austria
Phone: +43 1 71 70 00
Email: info.vienna@hilton.com

Meeting and Exhibition Venue

The Hilton Vienna is Austria's largest Congress hotel, located close to the city center and next to the popular park "Stadtpark". Hilton Vienna is directly connected to the Vienna International Airport with the City Airport Train, which takes 16 minutes to bring you from the airport to the hotel.

When each day's formal program concludes, the hotel's location allows you to enjoy the Viennese experience. Many sites that draw people from across the globe to Vienna are within a short walking distance.

Congress Administration Desk

MCI Suisse SA
Rue de Lyon 75
1211 Geneva 13
Switzerland
Phone +41 22 33 99 576
Fax +41 22 33 99 601
E-mail : ics@mci-group.com

Exhibition and Sponsorship

MCI Suisse SA
M. Fredrik Ehrenborg and M. Christophe de Rham
Rue de Lyon 75
1211 Geneva 13
Switzerland
Phone +41 22 33 99 639 or 627
Fax +41 22 33 99 601
E-mail : fredrik.ehrenborg@mci-group.com
christophe.de.rham@mci-group.com

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Welcome Address

Dear Colleagues and Friends,

Vienna, Austria welcomes you to the XXXVI Biennial World Congress of The International College of Surgeons from 3 – 6 December 2008.

The International College of Surgeons 2008 is organized by the International College of Surgeons, ICS, in collaboration with the Austrian Section of the ICS and the Austrian Society of Surgery.

The scientific committee has produced an exciting and comprehensive meeting with a special focus on Cardiothoracic Surgery, Gastrointestinal Surgery and Trauma & Emergency Surgery. The meeting is aimed at bringing together international experts in alternatives, controversies and emerging technologies in surgery.

ICS Congress has become the meeting place to exchange experiences, upgrade skills and knowledge and propose strategies to provide the surgery guidance.

Come and join us in Vienna from 4-6 December 2008; let's build the future together!

Dr. Fidel Ruiz-Healy
World President
International College of Surgeons

Themes of the Congress

Cardiothoracic Surgery
Emerging Technologies in Surgery

Gastrointestinal Surgery
Trauma & Emergency Surgery

Organising Committees

Congress Organizing Committee

(Members of the International Executive Committee)

PRESIDENT
VICE-PRESIDENTS

Dr. Fidel Ruiz Healy, Mexico
Prof. Christopher Chen, Singapore
Prof. Nadey Hakim, United Kingdom

GENERAL SECRETARY
TREASURER
MEMBERS

Dr. Said Daee, USA
Dr. Carmencita Gotauco, Philippines
Prof. Manuel Huaman, Peru
Prof. Rocco Maruotti, Italy
Dr. Enrico Nicolo, USA
Prof. Ken Takasaki, Japan
Mr. Max Downham, USA

CONGRESS DIRECTOR

Local Advisory Congress Program and Arrangements Committee

CHAIRMAN

Prof. Dr. Hanno Millesi

Austria

MEMBERS

Prof. Dr. R. Jakesz
Prof. Dr. Rainer Kotz
Prof. Prof. Dr. Johann Pfeifer
Prof. Dr. Franz Martin Riegler
Prof. Dr. Rudolph Roka
Prof. Dr. Béla Teleky
Prof. Dr. Vilmos Vécsei
Dr. Thomas Hausner
Dr. Robert Schmidhammer

Austria
Austria
Austria
Austria
Austria
Austria
Austria
Austria
Austria

Scientific Program Committee

(Members of the International Executive Council)

CHAIRMAN

Dr. Fidel Ruiz-Healy

Mexico

MEMBERS

Prof. Christopher Chen
Prof. Nadey Hakim
Prof. Narendra Pandya
Dr. Said Daee
Dr. Carmencita Gotauco
Prof. Adel Ramzy
Prof. Ken Takasaki
Prof. Rocco Maruotti
Prof. Manuel Huamán
Dr. Enrico Nicolo
Dr. Nopadol Wora-Urai
Dr. H. S. Bhanushali
Dr. Phyllis Bleck
Prof. Dirk Loose
Dr. Vithya Vathanophas
Prof. José Miguel Alvear
Prof. Felipe de la Cruz Vigo
Dr. Adib Sabbagh
Staff Secretary
Staff Treasurer

Singapore
United Kingdom
India
USA
Philippines
Egypt
Japan
Italy
Perú
USA
Thailand
India
USA
Germany
Thailand
Ecuador
Spain
USA
Patricia V. Binfa
Jennifer Tran

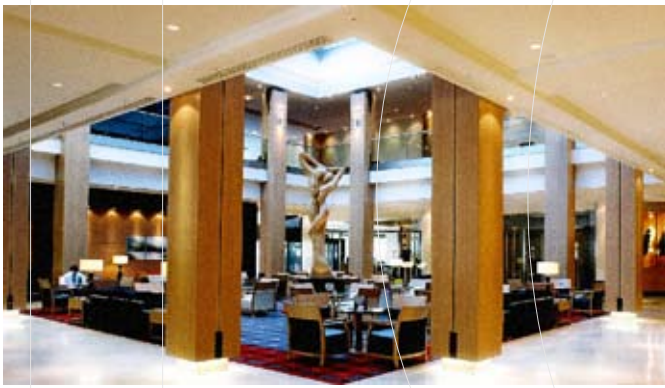
Preliminary Programme Overview

	Wednesday, 3 December 2008	Thursday, 4 December 2008	Friday, 5 December 2008	Saturday, 6 December 2008
08:00		Plenary Session	Plenary Session	Plenary Session
08:30				
09:00				
09:30				
10:00		Coffee Break @ Exhibition	Coffee Break @ Exhibition	Coffee Break @ Exhibition
10:30		Oral Communications	Oral Communications	Oral Communications
11:00				
11:30				
12:00	Registration Opens			
12:30		Posters & Lunch	Posters & Lunch	Posters & Lunch
13:00				
13:30				
14:00				
14:30				
15:00		Oral Communications	Oral Communications	Oral Communications
15:30				
16:00				
16:30				
17:00		Coffee Break @ Exhibition	Coffee Break @ Exhibition	Coffee Break @ Exhibition
17:30	Satellite Symposium (Industry)	Plenary Session	Plenary Session	Plenary Session
18:00				
18:30				
19:00				
19:30	Welcome Reception		Satellite Symposium (Industry)	
20:00				Gala Dinner
20:30				
21:00				
21:30				

Sponsorship Package

Principle Sponsor € 40'000*

- 18 sq. meter exhibition space
- 1 Prime Satellite Symposium slot on Thursday, 4 December 18.00 – 19.30
- 5 free congress registrations
- 4th cover page of the 2nd Announcement and Call for Abstract brochure
- Recognition as Principle Sponsor on the Website, on all Printed Matters such as the 2nd Announcement and Call for Abstract brochure, the Final Programme distributed to all participants during the conference and on a Sponsors' Board in the Exhibition during the congress.
- 10 free tickets for the Gala Dinner



Major Sponsor € 25'000*

- 9 sq. meter exhibition space
- 1 Satellite Symposium slot on Friday, 5 December 19.30 – 21.00
- 3 free congress registrations
- Inside page of the 2nd Announcement and Call for Abstract brochure
- Recognition as Major Sponsor on the Website, on all Printed Matters such as the 2nd Announcement and Call for Abstract brochure, the Final Programme distributed to all participants during the conference and on a Sponsors' Board in the Exhibition during the congress.
- 1 inside page in the Final Programme distributed to all participants during the conference.
- 5 free tickets for the Gala Dinner

Satellite Symposium € 20'000*

Satellite Symposium is organised by the Sponsor. scientific program is subject to approval by the Scientific Program Committee by September 15th.

The above price includes the following:

- Room rental
- Access for set-up 30 minutes prior to start
- Existing audiovisual and lighting facilities
- Existing furniture set-up in theatre style
- The right to display a poster next to the entrance doors
- Details of the Symposium in the ICS 2008 Final Program
- Use of the ICS 2008 logo on the invitations

*VAT of 20% not included in published rates.

Exhibition

The Exhibition is an integral part of the International College of Surgeons taking place 3-6 December 2008.

- As an exhibiting company, you will enjoy prime exposure and direct marketing opportunities with the key players and decision makers in the field.
- The floorplan is designed to maximise the exhibitor's exposure to the delegates.
- All coffee breaks will be held in the exhibition area.
- Particular attention will be given to signage and decoration enabling an easy and convenient visit of the exhibition.

Stand Space Rental

Space Only

The price for stand space only is € 750* per sq. meter.

This includes:

- Exhibition Space
- 3 Exhibitor badges per 9 sqm, 1 additional badge for each 9 sqm booked
- Coffee breaks / Lunch
- Official Opening Ceremony
- Company / product profile

Shell Scheme

The price for shell scheme stand is € 900* per square meter.

This includes:

- Exhibition Space
- Shell Scheme frame
- Lighting
- Electrical socket + Electricity
- Table, 3 chairs for 9 sqm
- 3 exhibitor badges per 9 sqm, 1 additional badge for each 9 sqm booked
- Coffee Breaks / Lunch
- Official Opening Ceremony
- Company / product profile
- Cleaning

*VAT of 20% not included in published rates.

Exhibition Continued

Exhibition Schedule

Set up

Wednesday 3 December 2008 07:00 – 17:00

Exhibition opening hours

Thursday 4 December 2008 09:30 – 17:30

Friday 5 December 2008 09:30 – 17:30

Saturday 6 December 2008 09:30 – 17:30

Dismantling

Saturday 6 December 2008 17:30 – 22:00

Assignment of Space

Space will be assigned as requested wherever possible. MCI Suisse SA, on behalf of ICS, will make every possible effort to assign preferred location booths. Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should indicate so on their application form.

Careful consideration will be given to all requests. However, MCI Suisse SA can not guarantee acceptance of these requests. MCI Suisse SA, on behalf of ICS, reserves the right to relocate or reassign booths at any time for the overall benefit of the meeting. If a preferred space is not available, it is the practice of MCI Suisse SA to contact each company to discuss alternative space availabilities.

Exhibitor Registration

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Three exhibitor badges will be given for the first 9 square meters booked and one badge for each additional 9 sq. meters booked. Any additional exhibitors will be charged an exhibitor registration fee of € 250.-. An exhibitor registration form will be included in the exhibitors' manual.

Exhibition Layout

Exhibitors occupying space-only stands are required to submit a detailed plan of their stand to the Organizers for approval by September 2008.

Amendments to Exhibition Layout

While every effort is made to preserve the published layout of the exhibition, the Organizers shall be entitled to vary the layout if this is in the general interest of the exhibition.

Manning of Stands

Exhibitors will be required to ensure that their stands are manned during the opening hours of the exhibition and must not dismantle their stands before the published closing time.

Noise

Exhibitors may not use audible electronic, mechanical apparatus, or open audio systems which may be heard outside the exhibitor's assigned space. The Organizers reserve the right to require any exhibitor to discontinue any activity that may cause annoyance or interference with others.

Company / Product Profile

A complete listing of all exhibitors, including a 600 characters and symbols entry will be included in the Final Program and is distributed to all attendees. An online submission system will be available to enter your company / product profile

Give-aways and Distribution of Printed Materials

Give-aways and printed material may only be distributed in the space rented by the exhibitor in the exhibition hall and in hospitality suites. No such material may be distributed in any hotel used by the meeting. Product identification is permitted on give-aways. Contests, lotteries and raffles are subject to approval by the Organizers.

Product Disclaimer

The acceptance of a product or service for exhibition does not in any manner constitute an endorsement by the Organizers.

Security and Insurance

The Organizers will not be held responsible for any loss or damage to exhibitors' goods and exhibitors are reminded that they should take out their own insurance to cover for this.

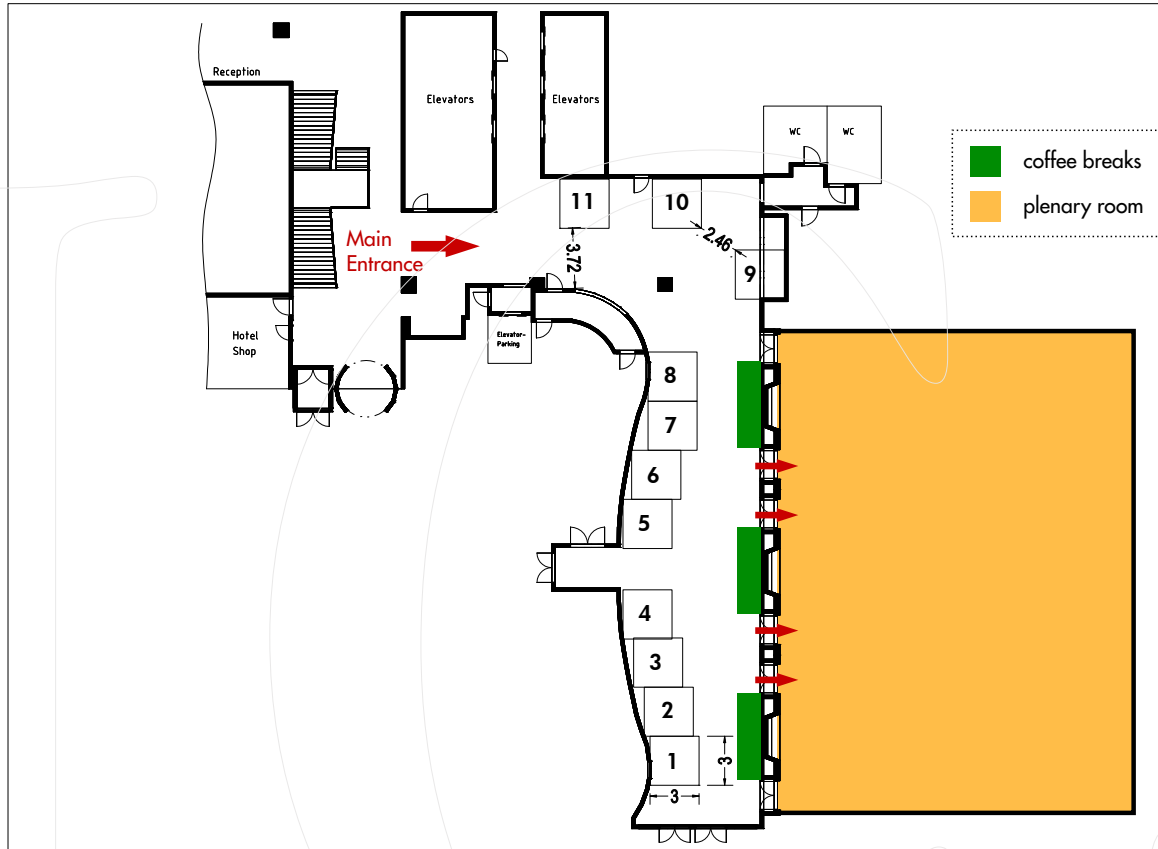
Health and Safety at Work Regulations

It is the responsibility of the exhibitor to ensure that his contractor, employees, displays and exhibits comply with the latest legislation regarding Health and Safety at Work regulations.

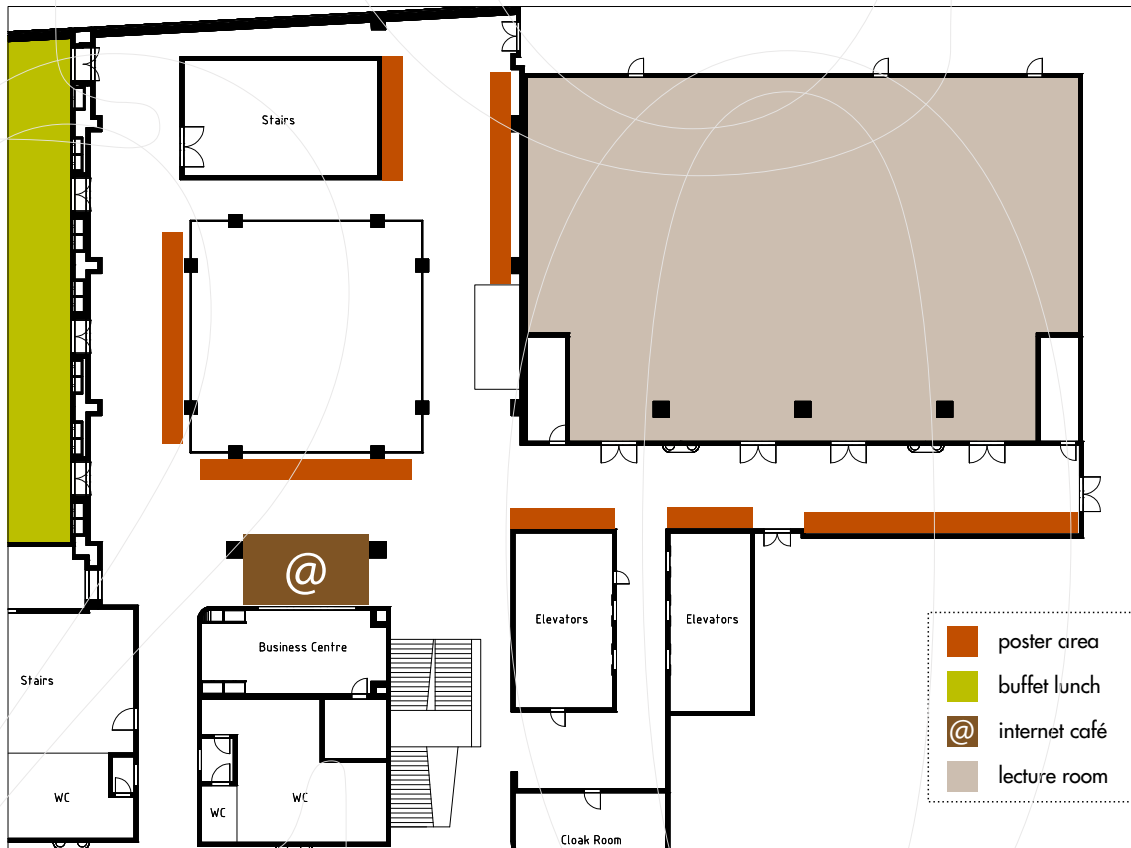


Congress Venue Overview

Ground Floor



First Floor



Sponsorship and Advertising

Promotional Material

Congress bags:

€ 12'500* produced by the congress organization

€ 7'500* (royalty fee) produced and delivered by the sponsor company

- Opportunity to promote your company and product in a very prominent and visual way
- Sponsor's logo and conference logo on an "travel tag" fixed to the handle of the congress bag
- Acknowledgement in the Final Program and on the website

Notepads and Pens : € 3'000*

- Notepads and pens will be included in the Congress bags provided to each registered participant at the conference
- Sponsor's logo and conference logo on the notepads and pens
- Acknowledgement in the Final Program and on the website

Lanyards for badges : € 3'000*

- All delegates will be provided with a lanyard printed with your company logo. Participants must wear their name badge and lanyards throughout the conference.
- Sponsor's logo and conference logo on the lanyards
- Acknowledgement in the Final Program and on the Website

ICS 2008 Website : € 8'500*

The ICS 2008 Annual Congress website will contain detailed information on the meeting and its program, along with the registration and hotel forms. General information about Vienna will be displayed.

The website will be regularly updated to reflect the current status of the meeting.

Acknowledgements:

- In the final program
- Recognition in the web site in a dedicated and attractive location with hyperlink to the sponsor company's home page.

Insert in the congress bags: € 1'500*

Inserts will be included in each congress bag, distributed to all participants

- Each insert should require on manipulation only for inclusion in the congress bags
- The maximum size of each insert is limited to A4 page format (21 cm x 29.7cm)

Final Program Bookmark : € 5'000*

Exclusive advertising opportunity distributed to all congress participants.

Other Sponsorship Opportunities

Cyber Café : € 10'000*

- The Cyber Café is one of the most visited points by all conference participants. The conference will provide 6 working stations and technical assistance in the set up of the Cyber Café
- Sponsor's logo on the screen saver
- Sponsor's logo on the screen background
- Opportunity to brand the Cyber Café with your signage and with branded mouse pads
- Acknowledgement in the Final Program and on the Website
- Possibility to add a pop-up banner (2.5m x 1m)

Social Event Sponsorship Opportunities

Coffee Breaks : € 5'000* per coffee break

- Coffee, tea and biscuits will be served daily (morning and afternoon), between the sessions, to all delegates and accompanying persons.
- Sponsor's logo on all coffee bars
- Acknowledgement in the Final Program and on the website

Lunch Breaks : € 12'500* per lunch break

- Lunches will be served on Friday 5 and Saturday 6 December 2008
- Sponsor's logo on all lunch buffets
- Acknowledgement in the Final Program and on the website

Hospitality Suites : € 1'000*

Hospitality suites will be available in the venue on demand

Advertisement

Pocket Program : € 7'500*

- Sponsorship includes acknowledgement in the final program and advertisement in the back cover of the pocket program.
- Advertisement in the Final Congress Program
- The Final Congress Program includes all the information concerning scheduled sessions, the social program and general information about the conference. It is distributed to all congress participants.

Advertisement pages in the Final Program

- Inside page : € 5'000*
- Inside Front or Back Cover : € 8'000*

NB: All visuals must be submitted to MCI Suisse SA for approval. No product names are allowed.

***VAT of 20% not included in published rates.**

Hospitality Events

Our Congress Organiser, MCI Suisse SA, will be pleased to assist companies with arrangements for hospitality events and other local services.

Among the services offered are:

- Exclusive dinners
- Transportation, limousines, minibuses
- Welcome desk
- Hostesses
- Parties
- Excursions

For a personalised proposal, please contact :

Congress Secretary: MCI Suisse SA

Phone: +41 22 33 99 576

Fax: +41 22 33 99 601

e-mail: ics@mci-group.com

Please note that it is not permitted to organise events that run concurrently with the ICS 2008 official scientific or social programme.

Exhibition Booking Application Form

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information.

Please complete and return at your earliest convenience to:

MCI Suisse SA - 75, rue de Lyon
CH-1211 GENEVA 13 - Switzerland
Fax: + 41 22 33 99 601
E-mail: fredrik.ehrenborg@mci-group.com
or christophe.de.rham@mci-group.com

Company: _____

Address: _____ Postal Code: _____

City: _____

Telephone: _____ Fax: _____

E-Mail: _____ Person in Charge: _____

We wish to reserve exhibiting space. Our preferred positions are:

STAND NO(S): 1st choice _____ 2nd choice _____ 3rd choice _____

SQUARE METER SPACE ONLY (€ 750* / Sq. Meter)

SQUARE METER SHELL SCHEME (€ 900* / Sq. Meter)

***VAT 20% is not included**

We require: _____ sq. meter (minimum size 9 sq. meter)

Special note: Please specify if your stand must not be located to a particular competitor.

Payment Schedule

- All payments must be made in CHF
- A deposit for 50% of the total cost will be invoiced on receipt of the completed order form and due for payment upon receipt of the invoice to guarantee the reservation.
- The final balance is due by 1 June 2008
- For bookings made after 1 June 2008, the full amount is due at the time of reservation
- VAT of 20% not included in published rates.

By Bank Transfer

Bank: UBS SA - 1211 Geneva 2, Switzerland
Company: MCI Suisse SA for ICS 2008
Account N°: 369.393.711 / Clearing: 240
SWIFT: UBSWCHZH12
IBAN: CH94 0024 0240 3693 9371L

By Cheque

Cheque must be made in CHF, payable to
ICS 2008 c/o MCI Suisse SA, Geneva.

Cancellation Policy

Cancellation and changes to your original booking must be made in writing to MCI.

For cancellation made until:

31 January 2008:

30% of the total cost of each item will be retained

31 May 2008:

75% of the total cost of each item will be retained.

From 31 August 2008:

100% of the total cost of each item will be retained.

NB: The company is responsible for communicating these informations to its staff and its appointed agencies.

***VAT of 20% not included in published rates.**

Place and Date: _____ Signature and stamp: _____

Sponsorship Booking Application Form

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information.

Please complete and return at your earliest convenience to:

MCI Suisse SA - 75, rue de Lyon,
CH-1211 GENEVA 13 - Switzerland
Fax: + 41 22 33 99 601
E-mail: fredrik.ehrenborg@mci-group.com
or christophe.de.rham@mci-group.com

Company:	_____		
Address:	_____	Postal Code:	_____
City:	_____		
Telephone:	_____	Fax:	_____
E-Mail:	_____	Person in Charge:	_____

Sponsoring Levels - see p07 for details

- PRINCIPLE SPONSOR : € 40'000*
- MAJOR SPONSOR : € 25'000*

Promotional Material

- Congress bags produced by congress organisation - € 12'500*
- Congress bags (produced by Sponsor Company - € 7'500*
- Notepads and pens - € 3'000*
- Lanyards for badge - € 3'000*
- Cyber Café - € 10'000*
- Bag insert - € 1'500*

*VAT 20% is not included

Payment Schedule

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Company: MCI Suisse SA for ICS 2008
Account N°: 369.393.711 / Clearing: 240
SWIFT: UBSWCHZH12
IBAN: CH94 0024 0240 3693 9371L

By Cheque

Cheque must be made in CHF, payable to ICS 2008 c/o MCI Suisse SA, Geneva.

Sponsorship Items

Advertisement:

- Pocket Program Exclusive Sponsorship - € 7'500*

Final Program:

- Inside Front or Back Cover - € 8'000*
- Inside Page - € 5'000*
- Final program Bookmark - € 5'000*

Social Event Sponsorship Opportunities

- Coffee Breaks - € 5'000* per coffee break
- Lunch Breaks - € 12'500* per lunch break

Sessions

- Satellite Symposium - € 20'000*

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30% of the total cost of each item will be retained

31 May 2008:

75% of the total cost of each item will be retained.

From 31 August 2008:

100% of the total cost of each item will be retained.

NB: The company is responsible for communicating these informations to its staff and its appointed agencies.

Place and Date: _____ Signature and stamp: _____

Important dates to bookmark

15 February 2008

Opening of abstract submission

25 June 2008

Closing of abstract submission

20 July 2008

Early registration deadline

10 August 2008

Notification acceptance / rejection of abstracts

3 - 6 December 2008

ICS 2008

**For more information, please contact the
Congress Secretariat**

ICS 2008 c/o MCI Suisse SA

75, rue de Lyon

1211 Geneva 13

Switzerland

Tel : +41 22 33 99 576

Fax: +41 22 33 99 601

E-mail: ics@mci-group.com