XXXVI Biennial World Congress of the International College of Surgeons
3 - 6 December 2008 Vienna, Austria

Sponsorship & Exhibition Sales Manual
**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, controverses 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: Dr. Fidel Ruiz Healy, Mexico
VICE-PRESIDENTS:
- Prof. Christopher Chen, Singapore
- Prof. Nadey Hakim, United Kingdom
GENERAL SECRETARY: Dr. Said Daee, USA
TREASURER: Dr. Carmencita Gotauco, Philippines
MEMBERS:
- Prof. Manuel Huaman, Peru
- Prof. Rocco Maruotti, Italy
- Dr. Enrico Nicolo, USA
- Prof. Ken Takasaki, Japan
CONGRESS DIRECTOR: Mr. Max Downham, USA

Scientific Program Committee
(Members of the International Executive Council)

CHAIRMAN: Dr. Fidel Ruiz Healy, Mexico
MEMBERS:
- Prof. Christopher Chen, Singapore
- Prof. Nadey Hakim, United Kingdom
- Prof. Narendra Pandya, India
- Dr. Said Daee, USA
- Dr. Carmencita Gotauco, Philippines
- Prof. Adel Ramzy, Egypt
- Prof. Ken Takasaki, Japan
- Prof. Rocco Maruotti, Italy
- Prof. Manuel Huaman, Peru
- Dr. Enrico Nicolo, USA
- Dr. Nopadol Wora-Urai, Thailand
- Dr. H. S. Bhanushali, India
- Dr. Phyllis Bleck, USA
- Prof. Dirk Loose, Germany
- Dr. Vithya Vathanaphas, Thailand
- Prof. José Miguel Alvear, Ecuador
- Prof. Felipe de la Cruz Vigo, Spain
- Dr. Adib Sabbagh, USA
- Staff Secretary
- Staff Treasurer

Local Advisory Congress Program and Arrangements Committee

CHAIRMAN: Prof. Dr. Hanno Millesi, Austria
MEMBERS:
- Prof. Dr. R. Jakesz, Austria
- Prof. Dr. Rainer Kotz, Austria
- Prof. Dr. Johann Pfeifer, Austria
- Prof. Dr. Franz Martin Riegler, Austria
- Prof. Dr. Rudolph Roka, Austria
- Prof. Dr. Béla Teleky, Austria
- Prof. Dr. Vilmos Vécsei, Austria
- Dr. Thomas Hausner, Austria
- Dr. Robert Schmidhammer, Austria
- Staff Secretary: Patricia V. Binf"a
- Staff Treasurer: Jennifer Tran
# Preliminary Programme Overview

<table>
<thead>
<tr>
<th>Time</th>
<th>Wednesday, 3 December 2008</th>
<th>Thursday, 4 December 2008</th>
<th>Friday, 5 December 2008</th>
<th>Saturday, 6 December 2008</th>
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<td>Registration Opens</td>
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<td>17:00</td>
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<td>Welcome Reception</td>
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<td>Satellite Symposium (Industry)</td>
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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

**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.
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.

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

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.

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.
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 (21cm 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 submit to MCI Suisse SA for approval. No product names are allowed.

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.

*VAT of 20% not included in published rates.
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°: 369.393.71L / 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*

*SAT 20% is not included

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Account N°: 369.393.71L / Clearing: 240
SWIFT: UBSWCHZH12
IBAN: CH94 0024 0240 3693 93711

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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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