

14th Congress of the European Federation of Societies for Microsurgery

Hyatt Regency Belgrade ••• May 5–8, 2018



MARKETING PROGRAM



WHY SHOULD YOUR COMPANY BE PART OF EFSM 2018?

More than 500 hand, plastic, orthopedic, and affiliated surgical professionals attended the Annual Meetings of the EFSM in 2016 and these meeting was organized in Antalya, Turkey, we expect to have more than 1.000 delegates in Belgrade, Serbia. Within the Congress we will organize a one day WSRM symposium, we plan to have many participants from Europe but also from all other parts of the world such as China, America, India, Japan. As an exhibitor, your products will be viewed by these qualified attendees. Literature about the Annual Meetings will be received by more than 25,000 experts in these specialties over the several months before the meeting. This means your company will have the benefit of a wide reaching marketing campaign.

WHO ARE THE ATTENDEES OF THESE MEETINGS?

RECONSTRUCTIVE MICROSURGERY is typically attended by medical professionals representing a variety of specialties such as: microsurgery, orthopedics, plastic and general surgery, physical/occupational therapy, certified hand therapists, neurosurgeons, general scientists, gynecologists, urologists and other allied health professionals. First time on EFSM we will create special sessions for medical nurses working with microsurgeons, we expect to have large number of nurses within this meeting.



WHAT ARE THE MAIN BENEFITS

- Create exclusive exposure for your company or service.
- Highlight your commitment to the medical communities.
- Position your company as a leader in the industries you serve.
- Make a lasting impression on specialty surgeons from around the world.
- Branding of company presence.

WHAT RESULTS CAN YOU EXPECT

- Increased visibility for your company.
- Targeted exposure of your company's products and services.
- Meet prospective and existing customers.

SUPPORT & MARKETING OPPORTUNITIES

Your support provide our attendees with valuable meeting necessities. We need your support to continue to provide you with a well-attended, high-quality meeting. A full description and pricing for promotional/marketing and support opportunities are listed in this prospectus. All previous supporters will receive right-of-first refusal for any opportunities they supported in 2016.

Educational grants are available for young residences from the growing societies in this field of medicine. Grants are available to up to 50 young residences for growing and new societies.

Should you wish to discuss commercial packages and educational grants please contact our offices or email us at:

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PROGRAM AT A GLANCE

Sat 5 May	Sun 6 May	Mon 7 May	Tue 8 May
	08:00-09:00 Instructional course	08:00-09:00 Instructional course	08:00-09:00 Instructional course
WSRM	Lower limb reconstruction – trauma	Mangled extremities upper / lower	Lymphedema
Opening ceremony	Upper limb reconstruction – trauma	Replantations fingers / fingertips	Cadaveric limb transplant
PHYSICAL THERAPY	Microsurgical and non-microsurgical reconstruction of war injuries (ballistics)	Free flaps	Functional muscle transfers
NURSES DAY	Limb reconstruction – elective	SPINE	ESTROT – federation symposium
	12:30-13:00 European legends of microsurgery lecture	12:30-13:00 European legends of microsurgery lecture	12:30-13:00 European legends of microsurgery lecture
	14:00-14:30 Conference	14:00-14:30 Conference	14:00-14:30 Conference
	Congenital deformities Micro vs. non-microsurgical	UROGENITAL	Artificial limb – crossfire-limb, bionic, robotic
	Bone defects	BREAST	Microsurgery in solid organ transplant
	HEAD AND NECK	PERIFERAL NERVE	
	BRACHIAL PLEXUS	Course – How to write a scientific paper	
Microsurgical course (all day training)	Microsurgical course (all day training)	Microsurgical course (all day training)	Microsurgical course (all day training)
Free paper section	Free paper section	Free paper section	Free paper section
National society meeting	National society meeting	National society meeting	National society meeting



ADVERTISING PACKAGES

New modern technologies, mobile application advertising! €5,000 to a complete buyout of €15,000

Advertise* your company message throughout the widely popular IOS/ANDROID mobile application, with over 90% of our attendees downloading the app in 2016. **A program book will not be printed in 2018; therefore the mobile application will be the prime location for any and all meeting information.**

*Branded banner may not appear on pages with scientific programming.

Room Drops

€4,000

Each day of the conference is an opportunity to send a targeted message to each attendee through a message that will be delivered to each room in all congress hotels.

EFSM Journal Advertising

Advertise in the EFSM official journal, MICROSURGERY! Advertisement opportunities will be announced ASAP.

GENERAL MARKETING PACKAGES

SIGNATURE EFSM 2018 SPONSOR (one sponsor)

€20,000

One (1) exhibition booth space 20-m² on the central location, Eight (8) full registrations, Logo on the homepage of the Web site, An advertisement of your company in the program, Putting advertising material in symposium welcome bags (cost of producing item is the responsibility of the sponsor), Opportunity to make remarks for five minutes during the Welcome reception, Recognition during the general session, Opportunity to play a video about the company (company must provide video), Listing on sponsor signage near registration.

GOLD EFSM 2018 SPONSOR (two sponsors)

€15,000

One (1) exhibition booth space 12-m² on the central location, Five (5) full registrations, Logo on the homepage of the Web site, An advertisement of your company in the program, Opportunity to make remarks for three minutes during the Welcome reception, Recognition during the general session, Opportunity to play a video about the company (company must provide video), Listing on sponsor signage near registration.

SILVER EFSM 2018 SPONSOR (three sponsors)

€8,000

One (1) exhibition booth space 6-m² on the central location, Four (4) full registrations, Logo on the homepage of the Web site, Recognition during the general session, Opportunity to play a video about the company (company must provide video), Listing on sponsor signage near registration.

BRONZE EFSM 2018 SPONSOR (Five sponsors)

€5,000

One (1) exhibition booth space 1-m² on the central location, Three (3) full registrations, Logo on the homepage of the Web site, Recognition during the general session, Opportunity to play a video about the company (company must provide video), Listing on sponsor signage near registration.

ALL PRICES ARE WITHOUT VAT WHICH IS CURRENTLY 20%



WIFI	€8,000
This year a program book will not be printed which will make connectivity even more important than ever. Be this meeting's hero and provide free Wi-Fi access to all attendees. Your logo will be prominently displayed with all log-in directions.	
IOS/ANDROID congress application signature sponsor	€15,000
Put your company signature in the most modern and developed mobile phone congress application. Don't lose the opportunity to take exclusivity to sign this application to your company.	
Lunch	€10,000/day
The company providing support for this part of the meeting will have signage at the lunch acknowledging their support. Lunch will be offered on designated days for each individual group in the Exhibit Hall.	
Abstract book sponsor	€5,000
A book of all abstracts will be made, don't lose the opportunity to bring your company as a leading sponsor in this scientific book. Only your company will be announced in this book, together with advertisement and company logo.	
Short Program Schedule	€5,000
A one page tri-fold meeting program schedule for quick reference will be distributed to all attendees. Sponsor may brand the piece with company name and advertising on one panel.	
Breakfast	€10,000/day
Breakfast is served each morning in the exhibit area. Each company providing support for this part of the meeting will have signage at the breakfast acknowledging their support.	
Lanyards	€7,500
The company providing support will have their company name prominently displayed on each lanyard.	
ID cards	€ 7,500
The new technology ID cards are going to be used for the first time within this meeting. Be the first sponsor of ID cards with your company logo exclusive on them.	
Room Keys	€7,500
All attendees staying in the hotel will see your company name and logo on their hotel keycard in all congress hotels.	
Coffee Breaks	€3,000/day
The company providing support for this part of the meeting will have signage at the coffee break acknowledging their support.	
e-Poster Session – exclusive	€15,000
Logo on laptop of e-Poster Session	
Photo Zone - exclusive	€7,500
Located in the main entrance, Logo on with the EFSM, WSRM, SSRM	
Program Board - exclusive	€5,000
Logo on program board at the main lobby	
Registration Booth - exclusive	€5,000
Logo on booth with the EFSM, WSRM, SSRM logo	
PROMOTION Materials in Congress Kit	€3,000
Sponsor's PR materials in Congress kit (prepared by yourself)	

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EFSM SUPPORT MARKETING PACKAGES

EFSM 2018 WELCOME RECEPTION ••• May 5 **€10,000**

The EFSM WELCOME RECEPTION is an opportunity for residents and fellows to meet with the leadership. Your company acknowledged on signage at the reception.

EFSM 2018 WELCOME RECEPTION F&B ••• May 5 **€8,500**

Be among the first to welcome EFSM during the Welcome Reception. Your company name and logo on signage at the reception, menus, wine bottles.

EFSM 2018 MEETING FAREWELL DANCE PARTY ••• May 7 **€ 15,000**

After we congratulate our award recipients, there will be a dinner followed by dancing.

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EFSM PROMOTIONAL PACKAGES

EFSM 2018 INDUSTRY SUPPORTED HANDS ON LABS (MICROSURGICAL COURSE), May 5-8

€12,000

Your company may hold a hands on workshop from 2:00 – 4:00 pm. A room has been reserved for your workshop.

EFSM 2018 INDUSTRY SUPPORTED LUNCH SYMPOSIA (3) May 6, 7, 8

€ 15,000

Present the latest information regarding clinical research or product development to the EFSM attendees. A rooms have been reserved for your presentation from 12:30 pm – 2:00 pm. Cocktail lunch and basic audio visual set is included.

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Please note: Industry-supported symposia are educational events that may offer, but are not limited to:

- Educational programs
- Formal presentations, speakers, product display/promotion, equipment demonstrations or procedural instruction and are
 - Planned and implemented by an organization external to EFSM, WSRM
 - Not part of the Joint Providers official program.

Should the Supporter choose to offer CME for this presentation, this shall be done separate from the EFSM/WSRM and the Supporter shall comply with regulations as set forth by their accredited provider.

All promotional material must contain the following statement:

This event is neither sponsored by nor endorsed by the EFSM/WSRM.

If CME credit is offered, the CME Provider/Accredited Sponsor should also be clearly indicated and must indicate the content of all invitational and promotional material.



EFSM SUPPORT OPPORTUNITIES

EFSM FUNDRAISING GOLF TOURNAMENT ••• May 7 **€12,000**

On May 7, another exciting golf experience unfolds at the ADA Lake Golf Course. This golf course captivates golf enthusiasts as it is built on one of the nicest places in Belgrade, Ada lake, offering a panorama of river, lake and city views alongside a challenging golf experience. This year is the first year in which the EFSM is hosting this fundraising event with a portion of the proceeds benefiting the Microsurgery Endowment and the EFSM Future Growth Fund. Supporter's logo will be featured on golf carts along with a complimentary foursome for the tournament.

EFSM 2018 MEETING EDUCATIONAL EXCURSION ••• May 8 **€ 8,000**

After the end of the meeting we organize an educational excursion on the boat floating the Sava and Danube river banks, there will be an educational session followed by a lunch.

EFSM 2018 BEST CASE/BEST SAVE ••• May 8 **€8,000**

EFSM/WSRM members perform microsurgery at an incredibly high level. Despite this, those cases often tend to be one-of-a-kind and therefore not well-suited for public dissemination or publication. At the annual EFSM meeting we will be addressing this situation by presenting two awards for excellence in microsurgery. One award will focus on microsurgical salvage from a complication (self-created or other), the other on the best microsurgical case of the year. By offering these awards, we hope to showcase some of the incredible talent and innovation that our members possess and utilize on a daily basis. Your support of €8,000 will enable us to provide the attendees with beverage and an audience response system for voting. We will acknowledge this support on the drink tickets, posters and during the programming.

EFSM Best Young Surgeon Award ••• May 8 **€10,000**

We will have a best young microsurgeon award and an opportunity for your company to promote your activities within his work for one year.

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S&T[®]

Can't come to the meeting? Don't forget about reaching the members of EFSM-WSRM through advertising in the NEWSLETTER, WEBSITE, PROGRAM SCHEDULE and the MOBILE APP.

HAVE SOMETHING ELSE IN MIND? PLEASE CONTACT US AND WE CAN CUSTOMIZE A PROMOTION OR SUPPORT OPPORTUNITY FOR YOU.



EXHIBIT DATES AND HOURS

(Schedule subject to change based on final program)

May 4	8:00 am – 5:00 pm	May 7	8:00 am – 5:00 pm
Registration	8:00 am – 5:00 pm	Registration	8:00 am – 5:00 pm
Exhibit Hall Setup	8:00 am – 8:00 pm	Continental Breakfast	8:00 am – 9:00 am
		Break	9:30 am – 10:00 am
May 5	8:00 am – 5:00 pm	Farewell Dance Party	8:30 pm – 11:30 pm
Registration	8:00 am – 5:00 pm		
Continental Breakfast	8:00 am – 9:00 am	May 8	8:00 am – 3:00 pm
Break	10:30 am – 11:00 am	Registration	8:00 am – 3:00 pm
Lunch Symposia	1:00 pm – 2:30 pm	Continental Breakfast	8:00 am – 9:00 am
EFSM Reception	7:30 pm – 10:30 pm	Break	10:15 am – 10:45 am
		Educational excursion	from 2:30 pm
May 6	8:00 am – 5:00 pm	Dismantle of booths	from 3:30 pm
Registration	8:00 am – 5:00 pm		
Continental Breakfast	8:00 am – 9:00 am		
Break	10:00 am – 10:30 am		
Lunch Symposia	12:30 pm – 1:30 pm		

EXHIBITION PLAN INFO:

PLEASE NOTE THAT EXHIBITION PLAN IS GOING TO BE MADE IN ACCORDANCE WITH NUMBER OF SPONSORS AND EXHIBITORS APPLIED, THE POSITIONS OF BOOTHS ARE GOING TO BE MADE IN ACCORDANCE WITH THE NUMBER OF APPLIED EXHIBITORS, SPONSORSHIP PACKAGES (MAIN SPONSORS ARE GOING TO HAVE BEST POSITIONS) AND THE DATE OF EXHIBITOR SIGN-UP (Advantages will be given to those who sign up first in terms of booth position).



EXHIBITION INFORMATION

EFSM 2018 CLASSIC BOOTH

€4,500

- One symposium registration for company employee per booth space
- Booth size 2x3 m
- Draped back wall
- One Table
- Two Chairs
- 24 hour booth security
- Connections for power supply and WiFi internet

Sponsor and exhibit contract

The online application for sponsorship/exhibit space and the full payment together constitute a contract between parties. Applications and payments are due by September 2017. After that date, application for exhibit space will be accepted if space is available.

Additional exhibitor services

Furniture, labor, drayage, electrical outlets, and other furnishings will be available through the official decorator MIROSS PCO/DMC. Complete details will be forwarded to each exhibitor following confirmation.

EFSM 2018 DISPLAY TABLE

€2,500

- One symposium registration for company employee per booth space
- Table size 1x1 m
- One Table
- Two Chairs
- 24 hour booth security
- Connections for power supply and WiFi internet

Exhibit Details

The exhibits and all breaks are located in the same level. The Scientific Sessions are located within the conference halls. A 50% deposit of the contracted space should be forwarded with the Application for Exhibit Space. The balance must be paid by January, 2018.

Refunds and Cancellations

Cancellations received in writing by October, 2017 will be subject to a 25% administrative fee. There will be no refunds for cancellations received after October, 2017 and exhibitor is liable for paying remainder of exhibit fees.

Conducting Exhibits

Drawings, raffles, or quiz-type contests will be permitted, but must be submitted to show management for final approval. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Character of the exhibits is subject to approval of the Show Management. Show Managements reserves the right to refuse applications based on concerns of a vendor not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.



Infringement

Interviews, demonstrations and the distribution of literature or samples must be made within the area assigned to the exhibitor. Canvassing or distributing of advertising matter outside the exhibitor's own space will not be permitted.

Space Assignment*

Exhibit space is limited and will sell out quickly. Booths will be selected on a first-come, first-served basis upon the receipt of a completed application and payment of booth space on the registration site. Every effort will be made to assign booth location in accordance with exhibitor's preference, but no guarantee can be made. Exhibit management reserves the right to make adjustments to the floor plan and/or reassign an exhibitor's location as deemed advisable and for the overall good of the exhibition or for safety issues. Affected exhibitors will be notified in such situations. An updated list of remaining booth spaces will be available on the Web site.

**EFSM reserves the right to alter the Exhibit Floor Plan at any time.*

Installation*

Exhibitor installation will be on May 4, 2018 from 8:00 am – 8:00 pm. All booths must be set up and all exhibit personnel registered by 9:00 am on May 5.

Dismantling*

Exhibitors may dismantle booths on May 8, 2018 from 3:00 pm – 8:00 pm. Any dismantling of booths or removal of booth materials is expressly forbidden before the official end of the exhibition at 3:00 pm.

Shipping Instructions*

Shipping is done by exhibitor themselves, please refer to MIROSS Travel Agency in case of any assistance in this process.

Hotel Reservation Forms, Electrical, Telecommunications, Audio/Visual and Computer Equipment

Order Forms will be included in the online exhibitor service kit.

Fire Protection

All materials used in the exhibit area must be flame-proofed and fire-resistant in order to conform to the local fire ordinances and in accordance with regulations established by the local fire department.

Special Needs



If you require special accommodations in order to fully participate in the meeting, please contact the EFSM Congress Secretariat office.

Security

Security shall be furnished by Show Management to be on duty in the exhibit area when exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor.

Exhibit Personnel

All exhibit personnel must be registered. Each person will be issued an exhibitor badge and must be employed by the Exhibitor or have a direct business affiliation. Each company is allotted one badge per exhibiting space purchased. Additional badges are €250 (VAT 20% EXCLUDED).

Hazardous Waste

Exhibitor assumes responsibility and any liability for removal or disposal of any material considered to be hazardous waste material. Exhibitor also agrees to conform to any local ordinances and regulations concerning the disposal of any and all hazardous waste. Any and all costs incurred in the removal of hazardous waste from the exhibit facility will be the sole responsibility of the exhibitor.

** Times subject to change based on final program.*

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