



IVF Worldwide Live Congress

In Vitro Fertilization Clinics Embracing
the Digital Age

BERLIN, GERMANY • 20-22 APRIL, 2012

SPONSORSHIP OPPORTUNITIES



www.comtecmed.com/ivf-live/2012 • IVFLive2012@comtecmed.com

Last Update: November 13, 2011



IVF Worldwide Live Congress: In Vitro Fertilization Clinics Embracing the Digital Age
Berlin, Germany • April 20-22, 2012

Dear Friends and Colleagues,

We are proud to announce that the IVF Worldwide Live Congress: In Vitro Fertilization Clinics Embracing the Digital Age will take place in Berlin, Germany on April 20-22, 2012.

In recent years the internet has dramatically changed virtually every facet of our lives. From simple communication to online shopping and banking, the web provides access to an immense amount of information with a click of the mouse. The field of reproductive medicine is no exception to this transformation. To succeed in today's world IVF professionals must use the internet as a tool to advance both their practice and their learning.

The IVF Worldwide Live Congress aims at promoting the collaboration between practitioners, researchers, IVF team, IVF patients and the industry.

Participating in the congress will enable the IVF team to learn about how to use the internet to promote their clinics, to attract more patients, to dialog with the patients over the web and improve the management performance. Managing the on-line presence involves more than just creating a website. What patients find when they «google» you effects the success of your practice.

Industry representatives will be able to promote their business and products and engage with their clients in the format of one-on-one meetings and in small group meetings.

We invite you to participate in our IVF Worldwide Live Congress in the beautiful city of Berlin.

Sincerely,

Michael Alper | Milton Leong | Talya Miron-Shatz | Zeev Shoham | Yesha Sivan
IVF Chairpersons





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PRELIMINARY TOPICS

1) WHERE DO WE START?

- What you need to know about computer technology and the Internet
- Relevant systems for IVF practices
- Taking the next steps
- Resources for continuing education

2) HOW CAN I IMPROVE PATIENTS' CARE USING THE INTERNET?

- The e-patient
- What can we learn from patient support groups?
- Interactive informed consent
- Improving quality care using patient feedback
- IVF 2.0: The role of the patient

3) EFFECTIVE CLINICAL MARKETING

- Building an attractive website for your IVF unit
- Maximizing your online visibility and presence
- The virtual IVF clinic: Exploring web-based services
- Will technology help me save time and money?
- Targeting the patients you want to have

4) HOW CAN I ADVANCE MEDICAL CARE?

- Digital medicine: Personalized medicine
- Emerging technologies in IVF medicine
- Prioritizing the implementations of technologies
- The future of diagnosis

5) CAN SKILLED INTERNET USE BOOST RESEARCH AND STAFF/PATIENT EDUCATION?

- Open access: The future of electronic journals?
- Staying ahead with alerts
- Quality of information: Finding a needle in a haystack
- Online university: Cutting edge classes from home

6) INFORMATION MANAGEMENT: HOW CAN WE DO «IT» BETTER?

- Medical records in the cloud
- Wireless technology in the field of medicine
- Virtual clinic waiting rooms
- International patients: Legal implications
- HR in healthcare in the age of Facebook





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SPONSORSHIP OPPORTUNITIES

SESSION

€10.000

A grant to support an existing session in the program of the Congress.

PROVIDED BY THE CONGRESS

Educational Session

- Session hall and basic audiovisual equipment
- Four complimentary registrations for Session Chairpersons and Speakers

Exhibition

- 6 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)

Advertisement Package

- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags

The expenses (travel, accommodation and registration) of the Chairpersons and Speakers of a supported session are additional and the responsibility of the Sponsor.

INDUSTRY PRESENTATION

€2.000

A 10-15 minute presentation as part of the Industry Session to be included in the Congress Program.

PROVIDED BY THE CONGRESS

- Session hall and basic audiovisual equipment
- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags
- Opportunity to purchase exhibition space at reduced rates

The expenses (travel, accommodation and registration) of the Speaker/s are additional, and the responsibility of the Sponsor.



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SPONSORSHIP OPPORTUNITIES

INTERNET CENTER

SOLE SPONSORSHIP

€10.000

The Internet Center will be outfitted with internet workstations for participants of the Congress to stay updated between sessions.

THE SPONSOR MAY:

- Display logo as a screensaver
- Display logo on screen background

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

LUNCH

€8.000 (per lunch)

Opportunity to subsidize, in part, a buffet lunch to be served to all participants of the Congress.

PROVIDED BY THE CONGRESS

- Two complimentary registrations
- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags

WELCOME RECEPTION

SOLE SPONSORSHIP

€7.000

A Welcome Reception for all participants will be held on Thursday evening.

PROVIDED BY THE CONGRESS

- Two complimentary registrations
- Company logo on the official invitation
- Acknowledgment on special board on-site during the Welcome Reception
- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags



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SPONSORSHIP OPPORTUNITIES

FACULTY DINNER

SOLE SPONSORSHIP

€10.000

A dinner will be held for the invited Speakers of the Congress.

PROVIDED BY THE CONGRESS

- Two complimentary registrations
- Company logo on the official invitation
- Company profile in the Congress Program Book
- One full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags

CONGRESS PROGRAM BOOK

SOLE SPONSORSHIP

€8.000

The Congress Program Book will include the Congress Program and will be distributed to all participants.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Full page color advertisement on the back cover of the Congress Program Book
- Additional full page color advertisement in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage





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SPONSORSHIP OPPORTUNITIES

PARTICIPANTS' BAGS

SOLE SPONSORSHIP

provided-in-kind + **€5.000**

The opportunity to provide branded bags for all participants of the Congress.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags

POCKET PROGRAM

SOLE SPONSORSHIP

€3.000

A Pocket Program will be distributed to all participants in their Congress Kits.

PROVIDED BY THE CONGRESS

- Exclusive advertisement on the back cover of the Pocket Program
- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage
- Brochure in the participants' bags

WRITING PADS AND PENS

SOLE SPONSORSHIP

provided-in-kind + **€2.000**

The opportunity to provide branded writing pads and pens that will be included in the participants' bags.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage



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CONGRESS LANYARDS

SOLE SPONSORSHIP

The Sponsor will provide printed lanyards for the name badges **€2.000**

The Congress will provide printed lanyards for the name badges **€4.000**

This sponsorship opportunity is reserved for Platinum and Gold Sponsors, and will be available on a first-come, first-served basis.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

COFFEE BREAK

€2.000 (per coffee break)

There will be daily coffee breaks between sessions throughout the Congress.

PROVIDED BY THE CONGRESS

- Company profile in the Congress Program Book
- Acknowledgment: Congress Website, Congress Program Book, on-site Signage

TAILOR-MADE SPONSORSHIP PACKAGES

Sponsorship packages may be tailored to suit the Sponsor's marketing strategy in order to maximize visibility, and to best promote products and services. Please contact the Congress Organizer for further details on creating the appropriate package.



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EXHIBITION

An exhibition will be held in conjunction with the Congress. The exhibition floorplan is designed to maximize exposure to the participants. All lunches and coffee breaks will be held in the exhibition area.

- Exhibition space will be available at €400 per sq.m.
- The minimum booth size is 2x2 sq.m.

Please visit www.comtecmec.com/ivf-live/2012 to view the exhibition floorplan.

Exhibition space rental is priced according to size (per sq.m) and includes:

- Net stand area
- Company profile in Congress Program Book
- Two exhibitor registrations
- Exhibitors' Manual
- General cleaning of public areas
- Venue security

Stand equipment and additional services may be ordered by means of the forms in the Exhibitors' Manual: Furniture, partition walls, carpets, telephone and data lines, electricity, stand cleaning, exhibitors' insurance, logistics, etc.





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GENERAL INFORMATION

LOCATION

Andel's Hotel
Berlin, Germany

LANGUAGE

English is the official language of the Congress

SPONSORSHIP AND EXHIBITION CONTACT



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REGISTRATION FEES

	Early Registration until February 15, 2012	Late Registration From February 16 until April 1, 2012	On-Site Registration From April 2, 2012
Participants - Physicians and Scientists	€550	€750	€950 <i>Depends on availability</i>

Registration fees include: Participation in scientific sessions, Congress bag containing the program and abstract book, invitation to the welcome reception, all coffee breaks and lunches as per the Congress program.

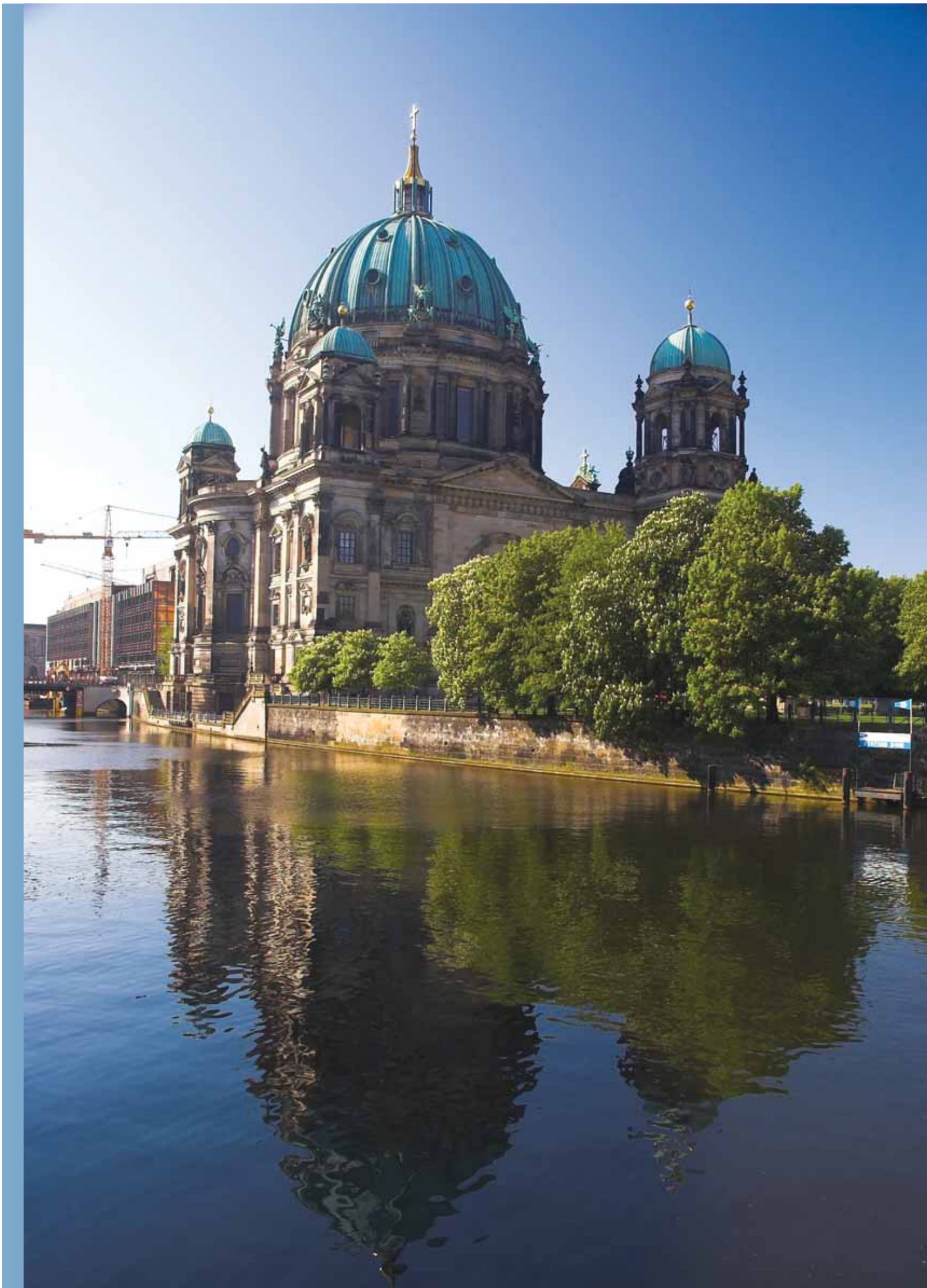
Registration fees include VAT.

LIABILITY AND INSURANCE

The organizer carries no liability whatsoever for injuries or damages involving persons and/or property during the Congress. Participants are advised to issue their own personal travel and health insurance for their trip.

TERMS AND CONDITIONS:

- All sponsorship and exhibition prices quoted are in € and are subject to VAT
- Time slot allocation will be based on level of sponsorship
- The Congress Organizer reserves the right to accept or decline offers of sponsorship and application for exhibition space
- The Congress Organizer reserves the right to amend the published floorplan should it be deemed necessary for the benefit the exhibition and the Congress as a whole
- Please note that the Congress Organizer must approve all exhibition stand designs





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