



# INTERNATIONAL SUMMIT ON ASSISTED REPRODUCTION AND GENETICS IN ISRAEL (SARG)



האגודה הישראלית לחקר הפוריות (איל"ה)  
THE ISRAEL FERTILITY ASSOCIATION (IFA)  
الجمعية الاسرائيلية للاخصاص



MAY 27-29, 2018 TEL AVIV, ISRAEL



## *Sponsorship and Exhibition Prospectus*



CME Congresses Ltd.

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## WELCOME LETTER

*Dear Friends and Colleagues,*

We are delighted to invite you to participate in the very first International Summit on Assisted Reproduction and Genetics in Israel, taking place May 27-29, 2018 in Tel Aviv, Israel.

This International Summit is designed to explore new horizons and address the latest challenges in reproductive medicine. The focus will include new discoveries in genetics and their impact on pre-implantation genetic testing; markers for embryo development and implantation; fertility preservation; improving ART outcomes; and other promising cutting-edge initiatives.

The summit is expected to attract a global audience. We welcome participants from all over the world to visit Israel, the home of ancient civilizations and the birthplace of the world's major religions. Israel is recognized worldwide as an innovation leader in technology, medicine, and entrepreneurship. Scientists in Israel have discovered many of the technological and medical breakthroughs used around the globe, making Israel the perfect backdrop for an International Summit focusing on reproductive and genetics technologies.

Please join us for what is expected to be not only an outstanding enlightening international event, but also a unique opportunity to visit and explore one of the most fascinating countries in the world. We look forward to welcoming you to the Summit!

Sincerely yours,

The Organizing Committee

*Michael Alper, USA*

*Alan DeCherney, USA*

*Talia Eldar-Geva, Israel*

*Avner Hershtlag, USA*

*Zeev Shoham, Israel*

*Ariel Weissman, Israel*

*Yuval Yaron, Israel*

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Matan Yemini



## SCIENTIFIC PROGRAM MAIN TOPICS

- PCOS
- Fertility preservation
- Preparation of the ovaries for egg collection
- Optimizing egg yield for IVF
- Recombinant vs. biosimilar gonadotropins
- Biomarkers
- Embryo selection: invasive vs. non-invasive techniques
- Preimplantation Genetic Screening: What we know and don't know
- The future of genetics in the role of infertility treatment
- Implantation – what's new in the field
- Is fresh embryo transfer becoming obsolete?
- Poor responders/poor prognosis – new classifications and therapeutic strategies
- The role of mitochondria in oocyte health and quality
- Long term effects of ART on women and offspring – Cancer, Epigenetics, Autism
- Reproductive surgery
- Gene editing
- Case studies
- Endometrial thickness



## GENERAL INFORMATION

### Venue

InterContinental David Tel-Aviv  
Kaufmann St 12,  
Tel Aviv-Yafo, 61501, Israel

### Contact:

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## SPONSORSHIP LEVELS

### **PRESIDENTIAL CIRCLE**

**€ 75,000 and above**

### **PLATINUM**

**€ 50,000 – 75,000**

### **GOLD**

**€ 25,000 – 50,000**

### **SILVER**

**€ 10,000 – 25,000**

### **BRONZE**

**€ 2,000 – 10,000**





## BENEFITS FOR ALL SUPPORTERS

There is a range of sponsorship opportunities meant to assist maximizing sponsors' visibility in accordance with their marketing strategy, objectives and budget.

Sponsors may choose from the list of individual items or build a package that is tailor-made to their needs. Please contact the Industry Liaison to design a custom made package.

All sponsors and exhibitors will receive the following benefits regardless of sponsorship level.

- Logo and company profile on summit website
- Logo and company profile in printed program book and acknowledgment on sponsor page
- Logo on relevant onsite signage
- Company logo on summit newsletter

Platinum level sponsors will receive special acknowledgment by summit Co-Chairs at the summit Opening Ceremony.

## EDUCATIONAL SPONSORSHIP OPPORTUNITIES

### Plenary Satellite Symposia (lunch slot €55,000, prime slot €50,000)

The fee for the satellite symposium includes the following:

- Opportunity to organise a satellite symposium of up to 90 minutes (lunch symposia is limited to 60 minutes).
- Hall rental
- Standard audio/visual equipment
- Publication of the satellite symposium program on summit website
- Publication of the satellite symposium program in printed program book
- 3 free satellite symposium badges for company staff
- Permission to prepare 2 free-standing signs that will be placed in public areas of the venue on the day of the symposium
- 1 bag insert
- 1 full page color adv. in printed program book
- Should company decide to video symposia, at the company's request industry symposia recording will be hosted on the summit website (for at least one year)

Symposia programs are subject to the final approval of the Scientific Program Committee

The supporting company in addition to the sponsorship fee must cover all speaker expenses including registration, accommodation and travel expenses. This also applies in case a speaker has already been invited by the Congress Organizer.



### **Pre-Congress Industry Workshop €25,000**

Sixty-minute interactive session with your target audience in a personal atmosphere to enhance knowledge exchange.

The fee for the pre-Congress workshop includes the following:

- Opportunity to organise a 60 minute pre-Congress workshop.
- Hall rental
- Standard audio/visual equipment
- Publication of pre-Congress workshop program on Congress website
- Publication of pre-Congress workshop program in printed program book.
- 2 free satellite symposium badges for company staff
- Permission to prepare 2 free-standing signs that will be placed in public areas of the venue on the day of the pre-Congress workshop.
- 1 bag insert
- Should company decide to video the workshop, at the company's request workshop recording will be hosted on the Congress website (for at least one year).

Pre-Congress workshop are subject to the final approval of the Scientific Program Committee

The supporting company in addition to the sponsorship fee must cover all speaker expenses including registration, accommodation and travel expenses. This also applies in case a speaker has already been invited by the Congress organizing committee.

### **Approved Continuing Medical Education (CME) Session €35,000**

Opportunity to support an existing session or suggest a session as part of the CME approved scientific program.

The fee includes the following:

- Hall rental
- Standard audio/visual equipment.
- Free Congress registration for 3 delegates.
- 1 bag insert
- 1 full page colour adv. in printed program book



### **Approved Continuing Medical Education (CME) Presentation €18,000**

Opportunity to support an existing presentation or suggest a presentation as part of the CME approved scientific program.

The fee includes the following:

- Hall rental
- Standard audio/visual equipment.
- Free congress registration for 3 delegates.
- 1 bag insert

### **Poster Area €10,000 (exclusive sponsorship)**

All Meeting participants are welcome to attend and enjoy networking with colleagues and poster viewing at the poster area. Sponsors' benefits include exclusive signage with sponsor logo at the poster area.

## **EXTENDED SPECIAL VISIBILITY BENEFITS**

### **Post Congress Highlights video €30,000 (exclusive sponsorship)**

The Congress Organizing Committee will prepare a video including highlights from the Scientific Program and interviews with Congress Co-Chairs and speakers. The Post Congress Highlights Video will be posted on the Congress website and sent to all Congress participants. The sponsor's logo will be displayed and the Co-Chairs will acknowledge the sponsor in the video.





## PROMOTION, BRANDING AND NETWORKING

### **Bag Inserts: €3000**

Inclusion of promotional material such as leaflets and brochures, in the participants' Congress bags/ folders.

### **Email Blast: €3,500**

Promote your company/symposium to all registered Congress participants. Congress Organizer will send out an HTML-based email to its mailing list on your requested date. Sponsor will have the opportunity to promote their activities during the Congress by creating an electronic invitation that will be sent to all Congress delegates by the Organiser. Content of the invitation is subject to Congress organizers approval.

### **Fresh fruit / healthy snack station (price upon request)**

To encourage healthy eating and keep energy levels high throughout the long Congress days, local and seasonal fruit will be available complimentary across the Congress facilities at dedicated stations.

### **Speakers' Ready Room: €7,000 (exclusive sponsorship)**

Sponsor benefits include acknowledgement displays on the signage inside and outside of the speakers' room; and the sponsor's logo on all printed and digital Congress material providing information about Speakers' Preview Room. Mouse pads can be delivered in-kind.

### **Welcome Reception: €15,000 (exclusive sponsorship)**

All Congress participants are invited to the Welcome Reception. High sponsorship visibility during event. Sponsors benefit include logo displayed on the official online invitation, exclusive signage with sponsors logo presented at the event and opportunity for sponsor to distribute material at the event.

### **Coffee Breaks: €3000/per break**

Exclusive sponsorship of coffee break on one of the Congress days. Featured recognition with company logo on a sign in the coffee service area. Sponsors benefits include 1 bag insert. Branded napkins and other items can be provided in-kind.





#### **Lunch Breaks: €15,000/ per lunch**

Exclusive sponsorship of a lunch break on one of the Congress days. Featured recognition with the company's logo on a sign in the lunch area. Sponsors benefits include 1 bag insert. Branded napkins and other items can be provided in-kind.

#### **Faculty Dinner €15,000 (exclusive sponsorship)**

Official dinner for all Congress invited faculty. High sponsorship visibility during event. Sponsors benefit include logo displayed on the official invitation, exclusive signage with sponsors logo presented at the event and sponsors representatives will be invited to the dinner.

#### **Congress Folders €8000 (exclusive sponsorship)**

Custom made folders will be distributed to all Congress participants. Folders will house all the Congress printed material. High sponsor visibility on this item. Sponsor benefits include sponsor logo at the back of the folder.

#### **Note pads and pens €3000 + provided in kind (exclusive sponsorship)**

Company branded note pads and pens to be distributed to Congress participants at registration.

#### **Annual Meeting Lanyards: €7000 or €5000 + provided in kind (exclusive sponsorship)**

Lanyards will be given to each delegate at the registration area upon arrival and registration at the Congress.

#### **Branded Seating Area (price upon request)**

Branded seating area for Congress participants including signage. Additional items can be provided by sponsor in-kind.

#### **Door Drops at Congress Hotel (price upon request)**

Increase brand awareness and visibly. Branded door drops which include customized sponsor information will be distributed to all registered participants staying at the Congress hotel.



## PRINTED PROGRAM

### Final Program Book color advertisement full page

Inside front cover	€4,000
Inside page	€3,000
Outside back cover	€7,000

### Bookmark for the printed program book (price upon request)

Branded bookmark that will be distributed with the program book. Bookmarks will be provided in kind.

## EXHIBITION

Exhibition floor plan is designed to maximize exhibitor visibility to all participants. Lunch and coffee breaks will be served in the exhibition area.

Space-Only - Commercial entity	€500/sqm
Space-Only - NGO and non-profit	€300/sqm
Minimum space that can be contracted 6 sqm	

### Exhibition space rental includes:

- Net stand area
- Table and 2 chairs
- Logo and company profile on Congress website
- Logo and profile in printed program book together with acknowledgment on sponsor page
- Logo on relevant onsite signage
- Company logo on congress newsletter

### Exhibitor and Registration Badges

Exhibitor badges will be given to all exhibitors as follows:

6 sqm spaces	2 badges
For every additional 6 sqm reserved	1 badge

Additional exhibitor badges can be purchased for €160 and onsite for €200.

### Exhibitor Profile and Logo

Upon receipt of a booking form, companies will be asked to send a 100-word company profile to the organiser.





## GENERAL TERMS AND CONDITIONS

**Deposit:** Once sponsorship agreement is signed sponsor will be invoiced for the full amount, to be paid within 30 days of receipt.

**Cancellation policy:** Cancellation and changes to your original booking must be made in writing. For cancellations less than 30 days prior to the Congress, 100% of the total cost of each item will be retained by the Congress organizer.

**Obligations and rights of the exhibitor/sponsor:** No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

**Obligation and rights of the organizer:** The organizer undertakes to allocate exhibition space on the basis of preference expressed by applicants. Applications will be considered in order of receipt of application forms accompanied by payment. The organizer reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to exhibitors. The organizer reserves the right to offer to a different firm any stand or space that has not been occupied by the eve of the opening of the exhibition, with no obligation to provide compensation to the defaulting exhibitor.

**Liability:** Organiser shall not be liable to injury or damage howsoever caused to goods and/or persons at the Congress venue. Equipment and all related display materials installed by exhibitors/sponsors are not insured by the organizer, and the organizer will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to exhibitors/sponsors. The exhibitor/sponsor agrees to be responsible for his/her property and person and for the property and persons of his employees and agents through full and comprehensive insurance, and shall hold harmless the organizer for any and all damage claims arising from theft and those perils.

**Force majeure:** If the event is abandoned, cancelled or suspended in whole or in part by reason of war, fire, national emergency, labour dispute, strike, lock-out, civil disturbance, inevitable accident, the non-availability of the event premises or any other cause not within the control of the organizers, the organizers may at their entire discretion repay the delegate fee or service charge paid by the delegate or exhibitor, or part thereof, but shall be under no obligation to repay the whole or part of such delegate fee or service charge, and shall be under no liability to the delegate or exhibitors/sponsors in respect of any actions, claims, losses (including consequential losses, costs or expenses whatsoever which may be brought against or suffered or incurred by the delegate or exhibitor/sponsors, as the result of the happening of any such event.

**Floor Plan:** The Congress organizer reserves the right to amend the published floor plan should it be necessary for the benefit of the exhibition and Congress.

**Shipments:** Congress organizer is not liable for shipments that do not arrive due to custom clearance, transport delays or any other delays that may occur.

**Hosting country laws/pharma code:** Congress organizers would like to have a conflict-free advertising environment and reserves the right to cancel advertising efforts. Sponsors and exhibitors are advised to consider the codes of conduct for pharmaceutical and medical companies. Furthermore, it is important to adhere to the country-specific compliance regulations on the application of medical devices, exemplified EFPIA HCP Code, EACCME/CME, code of medical ethics of the Local State Chambers of Physicians (national) and provisions of national law.





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