73. Jahresversammlung | 73e Assemblée annuelle
Schweizerische Gesellschaft für Urologie
Société suisse d’urologie

Jahreskongress | Congrès annuel
Schweizerische Interessengemeinschaft für Urologiepflege
Association Suisse des Soins en Urologie

6.–8. September 2017
Palazzo dei Congressi, Lugano
www.imk.ch/sgu2017
WELCOME ADDRESS FROM THE PRESIDENT

Dear Sirs and Madams,

On behalf of the board of the Swiss Society of Urology SSU, it is with great pleasure that we invite you to the 73rd Annual Meeting of the Swiss Society of Urology. The congress will take place from September 06 - 08, 2017 at the Palazzo die Congressi in Lugano.

For this annual meeting we again expect about 450 participants, including the members of the SIGUP. The comprehensive scientific program will be completed by free communications and a poster exhibition.

We would like to express our sincere thanks for your support as an exhibitor and industry partner of this association over the last years! In view of the changed economic conditions, with financial resources growing generally scarcer, it is impossible to value such a commitment too highly.

Besides this scientific part we are planning, with your help, an attractive industry exhibition. This annual meeting allows you to get in contact with many decision-makers in the field of urology. You will find further information on the following pages of this documentation.

We look forward to welcome you in Lugano in September 2017.

From the board of the SSU

Prof. H.-P. Schmid, MD current President SSU

Prof. P. Jichlinski future President SSU

Prof. G. Thalmann Scientific Secretary SSU
WELCOME ADDRESS FROM THE CONGRESS ORGANISATION

Dear partner companies and exhibitors,

The IMK Institute for Medicine and Communication Ltd. is very pleased to present you the sponsor and exhibitor's documentation for the 73rd Annual Meeting of the Swiss Society of Urology 2017, which will take place from September 06 – 08 2017 in the Palazzo dei Congressi in Lugano.

Please find all detailed information about our sponsorship packages and offers for exhibitors in this documentation. We would be pleased to make an individual offer according to your personal ideas.

Concerning the assignment of the exhibition spaces, please note the following procedure:

The exhibition spaces for partner companies will be allocated by priority. From Monday, October 10th 2016 09:00h the exhibition spaces will be assigned upon receipt of registration. We therefore ask you to check the availability from this date on with Mr. Harald Grossmann or Ms. Carmela Cudemo by phone: +41 61 271 35 51.

Please be aware of the difficult situation on site: the exhibition spaces are limited. Please make sure to register early on.

We look forward to welcoming you in Lugano and thank you very much for your support.

Kind regards,

IMK Institute for Medicine and Communication Ltd.

Harald F. Grossmann
CEO

Carmela Cudemo
Congress Assistant
PREMIUM PARTNER 2017

☐ We would like to support the meeting as Premium Partner

The sponsoring package includes the following benefits:

- 40m² exhibition space
- Preferred exhibition space no.: __________________
- Preferential assignment of the exhibition space
- Further m² can be booked at the price of CHF 400.-/m²
- One advertisement outside back cover of the main program (A5, portrait format, colour)
- Sponsoring congress bags, production costs at charge of sponsor (250 pieces)
- Logo with link on the sidebar of the congress website (always visible)
- Logo on each promotion mailing sent to the member of the society
- Acknowledgement as "Premium Partner 2017" with logo in the main program
- Acknowledgement as "Premium Partner 2017" with link on the website
- Acknowledgement as "Premium Partner 2017" in the congress poster
- Acknowledgement as "Premium Partner 2017" on the slides during the congress

TOTAL AMOUNT CHF 30'000.-
PARTNER 2017

We would like to support the meeting as Partner

The sponsoring package includes the following benefits:

- 20m² exhibition space
- Preferential assignment of the exhibition space
- Further m² can be booked at the price of CHF 500.-/m²
- 20% off on advertisements in the main program
- Acknowledgement as "Partner 2017" with logo in the main program
- Acknowledgement as "Partner 2017" with link on the website
- Acknowledgement as "Partner 2017" in the congress poster
- Acknowledgement as "Partner 2017" on the slides during the congress

TOTAL AMOUNT CHF 12'000.-
EXHIBITION SPACE (minimum space 6 m\(^2\), minimum depth 2 m)

- We would like to book an exhibition space

Exhibition space n°: __________________

With the following measures:

length ______m x depth ______m = total _____ m\(^2\) as bare exhibition space

- One open side  
  ![One open side]
  CHF 600.- / m\(^2\)

- Two open sides  
  ![Two open sides]
  Surcharge of 20% *

- Three open sides  
  ![Three open sides]
  Surcharge of 20% *

Please note that the exhibition spaces get assigned according to the receipt of your application. We can not guarantee your preferred space number. Feel free to contact Mr. Harald Grossmann or Ms. Carmela Cudemo to check for free spaces and/or indicate several options according to your priority.

The maximum construction height is noted on the exhibition plan. The exhibitor’s manual with the details regarding the exhibition will be circulated two months before the meeting.

*Early bird price: For bookings until January 31, 2017 the surcharge of 20% will be omitted.*
ADVERTISEMENTS, ADVERTORIALS AND BANNERS

Advertisements in the program (A5, portrait format, colour)

- advertisement within the main program CHF 3'600.-
- advertisement on the inside front cover of the main program CHF 4'000.-
- advertisement on the inside back cover of the main program CHF 4'500.-

Advertorial

- two-page advertorial within the main program CHF 5'000.-

Banner

- Banner at the front of the congress centre CHF 8'000.-
  - Exclusive sponsorship of this item
  - Production layout costs at charge of sponsor

Printed adhesive film

- Printed adhesive film on the right side of the congress entrance CHF 8'000.-
- Printed adhesive film on the left side of the congress entrance CHF 8'000.-
  - Exclusive sponsorship of the item
  - Production costs at charge of sponsor
### SPONSORSHIP SHOPPING LIST 1

- **Lanyards (400 pieces, production costs at charge of sponsor)** CHF 5'000.-
  - Exclusive sponsorship of this item
  - Lanyards will be for all participants, speakers and board members

- **Pens and notepads (400 pieces, production costs at charge of sponsor)** CHF 1'000

- **Quick Screen(s) in front of the plenum (2 available)** CHF 3'500.- / piece
- **Quick Screen(s) by the congress secretariat (2 available)** CHF 2'500.- / piece

- **Supplement in the congress bags (max. A4, max. 4 pages)** CHF 1'500.- / supplement
  - 400 pieces
  - Max. A4, max. 4 pages
  - Other supplements (Post-it, Memory Sticks, etc.) on request
SPONSORSHIP SHOPPING LIST 2

- Poster exhibition (100 posters expected)
  - CHF 4'000.-
  - Exclusive sponsorship of this item
  - Logo on the poster overview
  - Logo on each poster number
  - Acknowledgement in the program
  - Acknowledgement on the congress website
  - Quick Screen in the poster exhibition

- Photo gallery
  - CHF 4'000.-
  - Exclusive sponsorship of this item
  - Logo on each photo published on the congress website
  - Exclusive disposal of a selection of photos already during the congress
  - Acknowledgement in the program
  - Acknowledgement on the congress website
GENERAL TERMS AND CONDITIONS

Application for sponsorship
Please feel free to contact Mr. Harald Grossmann should you have any questions regarding our sponsorship services or wish to discuss your individual needs and requirements. To book a package, complete the forms and return them to us.

Application for exhibition space
Starting on Monday, October 24th at 09:00 a.m., the exhibition spaces will be assigned upon receipt of your application. Please complete the forms and return them to Mr. Harald Grossmann or to Ms. Carmela Cudemo by fax: +41 61 271 33 38 or by e-mail: harald.grossmann@imk.ch / carmela.cudemo@imk.ch. If you are interested in booking a specific exhibition stand number, feel free to contact Mr. Harald Grossmann or Ms. Carmela Cudemo to check its availability.

Terms of payment
The exhibitor and sponsor fees (100%) will be charged at least 6 months before the congress. The amount must be paid within 30 days after the receipt of the invoice. If the order has been made less than 60 days before the congress, the invoice has to be paid within 10 days of receipt.

VAT
All prices quoted are exclusive of VAT, which will be charged at the prevailing rate, currently 8%.

Cancellations
All cancellations must be made in writing. In case of cancellation, the following terms apply:

- until February 29th 2017: CHF 500.- administration fee
- until April 30th 2017: 50% of the contract price
- from May 1st 2017: 100% of the contract price
COMPANY’S DATA

Company ________________________________________________________________

Contact Person _________________________________________________________

Address ______________________________________________________________

ZIP / City / Country _____________________________________________________

Telephone ______________________________________________________________

E-Mail _________________________________________________________________

Billing Address (if different from above) ______________________________________

Address ______________________________________________________________

ZIP / City / Country _____________________________________________________

Purchase Order Nr. ______________________________________________________

I have taken notice of the general terms and conditions:

City / Date __________________________________________________________________

Signature / Company’s stamp _______________________________________________

Please return this form to the congress secretariat, to the attention of Mr. Harald Grossmann or Ms. Carmela Cudemo, fax: +41 61 271 33 38 or e-mail harald.grossmann@imk.ch / carmela.cudemo@imk.ch