

MUSoc 2017

**The 27th Annual Meeting of the
Musculoskeletal Ultrasound Society**



October, 15-18, 2017 | Tel Aviv, Israel

Industry Prospectus

<http://MUSoc2017.org/>



MUSoc 2017

The 27th Annual Meeting of the Musculokeletal Ultrasound Society

October 15-18, 2017
Tel Aviv, ISRAEL

Dear Colleagues,

On behalf of the Organizing Committee, it is our great pleasure to invite you to the 27th International Musculoskeletal Ultrasound Meeting, to be hosted by the Musculoskeletal Ultrasound Society (MUSOC), the Israel Society for Diagnostic Ultrasound in Medicine (ISDUM), the Israel Society of Rheumatology and the Israel Society of Orthopedic Surgeons.

The meeting will be held in Tel Aviv, Israel, from October 15-18, 2017.

Technical advances such as the development of high resolution multifrequency linear transducers, 3-dimensional imaging, and contrast enhancement have made MSK-US (musculoskeletal ultrasound) the initial study of choice for the diagnosis of MSK pathology. The ability to produce dynamic real time images, demonstrate flow even at extremely low velocities, and the exquisite spatial resolution make ultrasound a unique tool for MSK diagnosis and intervention. The many advantages of MSK ultrasound include low cost, lack of ionizing radiation, no need for iodinated contrast media or gadolinium, wide availability, portability, patient comfort and speed. MSK-US allows precise imaging of tendons, ligaments, nerves, vessels, muscles, fat and even skin.

The development of minimally invasive diagnostic procedures has made Ultrasound the study of choice to guide biopsies and perform local treatments such as anesthetic and steroid injections, radiofrequency ablation, break-up of calcifications, and stem cell injection for joint repair.

The field of MSK US has open new horizons, not only for imaging doctors, but also for other specialists such as orthopedics and rheumatologists, who apply it in their everyday clinical practice.

MSK US as an imaging modality provides great opportunities for research. The large number of publications in this field is a proof of the great interest in MSK US in different specialties.

Pioneers in the MSK-US during the last two decades have been Dr. Marnix Van Holsbeeck, Dr. Antonio Bouffard, Dr. Michael DiPietro, and Dr. Philippe Peetrons, MD. The Musculoskeletal Ultrasound Society (MUSOC) was founded 27 years ago by Drs. Van Holsbeeck, Bouffard, and DiPietro with the goal of teaching this technique all around the world.

The Meeting will be a great opportunity to learn from educational lectures focused on MSK-US anatomy and pathology with live demonstration and hands-on workshops delivered by world class International Faculty, as well as scientific posters and an extensive technical exhibition.

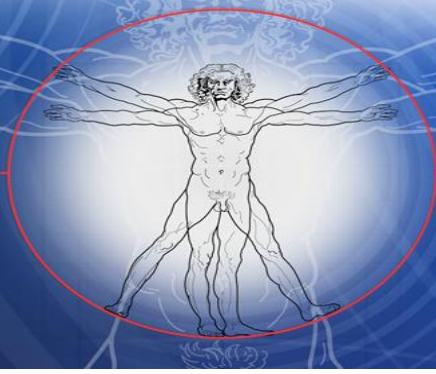
Tel Aviv is Israel's largest city located along the beautiful Mediterranean coastline, and renowned for its distinctive Bauhaus architecture. This busy metropolis invigorates visitors with a unique energetic atmosphere, outstanding museums, cultural events, international cuisine, and non-stop active nightlife. As an ancient metropolis, Israel boasts a modern thriving economy together with a culture rich in historical sites and a diverse heritage. Jerusalem, the capital city, is sacred to three monotheistic religions: Judaism, Christianity and Islam.

MUSOC 2017 will be held at the Dan Panorama Hotel, located on the beachfront promenade and neighboring the ancient port city of Jaffa, a step away from Neve Tzedek, Israel's largest open-air market and Tel Aviv's oldest and most fashionable neighborhood.

We look forward to welcoming you to Tel Aviv.

Sincerely Yours,

Prof. Diana Gaitini
Chairman of the Organization Committee



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Sponsorship Opportunities

A wide range of Sponsorship opportunities has been created to allow each company the opportunity to showcase itself as best suits their needs and budget. Companies are able to select a package from our "shopping list of opportunities:"

• <u>Platinum Sponsors</u>	€15,000
• <u>Gold Sponsor</u>	€10,000
• <u>Silver Sponsor</u>	€7,000
• <u>Exhibitors</u>	€2,500

Companies exhibiting only will be acknowledged as exhibitors.
Feel free to speak with our industry manager about a tailor-made individual package for your organization. Anything is possible!

Platinum Sponsorship Package **€15,000**

❖ **Organization of a Lunch Satellite Symposium**

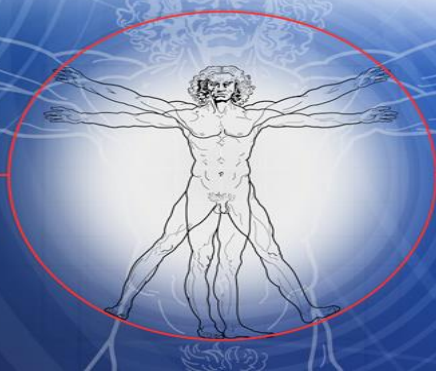
- Sponsorship of a Satellite Symposium, for up to 60 minutes.
- The program is subject to the approval of the Meeting Scientific Committee (Satellites will be allocated on a "first come, first served basis").
- Includes: Hall rental, standard audio/visual equipment, display table.
- Permission to use the phrase: "Official Satellite Symposium of the MUSOC 2017 meeting"
- Symposium program and abstracts will be included in the Final Program (Subject to receipt by publishing deadline).
- Cost of lunch is not included.

❖ **Exhibition Space**

- 18 sqm exhibition space. Platinum Priority Exhibition space allocation.
- 6 Meeting registrations
- 6 Exhibitor Badges

❖ **Advertisement**

- Inclusion of Sponsor's symposium invitation in the Meeting bags (insert to be provided by Sponsor).
- Inclusion of one further insert for promotional purposes in the Meeting bags (Insert of up to 8 A4 pages to be provided by Sponsor).
- Acknowledgment of Sponsorship in the Meeting book as "Platinum Sponsor."
- A color advertisement in the Final Program/Book of Abstracts
- Sponsor's logo with hyperlink on Meeting website.
- Inclusion of symposium program on the Meeting website.
- Symposium invitation will be sent out to registered delegates by email 1 month before the Meeting.
- A 100-word Company profile in the Final Program.



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Gold Sponsorship Package **€10,000**

❖ **Sponsorship of Meeting Bags**

- A bag bearing the Sponsor and Meeting logos will be provided to each participant.

❖ **Exhibition Space**

- 12 sqm exhibition space. Allocation based on a "first come, first served basis."
- 4 exhibitor badges
- 4 Meeting registrations

❖ **Advertisement**

- Inclusion of one insert for promotional purposes in the Meeting bag (Insert of up to 8 A4 pages to be provided by Sponsor).
- Acknowledgment of Sponsorship in the Meeting book as "Gold Sponsor."
- A color advertisement in the Final Program/Book of Abstracts.
- Sponsor's logo with hyperlink on Meeting website.
- A 100-word Company profile in the Final Program.

Silver Sponsorship Package **€7,000**

❖ **Organization of a Satellite Symposium**

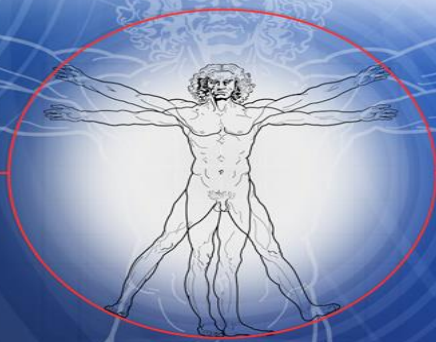
- Sponsorship of a Satellite Symposium, for up to 30 minutes.
- The program is subject to the approval of the Meeting Scientific Committee (Satellites will be allocated on a "first come, first served basis").
- Includes: Hall rental, standard audio/visual equipment, display table.
- Permission to use the phrase: "Official Satellite Symposium of the MUSOC 2017 meeting"
- Symposium program and abstracts will be included in the Final Program (Subject to receipt by publishing deadline).

❖ **Exhibition Space**

- 6 sqm exhibition space. Allocation based on a "first come, first served basis."
- 2 exhibitor badges
- 2 Meeting registrations

❖ **Advertisement**

- Inclusion of one insert for promotional purposes in the Meeting bag (Insert of up to 8 A4 pages to be provided by Sponsor).
- Acknowledgment of Sponsorship in the Meeting book as "Silver Sponsor."
- A half-page color advertisement in the Final Program/Book of Abstracts.
- Sponsor's logo with hyperlink on Meeting website.
- A 100-word Company profile in the Final Program.



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Exhibitor Sponsorship Package

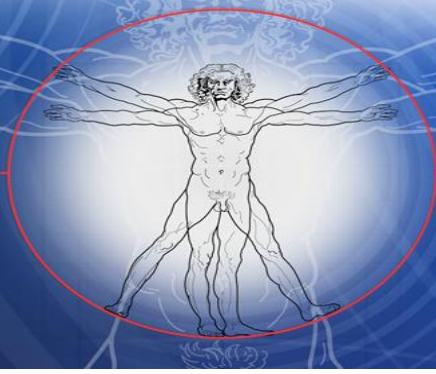
€2,500

❖ **Exhibition Space**

- 6 sqm exhibition space. Allocation based on a "first come, first served basis."
- 2 exhibitor badges
- Acknowledgment of Sponsorship in the Meeting book as "Exhibitor"
- Sponsor's logo with hyperlink on Meeting website.
- A 100-word Company profile in the Final Program.

A commercial and professional exhibition will take place parallel to the Conference hours. We wish to maximize the exhibitors' exposure to the delegates. For this reason, all coffee breaks will be held in the Exhibition area.

Please note that the final Exhibition set up, opening and dismantling schedule will be available in the Exhibition Technical Manual, one month prior to the Conference.



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Other Sponsorship Opportunities

Workshop

€2,000

- ❖ Sponsorship of a workshop of up to 45 minutes.
- ❖ The program is subject to the approval of the Scientific Committee of the Meeting.
- ❖ The hall rental, standard audio/visual equipment, and display table are included.
- ❖ Permission to use the phrase: "Official Satellite Symposium of the MUSOC 2017 meeting."
- ❖ The Workshop program will be included in the Final Program (the publishing deadline needs to be met.)
- ❖ The workshop program will be included on the Meeting website.
- ❖ The workshop invitation will be sent out to registered participants by email one month before the Meeting.
- ❖ Insertion of workshop invitation produced by the Sponsor into the Meeting bags
- ❖

Sponsoring a Parallel Session

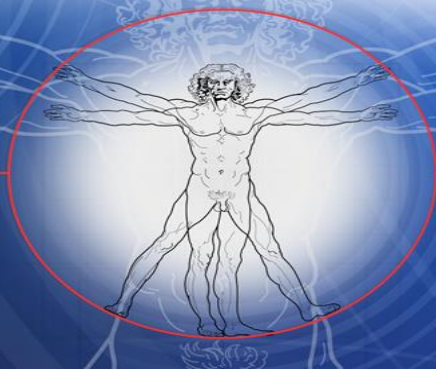
€4,000

- ❖ Acknowledgment of sponsorship in the conference website with the sponsor's logo.
- ❖ Acknowledgment of sponsorship in the conference program & the conference book.
- ❖ One free insert – must be approved by the conference coordinator
- ❖ Projection of your company's slide at the beginning of the session (to be provided by the sponsor)
- ❖ Guest speaker (flight expenses & accommodation are not included in the sponsorship fee)
- ❖ Promotion sign to be placed near the podium - must be approved by the conference coordinator

Lanyards

€3,000

The sponsoring company is responsible for the production of the lanyards.
The sponsoring company will provide approximately 600 lanyards, on which the Meeting and Sponsor's logo will be displayed.
The design of the lanyards needs to be approved by the organizers.



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Notepads and Pens

€1,000

The sponsoring company is responsible for the production of the notepads and pens.

The sponsoring company will provide approximately 600 notepads and pens, on which the Meeting and Sponsor's logo will be displayed.

The design of the notepads and pens needs to be approved by the organizers.

Promotional Material €800 per insert

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

Please note that the material should be provided by the Sponsor and must be approved by the Secretariat (maximum size A4, maximum 8 pages).

Advertisements

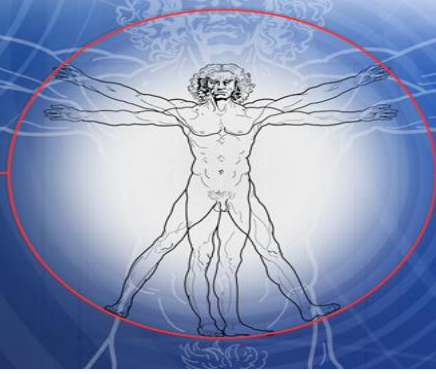
Full-page color advertisements are available in the following Meeting publications:

- Final Program/Abstract Book – Back Cover
€1,200
- Final Program/Abstract Book – Inside Front Cover
€800
- Final Program/Abstract Book – Inside Back Cover
€800
- Final Program/Abstract Book – Internal Page
€500

Additional advertisements within the publication are available by application. All Sponsors will have their logo published on the Meeting website with a hyperlink and on the Sponsors' list on-site.

Special Requests

We are aware that the Sponsorship of any of the above items may not suit your current marketing aims. In this case, we can present you with alternative offers which may be more suitable for you. Please feel free to contact us to discuss your needs.



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Acknowledgements

Please note that all Sponsorship opportunities include:

- The publication of the Sponsors' logos with hyperlinks on the Meeting website
- Acknowledgement on the Sponsors' boards on-site
- Acknowledgement in the Sponsors' list in the Meeting Book

Please forward your company logo (in eps 300dpi format) in both black and white and full color versions to rmitchell@paragong.com

Sponsor Profile

A 100-word Sponsor company/product profile will be published in the list of Sponsors and Exhibitors in the official program and must be submitted electronically by e-mail to rmitchell@paragong.com

Terms of Payment

50% due with signed contract

50% due by September 2nd, 2017

The total amount should be received before the opening date of the Meeting.

Payment Methods

Option 1: Payment by credit card

Option 2: Payment by bank transfer:

Details will be provided in the invoice

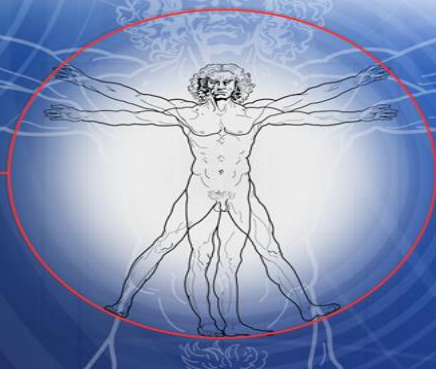
Bank charges are the responsibility of the payer.

Cancellation Policy

Cancellations will be accepted in writing only. A cancellation notice received by September 5th, 2017, will entitle a reimbursement of 50% of the Sponsorship payment, under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after September 5th, 2017.

Terms and Conditions

The terms and conditions of Sponsorship and Exhibition are included in this prospectus. Please note that a signature on the Exhibition contract indicates the acceptance of these terms and conditions.



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Sponsorship Application Form and Contract

Please complete the following information and return to the Industry Liaison Manager:

Mrs. Ravit Mitchell
Industry Liaison Manager
Paragon Group
18, Avenue Louis-Casai, Geneva, Switzerland
Tel: +972-50-7419990
E-mail: rmitchell@paragong.com

We, the undersigned, express our wish to sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

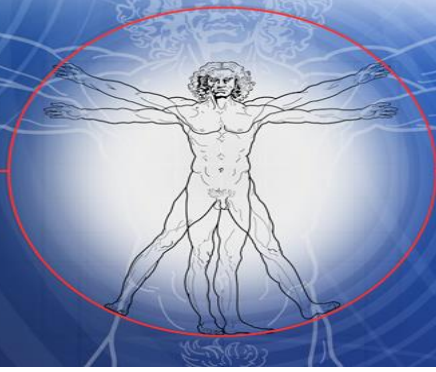
* Company Name	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
Web-Site	
Short company description	Please fill in the attached profile form

* Name of the company - as you wish it to appear on all acknowledgments.

I would like to book the following Sponsorship Items (Prices do not include VAT)

Item	Price
Total Amount (Please Complete)	€

Choices	Stand No.	No. of Sqm	Total Price
1st			€
2nd			€
3rd			€



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Name of Company

Special notes

Please indicate if your stand must be located adjacent to or opposite the following companies, or if special configuration is needed:

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- This is a provisional booking. Please hold for 14 days.
- Payment has been made by credit card/transfer, please forward me final confirmation and invoice.
- Please send me a sponsorship application form and first 50% deposit invoice.

Method of Payment

Credit Card

Credit card no.: _____

Expiry Date: _____ Type of Card: _____

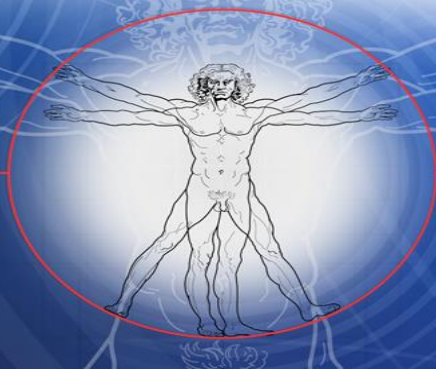
Card Holder: _____

Bank Transfer

Bank charges are the responsibility of the customer.

Signature and company stamp.....

Date.....



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Ultrasound devices donation for workshops

Please complete the following information and return to the Industry Liaison Manager:

Mrs. Ravit Mitchell
Industry Liaison Manager
Paragon Group
18, Avenue Louis-Casai, Geneva, Switzerland
Tel: +972-50-7419990
E-mail: rmitchell@paragong.com

We, the undersigned, express our wish to donate the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

* Company Name	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
Web-Site	
Short company description	Please fill in the attached profile form

* Name of the company - as you wish it to appear on all acknowledgments.

I would like to donate the following:

Item	
Total Amount (Please Complete)	

Signature and company stamp.....

Date.....