

SOE Congress 2009

RAI, Amsterdam, 13–16 June 2009



# SOE 2009

## Sponsorship Manual

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## (1) General Information

### 1.1 Dates

The 2009 Congress of the European Society of Ophthalmology (SOE) will take place at the RAI International Exhibition and Congress Centre from Saturday 13 June – Tuesday 16 June 2009.

### 1.2 Congress Website

The web site of the SOE 2009 Congress is [www.soe2009.org](http://www.soe2009.org)

### 1.3 Congress Secretariat

Congrex Sweden AB  
Attn: SOE 2009  
P.O. Box 5619  
SE-114 86 Stockholm, Sweden  
Tel: +46 8 459 66 00  
Fax: +46 8 661 91 25  
Email: [soe2009@congrex.com](mailto:soe2009@congrex.com)

### 1.4 Exhibition & Sponsorship Organisers

Congrex UK Ltd/SOE 2009  
4B, 50 Speirs Wharf  
Port Dundas  
Glasgow, G4 9TB  
United Kingdom  
Tel: +44 (0) 141 331 0123  
Fax: +44 (0) 141 331 0234  
Email: [soe.industry@congrex.com](mailto:soe.industry@congrex.com)

### 1.5 Venue

Amsterdam RAI  
P.O. Box 77777  
NL-1070 MS Amsterdam  
The Netherlands  
Tel: +31 20 549 3205  
Fax +31 20 549 1842

For further information about the venue, please visit [www.rai.nl](http://www.rai.nl).

### 1.6 Exhibition

The exhibition will be held in Hall 3 at the RAI International Exhibition and Congress Centre.

Amsterdam RAI  
P.O. Box 77777  
NL-1070 MS Amsterdam  
The Netherlands

Please refer to the exhibition floor plan on SOE 2009 website.

### 1.7 Registration Opening Times

The registration desks will be located in the Diamond Lounge.

The registration and the Congress Secretariat will be open during the following hours:

Friday 12 June	08.00 - 18.00
Saturday 13 June	07.00 - 18.00
Sunday 14 June	08.00 - 18.00
Monday 15 June	08.00 - 18.00
Tuesday 16 June	08.00 - 16.00

### **1.8 Group Registration**

Group registrations are offered to groups of 20 persons or more. Before the start of the Congress, appointments for pre pickup of the Congress material can be made for pre-registered groups. Please contact the Congress Secretariat for further information at [soe2009.registration@congrex.com](mailto:soe2009.registration@congrex.com).

### **1.9 CME Accreditation**

The SOE will offer Continuing Medical Education (CME) credits for the Congress in Amsterdam. Read more about it on the Congress web site [www.soe2009.org](http://www.soe2009.org) under CME section.

### **1.10 Certificate of Attendance**

Delegates will also receive a Certificate of Attendance.

### **1.11 Business Centre**

The Business Centre at the RAI will be open during the congress opening hours and accept credit cards and cash payments.

### **1.12 Internet Connection**

There will be an internet area located within the exhibition hall and is free of charge. For an IT service to your stand or hospitality suite, please refer to the Gielissen order forms on the SOE 2009 website.

### **1.13 Deliveries**

Please be advised that neither the Exhibition Organisers nor the RAI can accept deliveries on an exhibitor's behalf and arrangements must be made for a stand/company representative to be available when deliveries are made.

Please note: Specific shipping instructions for sending bag insert material will be circulated separately.

For any deliveries on or after Saturday 13<sup>th</sup> June 2009 requiring NO handling assistance please mark as follows. -

Hall 3  
Amsterdam RAI  
P.O. Box 77777  
NL-1070 MS Amsterdam  
The Netherlands

**Clearly mark all boxes in the shipment with: SOE 2009 / Company Name / Booth number**

For deliveries before Saturday 13<sup>th</sup> June 2009 requiring handling and storing please contact the official appointed freight forwarding contractor -  
Meritex International Freight Services



Meritex International Freight Services Ltd  
The Coach House  
20 Northernhay Street  
Exeter  
Devon  
EX4 3ER  
United Kingdom  
Tel: +44 (0) 1392 454 999  
Fax: +44 (0) 1392 454 998  
Email: [henry@meritex.co.uk](mailto:henry@meritex.co.uk)  
Website: [www.meritex.co.uk](http://www.meritex.co.uk)

Please refer to the freight forwarding information that can be found on the SOE website at [www.soe2009.org/exhib\\_spons.asp](http://www.soe2009.org/exhib_spons.asp).

### **1.14 Airport Meet and Greet**

There will be no transport service organised by the Congress to and from the airport.

## (2) Sponsorship Fulfilment

### 2.1 Industry Sponsored Symposia Programme

For those holding Industry Sponsored Symposia we request details on your session as soon as possible so that the website is updated. Details of your session will be printed in the Final Programme. Please send your confirmed final details no later than **15 March 2009** to [soe2009.scientific@congrex.com](mailto:soe2009.scientific@congrex.com)

As sponsor and organiser of symposia you are entitled to have a link from the soe2009 webpage to your company webpage. The purpose of this link is to give more detailed information about your symposia. Please send the link to: [soe2009@congrex.com](mailto:soe2009@congrex.com)

### 2.2 Sponsorship Items

You will have selected sponsorship items from the list detailed in the Industry Prospectus. Each company will be contacted on an individual basis to ensure delivery of these items.

As a major sponsor of SOE 2009, we would like to give you first refusal on some additional sponsorship items still available. Should you be interested in sponsoring any of the following items, please contact Daniella Girasoli at [soe.industry@congrex.com](mailto:soe.industry@congrex.com) by **15 March 2009**, after this date the items will be offered to other participating companies.

#### Electronic Posters

€17,000

Access to all posters will be via the Electronic Poster area, which will be visited by the majority of participants over the four days. All poster presentations at the Congress Centre will be displayed on electronic monitors. Approximately 20 monitors displaying the poster presentations will be placed in the Exhibition hall of the RAI.

#### Acknowledgments

Banner acknowledging sponsorship within the electronic poster area.  
Company name and logo on screen on all poster area computer terminals.  
Line of acknowledgment highlighted within the final programme.

#### Tea/Coffee Breaks

€8,000 (per day)

There will be several catering points placed within the exhibition hall and this is an opportunity to have high visibility for your company name during the Congress. The company will have sponsorship of tea/coffee breaks for one full day.

#### Acknowledgments

Company name and logo on signage at each catering point for the particular day of sponsorship.  
You may provide sugar sticks, napkins etc with your company name to further profile your organisation.  
Line of acknowledgment highlighted within the final programme.

#### Audio-Visual

€17,000

Sourced by the Organisers this is a high profile sponsorship item.

#### Acknowledgements

There will be a holding slide with the company logo in session halls during breaks.  
A banner with the company name and logo outside/ or inside speaker check-in room.  
Line of acknowledgment highlighted within the final programme.

#### Congress Briefcase insert

€3,000

Your company may have an A4 page, single fold or similar, maximum weight of 20g. The insert may be advertising, invitation or company message, and will be inserted into the Congress briefcase on your behalf by the Organisers. Content subject to approval by the organisers, you must be an exhibitor to qualify.

#### Directional Signposting

€17,000

There will be extensive directional signage around the Congress venue and the opportunity exists for a company to promote its name by supporting this service.

#### Acknowledgements

Company logo on all 'directional signs' around the venue, positioned by the Organisers.  
Line of acknowledgement highlighted within the final programme.

### 2.3 Advertisement in the Final Programme

**Diamond and Platinum Sponsors** are entitled to space for a 4-colour advertisement in the Final Programme. We kindly ask you to send in your full colour advertisement to us, according to the instructions below, **no later than 15 March 2009** to email address [soe2009@congrex.com](mailto:soe2009@congrex.com)

Instructions for advertisement:

- Requested type file: High resolution PDF file
- Ad size: 210 mm width x 297 mm height + 4 mm bleed
- CMYK four-color process ready (no RGB)
- Images 300 dpi
- Fonts embedded in the PDF file
- Forms of delivery: by email

### 2.4 Text in the Final Programme

**Diamond, Platinum, Gold, Silver and Bronze Sponsors** are to receive 75 words free editorial in the Final Programme, this is in addition to your exhibitor's editorial. Please email your text to [soe.industry@congrex.com](mailto:soe.industry@congrex.com) no later than **15 March 2009**. Please use the following format when writing your contact address to be printed in the final programme (it is of course optional if you want to include phone/fax):

Company name

Address

Postal code, City

Country

Tel:

Fax:

Email:

Website:

+ 75 word description of company activity

### 2.5 Complimentary Delegate Registrations

Please refer to your contract for the amount of complimentary registrations you receive. A registration form will be sent to you by email including instructions.

### 2.6 Advanced Mailing List to Delegates

A list of registered delegates will be sent to Diamond, Platinum, Gold and Silver sponsors by email **upon request**. The data will be sent as an excel file sorted by family name, first name, company, address, country, telephone, fax and email where available. Please note that the information may not be used for any other purposes than in connection with the SOE 2009 Congress. Direct your request to [soe2009@congrex.com](mailto:soe2009@congrex.com). **After Monday 25<sup>th</sup> May 2009 this list will no longer be available.**

### 2.7 Hospitality Suites

Diamond, Platinum and Gold sponsors have the use of a hospitality suite from 08.00 Saturday 13 June to 15.00 on Tuesday, June 16 June. The hospitality suite will be a shell build room located in the Europa Foyer close to the exhibition area. Your hospitality suite does not include furniture, catering, electricity, signage or staff. The suite will include carpet, shell walls and access door. Companies should see the respective order forms for these services on the SOE 2009 website. Please contact [soe.industry@congrex.com](mailto:soe.industry@congrex.com) if you need further information on Hospitality Suites.

### 2.8 Delegate Bag Insert

Bronze sponsors wishing to have an insert in the delegate bag are welcome to do so at a cost of €3,000.00 plus VAT. Leaflets should be no larger than A4 page, single fold or similar, maximum weight of 20g. The insert may be advertising, invitation or company message, and will be inserted into the Congress briefcase on your behalf by the Organisers. If exhibitors wish to have an insert included in delegate bags, please contact:

Congrex Sweden AB

Attn: SOE 2009 / Cathrine Hardfors

P.O. Box 5619

SE-114 86 Stockholm, Sweden

Tel: +46 8 459 66 00

Fax: +46 8 661 91 25

E-mail: [soe2009@congrex.com](mailto:soe2009@congrex.com)

For sponsors who already have inserts included in their package, bag inserts must arrive at the advanced warehouse **no later than 5 JUNE 2009.**

Amsterdam advance warehouse address:

**Nippon Express C/o A.J. van Deudekom B.V**  
**SOE 2009/ Hall 3 & Stand Number**  
**Delegate Bag Inserts**  
**Industrieweg 35**  
**NL 1115 AD Duivendrecht**  
**The Netherlands**

The inserts must also be approved in advance via email by the SOE Congress Committee.

**Final details for delivery of bag inserts will be forwarded to all sponsors closer to the Congress.**

### **2.9 Social Tickets**

Diamond, Platinum and Gold sponsors are entitled to an allowance of tickets to attend the Presidents Dinner. The Diamond sponsors will receive 3 invitations. Platinum sponsors will receive 2 invitations and Gold sponsor will receive 1 ticket. Sponsors should complete the electronic registration form to register persons for social evening. This is attached.

### (3) Industry Sponsored Symposia

#### 3.1 Session Rooms

All sponsored symposia will take place in the Elicium II and Elicium I. These are flat floored session halls, with 1134 and 756 seats respectively set in theatre style.

Company	Time	Hall	Capacity	Set – up
<b>ALCON Laboratories, Inc</b>	Parallel Symposium Saturday, 13 June: 14.30 – 16.00	Elicium II	1134	Theatre Style
<b>Allergan Ltd</b>	Exclusive Symposium Monday, 15 June: 11.45 – 13.00	Elicium II	1134	Theatre Style
<b>Allergan Ltd</b>	Parallel Symposium Saturday, 13 June: 16.30 – 18.00	Elicium II	1134	Theatre Style
<b>Merck &amp; Co. Inc</b>	Exclusive Symposium Saturday, 13 June: 11.45 – 13.00	Elicium I	756	Theatre Style
<b>Merck &amp; Co. Inc</b>	Parallel Symposium Sunday, 14 June: 14.30 – 16.00	Elicium I	756	Theatre Style
<b>Novartis</b>	Exclusive Symposium Sunday, 14 June: 11.45 – 13.00	Elicium I	756	Theatre Style
<b>Novartis</b>	Parallel Symposium Monday, 15 June: 10.15 – 11.45	Elicium I	756	Theatre Style
<b>Pfizer Ltd</b>	Exclusive Symposium Sunday, 14 June: 16.30 – 18.00	Elicium II	1134	Theatre Style
<b>Santen OY</b>	Parallel Symposium Sunday, 14 June: 10.15 – 11.45	Elicium I	756	Theatre Style

#### 3.2 Set-up, Layout, Breakdown

Set-up and breakdown will take place on the day of the Symposia. For sponsored symposium taking place at 10.15 – 11.45 there will be no breakdown time after the session and for those from 11.45 – 13.00, there will be no access to the room before your symposium time. The 75 minutes of your symposium time includes the set up and break down time of your session.

As there is no official programme break after the sponsored symposium taking place at 10.15 – 11.45 and before the lunch symposium taking place 11.45 – 13.00, companies should contact the organisers to discuss an alternative set up arrangement if necessary. Please email [soe.industry@congrex.com](mailto:soe.industry@congrex.com) to discuss alternative arrangements.

Please note that hanging banners are not permitted in any session halls, pop up banners and gobos are accepted.

The stage set for all industry sponsored symposia is as follows:

- **Speaker's podium:** The outside measurements of the speaker's podium are height 118.3 cm, width 70.3 cm at the top, 64 cm in the middle and 58 cm at the bottom. Depth is 45 cm at the top, 42 cm in the middle and 39 cm at the bottom. For a photo of the lectern please contact [soe2009@congrex.com](mailto:soe2009@congrex.com)
- **Top table for two chairpersons:** The size of the table is height 75 cm, depth 81 cm and length 150 cm and has an integrated screen showing the speakers presentation.
- **Stage:** 2 stages will be available in the room; one for the lectern that is 200 cm x 200 cm and 60 cm high and one for the head table that is 400 cm x 200 cm and 60 cm high.

If extra head tables are needed, the cost for an addition table, same as above but without an integrated screen is EUR 75. Please contact Chris van Vendelo from ACS, preferred technical supplier at the RAI at [c.vanvendelo@acsaudiovisual.com](mailto:c.vanvendelo@acsaudiovisual.com)

Companies wishing to alter the existing stage set must obtain approval from the Congress Secretariat no later than **15 April 2009**. Please note that speaker name cards will not be provided.

Aisles must be kept clear at all times. Any participating company who causes obstruction or nuisance after notice has been given will be liable to have their session discontinued by the organisers at the participating company's expense.

### **3.3 Audio Visual Specification**

You will have use of the existing audio visual equipment and the services of 1 technician. The session halls will have the following audio visual set-up:

- Projector for PowerPoint presentation
- Projector screen
- Confidence monitor for head table
- PC for PowerPoint presentation
- Monitor for speaker
- Laserpointer
- 1 lectern with microphone
- A head table with microphone
- Aisle microphones

### **3.4 Additional Audio Visual**

Should you require any additional audio visual than listed above, please contact Chris van Vendelo from ACS, preferred technical supplier at the RAI at [c.vanvendelo@acsaudiovisual.com](mailto:c.vanvendelo@acsaudiovisual.com)

### **3.5 Speaker Support Centre**

There will be a general speaker support centre available for all speakers during the SOE 2009 Congress. All speakers giving a presentation are requested to validate their presentation in the Speakers' Support Centre (SSC) a minimum of 2 hours before the session starts or the day before if the session is at 8:00. Presentations received after this deadline cannot be guaranteed optimal audiovisual support.

### **3.6 Security**

Only persons with delegate badges and your own company personnel are permitted to attend your session. If you have staff only attending or working during the Symposium they should carry a company business card. If you would like to hire additional staff, please refer to the order forms on the SOE website.

### **3.7 Industry Sponsored Symposium Badges**

Each company are entitled to an allocation of 5 badges which will allow access to their satellite and exhibition stand on the day of their session. If additional badges are required, there will be a fee for this which is EUR 10 per badge. This does not give you access to other Scientific sessions.

## (4) Additional Services

### 4.1 Accommodation

Accommodation has been reserved in various price categories in Amsterdam by the Congress Secretariat. Please visit the SOE 2009 website to make your reservation online and for more information at [www.soe2009.org](http://www.soe2009.org) or email [soe2009.hotel@congrex.com](mailto:soe2009.hotel@congrex.com).

### 4.2 Bar Code Readers (Lead Retrieval) and Delegate Badges

Delegate badges will be bar-coded

Companies wishing to scan delegate details will require a bar code reader. At the end of the Congress, the scanned information is matched with the registration database to provide companies with full contact details for all visitors who have been at their stand or symposia. In addition, you will have the opportunity to define up to 100 marketing codes, for example, 'wants product brochure', 'contact by telephone', 'interested in product category A', etc. [**To note:** one barcode reader equals 20 Marketing codes – therefore to get 100 marketing codes you will need to purchase 5 barcode readers; each barcode reader will come with its own marketing sheet – if you do purchase more than 1 barcode reader, it is imperative that you keep track as to which marketing sheet belongs to which reader in order for us to produce correct data reports].

Each visitor can be assigned a maximum of 20 codes [as indicated previously up to 20 marketing codes can be assigned to 1 barcode reader and therefore to 1 visitor]; this information is matched with the delegate details and emailed to your chosen email address, providing you with a database [**THIS WILL BE IN THE FORM OF AN EXCEL SPREADSHEET – ALONG WITH THE DELEGATE CONTACT DETAILS WE WILL INCLUDE THE MARKETING CODES STORED AGAINST THE DELEGATE'S NAME IF ANY; YOU WILL THEN BE REQUIRED TO MATCH THE CODE AGAINST THEIR COMPLETED MARKETING SHEET**] to facilitate easy and targeted follow-up after the event. There will be no other delegate list provided.

To order a Bar Code Reader, please see the order forms document on the SOE website.

### 4.3 Catering

The RAI Catering have exclusive rights to catering within the conference centre and therefore no company can distribute or give away any item of food or drink not supplied by the RAI without express written consent. The RAI can supply a comprehensive range of hot and cold beverage items, snacks, sandwiches, rolls and salads, together with a full range of wines, spirits, glassware and catering equipment hire. Please refer to the RAI Catering order form on the Congress website.

If you require catering products for your symposium, please contact the catering team via telephone on +31 (0) 20 549 1991 or via the email address [expocatering@rai.nl](mailto:expocatering@rai.nl)

### 4.4 Material Handling

Meritex International Freight Services Ltd have been appointed as the official transport, lifting, shipping and storage contractors for this event. Please refer to the freight forwarding information that can be found at the back of the order forms on the SOE website, [www.soe2009.org](http://www.soe2009.org)

### 4.5 Meeting Rooms

Meeting rooms are available at the RAI and will be booked directly with RAI contacting:

Yvette Jansen  
RAI Convention Centre  
P.O.Box 77777  
NL-1070 MS Amsterdam  
The Netherlands  
Tel: +31 20 549 1626  
Fax: +31 20 549 1841  
Email: [y.jansen@rai.nl](mailto:y.jansen@rai.nl)

### 4.6 Floral

Gielissen are our official floral contractors. Please see their order form on page 13, on the Congress website, under Exhibition.

#### 4.7 Temporary Staff

Should you require a hostess or any additional stand staff, please contact Gielissen. The order form can be found in the Gielissen order form document on page 17, on the Congress website, under Exhibition

#### 4.8 Site Visit

If any company wishes to arrange a site visit prior to the congress, this can be arranged independently by contacting:

Yvette Jansen  
RAI Convention Centre  
P.O.Box 77777  
NL-1070 MS Amsterdam  
The Netherlands  
Tel: +31 20 549 1626  
Fax: +31 20 549 1841  
Email: [y.jansen@rai.nl](mailto:y.jansen@rai.nl)

Please note, the venue is fully booked during 2009 and some events do not allow visitors. Therefore we strongly suggest that you confirm your date(s) with the venue before finalising your travel arrangements.

#### 4.9 Social Tickets and Social Programme

Company personnel are welcome to register for social events and are encouraged to participate.

Amsterdam is renowned for its hospitality and this Congress will prove no exception. The Congress provides you with the perfect opportunity to network with your colleagues from around the world and includes a varied programme of social events.

<b>Friday, 12 June</b>	<b>Saturday, 13 June</b>	<b>Sunday, 14 June</b>	<b>Monday, 15 June</b>	<b>Tuesday, 16 June</b>
Amsterdam Tour 13.00–17.00	Amsterdam Tour 09.00–13.00	Museum Tour 09.00–13.00	Museum Tour 09.00–13.00	Private Home and Garden Tour 09.00–13.00
EUPO Residents' Party 18.15	Opening Ceremony 10.15–11.45	The Jewish Quarter and Diamond Factory 14.00–18.00	Zaanse Schans, Volendam en Marken 09.00–17.00	
	Private Home and Garden Tour 14.00–18.00		Congress Evening 19.30	
	Welcome Reception 18.00			

For further information about the social programme please enter the SOE 2009 website at: [www.soe2009.org](http://www.soe2009.org)

## 5.1 Important Dates

Please see the Table below outlining all the sponsorship deadline dates.

<b>Deadline date</b>	<b>Item</b>	<b>Return to or contact</b>
15 March 2009	Programme of Sponsored Symposium to be submitted for inclusion in the Final Programme and for the website.	<a href="mailto:soe.industry@congrex.com">soe.industry@congrex.com</a>
15 March 2009	First refusal on some Sponsorship items (listed above)	<a href="mailto:soe.industry@congrex.com">soe.industry@congrex.com</a>
15 March 2009	Advertisement for the Final Programme to be submitted	<a href="mailto:soe2009@congrex.com">soe2009@congrex.com</a>
15 March 2009	75 words text in the Final Programme to be submitted	<a href="mailto:soe.industry@congrex.com">soe.industry@congrex.com</a>
13 May 2009	Complimentary Delegate Registrations and Social Tickets – Electronic registration forms to be submitted	<a href="mailto:soe.industry@congrex.com">soe.industry@congrex.com</a>
15 April 2009	Additional Technical requests and changes in room set-up to be submitted	<a href="mailto:soe.industry@congrex.com">soe.industry@congrex.com</a>
1 May 2009	Temporary Staff	<a href="mailto:soe@gielissen.nl">soe@gielissen.nl</a>
1 May 2009	Floral Decoration	<a href="mailto:soe@gielissen.nl">soe@gielissen.nl</a>
8 May 2009	Barcode Reader Form	<a href="mailto:soe2009@congrex.com">soe2009@congrex.com</a>
15 May 2009	Catering	<a href="mailto:expocatering@rai.nl">expocatering@rai.nl</a>
Request no later than 25 May 2009	Advanced Mailing List to Delegates	<a href="mailto:soe2009@congrex.com">soe2009@congrex.com</a>
Bag inserts must arrive at the venue no later than 5 June 2009	Delegate Bag Inserts	<a href="mailto:soe2009@congrex.com">soe2009@congrex.com</a>