



SPONSORSHIP and EXHIBITION *Prospectus*

Organizers:



International Association of
Oral and Maxillofacial Surgeons



Hong Kong Association of
Oral and Maxillofacial Surgeons



www.icoms2017.com

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INVITATION



Nabil Samman
Chairman, ICOMS 2017

Dear Prospective Sponsors and Exhibitors,

On behalf of the Local Organizing Committee and the President of the International Association of Oral and Maxillofacial Surgeons (IAOMS), we cordially invite you to participate and support the 23rd International Conference on Oral & Maxillofacial Surgery (ICOMS) 2017 Conference to be held from 31 March to 3 April 2017 at the Hong Kong Convention and Exhibition Centre.



Julio Acero Sanz
President, IAOMS

The Scientific Committee will develop a first class program showcasing the latest research and findings in the full scope of Oral and Maxillofacial Surgery as well as delivering the benchmark for best practice.

Undoubtedly exhibition is a vital part of the ICOMS 2017. ICOMS has historically attracted between 1,600 and 2,500 participants, and given the international position of the host city Hong Kong, about 2,000 delegates are expected from around the world.

As demand is expected to be high, we strongly suggest you to act promptly to review the Sponsorship & Exhibition Prospectus thus ensuring your preferred options are secured. Early application will maximize your investment through our extensive marketing campaign both online and print. Application is now open!

Looking forward to greeting you in Hong Kong!

A handwritten signature in black ink, appearing to read 'N Samman', written in a cursive style.

Nabil Samman
*Chairman,
Local Organizing Committee
ICOMS 2017*

A handwritten signature in black ink, appearing to read 'Julio Acero Sanz', written in a cursive style.

Julio Acero Sanz
*President,
IAOMS*

CONFERENCE HOSTS



International Association of Oral & Maxillofacial Surgeons (IAOMS)

The International Association of Oral and Maxillofacial Surgeons (IAOMS) is the largest global professional organization representing the specialty of oral and maxillofacial surgery. From its founding in 1962, the IAOMS has been a friendly community of oral and maxillofacial surgeons, bound together by a common enthusiasm for the well-being of their patients and the advancement of their specialty. IAOMS has a rich conferencing history meeting every two years in cities around the world. In 2017, Hong Kong has been selected to host the international maxillofacial community as they come to participate in the 23rd International Conference.



Hong Kong Association of Oral & Maxillofacial Surgeons (HKAOMS)

The Hong Kong Association of Oral and Maxillofacial Surgeons (HKAOMS) is the official association for Oral and Maxillofacial Surgeons in Hong Kong since 1990. The association not only aims to study, advance and promote Oral and Maxillofacial Surgery locally, but also encourages and provides desirable standards of training and opportunities for Oral and Maxillofacial Surgeons in Hong Kong. This facilitates us to affiliate with suitably recognized national and international associations in order to build a leading role around the globe. We organized the ACOMS 2005 in Hong Kong and also co-organized the ICOMS 2009 in Shanghai, China. Both events were highly rated and well received. We look forward to seeing you in the ICOMS 2017 Hong Kong and wish you have a wonderful time in this Asia World's City.

USEFUL INFORMATION

CONFERENCE DATES

31 March – 3 April 2017

CONFERENCE WEBSITE

www.icoms2017.com

VENUE

Hong Kong Convention & Exhibition Centre

Tel : +852 2582 8888

Email : info@hkcec.com

Website : www.hkcec.com

ENQUIRY

To discuss or design a package that best suits your marketing needs, please contact:

Ms. Joyce Poon & Ms. Lilian Wong

Conference Secretariat

c/o **LLink Limited**

Room 2302, 23/F, Kwai Hung Holdings Centre,

89 King's Road, North Point, Hong Kong

Tel : +852 2566 2889

Email : icoms2017-spex@llink.com.hk

IMPORTANT DATES

2016

31 March

Deadline for Platinum, Gold and Silver Partner(s) to book in-kind sponsorship items at discount rate

2017

15 January

Balance payment of all sponsorship and exhibition

21 January

Distribution of Exhibitor's Technical Manual and shipment instructions for conference bag inserts

21 February

Submission of booth / raw space' design plan

Submission of print advertisement file

15 March

Pre-registration closes

Delivery of conference bag inserts to Conference Secretariat

30 March

Pre-conference workshops

31 March – 3 April

Conference

TERMS OF PAYMENT

All requests on a first-come, first-served basis according to availability.

Deposit of 50% of value – Within 30 days upon submission of application form

Balance – On or before **15 January 2017**

Payment can be made by bank transfer or local HK cheque. Please include all bank charges and intermediate bank commissions in your payment. Booking will not be processed nor the exhibition space guaranteed without the required 50% deposit within 30 days upon confirmation. (Exchange rate of USD 1 = HKD 7.8)

EXHIBITOR'S MOVE IN / OUT SCHEDULE

Final schedule will be specified in the Exhibitor's Technical Manual distributed by **21 January 2017**.

CANCELLATION POLICY

In the event of cancellation of sponsorship and/or exhibition booth(s), please note that unless that particular area of sponsorship or exhibition is resold, the Local Organizing Committee reserves the right to retain all monies received. If the balance of payment is not received by the due date, the allocated sponsorship or exhibition booth(s) will be cancelled. Any booth or sponsorship package cancelled after 15 January 2017 will not be refunded; thus 100% forfeited.

REGISTRATION

Sponsors and exhibitors are required to officially register for the Conference, even where a complimentary ticket may be offered. Please refer to the relevant sponsorship or exhibition packages for registration entitlements.

LIABILITY

The Exhibitor agrees that neither IAOMS, the Local Organizing Committee, nor any of their officers, directors, agents and employees, shall be held liable for any damage, loss, harm or injury to the person or property of the exhibitor or any of its officers, directors, agents or employees, resulting from theft, accident or any other cause. Exhibitors and participants are advised to make their own arrangement for personal insurance.

DISCLAIMER

The Local Organizing Committee of ICOMS 2017 reserves the right to change the program, speakers and/or venue without prior notice.

BENEFITS OF PARTICIPATION

Don't miss this opportunity to strengthen awareness of your brand!

- √ Affiliate your organization with a credible and reputable international event in this field.
- √ Significant brand exposure to over 1,500 oral and maxillofacial surgeons, specialists and allied health professionals from across the globe.
- √ Maximize your time and resources by showcasing your organization to a relevant and influential audience in an environment away from the competition of every day distractions.
- √ Develop business connections and strengthen relationships.
- √ Generate new leads, develop your brand or launch a new product via the exhibition.
- √ Stay abreast of current developments in the maxillofacial community and find out how your organization can assist.

Marketing Reach

ICOMS 2017 will be marketed through a variety of different mediums to ensure maximum exposure for your organization throughout Europe, North and South America, Africa and the Asia Pacific Region. Avenues for marketing include:

- **Online**

A website devoted to the Conference is now live and will be updated continuously in the lead up to the event providing all the most up-to-date information on the program, speakers, social program and a section dedicated to sponsors and exhibitors.

- **Advertising**

In addition to the Conference website, a number of advertisements will be presented through the national and international media including industry publications, websites, other related events, member associations and editorial releases.

- **Networking**

The ICOMS 2017 Conference will be promoted at many related events in the lead up to the Conference. These opportunities provide your organization with long and sustained exposure to your target audience both nationally and internationally.

SPONSORSHIP

Sponsorship Packages are available to assist you in choosing the right package for your organization. **All booking requests are accepted on a first-come, first-served basis.**

	PLATINUM	GOLD	SILVER
Price (USD)	\$65,000 USD	\$45,000 USD	\$25,000 USD
Quantity	Two (2)	Four (4)	Four (4)
Exhibition Booth	Four (4) 3m x 3m exhibition booths	Two (2) 3m x 3m exhibition booths	One (1) 3m x 3m exhibition booth
Advertisement in Final Program Handbook	√ One page (inside page)	√ One page (inside page)	√ One page (inside page)
Exhibition Pass	Four (4)	Three (3)	Two (2)
Gala Dinner Ticket	Four (4)	Three (3)	Two (2)
Delegate List	√	√	√
Conference Bag Insert	√ One A4 single leaflet	√ One A4 single leaflet	√ One A4 single leaflet
Priority to sponsor Trainees Forum & Evening Social	√	X	X
Priority to sponsor other in-kind items	√ By 31 Mar 2016	X	X
To sponsor other in-kind items at discount	√ 15% discount by 31 Mar 2016	√ 10% discount by 31 Mar 2016	√ 10% discount by 31 Mar 2016
Acknowledgement in Final Program Handbook	√	√	√
Acknowledgement on Conference Website	√ Company logo with hyperlink	√ Company logo with hyperlink	√ Company logo with hyperlink

Notes: Print advertisement - Final artwork must be submitted by **15 February 2017***. Full page size at 210mm x 297mm with 3mm bleed. Supplied as print-ready 300 dpi PDF or EPS. JPGs are not acceptable.

WE OFFER TAILOR MADE SPONSORSHIP PACKAGES ALSO!

CONTACT CONFERENCE SECRETARIAT AT EMAIL: icoms2017-spex@llink.com.hk

* Full page size is subject to change.

PLATINUM PARTNER

\$65,000 USD (2 opportunities)

Platinum

- √ **Exhibition:** Four (4) 3m x 3m exhibition booths at prime location
- √ **Registration:** Four (4) Exhibition Passes and four (4) tickets to Gala Dinner
- √ **Branding & Promotion**
 - Your company logo and URL hyperlinked on the official Conference website
 - A listing of your company's details on the conference website page (company name, address, contact information, and a listing of no more than five (5) of your company's products or services)
 - Your company acknowledgement as Platinum Partner in the Conference Final Program Book
 - A delegate list 2 weeks prior to the commencement of the Conference
Note: delegate list to include title, first name, last name, organization and country only for those who provide approval under the Privacy Laws
 - One (1) full page advertisement in the Conference Final Program Book
 - One (1) conference bag insert (single A4 leaflet) into each delegate conference bag
- √ **Trainees Forum & Evening Social**

Gain exposure to the surgeons of tomorrow. Only Platinum Partners have the opportunity to bid on the opportunity to sponsor the half-day "Trainees Forum and Evening Social" with a minimum bid of \$10,000 USD plus all event costs.

A letter of intent which includes a proposal regarding the infrastructure for the event must be received by the Executive Director at least one year prior to the event. If more than one organization submits a letter of intent and proposal for this event, the organization with the highest bid will be awarded the event. If the final bids are equal, the Board of Directors of IAOMS shall determine the event's sponsor.

The final program and speakers shall be selected by the IAOMS Education Committee in consultation with the local scientific committee with oversight and approval by the IAOMS Board at least nine months prior to ICOMS 2017.

Gold & Silver

GOLD PARTNER

\$45,000 USD (4 opportunities)

- √ **Exhibition:** Two (2) 3m x 3m exhibition booths at prime location
- √ **Registration:** Three (3) Exhibition Passes and three (3) tickets to Gala Dinner
- √ **Branding & Promotion**
 - Your company logo and URL hyperlinked on the official Conference website
 - A listing of your company's details on the conference website page (company name, address, contact information, and a listing of no more than five (5) of your company's products or services)
 - Your company acknowledgement as Gold Partner in the Conference Final Program Book
 - A delegate list 2 weeks prior to the commencement of the Conference
Note: delegate list to include title, first name, last name, organization and country only for those who provide approval under the Privacy Laws
 - One (1) full page advertisement in the Conference Final Program Book
 - One (1) conference bag insert (single A4 leaflet) into each delegate conference bag

SILVER PARTNER

\$25,000 USD (4 opportunities)

- √ **Exhibition:** One (1) 3m x 3m exhibition booth at prime location
- √ **Registration:** Two (2) Exhibition Passes and two (2) tickets to Gala Dinner
- √ **Branding & Promotion**
 - Your company logo and URL hyperlinked on the official Conference website
 - A listing of your company's details on the conference website page (company name, address, contact information, and a listing of no more than five (5) of your company's products or services)
 - Your company acknowledgement as Silver Partner in the Conference Final Program Book
 - A delegate list 2 weeks prior to the commencement of the Conference
Note: delegate list to include title, first name, last name, organization and country only for those who provide approval under the Privacy Laws
 - One (1) full page advertisement in the Conference Final Program Book
 - One (1) conference bag insert (single A4 leaflet) into each delegate conference bag



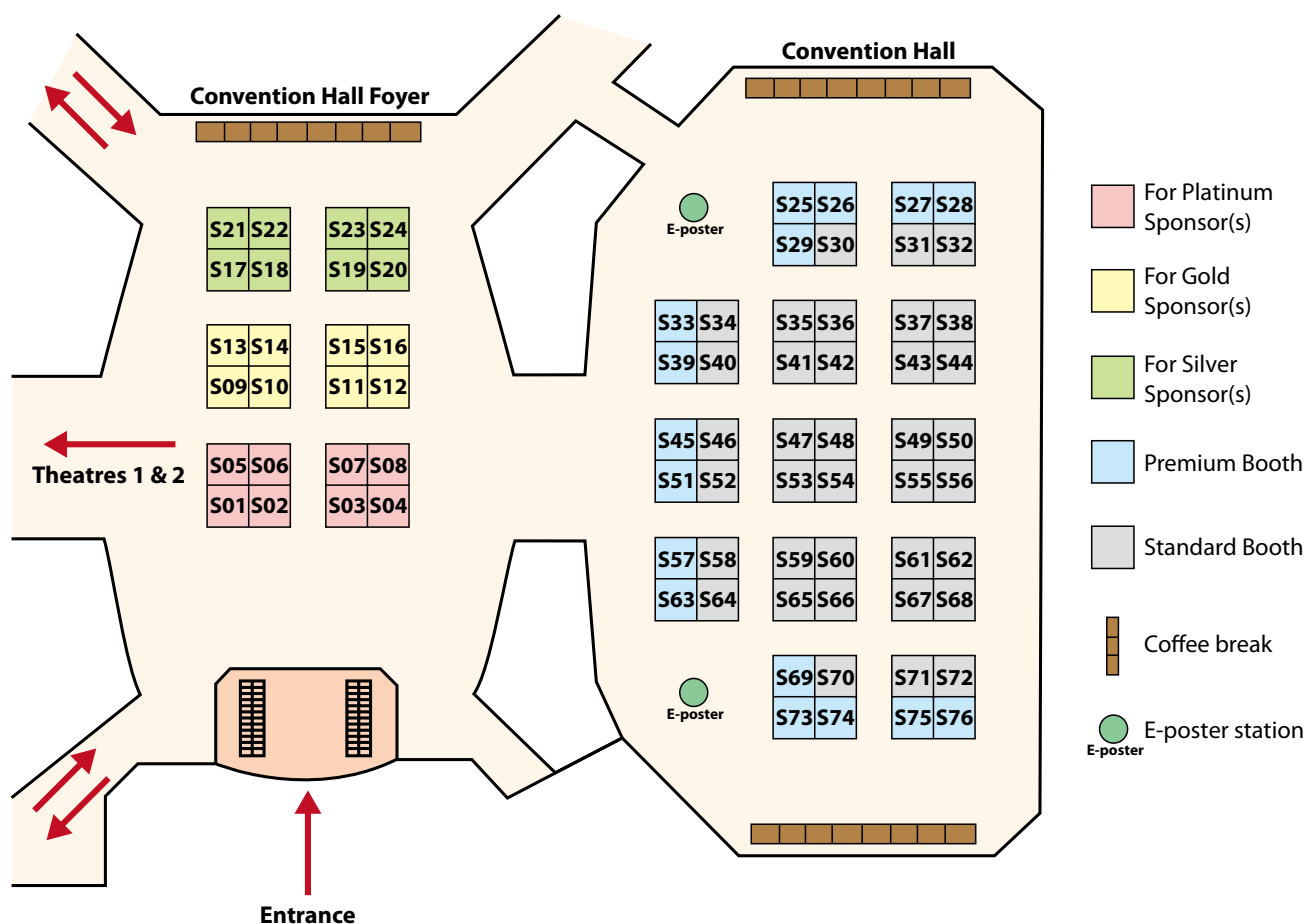
EXHIBITION

Located on a single level, the Exhibition will be fully integrated into the Conference Program with coffee breaks and luncheon served throughout the Conference.

EXHIBITION		Price (USD)
Premium	Booth or Raw Space (3m x 3m)	6,500
Standard	Booth or Raw Space (3m x 3m)	5,500

Notes:

1. Premium booth/raw space are at prominent areas that allow exhibitors advantageous exposure to delegates.
2. Shell scheme is included for every standard booth and please refer to the following page for details.
3. Two (2) complimentary badges (per every 3m x 3m booth / raw space) accessing to exhibition area, Opening Ceremony and the Welcome Reception are included.
4. All extra requirements, e.g. special decoration, extra lighting, furniture, carpeting, office equipment, should be ordered separately. Furniture catalog and order form will be sent out with the Exhibitor's Technical Manual by 21 January 2017.
5. Exhibition spaces will be allocated on a first-come, first-served basis. The Local Organizing Committee reserves the right to make the final decision on the exhibition space allocations.



Standard Shell Scheme (3m x 3m)	Design your own stand (3m x 3m)
<ul style="list-style-type: none"> ● Walls: Polished aluminum frame with white melamine infill panels ● Fascia: All open aisle frontages will have a fascia sign consisting of one company name and stand number. Computer cut vinyl and standard lettering (maximum 30 characters) ● Lighting: Two (2) track spotlights per 9sqm (lights are mounted on the inside of the front fascia) ● Power: One (1) single power point per stand, regardless of size. Power point is positioned in the rear corner of the stand 	<p>The ICOMS 2017 Conference welcomes custom-design stands. “Raw space” does not include walls, fascia, lighting, power or signs. Should you prefer to provide your own booth design or prefabricated booth module in your allocated area, you must submit your design plans to the Conference Secretariat by 21 February 2017.</p>

Additional inclusions for all stand types:

- **Registration**
Two (2) Exhibitor Registrations (per every booking of 3m x 3m booth/ raw space) including access to the Exhibition, daily catering, Opening Ceremony and the Welcome Reception are provided. Tickets to other social events are available for purchase. All exhibitors must register.
- **Branding & Promotion**
 - ▶ Your company logo and URL hyperlinked on the official Conference website
 - ▶ Your company name and booth number listed in the Conference Final Program Book
 - ▶ A delegate list 2 weeks prior to the commencement of the Conference
(Note: delegate list to include title, first name, last name, organization and country only for those who provide approval under the Privacy Laws)

IN-KIND SPONSORSHIP

IN-KIND SPONSORSHIP	Price (USD)	No. of Sponsor(s)
Opening Ceremony Reception	10,000	4
Gala Dinner	10,000	4
Internet Café	15,000	1
Luncheon	10,000 per lunch	3 (1 company per day)
Coffee Break	1,500 per break	14 (2 companies per break)
Conference Bag	20,000	1
Name Badge (with lanyard)	20,000	1
Conference Signage	5,000	2
E-poster Zone	10,000	1
Conference App	Please contact Secretariat	To be discussed

Opening Ceremony Reception
\$10,000 USD
(4 opportunities)

Become the Conference Opening Ceremony Reception Partner and have your organization aligned with the first official evening function where delegates will spend time catching up with colleagues, interacting with sponsors and exhibitors and making new acquaintances. Entitlements include:

- Recognition from the podium and on the actual Opening Ceremony program
- Branding & Promotion
 - ▶ Your company logo and URL hyperlinked on the official Conference website
 - ▶ Your company acknowledgement in the Conference Final Program Book

Gala Dinner
\$10,000 USD
(4 opportunities)

The Gala Dinner will surely be a night to remember as a celebration of the maxillofacial community. This prestigious evening event will convene an estimated 500 conference participants, IAOMS leadership, speakers and VIPs. Entitlements include:

- Recognition from the podium and on the actual Gala Dinner program
- Opportunity to address the guests with a few words of appreciation
- Registration: Maximum of five (5) tickets to Gala Dinner
- Branding & Promotion
 - ▶ Your company logo and URL hyperlinked on the official Conference website
 - ▶ Your company acknowledgement in the Conference Final Program Book

Internet Café
\$15,000 USD

Exclusive

Providing an internet café exclusively for delegates to use enabling them to keep up to date with what is happening at home. Entitlements include:

- Branding & Promotion
- ▶ Display of your company name and logo on each terminal as a screen saver and background
 - ▶ Your company logo and URL hyperlinked on the official Conference website
 - ▶ Your company acknowledgement in the Conference Final Program Book

WANT AN EXCLUSIVE TIME SLOT FOR PRE-CONFERENCE WORKSHOP, SYMPOSIA DURING BREAKFAST OR LUNCHEON OR EVEN SCIENTIFIC PROGRAM, PLEASE CONTACT CONFERENCE SECRETARIAT AT EMAIL: icoms2017-spex@link.com.hk FOR SPONSORSHIP DETAILS.

Luncheon
\$10,000 USD
(3 opportunities,
1 sponsor per day)

Courtesy of the conference, light lunch will be served daily to all participants. Choose one day or all days to sponsor the Luncheon. Entitlements include:

- Acknowledgement of thanks at the lunch areas
- Branding & Promotion
 - ▶ Your company logo and URL hyperlinked on the official Conference website
 - ▶ Your company acknowledgement in the Conference Final Program Book

Coffee Break
\$1,500 USD
(2 sponsors
per break)

Networking coffee breaks will take place on the exhibition floor, regularly promoting opportunities for the delegates to visit the exhibition area to engage with you. Choose one day or all days to sponsor the Coffee Break. Entitlements include:

- Acknowledgement of thanks at the coffee bars
- Branding & Promotion
 - ▶ Your company logo and URL hyperlinked on the official Conference website
 - ▶ Your company acknowledgement in the Conference Final Program Book

Conference Bag
\$20,000 USD

Exclusive

It gives you high visibility beyond your stand with all delegates carrying the conference bag throughout the Conference. Entitlements include:

- Branding & Promotion
 - ▶ Display of your company logo on bags (design to be pre-approved by Local Organizing Committee)
 - ▶ Your company logo and URL hyperlinked on the official Conference website
 - ▶ Your company acknowledgement in the Conference Final Program Book

Name Badge (Lanyard)
\$20,000 USD

Exclusive

Displayed close to eye-level. A cost effective opportunity for a major brand building effort, as each visitor will have to wear name badge during the Conference. Entitlements include:

- Branding & Promotion
 - ▶ Display of your company logo on lanyards (design to be pre-approved by Local Organizing Committee)
 - ▶ Your company logo and URL hyperlinked on the official Conference website
 - ▶ Your company acknowledgement in the Conference Final Program Book

Conference Signage
\$5,000 USD
(2 opportunities)

It provides you a one-off opportunity to receive an acknowledgement of thanks on all directional signage located in prominent high traffic areas around the conference venues. Entitlements include:

- Branding & Promotion
 - ▶ Your company logo displayed on each sign board
 - ▶ Your company logo and URL hyperlinked on the official Conference website
 - ▶ Your company acknowledgement in the Conference Final Program Book

E-poster Zone
\$10,000 USD

Exclusive

Displayed on giant TVs, e-poster presentations offer an interactive way to discover ICOMS best practices. Entitlements include:

- Branding & Promotion
 - ▶ Your company logo displayed on each TV
 - ▶ Your company logo and URL hyperlinked on the official Conference website
 - ▶ Your company acknowledgement in the Conference Final Program Book

ADVERTISING

Advertising helps you to stand out from the crowd, and plays a key role in helping you to achieve your conference objectives.

PRINT & ONLINE ADVERTISING	Price (USD)
Website advertising (banner in rotation)	3,500 per banner
Final Program Book – Back Cover	5,000
Final Program Book – Inside Front Cover	3,500
Final Program Book – Inside Back Cover	3,500
Final Program Book – Inside Page	2,000
Conference Bag Inserts (max 4 pages A4 leaflet)	2,500 per insert

Print advertisement: Advertisers are responsible for design. Artworks must be pre-approved by the Local Organizing Committee. Final artwork to be submitted by **15 February 2017**[#]. 210mm x 297mm with 3mm bleed. Supplied as print-ready 300 dpi PDF or EPS. JPGs are not acceptable.

Website banner advertisement: Advertisers are responsible for design. Artworks must be pre-approved by the Local Organizing Committee. 728px x 90px leaderboard. Images can be supplied as a GIF or JPG with a maximum file of 75kb for the leaderboard.

Conference Bag Inserts: Advertisers are responsible to provide the concerned quantity of inserts by **15 March 2017** to Conference Secretariat for the arrangement. Content of inserts (PDF format) have to be emailed to Local Organizing Committee for pre-approval. Detailed shipment instructions will be available by **21 January 2017**.

Onsite advertising opportunity

Advertising space is applicable during the Conference's licensed period. All advertising space is subject to availability and confirmation by the venue. Priority booking will be given to Platinum and Gold Sponsor(s). Advertiser(s) are responsible for installation and dismantling, depending on the selected items. Please contact Conference Secretariat at email: icoms2017-spex@link.com.hk for details.

[#] Full page size is subject to change.

APPLICATION FORM



Please return this form to Conference Secretariat.

c/o LLink Limited, Room 2302, 23/F, Kwai Hung Holdings Centre,

89 King's Road, North Point, Hong Kong

Email: icoms2017-spex@llink.com.hk

Please complete in BLOCK LETTERS.

ORGANIZATION _____

CATEGORY Pharmaceutical Device Publisher Other

TITLE Prof Dr Mr Mrs Ms

FIRST NAME _____ LAST NAME _____

JOB TITLE _____ EMAIL _____

TEL _____ FAX _____

ADDRESS _____

COUNTRY _____ WEBSITE _____

ITEMS				Please✓	Unit Price (USD)
Sponsorship	Platinum Sponsor			<input type="checkbox"/>	65,000
	Gold Sponsor			<input type="checkbox"/>	45,000
	Silver Sponsor			<input type="checkbox"/>	25,000
Exhibition Space	Premium	<input type="checkbox"/> Booth <input type="checkbox"/> Raw Space	Preferred booth number(s):	<input type="checkbox"/>	6,500 x ___ booth(s)
	Standard	<input type="checkbox"/> Booth <input type="checkbox"/> Raw Space		<input type="checkbox"/>	5,500 x ___ booth(s)
In-Kind Sponsorship	Opening Ceremony Reception			<input type="checkbox"/>	10,000
	Gala Dinner			<input type="checkbox"/>	10,000
	Internet Café			<input type="checkbox"/>	15,000
	Luncheon	Preferred date:		<input type="checkbox"/>	10,000
	Coffee Break	Preferred date:	AM / PM:	<input type="checkbox"/>	1,500
	Conference Bag			<input type="checkbox"/>	20,000
	Name Badge (with lanyard)			<input type="checkbox"/>	20,000
	Conference Signage			<input type="checkbox"/>	5,000
Advertising	E-poster Zone			<input type="checkbox"/>	10,000
	Website Banner (in rotation)			<input type="checkbox"/>	3,500
	Final Program Book (Back Cover)			<input type="checkbox"/>	5,000
	Final Program Book (Inside Front Cover)			<input type="checkbox"/>	3,500
	Final Program Book (Inside Back Cover)			<input type="checkbox"/>	3,500
	Final Program Book (Inside Page)			<input type="checkbox"/>	2,000
Conference Bag Inserts			<input type="checkbox"/>	2,500	
Total:					USD

Notes: All bookings requests will be accepted on a first-come, first-served basis. Bookings will not be processed nor exhibition spaces guaranteed without the required 50% deposit within 30 days upon submission of this application form. Balance payment is required by 15 January 2017. By signing on this application form, I hereby confirm that I have read and understand the terms & conditions mentioned in the prospectus.

Signature with company chop: _____ Date: _____



www.icoms2017.com

Organizers:



**International Association of
Oral and Maxillofacial Surgeons**



**Hong Kong Association of
Oral and Maxillofacial Surgeons**

Conference Secretariat - LLink Limited

Address: Room 2302, 23/F, Kwai Hung Holdings Centre, 89 King's Road, North Point, Hong Kong
Tel: +852 2566 2889 Fax: +852 2570 4773 Email: icoms2017-spex@llink.com.hk