



18th ISUOG Virtual
International
Symposium 2022,
Latin America

Virtual industry prospectus

7-8 May 2021

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Welcome

Dear Valued Partner,

It gives me great pleasure to invite you to participate in our first Latin American International Symposium on ultrasound in obstetrics and gynecology taking place 7-8 May 2022. This is just the beginning of ISUOG's strategy to tailor more educational events to regional needs and delivering them in local languages. ISUOG's recent move to deliver more region focused education-including our series of Spanish webinars proved extremely successful in attracting local audiences, and we will continue to develop this into 2022 and beyond.

The symposium is tailored to obstetricians and gynecologists, specialists in maternal-fetal medicine, radiologists, trainees, residents, researchers, geneticists and other maternity care professionals from Latin America and around the world. We anticipate an international audience of 700+ attendees.

ISUOG's first Latin American Virtual International Symposium will provide an educational environment dedicated to the exchange of scientific research, training and learning. Take advantage of exposure to an interested and relevant audience; where you will be in a position to interact with international OBGYN professionals. There will be many opportunities available for sponsors to participate including engagement with key individuals and decision makers. The event will be streamed live and will remain on demand for one month after the event.

I would like to personally thank our new and regular supporters for participating in our first Latin American International Symposium. Without you, the coming together of our speciality simply would not be possible and I want you all to know how important you are to our Society.

Please get in touch with my team to confirm your virtual involvement.

Best wishes

Johan Vos

Chief Executive Officer

Key information

- **Two-day meeting** from Saturday 7- Sunday 8 May 2022
- **Two streams** of scientific content each day
- The 18th ISUOG Virtual Symposium Latin America will be **accredited**. Further details will be available on the website
- Dedicated stream for **industry sessions**
- All scientific program sessions available to watch live and on-demand in **Spanish** (Latin American) and **Portuguese** (Brazilian)
- Scientific content built around Latin American audience and needs
- Fully-accessible virtual meeting viewable on mobile, tablet, laptop and desktop
- Expected attendance: **700+ delegates**
- **On demand** for one month
- Lots of industry educational opportunities including **scan demonstrations**

Meet the Symposium Advisory Group



Jessica Preisler
Chair, Chile



Daniel Cafici
Vice Chair, Argentina



Roberto Albinagorta
Regional Rep, Peru



Fabrício Da Silva Costa
Scientific Committee,
Brazil



Raigam Martinez Portilla
N-Gen Committee,
Mexico



Jezid Miranda
N-Gen Committee,
Colombia



Angela Ranzini
Education Committee,
USA



Magdalena Sanz Cortes
Scientific Committee,
USA



Mario Palermo
Regional Rep, Argentina



Heron Werner
Regional Rep, Brazil



Renato Ximenes
Regional Rep, Brazil

Important dates

- January – registration opens
- January – sponsor registration portal goes live
- 7 March– sponsor early bird deadline
- 7 March – registration early bird deadline
- April – technical meeting for sponsors
- 7-8 May – live event
- 8 June - platform closes

Why attend?

Our move to more regionally focused events has been well received with our first LATAM Education Course “**curso básico de ultrasonografía en obstetricia y ginecología**” attracting 244 delegates from Latin America and our series of Spanish webinars attracting between 1,000 – 2,000 attendees each.

Program topics

- Fetal diagnosis and therapy
- Ultrasound in labour
- First trimester screening
- Essential fetal heart
- Central nervous system (CNS)
- Multiple pregnancies
- Placenta
- Pre-eclampsia
- Early pregnancy complications
- COVID 19 vaccination in pregnancy

And many more...

You can find out more about the event by visiting our [website](#).

Who will attend?



Local experts



Gynecologists



Obstetricians



Maternity Care Professionals

Why you shouldn't miss out

Return on Investment – The opportunities are cost effective as you will be reaching a larger, more global audience over a longer period of time without the added expenses of accommodation, travel, booth construction and freight.

Thought-leadership – Elevate your profile through recognition as a thought-leader and influencer in the OBGYN community.

Focused engagement – Our virtual format will create opportunities for you to engage with the Latin American OBGYN community through multiple avenues including symposia, scan demonstrations and webinars

Innovation – The virtual delivery format allows more creativity with content and interaction.

Prolonged visibility – Your brand, involvement and the content you generate at our Symposium will be available for one month after the event for all registered delegates

Bespoke sponsorship packages – We understand that one size does not fit all – If our packages aren't quite what you are looking for, our team is open to new and innovative ideas and will work collaboratively with sponsors to achieve their objectives and tailor a suitable solution.

Sponsorship packages

Pioneer sponsors

Highest package available to **MAXIMISE** exposure and to **OPTOMISE** opportunities to showcase your company.

\$17 000

Explorer sponsors

Entry level package for companies wanting to **RAISE** their company's profile.

\$5 000

Voyager sponsors

Mid tier package for companies wanting to **PROMOTE**, share new content and **SHOWCASE** your company's products and services.

\$12 000

Early bird discount

Companies paying for their Sponsorship packages in full before **7 March 2022** will receive a 10% early bird discount on the total cost.

Currency: All prices quoted are in US Dollars (US\$)
All costs exclude VAT

Packages – what's included

Virtual item	PIONEER \$17,000	VOYAGER \$12,000	EXPLORER \$5,500
Satellite symposia	✓ Non-exclusive	Option to purchase	
Scan demonstrations	✓ x2	✓ x1	Option to purchase
Live or pre-recorded webinar	2 webinars (1 per day)	2 webinars (1 per day)	2 webinars (1 per day)
Logo on event website and holding slides	✓	✓	✓
Banner advert	✓	✓	
Advanced delegate mailing list	✓		

Add-on sponsorship items

ITEM	DESCRIPTION	PRICE
Exclusive satellite symposia upgrade	<i>Only available to Pioneer package holders</i>	\$5,000
Satellite symposia - non exclusive	<p>Our hugely popular one hour symposia allow partners the opportunity to share their latest technology and research. The symposia speakers and program are organised by your company but will need program approval by ISUOG.</p> <p>Entitlements include: Social media post on one ISUOG social media platform with one image Holding slide Advanced delegate mailing list Daily newsletter mention</p> <p><i>Only available to Pioneer and Voyager package holders.</i></p>	\$7,000
Symposia - recording	ISUOG offers satellite symposia organisers the chance to have their session available on the platform for up to one month following the event, allowing delegates to watch on-demand.	\$2,500
Scan demonstration	<p>Scan demonstrations are one of the most popular sessions amongst delegates and attract large audiences and score very highly on post evaluation. The scans take place in the main scientific sessions and typically examine a particular technique or technology. As these sessions are in high demand, priority allocation will be given to Pioneer and Voyager package holders and then on a first-paid first- served basis.</p> <p>Entitlements include: Daily newsletter mention Exclusive use of machine Chairperson acknowledgement</p>	\$6,000

Add-on sponsorship items

ITEM	DESCRIPTION	PRICE
Live or pre-recorded webinar (30 mins)	Enhance your educational program by hosting a 30 minute webinar. Your webinar can be used to showcase your company, launch a new product or educate delegates on new scientific findings. Your webinar details will also be included in the industry program.	\$3,000
Featured spot in the ISUOG April 2022 newsletter	<p>Our newsletters are sent to over 51,000 people, average open rate of 25% with our highest through click rate being 8.4% The April newsletter will showcase the Symposium to ISUOG's community and this is a perfect opportunity to place your brand front and centre. Showcase your presence and advertise your activities at the Symposium, share your company logo, up to 75 words of text and a link to your website.</p> <p>Premium location – US\$ 4,050.00 Standard location – US\$ 2,700.00</p>	From \$2,700
Featured article in the Symposium daily newsletter	<p>1 day only - \$1,500 2 days - \$2,700</p> <p>Reach your target audience in real time and use the daily newsletter to communicate and engage with the participants directing them to key content. The newsletter will be emailed directly to all registered participants daily.</p>	From \$1,500

Application, payment, terms and contact

Confirmation and deposit

Confirmation of your package will be emailed to you, together with an accompanying invoice for the deposit received/due. 25% of the total cost is payable on application. The full balance is payable by **7 March 2022** to take advantage of the 10% early booking discount. All invoices must be paid in full 6 weeks prior to the first day of the International Symposium (Saturday, 7 May 2022). Any participation in the Symposium will NOT be allowed if a balance is outstanding.

Cancellation

All cancellations by sponsors must be made in writing to the Events team copying in congress@isuog.org. Cancellation charges are as follows:

- Six weeks prior to the 18th ISUOG Virtual International Symposium (up to and inc. 26 March 2022) – 25% of the contract price
- Within six weeks of the 18th ISUOG Virtual International Symposium (after 26 March 2022) – 100% of the contract price
- A minimum 80% refund will be made if the sponsorship packages are fully resold. Please ensure you have read the [Terms and Conditions](#) for the full terms of the agreement including cancellation

Payment options

Bank transfer – all charges are payable by the remitter. If you wish to pay by bank transfer, full payment details will be provided when the invoice is issued.

Accepted credit cards: American Express/ MasterCard/VISA

All prices for International Symposium 2022 activities are listed and charged in US \$ and exclude VAT where applicable.

A 2.5% surcharge is applicable to credit card payments to cover bank costs.

Contact

ISUOG would like to assist each sponsor in meeting their International Symposium objectives. If you have any thoughts or suggestions, or would like to discuss new promotional approaches or sponsorship ideas, please contact: congress@isuog.org | +44 (0)20 7471 9955

LEARN MORE AT

<https://www.isuog.org/events/international-symposia/18th-isuog-international-symposium-2022.html>

Connect with us



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