

# ISUOG WORLD CONGRESS 2024

HUNGEXPO, BUDAPEST, HUNGARY  
15-18 SEPTEMBER 2024



[Application to  
sponsor or exhibit](#)

## INDUSTRY PROSPECTUS: SPONSORSHIP AND EXHIBITION



Connect with us



# WELCOME

Dear industry partners,

I am excited to welcome you to participate in **ISUOG's 34th World Congress in Budapest, 15-18 September 2024**. In 2023 we had our first fully in-person Congress since 2019, and we were delighted to welcome so many familiar faces and new faces to **Seoul**, South Korea. We were hopeful that hosting our Congress in Asia for the first time since 2018 would bring a large, diverse attendance and a new energy to the event, and our attendance figures and feedback indicate it did. In 2024 we are thrilled to host our Congress in Budapest, Hungary. We look forward to offering you, our **industry partners**, the opportunity to network with delegates from around the world in this central Europe hub.

The ISUOG World Congress is the **leading international event in ultrasound in obstetrics and gynecology** and ISUOG's flagship event. The scientific program and pre-Congress courses are at the core of the Congress. This includes **plenary lectures** from leading experts in their field, cutting edge **scientific sessions** relevant to all the corners of the globe, and **poster sessions** that will feature the research of early-career gynecologists and obstetricians of the future. We expect to welcome **2,500** attendees to Budapest and are working closely with the **Hungarian Society of Obstetricians and Gynecologists** and the **Hungarian Society of Ultrasound in Obstetrics and Gynecology** to maximize the presence of local and regional expertise, leadership and attendance at the event. This Congress will be a valuable forum for exchange of clinical experience, of personal trajectories, of science and to mentor and nurture the **next generation of ultrasound professionals**. Your participation plays a key role in the quality and success of the ISUOG World Congress, do not miss this **exclusive opportunity** for industry partners to come together and meet with clinical experts from all over the world.

We encourage you to [contact us](#) to discuss your sponsorship of ISUOG and we are open to your ideas on how ISUOG can assist you in achieving a successful outcome. We will work with you to meet your organisational goals, whether it's your first time exhibiting or you are one of our loyal industry partners.

Best wishes,

Wendy Holloway, ISUOG Interim CEO



# KEY DATES

<b>14 OCTOBER 2023</b>	Abstract submission opens
<b>31 JANUARY 2024</b>	Deadline to submit suggested topics /speakers for scan demonstrations to ISUOG
<b>14 FEBRUARY 2024</b>	<b>Exhibitor and sponsor super early bird deadline (book and pay by this date to receive 15% discount)</b>
<b>18 MARCH 2024</b>	Abstract submission deadline
<b>MARCH/APRIL 2024</b>	Registration opens
<b>14 APRIL 2024</b>	<b>Exhibitor and sponsor early bird deadline (book and pay by this date to receive 10% discount). Deadline to submit symposia program outlines</b>
<b>APRIL 2024</b>	Technical manual published
<b>14 JULY 2024</b>	Registration early bird deadline
<b>14 SEPTEMBER 2024</b>	<b>Pre-Congress courses</b>
<b>15 - 18 SEPTEMBER 2024</b>	<b>Congress</b>

# MEET THE EXPERTS leading on the Congress program

## ISUOG Scientific Committee



**Fabricio Da Silva Costa (Australia) - Chair**



**Thierry Van den Bosch (Belgium) - Vice Chair**



Shabnam Bobdiwala (UK)



Helen Feltovich (USA)



Tullio Ghi (Italy)



Karina Krajden Haratz (Israel)



Jezid Miranda (Colombia)



Magdalena Sanz Cortes (USA)



Srdjan Saso (UK)



Mala Sibal (India)

## Local Organising Committee



**Sándor Nagy (Hungary) - Chair**



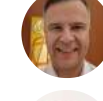
**Nándor Ács (Hungary) - Chair**



Zsófia Benkő (Hungary)



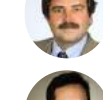
Szabolcs Bózsa (Hungary/Austria)



Csaba Demendi (Hungary)



Balazs Erdodi (Hungary)



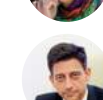
Attila Jakab (Hungary)



Gergő Leipold (Hungary)



Gábor Szabó (Hungary)



Olga Török (Hungary)



Sándor Valent (Hungary)

# CONGRESS PROGRAM at a glance

SAT 14 SEP	SUN 15 SEP	MON 16 SEP	TUE 17 SEP	WED 18 SEP
Pre-Congress courses	Scientific Program	Scientific Program	Scientific Program	Scientific Program
	Industry program & exhibition	Industry program & exhibition	Industry program & exhibition	Industry program & exhibition ( <i>dismantle in afternoon</i> )
Trustee and LOC Dinner	Welcome reception ( <i>no industry events to clash with this</i> )		Congress party ( <i>no industry events to clash with this</i> )	

*Industry should not arrange/host activities offsite that clash with the Congress scientific program hours*

## Congress program highlights

- 2 pre-Congress courses
- 4 days, up to 4 streams per day
- 120+ internationally renowned faculty
- 1,000+ abstracts
- 8+ scan demonstrations available
- 4+ industry symposia available



# WHO WILL ATTEND ISUOG 2024?

## Top ten countries onsite at ISUOG 2023

- |                |              |
|----------------|--------------|
| 1. South Korea | 6. Japan     |
| 2. Philippines | 7. Indonesia |
| 3. China       | 8. India     |
| 4. Australia   | 9. Vietnam   |
| 5. USA         | 10. UK       |

*"ISUOG World Congress is by far the best event on ultrasound in obstetrics & gynecology. There is no counterpart in the field and no way you can miss it."*

*"ISUOG congress was truly an eye opener for me. It provided immense and invaluable knowledge from the basics to the most advanced things like the AI, making me proud to be an Obstetrician. The live ultrasound demonstrations was an experience I couldn't afford to miss."*

*"This interconnectedness with the global community of professionals can contribute to ongoing professional development and keep me abreast of the latest trends and research in obstetric ultrasound."*

ISUOG 2023 had an average delegate satisfaction rate of **6.35** (out of 7).

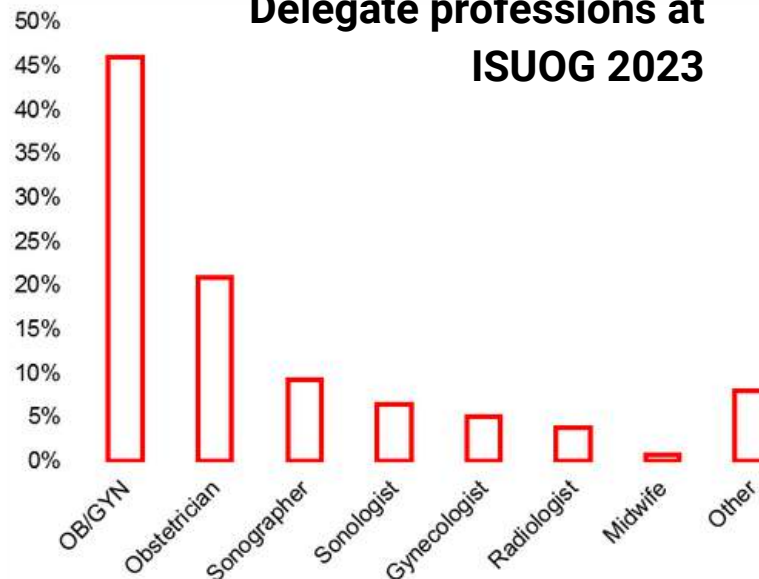
**98%**

would recommend the ISUOG World Congress to a colleague

**91%**

found the exhibition to be a valuable part of their Congress experience

## Delegate professions at ISUOG 2023



## Number of ISUOG Congress delegates\* 2018-2023

2018 Singapore	<b>1,975</b>
2019 Berlin	<b>2,844</b>
2020 (virtual)	<b>3,291</b>
2021 (virtual)	<b>3,032</b>
2022 London/hybrid	<b>2,784</b>
2023 Seoul	<b>2,089</b>

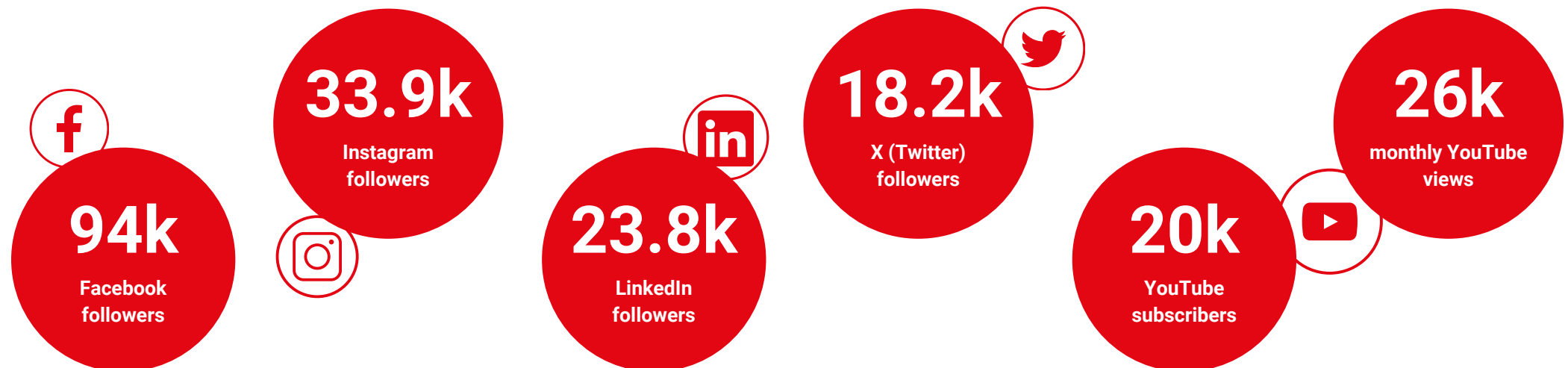
\*paid and invited/complimentary delegates only (not exhibitors, sponsors, accompanying persons or day/PCC-only delegates if applicable)

# ISUOG'S INFLUENCE: 2023 growth in membership and reach

ISUOG is continually working to improve women's health globally. Here are some highlights from 2023 aside from the Congress:

- Ultrasound Essentials event (virtual) for low resource countries: almost **6,000** attendees
- Online education courses: **1,200** attendees
- New **Basic Training eLearning** program launched
- UOG with Impact Factor of **7.1**
- ISUOG membership of **18,000+**

*(ISUOG membership includes the following in this order of scale: obstetricians, gynecologists, fetal medicine specialists, trainees, sonographers, radiologists, sonologists, other clinicians, midwives, radiographers, geneticists, scientists/researchers, nurses and other healthcare professionals)*



# WHY JOIN ISUOG 2024?

The ISUOG Congress is the hallmark of our society and provides an international forum for the world leaders in ultrasound in obstetrics and gynecology – broaden your exposure to the best in the field of OBGYN.

- Don't miss your opportunity to **showcase** your company's **commitment** to ultrasound in obstetrics and gynecology
- Work with ISUOG to **strengthen** the position of in-person events and face-to-face **networking**
- **Reinforce** and strengthen your **brand** and positioning within the OBGYN community
- **Connect** directly with key influencers and decision makers within the OBGYN community
- **Network** with eminent researchers, clinical leaders and top policy makers from around the globe
- ISUOG 2024 will be the first fully in-person event in Europe since 2019, creating an opportunity to **establish new relationships** as well as catch up with existing customers
- Utilise ISUOG 2024 as a **platform** to present your latest research, product development, science & capabilities to a **global audience**



## EDUCATE

(symposia, scan demonstrations, pre-Congress courses)

## NETWORK

(hospitality suites, meeting rooms, social events)

## BRAND & ADVERTISE

(newsletter adverts, abstract book advert, social media exposure)

## GENERATE LEADS

(advanced delegate mailing list, lead reports)



# SPONSORSHIP PACKAGES

These packages will maximise your opportunity to reach and engage with a global audience, ensuring that your brand is highly visible to all Congress delegates. All costs exclude VAT. Super early and early bird discounts available.

What's included?	DIAMOND £83,500	PLATINUM £51,500	GOLD £33,500	SILVER £23,000	BRONZE £17,500
<b>EXHIBITION</b>					
<b>Exhibition space</b> (space only, obstetric and gynecological scanning is not permitted on the exhibition stands)	✓ 54m <sup>2</sup>	✓ 48m <sup>2</sup>	✓ 36m <sup>2</sup>	✓ 18m <sup>2</sup>	✓ 9m <sup>2</sup>
<b>Priority choice on stand location</b> (logo added to floorplan)	✓	✓			
<b>SPONSORSHIP</b>					
<b>Social media package</b>	✓	Option to purchase	Option to purchase	Option to purchase	
<b>Mini program booklet advert</b> ( <i>industry section</i> )	✓				
<b>Abstract book advert</b>	✓	✓			
<b>Advance delegate mailing list</b> (for use twice, subject to ISUOG approval) (INCREASED SINCE 2023)	✓	✓			
<b>App notification</b>	✓ X2	✓ X1			
<b>Scan demonstrations</b> (program managed by the Scientific Committee)	✓ X2	✓ X1	Option to purchase		
<b>Logo and acknowledgement on mini program booklet</b> ( <i>industry section</i> )	✓	✓	✓	✓	✓
<b>Logo credit and innovation video</b> (max 20 seconds) on ISUOG 'meet the sponsor' webpage	✓	✓	✓	✓	✓
<b>Acknowledgement and company profile on the Congress app</b> ( <i>industry section</i> )	✓	✓	✓	✓	✓
<b>Scientific badges</b> (INCREASED SINCE 2023)	16	10	6	4	3
<b>Exhibitor badges</b> (INCREASED SINCE 2023)	16	10	6	4	3
<b>Access for all registered personnel to the Welcome Reception</b>	✓	✓	✓	✓	✓

# SPONSORSHIP PACKAGES: optional additions

These packages will maximise your opportunity to reach and engage with a global audience, ensuring that your brand is highly visible to all Congress delegates. All costs exclude VAT. Super early and early bird discounts available.

## What's included?

	DIAMOND £83,500	PLATINUM £51,500	GOLD £33,500	SILVER £23,000	BRONZE £17,500
<b>ADD-ON ITEMS</b>					
Option to purchase extra exhibition space	Option to purchase	Option to purchase			
Option to purchase exclusive symposia	Option to purchase				
Option to purchase non-exclusive symposia	Option to purchase	Option to purchase			
Option to purchase hospitality suite	Option to purchase	Option to purchase	Option to purchase		
Option to purchase meeting room	Option to purchase	Option to purchase	Option to purchase	Option to purchase	Option to purchase
<b>NEW: Option to purchase non-Congress activity sponsorship</b> (for example: Ultrasound Essentials sponsorship, ISUOG Education course sponsorship)	Option to purchase	Option to purchase	Option to purchase		



# EXHIBITION

The exhibition is a key part of the Congress, offering catering and networking opportunities for delegates. Breaks will be built into the schedule designed to maximize interaction between delegates and exhibitors. Exhibition space is allocated on a priority system to Diamond and Platinum sponsors, and subsequently to all other sponsors and exhibitors on a first paid, first served basis (subject to change). All costs exclude VAT. Super early and early bird discounts available.

**Space-only extension available to Diamond and Platinum sponsors: £350 p/m<sup>2</sup>**

**Shell scheme (3 x 2m): £4,600**

## Entitlements

- 1 x fascia header, 2 x chairs, 1 x table, 1 x waste basket, 2 x spotlight, 1 x power outlet
- 2 exhibitor badges per shell scheme (exhibitor badges do not allow access to scientific sessions)
- Access for all registered personnel to the Welcome Reception
- Listing on the Congress App
- Listing in mini program booklet (industry section)
- Daily cleaning of aisles and common areas
- Tea/coffee and lunch for all registered exhibitor personnel during the official Congress days
- Please note any additional items (for example: extra power, extra lighting, extra furniture, catering) will be subject to availability and extra cost

**NEW: Introduction to ISUOG (Early Start-ups\*) : £2,500**

## Entitlements

- Pre-assigned exhibition space (table top) – Sponsor to provide their own display
- 1 x exhibitor badge (exhibitor badges do not allow access to scientific sessions)
- Access for all registered personnel to the Welcome Reception
- Tea/coffee and lunch for all registered exhibitor personnel during the official Congress days
- Listing in mini program booklet and app (industry section)
- Please note NO stand services are provided

\*Start-up is defined as companies having fewer than 10 employees or less than \$5M revenue annually.



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Once you have selected your sponsorship package, you may be interested in the following additional opportunities. This prospectus is a guide to the items we offer, but please let us know if you have suggestions on how we can best support your meeting goals if you have other ideas or requests. All costs exclude VAT. Super early and early bird discounts available.

## EDUCATE



### Sponsored symposia: Non exclusive: £14,000, Exclusive: £20,000

Our hugely popular one hour symposia slots are one of the most visible sponsorship opportunities available. This limited, exclusive opportunity will allow you to share your latest technology and research and provide you with increased recognition amongst delegates.

#### Entitlements

- Use of a session hall (hall determined by ISUOG) with standard AV equipment (what ISUOG has in place for its program) for 1 hour
- Opportunity to place branded pop-up banner immediately outside the room from half an hour prior to your symposium commencing
- Symposium listing in mini printed program and digital/web program (industry section)
- Symposium notification/reminder on App (industry section)
- Symposium reminder on daily e-newsletter on day of symposium
- Opportunity to provide catering and/or additional AV at extra cost, subject to venue approval, timings that ensure no disruption to main scientific sessions and availability
- Permission to use delegate mailing list one time for promoting this
- Recording of symposium and availability on ISUOG's on-demand portal for 12 months from £3,300

Priority allocation of symposia will be given based on level of sponsorship and first-paid, first served basis. Symposia are organised during lunch breaks or before/after the scientific program, at times which do not conflict with ISUOG's main scientific program, however we cannot guarantee that other activities will not be running concurrently. Symposia do not form part of the CME-accredited program. Symposia speakers and programs must be approved by the ISUOG Scientific Committee. Sponsoring companies are responsible for arranging the speakers and program and covering their requirements/expenses. Sponsors will need to cover the cost of any extra/special room set up they require, and this will be subject to ISUOG's AV team's approval and subject to ISUOG's AV team's schedule.

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## EDUCATE

### Product Theatre: Price upon request

Meet with attendees and key decision makers to share your new research outcomes, discuss your clinical protocols, and conduct product demonstrations of your new products and services.

Product Theatre sessions are 20 minutes in length and will be held in a designated area in the exhibition hall with a 'silent disco' style set up.

Product Theatre sessions provide a high value educational opportunity for hosts to reach engaged healthcare professionals. These sessions deliver a platform to gather and discuss issues on patient education, specific products and therapeutic areas.

Located in the Exhibition hall, the Product Theatre provides an opportunity to:

- Highlight and demonstrate new and existing products
- Provide up-to-date research findings
- Give product details in-depth

#### Entitlements

- Use of the relevant silent disco style space for session duration
- Opportunity to place branded pop-up banner in space during session duration
- Listing in mini printed program (industry section)
- Listing on digital/web program (industry section)

**This prospectus is a guide to the items we offer, but please let us know if you have suggestions on how we can best support your meeting goals if you have other ideas or requests.**



### Pre-Congress course: £14,000

By supporting a course topic relevant to your company, you can exclusively network with interested delegates. The Pre-Congress course programs are decided by the ISUOG Scientific Committee who consult with a wide range of stakeholders to ensure a high quality and relevant program is presented.

#### Entitlements

- Sole sponsorship allocated on a first come, first served basis
- Optional table-top space for informational materials
- Acknowledgement by the course chair(s)
- Logo and acknowledgement on ISUOG website
- Logo and acknowledgement in mini printed program booklet
- Logo and acknowledgement on Congress app
- Sponsor can access the session on the day if space is available, with ISUOG pre-approval

To note: as this course may be EACCME accredited, entitlements may be subject to adjustments as required in line with these regulations.

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Once you have selected your sponsorship package, you may be interested in the following additional opportunities. This prospectus is a guide to the items we offer, but please let us know if you have suggestions on how we can best support your meeting goals if you have other ideas or requests. All costs exclude VAT. Super early and early bird discounts available.

## EDUCATE



### Scan demonstration: £9,000

Scan demonstrations are one of the most popular presentation types amongst delegates in the scientific program, and attract large audiences. 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 top-level sponsors and on a first-paid, first-served basis.

#### Entitlements

- Use of manufacturer's equipment for scan demonstration
- Acknowledgment by the session chairs
- Scan listing in mini printed program (industry section)
- Acknowledgement on ISUOG website
- Scan reminder/notification on App
- Scan listing on daily e-newsletter on day of scan

Participating companies must email topic and speaker preferences to ISUOG at the time of booking (by 31 January 2024, whichever is earliest) to maximise effective matching of our program options. We always work to ensure optimal matches for scan demonstrations but reserve the right to make alterations to the scan demonstrations topics/faculty as required by the Scientific Committee for the most effective delivery of the scientific program. We endeavour to secure one model and one back-up model per scan, but cannot guarantee this. Companies are responsible for ensuring equipment is available prior to the session and removed promptly thereafter according to ISUOG's AV team's schedule.

*\*Obstetric and gynecological scanning is strictly prohibited on exhibition stands*

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## NETWORK

### Hospitality suite: £10,500 per day (3 days minimum)

This is the perfect way for companies to demonstrate their equipment and technical developments to delegate groups and/or host clients in privately hired rooms. Advertised activities may only take place during the official scheduled scientific program break times, although sponsors may host individuals and small groups of clients throughout the day by personal invitation. ISUOG must be fully informed of planned activities for these areas in advance.

#### Entitlements

- *Use of room*
- *Branding within room, option to place one branded pop-up banner immediately outside the room*
- *Hospitality suite name/location listing on Congress floorplan*
- *Hospitality suite program listing in mini printed program (industry section) and on digital/web program (industry section) – if pre-approved, for sessions taking place during scientific program breaks only*

Sponsors will be responsible for any technical and audio visual set-up, electrical, furnishing, catering and other costs. Sponsors conducting scan demonstrations in hospitality suites are responsible for all necessary arrangements including sourcing equipment, models and the necessary model permissions/consent.

### Meeting rooms: £2,600 per day

Meeting rooms are a great way to ensure you are able to maximise your networking on site with exclusive and by-invitation meetings.

#### Entitlements

- *Use of room*
- *Branding within room, option to place one branded pop-up banner immediately outside the room*
- *Meeting room name/location listing on Congress floorplan*
- *Please note meeting room activities are not promoted by ISUOG in any other Congress materials except the floorplan. If promoting your meeting/other activities is important, you will need to upgrade to a hospitality suite.*

Sponsors hiring hospitality suites or meeting rooms will be informed of access timings and other processes via the technical manual. Room rates are quoted per day for the hours of the scientific program (08:30-17:30) and any set-up days or additional hours will be subject to availability and additional rental costs.



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## NETWORK - Social program

### Welcome reception: £8,500

The welcome reception will be held in the main exhibition area giving you and our delegates the perfect opportunity to engage face to face in a relaxed environment. The welcome reception will be free for all delegates, with many expected to attend.

#### Entitlements

- Exclusive sponsorship
- Opportunity for product launch
- Push notification on Congress app
- Reminder on daily e-newsletter on day of reception
- Acknowledgement in mini printed program
- Additional branding opportunities available, subject to ISUOG approval (at sponsor cost)

### Trustee and LOC dinner: £12,500

The ISUOG President will welcome VIPs to thank them for their participation in the Congress through a formal dinner. By sponsoring this event four members of your staff will have exclusive access to the leaders and key decision makers in the field of ultrasound, providing a great opportunity to build those vital connections.

#### Entitlements

- Exclusive sponsorship
- Acknowledgement on the event email-communications to invitees
- Acknowledgement by the ISUOG President
- Complimentary spaces for 4 company staff
- Additional branding opportunities available, subject to ISUOG approval (at sponsor cost)

### Congress party: £35,000

ISUOG social events have historically sold out and are highly rated by our delegates. This event will allow for multiple branding opportunities, the chance to introduce your company and follow up by networking in a convivial and engaging atmosphere.

#### Entitlements

- Exclusive sponsorship
- Push notification on Congress app
- Reminder on daily e-newsletter on day of party
- Acknowledgement in mini printed program
- Complimentary spaces for 2 company staff
- Additional branding opportunities available, subject to ISUOG approval (at sponsor cost)





# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## BRAND AND ADVERTISE

### ISUOG social media package:

**IMAGE post: £3,500, VIDEO post\*\*: £4,000**

#### Entitlements

- The use of ISUOG logo
- The use of ISUOG hashtag
- The use of ISUOG World Congress branding (if desired)
- 1 post on ISUOG Twitter account\*
- 1 post on ISUOG Facebook account\*
- £500 additional fee for any additional social media accounts desired



*\*Sponsors entitled to posts on ISUOG social media or texts in ISUOG emails will be instructed on character limits, deadlines and processes via the technical manual. All text and design will be subject to final sign off by the ISUOG marketing department. Diamond and platinum sponsors can stipulate the date of their posts (outside of live event dates). All other sponsors' posts will be scheduled by the ISUOG marketing department. Content should be sent 10 days in advance of posting/sending minimum. Sponsors wishing to use the brand must follow the World Congress brand guidelines. ISUOG can offer a design service (at cost) for sponsors for social media materials if desired.*

*\*\*Consider upgrading your social media package to include a short video. By sharing a two-minute or less video on ISUOG channels, you can significantly increase your brand awareness, expand the audience reach, and improve engagement.*

### **Social media post-enhancement package [add-on to social media package]: 1 week - £2,200, 2 weeks - £3,200, 4 weeks - £4,200**

Increase your brand exposure with retargeting Facebook ads of your choosing. Sponsor would provide content and ISUOG marketing department would finalise to optimise it.

#### Entitlements

*On confirmation, ISUOG would work with you to build your target audience. ISUOG cannot guarantee any minimum post impressions. Sponsor can request preferred schedule either side of the live Congress dates (not during) and ISUOG would endeavour to meet those preferences.*

# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## BRAND AND ADVERTISE

### Congress daily newsletter: £2,600 per day

This is a unique opportunity to reach your target audience in real time. The Congress daily newsletter is a great tool for communicating, driving traffic to your stand, engaging with the participants and directing them to key content on your stand. It is emailed directly out to all registered participants daily during the Congress.

### Post-Congress newsletter: Standard spot: £2,200, Premium spot: £3,300

Our Post-Congress newsletter is sent to all delegates after the event to welcome them as ISUOG members and engage them with upcoming ISUOG activities and member benefits. This is a great way extend your reach among the Congress delegates, leaving a lasting imprint of your participation and reinforcing your brand.

#### Entitlements for all newsletters

- *Company logo*
- *Up to 75 words of text\**
- *Link to your website*

### Branded delegate furniture in exhibition hall: Price upon request

Elevate your presence in the exhibition by showcasing branded delegate furniture throughout the hall. Drive delegate engagement to your stand with this exclusive opportunity.

#### Entitlements:

Customize your experience with logo and branding options on the exhibition floor, furniture, and beyond. Details tailored to your needs, determined through personalized discussions with ISUOG. Unlock the full potential of your brand's visibility.

### Additional branding opportunities: Price upon request

Subject to EACCME regulations, more branding opportunities may be available throughout the Congress venue. Interested sponsors will be contacted by ISUOG for further details.

[BOOK NOW](#)

# BOOKING INFORMATION

## Notes, terms and conditions

**IMPORTANT** - ISUOG takes a great deal of time to prepare this information for its industry partners and we respectfully request that you take the time to read through this information carefully to understand the opportunities available for your organisation.

**IMPORTANT** - Please ensure you have read the full [Terms and Conditions](#) for the full terms of the agreement, including the cancellation policy.

**ISUOG approval** - Any educational activities undertaken by sponsors at the Congress, including symposia and hospitality suite sessions, are subject to advance approval by ISUOG and its Scientific Committee. Participating companies will be informed of deadlines/processes for this via the technical manual.

**CME regulations** - Commercial support of educational activities must occur within the relevant CME standards governing such activities. ISUOG has to its best ability accounted for any known restrictions within the activities listed here. However, sponsoring companies are informed that entitlements are subject to adjustments as required in line with these regulations. ISUOG will inform sponsoring companies promptly of any such changes.

**Multiple requests** - In the event that multiple requests for sponsorship and exhibition items are received, ISUOG will prioritise requests by sponsorship level, the date when booking/payment is confirmed and loyalty (previous Congress participation).

**Scanning** - Obstetric and gynecological scanning is strictly not permitted on the exhibition stands and if sponsors are conducting scans in hospitality suites, sponsors are responsible for obtaining all necessary equipment, models and permissions.

**Room hire and access** - Sponsors hiring hospitality suites or meeting rooms will be informed of access timings and other processes via the technical manual. Room rates are quoted per day for the hours of the scientific program and any set-up days or additional hours will be subject to availability and additional rental costs.

### Confirmation and deposit

Confirmation of your package will be emailed to you, together with an accompanying invoice for the amount due. 25% of the total cost is payable on application. The full balance is payable by 14 Feb 2024 to take advantage of the 15% super early bird discount or 14 April 2024 to take advantage of the 10% early bird discount. All invoices must be paid in full 2 months prior to the first day of the Congress. Any build-up or participation in the Congress will not be allowed if a balance is outstanding. The Congress Secretariat will pass on costs incurred for payment of fees in any currency other than Pound Sterling (£).

### Cancellation

All cancellations by exhibitors or sponsors must be made in writing to [congress@isuog.org](mailto:congress@isuog.org). Cancellation charges are as follows:

- Seven or more months prior to the 2024 World Congress – 50% of the contract price
- Six to three months prior to the 2024 World Congress – 70% of the contract price
- Within three months of the 2024 World Congress – 100% of the contract price
- A minimum 80% refund will be made if the exhibition space and all sponsorship packages are fully resold

### Payment options

Bank transfer - All charges are payable by the remitter. Full payment details will be provided when the invoice is issued.

All prices for 2024 activities are listed in Pound Sterling (£) and exclude VAT. Companies based in the UK will definitely have to pay VAT. Companies based elsewhere's VAT liability is dependent on their country of origin, and Hungarian VAT rulings. Changes in the rates/rules of VAT will result in changes to invoices up to and including the dates of consumption/live Congress.

### Contact

We encourage you to contact us at [congress@isuog.org](mailto:congress@isuog.org) to discuss your sponsorship of ISUOG and we are open to your ideas on how ISUOG can assist you in achieving a successful outcome.