



ISUOG VIRTUAL INTERNATIONAL SYMPOSIUM 2021

**State-of-the-art Ultrasound Imaging
in Obstetrics and Gynecology**

17-18 April 2021

SPONSORSHIP & EXHIBITION
PROSPECTUS

Application to sponsor and exhibit



International Society of Ultrasound in Obstetrics and Gynecology

Welcome

Dear Valued Partner,

It gives me great pleasure to invite you to participate in our 17th Virtual International Symposium taking place 17-18 April 2021.

We anticipate an audience of approximately 600 Maternal Fetal Medicine (MFMs), Radiologists, Sonographers, OB-GYNs, Trainees, Residents, Researchers, Geneticists and other maternity care professionals from around the world to attend this prestigious meeting.

The International Symposium will provide a unique international forum for attendees to share scientific knowledge and information. The overarching theme of the event is 'Using ultrasound together with other technologies to improve the lifelong health of women and babies'.

The Symposium will create an opportunity for you to not only to reach key opinion leaders and decision makers in the field of ultrasound but also to expand your network with valuable contacts and nurture existing relationships.

There are many new and exciting opportunities available for companies to participate in our online exhibition during the International Symposium. Sponsors and exhibitors are invited to convert from the physical to our virtual experience and enjoy engagement with hundreds of key individuals at an event that will be streamed semi-live but will remain on demand for one month following the event date.

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

I look forward to seeing you in our virtual world.

Best wishes
Johan Vos
Chief Executive Officer

Key information

- Two-day meeting
- Saturday 17- Sunday 18 April 2021
- Two streams
- Program-focused for the North American market
- 90 speakers
- 100% virtual
- Expected attendance: 600 delegates
- On demand for one month
- Lots of educational opportunities including live scans

Welcome

Key dates and important deadlines

JANUARY 2021

Presentation of the platform and options

SUNDAY, 28 FEBRUARY 2021

Early bird booking discount deadline

MARCH 2021

Technical meeting and training on platform

WEEK COMMENCING 30 MARCH 2021

Deadline to upload content to platform

17-18 APRIL 2021

17th ISUOG Virtual International Symposium goes LIVE

UP AND UNTIL 17 MAY 2021

On demand access to virtual platform available



Symposium Advisory Group



Prof. Jo-Ann Johnson (Canada)
Symposium Chair



Prof. Denise Pugash (Canada)
Symposium Chair



Dr. Shabnam Bobdiwala (UK)
Symposium Advisory Group



Prof. George Condous (Australia)
Symposium Advisory Group



Dr. Karen Fung-Kee-Fung (Canada)
Symposium Advisory Group



Prof. Jon Hyett (Australia)
Symposium Advisory Group



A/Prof. Simon Meagher (Australia)
Symposium Advisory Group



**Prof. Liona Poon (China, Hong Kong
Special Administrative Region, UK)**
Symposium Advisory Group



Dr. Angela Ranzini (Italy)
Symposium Advisory Group



Dr Magdalena Sanz Cortes (USA)
Symposium Advisory Group

Why attend?

To make this your best virtual experience with lasting results, we have designed our industry packages to give you sustained visibility, create connections and showcase your brand.



Be Innovative

Our virtual platform will allow you to be more creative with content, design and interaction. We are also always open to new ideas



Educational Opportunities

Our virtual events have numerous educational opportunities for our partners. You can sponsor a live scan, run a symposium and organise a webinar, which will be easily accessible and promoted to our attendees



Share Your Latest News

Share product and service information from your virtual booth in the form of videos, PDFs, presentations and images. Delegates can save these in their virtual-briefcases to read or view later



Communicate With Attendees

Our virtual platform has multiple ways for you to speak to the international attendees in real time. You can engage either individually or in groups using text-chat, video-chat, webinars and broadcast messages



Maximum Exposure

Our virtual platform will be accessible 24 hours each day to enable global visitors to speak to your booth representatives across the various time zones world-wide. The exhibition will remain accessible for up to one month post event



Generate Customer Leads

There are platform functions that will allow you to swap details with attendees even when you are not at your virtual booth. We will also provide reports on 'live day' statistics which include a list of participants and a list of booth visitors (Name, Title, Company, Email), subject to GDPR opt in



Cost Effective

We have deliberately kept our package prices competitive, even though you will be reaching larger audiences with maximum exposure 24/7



Receive Analytics

The platform will produce detailed analytics of your booth and education sessions allowing you to identify trends, engagement patterns and assess your ROI



Book now

Who will attend?

The combination of an internationally-renowned faculty, local experts and high-quality program will attract a large audience. Although the topics are focused on North American educational needs, we anticipate this meeting will appeal to a wide global audience.

We have ensured that attendees from low resource countries and middle income countries have the opportunity to attend the first ever ISUOG Virtual International Symposium with substantially discounted registration fees.

Professions attending

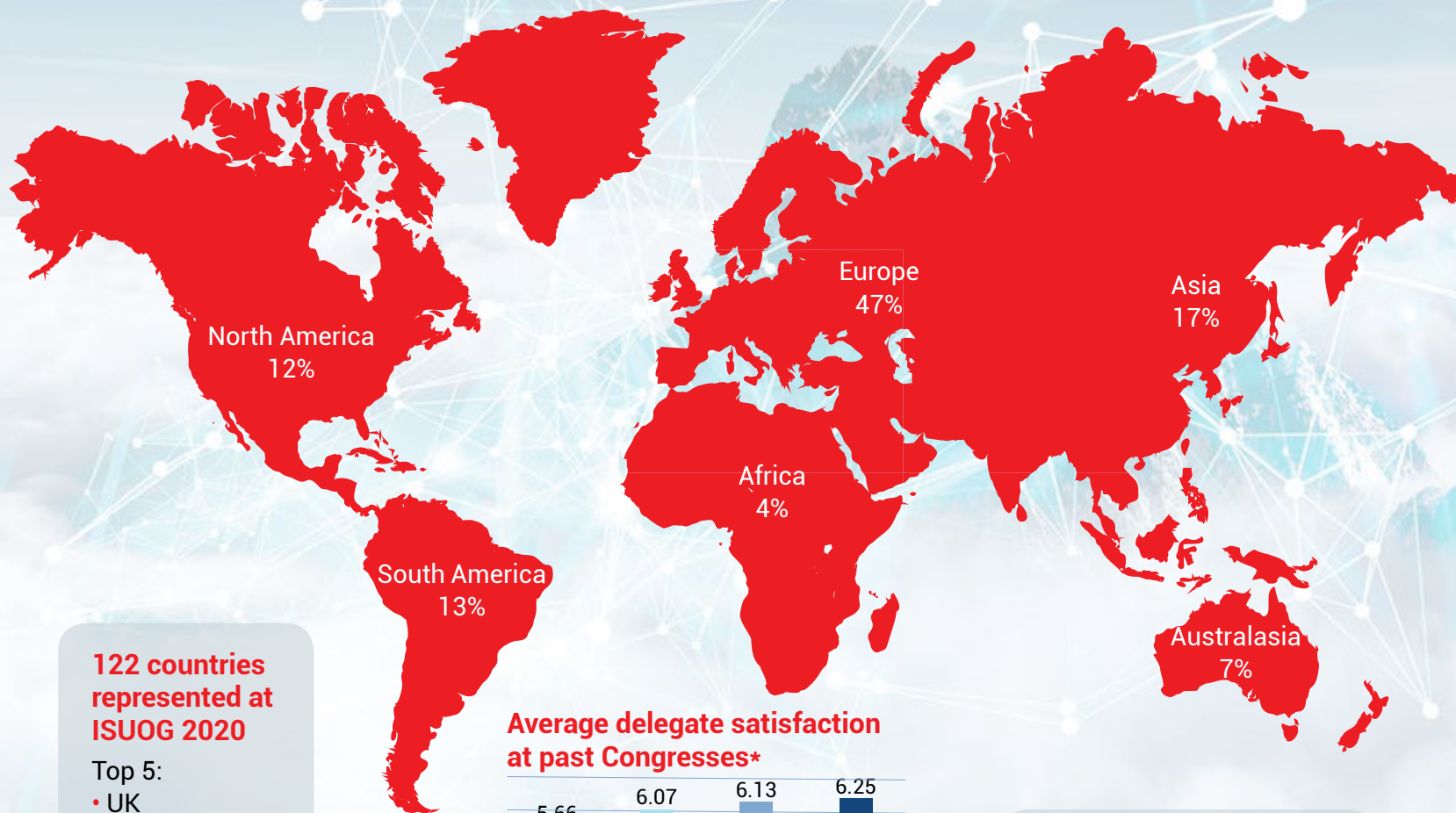
- Obstetricians
- Gynecologists
- Radiologists
- Sonographers
- Maternal Fetal Medicine specialists (MFMs)
- Maternity care providers
- Geneticists

Topics

- Gynaecological Imaging Certificate Course
- Mid-trimester fetal ultrasound course
- Fetal growth and health
- Advanced imaging and MRI
- Screening to improve pregnancy outcome
- First trimester
- Ultrasound in labor
- COVID19 in pregnancy
- Fetal diagnosis and therapy

[View our provisional program here](#)

Where is the ISUOG on-line community from?

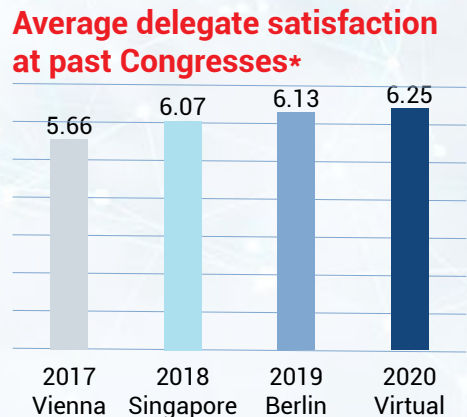


Over 15,000 delegates attended ISUOG Webinars and Courses online in 2020

122 countries represented at ISUOG 2020

Top 5:

- UK
- Australia
- USA
- India
- Canada



*Score out of 7

International Symposium Highlights

- 76 expert led talks
- Over 90 leading experts
- 5 sponsored scan demonstrations

YOU NEED TO BE HERE!

'ISUOG 2020 was the best virtual Congress their company had been at, with higher numbers than expected, good interactivity with delegates and the best overall organisation.'

Exhibitor testimonial from 2020

Exhibition and sponsorship packages

**BOOK
NOW**

EARLY BIRD DISCOUNT

Companies paying for their sponsorship and exhibition packages in full before 28 February 2021 will receive a 10% early bird discount on the total cost.

PEAK

PIONEER PACKAGE
US\$ 9,440.00

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

**HIGHLIGHT YOUR PRESENCE AS AN
INDUSTRY LEADER.**

Includes stand template .

SUMMIT

VOYAGER PACKAGE
US\$ 6,070.00

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

Includes stand template.

BASE

EXPLORER PACKAGE
US\$ 4,050.00

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

Includes stand template.

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

Packages – what's included

	PEAK	SUMMIT	BASE
Item	US\$ 9,440.00	US\$ 6,070.00	US\$ 4,050.00
Lunchtime symposiums	Option to purchase	Option to purchase	
Scan demonstrations	Option to purchase	Option to purchase	
Upload branded stand template	Option to purchase		
Exhibition hall priority	✓		
EDUCATE			
Live or pre-recorded webinar	X2 a day	X1 a day	
Content items on booth PDF, datasheets, videos etc.	Unlimited	9	6
Metric reports	✓	✓	✓
Text based chat	✓	✓	✓
1:1, public chat, group chats	✓	✓	✓

Packages – what's included

	PEAK	SUMMIT	BASE
Video chats	✓	✓	✓
Broadcast messages	✓	✓	
Lead reports	Comprehensive	Partial	
Advanced delegate mailing list	✓		
Live booth entry notifications via email	✓		
PROMOTE			
Promotion on ISUOG website and link to your company webpage	✓	✓	✓
Gamification	✓	✓	✓
Branding and link to booth on exhibition landing page	✓		
REGISTRATION			
Booth representative badges	4	3	1

We treat our industry relationships as partnerships and not just sales transactions. We look forward to working with you. Charity and discounted publisher stands are available by prior arrangement.

Contact: congress@isuog.org for further information

Add-on sponsorship items

Item	Description	Price US \$
Satellite symposium	<p>Our hugely popular one hour symposiums 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>Exclusive* - US \$ 9,444.00 Non-exclusive – US \$ 6,070.00 *limited availability, priority given to key sponsors and then on a first-paid first- served basis.</p>	From US \$ 6,070.00
Satellite symposia recording	ISUOG offers satellite symposia organisers the chance to record their session and to make it available on the platform for up to one month following the event.	US\$ 2,025.00
Scan demonstrations	Scan demonstrations are one of the most popular sessions amongst delegates 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 of demonstration sessions will be given to key sponsors and then on a first-paid first- served basis.	US\$ 5,050.00
Digital joining instructions	ISUOG's digital joining instructions will be shared with all registered delegates and invited faculty prior to the event. Sponsoring this item will allow you to put your company logo on the joining instructions webpage, with a link to your website. Frequently viewed by attendees, your logo will leave a lasting impression of your company.	US\$ 1,350.00
Featured spot in the ISUOG March newsletter	<p>Our newsletters are sent to over 39,000 people, average open rate of 24.18% and clicked 3.56% on average to find out more. With only two advertising spots available, they are a perfect opportunity to capture the International Symposium audience's attention whilst they are planning for the event. Showcase your activities such as your stand, workshops or Satellite Symposium and reach our delegates before the event. 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 US\$ 2,700.00
Featured spot in the International Symposium daily newsletter	<p>Sole sponsorship* (1 ad per day) – US\$ 2,700.00 Day sponsorship* - US\$ 1,350.00</p> <p>This is a unique opportunity to reach your target audience in real time. The International Symposium daily newsletter is a great tool for communicating, driving traffic to your stand and engaging with the participants and directing them to key content on your stand. It is included in the delegate's virtual bag and emailed directly out to all registered participants daily.</p> <p>*first-paid first-served basis</p>	From US\$ 1,350.00
Delegate bag insert	One A4 flyer to be included in the virtual delegate bag. Create content that participants can view and save to their briefcase (your content can include PDF flyers, videos or links to web pages). Opportunity to include a virtual delegate bag insert are limited and we would encourage you to book as soon as possible to avoid disappointment.	US\$ 675.00
Live or pre-recorded webinar	Enhance your educational program by hosting a 30 minute webinar on your booth. 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.	US\$ 675.00

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 28 February 2021 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 (Friday 6 March 2021). Any participation in the Symposium will NOT be allowed if a balance is outstanding.

Cancellation

All cancellations by exhibitors or 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 17th ISUOG Virtual International Symposium (up to and inc. 6 March 2021) – 25% of the contract price
- Within six weeks of the 17th ISUOG Virtual International Symposium (after 6 March 2021) – 100% of the contract price
- A minimum 80% refund will be made if the exhibition space and all 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 2021 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 exhibitor 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

Application to sponsor and exhibit

LEARN MORE AT

<https://www.isuog.org/event/17th-isuog-international-symposium.html>

Connect with us      

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