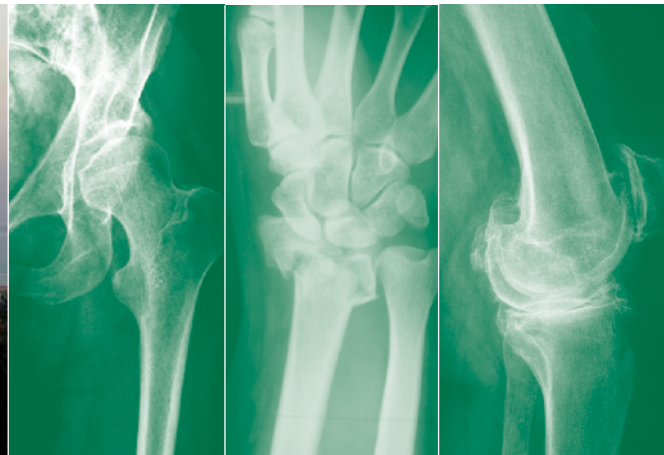


14th EFORT Congress 2013

Major sponsorship deadline
15 November 2012

Priority application deadline
20 December 2012

Early registration deadline
30 January 2013



Exhibitor and sponsorship manual

Istanbul, Turkey

5 – 8 June 2013



Prof. Dr. Pierre Hoffmeyer



Prof. Dr. Hakki Sur

SCIENTIFIC ORGANISATION

EFORT Head Office
 Technoparkstrasse 1
 8005 Zurich, Switzerland
 Phone +41 (44) 448 44 00
 Fax +41 (44) 448 44 11
 E-mail event@efort.org
 www.efort.org

PCO

MCI Schweiz AG
 MCI-Zurich Office
 Flughafenstrasse 54
 8152 Zurich-Glattbrugg, Switzerland
 Phone +41 (44) 809 42 41
 Fax +41 (44) 809 42 40
 E-mail EFORTinfo@mci-group.com

INVITATION TO INDUSTRY PARTNERS

Welcome from EFORT 3

FORTHCOMING 14TH EFORT CONGRESS ISTANBUL

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Dear Industry Partner,

On behalf of the Executive Committee and the Local Organising Committee, we are delighted to invite you to participate in the 14th EFORT Congress in Istanbul in 2013.

Following the success of previous EFORT meetings, the scientific and educational programme will focus on Symposia and Instructional Lectures given by distinguished speakers, as well as on Free Paper submissions from all over the world.

New formats such as Interactive Expert Exchanges, Complex Case Discussions and Debate Forums will be introduced. And since free paper sessions are the backbone of the Congress, an all-new **Best Free Paper Session** will allow participants to hear a selection of the best-rated free papers.

Highlights of this Congress include sessions in evidence-based medicine, hip and knee prosthetics and tribology, complex elbow injuries, spinal trauma, metatarsalgia, growth alterations, and malformations among many other current topics.

In support of the newly launched UN Decade of Action for Road Safety (2011-2020), traffic accident-derived musculoskeletal injuries and their rehabilitation will remain a main topic of interest.

In collaboration with our Specialty Societies, we will be organising sessions which have been highly rated in the past, not to mention the one-day Comprehensive Review Course (CRC) aimed at younger colleagues and residents. The Michael Freeman and Erwin Morscher Honorary Lectures in plenary sessions will offer the views of two of the most respected and experienced surgeons worldwide.

The Congress would, however, be incomplete without your participation. Industry symposia, workshops and technical exhibits will be a major part of our Congress. We would be delighted to welcome you to Istanbul for a great industry exhibition. The Local Organising Committee and the EFORT Scientific Committee are certain to make this 14th EFORT Congress a most valuable educational event.

We look forward to collaborating with you in the magnificent city of Istanbul for the 14th EFORT Congress in 2013.

Prof. Dr. Pierre Hoffmeyer
 EFORT President 2012/2013

Prof. Dr. Hakki Sur
 Chair Local Organisation, Istanbul 2013 (TOTBID)

The Congress at a glance

Important dates to remember



Congress venue



Istanbul Congress Center:
www.iccistanbul.com

CONGRESS DEADLINES

Abstract submission	15 September 2012
Confirmation of abstract acceptance	02 January 2013
Early registration	30 January 2013
Preliminary programme available	01 March 2013
Pre-registration	19 May 2013

PRELIMINARY CONGRESS SCHEDULE

3 June Monday	4 June Tuesday	5 June Wednesday	6 June Thursday	7 June Friday	8 June Saturday
08.00 – 18.00 Building up	08.00 – 18.00 Building up	Morning sessions	Morning sessions	Morning sessions	08.00 – 18.00 Dismantling
		Industry Break	Industry Break	Industry Break	
		Morning sessions	Morning sessions	Morning sessions	
		12.00 – 13.30 Industry Lunch Symposia	Honorary Lecture	Honorary Lecture	
		13.30 – 14.30 Opening Ceremony	12.30 – 14.00 Industry Lunch Symposia	12.30 – 14.00 Industry Lunch Symposia	
		Interactive Expert Exchange	Interactive Expert Exchange	Advanced Joint Replacement	
		Afternoon sessions	Afternoon sessions	Afternoon sessions	
		Industry Break	Industry Break	Industry Break	
		Afternoon sessions	Afternoon sessions	Afternoon sessions	
		18.30 Welcome Reception ICC Istanbul			

EXHIBITION SCHEDULE

Wednesday, 5 June 2013	09.00 – 17.30
Thursday, 6 June 2013	09.00 – 17.30
Friday, 7 June 2013	09.00 – 16.00

Istanbul – where civilizations are bridged with grace – links Asia and Europe. Istanbul hosts top international conferences. It is a unique city which has rich history, cultural heritage, wonderful nature, excellent weather and the beautiful Bosphorus. The city also has unique architecture and multi-cultural citizens, making it a modern metropolis with a strong identity. With all of this, Istanbul is a unique destination for meetings and one of the best choices for an international congress.

The Istanbul Congress Center (ICC) was built by the Istanbul Metropolitan Municipality in September 2009. The Congress Center is a sevenstorey facility which covers 119,500 m². It has been managed by Rixos since 2010.

The Istanbul Congress Center is available to host international congresses, conferences, symposiums, company meetings, trade fairs, exhibitions, concerts, musical/theatrical premieres, and all kinds of social, cultural and professional meetings.

The Istanbul Congress Center – auditorium: one of the most important parts of the main building is the auditorium, with capacity for 3,700 guests.

Other important parts of the main building are meeting rooms ranging in size from 600 m² to 1310 m². Rooms can be divided by soundproof acoustic walls in order to create nine rooms suitable for meetings of different capacities. Each room has its own interpreting booth and sound control room.

Fair and exhibition halls are located on the 4th (4,276 m²) and 5th (11,817 m²) basement floors. These halls are perfectly suitable spaces for exhibitions and fairs.

CONGRESS VENUE

Istanbul Congress Center – ICC
Istanbul Kongre Merkezi
Taşkışla Caddesi Harbiye 34367
Istanbul/Turkey

LANGUAGE

The official congress language is English. No simultaneous translation will be provided.

PCO (legal organiser)

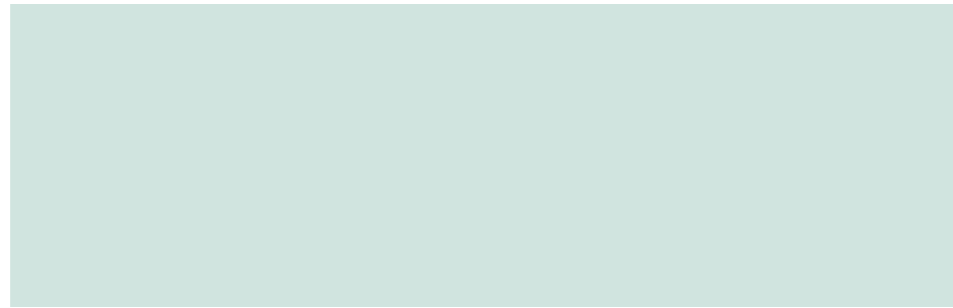
EFORT has appointed MCI Group as the professional congress organiser (PCO) for the 14th EFORT Congress in Istanbul. MCI will also be in charge of all sponsorship and exhibition logistics.

MCI Schweiz AG
Flughofstrasse 54
CH-8152 Glattbrugg
Switzerland



Contact Mr. Joachim Reffert
Phone +41 (44) 809 42 42
Fax +41 (44) 809 42 40
E-mail EFORTexhibition@mci-group.com
www.efort.org

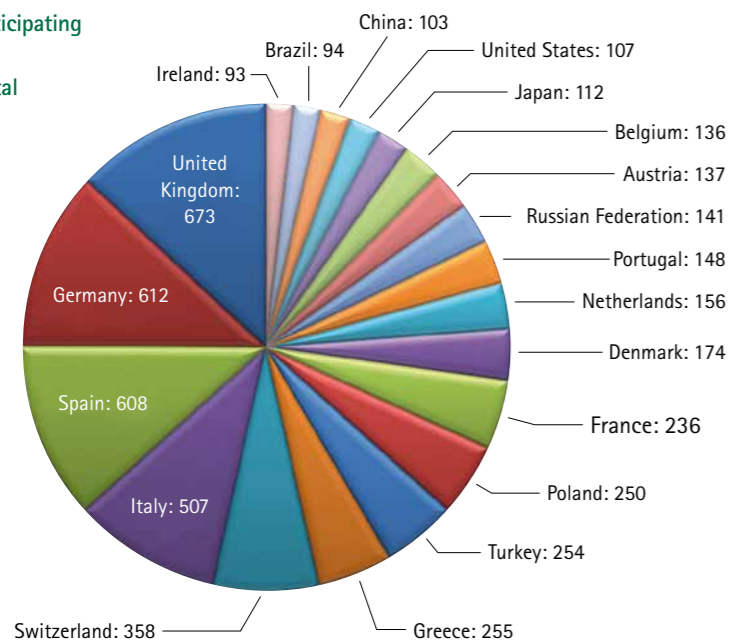
Exhibitor and sponsor profiles



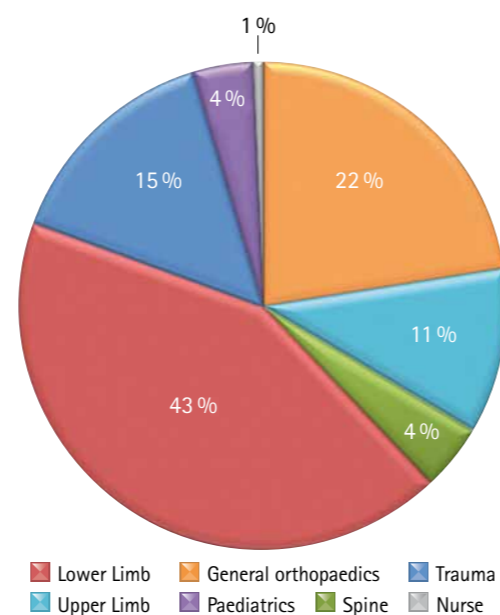
The organiser is pleased to have the support of companies representing the following fields:

- Arthroscopic devices
- Biomaterials
- Burn therapy supplies
- Casting supplies & equipment
- Chemical implant and operating materials
- Computer-assisted operating and navigation systems
- Computerised systems for diagnosis and patient care
- Consumer goods
- Diagnostic equipment
- Diagnostic radiological instruments and equipment
- Disposables
- Drugs (anti-inflammatory, pain relief, antibiotics...)
- Education
- Electric and magnetic stimulating devices
- Electronic medical records
- Ergonomic tools and devices
- External fixation and traction devices
- General hospital instruments
- Internal fixation devices for the skeletal system
- Joint implants
- Nuclear medical equipment
- Occupational therapy equipment and supplies
- Operating instruments
- Operating microscopes and magnification devices
- Operating room, surgical equipment and supplies
- Orthotic and protective devices
- Prosthetic and corrective devices
- Radiological monitoring equipment
- Rehabilitation and exercise products
- Spinal instrumentation
- Splint and cast products and materials
- Sports equipment and sportswear
- Testing and evaluation equipment
- Upper extremity exercise equipment
- Upper extremity nursing and wound care products
- Work evaluation/hardening equipment
- Wound care products

Top 20 participating countries – 72 % of total



Key interests of participants



Categories of sponsorship



Major sponsorship deadline:
15 November 2012

Companies are invited to take up a range of sponsorship opportunities, enabling them to promote their brands and scientific endeavours. Sponsors are free to make their selection from the list of sponsorship options given below. They will be featured in all upcoming announcements, on the website and in the final programme.

MAJOR SPONSOR

Minimum payment: EUR 180.000

Deadline: 15 November 2012

Major sponsors will be given preference until the above deadline has been reached and will be treated on a first come, first served basis.

Major sponsors will enjoy the following benefits¹⁾:

- 120 sqm exhibition space
- Prime choice for satellite symposia slot only
- 1 advertising page in the final programme (inside, four colours, full page)
- Company logo on communication materials
- Company logo and link on the EFORT Congress website
- Preferential handling of hotel bookings
- 25 badges for industry representatives
- 1 free insert in the Congress bag (A4)
- Advertisement online on prel. scientific programme
- E-wall paper on congress page

¹⁾ Additional sponsorship items need to be paid extra.



EFORTexhibition@mci-group.com

Companies are invited to take up a range of exhibition and sponsorship opportunities to promote brands and scientific endeavours. Whether you are selling, promoting your company, establishing your corporate message, researching the market or introducing new products, take advantage of the unique Exhibition and Sponsorship opportunities during the 14th EFORT Congress in Istanbul 2013.

MAJOR SPONSOR – See benefits listed on previous page.

EXHIBITION RATES ¹⁾

EUR 630 per sqm	floor space only
EUR 690 per sqm	Island stand (limited capacity only)

¹⁾Rates are subject incl. VAT

The smallest available exhibition space is 9sqm (inline stand available only for the minimum space). Exhibition space can only be booked by returning the SPONSORSHIP & EXHIBITION BOOKING FORM.

The rates do not include construction crews or electrical connections. These and other optional items need to be ordered separately from MCI by using the exhibitor technical manual and related forms that will be made available to confirmed exhibitors in due time.

Space assignment confirmations will be sent out via e-mail **1 March 2013 at the latest** to the contact identified on the application and contract for exhibit space.

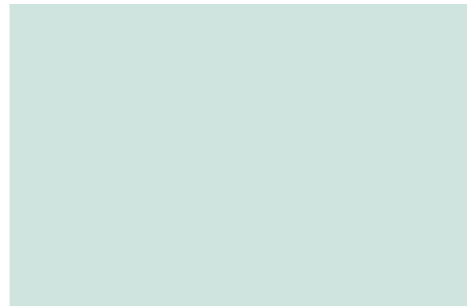
BOOTH ASSIGNMENT PROCESS

Priority application deadline: Take advantage and make sure to maximize your presence at the 14th EFORT Annual Congress. Secure your prime location for your company booth by indicating 3 preferred locations and send in your forms. Your allocation preferences will be taken into consideration only for applications received before **20 December 2012**. After the deadline, the allocation of space will be managed on a first come-first served basis.

To select your preferred booth spaces please check the floor plan provided on www.efort.org/istanbul2013 and request your exhibitor login.

While every effort will be made to ensure that your company has the best booth space possible, MCI does not guarantee any preferences on neighbouring booths.

After official confirmation of exhibition space, any request for location change will be considered as cancellation and new booking, therefore subject to a penalty charge according to the contract cancellation policy.



FREE EXHIBITOR REGISTRATION

Each exhibiting company will be entitled to a number of free registrations, giving access to the exhibition. All company representatives will wear badges differing from those of the participants. These will feature the name of the company and are not personalised. It is forbidden to use exhibitor badges for accompanying persons or medical doctors. Failure to abide by this regulation will result in exclusion from the congress.

sqm	No. of exhibitor badges	
9 sqm	3 exhibitor badges	
18 sqm	6 exhibitor badges	Note: Exhibitor badges do no longer automatically grant access to the scientific lectures and programme
27 sqm	9 exhibitor badges	
36 sqm	12 exhibitor badges	
45 - 72 sqm	15 exhibitor badges + 1 full access badge	
72 - 100 sqm	20 exhibitor badges + 3 full access badges	
above 100 sqm	25 exhibitor badges + 5 full access badges	

For additional badges exhibitors will need to register at the special fee of EUR 300 plus local VAT.

Free registrations for exhibitor representatives only include:

- Access to technical exhibition and poster area
- Admission to the opening ceremony and welcome reception on Wednesday, 05 June 2013.

EXHIBITION DESK

A separate exhibition desk will be available during the set-up and dismantling periods, as well as during the opening hours of the exhibition. Last-minute items for the stands can be ordered through the exhibition desk, subject to availability.

WEB ACCESS TO EXHIBITOR GUIDELINES AND FORMS

Detailed technical exhibitor guidelines, including forms for set-up and dismantling, equipment and materials, cleaning, flowers, telephone lines, etc., will be available in the download section of the congress website in due time. Individual passwords will be mailed to all registered exhibitors and sponsors to give them access to this page or can be requested at EFORTexhibition@mci-group.com.

COMPANY INFORMATION

A short description of your company will be published in the final programme. Exhibitors are requested to submit a short text (up to 100 words) profiling their company, with contact information, product range, new products launched during the congress, etc. The text should be sent as a Word file by e-mail attachment by 1 March 2013 at the latest. An exhibition map will be available in the final programme.

HOSPITALITY SUITES

Hospitality suites are only available to companies that exhibit at the 14th Congress. A limited number of private rooms are available in the congress centre to be used by sponsors for private meetings or offices incl. standard furniture. Meetings of scientific nature will not be permitted. Companies interested in renting hospitality suites are requested to contact MCI. For more details, see page 13 > EFORTexhibition@mci-group.com.

Industry symposia



Submission deadline

Preliminary programme for approval: 15 February 2013

Final programme: 15 March 2013

These deadlines are crucial to ensure that your symposium will be included in the printed final programme.

Companies are offered the opportunity to organise commercially sponsored industry symposia or workshops within the framework of the 14th EFORT Congress. All symposia and workshops will be held at the congress venue in the meeting rooms used for the Congress. The seating will be theatre-style. The organisers reserve the right to assign a bigger room if all other options are fully booked. Room allocations will be made on a first come, first served basis. The symposia sessions are an integral part of the overall scientific programme. The final room assignment is made by the Local Scientific Organisation committee based on the content of the Industry Symposium. Industry symposia can be booked by returning the sponsorship booking form.

PROGRAMME AND SPEAKERS

The organisation of technical symposia and workshops is subject to approval by the Organising and Scientific Committee of the 14th EFORT Congress. A draft programme for each symposium, indicating title, speakers and titles of presentations, should be submitted to the Scientific Committee for approval through MCI by 15 February 2013.

Approved industry symposia programmes will be published in the final programme. Industry symposia are held at the responsibility of the sponsoring company.

The congress registration fee, travel and accommodation for the satellite symposium speakers and any other expenses must be paid by the company.

Sponsors are invited to choose from the following time slots:

Time slots for industry symposia*

Day	Time slot
Wednesday, 05 June	Lunch symposia, total 1.5 hours
Thursday, 06 June	Lunch symposia, total 1.5 hours
Friday, 07 June	Lunch symposia, total 1.5 hours

* the indicated slots include set-up, time for catering service and dismantling. Exact timing will be subject to the overall scientific programme.

Rates and room capacities

Room capacity	Wednesday, 05 June 2013
Room seating up to 200	EUR 15.000 + VAT
Room seating over 200	EUR 18.000 + VAT
Room capacity	Thursday, 06 June 2013
Room seating up to 200	EUR 17.000 + VAT
Room seating over 200	EUR 21.000 + VAT
Room capacity	Friday, 07 June 2013
Room seating up to 200	EUR 16.000 + VAT
Room seating over 200	EUR 19.000 + VAT

RATES INCLUDE

- Rental of the room
- Standard AV equipment
- AV technician / hall attendant
- Announcement in the preliminary online programme (as of 1 March 2013)
- Announcement of the sponsored symposium in the final programme

Please note that all audio-visual equipment and catering services must be booked through MCI. Otherwise, you are free to rent extra equipment and decorative materials and hire personnel to set up the meeting room.

ANNOUNCEMENT

In addition we offer mailouts to announce industry symposia during April and May 2013 to all participants who have registered so far. For more details, please contact MCI.

CATERING

The congress venue has an official caterer who will plan your meeting with regard to food and beverage requirements. Please apply to MCI for quotations and booking.

It is generally not allowed to serve food inside the meeting rooms.

Sponsorship catalogue



Ask us about more sponsorship opportunities:
EFORTsponsor@mci-group.com

Opportunity	Description	Price in EUR (VAT to be added)
COURSE AND ABSTRACTS		
Abstract CD of accepted free papers and posters	In order to save resources, no abstract book will be printed. The company may include a voucher in the congress bags to collect the abstract CD at its booth. The sponsor may also include a company presentation (flash, max. 50 MB) that will be burned onto the CD. The CD branding will include the logo of the sponsor. All abstracts will be uploaded to the EFORT website with the mention "supported by". Deadline for presentation and logo delivery: 05 March 2013.	EUR 30.000
EXHIBITION SPACE		
	Major sponsor – EUR 180.000 Sponsor with exhibition area (minimum rental space is 9 sqm): EUR 630 per sqm EUR 690 per sqm (island stand) The above prices include bare floor space only. For all further details, please see the "Exhibition" section on page 8.	Depending on size and set-up
HIGHEST SPONSOR VISIBILITIES		
Congress badges incl. pocket holders	EFORT badge lanyards and pocket holders with the company logo for all participants, accompanying persons and speakers. Badge and pocket holders are produced for long-term use and will carry the company message beyond this congress! (Picture samples available at the congress secretariat MCI). The EFORT logo will also be printed on this item.	EUR 9.000 + production costs
Congress bags	Exclusive sponsorship of congress bags. The company name will be displayed on each bag and a promotional insert may be included.	EUR 10.000 + production costs
Insert in congress bags	Insert (1 piece, A4 max.) produced by the sponsor will be included in each congress bag.	EUR 5.000
Notepads (A4) and pens	Items to be supplied by the sponsor and to be included in the congress bags. First priority for this item is given to the company sponsoring the congress bags.	EUR 7.500
Company banners or advertisements	Companies wishing to advertise within the congress venue (e.g. stairs or hallways) please contact the congress secretariat (MCI) for individual offers and quotations.	On request
5 KM CHARITY RUN / WALK		
	To enhance the overall programme to our participants and to offer an activity that combines socialising and wellbeing, EFORT will be conducting a 5 km charity run in Istanbul Please contact MCI for more details.	On request



Ask us about more sponsorship opportunities:
EFORTsponsor@mci-group.com

Opportunity	Description	Price in EUR (VAT to be added)
MULTIMEDIA AND COMMUNICATIONS		
Mailout	Mailout to announce the programme of the industry symposia during the months of April and May 2013 to all participants registered so far. The text and layout to be created by the company in consultation with MCI. The mailout will be done by the organiser, available on a first-come, first-served basis, max. 3 mailouts.	Single: EUR 3.000 Double: EUR 4.500
WLAN connection	The company can design a voucher with a PIN code to access the WLAN within the congress venue. Only with this code will participants be able to access the WLAN of the congress venue. This voucher can only be picked up at the company's booth. The sponsor will be mentioned in the final programme.	On request
E-wall paper on congress page	You can brand one selected section of the congress page as "background wallpaper" in a light "watermark style" layout. A section of this wallpaper can be linked to another page. Service available for a period of either 2 or 3 month (spring 2013). Please contact MCI for details and instructions.	From EUR 5.500 – EUR 7.000 (depending on duration)
Internet Café	This large area on the exhibition floor provides you with multiple branding opportunities. A service attracting attendees who want to stay connected with their colleagues, check their email or simply catch up on the latest headlines.	To be supplied by the sponsor
e-Science	e-Science presents the EFORT congress sessions online: An initiative providing a comprehensive digital library of scientific sessions presented during the 14th EFORT Congress. EFORT e-Science is not only beneficial for the specialists who were unable to attend the congress but also for those who missed important sessions they wanted to visit due to a conflicting schedule on-site. You can connect to these physicians by <ul style="list-style-type: none"> • Purchasing and branding packages of access cards • Including your industry lunch symposium on the e-Science portal 	On request
PRINTED MATTERS / ADVERTISEMENT		
Final programme (4-colour)	Various advertising options, with half and single to double-spread pages subject to availability. Distribution with congress bags to each participant: <ul style="list-style-type: none"> ■ 1/2 page back cover EUR 10.000 ■ Inside cover EUR 8.000 ■ Any other inside page EUR 5.000 Please contact MCI for further details.	From EUR 5.000 to EUR 10.000



Ask us about more sponsorship opportunities:
EFORTsponsor@mci-group.com

Opportunity	Description	Price in EUR (VAT to be added)
PRINTED MATTERS / ADVERTISEMENT (continued)		
Pocket programme (daily programme overview)	Distribution with congress bags and inserted in each congress badge/pocket holder. Available to all participants. It is also possible to co-sponsor this item with another company	EUR 10.000
Advertisement online on preliminary scientific programme	Companies may place a banner advertisement on the website which displays the key message of their programme. This is keyword-sensitive. Please contact MCI for details and instructions.	EUR 6.500
SYMPOSIA AND PRIVATE MEETING ROOMS		
Industry symposia	All industry symposia are a component part of the congress scientific programme. This will ensure a high level of attendance by participants. See more on the sponsorship booking form and on page 17.	from EUR 15.000 to EUR 21.000 (max. 90 min) depending on room size / time slot
Hospitality suites	Hospitality suites can be rented at the congress venue for private discussions led by the industry. The rooms will be assigned for the whole congress period (5 – 8 June) incl. standard furniture. Meetings of scientific nature will not be permitted. Hospitality suites can be reserved subject to availability by returning the sponsorship booking form.	from EUR 10.000 depending on room / size
SYMPOSIA AND PRIVATE MEETING ROOMS		
EFORT City Map	Help guide EFORT2013 delegates around the city of Istanbul by sponsoring the Istanbul city map. The map is distributed to all delegates inside the official congress bag.	EUR 10.000
Call for Abstract abstracts / preliminary programme announcement of EFORT Congress 2014 London	Get into the delegates' minds a whole year in advance by sponsoring the preliminary programme for EFORT 2014 in London. This programme will be distributed to all 2013 attendees, as well as being used as official marketing material at other related events. (Total edition 20.000)	EUR 12.000 (inside cover page)

The use of the EFORT logo is permitted only in exceptional cases, such as on the official abstract CD or on the invitations to the industry symposia. These rules apply to material before, during and after the congress. Any such intended use is subject to the prior written consent of EFORT.

Want to raise your profile? Last-minute product news you want to communicate?
 Ask us about more sponsorship opportunities:
EFORTsponsor@mci-group.com



General terms and conditions

LIABILITY – Liability of MCI Schweiz AG

MCI Schweiz AG, referred to below as MCI, has secured liability insurance for the event which covers damage to property and personal injury. The exhibition area, including presentation rooms, is guarded or locked at night. However, this security measure excludes the surveillance of individual stands and presentation materials. The night patrols/general lock-up at night that are/is carried out by MCI does not extend liability for all damage to property or personal injury. MCI is liable only for damage or loss resulting from malintent or gross negligence. A separate fire protection watch will be deployed, if required under local provisions.

Claims must be submitted to MCI Schweiz AG immediately. A claim becomes invalid if not recognised by MCI and the exhibiting or presenting company does not pursue the matter before the courts within six months. MCI Schweiz AG accepts no liability whatsoever for loss or damages resulting from disruptions caused by fluctuations in services rendered or force majeure, or for services being suspended on the instructions of the local public utilities or the local power supply company. MCI cannot be held responsible for natural disasters (see paragraph 8 of the General Terms and Conditions). MCI is not liable, whether during the event or during transportation, for loss, theft or damage in respect of exhibition and/or presentation items or personal belongings brought in. No further claims, such as for lost earnings, damages for consequential losses and similar, will be accepted.

GENERAL CONDITIONS AND TERMS OF COLLABORATION

No ancillary events will be permitted during congress days either inside or outside the congress venue, except for the official and approved industry symposia. Any activity that may involve congress participants is subject to the approval of the Organising Committee. Activities are not to be scheduled during the following times: Wednesday 5 June to Friday 7 June 08.00 –18.30/ Saturday 8 June between 08.00 –14.00

Requests are to be submitted in writing and will be decided on after consultation with EFORT. EFORT does not endorse exhibitor functions, and does not consider them a part of the official programme outside the congress venue.

PRICING POLICY

Prices in the above sponsorship catalogue are calculated on the basis of attendance of past congresses. The application is legally binding on the sponsor, pending its acceptance in writing by the organiser.

CONFIRMATION OF EXHIBITION SPACE AND SPONSORSHIP APPLICATIONS

Written confirmation and subsequent invoicing by MCI Schweiz AG constitutes the sole document of acceptance and admittance to the exhibition, and is issued exclusively to the applicant, under the specific terms stated herein.

PAYMENT AND CANCELLATION POLICIES

A first down payment invoice (50 %) will be sent to the sponsor when sponsorship is confirmed. The invoice is to be settled upon receipt, otherwise the sponsorship opportunity passes to the next potential sponsor in line. The remaining balance is to be paid by 1 March 2013. Should assigned exhibition space, a satellite symposium or another service not be paid by that date, it may be reassigned or resold without notification or refund of any payments. No company will be allowed to exhibit or exploit any sponsorship opportunities unless full payment is received.

CANCELLATION POLICY

Companies that have applied for exhibition space or presentation rooms and received confirmation for these from MCI Schweiz AG cannot be released from the contract. If the applicant must insist on release, and MCI grants an exceptional release, the following cancellation fees will apply and are payable to MCI without delay, to cover any damage arising from the cancellation:

For cancellations received	by 1 December 2012: 25% of the total confirmed items will be charged as a penalty	by 1 March 2013: 50% of the total confirmed items will be charged as a penalty	on or after 1 March 2013: 100% of the total confirmed items will be charged as a penalty.
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All cancellation fees will be invoiced plus VAT.

No payment obligation exists unless the company which has registered for exhibition space or other forms of presentation can prove that no loss has been caused, or that any such loss amounts to less than the cancellation fee.

If parts of the services which have been registered for are cancelled, then cancellation fees as mentioned above will be invoiced for the cancelled services.



Important deadlines to remember

Act of god / force majeure

It is mutually agreed that, in the event of total or partial cancellation of the Congress owing to fire, strike, natural disaster (either threatened or actual), government regulations or incidents not caused by MCI, which would prevent its scheduled opening or continuance, this agreement may be partially postponed or terminated as a whole. In this case, exhibitors and/or presenters are not entitled in any circumstances to claim refunds of a portion of the exhibition costs, unless exhibitors have civil liability insurance. This obligation also is imposed by the majority of venues. Exhibitors must therefore provide proof of such insurance.

In the case of cancellation, a scheduling change or changes in the duration of the event, the registration retains its validity. However, in this case cancellations may be made with the prior written consent of MCI.

25 % of the amount of each exhibit and service booked will be due as a general compensation for costs occurred, payable by the applicant to MCI.

Proof of the non-occurrence of damages, or of lower losses than the cancellation fee, remains the sole responsibility of the applicant (e.g. alternative short-term let).

If the Congress has to be cancelled owing to force majeure, exhibitors and sponsors will only be reimbursed amounts they have already paid.

SUMMARY OF IMPORTANT DEADLINES

Abstract submission	15 September 2012
Major sponsorship and priority application deadline	15 November 2012
Priority application deadline	20 December 2012
Deadline for reduced participant registration fee	30 January 2013
Satellite symposia confirmation with speaker names and titles	15 February 2013
Advertisements and company description submissions for the final programme	01 March 2013
Balance due for confirmed sponsorship items and exhibition space	01 March 2013
Pre-registration	19 May 2013
Deadline for booking exhibition space and other sponsorship items	Subject to availability

CODE OF ETHICS AND BUSINESS CONDUCT

Each company must comply with the local laws related to participation in congresses and the advertising and promotion of pharmaceutical products. MCI bears no liability whatsoever for the consequences of any failure to comply with these rules and regulations.

EFORT observes the following codes of business conduct and ethics for the medical technology and pharmaceutical industry:

EFPIA HPC Code
http://www.efpia-e4ethics.eu/Farma_EFPIA/index.htm

Eucomed Code of Ethical Business Practice
<http://www.eucomed.org/key-themes/ethics>



Online registration: www.efort.org/istanbul2013/registration
 Group bookings: EFORTregistration@mci-group.com

REGISTRATION

Online registration at www.efort.org/istanbul2013 is preferred. Participants and accompanying persons are requested to register in advance using the online portal at www.efort.org/istanbul2013. All fees are indicated in EUR, incl. local VAT of currently 18 % (may be subject to change without prior notice).

The late registration fee will apply to any forms received after 30 January 2013. Registrations received after 20 May 2013 will be processed as on-site registrations.

CONFIRMATION

When appropriate payment has been received, a confirmation / invoice will be sent to participants. This confirmation should be presented at the registration desk on site.

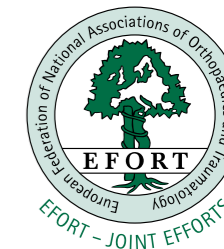
Registration fees (incl. applicable VAT)	EARLY up to 30 January 2013	LATE 31 January 2013 to 19 May 2013	ON SITE as of 20 May 2013
Participants	EUR 361	EUR 431	EUR 481
Residents in training*	EUR 190	EUR 271	EUR 341
Students*	EUR 130	EUR 150	EUR 160
Nurses and allied providers	EUR 130	EUR 150	EUR 160
Nurse Sessions only	EUR 48	EUR 48	EUR 57
Interactive Expert Exchange			
- How to manage bone defects in THA	EUR 55	EUR 59	EUR 61
- Joint preserving surgery of the hip	EUR 55	EUR 59	EUR 61
- DDH: Before walking age and residual deformities	EUR 55	EUR 59	EUR 61
- Pseudarthrosis – bone defects	EUR 55	EUR 59	EUR 61
- Infected fractures	EUR 55	EUR 59	EUR 61
The Comprehensive Orthopaedic Review Course (CRC) 7 June	EUR 135	EUR 145	EUR 195
Speaker coaching workshops	EUR 150	EUR 150	EUR 150
Accompanying person	EUR 62	EUR 91	EUR 105
One-day registration - on site only			EUR 211

* You must certify that you are entitled to the reduced registration fee. Proof of status must be attached to the registration form, otherwise the regular fee will apply.

For GROUP BOOKINGS please contact

MCI Deutschland GmbH
 Markgrafenstraße 56
 10117 Berlin, Germany
 Phone +49 (0) 30 20 45 90
 Fax +49 (0) 30 20 45 950
 E-mail EFORTregistration@mci-group.com

APPLICATION & CONTRACT FOR EXHIBIT SPACE / SPONSORING
 14th EFORT CONGRESS, ISTANBUL 2013



Please return this form to:

MCI Schweiz AG Phone +41 44 809 42 42 E-mail EFORTexhibition@mci-group.com
 Fax +41 44 809 42 40 www.efort.org

Company Name on Contract _____

Company Name _____

(for Final Programme, booth signage, website and other show related materials)

Contact _____

Title _____

Telephone _____

Fax _____

Email _____

Website _____

Address _____

City _____

Country _____

Zip _____

Herewith we confirm our participation in the 14th EFORT Congress – Istanbul 2013 by booking the following:

MAJOR SPONSOR – minimum payment € 180.000

please check the benefits included in the Exhibitor and Sponsorship Manual

SPONSOR with exhibition area (minimum exhibition area 9 sqm – 3 x 3 m)

- EUR 630 per sqm floor space only _____ sqm in total
- EUR 690 per sqm Island stand _____ sqm in total

PRIORITY APPLICATION DEADLINE:

Take advantage and make sure to maximize your presence at the 14th EFORT Annual Congress. Secure your prime location for your company booth by indicating 3 preferred locations and send in your forms. Your allocation preferences will be taken into consideration only for applications received before 20 December 2012. After the deadline, the allocation of space will be managed on a first come-first served basis. Please check booth spaces online at www.efort.org.

PPRIORITY APPLICATION

- 1 _____
- 2) _____
- 3) _____

ORGANISER of Industry Symposia

Select your preferred time slot (including set-up, time for catering service and dismantling)

Choice	Room capacity	Lunch symposia, total 1,5 hours
<input type="checkbox"/> Wednesday, 05 June 2013	room seating up to 200	EUR 15.000
<input type="checkbox"/> Wednesday, 05 June 2013	room seating over 200	EUR 18.000
<input type="checkbox"/> Thursday, 06 June 2013	room seating up to 200	EUR 17.000
<input type="checkbox"/> Thursday, 06 June 2013	room seating over 200	EUR 21.000
<input type="checkbox"/> Friday, 07 June 2013	room seating up to 200	EUR 16.000
<input type="checkbox"/> Friday, 07 June 2013	room seating over 200	EUR 19.000

*Meeting room rates include rental fee, standard amplification equipment, laptop, PC projector, audio-visual technician / hall attendant, notice of symposium in preliminary online programme (as of March 2013), Announcement of the sponsored symposium in the final programme. For any additional audio-visual requirements please contact MCI. The above rates do not include VAT.

APPLICATION & CONTRACT FOR EXHIBITION SPACE / SPONSORSHIP

14th EFORT CONGRESS, ISTANBUL 2013



Please return this form to:

MCI Schweiz AG Phone +41 44 809 42 42 E-mail EFORTexhibition@mci-group.com
 Fax +41 44 809 42 40 www.efort.org

ADDITIONAL SPONSORSHIP ITEMS:

Please see Exhibitor and Sponsorship manual for details. Please indicate your preferred items, to be confirmed by MCI, subject to availability on a first-come – first served basis.

1) _____ 2) _____ 3) _____

PAYMENT INFORMATION

Payment in EUR funds must accompany this application. The exhibitor is responsible to the general service contractor, or any other show related vendors or companies, for additional related expenses.

DEPOSIT AND PAYMENT SCHEDULE

- Applications received before 01 March 2013: 50 % of deposit due with application
- Applications received on or after 01 March 2013: 100% of deposit due with application

Space will not be held or confirmed without a deposit. MCI requires payment in full no later than 01 March 2013. Failure to make payments does not release the exhibitor from any contractual or financial obligations.

CANCELLATION PENALTIES

- Cancellations before 01 March 2013: 50% of total space rental fee and sponsorship retained
- Cancellations after 01 March 2013: 100% of total space rental fee and sponsorship retained

All cancellations or requests for a reduction in exhibit space must be made in writing.

ACKNOWLEDGEMENT

As an authorized representative of the above stated Exhibitor, I have received and reviewed the Exhibitor Prospectus and the EFORT Exhibitor Rules, Regulations and Policies available online at www.EFORT.org (as existing on the date hereof and as the same may be amended or changed hereinafter referred to as "Exhibitor Prospectus and Rules").

Exhibitor agrees to comply with the Exhibitor Prospectus and Rules which are incorporated herein by reference and made part of this contract. In the event of any change in the Exhibitor Prospectus and Rules, the most up-to-date versions, available online at www.EFORT.org will be controlling.

I agree and understand that the contact information provided on this Application and Contract for Exhibit Space will be shared with other organisations assisting in the production of the 14th EFORT Congress.

The parties hereto agree that upon exhibitor's authorized signature and MCI's acceptance and approval, this Application and Contract for Exhibit Space, together with the Exhibitor Prospectus and Rules, will constitute a legal and binding contract between exhibitor and MCI enforceable in accordance with its terms.

GENERAL CONDITIONS AND TERMS OF COLLABORATION

No ancillary events will be permitted during congress days either inside or outside the congress venue, except for the official and approved industry symposia. Any activity that may involve congress participants is subject to the approval of the Organising Committee. Activities are not to be scheduled during the following times: Wednesday 5 June to Friday 7 June 08.00 –18.30 / Saturday 8 June between 08.00 –14.00

Requests are to be submitted in writing and will be decided on after consultation with EFORT.

EFORT does not endorse exhibitor functions, and does not consider them a part of the official programme outside the congress venue.

Date: _____ Exhibitor Signature: _____

Printed Name: _____

Telephone: _____

Hotel information



How to book hotel accommodation

www.efort.org/istanbul2013/hotel

In order to make a hotel reservation, please:

- Access the congress website at www.efort.org/istanbul2013/hotel to make your preliminary choice
- Access the registration platform and choose your hotel accommodation

Rates per room and night including breakfast and local VAT.

Category	Single occupancy min / max in EUR	Double occupancy min / max in EUR
5* / Deluxe	260 / 430	290 / 430
4*	140 / 325	160 / 375
3*	80 / 220	115 / 245
2*	85 / 200	105 / 225

HOTEL ACCOMMODATION

The hotels have limited capacities. It is recommended that you make your hotel booking as early as possible. If the first-choice hotel/category has already been sold out, Topkon Congress Services reserves the right to arrange accommodation in another hotel/category. All changes and cancellations are to be made in writing and addressed exclusively to Topkon Congress Services. In case of partial or total cancellation of the hotel reservation by 24 October 2012, a EUR 40 handling fee per person will be charged. Thereafter and up to 24 October 2012, the cancellation of one night's accommodation will be charged at the full rate. If two or more nights' accommodation is wholly or partially cancelled, 50% of the cancelled hotel nights will be charged. In cases of cancellation or no-show without prior notice after 8 February 2013, the full cost of the accommodation will be charged. In case of no-shows the right to the booked hotel room expires the following day at 9.00 local time.

A fee of EUR 30 per person will be charged for changes in hotel reservations. The hotel is liable to pay damages if the reserved room is not made available. To secure adequate overnight capacities, hotel rooms for the Congress have had to be contracted a long time in advance. Hotels occasionally publish online or last-minute promotion rates for a limited number of rooms which may vary from the prices contracted for the Congress.

HOTEL RESERVATION

The details of all Congress hotels will be available www.efort.org/istanbul2013 as of August 2012. The deadline for reservations is 4 March 2013. There are only limited numbers of hotel rooms available. Please book your desired hotel as early as possible.

For GROUP BOOKINGS please contact:

MCI Deutschland GmbH
 Markgrafenstrasse 56
 10117 Berlin, Germany

Phone: +49 (0) 30 20 45 90
 Fax: +49 (0) 30 20 45 950
 E-mail: EFORTHotels@mci-group.com



CONFIRMATION OF HOTEL RESERVATION

When the appropriate payments have been processed, a confirmation/invoice will be sent to participants. This confirmation will include all details for the hotel reservation.



SAVE THE DATES

Forthcoming EFORT Congress

15th EFOR Congress
London, 4 - 6 June 2014

EFORT Head Office
Technoparkstrasse 1
8005 Zurich, Switzerland
Phone +41 (44) 448 4400
Fax +41 (44) 448 4411
event@efort.org
www.efort.org