



# SPINWEEK

RAI AMSTERDAM  
28 MAY - 1 JUNE

# 2012

SPONSORSHIP PROSPECTUS

[WWW.SPINWEEK2012.COM](http://WWW.SPINWEEK2012.COM)

## Organising Societies



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Amsterdam, May 2011.

Dear Madam,  
Dear Sir,

After the big successes of SpineWeek 2004 in Porto and SpineWeek 2008 in Geneva, we have the honour to announce SpineWeek 2012, which is to take place at the Amsterdam RAI from May 28 – June 1, 2012.

The purpose of SpineWeek 2012 is to synchronize the annual meetings of leading scientific societies concerned with disorders of the spine on one location. The decision to have such a combined meeting was discussed separately within each of these societies and it was decided to organise the meeting in such a way that the specific identity of each of the involved societies would be respected both on a scientific and social level.

For the International Society for the Study of the Lumbar Spine (ISSLS), EuroSpine, the Spine Society of Europe and the European section of the Cervical Spine Research Society (CSRS-es), SpineWeek will be the normal annual meeting. The two societies of Latin America: the Brazilian Spine Society (BSS) and the Sociedad Iberolatinoamericana de Columna Vertebral (SILACo) meet on odd years, yet they have decided to join SpineWeek with a full delegation and a scientific programme. The North American Spine Society (NASS) and the Scoliosis Research Society (SRS) too will collaborate in SpineWeek 2012. The Asia-Pacific Orthopaedic Association – Spinal Section (APOA) will not participate as society, but will send a delegation to SpineWeek 2012.

It is therefore important to note that in 2012 there will be no other meeting for ISSLS, EuroSpine and the CSRS-es, which means that there will be no other major spine meeting in Europe that year.

The Amsterdam RAI ([www.rai.nl](http://www.rai.nl)) is located in the southern part of the city at the Ringweg Exit S109. It has its own railway station with direct connections to Schiphol International Airport ([www.schiphol.nl](http://www.schiphol.nl)).

We are pleased to invite you to participate in SpineWeek 2012. As we expect to welcome no less than 2,500 to 3,000 spine specialists, your company is offered the unique opportunity of getting in touch with spine specialists coming from all over the world.

Hoping to welcome you to SpineWeek 2012, we remain,

Yours faithfully,

**The SpineWeek Committee**

Jiri Dovrak  
Dieter Grob  
Robert Gunzburg  
Marek Szpalski

**The Local Organising Committee**

Ronald Bartels  
Marinus de Kleuver  
Wilco Peul  
Barend van Royen



## Why SpineWeek

The idea of SpineWeek is to synchronize the annual meeting of leading scientific spine societies in one location, thus simplifying meeting logistics both for delegates and participating industry.

SpineWeek was held in Porto in 2004 and in Geneva in 2008. These meetings were experienced as successes not only by the participating societies and attending delegates, but also by the sponsoring industry.

SpineWeek is set up in such a way that each participating society keeps its own scientific and social identity. Each society selects its own papers, has its own business meeting, presidential address, guest lectures and award sessions as during its normal annual meeting. However participants are encouraged to attend sessions of all societies and the programme is structured in such a way that papers of similar interests accepted by different societies appear in the same section. As always, industry and society workshops will again be organised during lunch breaks.

Delegates will be encouraged to attend the industry exhibition during breaks. There will also be society booths and relaxation areas where it will be possible to meet and interact with colleagues. This opportunity of meeting people with similar interests - but whom one does not usually see at one's own annual meeting - is one of the aspects that was so appealing during the first two SpineWeek meetings.

The SpineWeek committee wishes you a meeting in Amsterdam that will be remembered not only for its scientific contribution to matters related to the spine, but also for all what revolves around such a meeting.

### The SpineWeek Committee

Jiri Dovrak  
Dieter Grob  
Robert Gunzburg  
Marek Szpalski

### The Local Organising Committee

Ronald Bartels  
Marinus de Kleuver  
Wilco Peul  
Barend van Royen

## Statistics of Previous Spine Congresses

	Participants	Exhibition m <sup>2</sup> net	Total companies
SpineWeek Porto 2004	2198	2332	96
Eurospine Barcelona 2005	1607	1467	42
Eurospine Istanbul 2006	1886	2185	86
Eurospine Brussels 2007	1943	2820	120
SpineWeek Geneva 2008	2469	3400	142
Eurospine Warsaw 2009	1987	1893	108
Eurospine Vienna 2010	2150	2500	135

## SpineWeek 2012 Secretariat



### Medicongress

Kloosterstraat 5  
B-9960 Assenede, Belgium  
Phone: +32 9 218 85 80  
Fax: +32 9 344 40 10  
Email: info@medicongress.com

### Registration

Mrs. Veerle Van de Steene  
Administration Manager  
Email: Veerle@medicongress.com  
Direct Line: +32 9 218 85 80

### Scientific Programme & Sponsorship

Mrs. Els Vertriest  
Congress Manager  
Email: els@medicongress.com  
Direct Line: +32 9 218 85 81



## Amsterdam

### Amsterdam, the City

The Dutch capital has been known through the centuries as a city with an international outlook. Cosmopolitan and colourful, Amsterdam has always been a thriving commercial and industrial centre.

You will feel right at home in the Dutch capital, where business opportunities abound, and English has become a second language. In Amsterdam you can mix business with pleasure as nowhere else.

Apart from a wealth of picturesque historic sites, the city prides itself on a swinging nightlife, charming shopping streets, international haute cuisine, galleries and 40 famous museums.

Equally important, Amsterdam has a hospitable citizenry who enjoy meeting people from abroad. This mixture has made Amsterdam into one of the world's preferred congress cities.

### Amsterdam, the Airport

Amsterdam Airport Schiphol is acknowledged as one of the world's best airports. With 490.000 flights and 45 million passengers a year Schiphol has the highest standards of service and is constantly improving the benefits for the traveller. From all over the world direct scheduled services fly non-stop to Amsterdam Airport Schiphol. These scheduled services fly from 129 destinations within Europe and from 108 non-European destinations to Schiphol. In addition there are charter flights to and from Amsterdam Airport Schiphol. As many as 80 airlines fly to Schiphol, conveniently located in the heart of Western Europe. Moreover, Amsterdam Airport Schiphol enjoys a very special status among its users, ranking first among the world's airports in virtually every poll of frequent international travellers.

On arrival, you can board a train carrying you directly to RAI Station within 9 minutes. From there it is only a 3 minutes walk to the Amsterdam RAI.

### Amsterdam, Public Transport

The compactness of the city minimizes the need for taxis and public transport as almost everything is within walking distance. Nevertheless public transport in Amsterdam - buses, tram and metro - is most efficient, modern, reliable and inexpensive. Public transport tickets will be offered to all SpineWeek participants free of charge, enabling delegates to travel freely on the city's municipal transport system during SpineWeek.

## Amsterdam, the map



**RAI Hotel Service**  
P.O. Box 7777, 1070 MS Amsterdam  
T: +31 (0)20 549 19 27  
F: +31 (0)20 549 19 46  
E: [hotelservice@rai.nl](mailto:hotelservice@rai.nl)  
W: [www.rai.nl/hotelservice](http://www.rai.nl/hotelservice)

### Why RAI Hotelservice?

- a fine service
- the lowest available rates
- online reservations
- full description of the hotels

KEY	
	TRAMS WITH STOP
	ENDSTOP TRAM
	TRAIN/STATION
	METRO/STATION
	MOTORWAY
	HOTEL



## Programme at a Glance

### MONDAY MAY 28

Auditorium (1700)	Forum (700)
CSRS-es Lunch General Assembly	EUROSPINE
CSRS-es	BSS

Opening Ceremony / Welcome Reception

### TUESDAY MAY 29

Auditorium (1700)	Forum (700)
EUROSPINE	CSRS-es
	CSRS-es / Half day tour CSRS-es Dinner
EUROSPINE AWARD Session and General Assembly	BSS
	NASS
	BSS Dinner

### WEDNESDAY MAY 30

Auditorium (1700)	Forum (700)
ISSLS	SRS
ISSLS First Business Meeting	SRS  SRS and EUROSPINE Dinner

### THURSDAY MAY 31

Auditorium (1700)	Forum (700)
ISSLS AWARD Session	SILACO
EUROSPINE (ISSLS Outing)	SILACO

All Societies Dining Cocktail

### FRIDAY JUNE 1

Auditorium (1700)	Forum (700)
ISSLS Second Business Meeting	NASS
ISSLS	EUROSPINE
ISSLS Dinner / SILACO Dinner	NASS Dinner



## The Amsterdam RAI: Congress and Exhibition Venue

The history of Amsterdam RAI dates back to 1893, when the Bicycle Industry Association was set up. In 1900 the name of the association was lengthened to include an 'A' for Automobile. Nowadays, with more than two million visitors yearly, Amsterdam RAI is one of Europe's most important international exhibition and conference venues. Each year, some 1,000 national and international conferences and cultural functions are held in the Congress Centre, which is flanked by the RAI's three exhibition complexes.

Amsterdam RAI is situated in one of Amsterdam's green areas, only some 3 kilometres from the historic city centre and 10 kilometres from Amsterdam International Airport Schiphol. This modern congress centre, the largest of its kind in the country, is professionally equipped, serviced and staffed to meet all the needs of successful international meetings. Amsterdam RAI is best measured in terms of the expertise of its management and staff, and the advanced and sophisticated amenities that enhance the programme and assure the comfort of the delegates.



## RAI Venue Outline



Orange:  
Conference rooms and facilities

Hall 10:  
Non-commercial exhibition, poster discussion corners,  
Internet corner, sitting area and electronic posters

Hall 11:  
Commercial exhibition and catering

## SpineWeek 2012 Exhibition

### General

Hall 11 of the RAI is reserved for the commercial exhibition and the congress catering.

Hall 10 is reserved for the non-commercial exhibition, poster discussion corners, the electronic posters, a sitting area and the Internet corner.

Exhibitors rent naked floor space.

Stands will be allocated on a 'first come, first served basis'. The allocation of spaces will be based on the date and hour of receipt of the Reservation Contract via email or fax.

### Rates

Stand spaces are available at a rate of 750.00 €/m<sup>2</sup> for stand spaces up to 27m<sup>2</sup>.

Stand spaces are available at a rate of 700.00 €/m<sup>2</sup> for stand spaces as of 28m<sup>2</sup>. Rates are exclusive of VAT.

Rates include:

- Exhibition floor space as indicated on the reservation contract
- 2 exhibitor badges per 9m<sup>2</sup>
- Cleaning of public areas and alleys in hall 11 (not of the booth)
- Welcome Reception on Monday, May 28
- Coffee breaks and lunches for registered exhibitors
- Exhibitors' Technical Manual
- Acknowledgement on the SpineWeek 2012 website
- Short company description and logo in the Final Programme

### Tentative Exhibition Outline

To be confirmed and finalised in the Exhibitors' Manual which will be sent to confirmed exhibitors in November 2011.

- Set-up of the exhibition: Friday 25, Saturday 26 and Sunday 27 May 2012
- Exhibition dates: Monday, May 28 until Friday noon June 1, 2012
- Dismantling of the exhibition: Friday afternoon June 1, 2012

### On-site Sponsors and Exhibitors Meeting

A meeting and site inspection with all confirmed and interested Exhibitors and Sponsors will be organised at the Amsterdam RAI. Confirmed exhibitors and sponsors will receive an invitation for this meeting.

During this meeting, the Exhibition Manual with all practical guidelines on the installation and removal of the stands, rental of materials, electricity connection, stand cleaning etc. will be distributed to those companies having registered for the exhibition.

The local exhibition management company, RAI Hotel Service and Create Multimedia (AV and multimedia supplier) and all other service providers to SpineWeek 2012 will be present during this meeting as well.

Individual site inspection visits for SpineWeek 2012 will not be allowed.

### Exhibition Manual

The exhibition manual with all details on SpineWeek 2012 and related exhibition (fully equipped stands as well as stand material, cleaning, flowers, telephone chairs, tables etc.) will be available for all confirmed sponsors and exhibitors in November 2011.

### Exhibitor Badges

Exhibitors are required to make an exhibitor registration. They will receive exhibitor badges (which differ from the participant badges) with personal name and company name.

Exhibitor badges offer access to the Amsterdam RAI, the coffee breaks, lunches and Welcome Reception.

Exhibitor badges do NOT give access to the scientific sessions.

Exhibitor badges must be ordered online at [www.SpineWeek2012.com](http://www.SpineWeek2012.com) (Sponsor section).

Deadline for exhibitor registrations: APRIL 15, 2012.

All badges that have to be produced after this deadline will be charged 100.00 € each.

The same applies for lost badges during SpineWeek 2012.



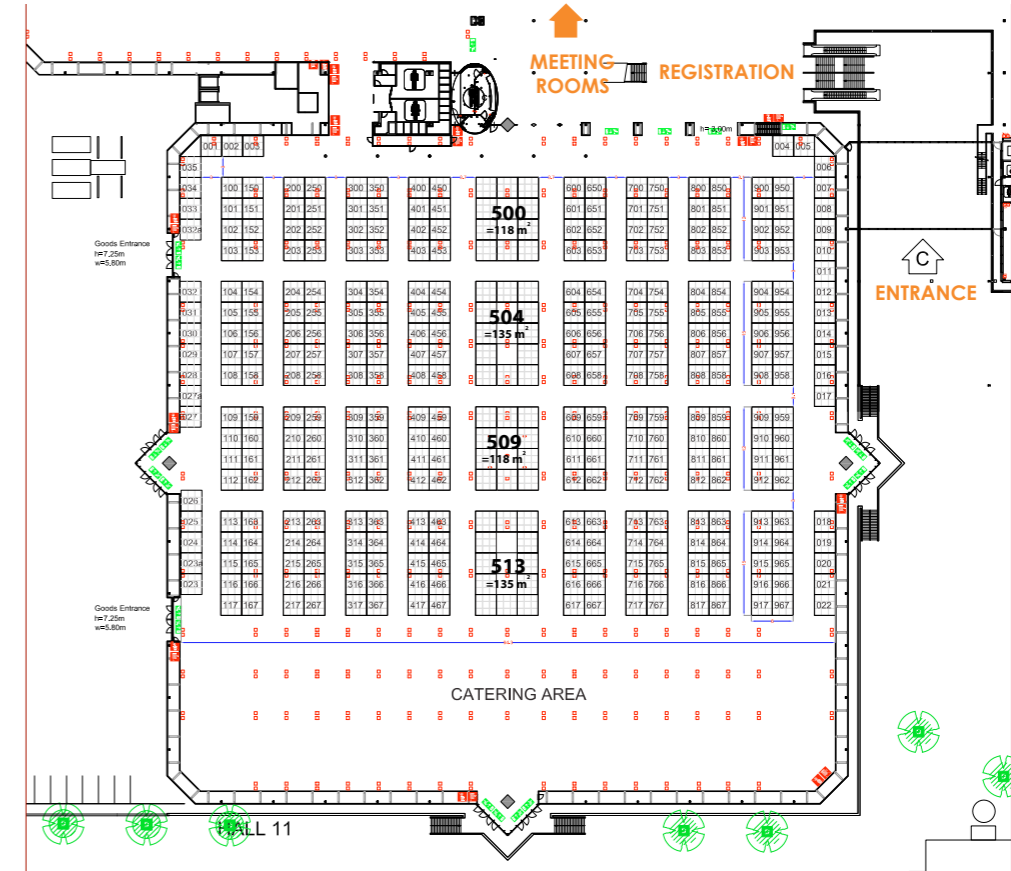
## SpineWeek 2012 Exhibition Floor Plan

The exhibition floor plan has blocks of 9m<sup>2</sup> each, i.e. 3m width by 3m depth. Companies can select any number of blocks to reach the total number of m<sup>2</sup> required in the area of their choice. Combining blocks with a hallway in between is accepted, as long as the corridor does not direct to an emergency exit. The hallways are 3m wide.

Exhibitors who will not order standard shell scheme booths through the official exhibition handling company (see Exhibition Manual, available in November 2011) will be obliged to submit a plan of their booth with sufficient details as well as fireproof certificates for all the materials used on the stand.

All booths must adhere to the rules and regulations of the Amsterdam RAI - see [www.raai.nl](http://www.raai.nl).

Maximum height allowed for booths is 4,50 m.



## Industry Workshops and Satellite Symposia

Companies can organise their own satellite symposium, workshop or demonstration daily during lunchtime (a 1 and ½ hour time slot is allotted). These will be announced in the Final Programme and on the website of SpineWeek 2012. An announcement of the Satellite Symposium/Workshop can be inserted in the congress bag free of charge.

'Happy Hour' time slots are also available immediately after the afternoon sessions.  
Room rental for 'Happy Hour' time slots: 50% of the mentioned rate.

Companies are encouraged to offer drinks and/or lunches just before/during or after their Workshop or Symposium. Offers for catering will be made through the official catering company of SpineWeek 2012 (cf exhibition manual). Food and drinks cannot be taken into the meeting rooms.

Audio-visual equipment is NOT included in the room rental for Satellite Symposiums/Workshops, but can be booked through the organisers at the mentioned rates. External AV companies are not allowed to work within the RAI complex.

For details on the different meeting rooms at the RAI, please visit [www.rai.nl](http://www.rai.nl).

	Seats (Theatre)	Room Rental	Audio-Visual Set-Up*
<b>Rooms Right Wing First Floor</b>			
G102 Room	142	7,500.00 €	2,000.00 €
G103 Room	142	7,500.00 €	2,000.00 €
G104 Room	115	7,500.00 €	2,000.00 €
G105 Room	115	7,500.00 €	2,000.00 €
G104 + G105 Room	270	10,000.00 €	3,000.00 €
G106 Room	115	7,500.00 €	2,000.00 €
G107 Room	115	7,500.00 €	2,000.00 €
G106 + G107 Room	270	10,000.00 €	3,000.00 €
G109 Room	88	7,500.00 €	2,000.00 €
<b>Rooms Left Wing First Floor</b>			
E102 Room	220	10,000.00 €	3,000.00 €
E103 Room	100	7,500.00 €	2,000.00 €
E104 Room	100	7,500.00 €	2,000.00 €
E105 Room	115	7,500.00 €	2,000.00 €
E105 + E106 Room	144	7,500.00 €	2,000.00 €
E107 Room	100	7,500.00 €	2,000.00 €
E108 Room	100	7,500.00 €	2,000.00 €
<b>Meeting Rooms</b>			
Emerald Room	266	10,000.00 €	3,000.00 €
Congress Hall	1150	20,000.00 €	5,000.00 €
Forum Hall	700	15,000.00 €	4,000.00 €

\*The AV set-up includes: audio with 4 microphones, screen, LCD projector and technician



## General Guidelines for Workshops/Satellite Symposia

- By signing the reservation contract, companies accept full responsibility for all the aspects of their Workshops or Satellite Symposia (content, speakers, finances, etc.).
- The SpineWeek 2012 logo can be used on invitations for these workshops only.
- Companies have to submit the programme of their workshop/satellite symposium (overall title, list of speakers and their talks) to the Scientific Committee for approval by March 15, 2012 at the latest. The overall title (not the full programme) of your Satellite Symposium/Workshop will be printed in the Final Programme of SpineWeek 2012.
- Set-up of the meeting rooms is theatre style. All other set-ups will be charged extra.
- Companies must stick to the allocated set-up and dismantling time and must respect the time slot allocated for their satellite symposium.
- Companies can access the booked meeting room 2 hours prior to the official start of the workshop for those meeting rooms where no official sessions are taking place. When you book a room where official SpineWeek sessions take place, you are only allowed into the room when these sessions are finished.
- The meeting room must be available for SpineWeek 2012 again immediately after the end of the workshop/satellite.
- Please keep the meeting rooms clean.
- **Food and drinks are not allowed in the meeting rooms.**

## Sponsorship Opportunities

### CATERING

#### Coffee

The company sponsoring a coffee break will be mentioned in the Programme Book. The company's sponsorship will also be announced on the coffee stand and coffee tables by means of signs during the sponsored coffee break.

Companies offering the coffee can also put napkins with their company logo on the coffee tables.

Rate: 10.000,00 € per coffee break

#### Water Distributors

Water distributors will be distributed throughout the building. Rate: 750,00 € each

### Evening Functions

All societies will have their own specific dinner during SpineWeek 2012. Dinners are open for sponsorship. For details, please contact the organisers.

The following evening activities are scheduled so far:

Monday	Welcome Reception at the RAI
Tuesday	CSRS-es Dinner - Brazilian Spine Society Dinner
Wednesday	Eurospine Dinner at the Scheepvaartmuseum - SRS Dinner
Thursday	All Societies Dining Cocktail at the Concertgebouw
Friday	SILACO Dinner - ISSLS Dinner - NASS Dinner

### BADGES

Your company can have your company or product logo printed on the participant badges. The sponsoring company also delivers the lanyards (with company name & SpineWeek 2012).

Rate: 30,000.00 €



### CONGRESS BAG

Approximately 3,500 bags will be offered to all participants. Rate: 20,000.00 €  
Notepads and pens (with logo of the sponsor and SpineWeek logo) will be inserted in the congress bags. Rate: 10,000.00 €  
Companies can also insert publicity (leaflet/small brochure, max A4 size, max 4 pages) in the bag. Rate: 3,000.00 €

### ADVERTISEMENTS & PRINTING

Advertising can be done in the Preliminary Programme (approx. 20,000 copies) as well as in the Final Programme (approx. 4,000 copies) at the following rates:

- Outside back cover 6,000.00 € (full colour print)
- Inside back cover or inside front cover 5,000.00 € (full colour print)
- Two facing pages 6,000.00 € (full colour print)
- Inside full page 4,000.00 € (full colour print)

### Bookmarks

Will be available for the Preliminary as well as for the Final Programme. Rate: 5,000.00 € each.

### List of participants

Exclusive sponsorship of the List of Participants, distributed to all participants. Rate: 5,000.00 €

### PUBLIC TRANSPORT TICKET

A public transport pass can be offered to all SpineWeek 2012 participants offering free access to the public transport system within the city of Amsterdam. Rate: 10.00 € per ticket

### BAR/ SITTING AREA / BUSINESS CENTRE

Will be installed in the non-commercial exhibition area. For details, please contact the organiser.

### MULTIMEDIA

SpineWeek 2012 will be fully supported by the newest multimedia technology.

#### Digital Signage

Interactive touch screens will be used for signage showing floor plans, the programme, exhibition information, the meeting rooms and offering information on the venue and the city of Amsterdam.  
When in 'stand-by' the screens will show your information on products or programme of your satellite symposium(s).  
The screens will be installed all over the building and will also have a cover with your company logo etc. Rate: 12,500.00 €

#### Ipad, Iphone and Smartphone Applications

All information on SpineWeek 2012 will be available on Iphone, Ipad and Smartphone application to be downloaded free of charge by all participants and potential participants. The company sponsoring this high-tech item will have its publicity combined with this application.  
Rate: 12,500.00 €

#### E-poster Screens

All posters will be on display electronically on large touch screens where congress participants can do a search on topic, name, university etc. in order to see the posters of their choice. The company sponsoring this high-tech item will have its publicity combined with this application.  
Rate: 12,500.00 €

#### Internet Corner

A large Internet corner will be available in Hall 10 (non-commercial area). Information of your company will be put on the screens (screensaver) as well as on the mouse mats. The sponsorship of the Internet corner will also be announced on displays.  
Rate: 12,500.00 €



## Sponsorship Gradation

**Platinum Sponsor** minimum total amount of sponsorship: 150.000,00 €

- First choice for the date and the meeting room for an Industry Workshop
- First choice for the allocation of exhibition space
- Company name and logo on the congress website with hyperlink to the company website
- Named as Platinum Sponsor in all congress publications
- Use of congress logo for its own advertising
- Two free inserts of workshop invitations in the congress bag
- 10 complimentary full registrations, to be reserved for company staff
- Priority in choosing sponsorship items
- 5 tickets for the Gala Dinner

**Gold Sponsor** minimum total amount of sponsorship: 100.000,00 €

- Priority in choosing the date and the meeting room for an Industry Workshop (after Platinum Sponsors)
- Priority allocation of exhibition space (after Platinum Sponsors)
- Company name and logo on the congress website with hyperlink to the company website
- Named as Gold Sponsor in all Congress publications
- Use of congress logo for its own advertising
- Free insert of a workshop invitation in the congress bag
- 6 complimentary full registrations, to be reserved for company staff
- Priority in choosing sponsorship items (after Platinum Sponsors)
- 2 tickets for the Gala Dinner

The above amounts solely reflect the sponsorship and exhibition space and do not include participant registration fees paid by companies.

**Sponsorship Gradation will be announced on all printed matter and on [www.SpineWeek2012.com](http://www.SpineWeek2012.com)**

**Silver Sponsor** minimum total amount of sponsorship: 75.000,00 €

- Priority in choosing the date and the meeting room for an Industry Workshop (after Platinum and Gold Sponsors)
- Third choice in allocation of exhibition space (after Platinum and Gold Sponsors)
- Company name and logo on the congress website with hyperlink to the company website
- Named as Silver Sponsor in all congress publications
- Use of congress logo for its own advertising
- Free insert of a workshop invitation in the congress bag
- 4 complimentary full registrations, to be reserved for company staff
- Priority in choosing sponsorship items (after Platinum and Gold Sponsors)
- 1 ticket for the Gala Dinner

**Bronze Sponsor** minimum total amount of sponsorship: 50.000,00 €

- Priority in choosing the date and the meeting room for an Industry Workshop (after Platinum, Gold and Silver Sponsors)
- Priority allocation of exhibition space (after Platinum, Gold and Silver Sponsors)
- Company name on the congress website with hyperlink to the company website
- Named as Bronze Sponsor in all congress publications
- Use of congress logo for its own advertising
- Free insert of a workshop invitation in the congress bag
- 2 complimentary full registrations, to be reserved to company staff
- Priority in choosing sponsorship items (after Platinum, Gold and Silver Sponsors)

The above amounts solely reflect the sponsorship and exhibition space and do not include participant registration fees paid by companies.

**Sponsorship Gradation will be announced on all printed matter and on [www.SpineWeek2012.com](http://www.SpineWeek2012.com)**



## Company Profile and Logo

The company profile and logo of all exhibitors and sponsors will be published in the Final Programme of SpineWeek 2012. For details: see exhibition manual (available in November 2011).

## Sponsorship of Participants

Companies wishing to sponsor the registration fee of participants attending SpineWeek 2012 (group registration) are entitled to the registration fee applicable at the time of confirmation and payment of the exact number of participants. The full amount of the group registration must be transferred immediately in order to secure this booking and to guarantee the registration fee. **The participant names, full addresses and email address** (not the company person doing the registrations) must be supplied by April 30, 2012 at the latest. For details, please contact the registration department of Medicongress ([veerle@medicongress.com](mailto:veerle@medicongress.com)).

## Hotel Accommodation

RAI Hotel & Travel Service has been selected as the official housing bureau for SpineWeek 2012. RAI Hotel & Travel Service is part of Amsterdam RAI and arranges hotel accommodation in and around Amsterdam. Amsterdam has more than 300 hotels with over 20,000 rooms in all categories. Accommodation ranges from the well-known international hotel chains to low-budget accommodation. Over 2,500 of these hotel rooms are near the Amsterdam RAI, at 5 to 10 minutes walking distance.

Travel can also be arranged through the reservation system above. Amsterdam RAI has selected some reputable travel affiliates which offer flights to/from Amsterdam, excursions in Amsterdam, airport transfers to and/from the hotels and car rental. All these services can be booked online.

Only applications through [www.SpineWeek2012.com](http://www.SpineWeek2012.com) will be accepted. Here you will also find information on the hotel reservation policy and the cancellation procedures.

## Finances

Reservation of stands as well as sponsorship confirmation in general will only be accepted if made through the duly filled out and undersigned Reservation Contract that can be found on page 29 of this booklet.

This form is to be faxed to +32 9 344 40 10 or emailed as an attachment to [els@medicongress.com](mailto:els@medicongress.com).

Upon receipt of your Reservation Contract, Medicongress will send an email confirming exhibition space and/or sponsorship as well as an invoice for a non-refundable deposit payment of 50% of the total amount of the reservation made. This invoice is to be paid within 15 days. If not the exhibition space and sponsorship becomes vacant again.

Reservation is only final after receipt of the above documents and deposit invoice payment. Final allocation of the booths will be made according to the total amount of sponsorship and the date of stand space reservation. Exhibitors wishing to avoid booths of competing companies next to their booth can indicate this on the Reservation Contract.

## Payment

- Non-refundable deposit payment of 50% of the reservations made within 15 days after reservation (see above).  
If not received within due time, the reservation becomes vacant again for other sponsors.
- The full amount of sponsorship is to be paid by March 31, 2012.
- All payments are to be made after receipt of invoices sent by Medicongress.
- Please clearly mention the invoice number on all payments.
- Access will be denied to all company representatives and/or booth builders if the company has not fulfilled its financial obligations.





### Cancellations

- In case of cancellation or reduction of stand space or sponsorship, the deposit of 50% on the initial reserved amount remains mandatory and non-refundable.
- As of January 1, 2012 the full 100% of the total of contracted sponsorship and/or exhibition space reservation remains mandatory.

### Important Note

All invoices - without any exception and regardless of company rules - must be paid on the deadline as indicated on the invoices. By signing the Reservation Contract companies accept this regulation.

In the event of default of payment on the date indicated on the invoice, the client is compelled to pay an interest of 12% per year (1% per commenced month) on the total amount due and a compensation of 10 % with a minimum of 50 Euro and this without prior reminder or notice.

In case payment modalities are not fulfilled in time, the organisers reserve the right to cancel the stand space and/or to deny access to company representatives or booth builders of the companies in question. In any event, the amount due - as invoiced - remains to be paid.

### VAT Regulations

Please note that the following VAT legislation applies as of January 2011 and is therefore also applicable for SpineWeek 2012: The organisers will have to charge VAT on exhibition space rental, satellite symposia/workshops, food, housing etc. (can be reclaimed) as these items are exceptions within the B2B VAT charge between EU based companies. Advertisement & multimedia sponsorship, however, are exempt from VAT if invoiced within the EU.

For further details, please contact your accountancy department.

## SPINEWEEK 2012 - RESERVATION CONTRACT



COMPANY.....

ADDRESS.....

VAT N° ..... COMPANY ORDER (PO) N° .....

BILLING ADDRESS (if different from above) .....

CONTACT PERSON.....

FUNCTION.....

PHONE.....

FAX.....

EMAIL.....@.....

MY COMPANY CONFIRMS THE RESERVATION OF STAND SPACE DURING SPINEWEEK 2012  
 1st choice: ..... 2nd choice: ..... 3rd choice: ..... 4th choice: ..... (see floor plan)

Total Surface  $\leq 27 \text{ m}^2$  - 750,00 €/m<sup>2</sup> x .....m<sup>2</sup> = ..... ,00 €

Total Surface  $\geq 28 \text{ m}^2$  - 700,00 €/m<sup>2</sup> x .....m<sup>2</sup> = ..... ,00 €

Confirmed sponsored amount exhibition: ..... ,00 € \*

WE CONFIRM THE ORGANISATION OF A  SATELLITE SYMPOSIUM  WORKSHOP

Monday (28/05)  Tuesday (29/05)  Wednesday (30/05)  Thursday (31/05)  Friday (01/06)

Preferred room: 1<sup>st</sup> choice ..... 2<sup>nd</sup> choice ..... 3<sup>rd</sup> choice .....

Confirmed sponsored amount workshops/satellite symposia: ..... € \*

WE ALSO CONFIRM THE SPONSORSHIP OF (please specify): .....

Confirmed sponsored amount other sponsorship: ..... € \*

WE WANT TO AVOID HAVING OUR BOOTH NEXT TO THE FOLLOWING COMPANIES (max 4) .....

DATE...../...../.....

NAME .....

PLACE.....

SIGNATURE .....

• All rates are exclusive of VAT .....

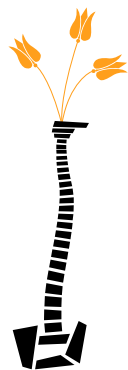
• By signing this Reservation Contract my company and I accept the General Rules as well as the Payment Conditions .....

Form to be returned to Medicongress,  
Kloosterstraat 5, B-9960 Assenede, Belgium  
Fax: +32 9 344 40 10 - Email: [info@medicongress.com](mailto:info@medicongress.com)

### General Rules and Disclaimer

- All rates are exclusive of VAT.
- All activities organised by companies involving participants in SpineWeek 2012 are to be decided on in consultation with both the Organising and the Scientific Committees.
- The announced participation rates are always an indication, not a certainty.
- The organisers reserve the right to change the exhibition floor plans if necessary.
- The application is legally binding on the exhibitor pending its acceptance in writing by the organiser. Reservations which have been made can be cancelled according to the cancellation policy. Only written cancellations will be accepted.
- Sponsoring companies will receive an invoice from Medicongress. All stand reservations and other sponsorship must be paid according to the above regulations. Construction of the stand at SpineWeek 2012 will only be allowed if complete payment is received by Medicongress within due time.
- Distribution of drinks and meals must be in compliance with the rules of the Amsterdam RAI, which has its own caterer (see exhibition manual).
- Liability: in participating in SpineWeek 2012 as a sponsor, companies agree that neither the Organising Committee nor the Secretariat assume any liability whatsoever. Companies are requested to make their own arrangements in respect of insurance and organisation of their stand.
- In case of "Force Majeure" neither the organisers, nor Medicongress accept any liability.
- The organisers do not, in any manner, endorse any of the company product claims displayed or services provided in the exhibition during SpineWeek 2012. The information given and the activities organised by companies are under their full own responsibility.
- All sponsors and exhibitors are responsible for complying with all national and international rules and regulations with regard to the code of practice on promotion of medical and pharmaceutical products and devices.
- By reserving a stand or sponsorship through the attached Reservation Contract, companies agree that they will not make an legal claims against the Organising Committee, Congress Organisers, Medicongress, Amsterdam RAI etc.
- The general rules of Amsterdam RAI are applicable to all sponsorship ([www.rai.nl](http://www.rai.nl)).





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