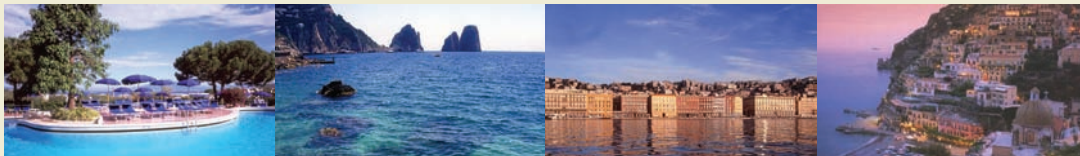


## FOURTH MEDITERRANEAN EMERGENCY MEDICINE CONGRESS (MEMC IV)



# SUPPORT OPPORTUNITIES



15-19 SEPTEMBER 2007 • HILTON SORRENTO PALACE • SORRENTO, ITALY  
[www.emcongress.org](http://www.emcongress.org) • [info@emcongress.org](mailto:info@emcongress.org)

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## INVITATION TO SUPPORT

Dear Colleagues,

It is with great excitement that we invite you to support and attend the Fourth Mediterranean Emergency Medicine Congress (MEMC IV) to be held 15-19 September 2007 at the Hilton Sorrento Palace in Sorrento, Italy.

MEMC IV is the collaborative effort of the European Society for Emergency Medicine (EuSEM), the American Academy of Emergency Medicine (AAEM), and this year La Società Italiana di Medicina d'Emergenza-Urgenza (SIMEU). The mission of the Congress is to promote the practice of Emergency Medicine throughout the world and to provide a forum for information exchange.

We hope to build on the success of the third MEMC in Nice, France in 2005 where nearly 1,200 delegates from 57 countries attended sessions by world-renowned speakers. Historically, this Congress has been considered by delegates to be the best Emergency Medicine conference they've attended and the "turning point" for the development of Emergency Medicine around the world.

The format of the scientific programme includes multiple tracks that cover clinical, procedural, administrative, research and educational topics. The financial support for the Congress comes from a variety of sources, though at all times the educational programme remains totally independent of all external influences.

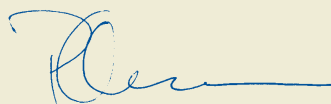
MEMC IV offers a unique opportunity for pharmaceutical and medical industries interested in supporting the development of International Emergency Medicine.

We look forward to meeting you in Sorrento and deeply appreciate your consideration.

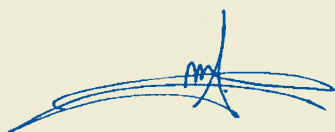
Regards,



Roberta Petrino, MD  
Executive Chair for EuSEM



Philip Anderson, MD FAAEM  
Executive Chair for AAEM



Amin Antoine Kazzi, MD FAAEM  
International Executive Chair



Ivo Casagrande  
Executive Chair for SIMEU

## MEMC IV ORGANISING COMMITTEE

Presidents of the Congress  
David Williams, EuSEM President  
Tom Scaletta, AAEM President  
Vito Giustolisi, SIMEU President

Executive Planning Committee Chairs  
Roberta Petrino, EuSEM  
Philip Anderson, AAEM  
Ivo Casagrande, SIMEU  
Amin Antoine Kazzi, International

Executive Planning Committee  
David Williams, EuSEM  
Helen Askitopoulou, EuSEM  
Tom Scaletta, AAEM  
Howard Blumstein, AAEM

## SUPPORT OPPORTUNITIES

The names of all supporting organisations will be listed on the MEMC IV website. Supporters may choose to include their logo, contact information, and message (up to 25 words) for an additional € 1.500.

### EDUCATION

**Abstracts on CD-ROM** € 20.000

A CD-ROM of abstracts presented at MEMC IV is provided to delegates onsite. Supporters are recognized on the abstract submission site, print syllabus and CD-ROM cover. CD-ROM vouchers can be inserted in delegate bags and CDs redeemed at supporter's exhibit.

**Lunch Symposium** € 10.000 + costs

Daily lunch symposia are available for either 200 or 400 delegates and will include a seated luncheon, with the menu to be chosen by the supporter. Supporters will be recognized in the Final Programme and on session signage. Speakers and session topics may be selected by the supporter, though CME credits will not be offered for these sessions. All session expenses, including meals, audio-visual equipment and support, meeting space rental, and speaker expenses are additional and are the responsibility of the supporter.

**Individual Tracks** € 10.000

Featuring world-renowned invited speakers, five four-hour tracks run concurrently each morning and afternoon. Supporters are recognized in the Final Programme and on session signage. Tentatively scheduled tracks include:

- Cardiovascular and Resuscitation
- European Master in Disaster Medicine
- Conducting Research
- Neurology
- Paediatrics
- Prehospital Medicine
- Respiratory Emergencies
- Pharmacology and Toxicology
- Shock and Sepsis
- Resident Education
- Trauma
- Ultrasound and Imaging
- Administration and Informatics
- Airway Management
- Infectious Disease Emergencies
- CPC Competition

### CONGRESS SERVICES

**Delegate Courtesy Area** € 6.000

The supporter will be recognized on signage surrounding a lounge area with delegate access to phones, fax machines, a computer with Internet connection, mini-bar and hostess assistance. Screensavers with the supporter's message may also be displayed on PCs in this area.

**Internet Lounge** € 20.000

An area of the Exhibition Hall will contain 10 personal computers with Internet access for delegates' convenience. Supporter's logos will appear on signage in this high-traffic area as well as on screensavers displayed on PC's in the lounge.

**Message Center** € 6.000

A message board will be provided for delegates to post and retrieve personal messages. Four-colour signage displayed on the board will recognize the supporter, and stationery with the supporter's logo will be provided for delegates' use.

**Namebadges & Lanyards** € 10.000

Fabric lanyards are imprinted with the supporter's logo and distributed to approximately 1.400 delegates onsite.

**Delegate Bags** € 21.000

The supporter's logo will be featured on registration bags to be carried by approximately 1.400 delegates over the course of the Congress. Notepads and pens will be included in the bag with registration materials, also featuring the supporter's message.

**Bag Insert** € 3.000 + costs

A one-page insert, designed and produced by the supporter, will be inserted in delegate bags and distributed onsite. All inserts are subject to approval by MEMC IV organisers, and production and shipping costs are the responsibility of the supporter.

# SUPPORT OPPORTUNITIES

## CONGRESS SERVICES

- Bookmark** € 5.000  
Supporter's logo and message will appear on a durable bookmark included with MEMC IV Final Programme and Abstract Syllabus.
- Hostesses** € 25.000  
Supporter's name and logo will appear on the uniform worn by staff assisting delegates in high-traffic areas such as the onsite registration area, exhibit hall and outside scientific sessions.
- Simultaneous Translation** € 15.000  
During daily plenary sessions, speakers' presentations will be simultaneously translated from English to Italian, the official language of the Congress host country. Supporters will be recognized on session signage and in the Final Programme.
- Coffee Breaks** € 25.000  
Mid-morning coffee breaks for approximately 1.400 delegates will be held in high-traffic areas. Supporters will be recognized on prominent signage.
- Coffee Breaks for Pre-Congress Courses** € 7.500  
Mid-morning coffee breaks will be held in common areas for delegates attending Pre-Congress Courses. Supporters will be recognized on prominent signage.
- Sole Sponsorship of Abstract Submission Site** € 25.000  
More than 1.000 authors are expected to submit abstracts to MEMC IV, all through an online abstract submission process linked to the MEMC IV website. Supporter's logo will be displayed on the submission site homepage where authors are required to sign in to submit or edit an abstract and where reviewers and meeting organisers sign in to review and schedule abstracts. The submission site sign-in page may also be linked to the company's homepage or other online message from the supporter.
- Congress Newsletter** € 15.000  
Six electronic newsletters will target prospective MEMC IV delegates. Recognition will include the supporter's logo, tagline, and link to supporter's website.
- Registration Area** € 25.000  
Supporter's logo will be featured on signage in the meeting's highest traffic area.
- Hotel Room Keys** € 5.000 + costs  
Customized guest room keys at the Hilton Sorrento Palace will feature supporter's logo and message. Design must be pre-approved by MEMC IV. Production charges additional.
- Speaker Transportation** € 20.000  
A 30-seat shuttle bus will transport MEMC IV speakers from the Naples airport to the Hilton Sorrento Palace, running three roundtrips daily for the duration of the Congress during high-traffic arrival and departure times. Supporters will be recognized in materials sent to speakers with transportation details and on signage displayed on the vehicles.
- Hotel Room Drop** € 5.000 + costs  
MEMC IV will arrange for delivery of supporter's materials to delegate guest rooms at the Hilton Sorrento Palace, the MEMC IV headquarters hotel. Delivery charges additional.
- Online Itinerary Planner** € 5.000  
The MEMC IV website will feature an online searchable database of speakers, session titles, abstract presentations, committee meetings and social events. Delegates may create their own personalized Congress itineraries including the sessions and social events they wish to attend. Supporter's logo and message will be displayed on the sign-in page for this database.

# SUPPORT OPPORTUNITIES

## NETWORKING

**Opening Reception** € 25.000  
The Opening Reception will be held on Sunday, 16 September, following the MEMC IV Opening Ceremony. The all-Congress event will include cocktails and hors d'oeuvres. Supporters will be recognized in the Final Programme, onsite signage, and during the presentation at the culmination of the Opening Ceremony.

**Speakers' Dinner** € 25.000  
A plated dinner for approximately 200 speakers and organisers. Supporters will be recognized on invitation materials, onsite signage and during a short presentation by the MEMC IV Executive Committee.

**Gala Dinner** € 30.000  
An all-Congress social event to be held at a unique Sorrento location. Support of this opportunity includes a reserved table for 8 guests of the supporter's choice and recognition in the Final Programme and onsite signage.

**Karaoke Night** € 30.000  
An informal all-Congress social event will be held following the close of the Congress scientific programme. Support of this opportunity includes a reserved table for 8 guests of the supporter's choice and recognition in the Final Programme and onsite signage.

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## ADVERTISEMENTS

### Preliminary Programme

Preliminary Programme materials will be distributed to approximately 15.000 potential delegates internationally. Also, a complete electronic version will be posted to the MEMC IV website and periodically updated with speaker and session information prior to the Congress.

Full page, 4-colour . . . . . € 3.500  
Half-page, 4-colour . . . . . € 2.500

### Final Programme

Included in materials distributed to approximately 1.400 delegates onsite and an electronic version posted to the MEMC IV Website.

Back Cover . . . . . € 12.000  
Inside Front Cover . . . . . € 8.000  
Full page, 4-colour . . . . . € 7.000  
Half-page, 4-colour . . . . . € 5.000

### Abstract Syllabus

Included in materials distributed to approximately 1.400 delegates onsite.

Back Cover . . . . . € 12.000  
Inside Front Cover . . . . . € 8.000  
Full page, 4-colour . . . . . € 7.000  
Half-page, 4-colour . . . . . € 5.000

# EXHIBITION

Standard exhibit space includes:

- Stand with 2.5 m laminated panels and aluminum frame
- Identification sign with name of the company in standard font
- 3 200-watt spotlights
- Carpet (blue or grey)
- Table (140 x 70 x 80 cm) with blue tablecloth
- 3 chairs
- Electrical outlets with 3 sockets and 1.500-watt support
- Wastebasket

3m x 2m . . . . .	€ 6.000
3m x 3m . . . . .	€ 8.000
3m x 4m . . . . .	€ 10.000
3m x 6m . . . . .	€ 12.000





# ORDER FORM

## Education

- Abstracts on CD-ROM. . . . . € 20.000
- Lunch Symposium . . . . . € 10.000 + costs
- Individual Tracks. . . . . € 10.000

Education Total: \_\_\_\_\_

## Congress Services

- Delegate Courtesy Area . . . . . € 6.000
- Internet Lounge. . . . . € 20.000
- Message Center . . . . . € 6.000
- Namebadges & lanyards . . . . . € 10.000
- Delegate Bags. . . . . € 21.000
- Bag Insert . . . . . € 3.000 + costs
- Bookmark . . . . . € 5.000
- Hostesses . . . . . € 25.000
- Simultaneous Translation . . . . . € 15.000
- Coffee Breaks . . . . . € 25.000
- Coffee Breaks for Pre-Congress Courses . . . . . € 7.500
- Sole Sponsorship of Abstract Submission Site. . . . . € 25.000
- Congress Newsletter. . . . . € 15.000
- Registration Area . . . . . € 25.000
- Hotel Room Keys . . . . . € 5.000 + costs
- Speaker Transportation . . . . . € 20.000
- Hotel Room Drop . . . . . € 5.000 + costs
- Online Itinerary Planner . . . . . € 5.000

Services Total: \_\_\_\_\_

## Networking

- Opening Reception . . . . . € 25.000
- Speakers' Dinner . . . . . € 25.000
- Gala Dinner . . . . . € 30.000
- Karaoke Night. . . . . € 30.000

Networking Total: \_\_\_\_\_

## Advertising

### Preliminary Programme

- Full page, 4-colour . . . . . € 3.500
- Half-page, 4-colour . . . . . € 2.500

### Final Programme

- Back Cover. . . . . € 12.000
- Inside Front Cover . . . . . € 8.000
- Full page, 4-colour . . . . . € 7.000
- Half-page, 4-colour . . . . . € 5.000

### Abstract Syllabus

- Back Cover. . . . . € 12.000
- Inside Front Cover . . . . . € 8.000
- Full page, 4-colour . . . . . € 7.000
- Half-page, 4-colour . . . . . € 5.000

Advertising Total: \_\_\_\_\_

## Exhibition

- 3m x 2m . . . . . € 6.000
- 3m x 3m . . . . . € 8.000
- 3m x 4m . . . . . € 10.000
- 3m x 6m . . . . . € 12.000

Exhibition Total: \_\_\_\_\_

- Logo & message on MEMC website . . . . . € 1.500

GRAND TOTAL: € \_\_\_\_\_

# ORDER FORM, CONTINUED

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_

ZIP/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

GRAND TOTAL: € \_\_\_\_\_  
(from previous page)

Please remit payment in full to:

Mediterranean Emergency Medicine Congress (MEMC IV)  
555 E. Wells Street, Suite 1100  
Milwaukee, WI 53202

Method of Payment:

- Check enclosed (made payable to MEMC)
- Wire transfer (please contact MEMC for bank information)
- Credit Card (circle: MasterCard    VISA)

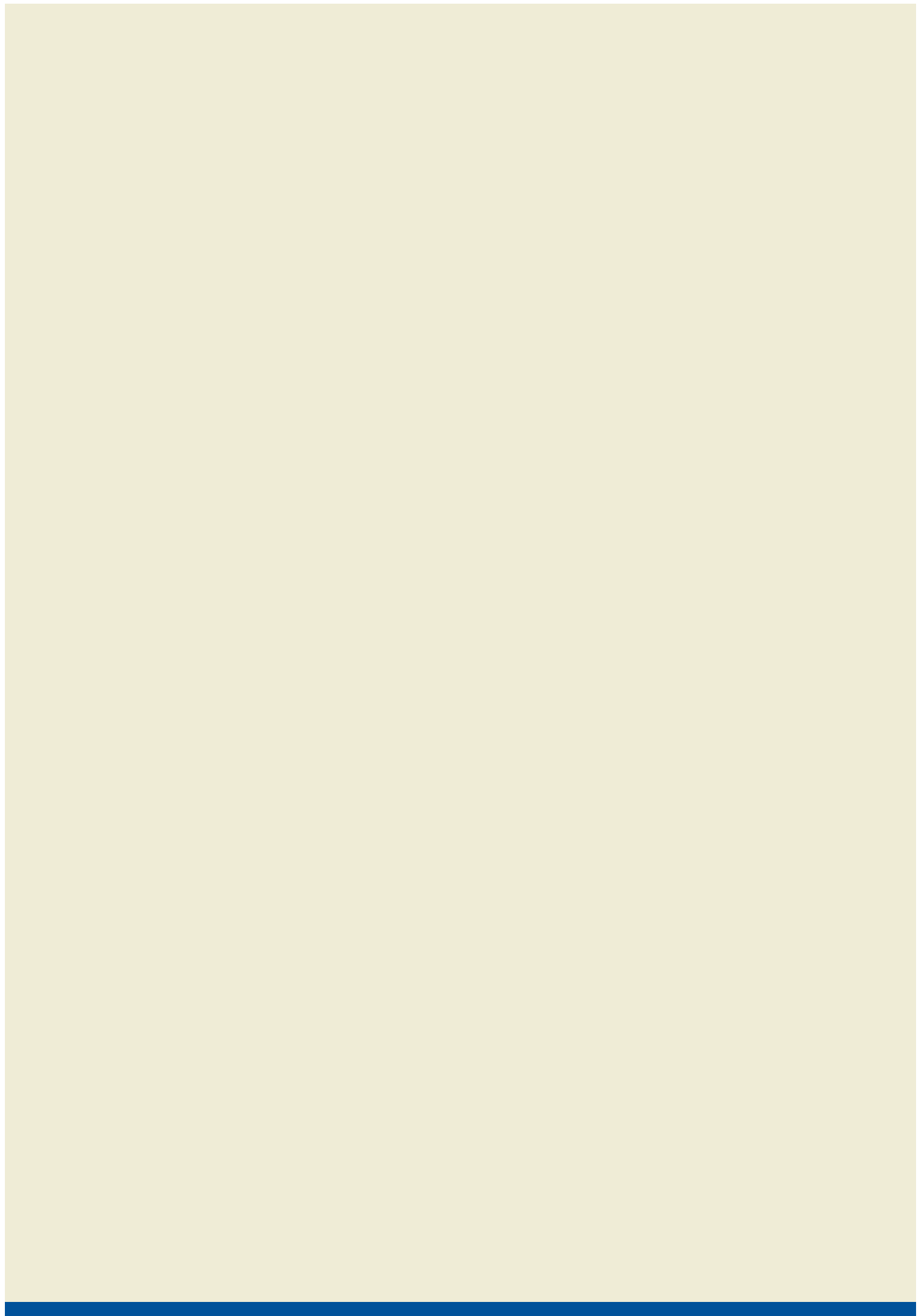
Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

\* Credit card payments will be processed by Executive Director, Incorporated, the Congress PCO.



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