

# 3<sup>RD</sup> NYSORA INTERNATIONAL SYMPOSIUM

## Industry Support & Exhibit Opportunities

**NYSORA**  
THE NEW YORK SCHOOL OF  
REGIONAL ANESTHESIA



March 23-25

**2017**  
DUBAI, UAE

# 3<sup>rd</sup> NYSORA

International Symposium  
on Regional Anesthesia,  
Pain and Perioperative  
Medicine

[www.nysoramiddleeast.com](http://www.nysoramiddleeast.com)  
[www.nysora.com](http://www.nysora.com)



VISION  
EXPO

## **GENERAL INFORMATION**

**EVENT DATES:** March 23-25, 2017

**EXHIBITION DATES:** March 23-25, 2017

**CITY/STATE:** Dubai, UAE

**VENUE:**

Crown Plaza Dubai  
Sheikh Zayed Road  
Dubai, UAE  
+971 4 331 1111

**PARTICIPANTS:** Over 400 expected

**MEETING ORGANIZER**

**Vision Expo, Inc.**

Tel/Fax: +1-212-658-0056

E-mail: [pat@visionexpo.co](mailto:pat@visionexpo.co)

Website: [www.nysoramiddleeast.com](http://www.nysoramiddleeast.com)

### **TOP FIVE REASONS TO EXHIBIT AT NYSORA 2017:**

1. Access to over 400 practicing anesthesiologists, anesthesia fellows, residents and nurses, as well as other healthcare industry professionals.
2. Connect with prominent industry experts and decision makers.
3. Unveil and promote new products and services.
4. Broaden your global customer base.
5. Your competitors will be there!

### **TOPICS THAT WILL BE COVERED AT THIS UNIQUE EVENT:**

- Year in Review: Most Influential Publications in RAPM
- Update on Regional Anesthesia Guided Blocks
- Recent Advances in Pain Medicine
- Hot Topics on RA Complications
- New Obstetric RA Techniques
- Poster sessions
- Focused RA Techniques on Specific Surgeries
- Update on Pharmacology
- Hands on RA and pain workshops

## WELCOME LETTER

Dear Colleagues,

The NYSORA Middle East conference is now established as the "Must be" meeting in the region. Based on this success, Dubai will host the 2017 NYSORA International symposium.

Regional Anesthesia, Pain and Perioperative Medicine will be the core topics for a most innovative program structured on interactions, exchange of experiences and education.

The NYSORA international symposium will feature a review of clinical advances in Anesthesiology, Pain and Perioperative Medicine and developments in the related industry. The comprehensive program will offer updates in pharmacology, techniques, practice protocols, and patient-management trends. The use of ultrasound in the clinical practice of Anesthesiology and RAPM will be presented by some of the very best innovators in the field. Updates in standardization of nerve blocks, and the latest fast tracking, early mobilization and rapid recovery principles will be presented. A multitude of cutting-edge, focused workshops on ultrasound-guided RAPM procedures will be offered with new 3D educational tools. Delegates will have the opportunity to scan, interact and familiarize themselves with the ultrasound anatomy, and practice NYSORA approaches to US-guided RAPM procedures.

We are very much excited about the NYSORA-Dubai symposium which is designed to be a one of a kind knowledge-sharing event and a real international opportunity to learn and network.

Looking forward to seeing you in Dubai in March 2017.

Sincerely

Dr. Admir Hadzic & Dr. Amar Salti  
Program Chairs



## PREVIOUS PARTICIPATING COMPANIES

**2<sup>ND</sup> Nysora Middle East International Symposium  
March 17-19, 2016  
Abu Dhabi**

ALPHAMED

AMICO

B.BRAUN

BK ULTRASOUND

ECOLAB

EGEMEN  
INTERNATIONAL

GE HEALTHCARE

GULFDRUG

KARL STORZ

MASIMO

MEDTRONIC

MICREL MEDICAL  
DEVICES

MPC  
HEALTHCARE

MUNDIPHARMA

PAJUNK

PFIZER

PHILIPS

SONOSITE

VYGON

# EXHIBITION

The commercial/technical Exhibition will be held at the Meeting Venue. The schedule and floor plan will be designed to maximize Exhibitors' exposure to the delegates.

## **BOOTH PRICES**

- 3m x 3m \$8,000 includes shell scheme package
- 3m x 6m \$10,000 space only
- \$13,000 includes shell scheme package

Shell scheme packages include: 3 sided octonorm panels, fascia panel, carpet, 3 x spotlights, 1x 13 amp electricity outlet (please note that consumption is NOT included), 1x table, 2x chairs and waste basket.  
(Prices for 18sqm include 4 chairs and 4 x spotlights)

## **BOOTH PRICES INCLUDE**

- Complimentary exhibit badges (see below for # of badges)
- Company name listed in onsite program material
- List of Delegates and Speakers with academic affiliations only, if available

## **ALLOCATION OF ITEMS / SPACES**

All requests will be allocated on a first come, first served basis upon receipt of exhibit agreement and reservations forms.

## **ADJUSTMENT OF EXHIBIT FLOOR PLAN**

NYSORA reserves the right to add or remove booths, if necessary.

## **EXHIBITOR REGISTRATION**

All exhibitors are required to be registered and will receive a name badge

3m X 3m booked - Two (2) exhibitor badges

3m X 6m booked - Four (4) exhibitor badges

Additional exhibitor badges are **\$200 per person**

**The Conference has been Carefully Scheduled to Allow Maximum Exposure for Exhibits**

### **EXHIBIT SPACE INCLUDES**

One Exhibit Space

Complimentary Exhibit Badges

List of Delegates & Speakers with Affiliation Only

Access to scheduled meal functions

Discounted group rate at the host hotel

Company Name listed in onsite program material

### **EXHIBIT SCHEDULE**

#### Set Up Time

Wednesday, March 22

20:00 – 24:00

Thursday, March 23

06:00 – 07:30

#### Exhibits Open

Thursday, March 23

07:30 – 16:00

Friday, March 24

07:30 – 16:15

Saturday, March 25

07:30 – 13:15

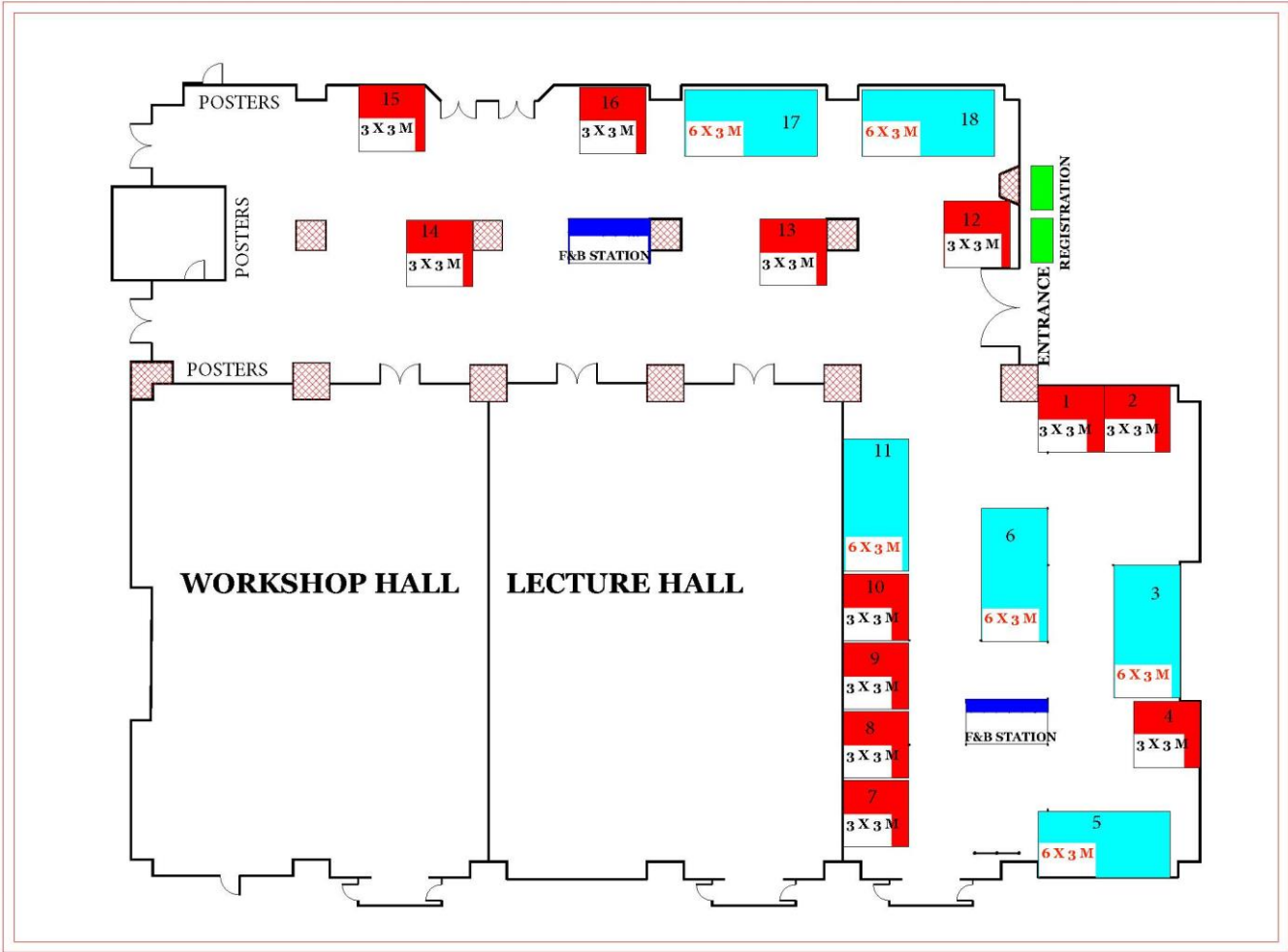
#### Exhibit Breakdown

Saturday, March 25

13:15 – 20:00

**Exhibits are open and available during these times. However, most traffic will be experienced during lunch & coffee breaks.**

# EXHIBIT HALL FLOOR PLAN



## **SUPPORT OPPORTUNITIES**

### **ALL SUPPORTING OPPORTUNITIES INCLUDE**

- Acknowledgement in inside guide/ support and exhibition section
- Supporters' logo on meeting website

### **INDUSTRY SUPPORTED SATELLITE SESSION**

**\$10,000**

Any educational session directly influenced, organized, or financed by industry will be considered an industry supported satellite session. These sessions will not offer CME Credit. The proposed topics and speakers must be approved by NYSORA. NYSORA will review the application for informational purposes to ensure topic aligns with meeting subject matter.

- 45 minutes Industry supported satellite session will be clearly indicated as: " non-CME industry sponsored symposium"
- Lecture theater including screen, projector and technician.
- Details of symposium included in the support and exhibition section of the onsite guide
- Invitation to symposium to be included in delegate bags (invitation to be supplied by supporter)
- All speakers' expenses, including registration fees, accommodation and travel expenses must be covered by the supporting company.

### **SESSION TIMESLOTS**

Thursday, March 23:

**13:00 - 13:45**

Friday, March 24:

**13:30 - 14:15**

### **EQUIPMENT SUPPORT OF EXISTING WORKSHOP**

**\$ No charge to exhibitors**

Companies supplying equipment may not influence the program, topics, content or choice of speakers. No promotion of products or companies, including advertising materials may be included.

All shipping, transportation costs and insurance is to be covered by the supporting company. All equipment must be accompanied by a technician, costs are to be paid by the supporter.

### **CONFERENCE BAGS**

**\$ 5,000**

This bag will feature the NYSORA and sponsoring company's name/logo (2-color). It will be distributed to delegates as they pick up their materials from the registration area.

### **NOTEPADS & PENS**

**\$ 1000**

Sponsoring company to supply notepad and pens which will be distributed to delegates when collecting registration materials.

### **LANYARDS**

**\$ 3000**

Delegates will pick up an easy-to-wear lanyard to display their badge – With your company's name and/or logo (1-color) printed along the length of the lanyard. Your company's name and/or logo (1-color) will be prominently printed along the length of the lanyard



## MARKETING OPPORTUNITIES

### **PROMOTIONAL MATERIAL**

**\$2000**

Inclusion of promotional material, such as leaflets and/or brochures, in the delegate registration bags. Please note that the material must be provided by the supporter and must be approved by NYSORA.

### **INFORMATION GUIDE**

This resource will be distributed to delegates and will contain useful meeting information. 4-color advertisement

<b>Back Cover</b>	<b>Inside Back</b>	<b>Inside Page</b>	<b>½ of Inside page</b>	<b>¼ of Inside page</b>
\$3,000	\$2,000	\$1,000	\$750	\$500

### **DIGITAL ADVERTISING PACKAGES**

#### **[www.Nysora.com](http://www.Nysora.com)**

- Average Monthly Unique Visitors 55,000
- Average Monthly Impressions 250,000 page views monthly
- Average Time Spent Per Visit - Run-of-site 13:00

#### **website Leader Board (468px x 60px)**

- per month **\$2,500.00**

- 12 month **\$25,000.00**

Nysora.com is the perfect environment for medical professionals to encounter your banner advertisement. Deliver your message and content when the readers are actively searching for clinical content at the specialty level.

#### **NYSORA E-Newsletter – (225px x 217px)**

- E-Newsletter Name NYSORA Newsletter
- Opt-in Subscribers/Source 10,000 / nysora.com & related events
- Distribution Frequency monthly

- per month **\$1,250.00**

- 12 month **\$12,500.00**

Now your company can communicate to Nysora.com members & subscribers through our newsletter email campaigns.



## **ADDITIONAL INFORMATION FOR SUPPORTERS & EXHIBITORS**

Applications for Support and/or Exhibition must be made in writing with the enclosed booking form.

### **CONTRACTS & CONFIRMATION**

#### **SUPPORTERS/EXHIBITORS**

Once a Booking Form is received, Vision Expo (NYSORA) will reserve the items listed. An Agreement will be sent to you for signature with an accompanying invoice. Completion of the Booking Form by the Supporter shall be considered as a commitment to purchase the items.

In case you are paying by credit card, kindly note that payment is subject to an additional fee of 4% handling/bank charge.

### **CME GUIDELINES RELATED TO THE SEPERATION OF PROMOTIONAL ACTIVITIES FROM EDUCATIONAL ACTIVITIES**

In compliance with the Standards for Commercial Support, all exhibiting companies must abide by the following:

- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere, or in any way compete with the learning experience prior to, during, or immediately after the activity.
- All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space only. Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.
- Company representatives may attend educational sessions at Vision Expo's (NYSORA's) discretion. However, representatives must refrain from holding any commercial discussions in the educational sessions.
- Onsite Monitoring - The separation of promotional materials and activities from the educational arena is strictly enforced throughout the activity by Vision Expo's (NYSORA's) onsite staff.

### **INSERT AND DISPLAY MATERIALS**

- Please note that all materials entering the venue may incur a handling charge. This includes materials for inserts and display.

### **SITE INSPECTIONS**

Exhibitors and Supporters are free to visit the Meeting venue at their convenience. Please contact the venue directly to arrange this. Contact information can be found in the "General Information" Section.

## **BOOKING PROCEDURES AND PAYMENT INFORMATION**

ALL PRICES ARE IN US DOLLARS

### **TERMS OF PAYMENT**

50% upon receipt of the agreement and first invoice

50% by December 31, 2016

All payments must be received before the start date of the Meeting. Should the Supporter fail to complete payments prior to the commencement of the Meeting, Vision Expo (NYSORA) will be entitled to cancel the reservation. Cancellation will be subject to cancellation fees as determined below.

### **PAYMENT METHODS**

#### **Option 1: Payment by Bank Transfer**

Please make drafts payable to Vision Expo (NYSORA):

**Bank Name:** JPMorgan Chase Bank, Broadway & 112<sup>th</sup>, New York, NY10025

**Account Name:** Vision Expo, Inc

**Account Number:** 862879355

**Routing:** 021000021

**Swift Code:** CHASUS33

Bank charges are the responsibility of the payer

#### **Option 2: Payment by Credit Card**

Credit card charges- 4%: In case you are paying by credit card, kindly note that payment is subject to additional fee of 4% handling/bank charge.

In order to pay by credit card, please fill out the credit card authorization form in this prospectus.

### **CANCELLATION/MODIFICATION POLICY**

All payments, cancellations and/or reductions in space must be sent in writing to Pat Pokorny at:

[pat@visionexpo.co](mailto:pat@visionexpo.co)

If written cancellation or booth reduction is received by:

December 31, 2016 ..... Full refund less \$500 processing fee

After December 31, 2016 ..... NO REFUNDS

# BOOKING FORM

ALL PRICES SHOWN ARE IN US DOLLARS

Please complete this form in its entirety and email to:  
Ms Pat Pokorny, Email: pat@visionexpo.co

**Contact Information**

CONTACT NAME: \_\_\_\_\_

NAME OF COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

POST/ZIP CODE: \_\_\_\_\_ STATE: \_\_\_\_\_

COUNTRY: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

**Billing Information** (if different from contact information)

CONTACT NAME: \_\_\_\_\_

NAME OF COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

POST/ZIP CODE: \_\_\_\_\_ STATE: \_\_\_\_\_

COUNTRY: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**I would like to book the following Exhibition space:**

Please note all exhibition space will be allocated on a first come first served basis		√
9sqm Exhibition Space (shell scheme package)	\$ 8,000	
18sqm Exhibition Space (space only)	\$ 10,000	
18sqm Exhibition Space (shell scheme package)	\$ 13,000	
<b>Total Amount (please complete)</b>	<b>\$</b>	

Choice	Stand No
1 <sup>st</sup> Choice	
2 <sup>nd</sup> Choice	
3 <sup>rd</sup> Choice	

**I would like to book the following Support Items:**

<b>Support Item</b>	<b>Price</b>	<input checked="" type="checkbox"/>
Industry Satellite Symposium, Thursday 23, March 13:00-13:45	\$ 10,000	<input type="checkbox"/>
Industry Satellite Symposium, Friday 24, March 13:30-14:15	\$ 10,000	<input type="checkbox"/>
Equipment Support of Existing Workshop	\$ 0.00 (existing exhibitors only)	<input type="checkbox"/>
Conference Bags	\$ 5,000	<input type="checkbox"/>
Notepads & Pens (supplied by supporter)	\$ 1,000	<input type="checkbox"/>
Lanyards	\$ 3,000	<input type="checkbox"/>
<b>Marketing Opportunities</b>		
Promotional Materials	\$2,000	<input type="checkbox"/>
<b>Information Guide</b>		
Back Cover	\$3,000	<input type="checkbox"/>
Inside Back	\$2,000	<input type="checkbox"/>
Inside Page	\$1,000	<input type="checkbox"/>
1/2 of Inside Page	\$750	<input type="checkbox"/>
1/4 of Inside Page	\$500	<input type="checkbox"/>
<b>Digital Advertising</b>		
Website leader board – 1 month	\$2,500	<input type="checkbox"/>
Website leader board – 12 months	\$25,000	<input type="checkbox"/>
Nysora E-Newsletter – 1 month	\$1,250	<input type="checkbox"/>
Nysora E-Newsletter – 12 months	\$12,500	<input type="checkbox"/>
<b>Total Amount (please complete)</b>	<b>\$</b>	

**Special Notes:**

Please indicate below if you have any special requirements:

---

We accept the terms and conditions in this Industry Support and Exhibit prospectus and agree to abide by the Guidelines for Industry Participation for the Meeting. I am authorized to sign this form on behalf of the applicant/Company.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

## **CREDIT CARD AUTHORIZATION FORM**

I agree to allow Vision Expo (NYSORA) to charge the credit card below for my organization's support of the course, **3<sup>rd</sup> NYSORA International Symposium**, which is being held at the Crowne Plaza, Sheikh Zayed Road, Dubai, 23- 25 March, 2017. My signature on the payment method below authorizes this charge.

**Please note that we charge a 4% bank charge for payment by credit card**

### **Authorization for Credit Card Charges**

Name of Company: \_\_\_\_\_

We authorize **Vision Expo (NYSORA)** to make the charge of

USD: \_\_\_\_\_

For the following services: \_\_\_\_\_

#### **Credit Card details to be charged:**

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

Expiration date: \_\_\_\_\_

Card holder Name: \_\_\_\_\_

Address (on Credit card records): \_\_\_\_\_

Telephone number (on Credit card records): \_\_\_\_\_

CID Number (4 digit # on front of AMEX or 3 digit # on back of other cards): \_\_\_\_\_

CARD HOLDER SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

#### **Please return complete form to:**

Pat Pokorny

Email: [pat@visionexpo.co](mailto:pat@visionexpo.co)

**Vision Expo**  
(NYSORA)  
2753 Broadway, Suite 183  
New York, NY 10025  
Tax ID #: 32-0450802

## COMPANY AND PRODUCT INFORMATION

List your company products and services below. Please note this is how your company and products/services will appear on conference related materials. Vision Expo reserves the right to edit as necessary for conference materials.

COMPANY NAME: \_\_\_\_\_

PRODUCT/SERVICE: \_\_\_\_\_

CITY: \_\_\_\_\_ POST/ ZIP CODE: \_\_\_\_\_

STATE: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

DESCRIPTION: (50 words or less)

Please send a 50-word company/product description to [pat@visionexpo.co](mailto:pat@visionexpo.co)

### **Special Notes:**

Please indicate if your stand must be located adjacent to or opposite another company, or if you have any special requirements

---

---

---

---

- Payment will be made by check/transfer, please forward me final confirmation and invoice
- Payment will be made by credit card.
- Please send me a first deposit invoice for 100% of the total amount due

# **TERMS AND CONDITIONS**

## **PARTICIPATION**

Applications to participate will only be considered if it has been duly completed and submitted on the appropriate forms. Applicants will be informed in writing of the acceptance or refusal of their application. In case of acceptance Supporter/Exhibitor will be bound by the Terms and Conditions listed in the prospectus and/or contractual agreement. In case of refusal, any payments made will be refunded in full.

Participation by Exhibitors/Supporters is dependent on compliance with all rules, regulations and conditions as stated in the prospectus.

## **ADJUSTMENT TO EXHIBIT HALL AND SPACE**

Vision Expo, The organizer, reserves the right to alter the general layout of the exhibit hall and adjust the space allotted to each exhibitor.

## **CANCELLATION OF EVENT**

Vision Expo accepts no responsibility for any damages if the supported event is not performed due to an obstacle or hindrance outside their control, which could not have been foreseen when signing the booking form and which they could not have avoided at a reasonable effort or cost. Such obstacles and hindrances include, but are not limited to, the outbreak of war, terrorist activity, riots, governmental or other obstacles for the freedom of travel, union actions, natural disasters, fire, flooding that takes place during the event. If, however, Vision Expo cancels the supported event for any reason including the above listed reasons, all monies paid by the Exhibitor to Vision Expo will be repaid in full.

## **EXHIBIT SPACE**

The exhibitor/supporter agrees to only occupy the space allocated to them, and to keep all marketing activities within this space and not encroach on neighboring stands or aisles.

Exhibitors may conduct market research as a booth activity but are not permitted to survey or gather data in any areas outside of their booth space.

Sound must be at a level that does not disturb neighboring exhibits and presentations must be done in a manner that does not encourage congregation of attendees in aisles. Vision Expo have the right to request a reduction in the level of sound should they deem that it is causing disturbance.

No flammable materials are to be used.

No provision of refreshments to participants is permitted without the prior agreement of the organizers, and must adhere to catering regulations of the venue.

Exhibitors agree to the build and dismantle timetable. No dismantling of stands is permitted prior to the designated dismantle timetable. Exhibitors are responsible for removing all items of value prior to leaving the exhibition, otherwise the organizers will arrange for their removal at the exhibitors expense.

Exhibitors agree to staff their stands during exhibition opening hours.

No sub-letting of allocated space is permitted.

## **PAYMENTS**

All payments are to be made in accordance with the conditions listed in the prospectus. Failure to make payments as agreed entitles the organizer to terminate the contract and seek compensation for non-fulfilment of contract.

## **MARKETING ACTIVITIES**

All marketing and promotional activity is to be confined to within allocated booth space. No promotional activity is to be carried out within any other event area unless agreed in advance by the organizers.

## **NAME BADGES**

Exhibitor badges are to be worn at all times while in the conference venue. Badges will not be mailed in advance and can be collected from the registration area.

## **LIABILITY INSURANCE**

The organizer will not be liable for any loss, damage or injuries caused to any person, equipment, goods or property belonging to Exhibitors/Supporters or their appointed agents. All equipment and related display materials installed by Exhibitors/Supporters is not insured by the organizers. The Exhibitor/Supporter agrees to be responsible for his property and persons and the property and persons of his employees and agents and for any third party visiting the space, and shall hold harmless the organizer for any and all damage claims. The Exhibitor/Supporter accepts responsibility for obtaining insurance in such amounts deemed appropriate to comply with exhibitor's obligations herein and for exhibitor's own protection, and to forward a copy to the organizers on request.