

# NYSORA<sup>®</sup>

World-Class Medical Education on Demand



## 8<sup>th</sup> NYSORA<sup>®</sup> INTERNATIONAL SYMPOSIUM

Advances in Regional Anesthesia, Pain and Perioperative Medicine

Symposium Chairs:  
**Amar Salti**, MD &  
**Admir Hadzic**, MD, PhD

### EXHIBITION AND SPONSORSHIP

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

## GENERAL INFORMATION

Event dates:

**November 10–12, 2023**

Exhibition dates:

**November 10–12, 2023**

City/state:

**Dubai , UAE**

Venue:

**Two Seasons Hotel, Dubai Internet City,  
Sheikh Zayed Rd, Dubai, United Arab Emirates**

Participants:

**350 expected**

Meeting Organizer:

NAICE, Inc.

Tel/Fax: **(+1) 212-658-0056**

E-mail: **pat@nysora.com**

Website: **www.nysoramiddleeast.com**

## 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.

### 3 x 2 SHELL SCHEME BOOTH PRICES US\$4000.00

#### BOOTH

3 X 2m Booth includes table and 2 chairs, electricity outlet and waste bin.  
Shell scheme: 3 sided octonorm panels, fascia panel

#### PRICES INCLUDE

- 2 Exhibitor passes
- Lunch and coffee breaks
- Listing in all on-site materials

#### 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

Additional exhibitor badges are \$250 per person

#### EXHIBIT SPACE INCLUDES

- One 3x2m Shell scheme exhibit Space
- 2 Complimentary Exhibitor badges
- Access to scheduled meal functions
- Company Name listed in onsite program material

#### EXHIBIT SCHEDULE

##### Set Up

Friday, November 10  
08:30-12:30

##### Exhibits Opening time

Friday, November 10  
13:00 – 17:30  
Saturday, November 11  
08:00 – 17:00  
Sunday, November 12  
07:30 – 15:30

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

## **SUPPORT OPPORTUNITIES**

### **ALL SUPPORTING OPPORTUNITIES INCLUDE**

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

### **INDUSTRY SUPPORTED NON CME LUNCHTIME LECTURE SATURDAY 13:00-13:30 \$5,000.00**

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.

- 30 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.

### **EDUCATIONAL GRANTS: Grant Details (Per HCP)**

HCP's from UAE: \$ 515.00 Includes entrance to all lecture sessions, conference meal functions, conference materials.

HCP's from Rest of World: \$ 715.00 Includes entrance to all lecture sessions, conference meal functions, conference materials.

### **MEETING BAGS - EXCLUSIVE SPONSOR OPPORTUNITY \$4,000**

**NYSORA** will provide the participants' meeting bags.

- Company logo will appear on each participant's bag along with the NYSORA logo

### **PROMOTIONAL MATERIAL DISTRIBUTION (BAG INSERT) \$1,750**

- Inclusion of promotional material, such as a flyer, in the participants' meeting bags. Please note that the material must be provided by supporter and must be approved by NYSORA. Quantity of promotional pieces required for distribution is 400. Maximum size A4



## DIGITAL ADVERTISING PACKAGES

### NYSORA Digital

- **Social Media**
  - 24 posts in 6 months **\$5.000,00**
- **Product Review Video on NYSORA YouTube** (production, content and communication on NYSORA digital platforms)
  - 1 video per month **\$20.000,00**
- **Digital Reality Illustrations and video production**
  - illustrations (1x) **\$1.500,00**
  - video production (1x) **\$5.000,00**

Advertising, targeting and converting activities for your product through the established NYSORA community with over 500K subscribers and followers.

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

- Average Monthly Unique Visitors 150,000
- Average Monthly Impressions 300,000 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 80,000/ 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, NYSORA will reserve the items listed and an Invoice will be sent.

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

### **CME GUIDE LINES 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, 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 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 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.

## **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 **10 September, 2023**

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, 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 NYSORA:

Bank Name: **JP Morgan Chase Bank**

Account Name: **NYSORA, Inc**

Account Number: **733163323**

Routing: **021000021**

Swift Code: **CHASUS33**

#### **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@nysora.com\*\*](mailto:pat@nysora.com)

#### **If written cancellation or booth reduction is received by:**

10 September, 2023.....Full refund less \$500 processing fee

After 10 September, 2023 .....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@nysora.com](mailto:pat@nysora.com)

### 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: \_\_\_\_\_  
Website: \_\_\_\_\_



## BOOKING PROCEDURES AND PAYMENT INFORMATION

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

Please note all exhibition space will be allocated on a first come first served basis		
6sqm Exhibition Space (shell scheme package)	<b>\$ 4,000</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:**

Support Item	Price	
Industry Satellite Symposium, Saturday, 10 November 12:45-13:15	<b>\$5,000</b>	
Equipment support of existing Workshop	<b>\$0.00 (exhibitors only)</b>	
HCP's from UAE: \$ 515.00 per HCP	<b>Enter number of HCP Grants</b>	
HCP's from Rest of World: \$ 715.00 per HCP	<b>Enter number of HCP Grants</b>	
Meeting Bags – Exclusive Sponsor Opportunity	<b>\$4,000</b>	

### Marketing Opportunities

Bag insert	<b>\$1,750</b>	
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### Digital Advertising

Website leader board - 1 month	<b>\$2,000</b>	
Website leader board - 12 months	<b>\$25,000</b>	
Nysora E-Newsletter – 1 month	<b>\$1,250</b>	
Nysora E-Newsletter – 12 months	<b>\$12,500</b>	
Social Media (24 posts/6 months)	<b>\$5,000</b>	
Product Review Video on NYSORA YouTube	<b>\$20,000</b>	
Digital Reality Illustrations (one illustration)	<b>\$1,500</b>	
Video Content (one video)	<b>\$5,000</b>	

<b>Total Amount (please complete)</b>	
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**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:**

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**Date:**

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## CREDIT CARD AUTHORIZATION FORM

I agree to allow **NYSORA** to charge the credit card below for my organization's support of the course, **8<sup>th</sup> NYSORA International Symposium**.  
My signature on the payment method below authorizes this charge.

Please note that we charge a 4% fee for credit card payments

### Authorization for Credit Card Charges

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

We authorize NYSORA to make the charge of USD \_\_\_\_\_

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

### Credit Card details to be charged:

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

Expiry 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@nysora.com](mailto:pat@nysora.com)

NYSORA 2585 Broadway, Suite 183  
New York, NY 10025 Tax  
ID #: 32-0450802

# CREDIT CARD AUTHORIZATION FORM

## **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**

NYSORA, 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**

NYSORA 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, NYSORA cancels the supported event for any reason including the above listed reasons, all monies paid by the Exhibitor to NYSORA 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. NYSORA 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.