



**The British International  
Congress of Obstetrics  
and Gynaecology**  
20-23 June 2010  
Belfast • UK

**2010**

32nd British Congress of Obstetrics and Gynaecology

# **32<sup>nd</sup> British International Congress of Obstetrics and Gynaecology**

## **Industry Prospectus**



20-23 June 2010 Belfast UK  
[www.bicog2010.com](http://www.bicog2010.com)

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## Further Information

For further information, please contact:

Michelle Maginn,  
Conference Manager  
BICOG 2010,  
c/o Hampton Medical Conferences Ltd,  
113 – 119 High Street,  
Hampton Hill,  
Middlesex,  
TW12 1NJ UK

Tel: +44 (0) 20 8783 2237

Fax: +44 (0) 20 8979 6700

Email: [mmaginn@hamptonmedical.com](mailto:mmaginn@hamptonmedical.com)

## Welcome - Letter of Invitation

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We are delighted to invite you to participate in the 32nd British International Congress of Obstetrics and Gynaecology, which will be held from 20 - 23 June 2010 in Belfast, UK.

Participants will find Belfast a vibrant city, whether visiting for the science or social activities. There is easy access to the city from all over the UK and further afield.

A Scientific Programme has been finalised which has a great deal to offer the different subspecialties in our discipline and which also covers general topics that we are sure will be of interest to many. Based on the programme and from the attendance at past British Congresses, we are anticipating that in excess of 1,200 participants will attend this meeting, mainly from the British Isles but also from far and wide around the globe. It will be an occasion for participants to come and learn about new developments in the field of obstetrics and gynaecology and will also provide an opportunity to make new friends whilst catching up with old acquaintances.

A varied cultural and social programme will complement the Scientific Programme. Participants will be able to attend cultural lectures, a Gala Dinner as well as explore the city on a number of organised tours.

The success of any scientific meeting depends largely on the participation of Industry and we invite commercial companies to support what we are sure will be a truly first class Congress. It will provide a platform to interact with the delegates and gain maximum exposure to those with the ability to influence the selection of products and services within their organisations. The different ways in which you can support and participate in this meeting are detailed in this brochure.

Thank you for your support of our prestigious British International Congress and I look forward to seeing you in Belfast in June 2010.

A handwritten signature in black ink, appearing to read 'S. Arulkumaran'. The signature is written in a cursive style with a long, sweeping underline.

Yours sincerely

Professor Sabaratnam Arulkumaran

President, Royal College of Obstetricians and Gynaecologists

## Congress Objectives

The primary objective of the 32nd British International Congress of Obstetrics and Gynaecology (BICOG 2010) is to generate a forum for lecture and discussion of topical issues from the world of obstetrics and gynaecology. It is also intended to promote the exchange of ideas and research between different specialties and nationalities.

## Who Will Attend?

It is anticipated that over 1,200 participants will attend the 32nd Congress in Belfast. The programme is aimed at the following target audience:

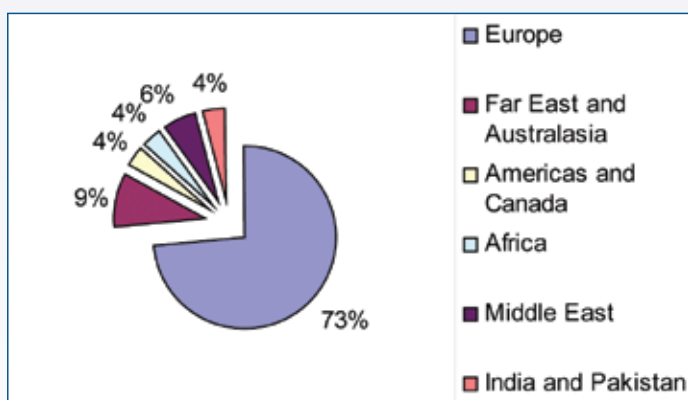
- Specialists and trainees from both developed and developing countries
- Scientists with an interest in women's health research

### Specialists in the following areas:

- Fetal and maternal medicine
- Reproductive medicine
- Family planning
- Urogynaecology
- Oncology
- Community gynaecology

It is estimated that as with the past two BICOG meetings in Glasgow and London, approximately 70% of delegates will be UK based.

### Country/region of origin of participants at BICOG 2007, London



## Scientific Programme

The 2010 Scientific Programme will focus on topics across the specialties through a variety of different formats for exchanging and sharing information. Plenary sessions will be interspersed with parallel sessions and poster sessions will also be held throughout to allow extensive coverage of the many and diverse areas to be debated during the Congress.

**There are five streams running throughout the Congress. They are as follows:**

- Perinatal, fetal and maternal medicine
- Fertility / reproductive medicine
- Cancer
- Sexual Health. Benign and operative gynaecology
- International and Educational Initiatives

**For updates on the Scientific Programme please visit [www.bicog2010.com](http://www.bicog2010.com)**

**The Congress is fully supported by the following Specialist Societies:**

- British Association of Perinatal Medicine
- British Fertility Society
- British Gynaecological Cancer Society
- British Maternal and Fetal Medicine Society
- British Menopause Society
- British Society for Colposcopy and Cervical Pathology
- British Society for Gynaecological Endoscopy
- British Society for Urogynaecology
- British Association for Sexual Health and HIV
- British Society for the Study of Vulval Diseases
- British Association for Paediatric Surgeons
- British Society for Paediatrics and Adolescent Gynaecology
- National Endometriosis Society
- British Society for Clinical Cytology

## Industry Sponsored Sessions

There are a range of sessions available for Industry Sponsorship, all of which will be fully integrated in to the Scientific Programme. Please see the sponsorship opportunities section on page 8 for details on exclusive Satellite Symposia, Parallel Satellites and breakfast sessions.

Opening Ceremony  
Welcome Reception

17.30 – 18.30  
18.30 – 20.00

MONDAY 21 JUNE 2010

	STREAM 1: <i>Perinatal, fetal and maternal medicine</i>	STREAM 2: <i>Fertility / reproductive medicine</i>	STREAM 3: <i>Cancer</i>	STREAM 4: <i>Sexual health benign and operative gynaecology</i>	STREAM 5: <i>International and educational initiatives</i>
8.30 – 9.20	<b>PLENARY SESSION 1</b> Screening in early pregnancy <b>Professor Kyprianos Nicolaidis</b>				
9.20 – 9.50	Prenatal diagnosis of fetal renal abnormalities <b>Professor Alan Cameron</b> Free Communications	Advances in cryopreservation: techniques, clinical and societal implications <b>Professor Richard Anderson</b> Free Communications	Chemoradiation for cervical cancer To be confirmed Free Communications	Modern management of fibroids <b>Professor Mary Ann Lumsden</b> Free Communications	Joint session with FOGSI Free Communications
9.50 – 10.20 10.20 – 11.05	<b>REFRESHMENTS</b>				
11.05 – 11.35	What's new in fetal cardiology <b>Professor Fionnuala McAuliffe</b> Free Communications	Epidemiology of infertility <b>Professor Siladitya Battycharya</b> Free Communications	Modern imaging: risks and benefits <b>Dr Steve Dobbs</b> Free Communications	Management of the overactive bladder <b>Mr Dudley Robinson</b> Free Communications	Joint session with FOGSI Free Communications
11.35 – 12.05 12.15 – 12.45	<b>ENRICHMENT LECTURE</b> Irish Literature <b>Anne Enright (Booker Prize Winner 2007)</b>				
12.45 – 13.45	<b>LUNCH</b>				
13.45 – 14.45	<b>PLENARY SESSION 2</b> <b>Stillbirths in the UK - why is it static and what we should do to reduce it</b> <b>Professor Gordon Smith</b>				
14.45 – 15.15 15.15 – 15.45	Free Communications Obstetric anaesthesia and critical care <b>Dr Steve Yentis</b>	Free Communications Evidence and equity in the care of the infertile <b>Dr Mark Hamilton</b>	Free Communications Selective lymphadenectomy To be confirmed	Free Communications The place for laparoscopic surgery in urogynaecology <b>Mr Alfred Cutner</b>	Free Communications Treatment of placenta accreta To be confirmed
15.45 – 16.30	<b>REFRESHMENTS</b>				
16.30 – 17.00 17.00 – 17.30	Free Communications Epilepsy in pregnancy <b>Dr Jim Morrow</b>	Free Communications Reproduction in the older woman <b>Professor William Ledger</b>	Free Communications Gynaecological oncologists or pelvic surgeons? <b>Mr Andrew Nordin</b>	Free Communications Free Communications To be confirmed	Free Communications Audit of postpartum haemorrhage To be confirmed

	STREAM 1: Perinatal, fetal and maternal medicine	STREAM 2: Fertility / reproductive medicine	STREAM 3: Cancer	STREAM 4: Sexual health benign and operative gynaecology	STREAM 5: International and educational initiatives
8.30 – 9.20	<b>PLENARY SESSION 3</b> In utero assessment and management of CDH Professor Jan Deprest				
9.20 – 9.50	Evidence based management of gestational diabetes	PCOS – current definitions and management	Ovarian cancer screening	Hysteroscopic surgery	Reproductive health library
9.50 – 10.20	<b>Mr Robert Fraser</b> Free Communications	<b>Professor Nick Macklon</b> Free Communications	<b>Professor Ian Jacobs</b> Free Communications	<b>Professor Peter O'Donovan</b> Free Communications	<b>Professor A.Metin Gülmezoglu</b> Free Communications
10.20 – 11.05	<b>REFRESHMENTS</b>				
11.05 – 11.35	Reducing morbidity from hypoxic-ischemic encephalopathy	Investigation and management of the infertile couple – what is appropriate outwith a tertiary referral centre?	Targeted therapy in ovarian cancer	The role of robotic surgery in gynaecology	The role of professional societies in improving health outcomes
11.35 – 12.05	<b>Professor Henry Halliday</b> Free Communications	<b>Professor Adam Balen</b> Free Communications	<b>Dr Martin Gore</b> Free Communications	<b>Dr Barry O'Reilly</b> Free Communications	<b>Professor David Taylor</b> Free Communications
12.15 – 12.45	<b>ENRICHMENT LECTURE</b> Irish History Jonathan Bardon, QUB Historian				
12.45 – 13.45	<b>LUNCH</b>				
13.45 – 14.45	<b>PLENARY SESSION 4</b> Stem cells: separating the reality from the hype Professor Magnus R Westgren				
14.45 – 15.15	Free Communications	Free Communications	Free Communications	Free Communications	Free Communications
15.15 – 15.45	Technologically assisted intrapartum decision making – does it help?	Investigation and current management of recurrent IVF treatment failure	Surgical options in ovarian cancer	Training programmes in endoscopic surgery	Strategies for education in eastern European countries
15.45 – 16.30	To be confirmed	<b>Professor Neil McClure</b>	<b>Professor Sean Kehoe</b>	<b>Mr Sanjay Vyas</b>	To be confirmed
16.30 – 17.00	<b>REFRESHMENTS</b>				
17.00 – 17.30	Free Communications	Free Communications	Free Communications	Free Communications	Free Communications
	Twin to twin transfusion	Ethics in stem cell research	Obesity and gynaecological malignancy	Fertility options and outcome in HIV men and women	Improving maternal health in central and eastern Europe through audits, standards and reviews
19.30 – 23.00	<b>Professor Alan Cameron</b>	To be confirmed	<b>Professor David Luesley</b>	<b>Dr Carole Gilling-Smith</b>	<b>Professor Gwyneth Lewis</b>
	<b>Gala Dinner, Belfast City Hall</b>				

	STREAM 1: <i>Perinatal, fetal and maternal medicine</i>	STREAM 2: <i>Fertility / reproductive medicine</i>	STREAM 3: <i>Cancer</i>	STREAM 4: <i>Sexual health benign and operative gynaecology</i>	STREAM 5: <i>International and educational initiatives</i>
8.30 – 9.20	<b>PLENARY SESSION 5</b> To be confirmed				
9.20 – 9.50	Obesity in pregnancy <b>Miss Siobhan Quenby</b>	Management of premature ovarian failure in the woman who does not want to become pregnant <b>Professor Siladitya Battycharya</b>	Cervical cancer prevention, moving towards a viral paradigm To be confirmed	What is the safest way to introduce the laparoscope <b>Mr Kevin Phillips</b>	Current issues in the teaching of undergraduate obstetrics and gynaecology <b>Professor Jenny Higham</b>
9.50 – 10.20	Free Communications	Free Communications	Free Communications	Free Communications	Free Communications
10.20 – 11.05	<b>REFRESHMENTS</b>				
11.05 – 11.35	Caesarean section – is a continued upwards trend inevitable and perhaps desirable? <b>Professor Gordon Smith</b>	Heavy menstrual bleeding: contemporary management options <b>Professor Hilary Critchley</b>	Surgical alternatives to radical abdominal hysterectomy: a surgical triage <b>Mr Raj Naik</b>	Epidemiology of chlamydia trachomatis in the UK – are we doing enough? To be confirmed	Trainees session To be confirmed
11.35 – 12.05	Free Communications	Free Communications	Free Communications	Free Communications	Free Communications
12.15 – 12.45	<b>ENRICHMENT LECTURE</b> <b>The Titanic Story</b> <b>Una Reilly, President, Titanic Society</b>				
12.45 – 13.45	<b>LUNCH</b>				
14.00 – 14.30	Optimum screening for down's syndrome <b>Professor Peter Soothill</b>	HPV – what does the future hold? <b>Professor Alison Fiander</b>	Breaking news	Long term reversible methods of contraception (LARCS) <b>Miss Christine Robinson</b>	Fistula training – clinical implications <b>Dr Suzi El-Neil</b>
14.30 – 15.00	Free Communications	Free Communications	Free Communications	Free Communications	Free Communications
15.10 – 16.10	<b>PLENARY SESSION 6</b> <b>Cosmetic Genital Surgery</b> <b>Professor Linda Cardozo</b>				
16.10 – 16.30	<b>Closing Ceremony</b>				
16.00	<b>REFRESHMENTS</b>				

Up to date programme information is available on the Congress website [www.bicog2010.com](http://www.bicog2010.com)

The programme is correct at the time of printing, and the Secretariat accept no liability for any changes made at a later date

## Congress Venues and Location

BICOG 2010 will take place in the city of Belfast. Belfast, the capital city of Northern Ireland is situated within an hour's drive of some of Europe's most unspoiled and spectacular scenery. The city has undergone a metamorphosis in recent years with over £300 million investment in the tourism infrastructure and is now emerging as a dynamic new destination for conferences, meetings and events.

### Waterfront Hall – Plenary and Parallel Sessions

This architecturally stunning multi-purpose designed venue is firmly established as one of the world's leading conference centres. Perfectly placed in the heart of Belfast city centre, it is accessible to all main transport networks and is close to many of the city's attractions. The Waterfront Hall will be the location for all plenary lectures and some of the parallel breakout sessions during the 3 ½ day programme.



### Hilton Hotel – Parallel Sessions

Directly opposite the Waterfront Hall and situated on the banks of the Lagan River the Hilton is perfectly positioned to house some of the Congress' parallel breakout sessions.

### St George's Market – Exhibition, Posters and Catering

St George's Market, built between 1890 and 1896, is one of Belfast's oldest attractions. It will be the venue for the Exhibition and Posters and will be the location for Congress catering. It will be open for the 3 full days of the Congress – 21, 22 and 23 June 2010. St George's Market is a two minute walk from the Waterfront Hall and the Hilton Hotel.

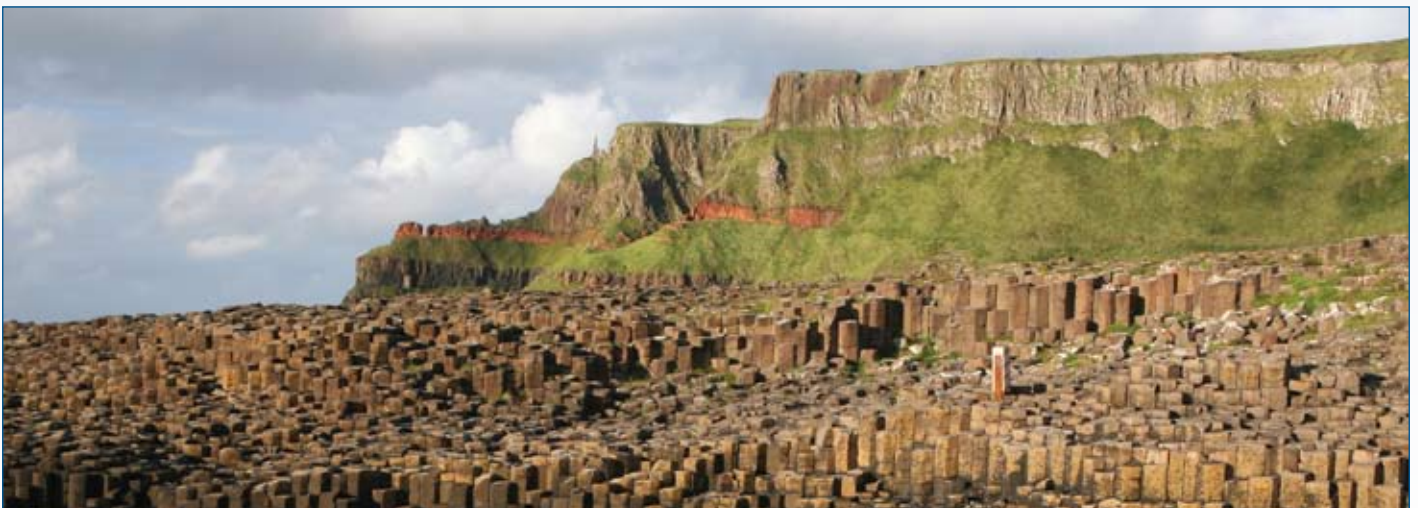


## Travelling To Belfast

Belfast is easily accessible from all over the UK and from the rest of the world. The city is served by two airports (George Best Belfast City Airport is the closest to the Congress venues). Dublin airport is two hours away by rail or road. Additionally, regular ferry services operate to Belfast from the UK mainland. For more information on Belfast's transport links please visit [www.bicog2010.com](http://www.bicog2010.com).

## Map to show proximity of Conference venues to one another

Please note that the Waterfront Hall, Hilton Hotel and St George's Market are within a 2 minute walk of each other.



Giant's Causeway

## Sponsorship Opportunities

BICOG 2010 aims to provide Major Sponsors with the opportunity to increase their exposure amongst delegates who have the ability to influence the selection process of products and services within their organisation. It also aims to help industry members to promote their interest and commitment to the world of obstetric and gynaecological medicine. Please see below for details of the range of sponsorship packages available.

## Sponsorship Packages Overview

Benefit	Platinum	Gold	Silver	Bronze
Exclusive Satellite (lunchtime)	✓	✓		
Parallel evening Satellite			✓	
Parallel breakfast session				✓
Hospitality suite	✓	✓		
'Level 1' sponsorship items	1	1		
'Level 2' sponsorship items	1		1	1
Company logo on banner outside Waterfront Hall	✓			
Exhibition space	20% discount	15% discount	10% discount	5% discount
Complimentary full delegate registrations	6	4	2	1
Advance mailing to delegate list	✓	✓	✓	
Company strap line on Congress website	✓			
Company logo with link to your own website on all e-communications about the Congress including promotional emails and emails to delegates	✓	✓		
Company logo link on Congress website to own website	✓	✓	✓	
Acknowledgement in Congress literature	✓	✓	✓	✓
Final programme – editorial	75 words	75 words	75 words	75 words
Final programme – logo	✓	✓	✓	✓
Insert in delegate bag	✓	✓	✓	✓
Company name and logo on sponsor acknowledgement boards around the venue	✓	✓	✓	✓
Acknowledgement in the pre-Congress issues of both the British Journal of Obstetrics and Gynaecology (circ 8000) and The Obstetrician and Gynaecologist (circ 7000)	✓	✓	✓	✓

\* plus VAT at the prevailing rate.

The full details for each sponsorship package are listed on the the following pages.

In some cases these packages may not meet a potential sponsor's requirements. Where this is the case the organisers are happy to discuss the possibility of tailor made packages.

## Exclusive Satellite Symposia

### PLATINUM SPONSORSHIP (1 sponsor only)

The fee for Platinum Sponsorship includes:

- Sponsorship of one of the exclusive **lunchtime Satellite Symposia on Monday 21, Tuesday 22 or Wednesday 23 June 2010 (lunch break timings to be confirmed). The day of the Symposium will be allocated on a first come, first served basis to Platinum and Gold sponsors.**

The benefits of hosting an exclusive Satellite Symposium include the following; the Satellite Programme will be posted on the website, circulated to all delegates with joining instructions and included in the Final Programme. The use of existing audiovisual equipment and the services of a technician are also included. Sponsoring companies will also be given a prominent poster site in the Registration Area on the day of their Satellite and the Company name and logo will appear on Sponsor acknowledgement boards around the venue. The sponsoring company will also have a hospitality suite at their disposal for up to two hours before and after the Symposium.

**Further Platinum Sponsorship benefits include:**

- Company logo on 'Conference Banner' hanging outside the Waterfront Hall
- Hospitality Suite for use immediately prior to or after Symposium
- 1 x 'Level 1' item
- 1 x 'Level 2' item
- 20% discount on exhibition space fee
- Company logo on the Congress website with link to your own site
- Company strapline on Congress website
- Company logo with link to your own website on all e-communications about the Congress including promotional emails and emails to delegates.
- Acknowledgement as a Principal Sponsor in all Congress literature – Company editorial and logo in Final Programme
- Advance mailing, subject to approval, to delegate list (delegates who approve their contact details being passed on to 3rd parties)
- 6 free delegate registrations for Company personnel
- Insert in delegate bag – (one A4 double sided full colour insert)
- Company name and logo on sponsor acknowledgement boards around the venue
- Acknowledgement in the pre-Congress issues of British Journal of Obstetrics and Gynaecology and The Obstetrician and Gynaecologist.

### Price on application

### GOLD SPONSORSHIP (Maximum of 3 sponsors)

The fee for Gold Sponsorship includes:

- Sponsorship of one of the exclusive **lunchtime Satellite Symposia on Monday 21, Tuesday 22 or Wednesday 23 June 2010 (lunch break timings to be confirmed). The day of the Symposium will be allocated on a first come, first served basis to Platinum and Gold sponsors.**

The benefits of hosting an exclusive Satellite Symposium include the following; the Satellite programme posted on the website, circulated to all delegates with joining instructions and included in the Final Programme. The use of existing audiovisual equipment and the services of a technician are also included. Sponsoring companies will also be given a prominent poster site in the Registration Area on the day of their Satellite and the Company name and logo will appear on Sponsor acknowledgement boards around the venue. The sponsoring company will also have a hospitality suite at their disposal for up to two hours before and after the Symposium.

**Further Gold Sponsorship benefits include:**

- Hospitality Suite for use immediately prior to or after Symposium
- 1 'Level 1' item
- 15% discount on exhibition space fee
- Company logo on the Congress website with link to your own site
- Company logo with link to your own website on all e-communications about the Congress including promotional emails and emails to delegates
- Acknowledgement as a Sponsor in all Congress literature – Company editorial and logo in Final Programme.
- Advance mailing, subject to approval, to delegate list (delegates who approve their contact details being passed on to 3rd parties)
- 4 free delegate registrations for Company Personnel
- Insert in delegate bag - (one A4 double sided full colour insert)
- Company name and logo on sponsor acknowledgement boards around the venue
- Acknowledgement in the pre-Congress issues of British Journal of Obstetrics and Gynaecology and The Obstetrician and Gynaecologist.

### Price on application

## Parallel Satellite Symposia

### SILVER SPONSORSHIP (Maximum of 6 sponsors)

The fee for Silver Sponsorship includes:

- Sponsorship of a 1 hour parallel Symposium or workshop on either Monday 21 or Tuesday 22 June 2010 following immediately after the close of the day's Congress Scientific Programme.

The benefits of a parallel Symposium include; the Symposium Programme posted on the website, circulated to all delegates with joining instructions and included in the Final Programme. The use of existing audiovisual equipment and the services of a technician are also included. Sponsoring companies will also be given a prominent poster site in the Registration Area on the day of their Symposium and the Company name and logo will appear on Sponsor acknowledgement boards around the venue.

Further Silver Sponsorship benefits include:

- 1 'Level 2' item, if available, booked on a first come, first served basis
- 10% discount on exhibition space fee
- Advance mailing, subject to approval, to delegate list (delegates who approve their contact details being passed on to 3rd parties)
- Company logo on the Congress website with link to your own site
- Acknowledgement as a Sponsor in all Congress literature – Company editorial and logo in Final Programme
- 2 free delegate registrations for Company personnel
- Insert in delegate bag - (one A4 double sided full colour insert)
- Company name and logo on sponsor acknowledgement boards around the venue
- Acknowledgement in the pre-Congress issues of British Journal of Obstetrics and Gynaecology and The Obstetrician and Gynaecologist.

**Price on application**

### BRONZE SPONSORSHIP (Maximum of 6 Sponsors)

The fee for Bronze Sponsorship includes:

- Sponsorship of a 1 hour parallel breakfast session or workshop which will take place on Monday 21, Tuesday 22 or Wednesday 23 June 2010 prior to the start of the day's Congress Scientific Programme.

The benefits of a parallel breakfast session include; the session programme posted on the website, circulated to all delegates with joining instructions and included in the Final Programme. The use of existing audiovisual equipment and the services of a technician are also included. Sponsoring companies will also be given a prominent poster site in the Registration Area on the day of their session and the Company name and logo will appear on Sponsor acknowledgement boards around the venue.

Further benefits of Bronze Sponsorship include:

- 1 'Level 2' item, if available, booked on a first come, first served basis
- 5% discount on exhibition space fee
- Acknowledgement as a Sponsor in all Congress literature – Company editorial and logo in Final Programme
- 1 free delegate registration for Company personnel
- Insert in delegate bag - (one A4 double sided full colour insert)
- Company name and logo on sponsor acknowledgement boards around the venue
- Acknowledgement in the pre-Congress issues of British Journal of Obstetrics and Gynaecology and The Obstetrician and Gynaecologist.

**Price on application**

## Notes:

Sponsoring companies will be asked for details of their suggested title, programme, speaker and chairpersons so that the Scientific Committee can ensure that all sessions are truly integrated and that there is balance with the overall Scientific Programme.

If a company wishes to provide catering for delegates attending their sponsored session, this can be arranged through the Secretariat at an additional cost.

# Sponsorship Items

## LEVEL 1 ITEMS

### Provisional Programme / Call for Papers

Circulated to an estimated 20,000 potential delegates, this is a unique opportunity for a company ready to commit its support to this meeting at an early stage. The sponsor's full logo will be printed on the back cover, with a full page colour advertisement on the inside front cover. There will be no other advertising within this document.

### Final Programme

Distributed at the Congress to all participants and will include all Congress information, including the definitive Scientific Programme and details of the social and tour programmes. The sponsor's logo will be printed on the back cover, with a full-page colour advertisement in the inside front cover. There will be no other advertising within this document.

### Book of Abstracts

Distributed to each delegate on arrival at the Congress, this document will contain abstracts of all scientific presentations. It will be used both during and after the Congress as a point of reference. The sponsor's logo will be printed on the back cover with a full page colour advertisement on the inside front cover. There will be no other advertising within this document.

### CD ROM

The CD will contain abstracts for all scientific oral and poster presentations at the meeting in a searchable format. As sole sponsor your logo and a link to your website will be displayed when the disk is opened for viewing. Your logo will also appear on the back cover of the jewel case and on the CD ROM itself. The sponsor can decide whether they wish the CD ROM to be distributed in the delegate bags or from their exhibition stand.

### Internet Café

Platinum and Gold sponsors have the opportunity to sponsor the Internet Café which will be located in the exhibition area. The sponsoring company will have their logo and branding displayed on posters within the Internet Café, their company home page as the default home page and their company logo as the screen saver on each computer and printed on mousemats. This is always one of the most frequented sites at the Congress.

### Delegate badge lanyards

Sponsors will have the opportunity to provide lanyards displaying their company name and logo. These will be distributed to delegates with their delegate badges.

### Congress Bags

The sponsor's logo will be printed on the delegate bag (also to include Congress logo).

### Opening Ceremony

The Opening Ceremony will take place on the evening of Sunday 20 June at the Waterfront Hall. During the ceremony, Fellowships to the RCOG will be awarded and guests will be entertained by local performance artists. The sponsor's logo will appear on the Congress website next to details of the Opening Ceremony and also in the Final Programme. The logo will appear on the back cover of the Opening Ceremony Programme and a full page colour advertisement will be included on the inside front cover.

## LEVEL 2 ITEMS

### Signage

The sponsoring company's logo will appear on all signage around the venue and a holding slide incorporating the company's logo will be displayed in session halls during all breaks.

### Welcome Reception

The Welcome Reception will take place on the evening of Sunday 20 June at the Waterfront Hall. Drinks and a finger buffet will be provided by the Congress. The sponsor's logo will appear on the Congress website, next to details of the Welcome Reception, in the Final Programme and on the tickets for the event.

### Poster Boards

The sponsor's name and logo will be printed on each poster header panel (approx 300). There will be the opportunity to provide a sponsor's "named" best poster prize.

### Pocket Programme

The pocket programme will be distributed to all delegates on-site and will contain a handy overview of the Congress. The sponsor's logo will appear on the back cover.

### Tea/coffee breaks

Catering points will be located within the exhibition area for the duration of the Congress. Sponsors will have their logo prominently displayed at the catering points for one day (two breaks plus lunch). There will also be the opportunity to provide additional branded items, overprinted napkins, bottled water etc at an additional cost.

### Delegate Pads

These will incorporate the sponsor's own branding, and will be included in the delegate bags.

### Delegate Pens

These will incorporate the sponsor's own branding, and will be included in the delegate bags.

**If you would like to purchase a Level 1 or Level 2 item on an individual basis, please contact the Secretariat for further information.**

## Exhibition Information

The BICOG 2010 exhibition will take place at St George's Market. The Market is easily accessible for delegates and only a 2 minute walk from the Waterfront Hall.

The exhibition will be held in conjunction with the meeting and will be open from Monday 21 June until Wednesday 23 June 2010. Catering and posters will be located in the Market to ensure maximum contact between exhibitors and delegates.

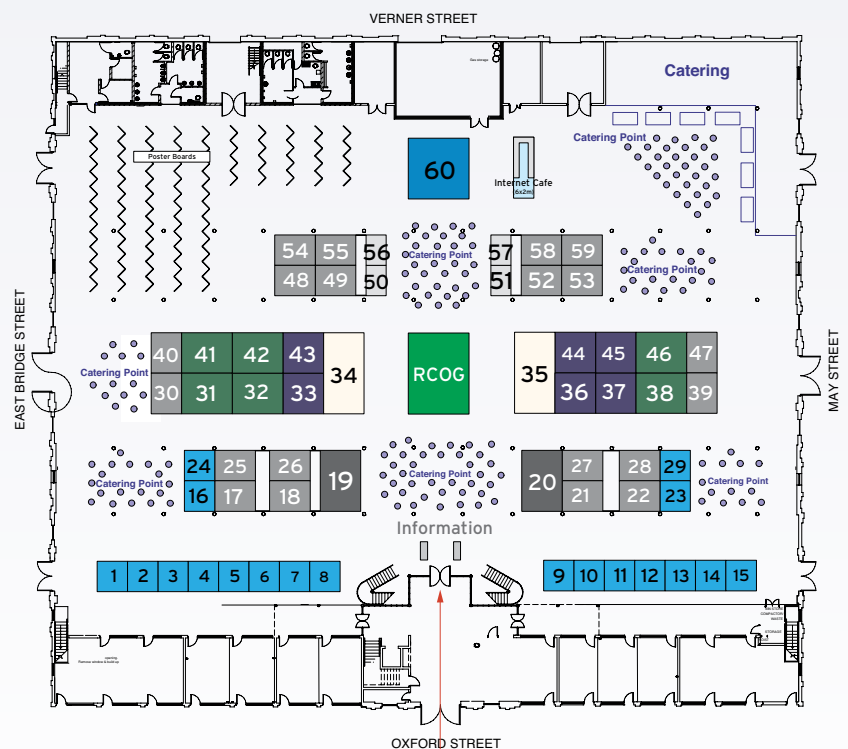
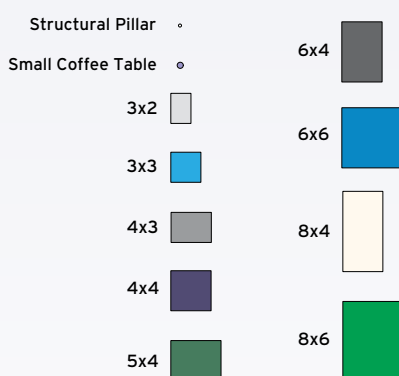
### Provisional Exhibition Opening Hours

Sunday 20 June	07.00 – 19.00 hrs	Exhibition Build
Monday 21 June	08.00 – 17.00 hrs	Exhibition Open
Tuesday 22 June	08.00 – 17.00 hrs	Exhibition Open
Wednesday 23 June	08.00 – 14.30 hrs	Exhibition Open
Wednesday 23 June	14.30 – 18.00 hrs	Exhibition Breakdown

### Exhibition Stands

Shell scheme and carpeting is provided for all stands unless a space only block is requested (please note this does not constitute a reduction in price). The charge per square metre of space rental is exclusive of electrics, furniture and floral.

## Exhibition Floorplan



Whilst every endeavour will be made to adhere to the published layout of the Exhibition, the Organisers shall be entitled to amend the layout depending on exhibition sales and if it is in the general interests of the exhibition.

### Exhibition Space Fees

Exhibition Space Fees – Prices on application

Please note that a reduced cost per sqm is applicable on bookings received up to and including Friday 19 June 2009.

### The stand fee is inclusive of the following services:

- Shell scheme if required
- Company name badges for 2 people per 9 sqm
- Lunch, tea and coffee for 2 people per 9 sqm
- Editorial entry (50 words) in the Final Programme
- Daily cleaning of the aisles and common areas
- 24 hour security
- Attendance at Welcome Reception in Waterfront Hall (for 2 people per 9 sqm of exhibition space booked)

### Application for Stand Space

Companies wishing to participate in BICOG 2010 should complete and return the attached application form, detailing preferred locations. An invoice and contract will be issued as confirmation of the booking.

### Technical Manual

A full technical manual giving general and technical information as well as further full information on the exhibition and Congress will be circulated to exhibitors in January 2010.

# 32<sup>nd</sup> British International Congress of Obstetrics and Gynaecology

20 – 23 June 2010, Belfast, UK

## Sponsorship And Exhibition Booking Form

### Contact Details

Contact Name:		
Company Name:	Position:	
Address:		
	Post code:	Country:
Telephone:	Fax:	Email:

### Application for Sponsorship

<b>PLATINUM SPONSORSHIP</b> <input type="checkbox"/>	<b>SILVER SPONSORSHIP</b> <input type="checkbox"/>
1 <sup>st</sup> choice 'Level 1' item	1 <sup>st</sup> choice 'Level 2' item
2 <sup>nd</sup> choice 'Level 1' item	2 <sup>nd</sup> choice 'Level 2' item
1 <sup>st</sup> choice 'Level 2' item	<b>BRONZE SPONSORSHIP</b> <input type="checkbox"/>
2 <sup>nd</sup> choice 'Level 2' item	1 <sup>st</sup> choice 'Level 2' item
<b>GOLD SPONSORSHIP</b> <input type="checkbox"/>	2 <sup>nd</sup> choice 'Level 2' item
1 <sup>st</sup> choice 'Level 1' item	
2 <sup>nd</sup> choice 'Level 1' item	

### Exhibition Stand Booking

\*Please see Sponsorship benefits table (page 7) for exhibition space discounts applicable to Platinum, Gold, Silver and Bronze Sponsorship

<b>Size of area required:</b> m x    m	<b>Preferred site number:</b>			<b>Total Cost</b> (including discount where appropriate*) £ ..... incl VAT
<b>Stand space only:</b> <input type="checkbox"/>	<b>1st</b>	<b>2nd</b>	<b>3rd</b>	
<b>Shell Scheme:</b> <input type="checkbox"/>				

### Payment Details

Cheque enclosed for £ ..... payable to 'BICOOG 2010'

(Or) Please send an invoice quoting Purchase Order No: .....

**IMPORTANT: Please ensure that Purchase Orders are made payable to 'BICOOG 2010'**

**Contact name, telephone number and email address of person responsible for settling invoices:**

.....

**A confirmation letter, invoice and sponsorship and/or exhibition space agreement will follow.**

#### PLEASE RETURN THIS FORM TO:

Michelle Maginn  
 BICOOG 2010  
 Hampton Medical Conferences Ltd.  
 113-119 High Street, Hampton Hill, Middlesex, TW12 1NJ, UK  
 Fax: +44 (0) 20 8979 6700  
 Email: mmaginn@hamptonmedical.com

