Zurich November 2014

Invitation to participate in the
24th ECVS Annual Scientific Meeting
July 2-4, 2015, Hotel InterContinental, Berlin, Germany

What is the ECVS?
The European College of Veterinary Surgeons (ECVS) represents the specialist college in veterinary surgery in Europe. This organisation, with 526 Diplomate members and more than 200 veterinary surgeons-in-training was one of the first speciality colleges to be recognized by the European Board of Veterinary Specialisation. The ECVS is known throughout the veterinary profession for its progressive leadership and for the high standard of professional excellence of its members, the Diplomates. The College seeks to develop methods of graduate teaching in veterinary surgery, especially through residency programmes, to certify members of the veterinary profession as specialists in surgery, to promote advances in veterinary surgery and to develop and organise continuing education courses in surgery. Overall, the above-mentioned activities aim to increase the level of expertise in veterinary surgery throughout Europe. In addition to the educational focus, the ECVS is committed to the advancement of veterinary research as it relates to surgical diseases and techniques, on both a clinical and a basic science level.

Annual Congress
The Annual Congress of the ECVS is the primary focus of our continuing education mission each year. The Congress provides the College with a forum in which to: present the latest advancements in our speciality area and related disciplines; interact with fellow surgical specialists; to showcase, educate and inspire our resident trainees; learn about the newest technology and products through our exhibitors and to enjoy relaxing professional interactions. Each year the Congress is in a different European city and this is a highly regarded event on the European calendar of Veterinary Meetings. The programme is altered each year with certain themed sessions for each species area as well as combined sessions that are of interest and importance to all veterinary surgeons, and to surgical specialists in particular.

Congress Location for 2015
The Annual Scientific Meeting in 2015 will be held in Berlin, Germany.

Berlin is the capital city of Germany and with a population of 3.5 million people, it is Germany’s largest city. Located in northeastern Germany on the River Spree, it is the center of the Berlin-Brandenburg Metropolitan Region, which has about 4.5 million residents from over 180 nations. It is one of the largest cities in Europe and has experienced political turmoil throughout the last century mainly due to World War II and the subsequent division of the city by the Berlin Wall. East Berlin became the capital of East Germany while West Berlin became a de facto West German exclave, surrounded by the Berlin Wall (1961–1989). Following German reunification in 1990, the city was once more designated as the capital of all Germany, hosting 158 foreign embassies.

Due to its location in the European Plain, Berlin is experiences a temperate seasonal climate and around one third of the city's area is composed of forests, parks, gardens, rivers and lakes. The location, historical and cultural attributes of Berlin makes this city an extremely attractive venue for our Congress and we fully expect a high number of delegates to attend. The conference will be held at the Intercontinental hotel in the heart of the city http://www.ihg.com/intercontinental/hotels/gb/en/berlin/berha/hoteldetail. This is a beautiful luxury hotel with an excellent reputation for looking after conference delegates. There will be a
A sophisticated social programme for delegates and sponsors allowing plenty of time and opportunity for networking and making contacts for sponsors and exhibitors.

Scientific programme
The scientific programme will feature state-of-the-art lectures and in-depth seminars, for large and small animal specialists, a short communication session for each species, the Resident’s forum and poster presentations. This programme also includes pre-congress wet and dry labs for small and large animal surgeons. Invited speakers from all over the world, who are established specialists in their field, will present seminars and state-of-the-art lectures.

Meeting participation is expected to be in excess of 500 veterinarians. More than 300 Diplomates from Europe and from overseas are likely to attend. Other regular attendees are surgeons-in-training (residents), faculty members from universities, as well as private practitioners. Many of the leaders in the field of veterinary surgery will be at this meeting. Previous exhibitors have commented that they like attending the ECVS Congress because the leaders, who are often the principal of their practices, are able to make decisions regarding purchasing new products and equipment during the meeting.

The main themes for the meeting in Berlin 2015 will be:

Small Animal: Thoracic surgery, including thorascoscopy and cardiac surgery; orthopaedics, including joint replacement, shoulder disease and cervical spinal disease; perineal hernias

Equine: Surgery of the head – including dental diseases, temporomandibular joint and maxillofacial surgery; lameness evaluation including the latest technological advances; colic surgery, foal orthopaedics including fracture repair.

Full details of the scientific program are available on our website

Exhibitors and sponsorship
ECVS largely depends on sponsors to enable us to offer high quality scientific programmes, to further the art and science of veterinary surgery and to promote state-of-the-art continuing education. External financial support also allows us also to invite the highest quality speakers from around the world. The Annual Congress offers a great opportunity to reach a substantial proportion of our target audience, the veterinary surgical specialists from Europe and beyond.

To facilitate sponsorship, the ECVS has established specific sponsorship options for potential exhibitors, with the cost dependent on the size of exhibition space requested and the prominence of advertising exposure during the meeting. We are keen to develop sponsorship for specific sessions at the ECVS Congress (see attached document), in particular any sessions that might be related to products produced by your companies. We are interested in offering sponsorship on a yearly basis, or alternatively, to establish longer term relationships with you. We are keen to discuss sponsorship packages for periods longer than one Congress.
ECVS Congress Sponsorship Opportunities

**SCIENTIFIC SESSION SPONSORSHIP**

As a sponsor of a particular session, your company logo will be presented on the slides that are projected before and after the session, and between any lectures, where possible. Your logo will be included in the Congress notebook, along with an acknowledgement of your support. A link to your company will be placed on the ECVS website, in the list of our Congress Sponsors. In addition, there will be a verbal acknowledgement of the support by the chairperson of the session during the introduction of that particular session.

**Pre Congress Programme – Sponsorship can be arranged in different ways depending on the course being supported.**

The Pre Congress programmes provide an opportunity for surgeons and surgeons-in-training to participate in hands-on practical sessions to develop or refine surgical skills. These sessions are either full or half day sessions with specific, narrow themes, related to either small animal or equine surgery.

**Opening - State of the Art Lecture  €2000**

This opening session is one of the most well attended sessions of the Congress, since the theme is usually a topic that has relevance to surgery in all our animal species. An internationally recognised expert, with either veterinary or human surgical expertise, presents this lecture. The session opens the Congress and is the prime meeting place for delegates to find their colleagues prior to the Resident’s Fora, and to start the social portion of the Congress.

**Closing State of the Art – Joerg Auer Lecture - €2000**

Similar to the opening session, this lecture is well-attended and addresses a theme common to small animal and large animal surgery. As for the Opening Session, an internationally recognised expert is invited to speak, which attracts one of the largest audiences of the Congress, with the majority of delegates attending.

**Residents Forum – €3000 – (two small animal and one large animal session)**

The resident’s forum is a keystone of our programme each year since significant new scientific findings and clinical procedures are presented by our residents in training. The residents are an essential part of the “raison d’être” of the ECVS, since they are the trainee surgeons and the specialists of the future. There are three resident sessions: Small Animal Orthopaedics, Small Animal Soft Tissue Surgery and Equine/Large Animal. The residents’ presentations are judged by a panel of the Diplomates, with an award in each category presented at the final State of the Art Lecture. As part of sponsorship of these sessions, the Resident award funding would be attributed to the sponsor in the session and during the announcement of the winner at the final, State of the Art Session. The resident sessions are well-attended by residents in training and the Diplomates.

**Congress In-depth sessions  €1000/session**

In general, the Congress is organised with approximately 4 sessions each day of approximately 2 hours each. Occurring concurrently is one stream of equine/large animal and three streams of small animal topics. Each session concentrates on a specific area of interest, with all the presentations in that session related to the overall theme of a particular topic selected for the Congress.

**Short Communications sessions:  €1000/session**

The short communication sessions, for either small or large animal, are made up of 15
minute presentations related to recent research, showcasing new surgical techniques, information about surgical outcomes and some basic science research related to the pathophysiology of surgical conditions. The selection of speakers is based on a referred selection procedure with only the best abstracts selected for an oral presentation. The sessions are usually about 1.5 to 2 hours long.

**Meet the Expert – €1500/session**
The “Meet the Expert” sessions are very popular and are often over-subscribed. The aim of these interactive sessions is to provide a forum for small group discussion of a topic of interest. The topic selected is often a clinical situation in which complications are frequent or the management options are numerous. The small group size and the relaxed lunch-time atmosphere are conducive to a lively discussion among the delegates. We would hope that the sponsors would attend the session in order to promote their sponsorship and to meet the delegates in a more personal environment.

**Poster sessions – €2000**
The poster session is visible continuously during Congress, with the posters exhibited in a central area for ease of viewing. The posters present recent research findings or interesting case reports, and as a result this session is usually very well attended by the delegates. The poster competition is judged by a number of Diplomates and a prize is awarded for the best clinical and the best research posters in each specialty. Eight of the posters, from an average of about 60 are selected for a short oral presentation. The sponsor of these sessions would receive acknowledgement in the Congress Schedule and notebook, with another mention when the awards for the posters are announced during the closing State of the Art Lecture.

**CONGRESS MATERIAL SPONSORSHIP**
There is ample opportunity to sponsor various material provided to the delegates during the Congress. This material is distributed to each delegate, therefore, providing wide exposure to the attendees. The suggested prices for sponsoring these items are related to the potential exposure gained.

- **The Congress app “Attendify”: €6000**
  This mobile phone app, used for the first time in 2014, provides the Congress programme and keeps delegates up to date on events at Congress. This App also allows for communication between delegates at the Congress. In 2014 the “Attendify” app was accessed by over 400 delegates with 167 hours of use. Your company logo would be visible to the user each time the App was opened. We would envision 2-3 title sponsors for this highly visible component of Congress.

- **Congress Proceedings: €6000**
  The Congress proceedings are provided to each delegate in electronic form, which could be a DVD or a memory stick. These electronic media can be emblazoned or embedded with an advertisement for a particular company/sponsor. Commonly, this electronic media storage device is presented to the delegates with a notebook, for taking notes during lectures, so the sponsorship would be prominent.

- **Congress pack and enclosures €500/insert**
  Each delegate receives a Congress bag with the Proceedings and any additional information. There is opportunity to sponsor the Congress bags, or to have your advertising material included as a flyer or booklet within the
packs, which will be received by each of the delegates. If your company is considering other inclusions in the Congress bags, such as pens, key-rings or other items, please contact the ECVS office.

Lanyards for name badges € 5000
This sponsorship opportunity provides high visibility throughout Congress since all delegates wear their registration badge throughout, as this badge allows entry to the commercial exhibition, the lectures and the social events.

EXHIBITION

The exhibition floor will be the centre of the conference. The exhibition is officially opened at 16.00 hours on Thursday, July 2nd, 2015. The exhibition will finish on Saturday, July 4th, 2015 in the afternoon after the coffee break.

• Location of exhibitors is central relative to the lecture halls and refreshments
  o Approximately 800m² of exhibition floor will be available.
  o The exhibition floors are centrally located to the lecture halls.
  o All refreshment breaks and lunches will be organized within the exhibition area to allow full visibility of the exhibitors.
  o Breaks are staggered between the different sessions to allow exhibitors more contact time with the delegates.

Fees for exhibition:
• Basic administration fee: 350 €
• 6 m² (2x3) price: 3300 € (including congress registration, lunch and coffee breaks for 2 exhibitors)
• Additional exhibitor person per day 70 €

PACKAGE SPONSORING

As an alternative or in addition to the sponsorship opportunities above, we offer the following sponsorship packages:

Diamond package 13'000 €
• Free 15 m² exhibition space in prime location
• One full page advertisement in congress proceedings (no colour)
  (to be sent to info@ecvs.org by March 30th 2015)
• Acknowledgement of diamond sponsorship in programme
• Projection of slide during meeting intermissions
• Two free inserts in congress bags
• 4 registration vouchers to be offered to your veterinary clients

Platinum package 10'000 €
• Free 12 m² exhibition space in prime location
• One half page advertisement in congress proceedings (no colour)
  (to be sent to info@ecvs.org by March 30th 20142015)
• Acknowledgement of platinum sponsorship in programme
• Projection of slide during meeting intermissions
• Free insert in congress bags
• 3 registration vouchers to be offered to your veterinary clients
Gold package  8'000 €
- Free 10 m² exhibition space in prime location
- Projection of slide during meeting intermissions
- Acknowledgement of gold sponsorship in programme
- Free insert in congress bags
- 2 registration vouchers to be offered to your veterinary clients

We cordially invite you to let us know as soon as possible any space requirements and or other advertising needs you may have. We will be happy to accommodate your needs on a "first come first served"-basis. We kindly ask you to return the attached "sponsor registration form".

Liaison officer and contact persons for international exhibitors:
Miriam Crivelli, Judith Hüttl-Hohl and Monika Gutscher (ECVS office Zurich, info@ecvs.org) will also act as contact partners for exhibition logistics.

We are looking forward to welcoming you as exhibitor and/or sponsor during the 24th Annual Scientific ECVS Meeting in Berlin in July 2015.

Yours sincerely

Tim Phillips
ECVS Chair of the Board

John Houlton
Executive Secretary