

The Osteoarthritic Knee Best Current Practice in Europe (2nd BCPE)

FLORENCE
3-5 April 2013

Congress Chairmen

Andrea Baldini
Paolo Adravanti

EKA President

Jean-Noël Argenson

SPONSOR PROSPECTUS



WWW.EUROPEANKNEEASSOCIATES.EU

Welcome to Industry

The European Knee Associates (EKA) is pleased to announce that the Second open EKA meeting titled "Best Current Practice in Europe (BCPE) - The Osteoarthritic Knee" will be held in Florence, Italy on April 3-5, 2013. Seven hundred-fifty surgeons are expected to come to this prestigious event. The goal of this meeting is to focus on the current concepts of care and to advance the treatment of degenerative knee pathology with the most up-to-date knowledge.

The First BCPE EKA meeting in Vienna was a success with high-level academic debates and excellent exchanging of knowledge, which included the participation of delegates from all over the world. Cooperation with the International Congress for Joint Reconstruction (ICJR) will be continued for the second BCPE as well. The scientific presentations will be peer reviewed to ensure high quality.

The attendees, specialized knee arthroplasty surgeons, general orthopaedic surgeons, and young trainees can expect clear guidelines for their current knee practice. Additionally, new developments will be presented and debated with the top European knee surgeons in case discussions.

Workshops will be organized in cooperation with the industry.

We are looking forward to meeting you in Florence!

Jean-Noël Argenson
President EKA

Andrea Baldini and Paolo Adravanti
Florence 2013 BCPE Chairmen

Committees

EKA Board of Directors

Jean-Noël ARGENSON, *President*
Johan BELLEMANS, *Vice President*
Jan VICTOR, *Second Vice President*
Ate WYMENGA, *Past President*
Andrea BALDINI, *Secretary General*
Emmanuel THIENPONT, *Treasurer*
Roland BECKER, *Scientific committee-KSSTA*
Siegfried HOFMANN, *Education/ICJR-Europe*

Florence 2013 BCPE Chairmen

Paolo ADRAVANTI
Andrea BALDINI

Organizing Secretariat



O.I.C. srl
Viale G. Matteotti, 7
50121 Florence – Italy
Phone: +39 055 50351
Fax: +39 055 5001912
E-mail: sponsorEKA2013@oic.it

Web site

www.europeankneeassociates.eu

Scientific programme

The following sessions are planned:

Instructional Course Lecture: Primary TKA

Chairman: Johan Bellemans

Osteotomies and partial knee solutions

Chairman: Jean-Noël Argenson

Crossfire on cases indication

Chairman: Roland Becker

Current controversies in TKA

Chairman: Emmanuel Thienpont

Video Pearls - Primary TKA

Chairman: Timothy Wilton

Case challenge - Primary TKA

Chairman: Jan Victor

Instructional Course Lecture: Revision TKA

Chairman: Gijs Van Hellemond

Difficult primary TKA

Chairman: Neil Thomas

Current controversies in revisions

Chairman: Andrea Baldini

Video Pearls - Revision TKA

Chairman: Ate Wymenga

Infection management: recent updates

Chairman: Siegfried Hofmann

Case challenge - Revision TKA

Chairman: Paolo Adravanti

The Osteoarthritic Knee
2nd BCPE - EKA
Florence, 3-5 April 2013



PROGRAMME AT A GLANCE

	Wednesday 3 April 2013		Thursday 4 April 2013	Friday 5 April 2013
8.00	EXHIBITION BUILD UP	Pre congress meetings	ICL primary TKA <i>J. Bellemans</i>	ICL revision TKA <i>G. Van Hellemond</i>
8.30				
9.00				
9.30				
10.00				
10.30				
11.00				
11.30				
12.00				
12.30				
13.00				
13.30				
14.00				
14.30				
15.00	Osteotomies and partial knee solutions <i>J.N. Argenson</i>	Difficult Primary TKA <i>N. Thomas</i>	EXHIBITION DISMANTLING	
15.30				
16.00	Crossfire on cases indication <i>R. Becker</i>	Infection <i>S. Hofmann - A. Trampuz</i>		
16.30				
17.00				
17.30				
18.00	Welcome Reception			
18.30				
19.00				
19.30				

Preliminary faculty list

Paolo Adravanti	Ferran Montserrat
Fredrik Almqvist	Arun Mullaji
Andrew Amis	David Murray
Jean-Noël Argenson	Philippe Neyret
Andrea Baldini	Carsten Frank Perka
David Barrett	Tilman Pfitzner
Roland Becker	Andrew Porteous
Johan Bellemans	Peter Ritschl
Francesco Benazzo	Sergio Romagnoli
Michel Bonnin	Jose Romero
Robert Booth	Roberto Rossi
Jean-Louis Briard	José Filipe Salreta
Claudio Carlo Castelli	Alfredo Schiavone
Fabio Catani	Henrik Schroeder-Boersch
Sheath Chapman	Giles Scuderi
Justin Cobb	Robin Strachan
Norberto Confalonieri	Jos Stuyck
David Dejour	Stefan Patrick Sussmann
Matteo Denti	Samih Tarabichi
Chris Dodd	Emmanuel Thienpont
Simon Donell	Neil Thomas
Stefan Eggli	Carsten Tibesku
Thomas Fehring	Larsen Tòksvig
Andrea Ferretti	Andrej Trampuz
Alois Franz	Ronald van Heerwaarden
Susanne Fuchs-Winkelmann	Gijs Van Hellemond
Francesco Giron	Hilde Vandenneucker
Arlen Hanssen	Peter Verdonk
Philippe Hernigou	Nico Verdonschot
Siegfried Hofmann	Jan Verhaar
Wolfgang Klauser	Jan Victor
Dieter Kohn	Timothy Wilton
Philip Lobenhoffer	Ate Wymenga
Nicholas London	Stefano Zaffagnini
Maurilio Marcacci	Claudio Zorzi
Philippe Massin	

Invitation to Industry

We would like to invite you to contribute to the successful organization of this event in one or more of the following ways:

- As a PLATINUM, GOLDEN or SILVER sponsor of the Conference
- By participating in the Conference EXHIBITION of technical, commercial, and pharmaceutical products
- By sponsoring other items of high visibility (see list)
- Your own suggestions.

SPONSORSHIP

PLATINUM sponsor	€ 80.000,00 + VAT
GOLD sponsor	€ 50.000,00 + VAT
SILVER sponsor	€ 25.000,00 + VAT

Platinum, Golden and Silver Sponsors will enjoy the following benefits:

PLATINUM SPONSOR includes:

- Floor space of 12 sqm in a prominent area at the Main Auditorium entrance
- One technology suite for the duration of the congress, priority choice (set up and AV equipment to be ordered separately)
- 1 industry workshops slot at lunch time with announcement in the programme in the technology suite (catering not included)
- 1 satellite symposium at lunchtime in the Main Auditorium (catering not included)
- Priority choice in hotel rooms assignment
- Front inside or back cover advert in final programme (excl. films)
- Logo on congress web site with link to company web site
- 1 free inlay in congress bags
- 10 company staff registrations
- Sponsoring of the congress bags with notepad and pens (bags, notepads and pen to be supplied by sponsor)
- Right to use official phraseology in advertisements "Official Platinum Sponsor of the 2nd EKA Congress - BCPE 2013"

GOLD SPONSORS includes:

- Floor space of 12 sqm in the exhibition area adjacent to the Main Auditorium
- One technology suite for the duration of the congress (set up and AV equipment to be ordered separately)
- 2 industry workshops slots at lunch time with announcement in the programme (catering not included)
- Advert in the final programme (full page, inside; excl. films)
Free upgrade to front inside or back cover if available after choice of Platinum Sponsors
- Logo on congress web site with link to company web site
- Sponsoring of the congress lanyards (lanyards to be supplied by sponsor)
- 1 free inlay in congress bags
- 6 company staff registrations
- Right to use official phraseology in advertisements "Official Golden Sponsor of the 2nd EKA Congress - BCPE 2013"

SILVER SPONSORS includes:

- Exhibiting booth of 9 square meters in the exhibition area adjacent to the Main Auditorium
- One advert in the final programme (full page, inside; excl. films)
- Logo on congress web site with link to company web site
- 1 free inlay in congress bags
- 3 company staff registrations
- Right to use official phraseology in advertisements "Official Silver Sponsor of the 2nd EKA Congress - BCPE 2013"

**PLATINUM, GOLDEN AND SILVER SPONSORS
will be thanked in a banner in the main foyer at the congress site**

Additional options for sponsorship

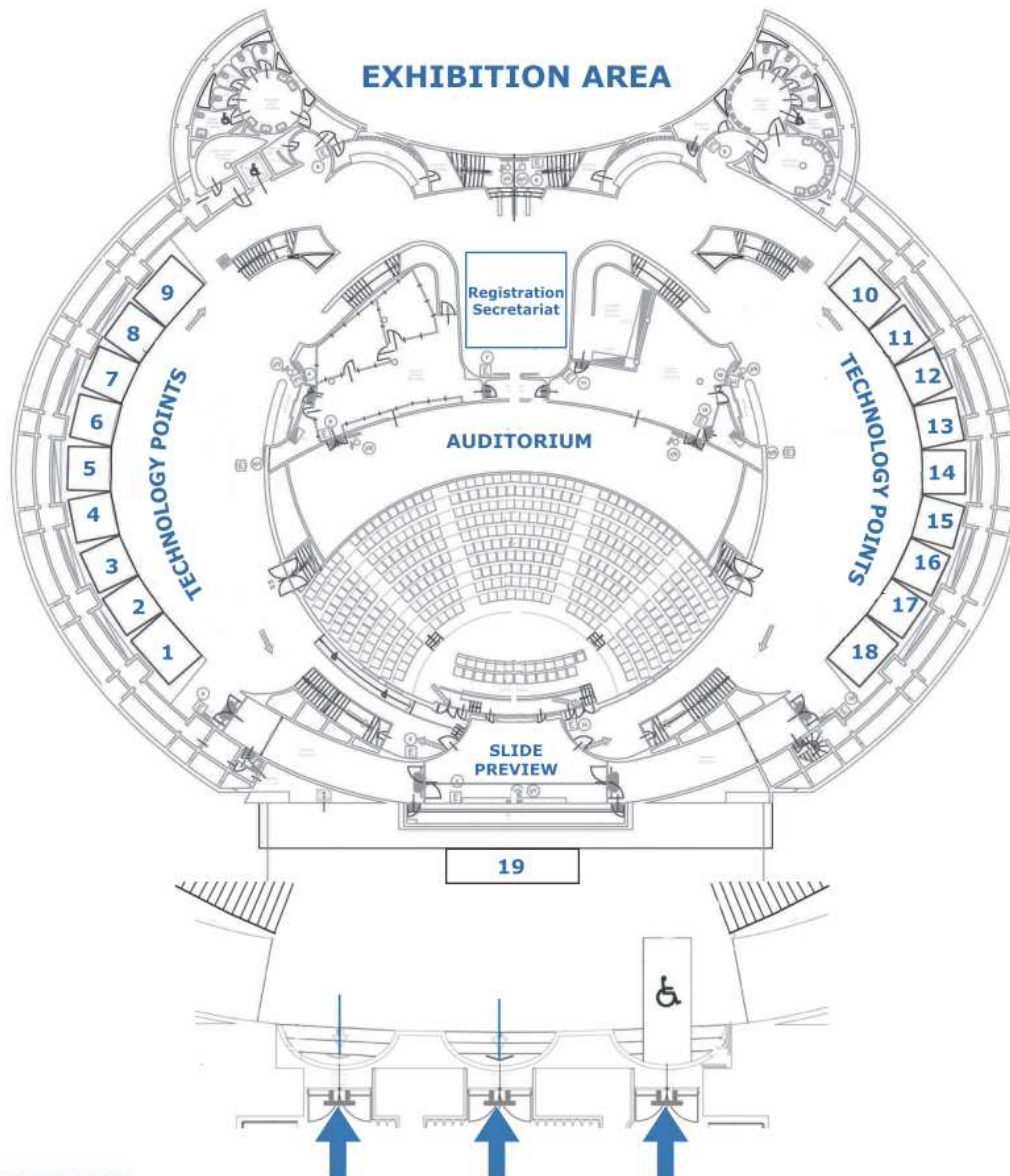
All sponsors and exhibitors will be listed and thanked in the sponsor section of the Final Programme.

Option	Description	Price in EUR (VAT to be added)
Technology Points	<p>Space assignment will be on a first-come-first-served basis. The Technology Points will be set up at the Palazzo dei Congressi in the Main Auditorium area.</p> <p>Price includes: shell scheme with walls, 1KW electrical power, carpet, spotlights, 1 table, 2 chairs, fascia with company name, compulsory insurance</p> <p>Technology points can be booked by returning the Sponsorship Intent Form. The rates do not include shipping, storage, portage, extra electricity or other complementary items, which must be ordered separately through the Congress Secretariat OIC by using the Exhibitors Manual forms available for confirmed sponsors only.</p>	€ 10.000,00 each
Company banners or advertisements	Companies advertising within the Congress Centre (e.g. stairs or hallways). Dimension of the banner m. 2 x 80cm. Artwork to be provided by the company. Production of banner by the congress secretariat.	€ 2.000,00
Full branding of directional signage	Sponsor logo to be placed on all directional signs at the Congress Centre.	€ 6.000,00
Promotional inlays in the congress bags	Inlay material (1 piece, A4 maximum, 4 pages maximum) produced by the sponsor will be inserted in the congress bags.	€ 2.500,00
Advertising on Final Programme	Inside page	€ 2.500,00
Sponsoring of Take Home Message Book	This book will contain all congress proceedings. The company can include a voucher in the congress bag to collect the Take Home Message at their booth. The sponsor can include an advert in the inside back cover (with priority choice for Platinum and Golden Sponsors). Voucher to be produced by Company. Co-sponsoring admitted.	€ 12.000,00
Sponsoring of sessions webcast	All sessions to be recorded and available on the web immediately after the congress. The sponsor will appear as official provider of this activity	€ 9.000,00
Advertisement on the Congress website	Place your company logo with link to your company website on the official congress website.	€ 2.500,00
Internet point	This area will offer computer facilities with internet access to delegates. Each screen saver will be branded with sponsor company logo. It is also possible to co-sponsor this item with other companies.	€ 4.000,00
Sponsoring of congress App (iPhone & Android)	A special App branded with the sponsor logo is being developed featuring all congress information and scientific programme. During the congress participants will be informed in real time about session times and changes.	€ 4.000,00
Sponsoring of coffee breaks	Company logo will be displayed on each coffee station	€ 3.000,00 each

Other services

Sending of invitations to participants	According to the European privacy laws it will not be possible to provide participants lists to sponsor companies. We offer a service of e-mail burst of the company invitations to all participants registered within a fixed date. Invitations .pdf to be produced by the company.	€ 1.500,00 per e-mail burst
Meeting rooms	Please address to the Organizing Secretariat for the organization of any side events during the congress.	Price on request

Exhibition Floor Map



TECHNOLOGY POINTS:

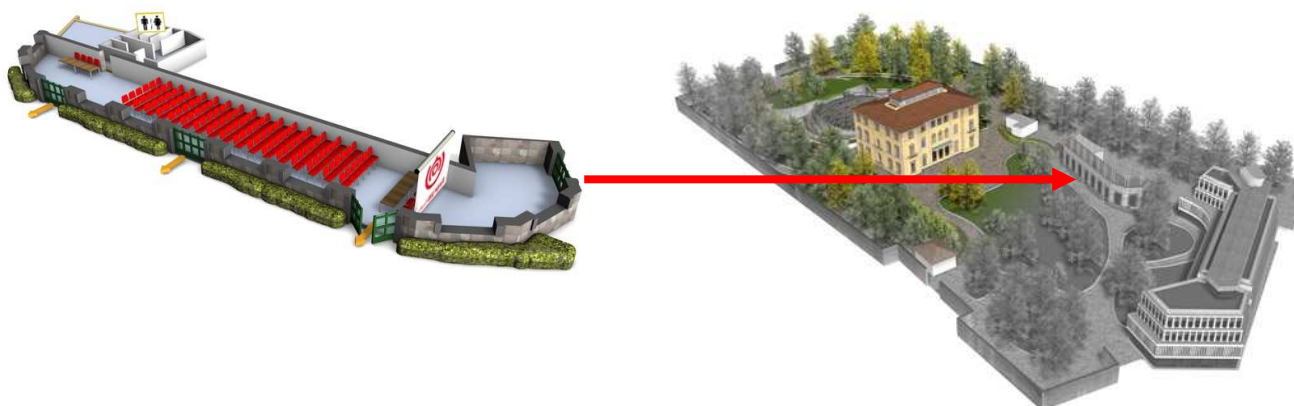
Technology point 3x3 m tot. 9 sqm	2-3-4-5-6-7- 8-11-12-13-14- 15-16-17
Technology point 4x3 m tot. 12 sqm	1-9-10-18 Reserved to Platinum/Golden Sponsors
Tecnology point 2x6 m tot. 12 sqm	19 Reserved to Platinum/Golden Sponsors

Maximum height 2,5 m

Technology Suites

Palazzo dei Congressi – Inside garden

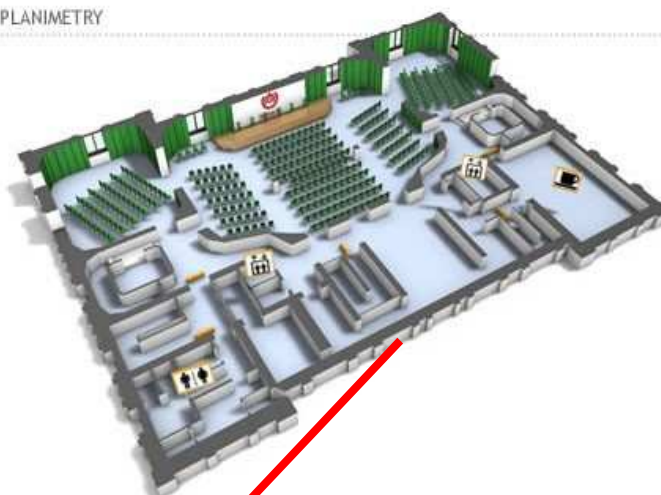
LIMONAIA



Palazzo dei Congressi – Second floor

SALA VERDE

PLANIMETRY



3D VIEW



SECTION

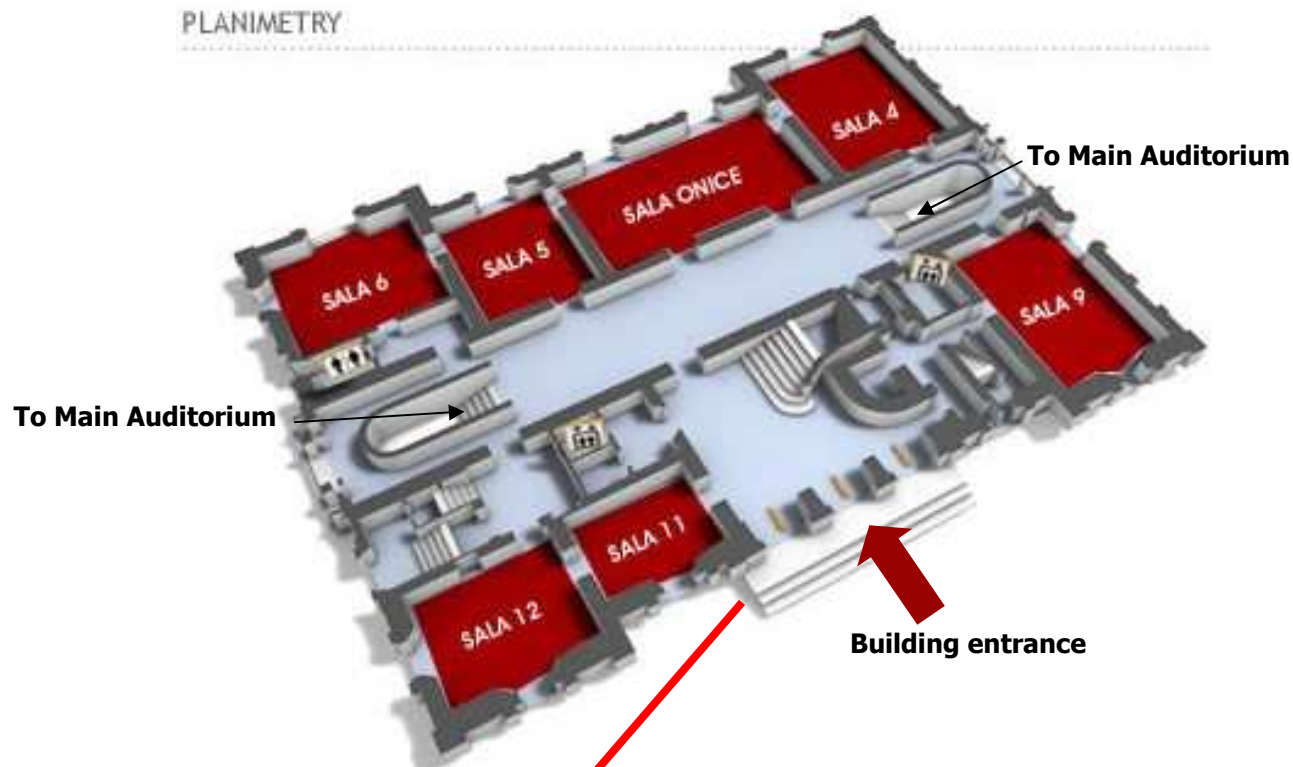


Limonaia	150 sqm. 120 seats	Reserved to Platinum Sponsors
Sala Verde	202 sqm. 190 seats	

Technology Suites

Palazzo dei Congressi – Ground floor

PLANIMETRY



3D VIEW



SECTION



Sala Onice	80 sqm	Reserved to Platinum Sponsors
Sala 4	57 sqm	Reserved to Golden Sponsors
Sala 5	37 sqm	
Sala 6	42 sqm	
Sala 9	48 sqm	
Sala 11-12	20+27 sqm	

Payments and cancellations

VAT to be added

<p>Payment conditions</p> <p>For each confirmed item will be requested the payment of 50% of the due amount upon confirmation.</p> <p>Balance within March 1, 2013</p>	<p>Payments – without any charges to the beneficiary can be made:</p> <ul style="list-style-type: none">- <i>by bank cheque payable to:</i> OIC srl- <i>by bank transfer:</i> Bank: Cassa di Risparmio di Firenze, Ag. 1 Bank address: Viale Matteotti 20r, 50132 Florence Account Number: 10628, ABI 6160, CAB 02801, IBAN IT39S0616002801000010628C00 CIN: S, SWIFT CODE: CRFIIT3F All payments should have the notification: ECP2009 invoice nr....- <i>by Credit Card</i> (Visa, Mastercard, American Express) <p>If the payment is not received within the time established in the payment conditions, the agreement with OIC will automatically be rescinded. In this case OIC will send by registered mail a written declaration to the sponsor. The missing payment will be intended as "cancellation by the client" and the penalties indicated below will be applied.</p> <p>The missing balance payment before the congress will entitle OIC to forbid the building up of the stand or not to provide the requested services, the penalties indicated below will anyway be applied.</p>
<p>Cancellations</p>	<p>All cancellations of sponsorship and/or exhibiting space must be sent in writing to OIC srl.</p> <ul style="list-style-type: none">- For cancellations received within 31 October 2012, 25% of the fee will be charged as penalty.- For cancellations received within 31 January, 2013, 50% of the fee will be charged as penalty.- For cancellations received after 31 January 2013, 100% of the fee will be charged as penalty. <p>In case the Congress must be cancelled, due to "force majeure", exhibitors and sponsors will be reimbursed only for what already paid.</p>

Sponsor Secretariat



O.I.C. srl
Viale G. Matteotti, 7
50121 Florence – Italy
Phone: +39 055 50351
Fax: +39 055 5001912
E-mail: sponsorEKA2013@oic.it

General Information

Organizing Secretariat



OIC srl
Viale G. Matteotti, 7
50121 Florence – Italy
Phone: +39 055 50351
Fax: +39 055 5001912
E-mail: sponsorEKA2013@oic.it

Congress Venue

Palazzo dei Congressi
Piazza Adua 1
50123 Florence, Italy

Located in the centre of Florence near
the Main Railway Station.



Florence map



Registration Fees

Fees including taxes when applicable	Until 31 January 2013	From 1 February to 15 March 2013	After 15 March and on-site
EKA members	€ 300,00	€ 330,00	€ 350,00
ESSKA members	€ 350,00	€ 380,00	€ 400,00
Non members	€ 420,00	€ 450,00	€ 470,00
Resident in training*	€ 150,00	€ 180,00	€ 200,00
Accompanying persons	€ 90,00	€ 100,00	€ 110,00

** a proof of status is mandatory*

Delegate and Resident in training registration includes:

- ◆ Attendance to all Congress sessions
- ◆ Congress bag
- ◆ Congress programme
- ◆ Congress proceedings
- ◆ Welcome reception
- ◆ Coffee breaks

Accompanying person fee includes:

- ◆ Welcome reception
- ◆ One half day guided tour in Florence on 4 April

Accompanying person fee does not give access to scientific sessions

Hotels

Special rates have been negotiated for the participants to the congress by the Organizing Secretariat. All conventioned hotels are walking distance from the congress site.

Average prices per room (EURO €, including breakfast and taxes)

Category	Single occupancy min/max	Double occupancy min/max
4 stars	€ 150,00-210,00	€ 180,00-240,00
3 stars	€ 120,00-140,00	€ 140,00-160,00

Please address all requests for accommodation information or reservation to:

OIC srl

Viale G. Matteotti, 7

50121 Florence, Italy

Tel. +39 055 50351, Fax +39 055 5001912

E-mail registrationEKA2013@oic.it

Special contracts will be issued for group reservations

Please send this form to the **Organizing Secretariat**



OIC srl
Viale Matteotti, 7
50121 Florence - Italy

Tel. +39-055-5035239 - Fax +39-055-5001912—e-mail sponsorEKA2013@oic.it

Company

Contact Name

Address

Zip Code

City

Country

Telephone

Telefax

VAT Code (compulsory)

E-mail

We are interested in participating in the 2nd BCPE-EKA as follows:

Prices VAT excluded

<input type="checkbox"/> PLATINUM SPONSOR	€ 80.000,00
<input type="checkbox"/> GOLDEN SPONSOR	€ 50.000,00
<input type="checkbox"/> SILVER SPONSOR	€ 25.000,00

(see benefits in the sponsor prospectus)

<input type="checkbox"/> Booking of a Technology Point First choice n°..... Second choice n°	
Price includes: shell scheme with walls, 1KW electrical power, carpet, spotlights, 1 table, 2 chairs, fascia with company name, compulsory insurance	€ 10.000,00
<input type="checkbox"/> Sponsored banner with company logo at the congress site (m. 2.00x1.00)	€ 2.000,00
<input type="checkbox"/> Full branding of directional signage	€ 6.000,00
<input type="checkbox"/> Promotional inlays in the congress bags	€ 2.500,00
<input type="checkbox"/> Advertising on the Final Programme – inside page	€ 2.500,00
<input type="checkbox"/> Sponsoring of "Take Home Message" book	€ 12.000,00
<input type="checkbox"/> Sponsoring of Sessions webcast	€ 9.000,00
<input type="checkbox"/> Company Logo on congress website	€ 2.500,00
<input type="checkbox"/> Sponsoring of internet point	€ 4.000,00
<input type="checkbox"/> Sponsoring of congress app	€ 4.000,00
<input type="checkbox"/> Sponsoring of coffee breaks <input type="checkbox"/> 4 April, <input type="checkbox"/> 5 April	€ 3.000,00 each

VAT will be added if applicable following the European VAT regulations

Upon receipt of this form you will be contacted by the Organising Secretariat for confirmation and contract. For other options please contact the Organizing Secretariat.

Date

Signature