

103rd National Congress

Italian Society of Otorhinolaryngology Head and Neck Surgery

Roma, 25 - 28 May 2016
Sheraton Parco de' Medici

President
ROBERTO FILIPO

103rd NATIONAL CONGRESS SIO

Italian Society of Otorhinolaryngology and Head and Neck Surgery

ROME 25th - 28th May, 2016

<http://www.sio2016roma.eu/>

WELCOME LETTER FROM THE PRESIDENT

Like every year, the SIO Congress is the benchmark of the clinical scientific activities of the Italian Otorhinolaryngology.

It is the Italian Society Congress but it is also open to all European Societies that share the same assistance procedures, guidelines and approach to the pathologies.

My goal is to make the congress useful also for the younger specialists; this is why I introduced scientific and technological innovations – increasing thus the number of presentations – and included monothematic courses, which have been very successful in the past editions.

We offer a congruous number of round tables for various specialties.

We have introduced practical courses and short communications for those who desire to share interesting information.

There will also be classical communications, e-posters and video sessions.

The SIO TV will help manage parallel sessions and their schedules; it will also transmit interviews held during the congress.

Participants will be able to download an APP that will allow them to see all the contents of the event and listen to the speakers' presentations just minutes after the session ends. The contents of the APP will be accessible even after the event.

See you in the capital!

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GENERAL INFORMATION

President of SIO 2016
Prof. Roberto Filipo



CAREER AND QUALIFICATIONS

23.7.1968, degree in Medicine and Surgery from the Sapienza University of Rome; graduation grade: 110 / 110 Cum Laude.
October 1969, licensed to practice medicine by the Sapienza University of Rome.
1/7/1969 - 31/10/1969, Assistant to the Audiology Department.
1/11/1969 - 1974, Assistant, Otorhinolaryngology Clinic of the University of Rome.
1974 - 1979, Audiology Professor, University of L'Aquila.
1982 - 1987, Associate Professor, Otorhinolaryngology Clinic of the University of Rome.
1987-, Professor, Otorhinolaryngology Clinic of the University of Rome.
1990 - 2001, Director of the Institute of the Otorhinolaryngology Clinic, Sapienza University of Roma.
1991 - 1999, Representative of the directors of the Institute to the Integrated Academic Senate.
1995 - 2001, President of the Degree Course "C" of the Department of Medicine and Surgery, Sapienza University of Rome.
1998-, Director, Interuniversity Centre of Research of Deafness Related Problems.
2001 - 2004, Director of the Neurology and Otorhinolaryngology Department, Sapienza University of Rome.
2004-, Director of DAI Otorhinolaryngology, Umberto I Policlinic.
2007-, Director of the Neurology and Otorhinolaryngology Department, Sapienza University of Rome.
2010 - 2013, Director of the "Sensory System" Department, Sapienza University of Rome.

TEACHING

- 1) Degree in Medicine
- 2) Otorhinolaryngology School of Specialty
- 3) Plastic Surgery School of Specialty
- 4) Neurology School of Specialty
- 5) Degree in Audiology

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SCIENTIFIC WORK

1974 - 1987, Secretary of the Italian Society of Audiology.
1994 - 1995, President of the Italian Society of Audiology.
Member and currently also Vice-President of the Italian Society of Otorhinolaryngology.
Member and in 1994-1995 also Vice-President of the Italian Society of Audiology.
Member and founding partner of the "Prosper Meniere Society".
1985, Member of the Scientific Committee of the X World Congress of Otorhinolaryngology.
Member of the American Academy of Otolaryngology.
Member and founding partner of the European Academy of Otolology and Neurotology.
1986-, Member of "Poltizer Society", the International Society of Otologic Surgery; later also Member of the Board of Directors.
Founding member and current President of the Italian Society of Otology and Neurotology.
1987, National Advisor to the Deaf-Mute National Institute.
1988, President of the Medical Committee of the World Federation of Deaf (WFD).
1998-, President of the Romano and Lazio Otorhinolaryngology Group.
June 1993, Honorary Member of the Garcia Ibanez Otology Institute of Barcelona.
2001-, Honorary Advisor to the Ministry of Defence's department of Military Health.
2006-, Member of the Collegium Oto-Rhino-Laryngologicum Amicitiae Sacrum, of which he was also President in 2012.
2011 - 2012, President of AUROL (Otorhinolaryngology University Association).
2015, President of the Society of Otology, Neurotology and Auditory Sciences.
2016, Elected President of S.I.O. (Italian Society of Otorhinolaryngology).

Contributions to journals, editorials, encyclopedias and prestigious documents:

1980 - 1981, Chief Editor, Official Periodical of the Italian Society of Audiology "Italian Bulletin of the Audiology and Phoniatics Society"
January 2005, Editor, *Mediterranea Journal of Otology*

Teaching or Fellowships at International Universities and Research Institutes:

March 1993, Honorary Professor of Otorhinolaryngology, Department of Medicine, San Francisco University (California, USA)
January 1995 and December 1996, Professor at the "Journées chirurgicales de l'oreille moyenne" Hopital Lariboisière, Paris

Participation to prestigious events in the field:

May 2012, The Royal Society of Medicine, London

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CONGRESS VENUE

HOTEL SHERATON PARCO DE' MEDICI



Address

Viale Salvatore Rebecchini, 39 Rome, 00148 Italy
Telephone: +39 06 65288

Contact Person: Anastasia Grabelnicova

Tel: +39 06 65287010

Emai: anastasia.grabelnikova@sheratonparco.com

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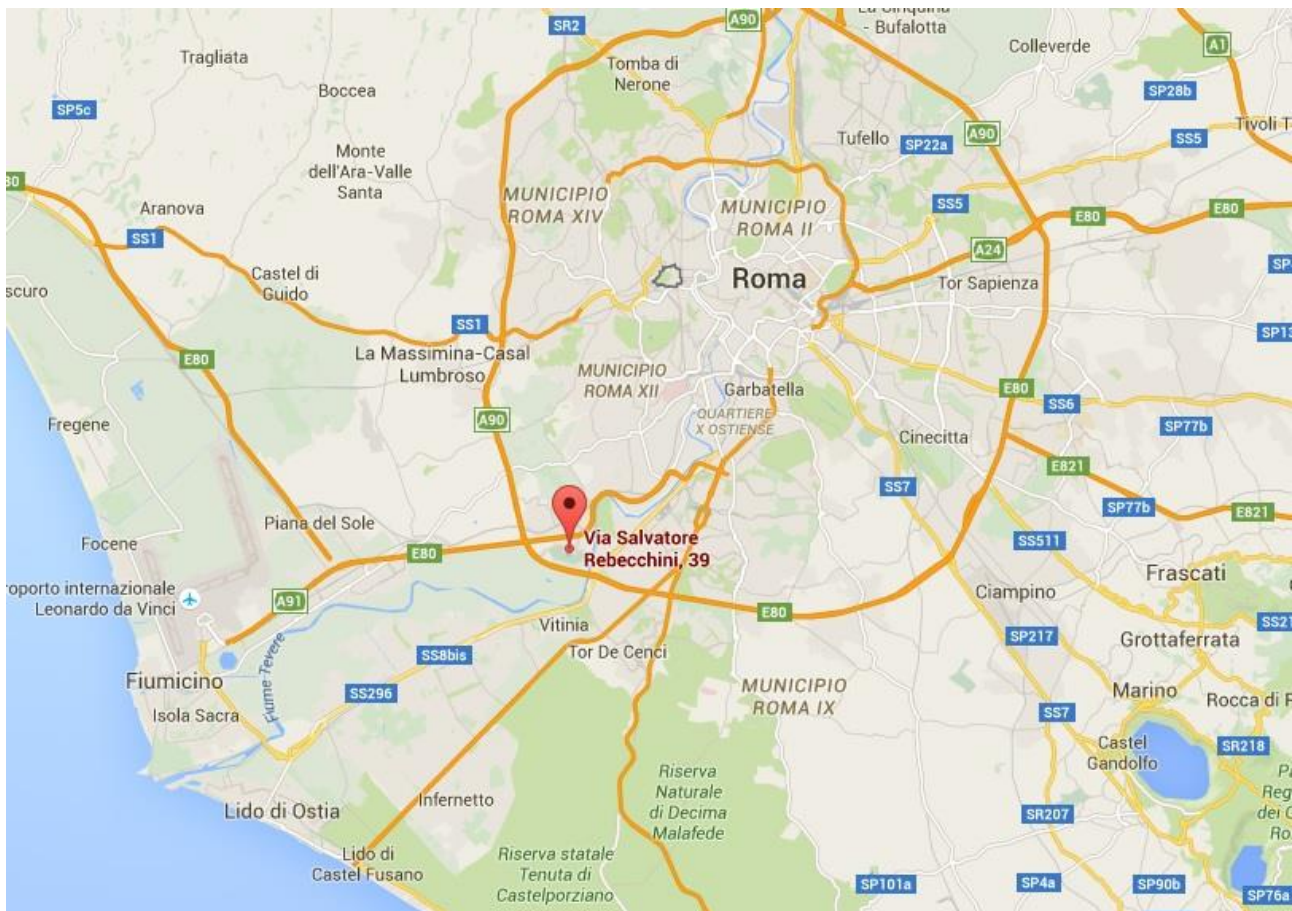


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LOCATION



Sheraton Parco de' Medici Rome Hotel is strategically located between Rome's center and the two airports, Fiumicino and Ciampino.

It is also just a few minutes away from the EUR Congress Centre and Fiera Roma.

Distance from the airports and train stations:

- from FIUMICINO: 15 KM
- from ROMA CIAMPINO: 20 KM
- from ROMA TERMINI: 16 KM

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VENUE CAPACITY

Congress Rooms

Room		Capacity	Floor
Sala Visconti 1 550	Visconti 1	190	1
	Visconti 2	190	1
	Loggia dei Signori	500	1
Salone de Medici 550	Cosimo	140	-1
	Giuliano	80	-1
	Lorenzo	160	-1
	Manfredi	40/45	-1
	Montefeltro	40/45	-1
	Malatesta	40/45	-1
	Monferrato	40/45	-1
	Monaldeschi	40/45	-1
	Pepoli	80	-1
	Scaligeri	25/30	-1
	Estensi	25/30	-1
	Carrara	25/30	-1
	Gonzaga	35	-1
	Baglioni	20/30	-1
Guinigi	35	-1	

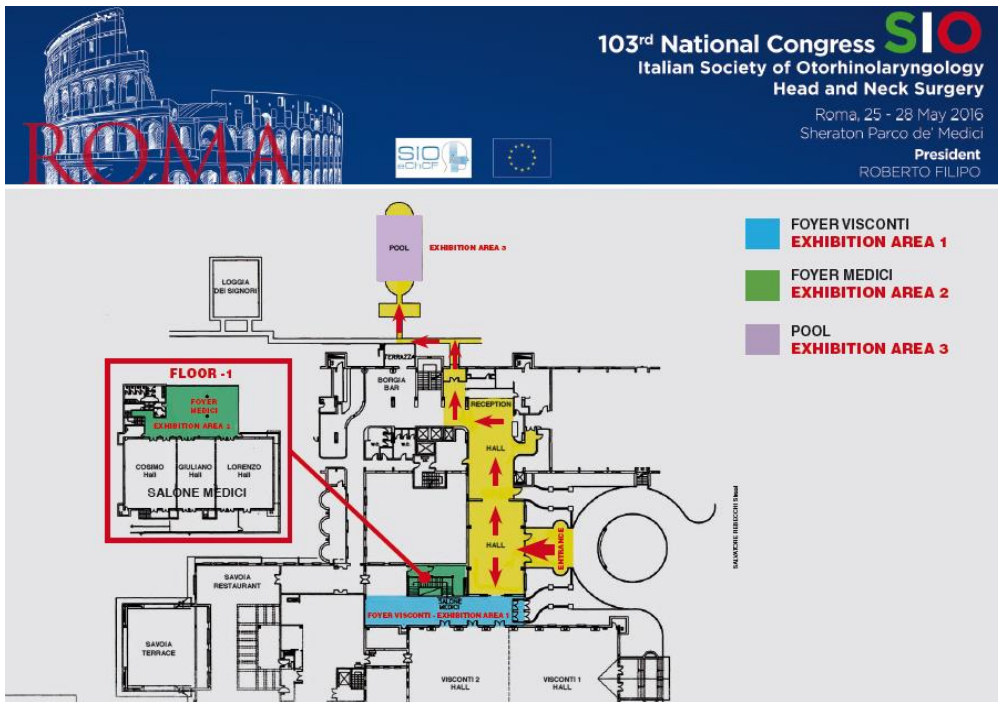
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EXHIBITION AREA



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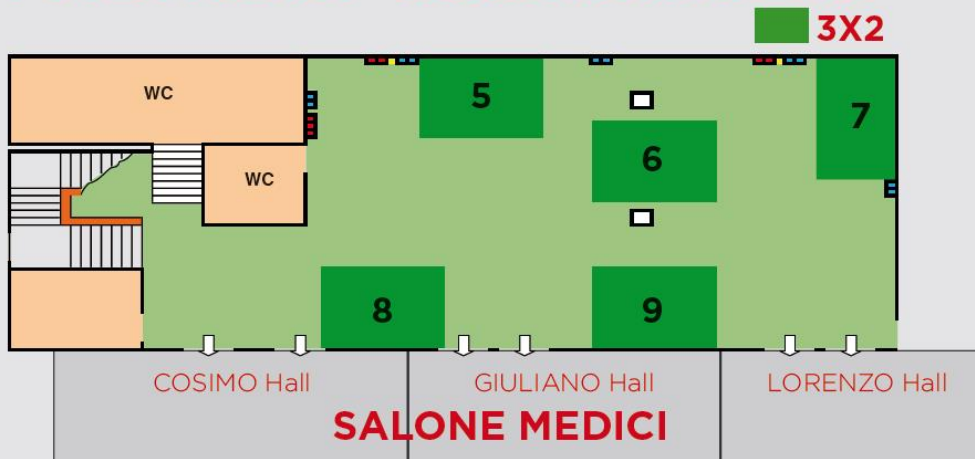
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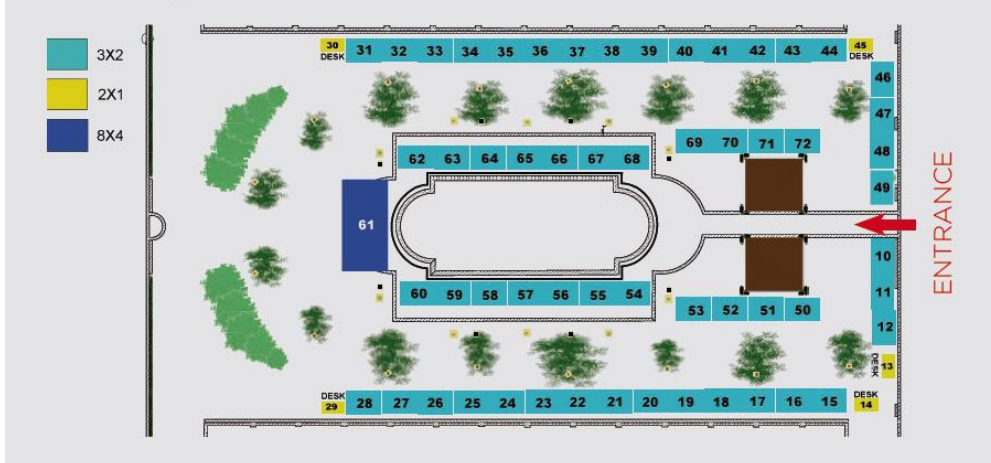
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FOYER MEDICI | EXHIBITION AREA 2



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POOL | EXHIBITION AREA 3



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REGISTRATION FEES

There will be only one registration fee for the entire registrations period.

Categories	Registration Fee
SIO Members	€ 550.00 (networking dinner included)
Non SIO Members	€ 700.00 (networking dinner included)
International ORL Specialists	€ 300.00 (networking dinner not included)
Residents	€ 300.00 (networking dinner not included)
Non ORL Specialists and other Health Professionals	€ 300.00 (networking dinner not included)
Audiology and Audioprosthology Specialists	€ 180.00 (networking dinner not included)
Accompanying persons	€ 300.00 (networking dinner included)
Networking Dinner	€ 60.00

The 22% VAT is included in the registration fees.



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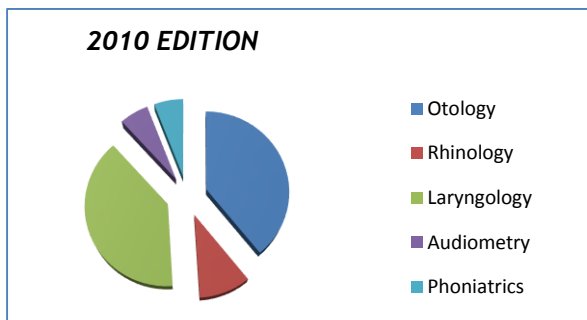


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PREVIOUS EDITIONS AND 2016 FORECASTS

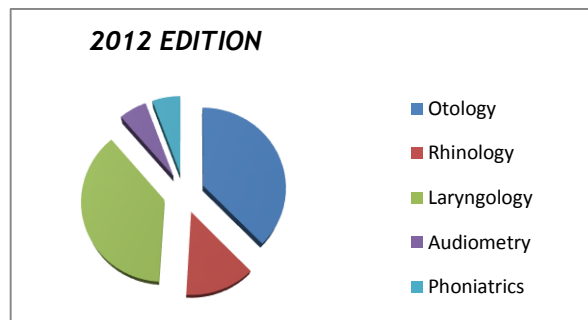
2010 Edition

- Participants: 1300 Italian + 0 International
- 70 Sponsors



2012 Edition

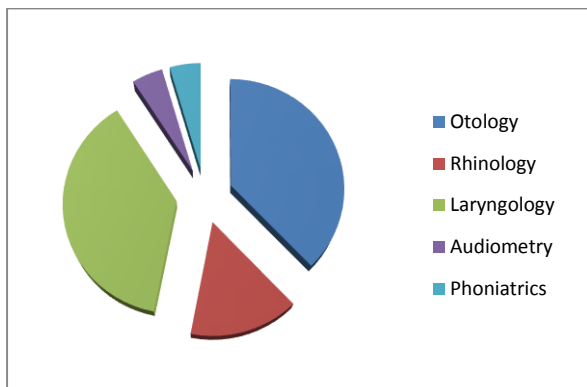
- Participants: 950 Italian + 0 International
- 65 Sponsors



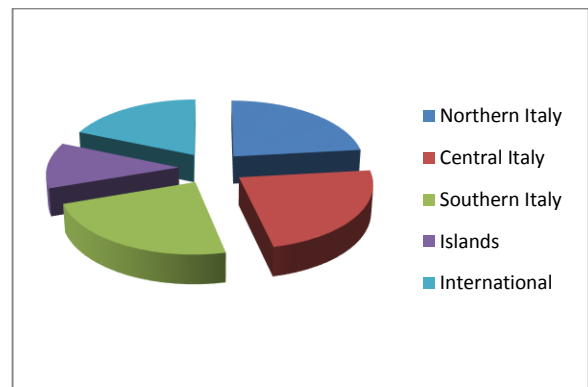
2016 Edition

Participants: 1300 + 300 International
90 Sponsors

SPECIALITIES



GEOGRAPHICAL AREAS



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ABSTRACT

The scientific program of the 103rd National Congress SIO will include “Lectures”, “Round Tables”, “Symposia”, “Live Surgeries” and “Cadaver Dissections”.

Besides, we will use information and materials provided by our participants and sponsors to organize:

“Monothematic teaching courses”, in which the speakers will be able to present their topics. The course will last 1 hour, of which 45 minutes will be dedicated to the presentation and 15 minutes to the discussion. 1, 2 or, preferably, 3 speakers can participate; they can be from the same institutions or from different ones.

“Lunch with the professor”, in which the speakers will be able to present exclusively clinical cases. The lunch will last 1 hour, of which 45 minutes will be dedicated to the presentation and 15 minutes to the discussion. 1 or 2 speakers can participate.

“Them-based communications”, in which the speakers will have 8 minutes (+ 2 minutes for the discussion) to present their lectures, which can be around one of the following topics:

- Topic 1: Hot topics in Otology and Audiology
- Topic 2: Hot topics in Pediatric Otorhinolaryngology
- Topic 3: Hot topics in Rhinology
- Topic 4: Hot topics in the Head and Neck field

“Free Communications in English”, in which the speakers will have 8 minutes (+ 2 minutes for the discussion) to present their topics.

“Video” sessions, during which the presenters will be able to show a 20 minute video of their work.

“Poster” sessions: the presenters will bring a poster showcasing their work; the poster will be displayed during the whole duration of the congress; there will not be an oral presentation of the work.

“How to do it” sessions: 20-minute practical courses.

“Short communications”, in which the speakers will have 5 minutes (+2 minutes of discussion) to present their topics.

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CONGRESS VISIBILITY

Promotional activities are the main tools used by MCA Scientific Events to spread the news of the congress around the scientific world.

Communication is scheduled according to the following plan:

- **MAILING LIST** - newsletters will be sent to more than 5,000 mailing contacts around the world in the Otorhinolaryngology field;
- **SCIENTIFIC SOCIETIES** - we will contact more than 150 sister societies supporting the congress;
- **RELATED CONGRESSES** - we will plan cross promotion activities (web visibility and flyers exchange) starting months before the event;
- **JOURNALS** - the most important journals in the Otorhinolaryngology field will publish the congress news and special ADVs;
- **OFFICIAL WEBSITE/WEBSITES** - the congress website will contain all the information regarding the event (scientific program, sponsorship opportunities, links and so on) and will be the most clicked tool;
- **KOLs / Hospital Departments / Universities and Schools of Specialties** - we count on reaching about 10,000 professionals in the field with our marketing activities in the 6 months before the event.



The experience gained in the Scientific Events field allows MCA to deeply know the protagonists of the Congress. In 15 years of activity as a PCO MCA has continuously updated the technological tools and today uses top level technology with the aim to improve interaction. The MCA PLATFORM is the answer to the growing need for communication and networking amongst the key players of the congress in order to strengthen the relationship: before, during and after the congress.

- INFORMATION (**WEBSITE**)
- INTERACTION (**SOCIAL NETWORKS**)
- PERSONAL AREA (**APP**)
- PROMOTION (**MKT & COMM ACTIVITIES**)

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SPONSORSHIP OPPORTUNITIES

Sponsors can be an active part of the organization, creating tailor made messages to strike the target. We have studied new tools in order to offer different Marketing activities, to communicate and promote our congress in close relation with our Sponsors requirements.

DIGITAL

- **USB key**

Branding the USB keys offers the Sponsor lots of visibility. The USB key is distributed from the sponsor's booth space and it can contain various kind of files (documents, images, presentations, mp3). Moreover this tool can be used after the congress and allows the Brand to extend its awareness in the course of time.

- **App**

Branding the official App is the best way to get in touch with the attendees and will be "in their hands" during the congress. The APP will be an interactive tool which offers the participants, Kols and Industry the possibility to: check the scientific program, schedule their own agenda of the congress, find a booth space, book an appointment with key opinion leaders, get in touch with the congress participants, download abstracts, download the speakers presentations live, interact with the speakers during their talks, reply to questionnaires, vote.

N.B. The contents of the App will be uploaded onto the SIO website, from where society members and participants can download them.

- **SIO TV**

SIO is a special TV channel dedicated to the congress and will be turned on all day in the exhibition area. The TV will give out news regarding the congress, announce activities, talk about the hottest topics and transmit the interviews with participants and Kols, with the aim to interact with all the congress players. This sponsorship proposal gives a lot of visibility. The sponsor will have the possibility to put their logo, sliding banner and/or video on the TV.

- **WI-FI**

The official wi-fi of the congress can be supported by the industry and the landing page will indicate the sponsor logo

- **E-Posters**

The sponsor will have the opportunity to place its logo on the totem of the e-poster in the dedicated area

- **QR code**

Creating a QR code of the Company website is a benefit both for the Sponsor and for the attendee. You can create a QR code of any internet page and URL address, so that you can communicate ads, events, photos, the conference program, coupons, menu and specials.

- **Newsletter**

A dedicated newsletter is a strong tool to introduce the brand, as the communication is delivered directly to the attendees' mail box.

Sponsorship of the official congress newsletters: the sponsor's logo will be visible on all the newsletters, the dispatch schedule usually starts six months before the event and continues after it finishes.

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- **TV CC Adv. & Digital Signage**

Sponsors can use the TV CC system, as an advertising tool to spread promotional video communication (breaks) or the brand logo slide show.

- **Sponsored Tutorial Appetizer**

Branding short lectures or teaser messages (for example, “appetizer section sponsored by”, which can be used also as an educational opportunity and broadcasted on the APP before the event) allows the Sponsor to display the brand and related information in advance.

- **Video on the congress website**

The website is the digital space that contains all the material about the congress and it is an important window for the Sponsors. The Company can combine logo, video and other images of its business and include music and voiceovers to offer clear and concise information. The benefit in terms of visibility is that the website is one of the most clicked too before, during and after the event.

- **Cyber Area**

Branding the network cyber area allows the Sponsor to be present with its logo on the multimedia tools, signage and eventual complementary Wi-Fi accesses.

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Please find below the rating of the digital tools, with a score from 1 to 5.

	Contact Time	Quality of Contact	Number of contact	Brand Visibility	Scientific Value	Average
USB Key	5	3	4	5	5	4.4
App	4	3	4	3	5	3.8
SIO TV	5	3	4	5	5	4.4
WIFI	4	3	4	3	4	3.6
e-Posters	3	3	4	4	4	3.6
QR Code	3	3	4	4	3	3.4
Newsletter	1	3	5	4	5	3.6
TV CC Adv. & Segnaletica Digitale	3	1	4	4	1	2.6
Tutorial Appetizer	1	3	5	5	5	4.4
Video on the congress website	4	1	4	4	4	3.2
Cyber area	3	3	4	4	4	3.6

*The above rating is the outcome of a study commissioned by MCA ad carried out by a group of top experts in the field.

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Traditional

- **Symposium**

Luncheon: commercial symposium during the lunch hour of the congress.

Parallel: satellite symposium in parallel with the main sessions.

Exclusive: with no other symposium at the same time.

- **Booth**

Booth spaces are available in various sizes.

- **ADV Page**

A dedicated page on the scientific program, important reference point during the congress. The ADV page has different prices depending on the position in the program: internal page, internal cover page, back cover.

- **Exclusive Signage**

Sponsor's logo on all congress signage.

- **Lanyards**

Conference lanyards branded with the Sponsor's logo.

- **Hand outs**

The flyer is given out by hand to the participant (not in the congress bag), promoting the Sponsor's business and increasing the brand awareness.

- **Notepads and Pens**

Notepads and pens branded with the Sponsor's logo to be put into the congress bags.

- **Congress Bags**

Conference bags branded with the Sponsor's logo.

- **Congress Bag inserts**

They can be general flyers or other kinds of communication and gadgets.

- **Coffee Break, Lunch, Welcome cocktail**

The area of the coffee break/lunch/cocktail will be branded with the sponsor's logo.

- **Hospitality Suite**

A reserved area hospitality suite at the venue.

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Please find below the rating of the traditional tools, with a score from 1 to 5.

	Contact Time	Quality of Contact	Number of contact	Brand Visibility	Scientific Value	Average
ADV page	3	2	4	5	1	3
Exclusive signage	3	1	4	3	1	2.4
Lanyards	4	1	4	5	1	3
Hand outs	1	2	4	4	1	2.6
Notepads & pens	5	1	4	5	1	3.2
Congress bags	5	1	4	5	1	3.2
Congress Bag inserts	1	2	4	3	2	2.4
Luncheon Symposium	2	4	4	3	5	3.6
Parallel Symposium	2	4	3	3	5	3.4
Exclusive Symposium	2	4	4	4	5	3.8
Coffee Break	2	1	4	3	1	2.2
Lunches	2	1	4	3	1	2.2
Welcome Cocktail	1	1	4	4	1	2.2
Booth	3	5	3	4	2	3.4
Sponsored Lecture	1	5	2	2	4	2.8
Hospitality Suite	2	5	1	1	5	2.8

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PRICE LIST

DESCRIPTION	PRICES IN EURO	NOTES
DIGITAL SPONSORSHIP PROPOSALS		
USB key	10,000	Production costs not included
App (mono sponsor)	15,000	Only 1 sponsor
App (shared sponsorship)	7,000	Max. 3 sponsors
QR Code	2,000	--
Dedicated Newsletter	5,000	--
Official congress Newsletters	8,000	--
TV CC Adv. & Digital Signage	8,000	--
Tutorial Appetizer	4,000	--
Video on the website	2,500	the price includes only the space on the website
Cyber area	10,000	--
TRADITIONAL SPONSORSHIP PROPOSALS		
ADV page	3,500 4,000 4,500	internal page internal cover page back cover
Exclusive signage	15,000	--
Lanyards	8,000	Production costs not included
Hand outs	3,500	--
Notepads and pens	3,000	Production costs not included
Congress bags	5,000	Production costs not included
Congress bag inserts	3,000	--
Luncheon Symposium	32,000	Lunch boxes included - max 250 people
Satellite Symposium	25,000	
Exclusive Symposium	TBD	Plenary hall
Welcome Cocktail	TBD	
Booth, 3x2 sq m	9,000	Booth spaces are sold empty
Sponsored Lecture	10,000	--
Hospitality Suite	TBD	--
Support Technical Services	6,000	--
Contribution to the congress	6,000	--
NEW SPONSORSHIP PROPOSALS		
SIO TV	20,000	20,000 exclusive / 5,000 shared sponsorship
Totem e-Posters	15,000	
Official WIFI	5,000	

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FOR SPONSORSHIP ENQUIRIES

Please contact:

Elena Gasan

Email: gasan@mcascientificevents.eu

Tel: +39 02 34934404

