Interactive course
on
3D Ultrasound in Gynecology
Established and innovative imaging technologies in daily clinical practice

The congress
Following the success of the national SIEOG Training Course on Gynecological Ultrasound which was held in Milan in January 2013, the same promoters have decided to organize the “Interactive course on 3D Ultrasound in Gynecology: Established and innovative imaging technologies in daily clinical practice”. The aim of the course is to focus on the role of 3D-Ultrasound in the management of common gynecological conditions observed in daily clinical practice. Emphasis will be on short presentations on established and innovative imaging technologies and appropriate analysis of 3D acquired volumes. Off-line re-analysis and clinical sessions will encourage the course’s attendants to gain confidence with acquired volumes of different gynecological conditions and how to manage the patient based on clinical setting and the obtained confident images.

Topics

- Benign uterine lesions
- Infertility
- Endometriosis
- Ovarian masses
- Oncology
- Urogynecology
Target Audience

The conference target is mainly gynecologists, obstetricians, neonatologists, perinatologists and radiology technicians.

Educational opportunities

The introduction of the 3D techniques opened new perspectives, allowing to reconstruct and visualize ultrasound volumes acquired with "off-line & second-opinion analysis". The recent scientific studies have provided uniformity of terminology, improved definition, diagnostic and prognostic classification and greater appropriateness of counseling in benign gynecology and oncology pathologies to obtain reliable, accurate and comprehensive information.

Opportunities for Participants

Objectives of the course:

- To train the participants on ultrasound in gynecology in order to gain confidence with the equipment
- To update the scientific knowledge on 3D Ultrasound techniques

Opportunities for Sponsors

The sponsor will provide the machinery and equipment for the workshops and data acquisition and will be an active part of the teaching process in order to demonstrate the full potential of the equipment.
Course Directors

Dr. Luisa Di Luzio
Freelance Professional for Ultrasound Level II in Gynecology and Obstetrics of A.O. Niguarda Ca ’Granda Hospital (Milan). Graduated in Medicine and Surgery, specialized in Gynecology and Obstetrics at the University of Bologna and PhD in research on ”Science of prenatal development, diagnosis and fetal therapy” at the University of Milan.

Dr. Dorella Franchi
Vice Senior Director of the Preventive Gynecology Unit of the European Institute of Oncology, Milan, Italy. She has a degree in Gynecology and Obstetrics and specialization at the Hospital S. Gerardo Monza and received her PhD at the IEO, European Institute of Oncology (Milan).

Dr. Francesco P.G. Leone
In charge of the Gynecology Ultrasound and Endoscopy services, Department of Obstetrics and Gynecology Sacco Hospital, Milan. Graduated in Medicine and Surgery at the Catholic University of “Sacro Cuore” in Rome. Specialized in Gynecology and Obstetrics at the San Paolo Hospital, University of Milan.
With the endorsement of ISUOG and SIEOG

**ISUOG** *International Society of Ultrasound in Obstetrics and Gynecology* is a professional membership association and charity that aims to improve women’s healthcare services through the provision and broad dissemination of the highest quality education and research information around ultrasound in obstetrics and gynecology.

The **S.I.E.O.G.** *Italian Society of Ultrasound Obstetrics and Gynecology* is a cultural, scientific, educational, and training Society. It represents the ultrasound and all other biophysical methods applied to the Gynecology and Obstetrics. The Company aims to increase the use of ultrasonography in Obstetrics and Gynecology; to stimulate the study of medicine and biology; to promote and encourage the teaching, training and research in the specific field.

**Congress venue**

The Conference Center is located in the seventeenth-century building “Palazzo Confalonieri” in the center of Milan. It is walking distance to the famous theater “La Scala”, cathedral “Duomo”, fashion streets and the Stock Exchange.

For those travelling by public transportation, the location is 200 meters from the “Montenapoleone” stop of the Milan underground, while it’s just a five-minute walk from the “Duomo” stop of line ‘1’ and line ‘3’.

The venue is known as the Congress Centre of the Cariplo Foundation.

**Ground floor**
First and Second Floor

Participants Registrations:

Our aim is to ensure a large and interactive audience. In order to achieve this goal the congress website has a dedicated registration page for on-line registration. For corporate packages, please contact Margaret Luerti: (luerti@mcscientificevents.eu).

Registration Fees

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<tr>
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<td>€ 450,00</td>
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<tr>
<td>Resident and Fellow **</td>
<td>€ 280,00</td>
<td>€ 350,00</td>
</tr>
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<td>Breakfast with professor</td>
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</table>

- UEMS Accreditation for International participants
- CME accreditation for National participants
- Certificate of attendance will be available for download on-line after the end of the congress
**Previous Edition and Forecast 2014**

**SIEOG 2013**

Number of participants: 350  
Sponsor: 19

**Participants 2013**

- Gynecologists and Obstetricians
- General medicine
- Nurses and Operators in the medical field
- Radiology Technicians

**Editions 2014**

Number of participants: 400  
Sponsor: 23

**Forecast 2014**

- Gynecologists and Obstetricians
- General medicine
- Nurses and Operators in the Medical Field
- Radiology Technicians
Customer Satisfaction Analysis 2013

National Courses SIEOG Training in Gynecologic Ultrasound
Sponsors: 19
Number of participants: 350
Number of participants with credits: 213

<table>
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<th>Quite Relevant</th>
<th>Relevant</th>
<th>Very relevant</th>
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<tbody>
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<td>UTILITY</td>
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Source: Questionnaire ECM - Courses National SIEOG Training in Gynecologic Ultrasound - January 2013

Congress Visibility

Promotional activities are the main tools used by MCA Scientific Events to spread the news of the congress around the scientific world.
The Communication Plan will be scheduled according to the following steps:

- Mailing list - we will send our event newsletter to more than 40,000 mailing contacts around the world in ob/gyn field
- Scientific Societies - we will get in contact with more than 500 sister societies supporting the congress among their members
- Related Congresses - we will plan cross promotion activities (web visibility and flyers exchange) months before the event
- Journals - the most important journals in ob/gyn field will publish the congress news and special ADVs
- Official website/Websites - the congress website will contain all the event information and it will be the most clicked tool, that is why we also promote the congress news on informational websites, linking to the official page of the congress
- KOLs / Hospital Departments / Universities and Schools of specialties - we count on reaching about 150,000 professionals in ob/gyn field with our marketing activities in the 18 months before the event
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Platinum Sponsor</td>
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</tr>
<tr>
<td>Gold Sponsor</td>
<td>25,000 Euro</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>20,000 Euro</td>
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</tbody>
</table>
"Platinum Sponsor" 30,000 Euro

- Exhibition space 18 sqm
- Workshop (Standard Audio Video equipment included - simultaneous translation/equipment excluded)
- 4 exhibitor badges
- 5 Free Registrations
- Congress bag insert
- 2 newsletters
- Advertising page in color on the final program

"Gold Sponsor" 25,000 Euro

- Exhibition space 12 sqm
- Workshop (Standard Audio Video equipment included - simultaneous translation/equipment excluded)
- 4 exhibitor badges
- 3 Free Registrations
- 2 newsletters
- Congress bag insert

"Silver Sponsor " 20,000 Euro

- Exhibition space 8 sqm
- Workshop (Standard Audio Video equipment included - simultaneous translation/equipment excluded)
- 3 exhibitor badges
- 3 Full Registrations
- 2 Newsletters
- Congress bag insert

Symposiums/workshops

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<tr>
<td>13th December</td>
<td>15.000  Euro</td>
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</table>
Practical tests and analysis of three-dimensional images

The practical tests and analysis of three-dimensional images will be possible during all three days of the event and will be carried out on different aspects of gynecologic pathologies.

Each session will be sponsored by the Industry and the equipment used during the session will be provided by the sponsor.

The speaker will be chosen by the sponsor and approved by the Scientific Committee.

The participants will see the projection of the keyboard and the screen at all times during the workshop.

Characteristics of the Symposium

- Inserted in the official scientific program
- Topics and Speakers will be approved by the Scientific Committee
- Maximum duration: 30 minutes

The price includes:
1 insert in the congress bag
2 newsletters to be sent out by MCA Events from its database
3 full registrations
room rental
Standard AV equipment included- simultaneous translation/equipment excluded

Symposium dedicated to the analysis of 3D images
Maximum number of participants. 20 - duration 1:30 h
EUR 7,500.00 for each Workshop

Interactive Workshop for the elaboration of the technical principles for volume acquisition on various gynecological topics with the aim to increase skills and confidence in the methods used

- Tips & tricks for the volume acquisition
- Tips & tricks for the analysis of volumes

Participants must bring their own PC
SPONSOR OPPORTUNITIES

**BOOTH SPACE (2 x 2)**  € 5.000
Booth spaces are sold empty (electricity, furniture, table and chairs or any other items are NOT included in the price).

**INSERT IN THE CONGRESS BAGS**  € 2.500

**ADV PAGE**

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2\textsuperscript{nd} or 3\textsuperscript{rd} cover page</td>
<td>€ 3.000</td>
</tr>
<tr>
<td>Back cover page</td>
<td>€ 4.000</td>
</tr>
<tr>
<td>Inside page</td>
<td>€ 2.000</td>
</tr>
</tbody>
</table>

**Exclusive Signage**  € 3.000
Sponsor’s logo on all congress material at the venue

**KIT CONGRESS**  € 3.000
Congress bags, block notes and pens branded with the Sponsor’s logo

**Lanyards**  € 3.000

**COFFEE BREAK & LUNCH**  TBD
TRADITIONAL

• 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: cover, back cover or internal page.

• Exclusive signage
Creating a QR code of the Company website is a benefit both for the Sponsor and for the attendees. 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.

• 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 & Pens*
Notepads and pens branded with the Sponsor’s logo.

• Congress bag*
Conference bags branded with the Sponsor’s logo.

• Congress bag inserts *
They can be general flyers or other kinds of communication and gadgets.

• Symposium
Luncheon: commercial symposium during the lunch hour of the congress. Parallel: satellite symposium in parallel with the main event. Exclusive: with no other symposium at the same time.

• Coffee Break, Lunch, Welcome cocktail
The area of the coffee break/lunch/cocktail will be branded with the sponsor logo.

• Booth
Booth spaces are available in various sizes.

• Speakers Corner
Branding in the area dedicated to the meeting between speakers and individual participants.

• Challenge the speaker
Branding the area dedicated to a discussion on topics proposed by the audience.

• Hospitality Suite
A reserved area hospitality suite at the venue
DIGITAL

• USB key
Branding a USB key offers the possibility to spread in a direct way the information about the Company. The USB key is distributed from the sponsor’s booth space, it can contain various kinds 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 serve as a guide for the whole event information (floor plan, timetable, abstract sessions etc.) and the Sponsor’s official logo on the different section or dedicated landing pages will guarantee visibility.

• 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. (sent out just once)
Sponsorship of the official congress newsletters: the sponsor logo will be visible on all the newsletters, despatch schedule usually starts six months before the event and continues after it, sending thank-you messages and updates.

• TV CC Adv. & Digital Signage
Sponsors can use the TV CC system, where required, 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 tools and it lasts from months before and after the congress.

• 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
<table>
<thead>
<tr>
<th>DIGITAL SPONSORSHIP PROPOSALS</th>
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<tbody>
<tr>
<td><strong>USB Key</strong></td>
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<td><strong>Tutorial Appetizer</strong></td>
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<td><strong>Video on the website</strong></td>
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<table>
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<tr>
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<td><strong>4.000</strong></td>
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<tr>
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<tr>
<td><strong>Congress bag inserts</strong></td>
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<tr>
<td><strong>Luncheon Symposium</strong></td>
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<tr>
<td><strong>Parallel Symposium</strong></td>
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<tr>
<td><strong>Workshop Symposium</strong></td>
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<tr>
<td><strong>Coffee Break</strong></td>
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<tr>
<td><strong>Lunches</strong></td>
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<td><strong>Welcome cocktail</strong></td>
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<tr>
<td><strong>Booth space 2 x 2</strong></td>
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<tr>
<td><strong>Sponsor Suite</strong></td>
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* Cost of production, not included in the price