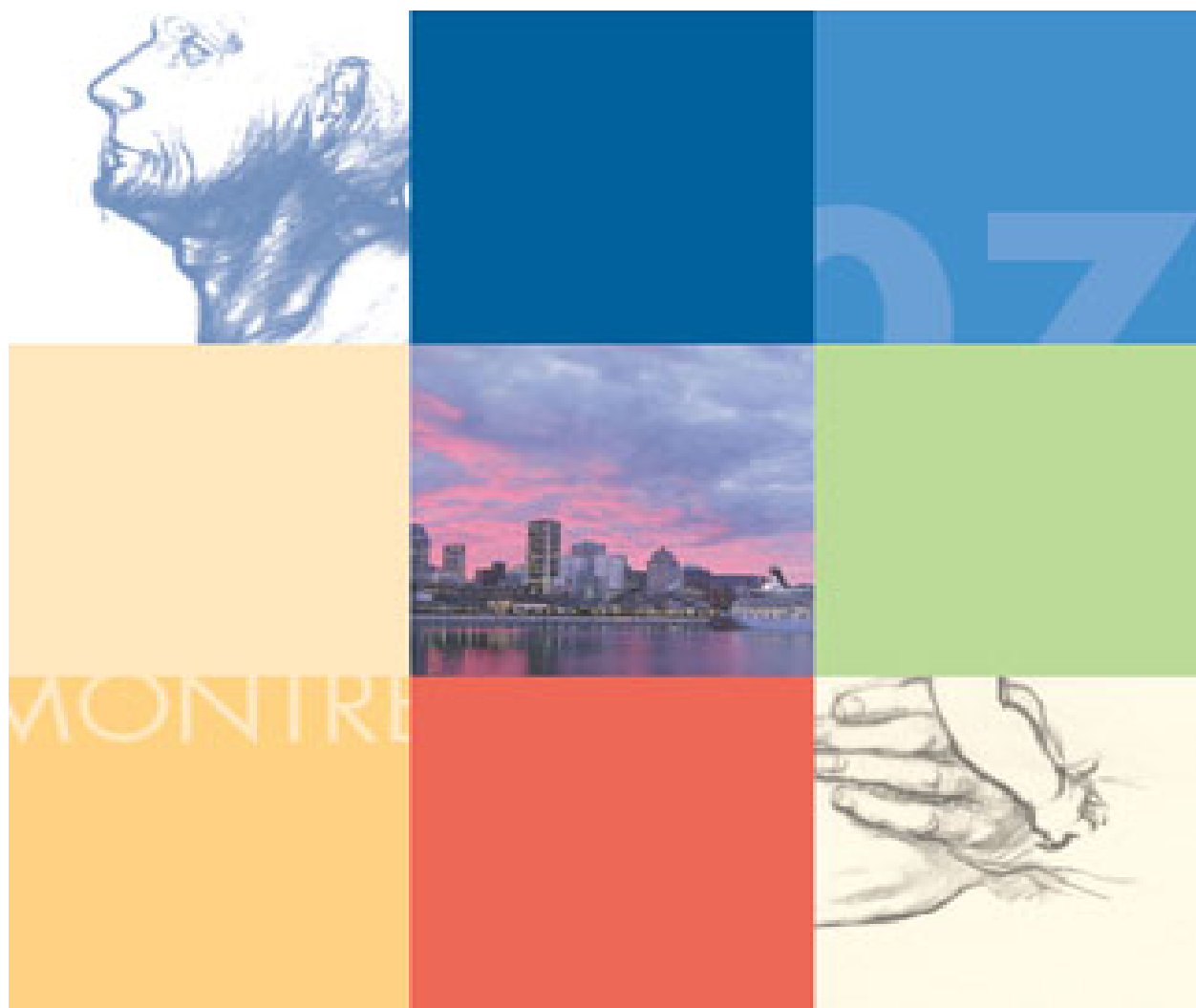




2nd CSSAM / ISSAM NORTH AMERICAN CONGRESS ON  
**THE AGING MALE**  
MONTREAL, QC, CANADA, FEBRUARY 8-10, 2007



*Invitation to Industry  
Sponsorship and Exhibition Prospectus*

[www.kenes.com/aging](http://www.kenes.com/aging)

# CONTENTS

Letter of Invitation	2
Committees	3
Our Mission	4
Previous Congress Statistics and Demographics	5
Preliminary List of Topics	6
Preliminary Suggested Timetable	7
General Information	8
Registration Fees and Social Events	9
Information for Sponsors and Exhibitors	10
List of Sponsorship Items	11
Sponsorship Booking Form	15
Exhibition	16
Exhibition Floor Plan	18
Exhibition Booking Form and Contract	19
Terms & Conditions	20
Group Registration & Housing Information	21
Dates to Remember	22

## LETTER OF INVITATION

*Greetings,*

The CSSAM in association with the ISSAM is pleased to welcome you to the 2<sup>nd</sup> North American Congress on The Aging Male being held at the Hilton Montreal Bonaventure, Montreal, QC, Canada.

The changes that men undergo as they age are only now beginning to be recognized. An increasing understanding of changes of metabolism, endocrine factors, mood and cognition, genito-urinary function, cardiovascular disease, sexual function, and other bodily systems, has led to more research and to therapeutic intervention. Study of the Aging Male is a new discipline. Our Congress will bring together a roster of international experts from multidisciplinary backgrounds.

This Congress is intended for all practitioners with an interest in the aging male, particularly clinicians and researchers from the area of urology, psychiatry, geriatrics, endocrinology, gynecology and general practice.

Montreal is a vibrant multi-cultural metropolis boasting a unique blend of European and North American influences, and a lively mix of French and Anglo-Saxon cultures, with plenty of opportunities to wine, dine, and shop.

The success of a congress depends very much on the support from companies such as yours. We hope that your company will help us in our organizational efforts, and will consider some of the enclosed sponsorship opportunities. Of course, other options are available, and we are open to any suggestions that you may have; at the same time, this would be an excellent opportunity for your company to gain broad exposure amongst the international participants of the congress.

Sincerely,

**Jerzy Gajewski**  
Chairman of the  
Organizing Committee

**Irwin Kuzmarov**  
President of CSSAM

**Bruno Lunenfeld**  
President of ISSAM

## COMMITTEES

### CONGRESS CHAIRMAN

**Jerzy Gajewski**, Halifax, NS, Canada

### CONGRESS VICE-CHAIRMAN

**Jack Barkin**, Toronto, Canada

### PRESIDENT OF CSSAM

**Irwin Kuzmarov**, Montreal, QC, Canada

### PRESIDENT OF ISSAM

**Bruno Lunenfeld**, Tel Aviv, Israel

### CSSAM MEMBERS

- **Barry Rich**, Vancouver, BC, Canada
- **David Greenberg**, Toronto, ON, Canada
- **Jay Lee**, Calgary, AB, Canada

### ISSAM MEMBERS

- **Alvaro Morales**, Kingston, ON, Canada
- **John E. Morley**, St. Louis, USA
- **Jacques Buvat**, Lille, France
- **Marc Ganem**, Paris, France

### SCIENTIFIC COMMITTEE

Chairman: **Gerry Brock**, London, ON

- **Jerald Bain**, Toronto, ON
- **Pierre Alarie**, Montreal, QC
- **Serge Carrier**, Montreal, QC

### LOCAL ORGANIZING COMMITTEE

Chairman: **François Benard**, Montreal, QC

- **Richard Bebb**, Vancouver, BC
- **Peter Pommerville**, Victoria, BC
- **Helene Dugre**, Montreal, QC
- **Christine Folia**, Burlington, ON
- **Ulrich Schulz**, (administrator, CSSAM), Toronto, ON

### ENDORSEMENTS

President, ISSM

**Ira Sharlip**, San Francisco, USA

**International Society for Sexual Medicine**

## OUR MISSION

### **Mission Statement: Canadian Society for the Study of the Aging Male**

“The Canadian Society for the Study of the Aging Male is an association of physicians and allied health care professionals working together for the promotion of research, education and increased awareness about the medical, sociological, psychological and physical changes in aging men. The Society’s aim is to disseminate information on the andropause and all other conditions that impact on the health of the male as he ages. To achieve this goal, the Society promotes workshops, lectures and publications, and encourages and supports relevant research endeavors.”

The Canadian Society for the Study of the Aging Male (CSSAM) was originally established as the Canadian Andropause Society in 1998. As a consequence of the growing need to include the multi-faceted changes facing aging men, the Society broadened its mandate in 2003 and created a new name (in keeping with ISSAM to reflect those changes).

### **Mission Statement: International Society for the Study of the Aging Male**

“The International Society for the Study of the Aging Male (ISSAM) was formed and incorporated in the United Kingdom in 1997 with the objective of promoting research, study and education on all matters relating to men's health after the age of 30.”

The Societies aim is to encourage physicians and other health-care professionals to understand male illness in the context of the aging process as a whole and to adopt a multi-disciplinary approach to caring for male patients. More specifically, the Societies set out to promote the concept of healthy aging. This year ISSAM & CSSAM have teamed together to present a North American Congress on the Aging Male.

Attention to various aspects of male health is growing worldwide. Aging Male Congresses have been held in various international centers over the last few years. Now, for the first time, experts from around the world will be gathering at a North American site to further the aim of expanding knowledge about the aging man.

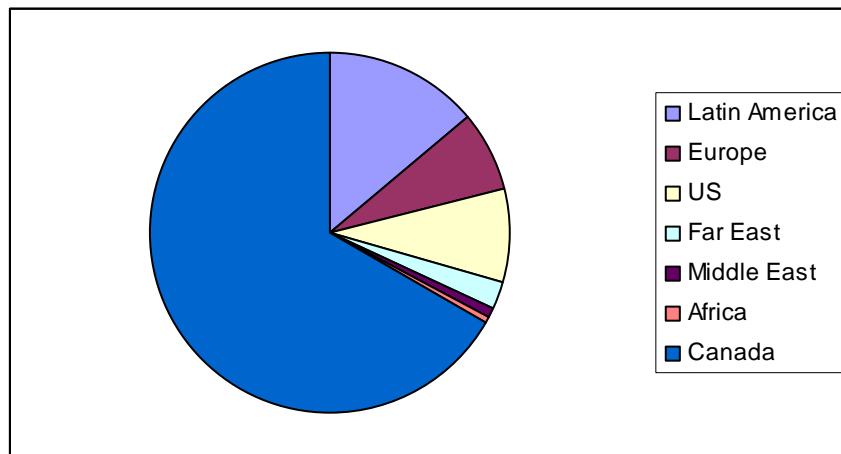
## PREVIOUS CONGRESS STATISTICS AND DEMOGRAPHICS

Year	Congress	Venue	No. of Registered Delegates
2005	1 <sup>st</sup>	Vancouver	400

### Profile of Attendees:

Delegates will consist of urologists, gerontologists, endocrinologists, diabetologists, aderologists, sexologists, psychiatrists, gynecologists, general practitioners and various sub- specialties of internal medicine.

### Demographics of Past Attendees:



## PRELIMINARY LIST OF TOPICS

### AN INTERNATIONAL PERSPECTIVE ON THE AGING MALE

- Epidemiology of Aging: An International perspective
- The Aging Male in the developing world
- What Aging in the Western World means in 2007
- Demographic aspects of Aging
- Economics of Aging

### DIAGNOSIS AND SCREENING FOR ENDOCRINE DEFICIENCIES IN THE AGING MALE

- Endocrinology of the Aging Male
- Metabolic Syndromes
- Controversies on therapeutic & preventive strategies
- Hormone therapy for the Aging Male
- Hormone levels in Aging Males (techniques and pitfalls)
- Testosterone therapy in late-onset Hypogonadism (Diagnosis, treatment and monitoring). Present and future trends
- Aging on the molecular level and in animal experiments

### SEX AND AGING

- Sexuality, sexual dysfunction and erectile dysfunction
- The role of testosterone in male sexual function
- Correlation between functional deficiencies and specific hormone blood levels in the Aging Male
- Pros and cons of androgen therapy
- Selective androgen receptor modulators
- Growth hormone and growth factors in the Aging Male
- Safety of hormone therapy
- Body composition and Aging

### DISEASES RELATED TO AGING AND HORMONAL DEFICIENCIES

- Diabetes and Aging
- Cardio-Vascular disease in the Aging Male, including lipid profiles and other risk factors
- The Aging brain
- Cognitive function in the Aging Male, mood disturbances and depression
- Frailty (Osteoporosis, balance, muscle mass and skeleton) in the Aging Male
- Uro-genital problems and prostate cancer in the Aging Male
- Incontinence
- Obesity
- Benign prostate hypertrophy
- Prostate cancer

### NONMEDICAL APPROACHES TO MALE HEALTH AND AGING

- Nutrition, nutraceuticals, minerals, vitamins, antioxidants and food additives
- Physical activity, physical fitness and nutrition in the Aging Male
- Sensory functions (Vision and hearing) Health issues: Diet, smoking, lifestyle, gender differences, social and economic factors and cultural differences in the Aging Male
- Life styles (smoking, alcohol, psycho social behavior and cultural differences in the Aging Male)

### MEDICAL AND NONMEDICAL MANAGEMENT OF ERECTILE DYSFUNCTION IN THE AGING MALE

# PRELIMINARY SUGGESTED TIMETABLE

(SUBJECT TO CHANGE)

Thursday, February 8, 2007		Friday, February 9, 2007		Saturday, February 10, 2007	
07:00 - 08:00 Meet the Expert		07:00 - 08:00 Meet the Expert		07:00 - 08:00 Meet the Expert	
08:00 - 10:00 Plenary Session		08:00 - 10:00 Plenary Session		08:00 - 10:00 Plenary Session	
<b>10:00 - 10:30</b> Health Break, Exhibition and Poster Visit					
10:30 - 11:00 Plenary Lecture		10:30 - 11:00 Plenary Lecture		10:30 - 11:00 Plenary Lecture	
11:00-12:30 Free Communications	11:00-12:30 Free Communications	11:00-12:30 Free Communications	11:00-12:30 Free Communications	11:00-12:30 Free Communications	11:00-12:30 Session
<b>12:30 - 14:00</b> Lunch Break, Exhibition and Poster Visit					
14:00 - 15:30 Industry Plenary Session		14:00 - 15:30 Industry Plenary Session		14:00 - 15:30 Industry Parallel Session	14:00 - 15:30 Industry Parallel Session
<b>15:30 - 16:00</b> Health Break, Exhibition and Poster Visit					
16:00 - 17:30 Industry Plenary Session		16:00 - 17:30 Industry Parallel Session	16:00 - 17:30 Industry Parallel Session	16:00 - 17:30 Session	
		17:30 - 18:15 Industry Session		17:30 - 18:30 Moderated Session 1	17:30 - 18:30 Moderated Session 2
18:30 Welcome Reception		20:30 Fun Night			

## GENERAL INFORMATION

### Venue

Hilton Montreal Bonaventure  
900 de la Gauchetiere W.  
Montreal, QC H5A 1E4  
Canada  
Tel: +1 514 878 2332  
Fax: +1 514 878 3881

### Language

The official language of the Congress will be English.

### Personal Insurance

We recommend that all participants take out personal travel and health insurance for their trip.

### Congress Organizers

2<sup>nd</sup> ISSAM/CSSAM North American Congress on the Aging Male  
c/o Kenes International  
17, rue du Cendrier  
P.O. Box 1726  
CH-1211 Geneva 1  
Switzerland  
Tel : +41 22 908 04 88  
Fax : +41 22 732 2850  
E-mail : [aging@kenes.com](mailto:aging@kenes.com)  
Website: [www.kenes.com/aging](http://www.kenes.com/aging)

### Sponsorship and Exhibition Sales Contact

2<sup>nd</sup> ISSAM/CSSAM North American Congress on the Aging Male

#### **Audrey Alloul**

Kenes International  
17, rue du Cendrier  
P.O. Box 1726  
CH-1211 Geneva 1  
Switzerland  
Tel: +41 22 908 0488 ext. 541  
Fax: +41 22 732 2850  
E-mail: [aalloul@kenes.com](mailto:aalloul@kenes.com)

### Accommodation and Tours

Kenes International will be offering specially reduced prices for accommodation. Further details will be available on the congress website, which will be updated regularly.

### Hotel Accommodation for Groups

Kenes International  
17, rue du Cendrier  
P.O. Box 1726  
CH-1211 Geneva 1  
Switzerland  
Tel: +41 22 908 0488  
Fax: +41 22 732 2850

## REGISTRATION FEES AND SOCIAL EVENTS

On-line registration will be available shortly via the website: [www.kenes.com/aging](http://www.kenes.com/aging)  
All registration fees are quoted CAD Dollars.

	<b>Until Oct. 2, 2006</b>	<b>From Oct. 3, 2006 Until Jan 18, 2007</b>	<b>From Jan 19, 2007 and Onsite</b>
CSSAM/ISSAM Members	CAD \$ 375	CAD \$ 425	CAD \$ 475
Participants (CSSAM/ISSAM non-members	CAD \$ 525	CAD \$ 575	CAD \$ 625
Retired / residents* / nurses / students**	CAD \$ 300	CAD \$ 350	CAD \$ 400

\*Refers to non-tenured junior scientists. Registration form must be accompanied by a letter from the head of department confirming their status.

\*\* Registration form must be accompanied by a copy of the student card or by a letter from the institution confirming their status.

Fees for **PARTICIPANTS** include participation in all scientific sessions, printed material of the congress, invitation to the Opening Ceremony and Welcome Reception.

### CANCELLATION POLICY

Refund of registration fees can be made as follows:

Received before October 2, 2006: 100% refund (less CAD 70 handling fees)

Received from October 3, 2006: 50% refund

No refund on cancellations sent after January 2, 2007

## OFFICIAL SOCIAL EVENTS

In order to prevent clashes between industry events and official social functions, please find the provisional dates for the official Social Events.

<b>Date</b>	<b>Time</b>	<b>Event</b>
Thursday, February 8, 2007	6:30 PM	Welcome Reception
Friday, February 9, 2007	8:30 PM	Fun Night

# INFORMATION FOR SPONSORS AND EXHIBITORS

## APPLICATION FOR SPONSORSHIP

Application for sponsorship can be made in writing with the enclosed booking enquiry form to:

2<sup>nd</sup> ISSAM/CSSAM North American Congress on the Aging Male

**Audrey Alloul**

Kenes International

17, rue du Cendrier

PO Box 1726

CH-1211 Geneva

Switzerland

Tel: +41 22 908 0488 ext. 541

Fax: +41 22 732 2850

E-mail: [aalloul@kenes.com](mailto:aalloul@kenes.com)

Once a Booking Form is received a contract will be sent to you for completion. This contract should be signed and returned with a 50% deposit payment to the sponsorship/exhibition office address above. Alternatively an invoice for the deposit can be requested on the Booking Form. Once this has been received a confirmation of sponsorship will be mailed to you with an accompanying invoice.

## TERMS OF PAYMENT

50% with signed contract

50% by November 8, 2006

All payments must be received before the start date of the Congress.

## PAYMENT METHODS

Option 1: Payment by cheque. Please make cheques payable to: Aging Male 2007

Option 2: Payment by Bank Transfer. Please make drafts payable to Aging Male 2007

Bank Account (CAD\$): Credit Suisse Bank Geneva, 1211 Geneva 70, Switzerland, Bank Code 4835, Swift No. CRESCHZZ12A, Account N°: 693980-52-88, IBAN-NR: CH24 0483 5069 3980 5208 8

Bank charges are the responsibility of the payee.

## CANCELLATION POLICY:

Cancellation must be made in writing to:

2<sup>nd</sup> ISSAM/CSSAM North American Congress on the Aging Male

**Audrey Alloul**

Kenes International

Address as above

Tel: +41 22 908 0488 ext. 541

Fax: +41 22 732 2850

E-mail: [aalloul@kenes.com](mailto:aalloul@kenes.com)

The organizers shall retain:

- 10% of the agreed package amount if the cancellation is made on or before June 7, 2006
- 50% of the agreed package amount if the cancellation is made between June 8, 2006 to October 9, 2006
- 100% of the agreed package amount if the cancellation is made after October 9, 2006

## GENERAL CONDITIONS

Terms and Conditions for sponsorship will be included in the sponsorship agreement.

## TERMS AND CONDITIONS

The Term and Conditions of exhibiting are included in this Prospectus. Please note that signature of the Exhibition Booking Form indicates acceptance of these Terms and Conditions.

## LIST OF SPONSORSHIP ITEMS (Prices in CAD)

### PACKAGES & SYMPOSIUM

#### **PLATINUM SPONSORSHIP PACKAGE (limited to two companies)**

**CAD\$100,000**

- ✓ Plenary Satellite Symposium
  - Exclusive sponsorship of an Official Satellite Symposium in a Plenary Hall, up to 90 minutes, program subject to the approval of the Congress Scientific Committee.
  - Includes: hall rental, standard audio/visual equipment, display table
  - Permission to use the phrase: "Official Satellite Symposium of Aging Male"
  - Symposium programs and abstracts will be included in the Final Program (subject to receipt by publishing deadline)
- ✓ Exhibition Space
  - 30 m<sup>2</sup> Exhibition space (additional space can be purchased at a reduced cost of CAD \$350 per square meter)
  - 6 exhibitor registrations
- ✓ Advertisement
  - Inclusion of Sponsor's symposium invitation in the participants' bags (insert to be provided by sponsor)
  - Inclusion of up to three pieces of promotional material distributed in the participants' congress bags
  - Back Page or Inside Front Page Advertisement in the Final Program, based on a first come, first served basis
  - Sponsor's logo with hyperlink on Congress website
- ✓ Registration
  - Ten complimentary Congress registrations
- ✓ Acknowledgement
  - Platinum Sponsors will be acknowledged as such on the Sponsors' Board on-site and in the following publications: Call for Papers, Final Program
- ✓ The right to use the Congress logo (following supplied guidelines) on relevant Congress material, approved by Secretariat
- ✓ A list of participants on labels in advance (one month before the Symposium) and a final list of participants via e-mail (up to two months after the Symposium)
- ✓ Educational grant in support of an Official Plenary Session
  - A Plenary Session is a scientific congress session accepted or invited by the Scientific Committee and supported by a grant from the industry.

#### **GOLD SPONSORSHIP PACKAGE (limited to four companies)**

**CAD\$85,000**

- ✓ Parallel Satellite Symposium
  - Sponsorship of an Official Competing Satellite Symposium in a Parallel Hall, up to 90 minutes, program subject to the approval of the Congress Scientific Committee.
  - Includes: hall rental, standard audio/visual equipment, display table
  - Permission to use the phrase: "Official Satellite Symposium of Aging Male"
  - Symposium programs and abstracts will be included in the Final Program (subject to receipt by publishing deadline)
- ✓ Exhibition Space
  - 18 m<sup>2</sup> Exhibition space (additional space can be purchased at a reduced cost of CAD\$350 per square meter)
  - 4 exhibitor registrations

- ✓ Advertisement
  - Inclusion of Sponsor's symposium invitation in the participants' bags (insert to be provided by sponsor)
  - Inclusion of up to two pieces of promotional material distributed in the participants' congress bags
  - Full Page Color Advertisement in the Final Program
  - Sponsor's logo with hyperlink on Congress website
- ✓ Registration
  - Six complimentary Congress registrations
- ✓ Acknowledgement
  - Gold Sponsors will be acknowledged as such on the Sponsors' Board on-site and in the following publications: Call for Papers, Final Program
- ✓ The right to use the Congress logo (following supplied guidelines) on relevant Congress material, approved by Secretariat.
- ✓ Bookmark of the Final Program

### **SILVER SPONSORSHIP PACKAGE**

**CAD\$55,000**

- ✓ Sponsorship of existing plenary sessions, up to 2 hours, designed by the Congress Scientific Committee. (Check with Sponsorship Office for details)
- ✓ Exhibition Space
  - 12 m<sup>2</sup> Exhibition space (additional space can be purchased at a reduced cost of CAD\$350 per square meter)
  - 3 exhibitor registrations
- ✓ Advertisement
  - Inclusion of one piece of promotional material distributed in the participants' congress bags
  - Half Page Color Advertisement in the Final Program
  - Sponsor's logo with hyperlink on Congress website
- ✓ Registration
  - Six complimentary Congress registrations
- ✓ Acknowledgement
  - Silver Sponsors will be acknowledged as such on the Sponsors' Board on-site and in the following publications: Call for Papers, Final Program
- ✓ The right to use the Congress logo (following supplied guidelines) on relevant Congress material, approved by Secretariat.

### **CONTRIBUTOR PACKAGE**

**CAD\$18,000**

- ✓ Parallel Satellite Symposium
  - Sponsorship of an Official Competing Satellite Symposium in a Parallel Hall, up to 45 minutes, program subject to the approval of the Congress Scientific Committee.
  - Includes: hall rental, standard audio/visual equipment, display table
  - Permission to use the phrase: "Official Satellite Symposium of Aging Male"
- ✓ Exhibition Space
  - 9 m<sup>2</sup> Exhibition space (additional space can be purchased at a reduced cost of CAD\$350 per square meter)
  - 2 exhibitor registrations
- ✓ Advertisement
  - Inclusion of Sponsor's symposium invitation in the participants' bags (insert to be provided by sponsor)
  - Sponsor's logo on Congress website
- ✓ Acknowledgement
  - Sponsors will be acknowledged on the Sponsors' Board on-site and in the following publications: Call for Papers, Final Program
- ✓ The right to use the Congress logo (following supplied guidelines) on relevant Congress material, approved by Secretariat.

## **INDIVIDUAL SPONSORSHIP OPPORTUNITIES**

### **EDUCATIONAL GRANT IN SUPPORT OF OFFICIAL PLENARY SESSION**

**CAD\$15,000**

A Plenary Session is a scientific congress session accepted or invited by the Scientific Committee and supported by a grant from the industry.

- ✓ Sponsor's support will be acknowledged in the Final Program alongside the session information as "Sponsored by"
- ✓ Acknowledgement in the Sponsors' List in the Final Program
- ✓ Acknowledgement on Sponsors' Boards on-site
- ✓ Sponsor's logo on Congress website

### **MEET THE EXPERT BREAKFAST SESSIONS**

**CAD\$6,000 + breakfast catering**

An expert chosen by the sponsoring company, along with the Congress Scientific Committee, discusses a topic to a small audience of participants (up to 100). The sponsor will be responsible for the expert's costs and breakfast catering for the participants.

- ✓ Opportunity to brand the meeting room
- ✓ Inclusion of a Sponsor's invitation in the participants' Congress bag
- ✓ Meet the Expert sessions will be included in the Final Program timetable
- ✓ Sponsor's logo on Congress website
- ✓ Acknowledgement in the Sponsors' List in the Final Program
- ✓ Acknowledgement on Sponsors' Boards on-site

### **MEET THE EXPERT LUNCH SESSIONS**

**CAD\$15,000 + lunch catering**

Sponsor will host the lunches throughout the Congress. Sponsorship of individual lunches is available. The sponsor will be responsible for the expert's costs and lunch catering for the participants.

- ✓ Lunch will be served in boxes/bags that will be printed with the logo of the sponsoring company
- ✓ Sponsor's logo on Congress website
- ✓ Acknowledgement in the Sponsors' List in the Final Program
- ✓ Acknowledgement on Sponsors' Boards on-site

### **CD-ROM**

**CAD\$8,000**

The CD-ROM will contain all of the 2007 Congress Abstracts.

The CD will be distributed to all participants from the Sponsor's exhibition booth. Each participant will receive an exchange voucher.

- ✓ Exclusive advertisement on the back cover of the CD-ROM case
- ✓ Sponsor's logo on Congress website
- ✓ Acknowledgement on Sponsors' Boards on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

### **INTERNET CAFE**

**CAD\$8,000**

There will be one Internet Café equipped with workstations where attendees may check e-mails. Your company's logo will be prominently displayed. Sponsorship includes: workstations, printers, signage, furniture, space, Internet set-up, Internet connection and technical support.

- ✓ Opportunity to display company logo on screen saver
- ✓ Opportunity to display company logo on screen background
- ✓ Opportunity to distribute mouse pads and related promotional gifts from the Internet Café
- ✓ Opportunity to provide your company's letterhead for the Internet Café's printers
- ✓ Sponsor's logo on Congress website
- ✓ Acknowledgement on Sponsors' Boards on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

**POSTER SESSION****CAD\$3,000**

- ✓ Sponsor acknowledgement at the entrance to the poster area
- ✓ Sponsor's logo will be displayed on the poster boards
- ✓ Sponsor's logo on Congress website
- ✓ Acknowledgement on Sponsors' Boards on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

**EDUCATIONAL GRANT FOR BEST ORAL & POSTER PRESENTATIONS****CAD\$5,000**

A non-restricted educational grant will be awarded to the best oral and poster presentations. A representative of the sponsoring company will award the grants. The prize winners will be selected by the Organizing Committee and will be awarded at a Plenary Session. The grants will assist the recipients to continue their research.

- ✓ Sponsor's logo on Congress website
- ✓ Acknowledgement on Sponsors' Boards on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

**ADVERTISING SPONSORSHIP OPPORTUNITIES**

Advertisements are available in the following Congress publications:

Type	Back Page	Inside Front	Inside Back	Inside Page
	CAD\$	CAD\$	CAD\$	CAD\$
Call for Papers	4,500	3,500	3,500	2,000
Final Program	-	-	3,500	2,000
Mini-Program	4,000	-	-	-

**MINI-PROGRAM (Sole Sponsorship)****CAD\$4,000**

Exclusive advertisement on the back cover of this pocket size, useful Symposium overview.

- ✓ Sponsor's logo on Symposium website
- ✓ Acknowledgement on Sponsors' Boards on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

**SPECIAL REQUESTS**

We are aware that sponsorship of any of the above items may not suit your current marketing aims. We are therefore willing to tailor a package to suit your objectives. Please feel free to contact the Geneva Sponsorship Office to discuss your needs.

**ACKNOWLEDGEMENTS**

Please note that all sponsors and exhibitors will be acknowledged in the final program, on acknowledgement boards at the Congress and on the Congress website. Please forward your company logo (in PDF or JPEG 300dpi format) in both black and white and color versions to [aging@kenes.com](mailto:aging@kenes.com)

## SPONSORSHIP BOOKING FORM

Please complete and send to:

**AGING 2007**

**Audrey Alloul**

Kenes International

17, rue du Cendrier

PO Box 1726

CH-1211 Geneva

Switzerland

Tel: +41 22 908 0488 ext. 541

Fax: +41 22 732 2850

Email: [aalloul@kenes.com](mailto:aalloul@kenes.com)

CONTACT NAME: .....

NAME OF COMPANY: .....

ADDRESS: .....

POST/ZIP CODE: \_\_\_\_\_ COUNTRY: .....

TELEPHONE: \_\_\_\_\_ FAX: .....

EMAIL: \_\_\_\_\_ WEBSITE: .....

I would like to book the following Sponsorship Items:

Sponsorship item	Price	✓
Platinum Sponsorship	CAD\$100,000	
Gold Sponsorship	CAD\$85,000	
Silver Sponsorship	CAD\$55,000	
Contributor Package	CAD\$18,000	
Grant in Support of Congress Symposia	CAD\$15,000	
Meet the Expert breakfast session	CAD\$6,000 + breakfast catering	
Meet the Expert lunch session	CAD\$15,000 + lunch catering	
CD-Rom	CAD\$8,000	
Internet Café	CAD\$8,000	
Poster Sessions	CAD\$3,000	
Grant for Best Oral & Poster Presentation	CAD\$5,000	
<b>Advertisement</b>		
Call For Papers (Back Page/Inside Front/Inside Back/Inside Page)	CAD\$4,500/CAD\$3,500/CAD\$3,500/CAD\$2,000	
Final Program (Inside Back/Inside Page)	CAD\$3,500/CAD\$2,000	
Mini Program (Back Page)	CAD\$4,000	
<b>Total Amount (please complete)</b>		

Please call me to discuss our sponsorship package

Please send me a sponsorship contract and first 50% deposit invoice

Signature..... Date .....

## EXHIBITION

The commercial/technical Exhibition will be held at the Hilton Montreal Bonaventure. The floor plan has been designed to maximise exhibitors' exposure to the delegates and all lunch and coffee breaks will be held in the exhibition area.

### PROPOSED DATES: (Subject to Change)

#### Set up times:

Wednesday, February 7, 2007 09:00 - 23:00

#### EXHIBITION OPENING HOURS (Subject to change):

Thursday, February 8, 2007 09:30 - 19:30

Friday, February 9, 2007 09:30 - 17:00

Saturday, February 10, 2007 09:30 - 17:00

#### Dismantling / Breakdown times:

Saturday, February 10, 2007 17:00 - 24:00

### STAND SPACE RENTAL

The price for stand space only is CAD\$400 per square meter. This includes:

- Exhibitors' Technical Manual
- Refreshments and lunch for registered exhibitors
- Exhibitors' badges
- 100 word company / product profile in the Final Program
- Cleaning of public areas and gangways
- Invitation to Welcome Reception for registered exhibitors

### SHELL SCHEME RENTAL

The price is CAD\$450 per square meter. This includes:

- Exhibitors' Technical Manual
- Refreshments and lunch for registered exhibitors
- Exhibitors' badges
- Shell scheme frame
- Fascia panel with standard lettering
- 100 word company / product profile in the Final Program
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

Please note that stand space / shell scheme rental does not include any furniture or stand cleaning. All these services and others will be available to order in the Exhibitors' Technical Manual.

### ALLOCATION OF EXHIBITION SPACE

Space Allocation will be made on a "first-come-first-served" basis. Platinum and gold sponsors will have priority. A completed Booking Form and Contract should be faxed / e-mailed to ensure reservation of a desired location. Upon receipt of the Booking Form and Contract, space will be confirmed and an invoice will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received.

## **EXHIBITOR REGISTRATION**

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 9 square metres booked and one additional badge for each 9 sqm thereafter. Any additional exhibitors will be charged an exhibitor registration fee of *CAD\$160*. An exhibitor registration form will be included in the Exhibitors' Technical Manual.

## **EXHIBITORS' TECHNICAL MANUAL**

An Exhibitors' Technical Manual outlining all technical aspects of exhibiting will be circulated 3 months before the Congress. It will include the following

- Technical details about the Venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

## **SITE INSPECTIONS**

Exhibitors and sponsors are free to visit the congress venue at their convenience. Please contact the venue directly to arrange this.

Contact Name: Roxane Sigouin

Tel: +514-878-2914

E-mail: Roxane\_Sigouin@hilton.com

## **EXHIBITOR PROFILE**

A 100-word Exhibitor Company/Product profile will be published in the list of exhibitors in the official program and must be submitted electronically by e-mail to [skrein@kenes.com](mailto:skrein@kenes.com).

## **PAYMENT METHODS**

As detailed previously in the Sponsorship section.

## **CANCELLATION POLICY**

Cancellation must be made in writing to:

2<sup>nd</sup> ISSAM/CSSAM North American Congress on the Aging Male

**c/o Audrey Alloul**

Kenes International

17, rue du Cendrier

PO Box 1726

CH-1211 Geneva

Switzerland

Tel: +41 22 908 0488 ext. 541

Fax: +41 22 732 2850

E-mail: aalloul@kenes.com

The organizers shall retain:

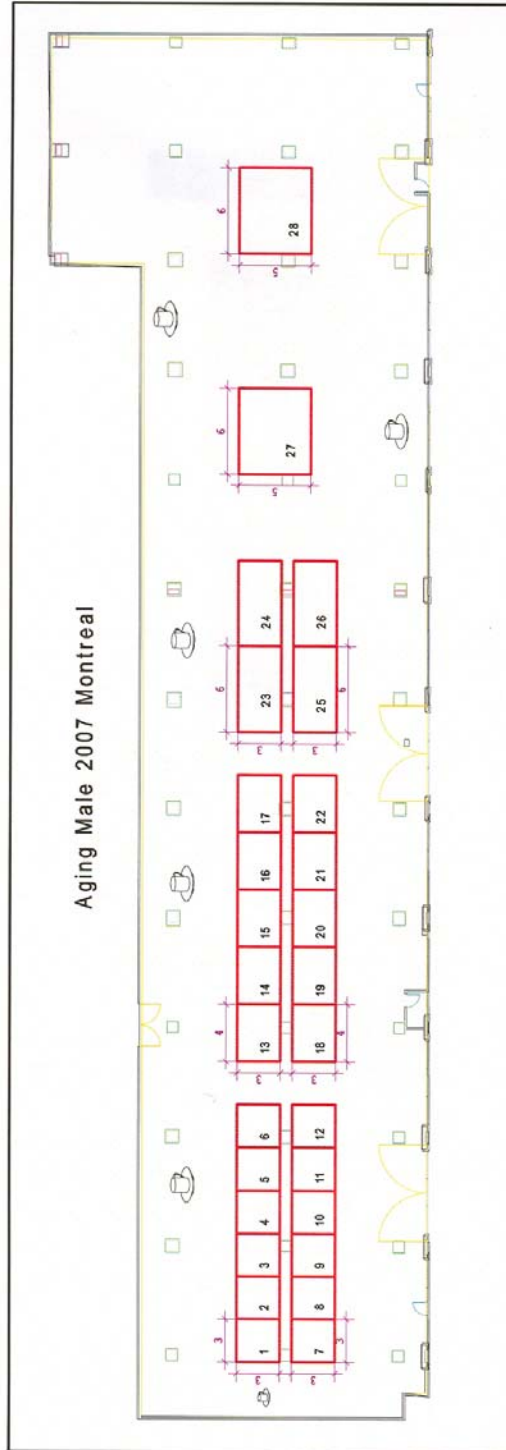
- 10% of the agreed package amount if the cancellation is made on or before June 7, 2006
- 50% of the agreed package amount if the cancellation is made between June 8, 2006 to October 9, 2006
- 100% of the agreed package amount if the cancellation is made after October 9, 2006

## **TERMS AND CONDITIONS**

The Terms and Conditions of exhibiting are included in this prospectus. Please note that signature of the exhibition contract indicates acceptance of these Terms and Conditions.

# MAP - FLOOR PLAN

Please visit the website for continuous updates on booth availability: [www.kenes.com/aging](http://www.kenes.com/aging)



# EXHIBITION BOOKING FORM AND CONTRACT

---

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information.

Please complete and send to:

**AGING 2007**

**Audrey Alloul**

Kenes International

17, rue du Cendrier

PO Box 1726

CH-1211 Geneva

Switzerland

Tel: +41 22 908 0488 ext. 541

Fax: +41 22 732 2850

Email: [aalloul@kenes.com](mailto:aalloul@kenes.com)

CONTACT NAME: .....

NAME OF COMPANY: .....

ADDRESS: .....

POST/ZIP CODE: \_\_\_\_\_ COUNTRY: .....

TELEPHONE: \_\_\_\_\_ FAX: .....

EMAIL: \_\_\_\_\_ WEBSITE: .....

WE HEREBY APPLY TO BOOK EXHIBITION FLOOR/SHELL SCHEME SPACE, THE COST OF WHICH IS CAD\$400/CAD\$450 PER SQUARE METRE

Choice	Stand No	Space Only/ Shell Scheme	No. of Square Metres	Total Price
1 <sup>st</sup> Choice				\$
2 <sup>nd</sup> Choice				\$
3 <sup>rd</sup> Choice				\$

**Special notes:** Please indicate if your stand must be located adjacent to or opposite the following companies, or if special configuration is needed .....

- This is a provisional booking. Please hold for 14 days.
- Payment has been made by cheque/transfer, please forward me final confirmation and invoice
- Please send me a first deposit invoice for 50% of the total amount due.

We have read the regulations & agree to observe & be bound by them

SIGNATURE: ..... DATE .....

# TERMS & CONDITIONS

---

These terms are the contractual agreement between the Organizer and the Exhibiting Firm (Exhibitor/s).

## ***Application to Participate***

---

Application to participate will be considered only if submitted on the appropriate forms, duly completed, signed and accompanied by the necessary payment. Registration will be confirmed insofar as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal, all payments shall be fully refunded.

## ***Obligations and Rights of the Exhibitor***

---

Registration implies full acceptance by the Exhibitors of the exhibition regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the exhibition without compensation or refund of sums already paid, and without prejudice to the Exhibitor.

By submitting an application to participate, the Exhibitor makes a final and irrevocable commitment to occupy the space allocated and to maintain his/her installation until the date and time fixed for closure of the exhibition.

The Exhibitor may only present on his/her stand or space the materials, products or services described in the application to participate.

No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

## ***Obligation and Rights of Organizer***

---

The Organizer undertakes to allocate exhibition space as far as possible on the basis of the preference expressed by applicants. Application will be considered in order of receipt of application forms accompanied by payment.

The Organizer reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to Exhibitors. The Organizer reserves the right to offer to a different firm any stand or space that has not been occupied by the eve of the opening of the exhibition, with no obligation to provide compensation to the defaulting Exhibitor.

## ***Cancellation***

---

In case of cancellation received (in writing) as per the above policy.

## ***Liability Insurance***

---

The Organizer provides general guard service and third party insurance at the exhibition site. Equipment and all related display materials installed by Exhibitors are not insured by the Organizer, and they will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to Exhibitors. The Exhibitor agrees to be responsible for his property and person and for the property and persons of his employees and agents through full and comprehensive insurance, and shall hold harmless the Organizer for any and all damage claims arising from theft and those perils usually covered by a fire and extended-coverage policy.

## ***Exhibition Regulations***

---

The Exhibition Manager, acting under direction of the Organizing Committee, has the final decision as to the acceptability of displays.

Exhibitors are not to share with others any space allotted to them without prior written consent by the Exhibition Manager.

The Organizer reserves the right to alter the general layout or limit the space allotted to each Exhibitor, postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, the Organizer will not be held liable for expenses incurred other than the cost of exhibit space rental fees.

All exhibits are to be displayed so as to avoid blocking aisles, obstructing adjoining booths, damaging the premises or the leased equipment. Exhibitors are kindly requested to allow sufficient see-through areas, which ensure clear views of surrounding exhibits.

In standard booths, height is restricted to 246cm. Exhibitors are responsible for the cost and execution of the design, installation and delivery of their display to (and its removal from) the exhibition site.

Flammable materials are not to be used. Equipment displayed or demonstrated must be installed with strict adherence to safety measures.

Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and its dismantling at the close of the exhibition. No dismantling or packing of the display before the designated hour. It is the Exhibitor's responsibility to pack and remove or consign for shipment all items of value prior to leaving their exhibit unattended, otherwise the Organizer will arrange for their removal at the Exhibitor's risk and expenses.

Exhibitors are obliged to ensure that their stands are permanently staffed during the exhibition opening hours.

Payment is to be made in accordance with the conditions of payment on the Exhibition Application Form.

Should the Exhibitor fail to make a payment on time, the Exhibition Manager is entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the stand or seek compensation for non-fulfillment of contract.

Participation by Exhibitors is dependent upon compliance with all rules, regulations and conditions stated herein. Access to the exhibition is authorized on presentation of a badge issued by the Organizer. Exhibitors' badges will not be mailed in advance and may be collected from the Exhibition Manager's desk.

The Organizer ensures daily cleaning of the aisles. Exhibitors are responsible for the cleaning of their stands. The provision of refreshments for the participants by Exhibitors is only permitted if the catering regulations of the exhibition building concerned are observed.

Exhibition areas and fittings made available to Exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the Exhibitor.

Any special decoration or fittings must be submitted to the Organizer for prior authorization.

Advertising panels and display are not permitted outside the exhibition areas allotted to Exhibitors.

The Organizer will not approve stands, which do not comply with the accepted standards, until the necessary changes have been made.

## GROUP REGISTRATION POLICY

The Group Registration procedure will be valid for a group with a minimum of 10 delegates and company representatives should apply to Kenes International to receive a special group registration form.

Kenes International will coordinate onsite meetings with the company representatives at specific dates and times, for the registration material to be collected prior to the official opening of the general registration. Pre-registration onsite will only be available to companies whose registration fees have been paid in full.

## HOUSING INFORMATION

Kenes International is currently negotiating special rates in the selected Congress hotels and information will be available shortly. Accordingly, the payment and cancellation policy for room reservations will be available soon.

Companies interested in booking hotel accommodation for more than 10 rooms are kindly requested to contact Kenes International for further details.

For further information on either Group Registration or Housing please contact:

Kenes International



Global Congress Organizers and Association Management Services

E-mail: [reg\\_aging@kenes.com](mailto:reg_aging@kenes.com)

Website: [www.kenes.com/aging](http://www.kenes.com/aging)

Geneva Office: 17 rue du Cendrier, CH 1211 Geneva 1, Switzerland

Tel: +41 22 908 04 88, Fax: +41 22 732 2850

## DATES TO REMEMBER

Deadline for submission of abstracts*	October 16, 2006
Early registration fee	October 2, 2006
Notification of acceptance	November 1, 2006
Deadline for payment of registration fees for oral and poster presentations	January 14, 2007