

5th INTERNATIONAL GLAUCOMA SYMPOSIUM – I.G.S

Cape Town, South Africa, March 30 – April 2, 2005



INVITATION TO INDUSTRY SPONSORSHIP AND EXHIBITION PROSPECTUS

For updates please visit the official website at:

www.kenes.com/glaucoma

Letter of Invitation

We would like to take this opportunity to introduce your company to the 5th International Glaucoma Symposium – I.G.S, which will take place in Cape Town, South Africa, March 30-April 2, 2005.

Following the enthusiastic responses from our previous I.G.S. Symposia and the huge success of our last meeting in Barcelona, which attracted over 1700 participants, we are following up with another meeting in Cape Town, South Africa.

Participants in this meeting will have a unique opportunity to meet with colleagues and exchange ideas in a friendly and congenial environment. There will be ample opportunities to discuss state of the art approaches and consult with the experts in both informal and formal panel sessions.

The success of a symposium depends very much on the support from pharmaceutical companies such as yours. We hope that you will find the enclosed preliminary program of sufficient interest to support our meeting. This support could take several forms. Most importantly, we hope you will encourage and subsidize the attendance at our meeting, both from inside and outside of your organization. Your company may also wish to 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 will be an excellent opportunity for your company to gain broad exposure amongst the international participants of the I.G.S.

Cape Town is one of the world's most stunning locations, and is a popular tourist destination filled with natural beauty and a rich variety of stimulating activities. Safari adventures depart regularly from the area.

We hope that you will actively participate in the 5th International Glaucoma Symposium and will join us for both the stimulating scientific sessions and the special flavor of Cape Town, a city filled with unique flora and surrounded by beautiful beaches, vineyards and natural beauty.

Yours Sincerely,



Prof. Shlomo Melamed



Prof. Joel S. Schuman

COMMITTEES

Co-Chairmen

S. Melamed, Israel
J.S. Schuman, USA

International Scientific Program Committee

M. Aquino, Phillipines
J. Alvarado, USA
D. Andreanos, Greece
B. Boles Carenini, Italy
V. Costa, Brazil
D.L. Epstein, USA
J. Freedman, USA
I. Goldberg, Australia
A. Harris, USA
G. Hollo, Hungary
G. Krieglstein, Germany
D. Lee, USA
F. Lerner, Argentina
A. Mannelli, Spain
C. Migdal, UK
J. P. Nordmann, France
R. Ritch, USA
R. Weinreb, USA

International Advisory Board

P. Airaksinen, Finland
K. Andac, Turkey
E.Z. Blumenthal, Israel
R. Brancato, Italy
J. Brandt, USA
L. Cantor, USA
R. Carassa, Italy
P. Chew, Singapore
F. El-Sayyad, Egypt
D. Gatton, Israel
O. Geyer, Israel
Y. Glovinsky, Israel
M. Goldenfeld, Israel
Y-Q. Jiang, China
D. Johnson, USA
J. Jonas, Germany
J. Katz, USA
T. Krupin, USA
S. Kurtz, Israel
H. Lemij, The Netherlands
L. Levin, USA
J. Liebmann, USA
M. Lusky, Israel

C. Mattox, USA
E. Maul, Chile
G. Michelson, Germany
R. Neshet, Israel
P. Netland, USA
T. Pedut-Kloizman, Israel
L. Pillunat, Germany
P. Rojanapongpun, Thailand
M. Roy Wilson, USA
M. Sherwood, USA
G.L. Spaeth, USA
W. Stewart, USA
R. Susanna, Brazil
U. Ticho, Israel
J. Thygesen, Denmark
C. Traverso, Italy
S. Tsukahara, Japan
E. Turacli, Turkey
I. Vergados, Greece
N-L. Wang, China
J.L. Wiggs, USA
M. Zalish, Israel

Local Organizing Committee

G. McLaren – Chairman
E. Ancker
E. Dahan
P. Gous
A. Murray
P. Roux
G. Rose

MEETING DEMOGRAPHICS

Year	No. of the Symposium	Venue	No of Registered Delegates
1999	2nd	Jerusalem	650
2001	3rd	Prague	1500
2003	4th	Barcelona	1700

PROFILE OF ATTENDANCE

- Basic scientists
- General Ophthalmologists interested in Glaucoma
- Glaucoma specialists

DEMOGRAPHICS OF ATTENDEES

(Based on the list of countries participating in the 4th IGS)

Argentina, Armenia, Australia, Austria, Belgium, Bosnia & Hertzegova, Brazil, Bulgaria, Canada, China, Colombia, Croatia, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, India, Indonesia, Ireland, Israel, Italy, Japan, Jordan, La Reunion, Lebanon, Lithuania, Malaysia, Mexico, Morroco, New Zealand, Norway, Oman, Pakistan, Poland, Portugal, Romania, Russia, Saudi Arabia, Slovak Republic, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan ROC, Thailand, The Netherlands, Turkey, United Arab of Emirates, UK, Ukraine, Uruguay, USA, Yugoslavia.

PRELIMINARY LIST OF TOPICS

Multi-center studies affecting the way we understand and treat glaucoma

Molecular Biology & Genetics in Glaucoma

PXF Glaucoma (with the Lindberg Society)

New Methodologies for Imaging of the Optic Nerve and Nerve Fiber Layer (with the International Society for Imaging in the Eye ISIE)

Basic Pathologic Mechanisms of Glaucoma

Advances in Perimetry

Novel Medications for Glaucoma

Neuroprotection in Glaucoma

Advances in Laser Treatment for Glaucoma

Non-Invasive surgery in Glaucoma, Viscoconulostomy

Valves, Antimetabolite, New devices in Glaucoma

Telemedicine for Glaucoma

I.G.S 2005 - PRELIMINARY TIMETABLE

	Wednesday, March 30 th	Thursday, March 31 st		Friday, April 1 st		Saturday, April 2 nd	
8:30-10:00		Advancements in the Diagnosis and Management of Glaucoma <i>Sponsored by ALCON</i>		Ultimate Glaucoma Grand Rounds		Glaucoma in Developing Countries	
10:00-10:30		COFFEE BREAK Exhibition & Poster Viewing					
10:30-12:00	Registration opens	Update in the Treatment of Glaucoma <i>Sponsored by PFIZER</i>		The Optic Nerve in Focus: the Art of Early Diagnosis <i>Sponsored by ALLERGAN</i>		Psychophysics and other Diagnostic Tools in Glaucoma	Glaucoma Surgery
12:00-13:00	Satellite Meetings	LUNCH BREAK Exhibition & Poster Viewing					
13:00-14:30		Glaucoma surgery: Beyond the status quo		Exfoliation Syndrome <i>Sponsored by the Lindberg Society</i>		Oral Presentations	Oral Presentations
14:30-14:45		SHORT BREAK TO CHANGE HALLS					
14:45-16:15		New Concepts and Mechanisms	Medical Therapy	Surgery Versus Drug Therapy for Schlemm's Canal		Glaucoma Epidemiology and Genetics	
16:15-16:45	17.00 – 18.30 Opening Session	COFFEE BREAK Exhibition & Poster Viewing					
16:45-18:15		Neuroprotection	Glaucoma Implant Course, meet the Experts	Implants, Adjuncts, Combined	Imaging I	Imaging II	
	18.30 – 19.30 Get-Together Reception	At Leisure		20:30 – 23:00 Farewell Banquet			

General Information

THE SYMPOSIUM VENUE

Cape Town International Convention Center

SYMPOSIUM SECRETARIAT

IGS 2005

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 28 50
E-mail: glaucoma@kenes.com
Website: www.kenes.com/glaucoma

EXHIBITION ORGANIZER/CONTACT:

Kenes International
C/o Ms. Michal Lelcuk at Conexpo
17, rue du Cendrier
P.O.Box 1726, CH-1211 Geneva 1, Switzerland
Tel : + 41 22 908 04 88
Fax : + 41 22 732 28 50
E-mail : mlelcuk@kenes.com
Website: www.kenes.com/glaucoma

HOTEL ACCOMMODATION FOR GROUPS

Ms. Tami Vidra
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 28 50
E-mail: glaucoma@kenes.com

REGISTRATION FEES:

	Early bird (Before November 3rd, 2004)	Regular (After November 3rd, 2004)	On-site (After March 22nd, 2005)
Full participant	US\$ 410	US\$ 480	US\$ 520
Students, Post-Docs, Fellows, Nurses, Technicians	US\$ 200	US\$ 250	US\$ 270

OFFICIAL SOCIAL EVENTS

In order to prevent clashes between Industry events and official social functions, please find below the provisional dates for the official Social Events. For mutual benefit of participants and industry, we recommend that private social events be organized only in coordination with the Secretariat.

Provisional Date	Time	Event
Wednesday, March 30 th , 2005	18:30 (tentative)	Get-Together Reception

Information for Sponsors and Exhibitors

APPLICATION FOR SPONSORSHIP AND EXHIBITION

Application for sponsorship can be made in writing with the enclosed booking enquiry form to:
5th IGS

C/o Kenes International

17, rue du Cendrier

P.O.Box 1726, CH-1211 Geneva 1, Switzerland

Fax: + 41 22 732 28 50

E-mail: glaucoma@kenes.com

Once an application is made, 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 February 1, 2005

All payments must be received before the start date of the Symposium

PAYMENT METHODS

Option 1:

Payment by cheque

Please make cheques payable to: 5th IGS

Option 2:

Payment by Bank Transfer:

Please make drafts payable to 5th IGS

Bank Account: Credit Suisse Bank Geneva, 1211 Geneva 70, Switzerland,

Bank code 4251, Swift No. CRESCHZZ12A,

Account Name IGS 2005, Bank Account No 4251-693980-52-21

IBAN number : CH71 0425 1069 3980 5202 1

Bank charges are the responsibility of the payee

Option 3:

Payment by Credit Card

Please complete your credit card details on the booking form.

CANCELLATION POLICY

Cancellation must be made in writing to:

5th IGS

C/o Kenes International

17, rue du Cendrier

P.O.Box 1726, CH-1211 Geneva 1, Switzerland

Fax: + 41 22 732 28 50

E-mail: glaucoma@kenes.com

The organizers shall retain:

- 10% of the agreed package amount if the cancellation is made more than 8 months prior to the Symposium
- 50% of the agreed package amount if the cancellation is made between 8 and 4 months prior to the Symposium
- 100% of the agreed package amount if the cancellation is made up to 4 months prior to the Symposium

If exhibition space is resold a full refund will be made less a 10% administrative charge.

GENERAL CONDITIONS

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

Sponsorship Opportunities

PLATINUM PATRON (Maximum 3)

US\$ 75,000

- Recognition as a Platinum Patron on all printed symposium material
- Acknowledgment on the website as Platinum Patron and a link between the company and Symposium websites
- Complimentary exhibit space (up to 36sqm) in prime location (booth set up charges on sponsors account)
- Sponsorship of one plenary session of the Symposium (speakers to be coordinated with the Organizing Committee. Sponsor will cover travel, registration and accommodation expenses of the speakers**)
- Acknowledgment in the plenary session as Platinum Patron. A slide with the company logo to be viewed before and after the session.
- Banner displaying the company name and logo to be hung during the plenary session at the entrance to the hall.
- A complete list of participant names and addresses
- Full page advertisement on the inside front or back cover of the program
- The company's brochure to be inserted in the delegate bags

Platinum Sponsors will have priority in taking on the Speakers' dinner sponsorship and the Farewell Party sponsorship.

GOLD PATRON (Maximum 3)

US\$ 50,000

- Recognition as a Gold Patron on all printed symposium material
- Acknowledgment on the website as Symposium Gold Patron and a link between the company and Symposium websites
- A complimentary exhibition booth space (up to 24sqm) in a good location (booth set up charges are the responsibility of the sponsor)
- Sponsorship of one plenary session or a satellite (speakers to be coordinated with the Organizing Committee. Sponsor will cover travel, registration and accommodation expenses of the speakers**)
- Banner displaying the company name and logo to be hung during the plenary session or satellite symposium outside the Symposium hall.
- A complete list of participant names and addresses
- The company's brochure to be inserted in the delegate bags

SILVER PATRON (Maximum 6)

US\$ 35,000

- Recognition as a Silver Patron on all printed symposium material
- Sponsorship of one parallel session (speakers to be coordinated with the Organizing Committee. Sponsor will cover travel, registration and accommodation expenses of the speakers**)
- Banner displaying the company name and logo to be hung during the session outside the hall.
- A complimentary exhibition booth (12sqm) in good location (booth set up charges are the responsibility of the sponsor)
- Acknowledgment on the website as Symposium Silver Patron and a link between the company and Symposium websites
- A complete list of participant names and addresses
- The company's brochure to be inserted in the delegate bags

**** NOTE FOR THE ABOVE THREE SPONSORSHIP LEVELS:**

1. The organizing committee has the right to add outstanding abstracts of their choice to the sponsored symposia, and maintains final responsibility for the symposium's scientific content.
2. Symposia time slots will be assigned on a "first come first served" basis, thus we look forward to receiving your reply at your earliest convenience.

MINI-PROGRAM (Sole Sponsorship)

Sold

The mini-program is a pocket size guide to the symposium program and listings of all the social events. Each participant will receive a mini-program.

- An exclusive advertisement will appear on the back cover of the mini-program

GET-TOGETHER RECEPTION

US\$ 35,000

The Opening social event of the Symposium will take place in a relaxed atmosphere. Symposium participants will have the opportunity to greet old friends and make new ones.

- Complimentary invitations for the Get-Together Reception for non-participants
- Sponsor's representatives will have the opportunity to address the participants
- Sponsors' name & logo to be printed by the organizer on special invitations
- Sponsor will be acknowledged on the website as well as in the final program
- A sign with the company name & logo to be hung at the entrance to the Hall

LUNCH (limited to 3)

US\$ 15,000

Lunch will be served during breaks. There is also an option available for a lunch session (one speaker, lunch boxes).

- Sponsor is allowed to print Menus or Napkins with the company name and logo
- Sponsor may hand out give-aways
- Banner displaying the company name and logo to be hung during lunch outside the hall.
- Sponsor will be acknowledged on the website and in the final program

SPONSORSHIP OF FAREWELL PARTY (Sole Sponsorship)

Sold

An opportunity to sponsor a memorable evening to which all symposium participants & accompanying persons are invited

- Complimentary invitations for the Farewell party for non-participants
- Sponsor's representatives will have the opportunity to address the participants
- Sponsors' name & logo to be printed by the organizer on special invitations
- Sponsor will be acknowledged on the website as well as in the final program
- A sign with the company name & logo to be hung at the entrance to the Hall

*** Estimated amount. Final amount will depend on the choice of location, menu & the final number of participants. All arrangements are to be coordinated with the organizers.**

SPEAKERS DINNER (Sole Sponsorship)

US\$ 15,000 +

An exclusive event for the invited speakers & their spouses (estimated attendance of 350 people). A Fixed sum is to be paid to the Symposium in addition to the organizational expenses (to be negotiated with the organizers and will depend on the location, choice of menu, etc.). List of the invitees to be prepared by the committee. Invitations to be mailed and RSVP'd prior to the symposium.

- Sponsor's representatives will have the opportunity to address the participants
- Sponsors' name & logo to be printed by the organizer on special invitations
- A sign with the company name & logo to be hung at the entrance to the Hall

PARTICIPANT BAGS (Sole Sponsorship)

US\$ 10,000

A particularly fine medium for advertising your company's name & logo as all participants receive a bag containing the symposium material

PARTICIPANTS BADGES

Sold

Your company's logo will appear on the reverse of the participant's badges.

SPEAKERS READY ROOM OR DESIGNATED AREA

US\$ 7,500

Facilities will be available at the Symposium Centre for speakers and abstract presenters to check their presentations.

- The sponsor's name/or company logo will appear on signage of this room

CD ROM

US\$ 20,000 or provided in kind

The CD-ROM will contain all the 2005 Symposium Abstracts and is distributed to all participants from the Sponsor's exhibition booth. An exchange voucher (printed by the sponsor) will be placed in the Symposium bags.

- Exclusive advertisement on the back cover of the voucher
- Exclusive advertisement on the back cover of the CD-ROM cover

ADVERTISEMENTS

Full-page Back cover advertisements are available in the following Symposium publications:

- Second Announcement and Call for Papers
(Back Cover, distributed in more than 25,000 copies) **US\$13,000**
- Final Program **US\$ 10,000**

Additional advertisements within the publications are available on application

PARTICIPANTS BADGE LANYARDS

Sold

- Sponsor's company logo will appear on the badge cords

NOTEPADS AND PENS

Sold

Sponsor will provide or provide funding for the participants' notepads and pens

- The notepads and pens will bear the sponsor's company/product logo and will be distributed in the Symposium bags to participants

INTERNET CAFÉ

Sold

Sponsor will provide 8 workstations and technical assistance in the set up of the Cyber Center

- Opportunity to display company logo/information on screen saver
- Opportunity to display company logo/information on screen background
- Opportunity to distribute mouse pads and related promotional gifts from the Cyber Center

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 Avital Rosen at glaucoma@kenes.com or arosen@kenes.com

Acknowledgements

Please note that all sponsors and exhibitors will be acknowledged in the final program, on acknowledgement boards at the Symposium and on the Symposium website. Please forward your company logo (in jpg, pdf or eps format, at least 300 dpi) in colour to: glaucoma@kenes.com

Sponsorship Booking Application Form

Please complete and send to:

5th IGS

C/o Kenes International

17, rue du Cendrier

P.O.Box 1726, CH-1211 Geneva 1, Switzerland

Fax: + 41 22 732 28 50

E-mail: glaucoma@kenes.com

CONTACT NAME:

NAME OF COMPANY:.....

ADDRESS:

POST/ZIP CODE:

COUNTRY:

TELEPHONE:

FAX:

EMAIL:.....

I would like to book the following Sponsorship Items:

Sponsorship Item	Price	✓
Platinum Sponsor	US\$ 75,000	
Gold Sponsor	US\$ 50,000	
Silver Sponsor	US\$ 35,000	
Mini program	US\$ 7000	
Get-Together reception	US\$ 35,000	
Lunch	US\$ 15,000	
Farewell party		
Speakers dinner		
Symposium bags	US\$ 10,000	
Participants badges	US\$ 3,500	
Speakers ready room	US\$ 7,500	
CD Rom	US\$ 20,000	
Call for papers Back Cover Advertisement	US\$ 13,000	
Final programme Advertisement	US\$ 10,000	
Participants Badge Lanyards	US\$ 8,500	
Notepads and pens	Provided in Kind + US\$ 3,000	
Internet Cafe	US\$ 15,000	
Total Amount (please complete)		

Please call me to discuss our sponsorship package

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

Signature Date

Group Registration Policy

- The Group Registration procedure will be valid for a group with a minimum of 20 delegates
- Pre Registration for groups is possible upon request. Company representatives should apply to Kenes to receive a special group registration form.
- Pre-Onsite Registration will only be available to companies whose registration fees have been paid in full.
- Kenes 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.

Housing Information

It is acknowledged by those involved in Symposium organization that in many cases there is a substantial lack of adequate hotel accommodation in many cities chosen to host medical meetings. We have created a straightforward procedure to deal fairly with this issue, and to avoid problems occurring with the bookings.

We have managed to book the best available allocation in the major hotels in Cape Town that will enable us to comply with all of your future accommodation requests. Kenes International is currently negotiating the special available rates in the selected Symposium hotels, and information will be available shortly.

As the official organizer of this Symposium, Kenes International would like to assure you of our commitment to this Symposium. We will do our utmost to ensure that all needs are met, taking into account various alterations to the procedures.

Accordingly we will publish a payment and cancellation policy for global settlement of all rooms per company.

Companies that are interested in booking hotel accommodation for more than 10 rooms, are kindly requested to contact Kenes 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: ktc@kenes.com

Website: <http://www.kenes.com>

Geneva Office: 17 Rue du Cendrier, CH 1211 Geneva, Switzerland

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