



INTERNATIONAL SOCIETY FOR  
**BIPOLAR DISORDERS**

3rd Biennial Conference of the  
International Society for Bipolar Disorders

Delhi, India, January 27-28, 2008  
Agra, India, January 30, 2008



[www.kenes.com/isbd](http://www.kenes.com/isbd)  
[www.isbd.org](http://www.isbd.org)

**INVITATION TO INDUSTRY SPONSORSHIP  
AND EXHIBITION PROSPECTUS**



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# INVITATION

**Dear Colleagues,**

On behalf of the Organizing Committee of the International Society for Bipolar Disorders, it is my pleasure to invite you to the 3rd Biennial Conference, which will be held from January 27-28, 2008 in Delhi and January 30, 2008 in Agra.

The conference will be held over 2 days in Delhi and 1 full day in Agra. We are planning a stimulating mix of high level science from a prestigious group of international speakers and updates on cutting edge research through plenary lectures, rapid communications, posters, workshops and an advocacy forum.

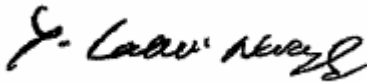
Delhi, known for its vast history and special spices offers visitors a mix of culinary excitement as well as cultural sights, ranging from local markets, monuments and forts all the way to places of worship and lovely botanical gardens.

The Golden Triangle of India, allows visitors to experience 3 famous cities of Delhi, Agra and Jaipur. Each place offers its own highlights and charm.

A once in a lifetime experience not to miss out on is the Palace on Wheels, the luxurious train of India, which is rated as one of the top ten luxury train journeys in the world and allows visitors the perfect chance to relive the era when kings and queens ruled.

Just 5 hours away by coach from Delhi lies the medieval city of Agra. Agra can boast three heritage monuments- The Taj Mahal, Fatehpur Sikri and the Red Fort. The Taj Mahal of course being one of the most famous buildings in the world.

I look forward to welcoming you to India in January 2008.



Dr. Lakshmi Yatham  
Chairperson, Organizing Committee

## **COMMITTEES**

### **SCIENTIFIC AND ORGANISING COMMITTEE MEMBERS**

**Chairperson:** Dr. Lakshmi Yatham, Canada

Dr. Sunil Mittal, India  
Dr. U.C. Garg, India  
Dr. Chittaranjan Andrade, India  
Dr. Russell D'Souza, Australia  
Dr. Gin Malhi, Australia  
Dr. In-Kyoon Lyoo, South Korea  
Dr. Mark Frye, USA  
Prof. Willem Nolen, The Netherlands  
Dr. C. Mohan, UK  
Dr. Valentim Gentil, Brazil

### **INVITED SPEAKERS** (as per date of printing)

Dr. Chittaranjan Andrade, *India*  
Dr. Michael Berk, *Australia*  
Dr. Charles Bowden, *USA*  
Dr. Joseph Calabrese, *USA*  
Dr. Mark Frye, *USA*  
Dr. Nassir Ghaemi, *USA*  
Dr. Guy Goodwin, *UK*  
Dr. Stanley Kutcher, *Canada*  
Dr. In Kyoon Lyoo, South Korea  
Dr. Willem Nolen, *The Netherlands*  
Dr. Gary Sachs, *USA*  
Dr. Eduard Vieta, *Spain*  
Dr. Lakshmi Yatham, *Canada*  
Dr. Allan Young, *Canada*

### **IMPORTANT DATES**

Deadline for submission of Abstracts: September 17, 2007  
Early registration fee deadline: October 15, 2007

## **THE SOCIETY**

**Pittsburgh, PA  
International Society for Bipolar Disorders  
P.O. Box 7168,  
15213-0168, USA  
[www.isbd.org](http://www.isbd.org)**



### **HISTORY**

Bipolar disorder is a severe and debilitating mental illness, which has in the past decade started to receive the necessary attention from societies, researchers, practitioners, government, and private funding agencies. In response to the need for further awareness, education, and research on this severe mental illness, the International Society for Bipolar Disorders was created.

The objective of the Society is to become the recognized forum to foster ongoing international collaboration on education and research with the intent to advance the treatment of all aspects of bipolar disorders and to improve outcomes and quality of life for those with bipolar disorder and their carers/family members.

The Society is growing in membership with an elected board representing 10 countries and a membership representing 50 countries. The ISBD is a major source for emerging research and clinical data on bipolar disorders and is the only bipolar focused, research-oriented Society working to bring this data to patients, families and other mental health professionals working on the front lines of bipolar care. The Society currently offers a number of supported memberships to psychiatric trainees, as well as two research awards; the Samuel Gershon Awards for Junior Investigators, and a bipolar research focused fellowship award. In addition to its work to support bipolar education among trainees, fellows and young investigators, the ISBD is also moving the field forward through the development of working groups in the areas of diagnostic guidelines, safety and monitoring, neurocognition, and bipolar course and outcome nomenclature.

Bipolar Disorders - An International Journal of Psychiatry and Neurosciences, which is the official journal of the Society, received its third impact factor of 4.812 in 2004, ranking it 11th out of 92 rated psychiatric journals.

### **DELEGATE PROFILE**

The ISBD 2008 Conference in India will be the 3rd Biennial Conference of the ISBD and is anticipated to be a huge success with expected attendees to include Clinical Psychiatrists, Psychologists, General Practitioners, and other mental health professionals, Basic Scientists, Advocacy Groups and Members of the Pharmaceutical Industry.

### **FINANCIAL PHILOSOPHY**

No members of the committee or relatives to such a member have any personal financial involvement in the Conference or with any of the Contractors.

## PRELIMINARY LIST OF TOPICS

- Pharmacological Treatments
- Psychological Treatments
- Genetics and Neurobiology
- Cognitive Function in Bipolar Disorder
- Medical and Psychiatric Comorbidity
- Bipolar Disorder in Children and Adolescents
- Treatment Differences in Developed and Developing Countries
- Bipolar Disorder in Women and the Elderly



Outstanding speakers will be invited to address these topics. Furthermore, we will offer time for discussion of these and other topics in detail in smaller parallel sessions. The Conference sessions will include plenary lectures, rapid communication sessions, posters, workshops and an advocacy forum.

## PRELIMINARY TIMETABLE

| <b>Sunday<br/>January 27, 2008<br/>Delhi</b>    | <b>Monday<br/>January 28, 2008<br/>Delhi</b>    | <b>Tuesday<br/>January 29, 2008</b>        | <b>Wednesday<br/>January 30, 2008<br/>Agra</b> |
|---|---|--|--|
| <b>07:30</b>                                    | <b>07:30</b>                                    | <b>Free Day<br/><br/>Transfers to Agra</b> | <b>08:00</b>                                   |
| Registration Opens                              | Registration Opens                              |  | Registration Opens                             |
| <b>09:00 – 09:30</b>                            | <b>08:30 – 10:00</b>                            |  | <b>09:00 – 10:30</b>                           |
| Opening Address                                 | Plenary Session                                 |  | Plenary Session                                |
| <b>09:30 – 11:00</b>                            | <b>10:00 – 10:30</b>                            |  |  |
| Plenary Session                                 | Coffee Break,<br>Exhibition and Poster<br>Visit |  |  |
| <b>11:00 – 11:30</b>                            | <b>10:30-12:00</b>                              |  | <b>10:30 – 11:00</b>                           |
| Coffee Break,<br>Exhibition and Poster<br>Visit | Plenary Session                                 |  | Coffee Break                                   |
| <b>11:30 – 13:00</b>                            | <b>12:00 – 13:00</b>                            |  | <b>11:00 – 12:30</b>                           |
| Satellite Symposium                             | Lunch Break /<br><br>ISBD Membership<br>Meeting |  | Satellite Symposium                            |
| <b>13:00 – 14:30</b>                            | <b>13:00 – 14:30</b>                            | <b>12:30 – 13:30</b>                       |  |

|   |  |  |                      |
|---|--|--|----------------------|
| Parallel Sessions                               | Parallel Sessions  |  | Lunch Break          |
| <b>14:30 – 15:00</b>                            | <b>14:30 – 15:00</b>   |  | <b>13:30 – 15:00</b> |
| Coffee Break,<br>Exhibition and Poster<br>Visit | Coffee Break,<br>Exhibition and Poster<br>Visit              |  | Plenary Session      |
| <b>15:00 – 16:00</b>                            | <b>15:00 – 16:30</b>   |  | <b>15:00 – 15:30</b> |
| Rapid<br>Communications                         | Parallel Satellite /<br>Patient Outreach<br>Session / Awards |  | Coffee Break         |
| <b>16:00 – 17:30</b>                            | <b>16:30 – 18:00</b>   |  | <b>15:30 – 17:00</b> |
| Poster Session                                  | Poster Session   |  | Plenary Session      |
| <b>17:30</b>                                    | <b>18:00</b>   |  | <b>17:00</b>         |
| Adjournment                                     | Adjournment  |  | Adjournment          |

## **GENERAL INFORMATION**

### **CONFERENCE VENUE**

**January 27 – 28, 2008**

The Ashok Hotel  
50B Chanakyapuri  
New Delhi, 110021, India

**January 30, 2008**

Jaypee Palace  
Fatehabad Road  
Agra 282 003, India

### **LANGUAGE**

The official language of the meeting is English.

### **CLIMATE**

The average temperature in Delhi and Agra in January ranges between 5 – 20°C.

### **CLOTHING**

Informal for all occasions.

### **CME ACCREDITATION**

Once the Scientific Program has been finalized an application will be made to the European Accreditation Council for Continuing Medical Education (EACCME) to provide accreditation for the Conference.

### **AIRPORT INFORMATION AND TRAVEL TO DELHI AND AGRA**

Delhi has one International and one domestic airport. The Ashok Hotel is a 30 minute drive from the international airport. For further information regarding transport from Delhi International Airport to The Ashok Hotel, please visit the Conference website.

### **TRANSPORT FROM DELHI TO AGRA**

A shuttle bus will be provided to take participants from Delhi to Agra for the last day of the meeting. Participants should pre-register for the bus (cost \$35). The journey takes approximately 5 hours.

### **LETTER OF INVITATION**

Participants requiring a formal letter of invitation to enable them to make their arrangements to participate in the Conference, may receive a letter via the website. Please note that this letter cannot be regarded as a commitment regarding scheduling or financial support from the organizers.

### **LIABILITY AND INSURANCE**

The Organizers are not able to take any responsibility whatsoever for injury or damage involving persons and property during the meeting. Participants are advised to take out their own personal travel and health insurance for their trip.

## **VISA**

All persons entering India require a valid VISA to enter the country. Tourists wishing to visit India are normally granted short-term tourist visas, effective from the date of issue. Tourist visas are non-extendible and non-convertible. The Embassies, High Commissions and the Consulate Generals of India, will be happy to assist you with your visa application.

## **CURRENCY / EXCHANGE**

The currency in India is the Indian Rupee (INR).

International Credit Cards are widely accepted for payment in most hotels, restaurants and shops, particularly American Express, Diners Club, MasterCard and Visa; MasterCard and Visa are the most widely accepted. Exchange offices and ATM machines are available throughout the Delhi and Agra.

For exchange rates: [www.xe.com](http://www.xe.com)

# REGISTRATION

## REGISTRATION FEES

|  | Early Fee<br>Until<br>October 15,<br>2007 | Late Fee<br>From<br>October 16,<br>2007 | On-site<br>From<br>January 21,<br>2008 |
|--|---|---|--|
| Full Participant- Members<br>(from countries on list A)        | \$400                                     | \$500                                   | \$550                                  |
| Full Participant- Non<br>Members (from countries<br>on list A) | \$550                                     | \$650                                   | \$700                                  |
| Full Participant- Members<br>(from countries on list B)        | \$250                                     | \$350                                   | \$350                                  |
| Full Participant- Non<br>Members (from countries<br>on list B) | \$380                                     | \$500                                   | \$500                                  |
| Full Participant- Members<br>(from countries on list C)        | \$90                                      | \$110                                   | \$110                                  |
| Full Participant- Non<br>Members (from countries<br>on list C) | \$190                                     | \$220                                   | \$220                                  |
| *Students, Patients and<br>Caregivers                          | \$200                                     | \$300                                   | \$300                                  |
| Transfers from Delhi to<br>Agra                                | \$35                                      |   |  |

\*Registration form must be accompanied by a letter from their head of department confirming their status.

### Fees for PARTICIPANTS include

- Participation in all Scientific Sessions
- Entrance to the Exhibition
- Get-Together Reception
- The printed material of the Congress

### REGISTRATION CANCELLATION POLICY

Refund of registration fees will be as follows:  
 Postmarked before October 15, 2007 - 100% refund (minus bank charges).  
 Postmarked from October 16, 2007 - 50% refund.  
 No refund on cancellation sent after December 20, 2007.

## CONTACTS

### **Conference Secretariat (Registration, Accommodation, Scientific Program)**

Kenes International  
1-3 Rue de Chantepoulet  
P.O. Box 1726, CH-1211 Geneva 1, Switzerland  
Tel: +41 22 908 0488  
Fax: +41 22 732 2850  
Email: [isbd@kenes.com](mailto:isbd@kenes.com)

### **Sponsorship & Exhibition Bookings**

Ms. Maya Yatsiv  
Kenes International  
1-3 Rue de Chantepoulet  
P.O. Box 1726, CH-1211 Geneva 1, Switzerland  
Tel: +41 22 908 0488 ext.247  
Fax: +41 22 732 2850  
Email: [myatsiv@kenes.com](mailto:myatsiv@kenes.com)

### **The Conference Venues**

Ashok Hotel - New Delhi, India  
Jaippee Palace – Agra, India  
Exhibitors and sponsors are free to visit the meeting venue at their convenience. Please contact [myatsiv@kenes.com](mailto:myatsiv@kenes.com) to arrange this.

### **Accommodation and Tours**

Kenes International will be offering specially reduced prices for accommodation and conference tours. Further details will be available on the ISBD2008 website, which will be updated regularly.

### **Hotel Accommodation for Groups**

Hadar Daniel  
Kenes International  
17, rue du Cendrier  
P.O.Box 1726, CH-1211 Geneva 1, Switzerland  
Tel: +41 22 908 0488 ext.552  
Fax: +41 22 732 2850  
Email: [hdaniel@kenes.com](mailto:hdaniel@kenes.com)

### **Conference Organizers**

Please do not hesitate to contact the Organizers if you require any additional information or assistance.

Please address all correspondence to:

Karen Davidson  
Project Manager  
ISBD 2008  
c/o Kenes International – Global Conference Organizers and Association Management Services  
17, rue du Cendrier  
P.O.Box 1726, CH-1211 Geneva 1, Switzerland  
Tel: +41 22 908 0488 ext.571  
Fax: +41 22 732 2850  
Email: [kdavidson@kenes.com](mailto:kdavidson@kenes.com)

# **INFORMATION FOR SPONSORS AND EXHIBITORS**

## **Application for Sponsorship / Exhibition Space and Terms / Methods of Payment**

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

**ISBD 2008**

**Maya Yatsiv**

Kenes International

17, rue du Cendrier

PO Box 1726

CH-1211 Geneva, Switzerland

Tel: +41 22 908 0488 ext. 247

Fax: +41 22 732 2850

Email: [myatsiv@kenes.com](mailto:myatsiv@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 October 25, 2007

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

## **Payment Methods**

Option 1: Payment by cheque. Please make cheques payable to: ISBD 2008

Option 2: Payment by Bank Transfer. Please make drafts payable to ISBD 2008.

Bank Account: Credit Suisse Bank Geneva, 1211 Geneva 70, Switzerland, Bank Code 4835, Swift No. CRESCHZZ12A. Account Number: 693980-52-126, IBAN CODE: CH65 0483 5069 3980 5212 6.

Bank charges are the responsibility of the payee.

## **Cancellation / Space Reduction Policy**

Cancellation / space reduction must be made in writing to:

ISBD 2008

c/o Maya Yatsiv

Kenes International

17, rue du Cendrier

PO Box 1726

CH-1211 Geneva

Switzerland

Tel: +41 22 908 0488 ext. 247

Fax: +41 22 732 2850

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

The organizers shall retain:

- 10% of the agreed package amount if the cancellation/space reduction is made on or before May 24, 2007 inclusive
- 50% of the agreed package amount if the cancellation/space reduction is made between May 24, 2007 inclusive and September 27, 2007 inclusive
- 100% of the agreed package amount if the cancellation/space reduction is made after September 28, 2007 inclusive

## **Terms and Conditions**

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

# **ISBD 2008 LIST OF SPONSORSHIP ITEMS**

## **GOLD SPONSORSHIP PACKAGE (Limited to two companies)     \$ 75,000**

- ✓ Sponsored Symposium
  - Exclusive sponsorship of an Official Satellite Symposium in a Plenary Hall, up to 90 minutes, program subject to the approval of the Conference Scientific Committee. The time allotted for Sponsored Symposium will be advised.
  - Includes: hall rental, standard audio/visual equipment
  - Symposium programs and abstracts will be included in the Program (subject to receipt by publishing deadline)
- ✓ Exhibition Space
  - Allocation of 30 m<sup>2</sup> exhibition space is included in the sponsorship package
  - Five free exhibitor badges
- ✓ Advertisement
  - Inclusion of Satellite invitation in the participants' bags (insert to be provided by Sponsor)
  - Sponsors' logo with hyperlink on Conference website
- ✓ Registration
  - Six complimentary Conference registrations
- ✓ Acknowledgement
  - Gold Sponsors will be acknowledged as such on the Sponsors' Board on-site and in the following publications: Call for Abstracts and Final Program
- ✓ Two invitations to the Faculty Dinner
- ✓ A list of participants on labels in advance (one month before the Conference) for one time use for the purpose of sending Satellite invitations.

## **SILVER SPONSORSHIP PACKAGE     \$ 55,000**

- ✓ 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 Conference Scientific Committee. The time allotted for Sponsored Symposium will be advised.
  - Includes: hall rental, standard audio/visual equipment, display table
  - Symposium programs and abstracts will be included in the Program (subject to receipt by publishing deadline)
- ✓ Exhibition Space
  - Allocation of 20 m<sup>2</sup> exhibition space is included in the sponsorship package
  - Four free exhibitor badges
- ✓ Advertisements
  - Inclusion of Satellite invitation in the participants' bags (insert to be provided by Sponsor)
  - Sponsors' logo with hyperlink on Conference website
- ✓ Registration
  - Four complimentary Conference registrations
- ✓ Acknowledgement
  - Silver Sponsors will be acknowledged as such on the Sponsors' Board on-site and in the following publications: Call for Abstracts and Final Program
- ✓ Two invitations to the Faculty Dinner
- ✓ A list of participants on labels in advance (one month before the Conference) for one time use for the purpose of sending Satellite invitations.

For the above Satellite Symposium packages, the following applies:

- Special time slots have been designated and will be allocated on a first come, first served basis.
- The sponsoring company for the Satellite programs may select speakers and topics.
- The sponsoring company, in addition to the presented package as an additional educational grant, must cover speaker's registration fees, accommodation and flights.
- All Satellite Symposia programs must be submitted for approval by the Conference Scientific Committee.

### **STANDARD SPONSORSHIP PACKAGE**

**\$ 25,000**

- ✓ Educational Grant in Support of Official Plenary Session
  - A Plenary Session is a scientific session accepted or invited by the Scientific Committee and supported by a grant from the industry
- ✓ Exhibition Space
  - Allocation of 6 m<sup>2</sup> exhibition space is included in the sponsorship package
  - Two free exhibitor badges
- ✓ Advertisements
  - Sponsors' logo with hyperlink on Conference website
- ✓ Registration
  - Three complimentary Conference registrations
- ✓ Acknowledgement & Advertisement
  - Standard Sponsors will be acknowledged as such on the Sponsors' Board on-site and in the following publications: Call for Abstracts and Final Program

### **INDIVIDUAL SPONSORSHIP OPPORTUNITIES**

#### **CD-ROM**

**\$ 13,000**

The CD-ROM will contain all of the 2008 Conference Abstracts.

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

- ✓ Exclusive advertisement on the back cover of the CD-ROM case
- ✓ Exclusive advertisement on the back cover of the Sponsors' logo on exchange voucher
- ✓ Sponsors' logo on Conference website
- ✓ Acknowledgement on Sponsors' Board on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

#### **POSTER BOARDS AND POSTER SESSION**

**\$ 10,000**

The costs include the following:

- ✓ Sponsor acknowledgement at the entrance to the poster area
- ✓ Sponsor's logo on Conference website
- ✓ Acknowledgement on Sponsors' Boards on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

#### **CONFERENCE BAGS**

**\$ 16,000 or provided-in-kind**

Sponsor will provide the participants' Conference bags.

- ✓ The bag will bear the Sponsors' logo and the Conference logo
- ✓ Sponsors' logo on Conference website
- ✓ Acknowledgement on Sponsors' Board on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

**NOTEPADS AND PENS****Provided-in-kind + \$ 3,500**

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

- ✓ The notepads and pens will bear the Sponsors' name/company logo and will be distributed in the participants' Conference bags
- ✓ Sponsors' logo on Conference website
- ✓ Acknowledgement on Sponsors' Board on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

**INSERT IN CONFERENCE BAGS****\$ 2,000**

Inclusion of promotional material, such as leaflets and brochures, in the participants' Conference bags. Please note that the material should be provided by Sponsor and must be approved by the Secretariat.

- ✓ Sponsor's product information will be available for all Conference participants
- ✓ Sponsor's logo on Conference website
- ✓ Acknowledgment on Sponsors' Board on-site
- ✓ Acknowledgment in the Sponsors' List in the Final Program

**INTERNET AREA****\$ 16,000**

There will be an Internet Area equipped with workstations where attendees may check e-mails. Sponsors' logo will be prominently displayed. Sponsorship includes: workstations, printers, signage to reach the Internet area (you may place signage in the Internet area), furniture, space, Internet set-up, Internet connection and technical support.

- ✓ Opportunity to display company logo on screen background
- ✓ Opportunity to distribute mouse pads and related promotional gifts from the Internet Area
- ✓ Opportunity to use your company's letterhead for the Internet Area printers
- ✓ Sponsors' logo on Conference website
- ✓ Acknowledgement on Sponsors' Board on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

**GET-TOGETHER RECEPTION (Sole Sponsorship)****\$ 20,000**

This event provides you with the opportunity to promote your company through the Get-Together Reception attended by all Conference participants on the first evening of the Conference.

- ✓ Sponsors' logo on invitations and menus
- ✓ Sponsors' logo on sign at the entrance to the Welcome Reception
- ✓ Opportunity to provide branded napkins
- ✓ Sponsors' logo on Conference website
- ✓ Acknowledgement on Sponsors' Board on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

**CONFERENCE LUNCH****\$ 20,000**

Lunch may be served on each day of the Conference.

- ✓ Sponsorship will be acknowledged on-site and in the Conference Program
- ✓ Sponsor will be given the opportunity to provide branded napkins
- ✓ Sponsors' logo on Conference website
- ✓ Acknowledgement on Sponsors' Board on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

**FACULTY DINNER (Sole Sponsorship)****\$ 15,000**

This is an opportunity for Sponsor to be associated with a prestigious dinner for the International Scientific and Local Conference Faculty.

- ✓ Sponsors' name and logo printed on function invitation and menu
- ✓ Sponsors' logo on sign at the entrance to the event
- ✓ Sponsor will have the opportunity to distribute give-aways
- ✓ Sponsor will be acknowledged as an Official Sponsor in the Conference Program
- ✓ 6 complimentary invitations to the Faculty Dinner
- ✓ Sponsors' logo on Conference website
- ✓ Acknowledgement on Sponsors' Board on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

**COFFEE BREAKS****\$ 2,500 per break**

Coffee will be served during breaks on each day of Conference sessions.

- ✓ Sponsorship will be acknowledged on-site and in the Conference Program
- ✓ Sponsor will be given the opportunity to provide branded napkins
- ✓ Sponsors' logo on Conference website
- ✓ Acknowledgement on Sponsors' Board on-site
- ✓ Acknowledgement in the Sponsors' List in the Final Program

**ADVERTISING SPONSORSHIP OPPORTUNITIES**

*Advertisements are available in the following Conference publications:*

| Type               | Back Page | Inside Front | Inside Back | Inside Page |
|--------------------|-----------|--------------|-------------|-------------|
|                    | \$        | \$           | \$          | \$          |
| Call for Abstracts | 4,000     |              |             |             |
| Final Program      | 5,000     | 4,500        | 4,500       | 3,500       |
| Mini-Program       | 7,000     | -            | -           | -           |

**CALL FOR ABSTRACTS****\$ 4,000**

The Call for Abstracts will be distributed to a mailing list of 10,000.

- ✓ Advertisement on back cover of the Call for Abstracts

**FINAL PROGRAM****\$ 5,000/\$ 4,500/\$ 3,500**

The Final Program will be distributed to all registered participants in the Conference bags. It will contain the timetable, information about the scientific program and other useful information about the Conference.

**MINI-PROGRAM (Sole Sponsorship)****\$ 7,000**

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

- ✓ Sponsors' logo on Conference website
- ✓ Acknowledgement on Sponsors' Board 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 us in order to discuss your needs.

**ACKNOWLEDGEMENTS**

Please note that all Sponsors and Exhibitors will be acknowledged in the Final Program, on acknowledgement boards at the Conference and on the Conference website. Please forward your company logo in colour (eps 300dpi format) to [isbd2008@kenes.com](mailto:isbd2008@kenes.com)

# **SPONSORSHIP BOOKING FORM**

Please complete and send to:

**ISBD 2008**

**Maya Yatsiv**

Kenes International

17, rue du Cendrier

PO Box 1726

CH-1211 Geneva

Switzerland

Tel: +41 22 908 0488 ext. 247

Fax: +41 22 732 2850

Email: [myatsiv@kenes.com](mailto:myatsiv@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:

| <b>Sponsorship item</b>               | <b>Price</b>                   | <b>√</b> |
|---------------------------------------|--------------------------------|----------|
| Gold Sponsorship Package              | \$ 73,000                      |          |
| Silver Sponsorship Package            | \$ 53,000                      |          |
| Standard Sponsorship Package          | \$ 20,000                      |          |
| CD-Rom                                | \$ 13,000                      |          |
| Poster Boards & Poster Session        | \$ 10,000                      |          |
| Conference Bags                       | \$ 16,000 or provided-in-kind  |          |
| Notepads and Pens                     | Provided-in-kind + \$ 3,500    |          |
| Insert in Conference Bags             | \$ 2,000                       |          |
| Internet Area                         | \$ 16,000                      |          |
| Get-Together Reception                | \$ 20,000                      |          |
| Conference Lunch                      | \$ 20,000                      |          |
| Faculty Dinner                        | \$ 15,000                      |          |
| Coffee Breaks                         | \$ 2,500 per break             |          |
| <b>Advertising</b>                    |                                |          |
| Call for Abstracts                    | \$ 4,000                       |          |
| Final Program                         | \$ 5,000 / \$ 4,500 / \$ 3,500 |          |
| Mini-Program                          | \$ 7,000                       |          |
| <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 Ashok Hotel, New Delhi. 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.

### **SPACE RENTAL**

The price for space only is \$ 300 per square meter. This includes:

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

There is a minimum order of 12sqm for Space Only.

Space below the minimum will be charged at the Shell Scheme Rental Fee.

### **SHELL SCHEME RENTAL**

The price is \$ 350 per square meter. This includes:

- Exhibitors' Technical Manual
- Refreshments and lunch for registered exhibitors
- Exhibitors' badges
- Shell scheme frame, basic lighting, electrical socket (500 W)
- Fascia panel with standard lettering
- 100 word company / product profile in the Program
- Cleaning of public areas and gangways
- Invitation to the Get-Together Reception for registered exhibitors

**Shell Scheme Stand Sketch**  
(For illustrative purposes only)



Space only / shell scheme rental does not include any furniture, electrical usage or stand cleaning. All these services and others will be available to order in the Exhibitors' Technical Manual. Please note that it is the Exhibitor's responsibility to check with local authority's rules and regulations regarding any activities which take place in exhibition booths.

### **ALLOCATION OF EXHIBITION SPACE**

Space Allocation will be made on a first come, first served basis. A completed Booking Form should be faxed / emailed to ensure reservation of a desired location. Upon receipt of the Booking Form, 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 \$90/ \$145 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 Conference. It will include the following

- Technical details about the Venue
- Exhibition details and information
- Contractor details

- Services available to exhibitors and order forms

### **SITE INSPECTIONS**

Exhibitors and sponsors are free to visit the Conference venue at their convenience. Please contact [myatsiv@kenes.com](mailto:myatsiv@kenes.com) to arrange this.

### **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 [mlelcuk@kenes.com](mailto:mlelcuk@kenes.com)

### **PAYMENT METHODS**

As detailed previously in the Sponsorship section.

### **CANCELLATION / SPACE REDUCTION POLICY**

Cancellation / space reduction must be made in writing to:

#### **ISBD 2008**

c/o Maya Yatsiv  
Kenes International  
17, rue du Cendrier  
PO Box 1726  
CH-1211 Geneva  
Switzerland

Tel: +41 22 908 0488 ext. 247

Fax: +41 22 732 2850

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

The organizers shall retain:

- 10% of the agreed package amount if the cancellation/space reduction is made on or before May 24, 2007 inclusive
- 50% of the agreed package amount if the cancellation/space reduction is made between May 24, 2007 inclusive and September 27, 2007 inclusive
- 100% of the agreed package amount if the cancellation/space reduction is made after September 28, 2007 inclusive

### **TERMS AND CONDITIONS**

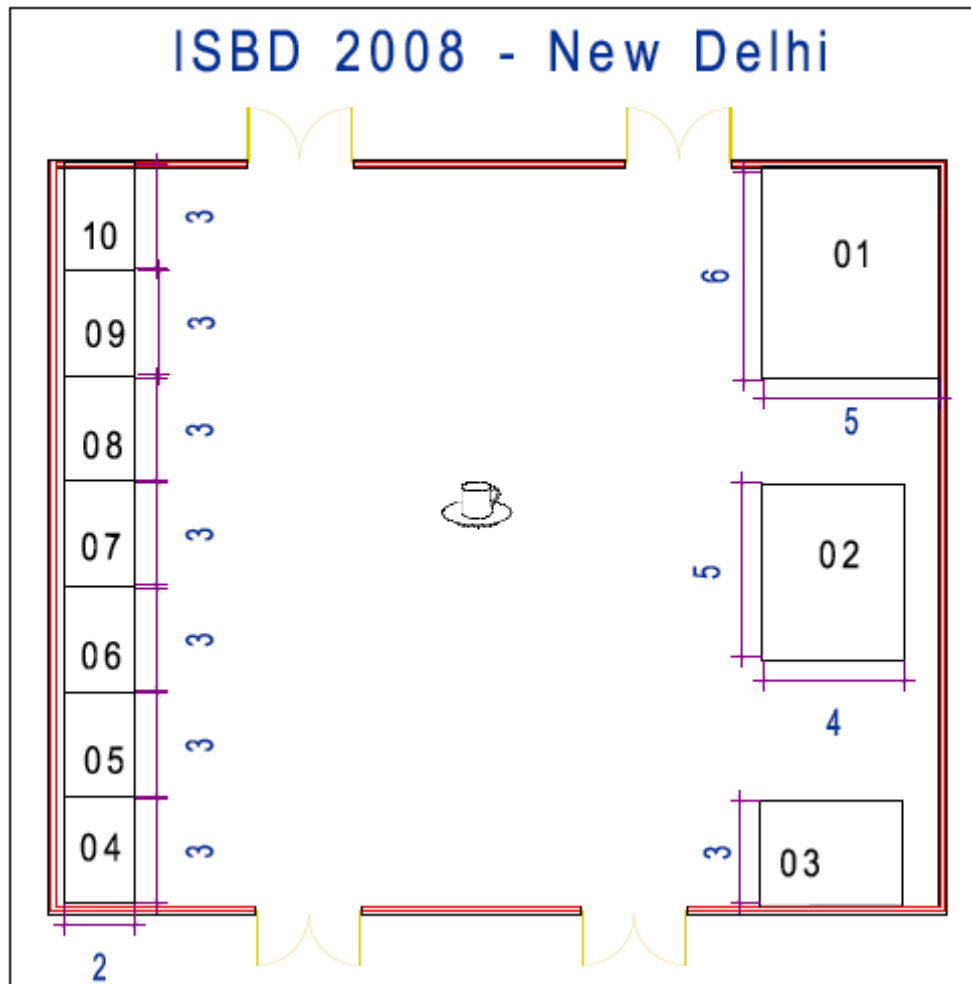
The Terms and Conditions of exhibiting are included in this Prospectus. Please note that signature of the exhibition contract indicates acceptance of these Terms and Conditions.

## Exhibition Floor Plan

Please visit the website for continuous updates on booth availability:

[www.kenes.com/isbd2008/exh.asp](http://www.kenes.com/isbd2008/exh.asp)

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# 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:

Please complete and send to:

**ISBD 2008**

**Maya Yatsiv**

Kenes International  
 17, rue du Cendrier  
 PO Box 1726  
 CH-1211 Geneva, Switzerland  
 Tel: +41 22 908 0488 ext. 247  
 Fax: +41 22 732 2850  
 Email: [myatsiv@kenes.com](mailto:myatsiv@kenes.com)

NAME OF COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

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

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

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

WE HEREBY APPLY TO BOOK EXHIBITION SPACE ONLY / SHELL SCHEME SPACE FLOOR THE COST OF WHICH IS \$ 300 / \$ 350 PER SQUARE METRE

| Choice                       | Stand No | Space Only (minimum 12 sqm) / Shell Scheme | No. of Square Metres | Total Price |
|------------------------------|----------|--|----------------------|-------------|
| <b>1<sup>st</sup> Choice</b> |          |  |                      | \$          |
| <b>2<sup>nd</sup> Choice</b> |          |  |                      | \$          |
| <b>3<sup>rd</sup> Choice</b> |          |  |                      | \$          |

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

- Provisional booking – The booth will be released if not confirmed within 14 days
- Payment has been made by cheque/transfer, please forward me confirmation and invoice
- Please send me a first deposit invoice for 50% of the total amount due  
 We have read the Terms & Conditions and agree to observe and be bound by them

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

## **TERMS AND 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 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 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 Exhibitors' 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 Exhibitors' 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-fulfilment 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.

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[www.isbd.org](http://www.isbd.org)