



 **ispd** International Society
for Prenatal Diagnosis

15th International Conference on
Prenatal Diagnosis and Therapy

11 - 14 July 2010 ~ Amsterdam, Netherlands



**Exhibitor and
Sponsor Prospectus**

Visit www.ispdhome.org/conference/2010 for more information



Sponsorship Opportunities

Conference Sponsors support professional development and education by underwriting meeting expenses in exchange for recognition in the Conference Program, on signage at the meeting and on the Conference Website. Support at the level that fits your budget.

Sponsorship Levels

DIAMOND Level €15,000 / \$20,500+

- Sponsorship of Attendee Conference Bags
- Complimentary Exhibit (includes one conference registration)
- 2 Additional Conference Registrations
- Complimentary Full-page ad in Conference Program

Platinum Level €10,000 / \$13,700

- Sponsorship of Young Scientist award for best poster presentation
- Complimentary Exhibit (includes one conference registration)
- 1 Additional Conference Registration
- Complimentary Half-page ad in Conference Program

Gold Level €5,000 / \$6,800

- Sponsorship of Poster Sessions
- Complimentary Exhibit (includes one conference registration)
- Complimentary Quarter-page ad in Conference Program

Tailored sponsorship packages are available upon request. Contact Allison Ball via e-mail at aball@ispdhome.org.

VAT not included in sponsorship amounts.

Sponsor Benefits

- Recognition as a Sponsor at your designated level of support
- Inclusion of your corporate logo on signage at the Conference and listing in Conference Program and Abstract Books
- Listing as a Sponsor on the Conference Website and in mailings to our database of over 1,400 professionals prominent in the field

Conference Attendee Gifts

This is a unique opportunity to provide a gift to all meeting attendees showcasing your organization. Include a gift in the conference materials for a fee of €200/\$275 per item.

Gift Sponsor Instructions

- Please supply at least 500 of each gift sponsored.
- Shipping instructions will be provided upon registration.
- Gift selection is on a first-come, first-served basis.
- Examples of gifts include badge holders, pens, mints, stress balls, etc.

This service is €200/\$275. Registration for this opportunity is available on the *Sponsorship Form*.

Advertising

Market your company in the Official Program of the ISPD 15th International Conference. Contact ISPD at info@ispdhome.org for more information.

Job Board

ISPD will sponsor an employment opportunities board at the conference. This opportunity is free to any conference attendee. Ads should not exceed one page in length and should be brought to the conference in hard copy. To post an ad, bring your flyer to the registration desk at the conference. Job postings will not be accepted before the meeting.

Exhibit Opportunities

Exhibitors!

- Showcase your organization to a diverse professional community from around the world
- Receive conference materials

Event Profile

International Society for Prenatal Diagnosis (ISPD) is a rapidly growing non-profit organization; its members are physicians, nurses, lab directors, researchers and genetic counselors – all professionals interested in prenatal diagnosis and therapy. ISPD's diverse membership represents 44 countries around the world.

The ISPD 15th International Conference on Prenatal Diagnosis and Therapy will attract diverse professionals to Amsterdam for a full day of interactive preconference courses followed by three days of conference sessions.

Preconference courses will be offered on Sunday, 11 July 2010. Conference sessions will be held Monday - Wednesday, 12 - 14 July 2010. Three days of plenary and concurrent sessions will explore the latest controversies and hot topics in the field. Sessions will feature invited speakers, as well as selected abstract presentations.

Showcase your organization by supporting the conference with a grant and/or exhibiting.

Sign up now while all these opportunities are still available!

ISPD 15th International Conference on Prenatal Diagnosis and Therapy

URL: www.ispdhome.org/conference/2010

E-mail: info@ispdhome.org

Telephone: +1.434.979.4773

Facsimile: +1.434.977.1856

Exhibit Stand Reservation

Once ISPD has received your exhibitor registration form, you will be assigned an exhibit stand number and receive general information from show management.

Exhibitors are listed

- On the Conference Website
- In the Conference Program
- In the Abstract Book
- In the Conference Final Report
- On signage at the event

Exhibit Fees

€1600 / \$2,200 USD for For-Profit organizations

€800 / \$1,095 USD for Non-Profit organizations

Exhibit fees include exhibit stand space (does not include shell scheme) and one complimentary registration for an exhibit representative. Additional representatives are required to register separately for an additional fee.

Exhibitor Stands

Shell scheme stands can be ordered through the webshop of Amsterdam RAI Exhibitor Services. Each stand is 9m². The cost is €43,50 per m² (excluding 19% VAT). Each shell scheme includes:

- Shells (white)
- Fascia with company name and stand
- Carpet tiles
- 2 light spots per stand
- Electricity connection of 1kW including wall socket and consumption

Payment for the shell scheme and furniture will be directly handled through Amsterdam RAI Exhibitor Services.

Exhibit Days

Set-up: Sunday, 11 July, 1:00 - 4:30 pm

Exhibits Open: Monday - Wednesday, 12 - 14 July

Tear-down: Wednesday, 14 July, 4:30 - 6:00 pm

Exhibitors must be present during session breaks. A preliminary schedule of events shall be provided upon exhibitor registration.



Exhibitor Floorplan



Exhibitor Services

Amsterdam RAI Exhibitor Services & Web Shop

Shell scheme stands and additional services can be ordered with the greatest of ease in the Amsterdam RAI Exhibitor Services web shop. This web shop will be live on 1 April 2010. Exhibitors will receive an e-mail with the link and instructions.

Orders can be paid with credit card, Ideal (Dutch companies) and bank wire transfer. Exhibitor Services provides the following:

- parking
- electricity and lighting
- computers
- internet
- telecommunication
- audio visual equipment
- catering
- furniture
- flowers and plants
- shell scheme stands
- stand cleaning and waste disposal
- security
- hostesses, etc.

Please contact Amsterdam RAI Exhibitor Services with any questions.
Amsterdam RAI Exhibitor Services
Telephone: +31 (0)20 549 1928
E-mail: exhibitorservices@rai.nl

Important Deadlines

13 June 2010: Early bird deadline electricity order. After this date prices increase with 25% percent. Please note that a power connection of 1 kW is included in the shell scheme stand. If you need extra, please order in the web shop.

21 June 2010: Deadline to order a shell scheme stand.

5 July 2010: Web shop is closed. Please make your orders by 2 July 2010. If you need anything after 5 July 2010, please contact Amsterdam RAI Exhibitors for last minute orders. During set up, go to the Exhibitor Services desk for your last minute orders.

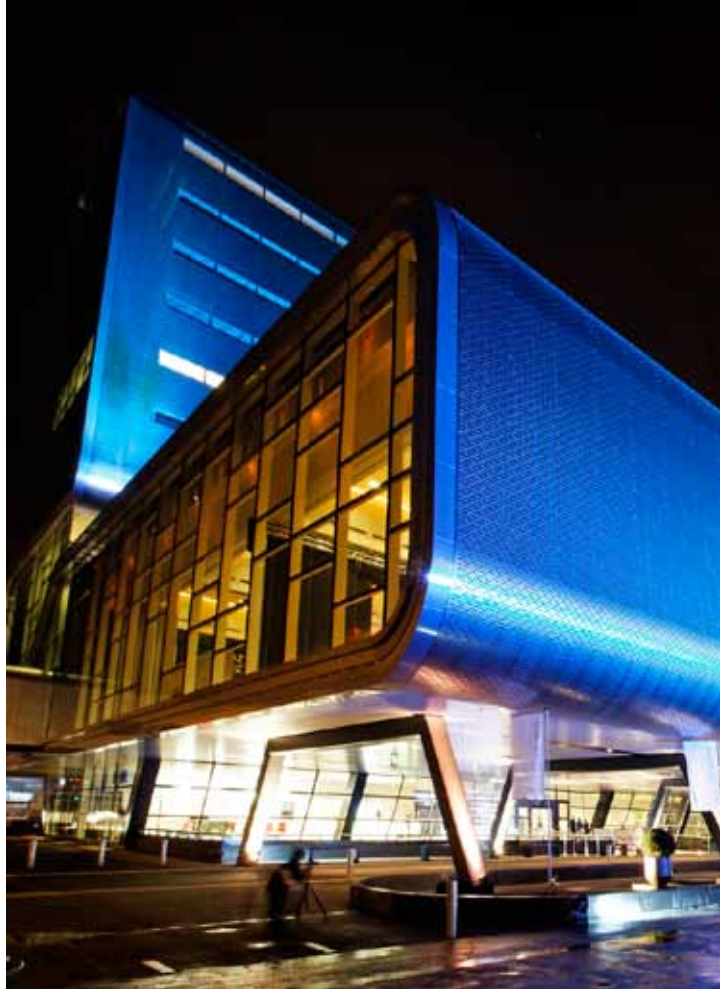


Exhibit Rules and Regulations

Exhibit Stand Rental Fee

€1600 / \$2,200 USD for For-Profit organizations
€800 / \$1,095 USD for Non-Profit organizations
(prices do not include 19% VAT)

What the Fee Includes: 1 complimentary registration for an exhibitor, company listing on conference website, listing in conference program and abstract book, marketing line on signage, and all conference materials. Exhibit registration and description (not exceeding 50 words) must be received by ISPD before 21 May 2010 to be printed in the official conference program book. Information submitted after the cut-off date will not be included in printed materials.

Exhibitor Stands: Exhibitors services will be handled through Amsterdam RAI Exhibitor Services for the shell scheme stand. Each stand is 9m². Stands must be ordered through the webshop. Each shell scheme includes fascia with company name and stand, carpet, 2 light spots per stand and electricity connection of 1kW including wall socket and consumption. Payment for the shell scheme and furniture will be directly handled through Amsterdam RAI Exhibitor Services. All additional items can also be ordered through the webshop.

Payment Schedule: Full payment must accompany the Exhibitor Registration in order to hold the space. Payment and remittance must be made to ISPD in U.S. Dollars for exhibitors from North America or Euros for all other exhibitors. Payment may be made by check or credit card (American Express, MasterCard or Visa). A \$25 surcharge will be assessed to cover any collection fees.

Certificate of Insurance: All exhibitors and their authorized decorators must have liability insurance. Each exhibitor must provide a one-page "Certificate of Insurance" in the name of the International Society for Prenatal Diagnosis, from their insurance company showing coverage for the duration of the event, including move-in and move-out. The minimum requirement is liability and property damage insurance in an amount no less than \$1,000,000 per occurrence.

Assignment of Space: Exhibit stand assignments will be made on a first-come, first-served basis upon receipt of payment and a completed Exhibitor Registration form. No assignments will be made without payment. Upon assignment, you will receive a confirmation letter informing you of your assigned number and location. ISPD reserves the right to assign the next best available space when the requested space is unavailable.

Exhibitor Restrictions: The use of exhibit space is solely for the purpose of exhibiting a display having educational or practical application in the field of prenatal diagnosis and therapy or related fields. Sales, order taking, and entering into contracts of sale on the exhibit floor or other related convention areas during the meeting are discouraged. Interviews, demonstrations, distribution of literature, etc., will be permitted only within exhibitors' spaces. The use of the International Society for Prenatal Diagnosis (ISPD) name and/or logo is prohibited on signs or promotional literature inside or outside the exhibit area. Reference may be made to the ISPD 15th International Conference on Prenatal Diagnosis and Therapy that includes the location and dates but not the conference logo on exhibitor advertising or giveaways to conference attendees.

Ancillary Events: An ancillary event is any function held during the ISPD conference by a party other than ISPD. All ancillary events must receive ISPD authorization whether the organizer is requesting ISPD meeting space or holding the event off-site. No events may be scheduled during ISPD educational sessions or social events. To obtain ISPD meeting space, the organizer must be an exhibitor and/or conference supporter. All meeting room rental fees, food and beverage, audiovisual equipment rentals and other services are the responsibility of the organizer. All requests for meeting space must be approved by ISPD before space can be confirmed by the hotel. Organizers are not permitted to display signs or brochures in any of the public areas of the conference. Signs may be displayed outside the meeting room on the day of the event. Brochures/fliers may be distributed from the exhibit stand during exhibitor hours.

Ancillary events shall in no way state or imply endorsement of or support by ISPD for the event, organizer, or products or services discussed in announcements, advertising, on any signage or during the event. Ancillary event information may be posted on the ISPD website, and printed in the official program book. The length of the description must not be more than 50 words. To guarantee your event is listed, please submit your information prior to 21 May 2010.

Liability/Hold Harmless: Exhibitor hereby agrees to and does indemnify, hold harmless, and defend ISPD from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including attorney's fees), which may incur, pay or be required to pay, incidents, or indirect employee negligence, acts or omissions by Exhibitor/Attendees; and ISPD and its respective agents or employees shall not be responsible for loss, damage or destruction of property.

Protection of Exhibit Space: Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the hotel or convention center without the written permission of ISPD or a representative of the hotel property, which must be provided to ISPD. Banners and display elements may not exceed a height of 3 feet, if placed on table. 'Subleasing' of space is not permitted. Any noise-making device shall be operated at a level that does not interfere with other exhibitors. Exhibit stand hardware and materials may not obscure the line of sight to another exhibitor's stand.

Enforcement of Rules and Regulations: The rules and regulations of ISPD's exhibits are intended to bring order and fairness to the conference. The exhibitor agrees that ISPD shall have the right to make such rules and regulations or changes in floor plan arrangements of exhibit stands for said exhibition as it shall deem necessary. ISPD shall have the final determination for enforcement of all rules, regulations and conditions. ISPD reserves the right without recourse to control or prohibit any exhibit or part of any exhibit that is contrary to the ISPD mission and values. This includes the conduct of persons and the content and placement of printed matter. ISPD may dismiss an exhibitor from the conference for unethical conduct. It is agreed that no refund of fees shall be made upon dismissal.

Previous ISPD Exhibitors

AmniSure International
Astraia-Imago
Baylor College of Medicine
Beckman Coulter Inc
Brahms AG
Dornier MedTech
Fetal Care Center of Cincinnati
Fetal Medicine Foundation USA
Fluidigm
GeneDx
Genzyme Genetics
International Vasa Previa Foundation
Karl Storz Endoscopy Canada, LTD.
Lenetix Medical Screening Lab, Inc.
March of Dimes Birth Defects Foundation
MRC - Holland / MLPA
PerkinElmer LAS
Philips Healthcare
SAFE
Sequenom Inc
Siemens Healthcare Diagnostics
Signature Genomic Laboratories, LLC
Tepnel Molecular Diagnostics
Texas Children's Fetal Center
Wiley - Blackwell

Questions about exhibiting at the 15th International Conference?

Contact Lynne Valentic,
Conference Director, at
lvalentic@ispdhome.org

Exhibit Stand Reservation Form

Contact Information

List your company name as you would like it to appear on any promotions. *(Please print.)*

Company Name: _____

Street Address: _____

City, State/Province: _____

Postcode: _____

Country: _____

Company Telephone: _____

Company E-mail: _____

Company URL: _____

Contact Person: _____

(To whom all exhibitor correspondence should be sent)

Contact Person E-mail: _____

Contact Person Telephone: _____

Company Description

Please attach a description of your products and services to be exhibited (no more than 250 words). This description will be included in the Conference Program Book.

Terms and Conditions

The undersigned hereby authorizes ISPD to reserve exhibit space for use by the above company or organization. The undersigned hereby acknowledges receipt of and agrees to abide by the Exposition Rules and Regulations available in this prospectus and on the ISPD website at www.ispdhome.org and to all conditions under which exhibit space is leased to ISPD. ISPD reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the exhibit. The undersigned acknowledges that space assignments shall be acceptable unless ISPD is notified in writing within fifteen (15) days of the date of assignment notification. The undersigned specifies that the products or services listed in your description are those to be exhibited.

Name of Authorizing Officer

Title

Signature of Authorizing Officer

Date: _____

Reservation Type

Exhibit Fees (per 9m²)

For-Profit organizations

€1904 (€1600 stand fee plus 19% VAT)

\$2,618 USD (\$2,200 USD stand fee plus 19% VAT)

Non-Profit organizations

€952 (€800 stand fee plus 19% VAT)

\$1,303.05 USD (\$1,095 USD stand fee plus 19% VAT)

Exhibit registration includes ONE complimentary exhibit representative registration. Fees do not include shell scheme.

Exhibit Space Preference

Please list your booth number preference and any competitors that you do not wish to be near.

An ISPD Representative will contact you with your exhibit stand assignment.

Payment Method

Credit Card Payment must be made in U.S. dollars. To pay in Euros, use the wire transfer information below:

Bank: Fortis Bank, Netherlands

IBAN: NL34FTSB0243212208

Account Holder: ISPD 2010

Bank Identifier Code (BIC): FTBPNL2R

A \$25 surcharge will be assessed to cover any collection fees. A receipt will be provided upon processing. Cancellations must be made in writing on or before 11 June 2010 to receive a 75% refund. No refunds will be made after 11 June 2010.

VISA

MasterCard

AMEX

Check #: _____

(Checks should be made payable to ISPD.)

Amount Authorized: \$ _____

Card Number: _____

Exp Date: _____ *CV2: _____

Cardholder Name: _____

Signature: _____

Billing Address: _____

The CV2 code is the three digit security code located on the the back of Visa and MasterCards. American Express cards have a four-digit security code located on the front.

Exhibitor forms, with payment, must be received no later than **14 May 2010** to qualify for all of the stated benefits. Please fax completed agreement with payment to +1.434.977.1856 or mail to ISPD, 154 Hansen Rd, Suite 201, Charlottesville, VA 22911 USA.



Sponsorship Form

Contact Information

List your company name as you would like it to appear on any promotions. *(Please print.)*

Company Name: _____

Street Address: _____

City, State/Province: _____

Postcode: _____

Country: _____

Company Telephone: _____

Company E-mail: _____

Company URL: _____

Contact Person: _____

(To whom all supporter correspondence should be sent.)

Contact Person E-mail: _____

Contact Person Telephone: _____

Corporate Sponsorship Levels

(Please select one, rate includes 19% VAT)

- DIAMOND Level** €17,850 / \$24,395
- Platinum Level** €11,900 / \$16,303
- Gold Level** €5,950 / \$8,211

SUPPORTER CONTRIBUTION

\$ _____

Logo Submission

Please e-mail a copy of your corporate logo to aball@ispdhome.org prior to 7 May 2010 for use on Conference signage.

Logos should meet the following specifications:

- Tiff, jpeg or eps file
- High Resolution (at least 300 dpi)
- Print ready
- Full color preferred

Attendee Gift Sponsorship

- I would like to provide a gift (quantity 500). Cost: €200/\$275 USD

Description of gift: _____

Gift selection is on a first-come, first-served basis. If more than one registration is received for the same gift, you may be contacted to supply a different gift.

Payment Method

Credit Card Payment must be made in U.S. dollars. To pay in Euros, use the wire transfer information below:

Bank: Fortis Bank, Netherlands

IBAN: NL34FTSB0243212208

Account Holder: ISPD 2010

Bank Identifier Code (BIC): FTSBNL2R

A \$25 surcharge will be assessed to cover any collection fees. A receipt will be provided upon processing.

- VISA
- MasterCard
- AMEX

Check #: _____

(Checks should be made payable to the International Society for Prenatal Diagnosis.)

Amount Authorized: \$ _____

Card Number: _____

Exp Date: _____ *CV2: _____

Cardholder Name: _____

Signature: _____

Billing Address: _____

**The CV2 code is the three digit security code located on the back of Visa and MasterCards. American Express cards have a four-digit security code located on the front.*

Sponsorship forms must be received no later than 7 May 2010 to qualify for all of the stated benefits. Please fax completed form with payment to +1.434.977.1856 or mail to ISPD, 154 Hansen Rd, Suite 201, Charlottesville, VA 22911 USA.