



**EASO**

European Association for the Study of Obesity



# Sponsorship and Exhibition Prospectus

18th European Congress on Obesity (ECO2011)  
Istanbul, Turkey

May 25-28 2011

[www.easo.org/eco2011](http://www.easo.org/eco2011)

# Welcome

Dear Colleagues

The European Association for the Study of Obesity (EASO) and the Turkish Association for the Study of Obesity (TASO) are pleased to announce sponsorship and exhibition opportunities at the 18th European Congress on Obesity (ECO2011), which will take place in Istanbul, Turkey from 25-28 May 2011.

We are delighted that EASO has chosen Istanbul as the ECO host city in 2011. We welcome you back to the ECO and to Istanbul in particular - an enchanting city where continents have always met with joy and pride. It is fitting that the ECO will take place in Istanbul, the host city of the 2006 WHO European Ministerial Conference on Counteracting Obesity. ECO2011 will provide an essential platform for discussion on the latest scientific, management and public health developments in the field, many of which are a direct consequence of the Ministerial Summit.

With no ECO in 2010, EASO enjoyed a unique opportunity to re-assess the structure of our congress. Our aim is to increase the European and global impact of the ECO by developing exceptional and diverse scientific programmes that attract a wider group of delegates. The ECO2011 programme structure reflects these aims and will incorporate:

- **Association Sessions**
- **Regional Sessions**
- **Interactive/Educational Workshops**
- **Controversies and Debates**
- **Meet the Expert Sessions**
- **Active Poster Sessions**
- **Industry Sessions at 'Prime Times'**
- **The Exhibition as the 'Hub' of the Congress**

We have made a conscious effort to develop a programme that gives added exposure to sponsors and exhibitors - the interdisciplinary nature of Obesity research and education allows the programme to address key issues on Obesity and its co-morbidities, thus attracting delegates from a variety of specialties.

We believe that we have laid the foundations to quench your scientific thirst and to help you to network with colleagues from a number of fields related to the research into and treatment of obesity.

We warmly welcome your important participation in what promises to be an exceptional congress in Istanbul.

With kind regards



**Professor Volkan Yumuk**  
Chair, 18th European Congress on Obesity



**Professor Jean-Michel Oppert**  
President, European Association for the Study of Obesity

# The Host Associations



European Association for the Study of Obesity

EASO is a leading biomedical association in Europe with networks in 30 countries. It plays a major role in EU/WHO projects, has dynamic and active Task Forces, organises educational activities throughout the region and hosts the annual European Congress on Obesity (ECO)

Established in 1986, EASO aims to promote research into obesity, facilitate contact between individuals and organisations, and promote action that tackles the epidemic of obesity. EASO now has 29 member associations representing more than 4000 individuals in 30 countries. Members come from a wide range of professions and include clinicians, scientists, allied health professionals working in the field of obesity research and education, opinion leaders and advocacy groups, health related organisations, governments, policy makers, representatives of UN Bodies and the international community.

The Objects of EASO are:

- To promote the preservation and protection of health and relief of sickness for the public benefit in the field of obesity and its related disorders
- To promote research, the dissemination of the results of such research and exchange of scientific information in the field of obesity within Europe
- To develop a deeper understanding of how to achieve and maintain a healthy bodyweight, and to manage and prevent obesity and its related conditions by those engaged in the study of

For further information, please visit [www.easo.org](http://www.easo.org)



TASO is a medical organization in Turkey leading primarily preventive and educational activities in the field of obesity and related disorders. It plays a major role in national policies and nationwide epidemiologic studies, has active Task Forces, organizes educational activities throughout the country and hosts the biannual National Congress on obesity.

Established in 1998, TASO aims to promote research in obesity, facilitates contact between individuals, pertinent NGO's and the governmental organizations (e.g. Ministry of Health) in order to overwhelm the obesity epidemic of our century. TASO has grown to a body of members that come from a variety of professions including mainly clinicians and clinical researchers, dieticians and other health related professionals who are working in the field of obesity management, research and education.

The objectives of TASO are:

- To promote the protection of public health in the field of obesity and its related disorders
- To develop an understanding of how to achieve and maintain good health and to manage and prevent obesity and its related conditions
- To develop an understanding of multidisciplinary management of obesity according to established guidelines
- To promote research, the dissemination of the results of such research and exchange of scientific information in the field of obesity within Turkey and with all partners

For further information, please visit [www.diabetcemiyeti.org](http://www.diabetcemiyeti.org)

# The Congress

The objectives of the ECO are:

- To provide an annual forum for the dissemination of information about research advances in the field of obesity
- To identify, debate and promote innovative preventive and treatment strategies to reduce the prevalence of obesity and its associated burden of diseases
- To provide networking opportunities for experts in the field of obesity research and management

The ECO is the most important annual obesity related congress in Europe. Sponsorship of the congress will demonstrate your commitment to addressing the problem of Obesity and will help EASO achieve its important and challenging goals. ECO2011 will also provide companies and organisations with an outstanding opportunity to promote their products and services to obesity specialists from Europe and around the world.

The congress is truly International, attracting over 2500 participants from more than 80 countries. Participants are nutritionists, clinicians, practitioners, researchers – all experts and key opinion leaders in the field of obesity and its related conditions. The interdisciplinary nature of Obesity research and education allows the programme to address key issues on Obesity and its many co-morbidities.

# The Congress Organiser

The 18th European Congress on Obesity will be organised 'in-house' by the EASO Secretariat. Local arrangements will be handled by our partner in Istanbul, Figür Kongre and Organizasyon. Should you require any further information, please contact us at:

## 18th European Congress on Obesity

c/o EASO Secretariat  
113-119 High Street, Hampton Hill, Middlesex, TW12 1NJ, United Kingdom

**Tel:** +44 (0) 20 8783 2256

**Fax:** +44 (0) 20 8979 6700

**Email:** [eco2011@easo.org](mailto:eco2011@easo.org)

**Web:** [www.easo.org/eco2011](http://www.easo.org/eco2011)

## Figür Congress and Organization

Ayazmaderesi Cd. Karadut Sk. No:7 34394 Dikilita Istanbul Türkiye

**Tel:** + 90 212 381 46 00

**Direct:** + 90 212 381 46 43

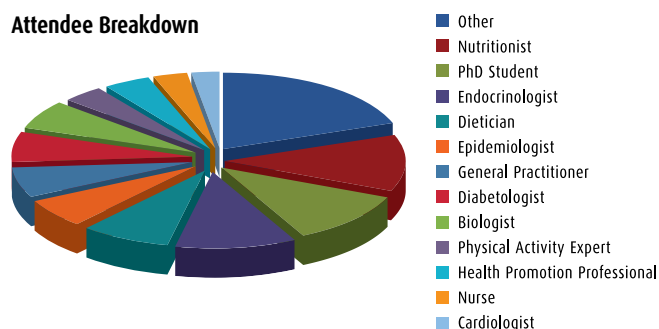
**Fax:** + 90 212 258 60 78

**Gsm:** + 90 533 580 71 34

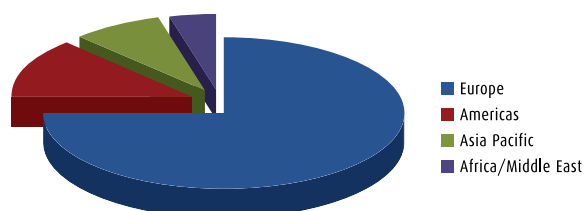
**Email:** [keremunal@figur.net](mailto:keremunal@figur.net)

## ECO 2009 Statistics

### Attendee Breakdown



### Participation by geographical area



## The Congress Venue

ECO2011 will be held at the Istanbul Convention & Exhibition Centre, one of the top congress venues in Europe. The congress centre is located in the centre of Istanbul, close to Taksim Square. Most congress hotels are located within walking distance of the ICEC.

### Istanbul Convention & Exhibition Centre (ICEC)

Harbiye 34267 Istanbul Turkey

**Tel:** +90 212 373 11 00

**Fax:** +90 212 224 08 78

For further information, please visit [www.icec.org](http://www.icec.org)

# The ECO2011 Scientific Programme

The scientific programme has been developed by a committee of leading experts and comprises 5 tracks:

## 1) Prevention and Society

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Socio-Cultural Aspects  
Interventions for Primary Prevention  
Environmental Influences (food, physical activity)  
Psychological Aspects  
Policy and Economics  
Globalisation/Nutrition Transition  
Cost Effectiveness of Different Management Strategies  
Novel Media

## 2) Epidemiology

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Lifestyle Related Determinants  
Health Outcomes  
Secular Trends  
Methodologies for Defining Obesity and Measuring Diet and Energy Expenditure  
Lifecourse Approach

- Foetal and Early Life
- Childhood and Adolescence
- Early to late Adulthood

## 3) Integrative Physiological Systems

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Body Composition, Fat Distribution and Ectopic Fat  
Nutrient Partitioning and body composition  
Fatty acid partitioning, adipose tissue-muscle cross talk  
Lean-fat tissue partitioning  
Energy Balance and its neuro-endocrine regulation

- Intake
- Expenditure

Gut Microbiota  
Metabolic Programming

## 4) Genes and Cellular Mechanisms

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Inflammatory mechanisms  
Genetics and Lifestyle-Gene Interactions  
Fat Cell Dynamics and Cytokines  
Organelle (Dys)Function  
ER stress and liver disease  
Mitochondrial function

## 5) Management and Co-Morbidities

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Physical Activity Strategies  
Dietary Strategies

- Nutrient Composition
- Bioactive Food Ingredients
- Functional Foods
- Other

Integrative Management

- Behavioural Approaches
- Treating Vulnerable Populations

Surgical Strategies  
Pharmacological Treatment: Current and Novel Drugs  
Management of Obesity in Childhood and Adolescence  
Management of Complications:

- Treatment of Co-morbidities in Obese Patients
- Treatment of Obesity in Patients with Co-morbidities

In addition to scientific sessions (plenary lectures, review sessions, workshops, Meet the Expert Sessions, Free Communications, Poster Sessions) based around these tracks, there will also be EASO Task Force Workshops, Regional Sessions which address region and country specific issues and Association Sessions which address related topics and are organised by EASO's partner societies including the European Association for the Study of Diabetes, the European Society of Hypertension, the International Federation for the Surgery of Obesity – European Chapter and the International Society of Behavioral Nutrition and Physical Activity.

For regular programme updates, please visit [www.easo.org](http://www.easo.org)

# Sponsorship Opportunities

Item	Cost	Benefits and Additional Information
<b>SPONSORSHIP PACKAGES</b>		
<b>Major Sponsorship</b>	€75,000.00 + VAT	<ul style="list-style-type: none"> <li>✓ Industry Sponsored Symposium</li> <li>✓ 50 SQM Exhibition space</li> <li>✓ 10 x Exhibitor Registrations</li> <li>✓ 2 x Full delegate Registrations</li> <li>✓ 2 x Invitations to the Speakers' Dinner</li> <li>✓ 1 x full page colour advertisement in the congress programme book (inside front or inside back cover)</li> <li>✓ Half page company profile in the congress programme</li> <li>✓ 1 x Delegate Bag Insert</li> <li>✓ Acknowledgement on ECO2011 and EASO websites</li> <li>✓ First choice of all other sponsorship opportunities</li> <li>✓ 2 x delegate e-bulletins (sent by ECO2011 Secretariat)</li> </ul>
<b>Principal Sponsorship</b>	€40,000.00 + VAT	<ul style="list-style-type: none"> <li>✓ Industry Sponsored Symposium</li> <li>✓ First Choice of Exhibition Space - after Major Sponsors</li> <li>✓ 5 x Exhibitor Registrations</li> <li>✓ 2 x Invitations to the Speakers' Dinner</li> <li>✓ Half page company profile entry in the congress programme</li> <li>✓ 1 x Delegate Bag Insert</li> <li>✓ Acknowledgement on ECO2011 and EASO websites</li> <li>✓ 1 x delegate e-bulletin (sent by ECO2011 Secretariat)</li> </ul>
<b>PROGRAMME SPONSORSHIP</b>		
<b>Company Sponsored Symposium</b>	€35,000.00 + VAT	<ul style="list-style-type: none"> <li>✓ 1x Delegate Bag Insert</li> <li>✓ 1 x delegate e-bulletin (sent by ECO2011 Secretariat)</li> <li>✓ Company logo on all Session signage</li> <li>✓ Link to Symposium via ECO2011 and EASO websites</li> </ul>
<b>Poster Sessions</b>	€10,000.00 per poster session + VAT	<ul style="list-style-type: none"> <li>✓ High Profile Exposure - company logo on each poster board (logo printed on each poster number)</li> <li>✓ Company logo on all Poster Session signage</li> </ul>
<b>Webcast</b>	€4,500.00 per session + VAT	<ul style="list-style-type: none"> <li>✓ Long term exposure - webcast displayed on EASO and company websites (pending speaker approval)</li> <li>✓ Company logo on all session signage</li> <li>✓ Company logo on sponsor boards throughout venue</li> </ul>
<b>Young Investigators United</b>	€7,500.00 + VAT	<ul style="list-style-type: none"> <li>✓ Company Logo on all Young Investigators United print material and signage</li> <li>✓ Acknowledgement on EASO YIU website</li> <li>✓ 2 x complimentary tickets to the Young Investigators United Workshop and Social Event</li> </ul>
<b>EASO Young Investigator Awards</b>	€10,000.00 + VAT	<ul style="list-style-type: none"> <li>✓ 3 Awards presented at the ECO2011 Opening Ceremony</li> <li>✓ Acknowledgment via ECO2011 and EASO websites</li> <li>✓ Formal recognition of outstanding scientific contributions from Young Investigators in our field</li> </ul>
<b>ECO2011 Abstract Awards</b>	€5,000 .00+ VAT	<ul style="list-style-type: none"> <li>✓ 10 Awards presented at the ECO2011 Closing Ceremony</li> <li>✓ Acknowledgment via ECO2011 and EASO websites</li> <li>✓ Formal recognition of outstanding scientific contributions to ECO2011</li> </ul>

All sponsors will be listed in the ECO2011 Final Programme Book, on the ECO2011 website and on sponsor boards throughout the congress venue during ECO2011.

Branding and catering over and above that listed in this prospectus is at the sponsors' and/or exhibitors' own expense.

Item	Cost	Benefits and Additional Information
<b>PRINTED MATERIALS</b>		
<b>Congress Programme Advertisement</b>	€2,500.00 per Advertisement + VAT	✓ Full page, full colour advertisement in the body of the Congress Programme Note: Half page advertisements are also available. Please contact the organisers for further details.
<b>Pocket Programme</b>	€7,500.00 + VAT	✓ Company logo on Pocket Programme
<b>Delegate Bag Insert (Per Insert)</b>	Up to 4 pages €2,000.00 + VAT Over 4 pages €4,000.00 + VAT	✓ Company information in every delegate bag. The Organisers must approve the size and content of all delegate bag inserts
<b>DELEGATE MATERIALS AND SERVICES</b>		
<b>Delegate Bags</b>	€25,000.00 + VAT	✓ Company logo printed on each Delegate Bag - placement of the logo will be at the discretion of the organisers
<b>Delegate Badges</b>	€12,000.00 + VAT	✓ Sponsor Company to provide lanyards ✓ Lanyards provided to all congress participants
<b>Delegate Pad and Pen</b>	€10,000.00 + VAT	✓ Company logo on congress pad and pen ✓ Pad and Pen provided to all congress delegates
<b>Internet Café</b>	€10,000.00 + VAT	✓ Company Logo on Internet Café signage ✓ Company logo on screensaver and as screen background ✓ Opportunity to distribute branded mouse pads and promotional materials in Internet Café
<b>ECO2011 Travel Grants</b>	€10,000.00 + VAT	✓ Support offered to 5 individuals ✓ Acknowledgment via ECO2011 and EASO websites ✓ Acknowledgment during ECO2011 Opening Ceremony
<b>SOCIAL EVENTS AND CATERING</b>		
<b>Delegate Social Event</b>	€10,000.00 + VAT	✓ Company logo on social event tickets and programmes ✓ Company logo at social event venue ✓ Opportunity to distribute branded materials during social event ✓ Acknowledgment on EASO and ECO2011 websites
<b>Lunch</b>	(Per Day): €10,000.00 + VAT	✓ Company logo at lunch stations ✓ Company logo on lunch boxes ✓ Opportunity to insert company product (if appropriate) into lunch boxes
<b>Coffee Break</b>	(Per Break): €5,000.00 + VAT	✓ Company logo at coffee stations

#### **TAILOR-MADE SPONSORSHIP PACKAGES**

In addition to the packages above, you can tailor your marketing strategy by purchasing individual sponsorship items to suit your specific needs. We will be happy to work with you to maximise the return on your investment by helping you to pick from the list of individual sponsorship items, to create a successful package for your organisation. Further to this, any additional ideas that you may have to promote your products and services are welcome for consideration. All

sponsors will receive the customary acknowledgements outlined in this brochure, regardless of their level of investment. Additional acknowledgements and benefits are listed throughout this prospectus to coincide with the opportunities undertaken and the level of sponsorship achieved.

**These are a selection of sponsorship opportunities. Should you have additional ideas, please contact the organisers for further discussion.**

# Scientific Draft Programme at a glance


Wednesday 25 May 2011

Thursday 26 May 2011

0715 hrs				Breakfast Workshops/Meet the Expert Sessions (0715 - 0815 hrs)				
0800 hrs								
0830 hrs				Plenary Lecture (0830 - 0915 hrs)				
0900 hrs								
1000 hrs	Pre Congress Sessions/Workshops E.G. with local flavour for Physicians (0830 hrs - 1130 hrs)		Pre Congress Sessions/Workshops E.G. with local flavour for Physicians (0830 hrs - 1130 hrs)		Review Sessions/Debates: 0930 - 1100 hrs (4 parallel sessions in breakout rooms)			
1100 hrs					Association Symposium (e.g. Obesity and Hypertension with EHS)	Review Session/ Debate	Review Session/ Debate	Review Session/ Debate
1200 hrs				Coffee Break/Commercial Exhibition (1100 - 1130 hrs)				
1300 hrs	Industry Supported Satellite (1200 - 1330 hrs)			Oral Sessions: 1130 - 1300 hrs (4 parallel sessions in breakout rooms)				
1400 hrs			Basic Science Session: Body Composition, Fat Distribution and Ectopic Fat (1200 - 1500 hrs)		Oral Session (abstracts)	Oral Session (abstracts)	Oral Session (abstracts)	Oral Session (abstracts)
1500 hrs	EASO COTF Workshop (1330 - 1530)	EASO OMTF Workshop (1330 - 1530)	EASO PTF Workshop (1330 - 1530)	Lunch, Exhibition and Posters (1300 - 1500 hrs)		Industry Supported Satellite		Industry Supported Satellite
1600 hrs				Plenary Lecture (1500 - 1545 hrs)				
1700 hrs	Coffee Break/Commercial Exhibition (1530 - 1600)			Review Sessions/Debates: 1600 - 1730 hrs (4 parallel sessions in breakout rooms)				
1800 hrs	Industry Supported Satellite (1600 hrs - 1730 hrs)			Association Symposium (e.g. Bariatric Surgery with IFSO-EC)		Review Session/ Debate	Review Session/ Debate	Review Session/ Debate
1900 hrs	Plenary Lecture: WHO Europe Monitoring Project (1730 - 1815 hrs)			Coffee Break/Commercial Exhibition (1730 - 1800 hrs)				
2000 hrs	EASO Young Investigator Award Lectures ECO2011 Opening Ceremony (1815 - 1945 hrs)			EASO Young Investigators United (1800 - 1900 hrs)		Industry Supported Satellite (1800 - 1900 hrs)		
2100 hrs	ECO2011 Welcome Reception (1945 - 2130 hrs)			Congress Social Event (2000 hrs 'til late)				

## Friday 27 May 2011

## Saturday 28 May 2011

Breakfast Workshops/Meet the Expert Sessions (0715 - 0815 hrs)				Breakfast Workshops/Meet the Expert Sessions (0715 - 0815 hrs)				0715 hrs
								0800 hrs
Plenary Lecture (0830 - 0915 hrs)				Plenary Lecture (0830 - 0915 hrs)				0830 hrs
								0900 hrs
Review Sessions/Debates: 0930 - 1100 hrs (4 parallel sessions in breakout rooms)				Review Sessions/Debates: 0930 - 1100 hrs (4 parallel sessions in breakout rooms)				
Association Symposium (e.g. Obesity and Diabetes with EASD)	Review Session/ Debate	Review Session/ Debate	Review Session/ Debate	Regional Session	Oral Session (abstracts)	Oral Session (abstracts)	Oral Session (abstracts)	1000 hrs
Coffee Break/Commercial Exhibition (1100 - 1130 hrs)				Coffee Break/Commercial Exhibition (1100 - 1130 hrs)				1100 hrs
Oral Sessions: 1130 - 1300 hrs (4 parallel sessions in breakout rooms)				Review Sessions/Debates: 1130 - 1300 hrs (4 parallel sessions in breakout rooms)				
Regional Session	Oral Session (abstracts)	Oral Session (abstracts)	Oral Session (abstracts)	Association Symposium (e.g. Physical Activity with ISBNPA)	Review Session/ Debate	Review Session/ Debate	Review Session/ Debate	1200 hrs
Lunch, Exhibition and Posters (1300 - 1500 hrs)		Industry Supported Satellite	Industry Supported Satellite	Plenary Lecture (1315 - 1400 hrs)				1300 hrs
				Closing Ceremony to include Poster Award Ceremony (1400 - 1430 hrs)				1400 hrs
Plenary Lecture (1500 - 1545 hrs)								1500 hrs
								1600 hrs
Review Sessions/Debates: 1600 - 1730 hrs (4 parallel sessions in breakout rooms)								
Regional Session	Review Session/ Debate	Review Session/ Debate	Review Session/ Debate					1700 hrs
Coffee Break/Commercial Exhibition (1730 - 1800 hrs)								1800 hrs
Industry Supported Satellite (1800 - 1900 hrs)		Industry Supported Satellite (1800 - 1900 hrs)						1900 hrs
								2000 hrs
Congress Social Event (2000 hrs 'til late)				 <p><b>ECO 2011</b> 18th European Congress on Obesity</p> <p><b>May 25-28 2011</b> Istanbul, Turkey</p>				2100 hrs

# Commercial Exhibition

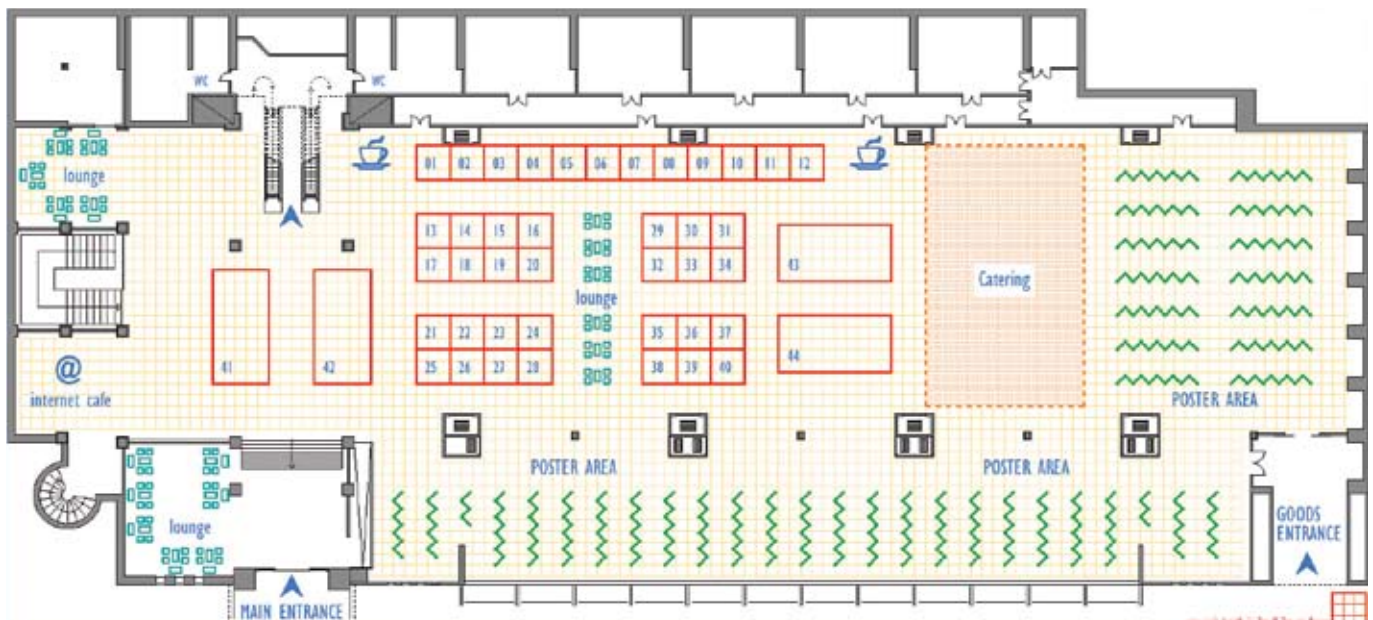
The exhibition will be a focal point of ECO2011 and will be located as close as possible to all ECO2011 auditoria. The exhibition hall will incorporate the poster exhibition, all catering points, delegate lounges and the delegate internet cafe. The scientific programme will be structured to maximise opportunities for delegates to visit the commercial exhibition – with the welcome reception, all coffee and lunch breaks, and poster sessions being held in the same area. Only registered congress delegates will be granted access to the commercial exhibition.

Space at the Commercial Exhibition will be sold on a first come, first served basis, with Major and Principal Sponsors taking priority – stands are priced according to size (per square metre) and type (shell scheme or space only)

## Exhibition Timetable (Provisional)

<b>23 May 2011</b>	Exhibition Build (space only):	0800 – 2200 hrs
<b>24 May 2011</b>	Exhibition Build:	0800 – 2200 hrs
<b>25 May 2011</b>	Exhibition Build: Exhibition Open:	0800 – 1200 hrs 1400 – 2130 hrs
<b>26 May 2011</b>	Exhibition Open:	1000 – 1800 hrs
<b>27 May 2011</b>	Exhibition Open:	1000 – 1800 hrs
<b>28 May 2011</b>	Exhibition Open: Exhibition Dismantle:	1000 – 1400 hrs 1430 – 2400 hrs

## Exhibition Floor Plan



## Exhibition Costs:

### Type A: Space Only (Minimum 18m<sup>2</sup>)

For the construction of custom designed stands, space is available at the discounted 'Space Only' rate of €375.00 + VAT per square metre and price includes:

- ✓ Stand space
- ✓ Three Exhibitor registrations per 12m<sup>2</sup>

### Type B: Shell Scheme

Type B stands are available in a variety of sizes starting from 9 square metres (3m x 3m). The cost of this package is €450.00 + VAT per square metre and this price includes:

- ✓ Back and side walls
- ✓ Stand carpet
- ✓ One electrical socket (220V)
- ✓ Three spotlights per 9m<sup>2</sup>
- ✓ One metal table and two chairs
- ✓ Company name-board
- ✓ Company listing and profile in the Congress Programme Book
- ✓ Two Exhibitor registrations per 9m<sup>2</sup> stand



### Exhibitor Registration includes:

- ✓ Access to the Commercial Exhibition
- ✓ Access to the Poster Exhibition
- ✓ Access to the Internet Café
- ✓ Attendance at the Welcome Reception
- ✓ Lunch and refreshments at all scheduled coffee breaks

Please note: Exhibitor Registration does not include access to scientific sessions

An exhibition manual will be distributed approximately 2 months prior to the congress. The manual will contain final information on the ECO2011 exhibition opening times, information on build and dismantle plus costs and booking arrangements for stand services such as additional carpet, electricity, furniture, lighting and catering etc. You must refer to this document as it will contain final information.

# General Terms and Conditions

The details in this document are correct at the time of printing. The organisers do not accept liability for any changes that may occur.

All commercial participants must adhere to the EASO Sponsorship Guidelines and the organisers reserve the right to accept or decline all offers of sponsorship and applications for exhibition space. The acceptance of sponsorship and/or the allocation of stand space does not mean that the information provided by the commercial participant is endorsed by EASO or by the local organisers. EASO Sponsorship Guidelines are available via [www.easo.org](http://www.easo.org) (meetings section).

It is the sponsor's and/or exhibitor's responsibility to adhere to any laws applicable in the country where the ECO is being held. The organisers accept no responsibility whatsoever for any transgression of such laws by sponsors or exhibitors at ECO2011.

The law of Turkey shall be applicable to the whole contractual relationship between the organisers and sponsors/exhibitors. Any disputes which should arise as a result of the agreements are subject to the adjudication of the competent court of jurisdiction in Turkey.

Promotion of unapproved therapies (by regulatory authorities) is regulated by the local and European laws and EASO bears no responsibility in case of a complaint based on such laws.

For reasons beyond their control (such as war, strikes, lockouts, riots or any such civil disturbances, any acts of God, including but not limited to earthquakes, floods and droughts and any other cause or circumstance of whatsoever nature beyond its control that have an impact on the arrangements, timetables or planning of a scientific meeting), the ECO2011 Organisers have the right to immediately alter or cancel the congress or any of the arrangements, timetables, plans or other items relating directly or indirectly to ECO2011. The participants shall not be entitled to any compensation for damages that result from such alteration or cancellation. Furthermore, with the exception of any wilful damage or gross negligence committed by ECO2011 Organisers, the ECO2011 Organisers shall not at any time be liable for any direct or indirect damage suffered by the participants, including consequential and immaterial damage, caused by failure to comply with any provision of this document.

The commercial exhibition will be held in an area which will also include the poster exhibition and all catering and will be in close proximity to all lecture halls. The organisers reserve the right to amend the floor plan should it be felt that such an amendment would benefit the congress as a whole.

The enclosed provisional exhibition floor plan has been designed in accordance with the regulations of the congress venue and with the intention of maximising each individual stand's exposure to the participants of ECO2011. The organisers must approve all Space Only stand designs.

Exhibition space will be allocated to major and principal sponsors and then sold on a first come, first served basis.

In return for a hyperlink from your company logo on the congress website, the sponsor is required to provide a reciprocal link from their website to the congress website - [www.easo.org/eco2011](http://www.easo.org/eco2011).

## Payment Schedule

A deposit of 50% of the expected total fee for is requested upon application. Applications received without 50% deposit will not be processed nor stand space assigned. Confirmation of your sponsorship item or stand space reservation will be sent upon receipt of this deposit.

An invoice for the balance due on the sponsorship item or stand space rental fee will be sent in January 2011. The amount of the invoice is due within 30 days of receipt. If full payment is not received in due time, the assigned stand space may be re-assigned and the deposit forfeited. Sponsors will not be permitted to hold sessions and Exhibitors will not be allowed to occupy the assigned stand space unless the relevant fee has been settled in full in advance of the congress.

## Payments (in Euros) must be made by either:

Direct bank transfer

Bank: Garanti Bankası  
Branch: Valikonagi  
Branch code: 183  
Account name: Figür Kongre Organizasyonları  
Account number: 9089920  
Iban number: TR08 0006 2000 1830 0009 0899 20  
Swift code: TGBATRIS 183

Company Cheque payable to Figür Kongre and Organizasyon  
Credit card – payment form available upon request

All payments must be made in EUROS.

## Cancellation

In exceptional circumstances the Organisers will be prepared to consider cancellation of their Contract with Sponsors and/or Exhibitors, but only if the following conditions are complied with:

- That the request for cancellation received in writing and is submitted by registered post
- That the request is received at least three months prior to the opening of the Exhibition
- That the Organisers are able to re-let the cancelled space in its entirety
- That the reason given for the request of the cancellations is, in the opinion of the Organisers, well-founded.
- That the Exhibitor agrees that the Organisers shall retain 25% of the contract price if the cancellation is accepted more than six months before the opening of the Exhibition, 50% of the contract price if the cancellation is accepted between six and three months before the opening exhibition and 100% of the contract price if the cancellation is accepted within three months of the opening of the Exhibition

**Signing of the ECO2011 Sponsorship/Exhibition Booking Form indicates acceptance of these General Terms and Conditions**

# Specific Terms and Conditions of Exhibition Contract

1. If the Exhibitor fails to comply in any substantial respect with the terms of this agreement, the Organisers shall have the right to sell the space to another company. The Exhibitor, however, will be liable for any loss suffered by the Organisers thereby, and all monies paid by the Exhibitor hereunder shall be absolutely forfeited to the Organisers. If, in the event of the Exhibitor failing to occupy the said space by the advertised opening time of the show, the Organisers are authorised to occupy or cause the said space to be occupied in such manner as it may deem best in the interests of the Exhibition without refund to the said Exhibitor and without releasing the exhibitor from any liability hereunder.

2. No exhibitor shall erect any sign, stand wall, or obstruction, which in the opinion of the Organisers interferes with an adjoining Exhibitor. Plans of the proposed exhibition stand must be supplied to the Organisers for approval by the date stipulated in the Exhibitor Manual.

3. All exhibitors shall be producers, importers or representatives for goods and/or services displayed. No Exhibitor shall display on his stand any advertisement for goods manufactured and/or sold, or services provided by a non-Exhibitor unless written permission has been obtained from the organisers.

4. Dismantling the Exhibits – Exhibits must not be removed and displays must not be dismantled either partially or totally, before closing time on the last day of the Exhibition – 28 May 2011. All exhibits and display material must be removed by the time indicated by the Organisers in the Exhibitor Manual. Early dismantle may result in the Exhibitor being prohibited from exhibiting at future ECOs.

5. Exhibitors shall comply with the Rules and Regulations stipulated by the Organisers, the relevant Health and Fire Departments and with all relevant State Acts.

6. The Exhibitor will not damage any walls or floors or ceilings of the exhibition area in which the stand is located- by nails, screws, oil, paint or by any other cause whatsoever. The Exhibitor guarantees to pay for the repair of any damage caused.

7. Exhibitors have thirty (30) days in which to make their final payment when it falls due. After this time, and only when monies have not been paid, the stand will be available for sale to another firm. All deposits paid to this stage will automatically be forfeited and no refund will be made, and no Exhibitor shall occupy their stand space in the Exhibition until all monies owing to the Organisers by the Exhibitor are paid in full.

8. Exhibitor's Liability – Every Exhibitor hereby accepts liability for all acts or omissions by himself, his servants, contractors, agents and visitors and undertakes to indemnify the Organisers and to keep them indemnified against all liability in respect thereof and against all actions, suits, proceedings, claims, demands, costs and expenses whatsoever, which may be taken or made against the Organisers or incurred or become payable by them. Arising there from or in respect thereof including any claims arising out of the supply or demonstration by the Exhibitor of samples of any kind whatsoever whether such samples be sold or given away free and including any legal costs and expenses and any compensation costs and disbursements paid by the organisers on the advice of Counsel to compromise or settle any such claims. Notwithstanding the indemnity hereby given, the Exhibitor undertakes to arrange appropriate third party liability insurance.

9. Insurance Liability – Neither the organisers nor the Istanbul Convention and Exhibition Center (ICEC) will be responsible for the safety of any exhibit or property of any Exhibitor, or any other person, for the loss or damage of, or destruction to same, by theft or fire or any other cause whatsoever, or for any loss or damage whatsoever sustained by the Exhibitor by reason of any defect in the building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lock outs, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Organisers or for any loss or damage occasioned, if by reason of happenings of any such event, the opening of the Exhibition is prevented or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Exhibition. The Exhibitor agrees and undertakes to insure in their full replacement value the contents of the stand and all associated equipment and materials. The Exhibitor will produce proof of coverage upon request from the Organisers.

10. The Exhibitor is responsible for the safety of products and general display of the stand. During move-in and move-out period, material should not be left unattended at any time.

11. It is the responsibility of the Exhibitor to leave the stand clean and tidy during the Exhibition and after moving out.

12. The Organisers reserve the right to postpone the holding of the Exhibition from the set dates, and to hold the exhibition on other dates as near to the original dates as practicable, utilizing the right only where circumstances necessitate such action and without any liability to the Organisers.

13. If due to any unforeseen circumstances it is found necessary to close the Exhibition on any day or days or to vary the hours the Exhibition is open, the Organisers reserve the right to do so, at their sole discretion without any liability to the Organisers.

14. The Organisers may from time to time add to or vary the foregoing Rules and Regulations and do anything at their sole discretion they deem desirable for the proper conduct of the Exhibition, provided that such amendments or additions do not operate to diminish the rights reserved to the Exhibitor under this agreement and shall not operate to increase the liabilities of the Organisers.

15. The Organisers reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Organisers.

#### 16. Conduct of Exhibitor and Representatives

(a) Annoyance: The Organisers reserve the right to stop any activity on the part of any Exhibitor that may cause annoyance to other Exhibitors or visitors. Business must be conducted only from the Exhibitor's own stand and under no circumstances may this be carried out from a gangway or elsewhere in the Exhibition.

(b) Microphones: The use of microphones is permitted, but the volume must not be such as to cause any annoyance to other Exhibitors. The Organisers reserve the right to prohibit their use if in the Organisers opinion any annoyance is being caused.

(c) Gangways: Any encroachment upon gangways or passages shall be deemed to be a breach of contract and articles or goods found therein during the period of the Exhibition may be removed by the Organisers or their agents and the Organisers shall not be responsible for any loss thereto occasioned by such removal.

(d) Publicity Material: Any publicity material shall be displayed and/or given away only from the Exhibitor's own stand.

18. The Organisers shall not be responsible for any damages claimed by any person or persons who may be injured whilst in the area allotted to the Exhibitor and the Exhibitor agrees to indemnify the Organisers in the Event of any claim made against the Organisers.

19. Right of Rejection – Exhibits are admitted to the Exhibition, and shall remain there, solely on strict compliance with these Rules and Regulations. The Organisers reserve the right to prohibit in whole or part and reject any Exhibitor or his representative in the case of failure to comply with the Rules and Regulations. The Organisers reserve the right to reject applications for exhibit space when they deem such application is not appropriate to the exhibition. In the case of non compliance with the rules and regulations there shall be no return of payment if such rejection or prohibition is deemed necessary by the Organisers.

20. No stand may be sub-let in any manner without the consent of the Organisers.

# Sponsorship & Commercial Exhibition Booking Form

## SPONSORSHIP PACKAGES

- Major Sponsorship:** €75,000.00 + VAT Preferred Exhibition Space: .....
- Principal Sponsorship:** €40,000.00 + VAT

## PROGRAMME SPONSORSHIP

- Company Sponsored Symposium:** €35,000.00 + VAT Preferred Session: .....
- Poster Sessions:** €10,000.00 + VAT per poster session Preferred Session: .....
- Young Investigators United:** €7,500.00 + VAT
- EASO Young Investigator Awards:** €10,000 + VAT
- ECO2011 Abstract Awards:** €5,000 + VAT
- ECO2011 Travel Grants:** €10,000 + VAT

## PRINTED MATERIALS

- Congress Programme Advertisement:** €2,500.00 + VAT
- Pocket Programme:** €7,500.00 + VAT
- Delegate Bag Insert Up to 4 Pages (per Insert):** €2,000.00 + VAT Number of Inserts: .....
- Delegate Bag Insert Over 4 Pages (per Insert):** €4,000.00 + VAT Number of Inserts: .....

## DELEGATE MATERIALS AND SERVICES

- Delegate Bags:** €25,000.00 + VAT
- Delegate Badges:** €12,000.00 + VAT
- Delegate Pad and Pen:** €10,000.00 + VAT
- Internet Cafe:** €10,000.00 + VAT

## SOCIAL EVENTS AND CATERING

- Delegate Social Event:** €20,000.00 + VAT
- Lunch (per Day):** €10,000.00 + VAT Preferred Day: .....
- Coffee Break (Per Break):** €5,000.00 + VAT Preferred Break: .....

## COMMERCIAL EXHIBITION

We wish to reserve space in the Commercial Exhibition at ECO 2011. Our preferred site positions are:

1. ....
2. ....
3. ....

# Sponsorship & Commercial Exhibition Booking Form

Company Name: .....  
Contact: .....  
Position: .....  
Address: .....  
Postcode: ..... Country: .....  
Telephone: ..... Facsimile: .....  
Email: .....

## PAYMENT SUMMARY

### Sponsorship

Sponsorship Total (NET) .....

### Commercial Exhibition

#### Type A - Space Only (Minimum 18m<sup>2</sup>)

Space Only Area .....m<sup>2</sup> at €375.00 + VAT per square metre

Total Space Only (NET): €.....

#### Type B - Shell Scheme

Shell Scheme Area .....m<sup>2</sup> at €450.00 + VAT per square metre

Total Shell Scheme (NET): €.....

### Total

Subtotal (Sponsorship Plus Exhibition): €.....

Turkish VAT @ 18%: € .....

**Total: €** .....

### We agree to abide by all terms and conditions as set out in this brochure

Name .....

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

**50% deposit required to secure sponsorship option and exhibition space**



Please return this form to: **18th European Congress on Obesity**,  
C/O EASO Secretariat, 113-119 High Street, Hampton Hill, Middlesex, TW12 1NJ, UK  
**Email: [eco2011@easo.org](mailto:eco2011@easo.org) Tel: +44 (0) 20 8783 2256 Fax: +44 (0) 20 8979 6700**







## **18th European Congress on Obesity**

C/O EASO Secretariat

113-119 High Street, Hampton Hill, Middlesex, TW12 1NJ, UK

Tel: +44 (0) 20 8783 2256 Fax: +44 (0) 20 8979 6700

Email: [eco2011@easo.org](mailto:eco2011@easo.org) Web: [www.easo.org/eco2011](http://www.easo.org/eco2011)