

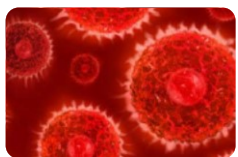
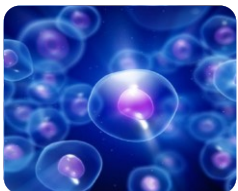


8th World Congress of Biomechanics

8-12 July 2018

Dublin, Ireland

www.wcb2018.com



Sponsorship & Exhibition Prospectus



www.wcb2018.com



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What is WCB 2018?

The World Congress of Biomechanics is the largest global forum for research on the mechanics of biological systems, from the cell & molecular level to tissues, organs and the whole body.

Applications range across the study of mechanobiology, locomotion, biomaterials, regenerative medicine to the latest advances in medical devices and technologies.

The congress takes place every four years, and has been running for the past 25 years as the leading international event in this multi-disciplinary field.

Past WCB locations:

- 7th WCB 2014 – Boston, USA
- 6th WCB 2010 – Singapore
- 5th WCB 2006 – Munich, Germany
- 4th WCB 2002 – Calgary, Canada
- 3rd WCB 1998 – Sapporo, Japan
- 2nd WCB 1994 – Amsterdam, The Netherlands
- 1st WCB 1990 – San Diego, USA

Who attends WCB 2018?

As this sector is highly innovative and dynamic, the participant demographic will reflect the calibre of the congress, providing sponsors and exhibitors access to the decision makers and influencers of their industry.

Engineers -including

- ◆ Biomedical Engineers
- ◆ Chemical Engineers
- ◆ Mechanical Engineers
- ◆ Tissue Engineers

Scientists – including

- ◆ Biologists
- ◆ Chemists
- ◆ Material Scientists
- ◆ Medical Physics

Clinicians- including

- ◆ Orthotist / Prosthetists
- ◆ Physicians
- ◆ Physiotherapists
- ◆ Radiologists
- ◆ Surgeons

Why Exhibit or Sponsor WCB 2018?

- ◆ Position your company as a global leader in biomechanics and biomedical technology.
- ◆ WCB is the largest global biomechanics events.
- ◆ The opportunity to meet and engage with over 4,000 participants from across the sector.
- ◆ Attendees from across the globe in one location for 4 days.
- ◆ This event only takes place every 4 years.



Take advantage of this unique event and **Engage, Discuss and Connect at WCB 2018.**





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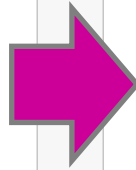


Main Congress Topics

The congress will cover the below topics and application areas during the 4 day programme

SCALE

- Imaging and Device Biomechanics
- Biofluid and Biotransport
- Multiscale Biomechanics
- Organ Biomechanics
- Tissue Biomechanics
- Cellular Biomechanics
- Molecular Biomechanics
- Whole Body Biomechanics

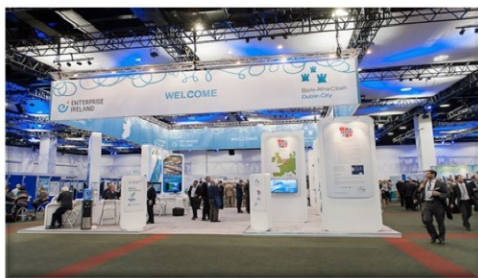


APPLICATIONS

- Musculoskeletal
- Cardiovascular
- Emerging Areas
- Tissue Engineering
- Sport Biomechanics, Injury and Rehabilitation
- Locomotion and Human Movement

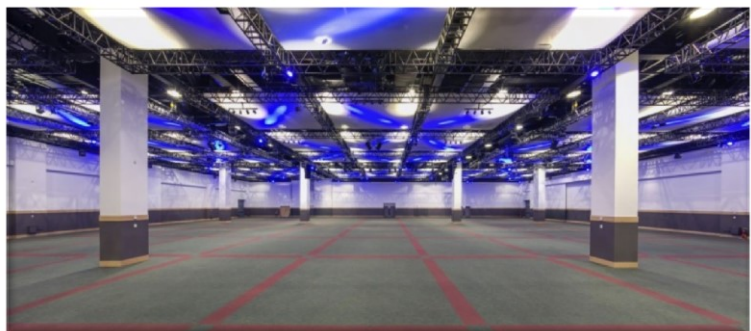
WCB 2018 Venue

In Dublin, WCB 2018 will take place in the Convention Centre. This award winning venue is exclusively available for the congress. Over 4 floors with a large exhibition hall, its position overlooks the River Liffey in central Dublin offering both the delegate and exhibitor ease of access and prime location.



We have listened to feedback from previous congresses' and in Dublin we have created a large open exhibition space that will create excellent networking areas. With the inclusion of catering, posters and exhibition within the main hall to engage delegates, we will ensure maximum footfall to all stands.

All exhibition space is fully carpeted with options to book additional amenities from the standard packages, such as exhibition stand catering to entice visitors to your stand, bespoke furniture or custom built items.





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SPONSORSHIP OPPORTUNITIES

The WCB 2018 are offering the following packages. We are happy to look at tailored packages on request.

Platinum Sponsor

€35,000

These are limited to a maximum of 3 opportunities available

- Industry Workshops – Two 1.5 hr sessions that will take place during the congress programme.
Meeting Room with a capacity 80 participants, projector, power, podium mic, Q&A mic.
Pre-registration for this session will be included as part of the registration process. You will be provided access to this database. Industry Workshop session content is required to be approved by the WCB 2018 programme committee, prior to inclusion in the programme. You are responsible for registrations of participants/speakers for your session
- Your logo on the congress staff t-shirts (one colour print process)
- Your logo included on the cover of the printed congress programme booklet
- Your logo on the congress delegate bag (one colour print process)
- Your logo on the congress website homepage
- Full page colour advertisement in the printed congress programme booklet
- Your logo used on all congress digital signage and printed signage as a major sponsor
- Exhibition stand provided in shell scheme booth – 4m x 8m
- 4 Staff passes plus 4 full congress registration passes
- Listing on the congress exhibition and sponsorship website pages an official business card write-up promoting your organisation and contacts while onsite at the congress.
- One delegate bag insert included, sponsor to provided printed material. Each delegate will receive a copy of the congress bag with included inserts.
- Pre-event email focus to all participants and marketing groups promoting your support by the congress.

Gold Sponsor

€18,000

- Industry Workshop – One 1.5 hr session that will take place during the congress programme.
Meeting Room with a capacity 80 participants, projector, power, podium mic, Q&A mic.
Pre-registration for this session will be included as part of the registration process. You will be provided access to this database. Industry Workshop session content is required to be approved by the WCB 2018 programme committee, prior to inclusion in the programme. You are responsible for registrations of participants/speakers for your session.
- Your logo included on the sponsors page within the programme booklet
- Your logo on the congress website homepage
- Half-page colour advertisement in the printed congress programme booklet
- Your logo used on all congress digital signage and printed signage as a gold sponsor
- Exhibition stand provided in shell scheme booth – 4m x 4m
- 4 Staff passes plus 2 full congress registration passes
- Listing on the congress exhibition and sponsorship website pages an official business card write-up promoting your organisation and contacts while onsite at the congress.
- One delegate bag insert included, sponsor to provided printed material. Each delegate will receive a copy of the congress bag with included inserts.
- Pre-event email focus to all participants and marketing groups promoting your support by the congress.





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Silver Sponsor

€10,000

- Your logo included on the sponsors page within the programme booklet
- Your logo on the congress website homepage
- Your logo used on all congress digital signage and printed signage as a silver sponsor
- Quarter-page colour advertisement in the printed congress programme booklet
- Exhibition stand provided in shell scheme booth – 3m x 3m
- 2 Staff passes plus 2 full congress registration passes
- Listing on the congress exhibition and sponsorship website pages an official business card write-up promoting your organisation and contacts while onsite at the congress.
- One delegate bag insert included, sponsor to provided printed material. Each delegate will receive a copy of the congress bag with included inserts.
- Pre-event email focus to all participants and marketing groups promoting your support by the congress.





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Other Sponsorship Opportunities

Increase your brand awareness at the congress.

SOCIAL EVENTS

Welcome Reception

€10,000

Your organisations details listed as sponsor of the Welcome Reception on Monday evening.

Music Party Night – BEDRock

€10,000

Your organisation has exclusive sponsorship of event and listed as sponsor of this evening event on Tuesday night.

Branded event tickets and your promotional materials are displayed throughout the venue. We will work with you to create brand awareness at the event.

Congress Party

€20,000

Your organisation has exclusive sponsorship of the Congress Party. Branded event tickets and your promotional materials are displayed throughout the venue. We will work with you to create brand awareness at the event

DELEGATE ITEMS

Congress Exhibition Hall Lounge

€12,000

Located in the main congress expo hall, this area will offer a cash bar, catering area and seating.

Your logo will be displayed with branded bar area and beer mats.

Congress Badge Sponsor

€10,000

Your logo in one colour print process with the congress acronym printed for every attendee on their badge lanyard

Pens and Notepads

€4,000

You supply your own branded pen and notepad which we will include in the congress bag provided to each attendee.

Delegate Bag Insert

€1,750 *

You supply your own Printed insert which will be included in each delegate bag (max size two A4 pages)

CATERING

Lunch Sponsor

€5,000

There are 4 days available to choose from, with one included in the price. Your logo will be displayed on the programme and Lunchtime signage.

Refreshment Break Sponsor

€4,000

There are 4 days available to choose from, with both the morning and afternoon break included in the price.

Your logo will be displayed on the programme and break-time signage.

IT / TECHNICAL SERVICES

Congress App

€7,500

Your logo will appear as the main sponsor for the congress app

Speakers Services Centre/Lounge

€4,750

A hive of activity, this area will be our central network for all authors to visit, upload and work on their presentations, with serviced refreshments. Your brand materials can be displayed in this area and plus your branding on signage and the programme book

Internet Café & Charging Station

€7,500

Check emails, look at the congress programme online, print out flight tickets, power up your device. This service area will be branded with your logo and listed in the printed programme booklet.

SYMPOSIUM

Industrial Symposium

€10,000

Companies/organisation are invited to host a commercial symposium during the congress. This is a 45 minute session that will take place during the lunchtime breaks. We will provide a 250 theatre minimum capacity lecture room with PA, projection and screen. You are provided with 4 day passes for use for your speakers or additional participants.

Topics will be subject to approval by the scientific committee. There are a maximum of 4 opportunities- one per day.





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Other Sponsorship Opportunities...continued

CONGRESS ADVERTISEMENTS

Your advertisement will be included in the onsite congress programme book. A copy is provided to all congress participants.

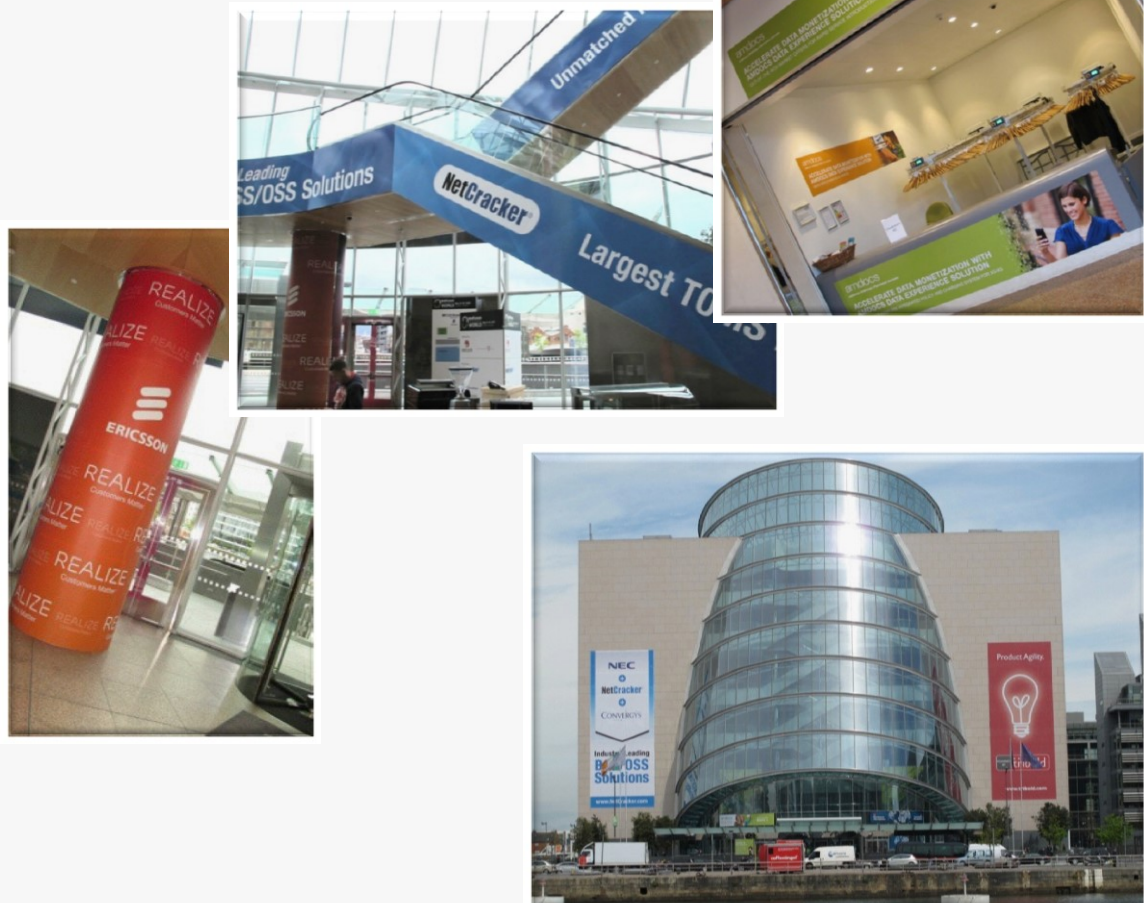
Full page A4 Colour Advertisement	€2,500
Half page (of A4) Colour Advertisement	€1,500
Quarter page (of A4) Colour Advertisement	€950

BRAND WRAPPING

There are many branding opportunities throughout the convention centre. From large branding opportunities on the building exterior, pillar wraps and escalator wraps.

We would be delighted to discuss with you the available opportunities.

€Price on Request





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EXHIBITION PACKAGES

The Convention Centre Dublin offers a modern open building, ideal for large exhibitions and flow of crowds through the spaces. We have planned an exhibition space that will engage and allow for your time with the delegates.

Posters, Lounge Areas, catering stations and networking points are positioned in the main exhibition hall. Stand positions are based on first come basis **so book early**.

Space Size <i>(width by depth)</i>	No. of Staff Passes Included	Early Bird Booking <i>until 31 Aug 2017</i>	Late Booking <i>from 1 Sept. 2017</i>
3m x 2m	2	€2,400	€2,880
3m x 3m	2	€3,600	€4,320
4m x 3m	3	€4,800	€5,760
4m x 4m	3	€6,400	€7,680
6m x 4m	3	€9,600	€11,520
4m x 8m	4	€12,800	€15,360

All spaces above are shell scheme and can be augmented accordingly. The minimum size is a 3m by 2m stand. Additional space can be added at a cost of €486/sqm.

Shell Scheme Includes:

- White infill panel shell scheme
- Exhibitor name on fascia board
- Two No. 150w spotlights on track per booth
- One 4ft skirted table and 2 chairs

Benefits:

- Included registrations for exhibition stand representatives per the above
- Company logo and business card entry in the congress programme
- Company logo acknowledged on WCB2018 congress website with hyperlink to exhibitor's corporate website with business card entry detail.

Once you confirm your stand space, you will have an option to book the following items through our dedicated exhibition web portal:

- Power supply for your stand- *depending on your stand items, power supply varies and is priced accordingly.*
- Additional furniture -*magazine racks, sofas, cabinets etc...*
- Bespoke furniture and design requests – *Print your stand graphics in Ireland*
- Plants, stand catering or additional staff
- Shipment management

Note: WCB 2018 will be working with our onsite shipping partner Interflow Logistics. They work on worldwide congress collection and delivery management and are specialists with the Convention Centre Dublin.





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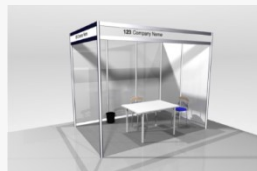
EXHIBITION FLOOR PLAN



This floor plan is provided as a guide only. Layout and locations of structures, exhibitors and use of the space is subject to change and the congress and partners are not subject to liability.
All queries regarding exhibition and or sponsorship should be sent to expo@wcb2018.com

Check the [website](http://www.wcb2018.com) for current updated floor plans

Example Corner stand 3m x 2m
sample image with shell scheme



The above floor plan is of the ground floor forum exhibition hall. In this area we will facilitate the main exhibition space, congress catering, a poster zone, lounge and internet/charging station. The Congress registration area is directly outside the hall doors.

Stand positions and facilities within the hall are subject to change should the organisers deem this required for access throughout the floor or health and safety. You will be notified of any position change in advance.





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Exhibition & Sponsorship Management

The WCB 2018 has engaged the professional exhibition management services of Keynote PCO. Based in Dublin, Ireland they are providing all sales, logistic and delivery of the exhibition and sponsorship at WCB 2018.

Contacts:

Mary-Rose Rushe
Tel: + 353 1 400 3648
Email: expo@wcb2018.com



Address:

Keynote PCO
Suite 26, Anglesea House, 63 Carysfort Ave, Blackrock Co Dublin, Ireland www.keynotepco.ie

Code of Practice for the Pharmaceutical Industry

Pharmaceutical sponsors are required to comply with the Code of Practice for the Pharmaceutical Industry in terms of their participation.

The full Code of Practice can be viewed by [clicking here](#).

HOW TO MAKE A BOOKING

1. Please review the 2 pages to follow.
2. Ensure you read through the booking terms and conditions on page 12.
3. Complete the booking form on page 11 and email to expo@wcb2018.com
4. Ensure you email a high resolution image of your organisations logo and relevant web address for marketing.
5. On receipt of the completed form, you will be emailed an Invoice for payment.
6. Please ensure payment is completed according to your booking terms which will be advised on receipt of your completed form.





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Exhibition and Sponsorship Booking Form WCB 2018

Please complete and return by email to Email: expo@wcb2018.com

Ensure you complete and return with a high resolution logo and provide a correct web address for marketing

EXHIBITION BOOKING DETAILS

Exhibition Stand Name *as to appear on official branding:* _____

Exhibition Position Preference *Please ensure to provide top 3 choices:*

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Exhibition Space required *Please circle below the exhibition space required (in meters)*

3 x 2 (6m) 3 x 3 (9m) 4 x 3 (12m) 4 x 4 (16m) 6 x 4 (24m) 8 x 4 (32m) Other: _____

Please confirm you wish to book the shell scheme package: Yes No

Exhibition Stand Total Price: €

SPONSORSHIP BOOKING DETAILS

Please indicate below the sponsorship opportunity you wish to book.

Item 1: _____

Item 2: _____

Item 3: _____

Sponsorship Items Total Price: €

Note that VAT will be applied to all booked items where relevant. Current rates is at 23% Irish VAT.

INVOICE DETAILS

Please provide full details below as they should appear on your companies invoice. Ensure that your Vat number is provided as this may cause delay in confirming your booking.

Date of booking: _____ (dd / mm / yr)

Company Name: _____

VAT Number: _____

PO Number: _____

Contact Name: _____

Tel: _____ Email: _____

Billing Address: _____

Country: _____ Signature: _____

An immediate 50% deposit invoice will be issued based on the congress payment conditions. If you prefer to receive a full value invoice please tick here

Stand Contact Details: If the representative managing your exhibition stand logistics is different to the invoicing contact – please provide below:

Name: _____ Email: _____

Tel: _____



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Exhibition & Sponsorship Booking - Terms & Conditions

Cancellations/Postponement & Payments

50% of amount is due immediately as deposit for all bookings. Balance of payments must be received 6 months prior to the congress – 7 January 2018. All invoices must be paid within 30 days of the invoice date. Payment can be made by bank wire transfer or credit card. Bank details will be provided on all invoices. All bank charges are the responsibility of the sender. If the Client fails to submit full payment 4 months prior to the event, Keynote PCO can cancel the Client's participation in the Exhibition with no refund of monies received.

Should an Exhibitor/Sponsor wish to cancel any of its participation (sponsorship, exhibition space, shell scheme, stand services etc.), written notification must be sent to the Exhibition & Sponsorship Manager.

Refunds will be based on the following schedule:

- ◆ Before 7 January 2018 – Paid 50% deposit is non-refundable. 25% of any additional monies received will be refunded
- ◆ After 7 January 2018 – No refund available

In the event that the conference is postponed for any given reason, the exhibitor/sponsor/advertiser will not be entitled to cancel the exhibition space/sponsorship/advertising or to obtain monetary compensation, but the benefits that have been agreed will remain in place for the rescheduled event. In the event that the conference is cancelled for any given reason, the organisers will refund the exhibition/sponsorship/advertising money to the relevant company, minus any benefits that have been received by the company prior to the cancellation and any expenses incurred by the organisers with respect to the provision of the agreed benefits.

Stand Assignment, Exhibition Construction & Staff

Premier Sponsors will be offered first preference on exhibition booth location. The remainder of the booths will be allocated strictly on a first come, first served basis and will be confirmed in writing, by the Exhibition & Sponsorship Manager with your bookings invoice. If the standard shell scheme is not required and a custom designed stand is to be constructed, please provide a diagram of the proposed stand, with details and dimensions. All display constructions require the approval of the Exhibition & Sponsorship Manager 4 months prior to the congress. No stand may be higher and outside the dimensions as booked according to their package and the exhibition technical manual.

Preferences and priorities requested by the Exhibitor/Sponsor as to booth space location will be respected whenever possible. The Exhibition & Sponsorship Manager however reserves the right to make reasonable transfers as to the location of the Exhibitor/Sponsor's booth should any circumstances arise where it is deemed necessary. No transfers will be made without prior notice to the Exhibitor/Sponsor. Any changes in booth locations do not entitle the Exhibitor/Sponsor to cancel the exhibition space or obtain monetary compensation.

The organisers reserve the right to alter the layout of the exhibition area and to remove sections of the space and features such as posters, catering and internet café where or as required.

Exhibitors agree to be present the full duration of the exhibition during the congress. Set up and Dismantling of any stands must only occur during the specific allotted timings.

Exhibitors are entitled to the number of staff passes indicated in their exhibition package. Additional passes are charged at a rate of €225 per person.

Insurance and Safety

The organisers cannot be held responsible for any loss of damage of/to any equipment brought in for the Exhibitor/Sponsor's exhibition stand. The Exhibitor/Sponsor is therefore advised to ensure to take out adequate insurance cover as necessary including Employers Liability & Public Liability cover, insurance to cover loss of damage to exhibits or other personal property. In addition the Exhibitor/Sponsor is required to show proof of their insurance liability in the event of damage to the venue. Exhibitors and their representatives shall indemnify and hold harmless WCB, Keynote PCO, the Convention Centre Dublin and their affiliated agents and employees from any or all liability

The complete Rules & Regulations will be published in the Technical Information Manual (Exhibition) which will be issued to all exhibitors 12 months before the event. The Rules & Regulations must be fully observed by exhibitors, their contractors and their personnel. The organisers reserve the right to demand changes to, or closure of, any stand that does not conform to these Rules & Regulations. If an exhibitor fails to comply with these rules and regulations, the organisers reserve the right to reclaim its exhibition space and resell it, and all monies paid by the exhibitor shall be forfeited.

Once an exhibiting company has reserved exhibition space, modular booth and/or stand services, it agrees to abide by the payment conditions and cancellation policy plus all further rules and regulations in the technical information manual.