



SPONSORSHIP & EXHIBITION OPPORTUNITIES

32nd Annual International Conference of the
IEEE Engineering in Medicine and Biology Society
“Merging Medical Humanism and Technology”

31 August - 4 September 2010 • Sheraton Buenos Aires Hotel & Convention Center • embc2010.embs.org

You are cordially invited to participate in this exciting gathering of the biomedical engineers, clinical engineers, and physicians. You will have unique opportunities to interact with international leaders from academia, industry and government on key R & D and policy issues; meet with prospective employees, clients, and expert faculty members from all leading universities in the world; further gain visibility in a global scale in the field of medical devices and healthcare; and network with other industrial sponsors and develop professional relationships beneficial to your company. **Please select one of the following 5 options.**

Sponsorship *

- Platinum** (\$10,000+)
 - Top priority location of a 3.6 m x 3.0 m (12' x 10') exhibit space
 - Full page color advertisement in the conference program
 - Full page handout in the conference bag
 - Named conference event
 - 2 complimentary conference registrations
 - 3 complimentary “exhibitor only” badges
 - Acknowledgement on all conference printings, website, and announcements
- Gold** (\$5,000)
 - Priority location of a 3 m x 3 m (10' x 10') exhibit space
 - Half page 4-color advertisement in the conference program
 - Full page handout in the conference bag
 - 1 complimentary conference registration
 - 3 complimentary “exhibitor only” badges
 - Acknowledgement on all conference printings, website, and announcements
- Silver** (\$3,000)
 - 1.80 m (6') table exhibit space
 - Half-page color advertisement in the conference program
 - 1 complimentary conference registration
 - 3 complimentary “exhibitor only” badges
 - Acknowledgement on conference printings, website, and announcements

* A sponsor may elect not to exhibit at the conference. Initial here _____ if you elect this.

* Any sponsor interested in sponsoring a specific conference items (such as the conference bags or lanyards) or conference events (such as a Cyber Café or coffee break), please contact Norberto Lerendegui (nlerendegui@ieee.org or +54.9.11.5660.1281 [Cell]).

Exhibition Only

- Booth** (\$2500)
 - 3 m x 3 m (10' x 10') exhibit space
 - 1 complimentary conference registration
 - 3 complimentary “exhibitor only” badges
 - Dedicated exhibit hours
 - Product or company recognition in the conference program
- Draped Table** (\$1500)
 - 1.80 m (6') table
 - 1 complimentary conference registration
 - 1 complimentary “exhibitor only” badge
 - Dedicated exhibit hours
 - Product or company recognition in the conference program



CONTACT INFORMATION (for correspondence and conference arrangements)

Contact Name _____

Organization _____

Street Address _____ City _____

State _____ Zip/Postal Code _____ Country _____

Phone _____ Fax _____ Email _____

EXHIBIT PREFERENCES

We prefer that our exhibit not be located next to the following organization _____
(The conference reserves the right to alter the floor plans and/or reassign any exhibit location if deemed necessary.)

Signage at booth/table to read (Please use CAPS **only** if CAPS are preferred) _____

PAYMENT

- Check Enclosed (Made payable to "2010 IEEE EMB Conference" and must be in U.S. funds drawn from a U.S. bank.)
- Credit Card Information Included Below

Credit Card Number _____ Expiration Date _____

Cardholder Name _____ Security Code _____

Cardholder Signature _____

EXHIBITOR DIRECTORY INFORMATION

The Exhibitor Directory (included in the conference program) will be distributed to all registrants. Each exhibitor's name, address, telephone number, email address, booth number, and description of products/services will be highlighted. Descriptions are limited to 50 words per exhibit. Please fill in the following as you would like it to appear in the Exhibitor Directory.

Contact Name _____

Organization _____

Street Address _____ City _____

State _____ Zip/Postal Code _____ Country _____

Phone _____ Email _____

Please send 50-word description electronically to nlerendegui@ieee.org by **June 25, 2010**.

For questions on sponsorship, exhibition, or the application, please contact Norberto Lerendegui (nlerendegui@ieee.org or +54.9.11.5660.1281 [Cell]).

EXHIBIT RULES

1. BOOTH IDENTIFICATION

No company identification may be placed outside the area of the booth or on posts or pillars adjacent to the booths.

2. DISTRIBUTION OF SOUVENIERS AND SAMPLES

Any distribution must be conducted within the exhibitor's designated booth space. In all cases, exhibitors planning give-aways of any nature should make arrangements well in advance with conference management which reserves the rights to prohibit distribution of any item which it deems not to be in keeping with the character of the IEEE-EMBS Conference.

3. DISPLAY REQUIREMENTS AND RESTRICTIONS

All displays or exhibited materials must be fireproof to conform to National and City fire laws. Displays must be self-supporting; nails or screws are not permitted in the building floors or walls. Displays must be wholly confined within the exhibitor's booth and must not obstruct the clear view of nearby exits or other exhibits.

All wiring booths or display fixtures must conform to local fire department regulations.

The side of any display cabinet or structure facing a side aisle, or adjacent exhibitor's booth must be finished or suitably decorated at the expense of the exhibitor erecting or installing such display.

No exhibit may exceed 2.5 meters in height and 1,000 kg/piece in weight within the exhibition area.

Any displays not conforming to the exhibit specifications outlined here must be approved by conference management prior to the conference.

4. BOOTH PERSONNEL AND ACTIVITIES

With the exception of convenience help, such as administrative assistance or professional product demonstrators, all booth personnel should be engineers, scientists or other regular employees of the company or its representatives who are fully capable of explaining the technical aspects of products or processes on display on a complimentary level at the conference.

No exhibitor may advertise or promote any outside activity, such as an open house or separate exhibits wherever located, occurring during the hours the conference exhibits are open, or which detracts from the exhibit or conference operations.

Only registered exhibitors may publicly advertise hospitality rooms and only on bulletin boards provided in the exhibit area.

5. LIABILITY AND THEFT

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from injury or damage to exhibitor's displays, equipment and other property brought onto the premises on the Sheraton Buenos Aires Hotel & Convention Center and shall indemnify and hold harmless Hotel & Convention Center agents, servants and employees from any and all such losses, damages and claims.

The exhibitor acknowledges that the Sheraton Buenos Aires Hotel & Convention Center does not maintain insurance covering exhibitor's property and this is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

The EMBS conference and hotel management will not be responsible nor liable for injury to the person or property, nor loss of property of exhibitors, their guests, invitees, employees, or agents. Furthermore, the exhibitor agrees to defend or hold harmless the conference, its directors, employees, and agents from any liability or personal injury and loss or damage to property. EXHIBITORS SHOULD INSURE AGAINST SUCH CONTINGENCIES. Damage to inadequately packed property is exhibitor's own responsibility. If exhibitor fails to arrive, exhibitor is nonetheless responsible for the booth rental.

Exhibitors should be on hand to supervise set-up and dismantling of projects, projection equipment and other items of high value. A person assigned booth duty should be required to remain with the exhibit until visitors have left the premises at the closing hour each day. At the move-out, specific arrangements should be made to package or place under lock and key items of extremely high value and especially items of general interests such as small instruments, walkie-talkie, high fidelity equipment, projectors, etc.

6. SECURITY

The exhibit area will be locked when unattended or monitored by security personnel. The conference does not guarantee exhibitors against loss, neither does it assume liability for exhibitor's property. Any equipment removed from the exhibit area during the conference must be authorized by the Exhibits Chair.

7. SUB-LETTING EXHIBIT SPACE

No exhibitor may assign, sublet or apportion any of the contracted space.

8. MATERIALS HANDLING

The handling of exhibitor's material into, out of, and within the exhibit buildings shall be at the exhibitor's expense. Exhibitor's empty crates, boxes and cartons should be removed from the show area before the opening time.

9. ADDITIONAL BILLING

The applicant agrees to accept from the EMBS conference any billing of charges rendered after the conference in conjunction with services performed and administered by the conference at the written request of the applicant. These charges may include, but not by way of limitation, surcharges on services ordered by the applicant through the conference as agent.

10. TERMINATION

In the event that the premises in which the EMBS conference is conducted shall become, in the sole discretion of the conference, unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonable within the control of the conference, this agreement may be terminated by the conference. For this purpose, the term "cause" or "causes" shall include, but not by way of limitation, fire, flood, epidemic, earthquake, explosion, accident, blockade, embargo, inclement weather, governmental restraints, orders or restraints of civil defense or military authorities, act of public enemy, riot or civil disturbance, inability to secure efficient labor, technical or other personnel failure, impairment or lack of adequate transportation facilities, inability to obtain, or condemnation, requisition or commandeering or necessary supplies or equipment, municipal, national, or city law, ordinance, rule, order, decree, or regulation, whether legislative, executive, or judicial, whether constitutional or unconstitutional, or act of God.

Should the conference terminate this agreement pursuant to the provisions of this section, the applicant waives any and all claims for damages arising there from. The applicant further agrees that the conference's liability is limited to a refund of monies paid prior to the termination, less a pro rata adjustment based on the number of hours the conference shall have been in operation prior to the termination.

This provision shall not relieve the applicant of any liability arising from the provision of Section 9 and all monies due the EMBS conference in that regard shall be paid notwithstanding.

11. LATE FEES

Space is limited. Exhibition applications will be accepted on a first-come, first-served basis. Late applications may result in a \$1000 late fee.

AUTHORIZATION

I am authorized by my organization to contract for exhibit space or sponsorship at the EMBS conference as indicated above, and I have carefully read and accept the conditions contacted herein.

Print Name _____
Title _____
Authorized Signature _____
Date _____

CHECKLIST and DEADLINES

Please submit the following:

1. Mail this signed, 4-page Commitment to Sponsorship/Exhibition Application to:
Norberto Lerendegui
Instituto Tecnológico de Buenos Aires
Av. E. Madero 399
(1106) Buenos Aires, Argentina
** Priority deadline is **May 28, 2010**. If you submit this application after **June 25, 2010**, acknowledgement of your organization will only be on the conference website and not a part of the formal proceedings.
2. Mail full payment and a copy of this commitment to:
Dana Lynn Bernstein, CMP
IEEE Engineering in Medicine and Biology Society
445 Hoes Lane
Piscataway, NJ 08854, USA
3. Send 50-word description electronically to nlerendegui@ieee.org by **June 25, 2010**.