

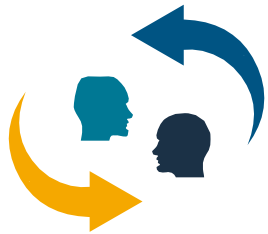
BSW Light

20  
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SPONSORSHIP & EXHIBITION PROSPECTUS



# Royal Belgian Society for Surgery



Dear Mrs, Mr,

I hope everything is going well with you and your loved ones in these uncertain times.

As you know, the uncertainty about the way the pandemic will unfold in the near future forced us to take the difficult decision to cancel the BSW completely.

We want however to offer the numerous surgeons who sent us an abstract a forum to present their work. This is why the idea grew to organize a « light » version of the BSW with the free papers sessions, one plenary session and the acclaimed BAST/BGES/RBSS hands-on workshop. The latter will - confinement measures permitting- be physical, the rest virtual. In a virtual event, we will miss an very important aspect of the BSW, namely the warm atmosphere and the social interaction with colleagues and industry, but things being what they are, we are sure this is the best option.

Furthermore, whether we like it or not, this way of organizing meetings might well turn out to become the new normal.

This is why we decided to grab the opportunity to test the possibilities of this new way of sharing knowledge.

You, the industry, are partners without whom the BSW wouldn't even exist.

We are aware lot of things changed abruptly for you too as far as sponsoring is concerned ; the classical technical exhibit with booths and the face to face interaction with surgeons won't be possible anymore.

This is a pity but on the other hand also offers new opportunities.

Indeed, many of you expressed concerns that their investment in an expensive booth didn't yield the results they hoped for in terms of interaction with surgeons.

The kind of meeting we have in mind actually offers you new possibilities to showcase your products, options which were unavailable until now like e.g. commercial presentations during breaks. This might not look appealing at first sight but in fact will give your company a much larger audience than the visit of the odd surgeon at your booth during a physical congress.

I invite you to have a close look at our sponsor book. I hope you will find a formula which will suit your needs. Feel free to contact Belgin Topkaya from AIM, our trusted PCO, to discuss all possibilities.

I hope to have you on board in this new initiative.

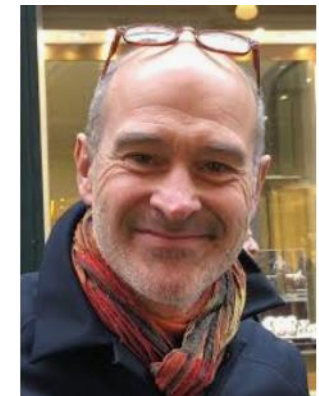
Kind regards,

In name of the RBSS board,

**Charles de Gheldere, MD**

*President of the Royal Belgian Society of Surgery*

*Mail: [charlesdegheldere@me.com](mailto:charlesdegheldere@me.com)*





## WHY SPONSORING?

### PRELIMINARY PROGRAM

**Day 1**  
**25th November**  
**FREE PAPERS**

17h00 – 17h50 5 presentations + Q/A  
17h50 - 18h00 1 sponsor presentation  
18h00 – 18h50 5 presentations + Q/A  
18h50 – 19h00 1 sponsor presentation  
19h00 – 20h50 5 presentations + Q/A  
  
Q/A – moderator



**Day 2**  
**26th November**  
**FREE PAPERS**

17h00 – 17h50 5 presentations + Q/A  
17h50 - 18h00 1 sponsor presentation  
18h00 – 18h50 5 presentations + Q/A  
18h50 – 19h00 1 sponsor presentation  
19h00 – 20h50 5 presentations + Q/A  
  
Q/A – moderator



**Day 3**  
**27th November**

17h00 – 20h00 Plenary session  
  
2 Sponsors will have the possibility for  
10 min presentations each  
  
Q/A – moderator  
  
**MORE TO FOLLOW...**



## WHY SPONSORING?

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For the upcoming BSW2020 Virtual Congress, we will have excellent options for companies to present their latest data or expose their company and/or products. Even online, the virtual BSW2020 Congress remains the place to meet.

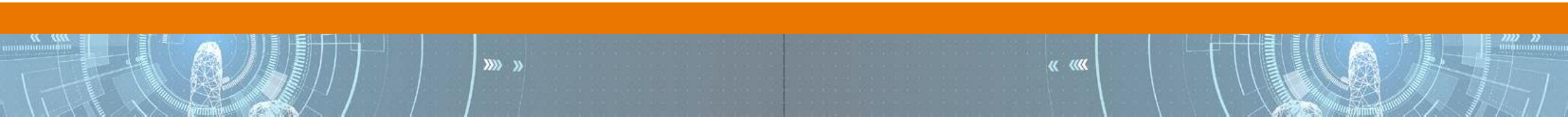
This event will provide excellent short and long term outcomes:

**Build new relationships:** Tell your story in a relevant method that people can understand and connect with. Tap a new source of networking and become part of the bigger conversation in this event and all that follow.

**Brand presence:** We'll proudly display your logo on the event page, social media banners, within the virtual conferencing platform, and on emails out to the audience. We want the community to recognize the contributors who make elevated virtual discussions about the RBSS topics.

**Virtual Industry Session :**Share your knowledge or present your latest data live with the virtual audience or on-demand at a later stage

**Virtual exhibition:** Interactive 3D stand in the digital exhibition area. The specifications of the digital stand will be provided by the Executive Secretariat after confirmation.





## VIRTUAL EXHIBITION

### VIRTUAL EXHIBITION (Maximum 5 exhibitors)

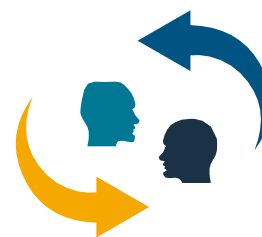
#### AREA SPONSOR

- Active on live event days
- Customizable with company content such as logos, presentation text, pdf documents (eg product sheets, etc.), images,
- short videos (max. duration 5 minutes), link
- Connectable via links to other forms of visibility within the platform

**Euro 2.500 + VAT**

#### BENEFIT INCLUDED:

- Logo in the sponsor banner inserted on the home page of the platform
- Logo in the sponsor banner inserted in the online program page
- Prominent positioning of company logo on on-site banners throughout the virtual conference
- Logo and description on the RBSS website





## BRANDING

### BRANDED BANNER (maximum 10 sponsors)

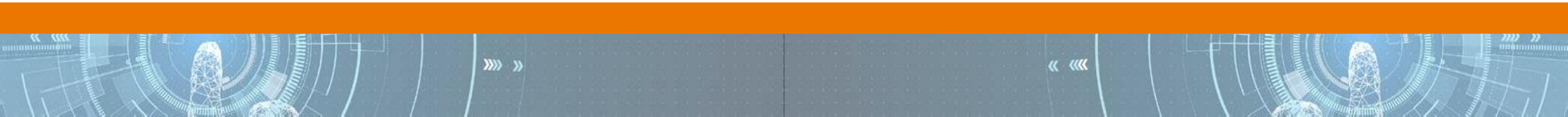
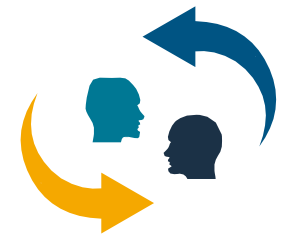
**Euro 1.500 + VAT**

- Logo on a Virtual Banner within the Virtual Conference linked to company's website.
- Mention in the Welcome Remarks on one day and slide visibility during breaks – Sponsorship must be secured by **September 1st** for this benefit.
- Slide with Company Logo and slogan included in loop during breaks on each day of the Virtual Conference.
- Included fact sheet in Virtual Conference Resource Center.

### Brand Transitions Between Speakers or Slides

**Euro 750 + VAT**

When transitioning between slides, speakers, or even sessions, you will have the opportunity to include sponsored branding.





## SYMPOSIUM VIRTUAL BROADCAST

# COMPANY PRESENTATION during breaks

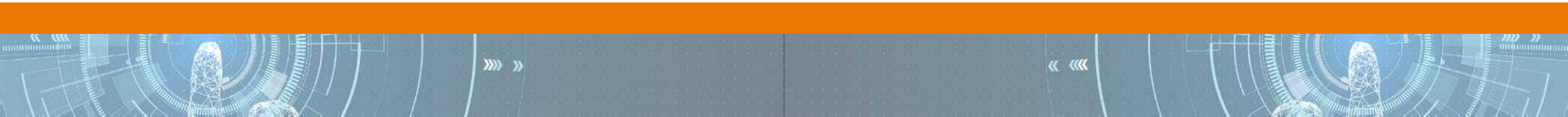
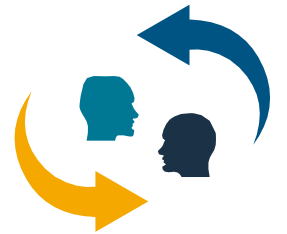
**Euro 3.000 + VAT**

10 Minutes presentation opportunity about company's products or services in the congress

- Wired Internet connection
- Listing of your virtual company presentation on the RBSS conference website
- One promotional e-mail to RBSS members unable to attend the conference
- Ownership of the video file of the symposium for posting on your website as you choose

In the "Our Sponsors" section of the event landing page, your logo will be visible and prominently placed.

On the virtual conference site, in a tab called "Our Sponsors", there will be a logo and description of what you offer and a link to your website.





## ATTENDEES



As a registered participant you will be able to:

**Network with your colleagues** – browse a list of participants and click on their name to contact them

**CME credits** – participate in the scientific programme and earn CME credits

**Listen to all the lectures** – whenever and wherever you want

**See all the e-poster presentations** – in your own time

**Join the debate** – join the live discussions, carefully scheduled to allow maximum participation

**Give your feedback** – take a short survey and rate the scientific quality of the session

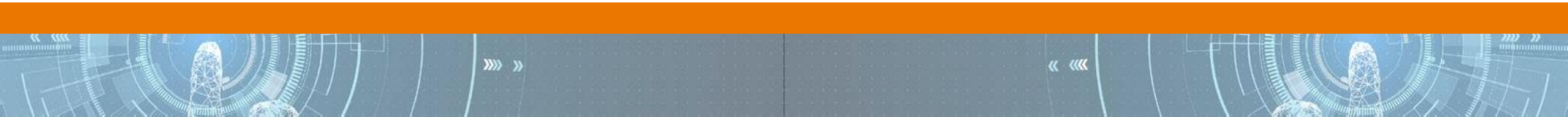
**Visit the virtual exhibition hall** – virtual reality will take you on a journey through the exhibition booths

Ready to Register...

It is our goal that this virtual congress will continue to meet the needs of the BSW community and to ensure a viable future for the association's activities in ongoing **surgical** education and formation of established **surgeons**.

Registered participants will still be eligible to receive the number of CME credits attributed to the virtual meeting, and authors whose abstracts were accepted will be published in the digital abstract book, with e-posters available for virtual consultation.

The RBSS is working hard to make this online platform a relevant and effective communication channel between clinicians and researchers, with positive effects reaching far beyond the congress.





# GUIDELINES

In order to improve the organizational aspects of the Congress and to ensure the highest quality standards, the Organizing Secretariat requires that the following guidelines developed in accordance with the **Royal Society for Surgery** be respected.

## PRIORITY

Reservations of the forms of participation listed will follow the "first come, first served" principle, intended as confirmation of the request (not as an option). The application form will be considered a sponsorship contract after the PCO acknowledge its reception and sends out the invoice.

## DEADLINES

To allow uploading of online content is required that are provided to the Organizing Secretariat by **10th November, 2020**

## CANCELLATION POLICY

All cancellations must be made in writing. The cancellation penalties are as follows: 50% of the total sponsorship fee if booking cancelled before 15th October 2020. After that date, 100% of the total sponsorship fee will be retained.

## INTERESTED?

If you would like to know more about the different ways of being involved in the BSW2020 virtual congress, please contact **Belgin Topkaya** by email [b.Topkaya@aimgroup.eu](mailto:b.Topkaya@aimgroup.eu)

# TERMS AND CONDITIONS

## 1. APPLICATION FOR SPONSORS AND EXHIBITORS

In order to be considered as a Sponsor/Exhibitor, an application form must be completed and signed by a legally competent individual and delivered (or uploaded) to the PCO before any relevant deadlines.

## 2. OBLIGATIONS AND RIGHTS OF THE SPONSOR OR EXHIBITOR

Virtual exhibition stands may only be used for exhibiting and advertising the Exhibitor's own products, materials or services.

## 3. OBLIGATIONS AND RIGHTS OF THE BSW2020

The RBSS reserves the right to revise the time and location of the virtual exhibition or to shorten the duration of the virtual exhibition. Any change regarding the time and duration of the virtual exhibition does not entitle the sponsor/exhibitor to cancel the contract nor to request a fee reduction or to put forward a claim for damages incurred by these changes.

## 4. VIRTUAL SPONSORSHIP AND EXHIBITION STANDS AND CONTENT

Upon confirmation Sponsors/Exhibitors will receive detailed guidelines for the design and production of the digital content. All digital content is of the entire responsibility of the Sponsor.

## 5. PAYMENTS

Payments are requested to be done in one time and no later than 25th October 2020.

- 100% of the total sponsorship fee will be invoiced upon receipt of the completed / signed contract and will be due for payment upon receipt of the invoice to guarantee the reservation;



## CONTACTS :

### **Scientific Secretariat Royal Belgian Society for Surgery npa**

Av. W. Churchill-laan 11/30,

Brussel 1180 Bruxelles

Phone: +32 (0)2 374 51 58 - Fax: +32 (0)2 374 96 28

**E-mail:** [info@acta-medica-belgica.be](mailto:info@acta-medica-belgica.be)

Website: [www.rbss.be](http://www.rbss.be)

Entreprise number: 422.621.575

### **AIM Group International Brussels Office**

Grensstraat, 7 - B-1831 Diegem (Belgium)

Phone: +32 (0)2 722 82 30

[BelgianSurgicalWeek2020@aimgroup.eu](mailto:BelgianSurgicalWeek2020@aimgroup.eu)

