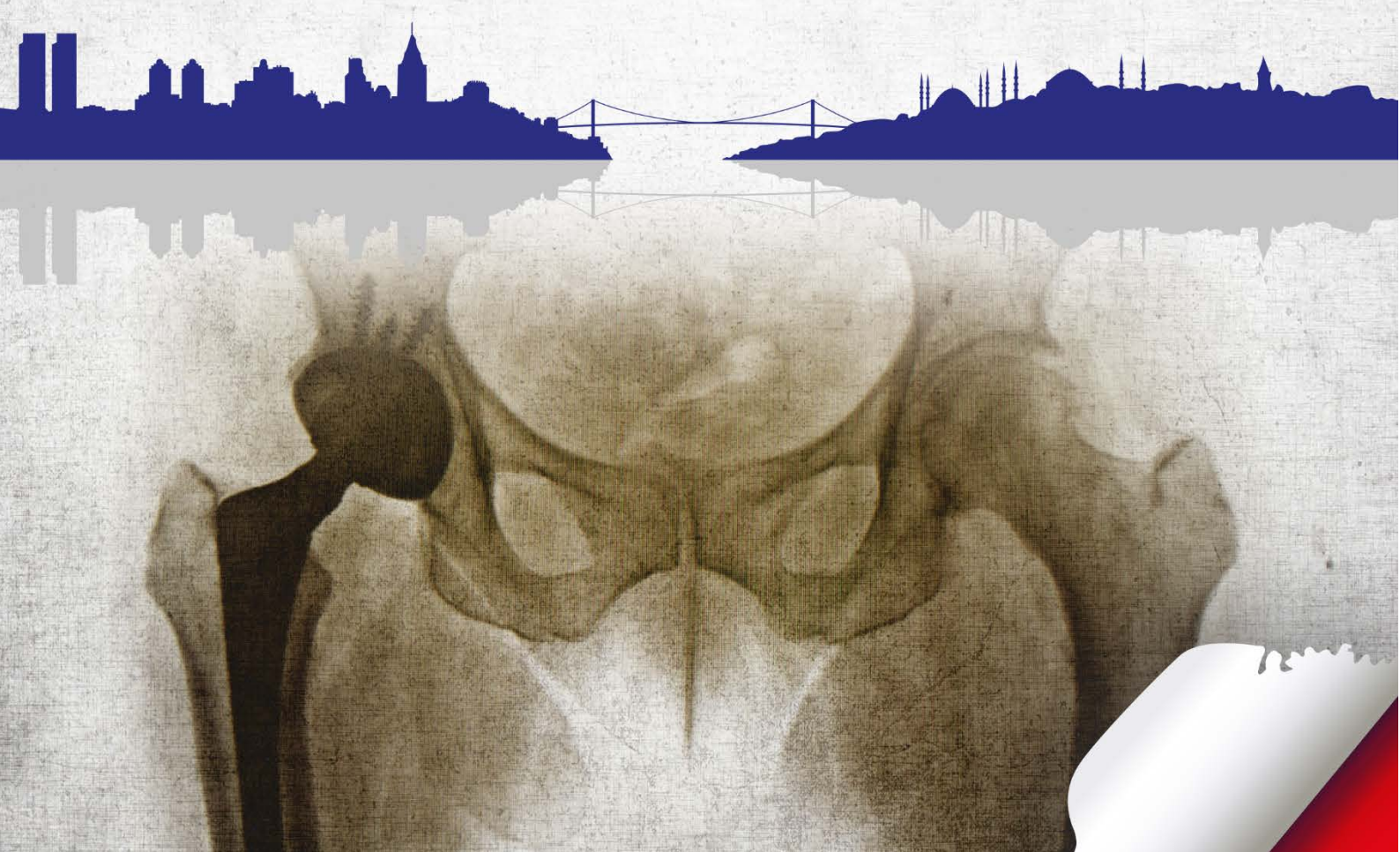




*SICOT, Société Internationale de Chirurgie
Orthopédique et de Traumatologie*

Primary & Revision Total Hip Arthroplasty Course

31 August – 1 September 2018
Istanbul, Turkey



Sponsorship Prospectus

BR S
Congress, Incentive and Events



Dear Industry Representatives,

It is a great honor and pleasure for us to invite you to İstanbul for the **Primary and Revision Total Hip Arthroplasty Course** which will be held on August 31 – September 1, 2018 at Acibadem CASE, in İstanbul, Turkey.

The Course will bring together orthopedic surgeons from all around the world focusing on hip arthroplasty, in this unique city of İstanbul where Europe and Asia meets. The Scientific Program, with a mixture of interactive discussions and cadaver practice, will provide the opportunity to share knowledge and experience in the field.

We believe that the course will provide many opportunities to the sponsor companies to come together with the key opinion leaders and improve their international network around the world, share state of the art topics and inventions, market their products with all parties in arthroplasty.

We aim to improve arthroplasty skills of the participants through the course. The participants will also have the opportunity to discover the attractions of the timeless city, enjoy the delicious tastes of Turkish and Ottoman cuisine, and experience the traditional Turkish hospitality.

We believe that **Primary and Revision Total Hip Arthroplasty Course** will be a major event remaining long in the memory of all participants.

Let's meet in İstanbul in Autumn 2018!

Best regards,



Ashok Johari
Education Academy
Chairman



Remzi Tözün
Course Co-Chairman



Francesco Benazzo
Course Co-Chairman



Fatih Küçükdemir
Course Secretary





SCIENTIFIC ORGANIZING COMMITTEE

- Ahmed Abdelazeem Egypt
- Ali Enayatollahi Iran
- Ashok Gavaskar India
- Çağatay Uluçay Turkey
- Emmanuel Audenert Belgium
- Evrim Şirin Turkey
- Kaan Irgit Turkey
- Kerem Başarrı Turkey
- Mohamed Sukeik UK
- Mustafa Cıtak Germany
- Nuri Aydın Turkey
- Oliver Marin-Peña Spain
- Resat Zeynelov Azerbaijan
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- Sunil Kumar UK
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ORGANIZERS

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Société Internationale de Chirurgie Orthopédique et de Traumatologie
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PROGRAM

31 AUGUST 2018, FRIDAY

07:30 - 08:00 Registration

08:00 - 08:40 Hip Anatomy

	Red Group	Yellow Group	Green Group	Blue Group
08:40 - 09:30	Dysplasia Room	Cemented Prosthesis Room	Trauma Room	Deformity Room
09:40 - 10:30	Deformity Room	Dysplasia Room	Cemented Prosthesis Room	Trauma Room
10:40 - 11:30	Trauma Room	Deformity Room	Dysplasia Room	Cemented Prosthesis Room
11:40 - 12:30	Cemented Prosthesis Room	Trauma Room	Deformity Room	Dysplasia Room

12:30 - 13:30 Lunch

13:30 - 15:30 Primary THA - Cadaver Session

16:00 - 17:30 Video Session

18:00 - 18:30 Transfer to Restaurant

18:30 - 20:30 Course Dinner

20:30 - 21:00 Transfer to the Hotel

1 SEPTEMBER 2018, SATURDAY

07:50 - 08:30 Invited Lecture

	Red Group	Yellow Group	Green Group	Blue Group
08:30-09:20	Infection Room	Instability Room	Periprosthetic Fracture Room	Well-fixed Components Room
09:30-10:20	Well-fixed Components Room	Infection Room	Instability Room	Periprosthetic Fracture Room
10:30 - 11:20	Periprosthetic Fracture Room	Well-fixed Components Room	Infection Room	Instability Room
11:30 - 12:20	Instability Room	Periprosthetic Fracture Room	Well-fixed Components Room	Infection Room

12:20 - 13:30 Lunch

13:30 - 15:30 Revision THA - Cadaver Session

16:00 - 16:30 Final Remarks

16:30 - 17:00 Certificates and Closing





WHY SHOULD YOU BE A SPONSOR?

A tailored sponsorship package of the Course is a cost-effective opportunity to reach a selected group of international orthopedists within your target market.

- ✓ A presence at the Course is your organization's opportunity to leverage two days of unparalleled access to a wide potential client base, to inform them about your products and services and build long-term relationships.
- ✓ Sponsorship is a proven tactic for marketing your brand: it combines the reach of magazine advertising with the power of direct mail and persuasion of face-to-face meeting.
- ✓ Course participants are keen to improve their scientific and practical knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to assisting their development at a deeply personal level.
- ✓ Your company will benefit significantly from exposure to an interested, relevant and influential key audience in an informal yet informative environment away from the competition of everyday distractions.
- ✓ The course will assist you in achieving strategic goals by providing you with direct exposure to your target market.
- ✓ Be informed and identify the marketing strategies being implemented by your competition.



Key Benefits to Early Commitment

Aligning your company early will ensure:

- ✓ Maximum exposure for your brand and increased opportunities to access not only the registered delegates but anyone receiving course printed or electronic marketing information.
- ✓ First choice of sponsorship opportunity to ensure alignment with your marketing aims.





STRATEGIC GOALS OF SICOT

SICOT's strategic goals are to:

1. drive change at all levels, from local to global, to prevent orthopedic diseases and increase access to essential medicines and treatments;
2. develop and encourage best practice in orthopedic policy, management and education;
3. advance orthopedic treatment, prevention and cure through scientific research;
4. advance and protect the rights of people with orthopedic diseases, and combat discrimination.

To achieve these strategic goals, action plan of SICOT for the educational activity is to:

1. be the authoritative and independent global advocate for people living with orthopedic diseases;
2. expand and strengthen SICOT's network of national member associations;
3. strengthen SICOT's regional infrastructure;
4. strengthen and disseminate the evidence base for orthopedic diseases;
5. increase access to an interdisciplinary approach base for orthopedics;
6. increase the global impact of SICOT's treatment education initiatives;
7. establish a global Orthopedics Knowledge Exchange;
8. promote and disseminate cutting-edge scientific research on orthopedics;
9. build a civil society alliance on non-communicable diseases;
10. expand and diversify SICOT's funding sources.

WHAT MAKES SICOT UNIQUE?

SICOT has PEOPLE power

SICOT, Société Internationale de Chirurgie Orthopédique et de Traumatologie, is an international non-profit association incorporated under Belgian law with the aim to promote the advancement of the science and art of orthopedics and traumatology at international level in particular for the improvement of patient care, and to foster and develop teaching, research and education. In 2018, SICOT celebrated its 89th anniversary.

The current gatherings of surgeons from 110 member nations and others beside each year are now highly organized scientific, clinical and social events. The expressions of pleasure at meeting friends speak well of the congenial bonds among the members of SICOT.

SICOT has GEOGRAPHIC STRENGTH

SICOT is the only Orthopedics association with global reach. Its extensive network enables it to operate at different levels of political organization. This gives it the ability to coordinate and link global orthopedics initiatives with those at national and community levels. An increasingly successful initiative has been the creation of Orthopedic Education Centers. They provide an opportunity for education, research and manual skills training. They are open to community surgeons, nurses and physiotherapists. In fact, they can bring a whole orthopedic community together.

SICOT has the POWER to CONVENE and MOBILIZE

As a large global association, SICOT has the power to convene and mobilize people from a wide range of countries and professions in the name of orthopedics prevention and care. SICOT brings together leading orthopedic experts through its educational activities.





ISTANBUL – the City Where the Continents Meet

"There, God and human, nature and art are together, they have created such a perfect place that it is valuable to see." Lamartine's famous poetic line reveals his love for İstanbul, describing the embracing of two continents, with one arm reaching out to Asia and the other to Europe.

İstanbul, once known as the capital of capital cities, has many unique features. It is the only city in the world to straddle two continents, and the only one to have been a capital during two consecutive empires - Christian and Islamic. Once capital of the Ottoman Empire, İstanbul still remains the commercial, historical and cultural pulse of Turkey, and its beauty lies in its ability to embrace its contradictions. Ancient and modern, religious and secular, Asia and Europe, mystical and earthly all co-exist here.

Its variety is one of İstanbul's greatest attractions: The ancient mosques, palaces, museums and bazaars reflect its diverse history. The thriving shopping area of Taksim buzzes with life and entertainment. And the serene beauty of the Bosphorus, Princes Islands and parks bring a touch of peace to the otherwise chaotic metropolis.



The city has been conquered, fought over and rebuilt many times over the centuries. İstanbul's history dates back to the first settlement possibly in the 13th Century BC, although was founded by Byzas the Megarian in the 7th Century BC, from when the city was named Byzantium. A small colony of Greeks inhabited the area until 3rd Century BC, and over the next 1000 years became a thriving trading and commercial center. Whilst continuing life as a trading city during the Roman Empire, it was then conquered by Emperor Septimus Severus in 193 AD. During the 4th century, İstanbul was selected by the Roman Empire to be the new capital, instead of Rome, by Constantine.





The city was re-organized within six years, its ramparts widened and the construction of many temples, official buildings, palaces, hamams and hippodrome. With a great ceremony, in the year 330, the city was officially announced as the capital of the Roman Empire, and known as Constantinople in the late eras.

It remained the capital of the eastern Roman Empire (Byzantine) for a long period, due to the fall of the west Roman Empire in the 5th century. By the sixth century, the population exceeded half a million, and was considered a golden age under Emperor Justinian's reign.

The Byzantium Empire and İstanbul's latter history is full of palace and church intrigues, was overrun by the Arabs in the 7th and 8th centuries, the Bulgarians in the 9th and 10th, but could not keep out the Crusaders who conquered in 1204. They destroyed and raided it for many more years - including churches, monasteries and monuments, which led to a decline in the population. The city passed reign to Byzantium again in 1261, did not regain its former richness, and was conquered by Turks in 1453 after a 53-day siege and the hands of control changed yet again.

It then became the capital city of Ottoman Empire, which saw a population increase with immigrants from other parts of the country, with religious freedom and social rights granted to Greeks, Armenians and Jews. Mehmet the Conqueror began to rebuild it, with a new palace and mosque (Fatih Camii) and tried to inject new life into the economy.

The reign of Suleiman the Magnificent (1520-66) was considered the greatest of all the Ottoman leaders, and the military conquests paid for the most impressive Ottoman architecture, the work of Mimar Sinan. The city was also the centre of the Islamic work, and domes and minarets from hundreds of mosques dotted the skyline. A century after the death of Suleiman, the Empire started to decline but development of İstanbul continued in subsequent years. After 18th century the Empire became more interested in Western institutional models. These interests and interactions also affected the politic, cultural and economic life in İstanbul. All these effects reflected in the skyline of city which is still felt.



After establishing the Republic of Turkey in 1923, moving the capital to Ankara, then a small provincial town in Anatolia, İstanbul was simply the commercial and cultural centre, which it still remains today.

LET'S MEET WHERE THE CONTINENTS MEET!





GENERAL INFORMATION

Date

August 31 – September 1, 2018

Venue

Acibadem CASE, İstanbul, Turkey

Benefits to the Industry

The course is an opportunity for the delegates and industry professionals to exchange the latest advanced arthroplasty and clinical practice and interact with influential key audience. Pharmaceutical companies, manufacturers of technical equipment & software and publishers are invited to display their products at the industrial exhibition, held as part of course.

Delegate Profile

The registrations are limited: Cadaver Training + Case discussion 40 participants, Case discussion only 80 participants. The registrations will be accepted to "first come first served" basis. The key opinion leaders around the world are expected to attend to the course.

Visa Requirements

Participants are requested to check with the Turkish consulate in their home country or with their travel agency or at for visa requirements. Entry visa to Turkey can also be obtained at İstanbul Ataturk Airport for some countries. (For detailed information: <http://www.mfa.gov.tr>)

Exhibition and Sponsorship

Please contact Bros Group for exhibition and sponsorship inquiries.

info@sicotistanbul.org

Accommodation

Please contact Bros Group for accommodation inquiries. Bros Group will assist all participants for accommodation inquiries.

info@sicotistanbul.org





SPONSORSHIP CATEGORIES

Registration (Cadaver Sessions + Case Discussions) : 950 Euro

The registrations are limited to 40 participants. The registrations will be accepted to "first come first served" basis. The key opinion leaders around the world are expected to attend to the course.

Registration (Case Discussions) : 180 Euro

Only Case Discussion sessions registrations are also limited to 40 participants. Case Discussion participants will not attend to the cadaver dissection sessions. The registrations will be accepted to "first come first served" basis. The key opinion leaders around the world are expected to attend to the course.

Platinum Sponsorship : 29.500 Euro

- Recognition as a Platinum Sponsor (with company logo) on the course website, including a hyperlink to the company's home page
- Recognition as a Platinum Sponsor (with company logo) on all printed meeting materials
- Recognition as a Platinum Sponsor (with company logo) in all electronic marketing activities (national and international) leading up to the event
- Recognition as a Platinum Sponsor (with company logo) on acknowledgment board at the venue
- Insert into course bags
- Free booth space
- Advertising on all operation tables
- Two (2) complimentary exhibitor badge (for entry to exhibition area only)
- One (1) complimentary course registration
- 5 Cadaver Stations

Golden Sponsorship : 17.750 Euro

- Recognition as a Golden Sponsor (with company logo) on the course website, including a hyperlink to the company's home page
- Recognition as a Golden Sponsor (with company logo) on all printed meeting materials
- Recognition as a Golden Sponsor (with company logo) on acknowledgment board at the venue
- Insert into course bags
- Free booth space
- Advertising on all operation tables
- One (1) complimentary exhibitor badge (for entry to exhibition area only)
- 3 Cadaver Stations

Lecturer, cadaver and other additional costs for all operation tables will be covered by this sponsorship.

Operation Table & Lecturer Sponsorship* : 7.250 Euro

- Recognition as an Operation Table & Lecturer Sponsor (with company logo) on the course website, including a hyperlink to the company's home page
- Recognition as a Golden Sponsor (with company logo) on acknowledgment board at the venue
- Insert into course bags
- Free booth space
- Advertising on an operation table
- One (1) complimentary exhibitor badge (for entry to exhibition area only)
- 1 Cadaver Stations

Lecturer, cadaver and other additional costs for each operation table will be covered by this sponsorship.

* All prices include VAT and local taxes.

** If there will be a Platinum or Golden Sponsor, the sponsorship item will not be available*





Stand Area

: 3.000 Euro

- Booth space
- Recognition as a Sponsor (with company logo) on acknowledgment board at the venue
- Insert into course bags
- One (1) complimentary exhibitor badge (for entry to exhibition area only)

Additional Conference Bag Inserts

: 600 Euro

Promote your product at the course or simply advertise your company's services by including a single flyer or brochure (max. size A5 format with max. 8 pages) in the course bag of each participant. Flyers will be provided by the company.

* All prices include VAT and local taxes.

Please contact Bros Group (PCO) for sponsorship inquiries and further information.



BROS GROUP (PCO)

Mr. Hakan BIYIKLI (Project Director)

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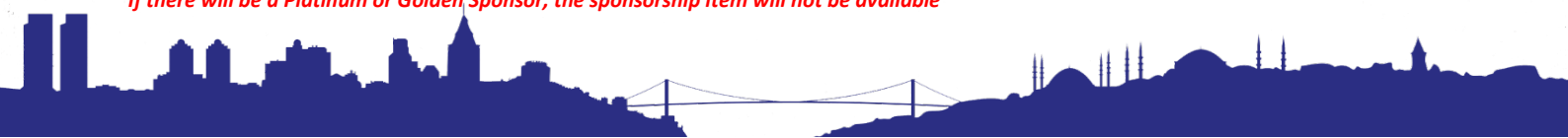
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* If there will be a Platinum or Golden Sponsor, the sponsorship item will not be available





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