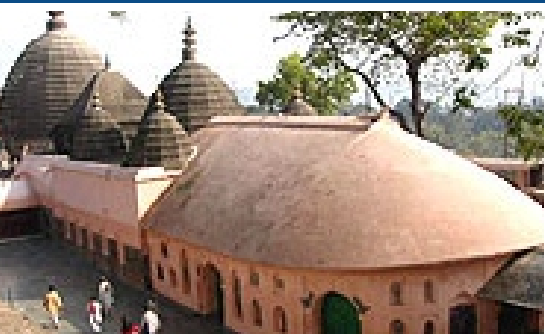


# 61<sup>st</sup> ANNUAL NATIONAL CONFERENCE OF INDIAN SOCIETY OF ANAESTHESIOLOGIST *THEME- MYTH TO EVIDENCE*

December 26th-29th, 2013,  
Gauhati Medical College, Guwahati  
[www.isacon2013.com](http://www.isacon2013.com)



Organized by

ISA Assam State Branch,

Co-Hosted by Guwahati City Branch





## WELCOME MESSAGE

Dear Friends,

On behalf of the Indian Society of Anaesthesiologists, Assam State branch, I invite you to participate in the ISACON 2013, "61st meeting of the Indian Society of Anaesthesiologists, to be held, from Thursday 26th to Sunday 29th December 2013 at Gauhati Medical College, Guwahati, Assam (India). Be part of this mega event in Anaesthesia, critical care and pain & gain popularity and a razor edge competition in the exhibition to be held during ISACON 2013. Major medical institutions as well as major corporate hospitals of India would be represented at the conference by their specialists as well as policy makers. Not only this, many international participants and executives and their nominees from the international organizations will also be coming to participate in this conference.

A number of leading Researchers, Clinicians and Practitioners of all branches Anaesthesia, critical care and Pain from all over the country have already shown their eagerness for the conference, and many more have confirmed their participation. Anticipated attendance will be more than 4000 delegates. Besides the regular delegates, at least 1000 residents and students are also expected to participate in the conference. Guwahati, is one of the most easily accessible through number of National flight connected by the Gopinath Bordoloi International Airport just 17km from the city. The Train connectivity to Guwahati from all major state station of India is easy and accessible. Gauhati Medical College is in central locations equipped with state of the art convention centre, situated just 4 km away from the train station. It would be an excellent opportunity to exhibit and advertise your products during the said congress as well as make large volume sales during the conference. Review this Trade Brochure thoroughly and secure sponsorship and stall space at the earliest. We have elaborated herewith the various opportunities that will enhance your product visibility and your company profile greatly. We have always treasured your commitment to academic events and we look forward to your continued support for the same.



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# SPONSORSHIP OPTIONS

Platinum sponsorship	Diamond sponsorship	Gold sponsorship
INR 25,000,00	INR 20,000,00	INR 15,000,00
ACCESS	ACCESS	ACCESS
20 corporate registrations	15 corporate registrations	10 corporate registrations
EXPOSURE	EXPOSURE	EXPOSURE
One approved piece of collateral in conference bag	One approved piece of collateral in conference bag	One approved piece of collateral in conference bag
Acknowledgement on congress website with logo link to own site	Acknowledgement on congress website with logo link to own site	Acknowledgement on congress website with logo link to own site
One full page colour ad in ISACON 2013 final programme	-	-
One full page colour ad in ISACON 2013 souvenir	One full page colour ad in ISACON 2013 souvenir	One full page black and white ad in ISACON 2013 souvenir
Acknowledgement as platinum sponsor in all congress literature	Acknowledgement as gold sponsor in all congress literature	Acknowledgement as silver sponsor in all congress literature
Acknowledgement as a platinum sponsor on all conference signage	Acknowledgement as diamond sponsor on all conference signage	-
Advance mailing of delegate list	Advance mailing of delegate list	Advance mailing of delegate list
INFRASTRUCTURE	INFRASTRUCTURE	INFRASTRUCTURE
3 stalls of 5 sq m each priority choice of location	2 stalls of 5 sq m each priority choice of location	2 stalls of 4 sq m each priority choice of location

Category	Price
Satellite Symposium Partner	INR 7,000,00

- Two Complimentary Stall (3m x 3m) for product display.
- The banner of respective company will get displayed in the Satellite Symposium area at a Prominent Place.
- 4 Complimentary Corporate Registrations to the Conference
- Sponsor company name would be displayed in the Programme Booklet and Scientific Programme.
- Company logo with hyperlink on ISACON 2013 website
- No other company shall be allowed to display its products other than the sponsors at the Satellite Symposium area.

Category Rate	Price
Scientific Hall Sponsor	10,000,00

- 1 Complimentary stall (3mx3m) for product display
- Branding Inside the Halls.
- Company name & Logo on the main screen
- Branding on Chairs
- Branding on Dias table
- Announcement during sessions & breaks to recognize the sponsor

Category	Price
Faculty Lounge	8,000,00

- One Complimentary Stall (3m x 3m) for product display.
- Sponsor will be allowed to display its Standalone Product Advertisement Backdrop in the Relaxation Lounge area.
- 2 Complimentary Corporate Registrations to the Conference.

## CORPORATE REGISTRATIONS

Up to June 30, 2013	Rs. 8,000
Up to October 31, 2013	Rs. 9,000
November 1, 2013 till spot	Rs. 10,000

## TRADE EXHIBITION

Exhibition booth: 4 days

The exhibition will be held for four days (Monday, 26th to Thursday 29th December 2013), giving exhibitors the marketing opportunity to meet the experts in the field of Anaesthesiology, Critical care and Pain.

Booth size (One side Open) Booth price Standard exhibition booth inclusions:

<b>Booth size (One side Open)</b>	9 sq m
Booth price	Rs. 2,50,000
Standard exhibition booth inclusions:	<ul style="list-style-type: none"><li>● Floor space 3 x 3 sq m</li><li>● Octanorm frame</li><li>● Booth no and company name</li><li>● General security</li><li>● Listing on ISACON 2013 website</li><li>● One table</li><li>● One electric dropout</li><li>● Two chairs</li><li>● 1 spot light</li><li>● Carpet</li><li>● 2 corporate registrations</li></ul>
<b>Booth size (Three side Open)</b>	9 sq m
Booth price	Rs. 3,00,000
Standard exhibition booth inclusions:	<ul style="list-style-type: none"><li>● Floor space 3 x 3 sq m</li><li>● Octanorm frame</li><li>● Booth no and company name</li><li>● General security</li><li>● Listing on ISACON 2013 website</li><li>● One table</li><li>● One electric dropout</li><li>● Two chairs</li><li>● 1 spot light</li><li>● Carpet</li><li>● 2 corporate registrations</li></ul>

## REGISTRATION AREA

The registration area will have minimum 20 booths. The ISACON 2013 requests a sponsorship of Rs. 10,00,000 for registration area for 4 days. The sponsor logo or name will be displayed at all the registration counters. One complimentary stall near the registration area will be given.

## CRAFT BAZAAR

Separate craft bazaar is planned for the convenience of the delegates and spouse. 4 sq m stalls will be put in a separate area. Those who are interested can book a stall at very attractive prices ranging from Rs. 50,000 to Rs. 1,00,000 only. There will not be any free corporate registrations. Also furniture will be available on rent from vendor. The stall needs to be vacated by 1.00 pm. 29th December 2013

## GENERAL INSTRUCTIONS TO TRADE PARTICIPANTS

- The stall will be handed over to company at 2.00 pm on Wednesday, 25th December 2013.
- The company must vacate the stall area by 6.00 pm on Sunday 29th December 2013.
- Each exhibitor will have to abide by the fire and safety norm of the convention centre.
- No nailing will be allowed on octanorm stalls. For branding purpose only double sided tapes to be used.
- Stall owners can display banners and hoardings within designated stall areas only. No banners or display boards will be allowed outside the stall area.
- Any damage caused to stall material will have to be compensated to the contractor.
- Subletting of stalls will be considered as breach of contract and in such a case the stall owner will be asked to vacate the stall with immediate effect and a fine of Rs. 1, 00,000 will be charged.
- Sharing of stall are strictly not allowed
- Goods and material displayed in the stalls should be as per government rules and regulations. The company must take the permissions of appropriate authorities for sale of goods in conference area.
- Overnight retention of goods in respective stall area will be at the sole risk of the stall owners. Organizers will take no responsibility for loss or damages of goods, banners or any other promotional material. Organizers will provide security outside the stall.
- You can download the instructions from here. All traders are requested to carry this duly filled form. Please click here to download the form. Apart from this all traders Executives are requested to carry valid photo id.

## ASSIGNMENT OF SPACE

Priority for space assignment will be made on "first come first served" basis. The organizing committee of ISACON 2013 reserves the right to make any revisions to the floor plan.

## CANCELLATION OF EXHIBITION

It is mutually agreed that in the event of cancellation of the ISACON 2013 due to fire, strikes, government regulations, war, acts of god, terrorism or causes that would prevent its scheduled opening or continuance, then and thereupon, this agreement will be terminated and the ISACON 2013 shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Participation in trade exhibition is mandatory to avail additional sponsorship opportunities.

- **Industry sponsored workshops:** A number of workshops will be arranged on Wednesday, 25th December 2013. These will be the focused workshops on Anaesthesiology, Trauma, Critical care, Airway and Pain. The company can sponsor full workshop at a cost of Rs 3, 00,000 only. The companies which participate in workshops will have to take at least 1 stall in trade exhibition. The particular company banner sponsoring workshop will be visible display of video conference.
- **Poster session:** The sponsorship logo and company name will be displayed in poster area. The interested company must take minimum 1 stall in trade exhibition. Sponsorship amount is Rs. 1, 00,000 for 4 days.
- **Free paper sessions:** There will be approximately 8 halls for free papers on 27th and 28th December 2013. The sponsors logo and name will be displayed outside free paper area. The interested company must take minimum 1 stall in trade exhibition. Sponsorship amount is Rs. 50,000 per day.
- **Post Graduate quiz:** Every year around 1000 students participate in postgraduate quiz. The ISACON 2013 will give prizes to top 3 teams. The companies can sponsor the prizes as actual.
- **Private practitioners' forum, Railway forum, Arm forces forum:** The name of the sponsor will be given to these forums. The ISACON 2013 requests a sponsorship of Rs. 1, 00,000 per forum.

## PRINT ADVERTISING

- **Brochure:** The 15,000 copies of first and second brochure will be mailed to all the ISA members, also approximately 5000 copies of final brochure will be mailed to registered delegates. The sponsor's advertisement will appear on the back cover of the brochures. Also brochure copies will be emailed to 15,000 ISA members once every month for 12 months. The ISACON 2013 requests a sponsorship of Rs. 5, 00,000 for first and second brochure and a sponsorship of Rs. 3, 00,000 for final brochure.
- **CME Book:** At least 3000 copies of CME book will be distributed on 26th December 2013. The sponsor can print their advertisement on back cover for Rs. 3,00,000
- **Advertisement tariff in souvenir:** Souvenir will be distributed to all the delegates on site. It will include all conference information i.e. the definitive scientific programme, the details of entertainment programme, spouse programme and conducted tours etc.



<b>Outside back cover:</b>	Rs 50,000
<b>Inside front cover:</b>	Rs. 40,000
<b>Inside back cover:</b>	Rs. 40,000
<b>Inside 2 page spread:</b>	Rs. 60,000
<b>Inside 1 page colour:</b>	Rs. 25,000
<b>Inside 1 page B/W:</b>	Rs. 15,000

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Participation in trade exhibition is mandatory to avail additional sponsorship opportunities.

- **Scientific programme Pocket book:** Approximately 6000 copies of the scientific programme pocket book will be distributed on site. The sponsor will appear on back cover of the pocket book. The sponsorship amount will be Rs. 3,00,000
- **Conference badges:** Approximately 5000 badges will be distributed to delegates, faculty and company personals. The sponsorship amount will be Rs. 2,50,000
- **Lunch and dinner coupons:** Approximately 36,000 coupons will be distributed on site. The company logo will be printed on each coupon. The sponsorship amount is Rs. 200,000
- **Banquet coupon:** It will have the name of the banquet co sponsor at no extra cost.
- **Lunch and dinner Co-sponsorship:** The ISACON 2013 will provide 4 lunches, 2 dinners and one banquet dinner for all its delegates. The name of the company or companies co sponsoring the meals will be displayed in the dining hall and at the meal counters. We will give sponsors space for branding in the food area. The sponsorship amount is as follows:

<b>Lunch co-sponsorship:</b>	Rs. 10,00,000
<b>Dinner co-sponsorship:</b>	Rs. 10,00,000
<b>Banquet co-sponsorship:</b>	Rs. 15,00,000
- **Speaker support centre:** The sponsoring company will have their logo printed on all mouse pads. The sponsorship amount is Rs. 2,00,000
- **Cyber Centre booth:** The sponsoring company will have their logo on posters within cyber booth. At least 5 internet broadband stations with at least 5 systems and 5 laptop terminals will be provided. The sponsorship amount is Rs. 2,00,000
- **Audio visual equipment:** The sponsoring company will have their slide as wallpaper on every computer in the hall. Also company slide will be displayed during all session breaks. Their will be banner inside and outside of preview room. The sponsoring company logo will be displayed on conference proceeding CD and also abstract CD. The sponsorship amount is Rs. 35, 00,000



- **Website sponsorship:** We expect at least 1, 00,000 hits on ISACON 2013 website in one year. The sponsoring company's logo will appear as a slide show on the website. The sponsorship amount is Rs. 50,000
- **Conference bags:** Sponsors logo and branding will be printed on the conference bags inside. The selection of the bags will be by the organizing committee. The co sponsorship of bags is Rs. 12,00,000
- **Musical entertainment:** 26th, 27th evening and banquet dinner musical progrmmee can be sponsored by company. Selection of music party will be by the organizing committee. The cost will be actual.
- **Cloak room:** The organizers will provide the space for the cloak room at most attractive place. The rest of the arrangements will have to be made by the sponsors. The sponsorship amount is Rs. 5,00,000
- **Transport:** The sponsor company can display its logo on the vehicles and keep their inserts on all vehicles. Approximately 40 buses and cars will be used per day. The sponsorship amount is Rs. 10,000 per bus per day.
- **Tea/Coffee centre:** Catering point will be provided within the exhibition area. The sponsors will have their logo displayed at the catering points. The sponsorship amount is Rs. 1, 00,000. The sponsoring company will have to take minimum 1 stall in trade exhibition.
- **Mineral water:** The sponsoring company can serve mineral water with overprinted napkins. The sponsorship amount will be as actual.
- **Entertainment programme:** The sponsoring company can sponsor the entire programme. The sponsorship amount will be as actuals.
- **Seat covers:** The sponsoring company can put their name on seat covers on backside of chair. The sponsorship amount is Rs. 50,000 per main hall per day and Rs. 25,000 and Rs. 20,000 for smaller halls.
- **Signages and vinyl cutouts:** The sponsoring company can put their name or logo on signages and vinyl cutouts (dot Photo Peel-n-Post) The sponsorship amount is Rs. 1, 00,000 per signages for 4 days.
- **Main gate arches:** The Company can put arches on the main gate of the convention centre. The sponsorship amount is Rs. 2,00,000
- **Product launch:** The ISACON 2013 organizers will help companies to launch their product during the conference. The sponsorship amount will be as actual.
- **T-Shirts:** The ISACON 2013 logo printed T-Shirts will be distributed to all the volunteer cooks etc. The sponsoring company will get a chance to print their logo along side ISACON 2013 logo. The sponsorship amount is Rs. 2, 00,000.
- **Mobile charging stations:** The ISACON 2013 requests a sponsorship of Rs.50,000 per day.
- **Announcement booth:** The ISACON 2013 will have 3 sq mt announcement booths in the trade area for regular announcements of products and events. The sponsorship amount will be Rs. 3,00,000.
- **May I help you? desk:** The ISACON 2013 requests a sponsorship of Rs. 2,00,000
- **The spouses programme:** The spouses programme like mehendy, Houssay will be conducted for the spouse. The companies can sponsor at actual.

## Terms and Conditions

- Sponsorship offers shall be entertained on a first-come-first-serve basis
- The built-up stall will be constructed with white octonorm panels Stall facilities will include the following:
  - ✓ 2 Complimentary Registrations only for the Exhibition Area
  - ✓ Stall Fascia with Company name and Stall number.
  - ✓ One table, two chairs, three spot lights, three plug points of 15 amp, carpeting and overnight cleaning Additional.
  - ✓ Facilities required if any, will be provided at an extra cost.
  - ✓ The Sponsor shall be responsible for any special permissions, licenses, etc. if any mandated by the Government of India
- All sponsorship payments shall be payable in Indian Rupees net of all taxes & TDS due
- The Sponsorship offer shall be confirmed only on receipt of the full sponsorship amount.
- The organizing committee reserves the right to accept or reject the offer of sponsorship.
- For prominent exhibition and advertisement space book as early as possible.
- Stalls would be located on first cum basis.
- Above rates are excluding service tax 12.36%

## Cancellation policy

- 50% of the payment will be refunded if canceled before 1<sup>st</sup> September 2013
- Cancellation received after 1<sup>st</sup> September 2013 would not be entitled for any refund.

## Payment Mode:

Demand Draft / Bankers Cheque drawn in favour of "ISACON 2013" payable at Guwahati.

## Download Form:

[www.isacon2013.com/downloads/Sponsorship-Brochure.pdf](http://www.isacon2013.com/downloads/Sponsorship-Brochure.pdf)

# In and Around Guwahati

## Guwahati

Guwahati or Guwahati, the erstwhile capital of the state of Assam was earlier known as "Pragiyotishpura" (The Light of East). This city with a varied history dating back to the 6th century is also the most developed and important city of Assam.

Guwahati is replete with various religious places, green hills, tea plantations, educational institutes and Art Workshops. The city with its ancient roots offers a plethora of archaeological sites, historical monuments and educative as well entertaining museums. The excavation sites and the artifacts recovered from the sites make for a very interesting and exciting audience. The city offers an opportunity to interact with not only the Assamese populace but also the immigrants from all adjoining states, thus making it a vibrant cosmopolitan city.

A visit to Guwahati is incomplete without satiating the taste buds with authentic Assamese as well as Eastern Indian food mix. The visit also demands acquisition of mementos from Assam to adorn the house. There is a wide choice for shopping in Guwahati where the artisans even from remote Assam arrive with bag full of goodies. The Satriya as well indigenous art and craft items and bamboo and cane work goods are recommended for the sheer innovativeness, creativity and the affordability factor.



## Kaziranga National Park

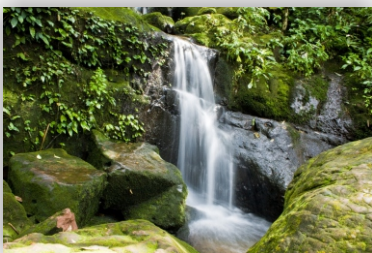


Kaziranga is a title of a remarkable success story of conservation of the One Horned India Rhinoceros and other wild lives in the North East India. It is not only the homeland of the Great Indian One Horned Rhinoceros, but also provides shelter to a variety of wild lives.

It is one of the significant natural habitat for in situ conservation of biological biodiversity of universal value. The values and criteria made Kaziranga National

Park to get inscribed in the World Heritage Site List 1985. Kaziranga National Park is a birding paradise; the grasslands are a raptor country that can be seen on safari makes a remarkable experience.

## SHILLONG



Shillong, the capital of Meghalaya, is a hill town, situated in the north eastern part of India. Shillong in Meghalaya is situated at an altitude of 1496 m above sea level. Shillong remained the capital of Assam, before the formation of Meghalaya in the 1974. The place, the people and the climate all combined together to create an amiable atmosphere, to make Shillong Meghalaya an ideal holiday destination throughout the year. Cherrapunjee, the wettest place on earth is only 56 kms away from Shillong. During Shillong tourism you can view beautiful lakes and waterfalls

set in pine forests and green mountains. It is a popular hill-station which the British used to call the Scotland of the East.

## **Conference Seceteriat**

"Organizing Secretary ISACON 2013"

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## **Conference & Travel Manager**

### **Meetings and More**



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