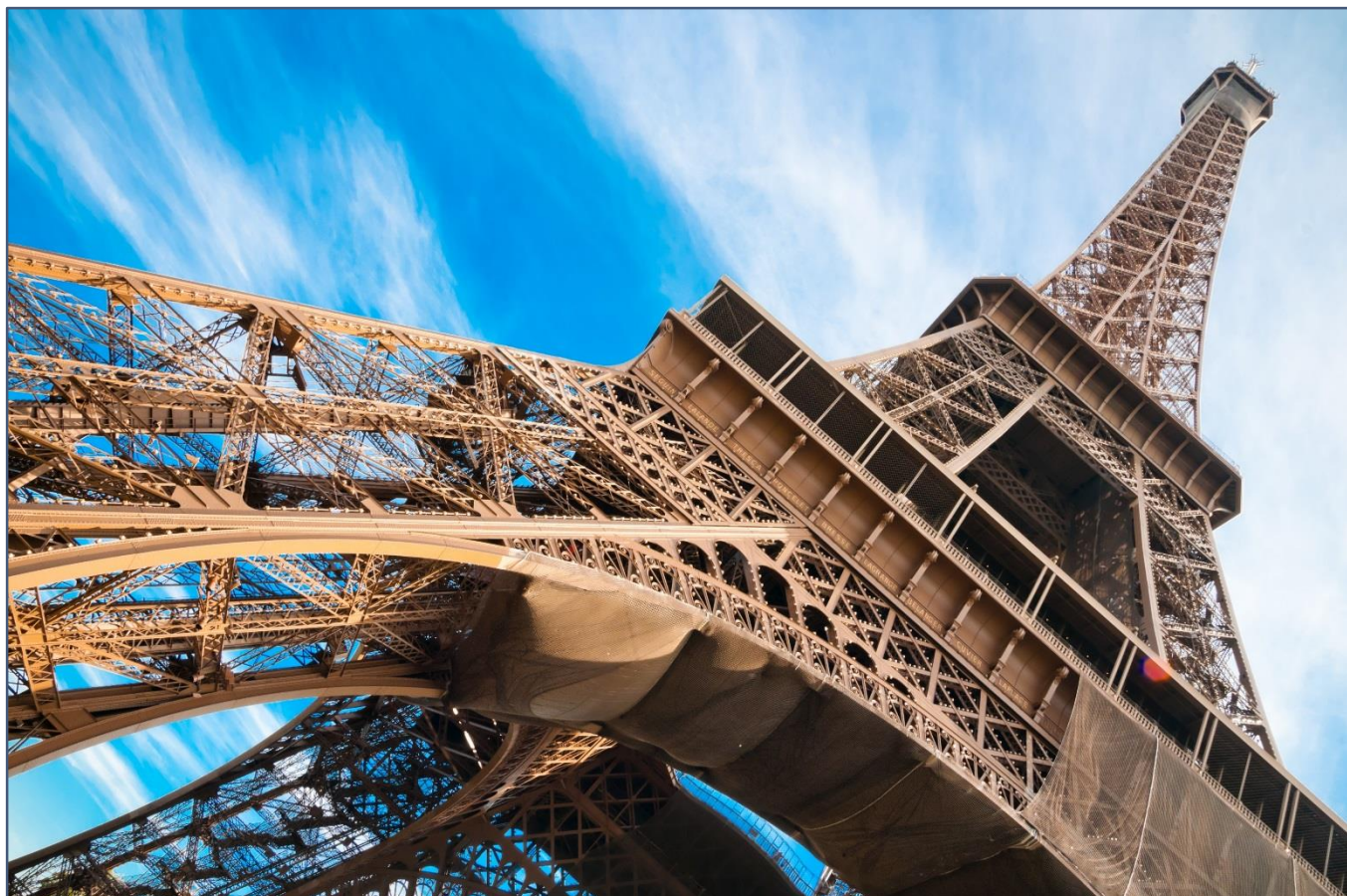




**23rd Annual Meeting of
THE SOCIETY IN EUROPE FOR SIMULATION
APPLIED TO MEDICINE**
Enlightening medical education for 23 years



**CENTRE UNIVERSITAIRE DES SAINTS-PÈRES
PARIS, 14– 16 JUNE 2017**

**EXHIBITION & SPONSORSHIP
PROSPECTUS DOCUMENT**



SOCIETY IN EUROPE FOR
SIMULATION APPLIED TO MEDICINE



www.sesam-web.org/paris2017/



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<http://bit.do/sesam-facebook>



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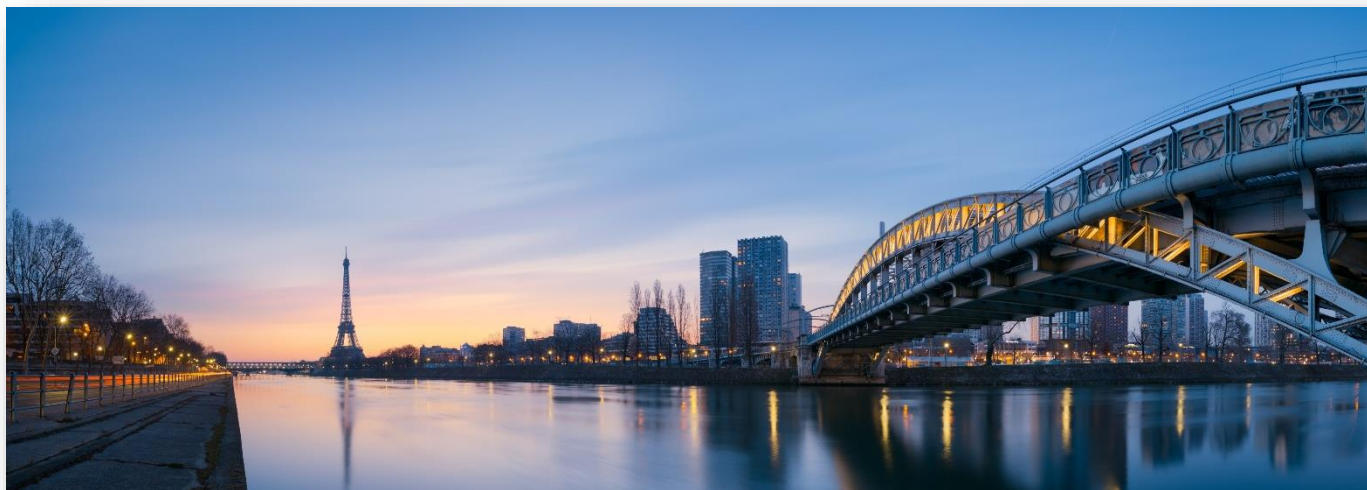


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INVITATION TO PARTICIPATE

The Society in Europe for Simulation Applied to Medicine (SESAM) are honoured to invite you to actively participate in the 23rd SESAM Annual Meeting that will be held in Paris, France from 14-16 June 2017. We are pleased to announce that this year's meeting will be in conjunction with Société Francophone de Simulation en Santé (SoFraSimS) annual meeting. The 2017 SESAM Annual Meeting aspires to be the Society's largest meeting to date, attracting over 850 participants from more than 50 countries around the world. As Europe's largest organisation representing simulation professionals, the SESAM Annual Meeting offers you the perfect opportunity to display your products and services and interact with the decision-makers in your industry.

SESAM are pleased to offer a variety of different sponsorship and exhibition opportunities, which are fully detailed within this document. We ask you to be part of this wonderful project and look forward to welcoming you to Paris for what promises to be a memorable event.



WHAT IS SESAM?

SESAM is a European society that promotes simulation in medical education, by encouraging and supporting the use of simulation in healthcare, for the purpose of training and research. SESAM members have a wide and varied background within healthcare and medical education, but all with an interest and passion in medical simulation.

SESAM promote simulation in medical education by:

- The development and application of simulation in education, research and quality management in medicine and health care.
- Facilitation, exchange and improvement of the technology and knowledge throughout Europe.
- Establishment of combined research facilities.

SESAM 2017: PARIS



Paris is the capital city of France (also known as the 'City of Lights'), located on the River Seine in northern France. The city contains some of the most famous and highly visited tourist sites in the world including the Eiffel Tower, the Arc de Triomphe, the Louvre Museum and Notre-Dame Cathedral. Paris has also been known as one of the most beautiful and romantic cities in the world. It is very influential in culture, food, and art. It is also home to some of the world's finest fashion designers, earning it the title, 'Capital of Fashion'.

The SESAM 2017 Annual Meeting will be held at Sorbonne Paris Cité, (Centre Universitaire des Saints-Pères), located in the district of Saint Germain des Prés. The venue is easily accessible using public transport links.

WHY SHOULD YOU JOIN US IN PARIS?

Participating in the SESAM 2017 Annual Meeting will allow you to:

- Meet face-to-face with more than 800 experts in the field of simulation in healthcare.
- Promote your latest technologies and services.
- Keep up with your competitors and know the market.
- Strengthen your network and create new partnerships.
- Enhance your knowledge of simulation applied to healthcare.



There are many different exhibition and sponsorship opportunities available for your company at the SESAM 2017 Annual Meeting. We have provided a variety of opportunities to allow you to choose the best level of participation for your company based on your current marketing objectives.

You can invest and participate in the opportunities listed below. More information about each prospect is detailed on the following pages.

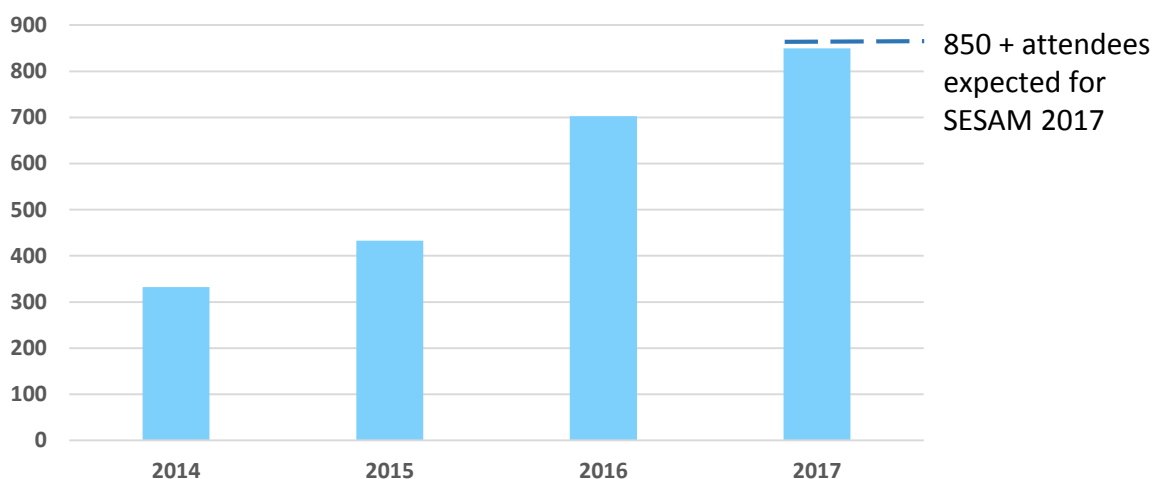
- Partnership Packages
- Exhibition Space Only
- Satellite Symposium Sponsorship
- Scientific Workshop Sponsorship
- Industry Workshop Sponsorship
- Additional Sponsorship Opportunities
- Advertising and Branding Opportunities



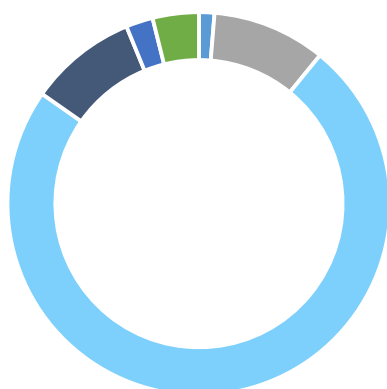
SESAM 2016 STATISTICS

The SESAM 2016 Annual Meeting was extremely successful and received a 39% increase in the number of attendees compared to the previous year. We expect to receive approximately 850 attendees in Paris for the SESAM 2017 Annual Meeting.

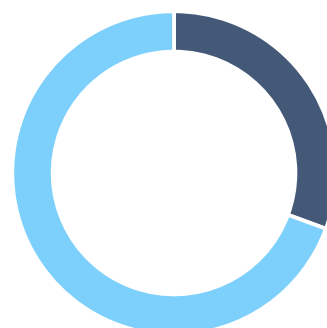
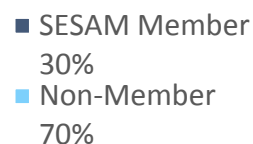
SESAM ATTENDEES



ATTENDEE ORIGIN BY CONTINENT



ATTENDEE CATEGORY



PARTNER PACKAGES

Partner packages provide premium opportunities to partners wishing to associate and promote themselves with the SESAM Paris 2017 Annual Meeting. As a key partner you will receive unparalleled opportunities to achieve your business and marketing objectives, maintain relationships with existing clients, meet new clients and stay ahead of your competitors. There are three different partner packages available. The specifications for each package are provided below.

PACKAGE INCLUSIONS	PLATINUM PARTNER €20,000.00	GOLD PARTNER €13,500.00	SILVER PARTNER €8,000.00
Conference Website Company name, logo, biography, contact details and weblink listed.	200 word biography	100 word biography	50 word biography
Conference App Company name, logo, biography, contact details and weblink listed on the conference app. Banner or page advert.	200 word biography 1 page advert	100 word biography ½ page advert	50 word biography ¼ page advert
Conference Sessions Your logo will feature on the “Thank you to our Sponsors” holding slide in the conference sessions.			
Conference Bag Insert	4 page A4 insert ✓	2 page A4 insert ✓	1 page A4 insert ✓
Representative Passes Depending on the package you choose to purchase will depend on how many representative passes you have included. You may purchase a maximum of 5 additional exhibitor passes which can be purchased at 75% of SESAM member rate on the registration site.	10	6	4
Welcome Reception Tickets	10	6	4
Exhibition Space Premium location (space only). Refer to page 6 for shell scheme options.	25sqm	16sqm	9sqm
Exclusive Event Opportunity to organise a branded exclusive event (catering at exhibitors expense) during SESAM 2017.	✓	✓	✓
Conference Materials A set of the conference materials including the SESAM Paris 2017 delegate list.	✓	✓	✓



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EXHIBITION SPACE ONLY

The SESAM 2017 exhibition will provide a great opportunity for your company to display new products and techniques to the experts and decision makers in your field. The exhibition will be positioned within the catering area to form the central hub of the conference. The Welcome Reception will also be held in the exhibition and catering area to maximise your face-to-face opportunities with your customers.

As a SESAM PARIS 2017 exhibitor, your company name, logo, contact details and webpage link will be included on the conference website and app. Included with your exhibition space is 1 exhibition representative pass. You may purchase up to 5 additional passes at 75% of the SESAM member rate.

If you are booking a 3.75sqm, 4sqm, 4.5sqm or 6sqm space, your exhibition space will be marked out for you at the Centre Universitaire des Saints-Pères. Subject to design approval by the organising team, you can use your free space to build custom booths. Alternatively, you can purchase a shell scheme booth which will be constructed in time for your arrival. Please find more details about shell scheme booths on page 6.

AREA	EXHIBITION SPACE ONLY FEES
3.75sqm (2.5m width x 1.5)	€2,750.00
4sqm (2m width x 2m depth)	€3,000.00
4.5sqm (3m width x 1.5m depth)	€3,500.00
6sqm (3m wide x 2m depth)	€4,000.00

EXHIBITION SCHEDULE (TENTATIVE)

The exhibition schedule is detailed below for your reference. Please note that the exact timings are subject to change and will be reconfirmed before the event.

DATE	TIME	ACTIVITY
TUESDAY 13 TH JUNE 2017	1:00 PM – 4:00 PM	EXHIBITOR SETUP
WEDNESDAY 14 TH JUNE 2017	8:30 AM – 6:00 PM	EXHIBITION OPEN
THURSDAY 15 TH JUNE 2017	8:30 AM – 6:00 PM	EXHIBITION OPEN
FRIDAY 16 TH JUNE 2017	8:30 AM – 1:00 PM 1:00 PM – 4:00 PM	EXHIBITION OPEN EXHIBITOR TEAR DOWN

N.B. It is the Exhibitors discretion as to what time they man their booths. Please be aware that on Wednesday morning only pre-conference workshop will take place and the opening SESAM session will commence at 1300hrs.

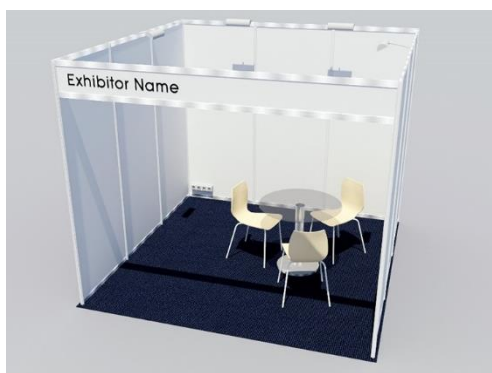
SHELL SCHEME BOOTHS

Once you have chosen your package on page 4, you will have the option to use your free space to build customs booths or alternatively, purchase a shell scheme booth which will be constructed in time for your arrival.

Shell scheme booths for the exhibition include the following:

- Shell scheme structure with fascia board for company name (20 characters, including printing)
- 10kw electrical connection
- Spotlights
- Carpet in a range of colours
- 1 x trestle table
- 2 x chairs

Additional equipment and furniture can be ordered via the organising team, subject to availability.

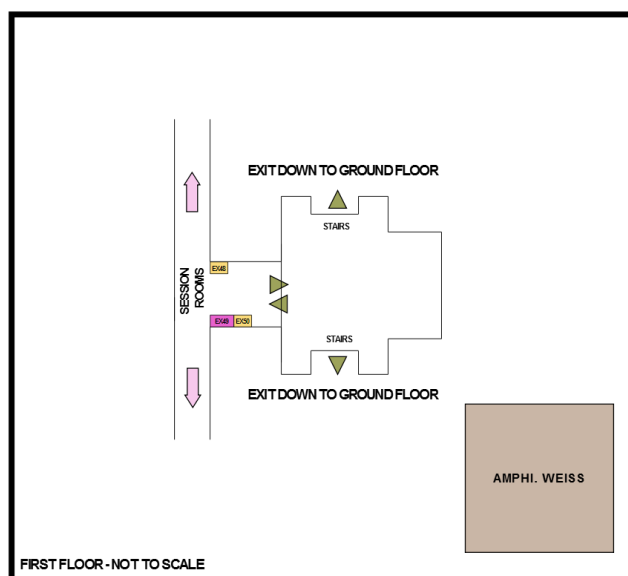
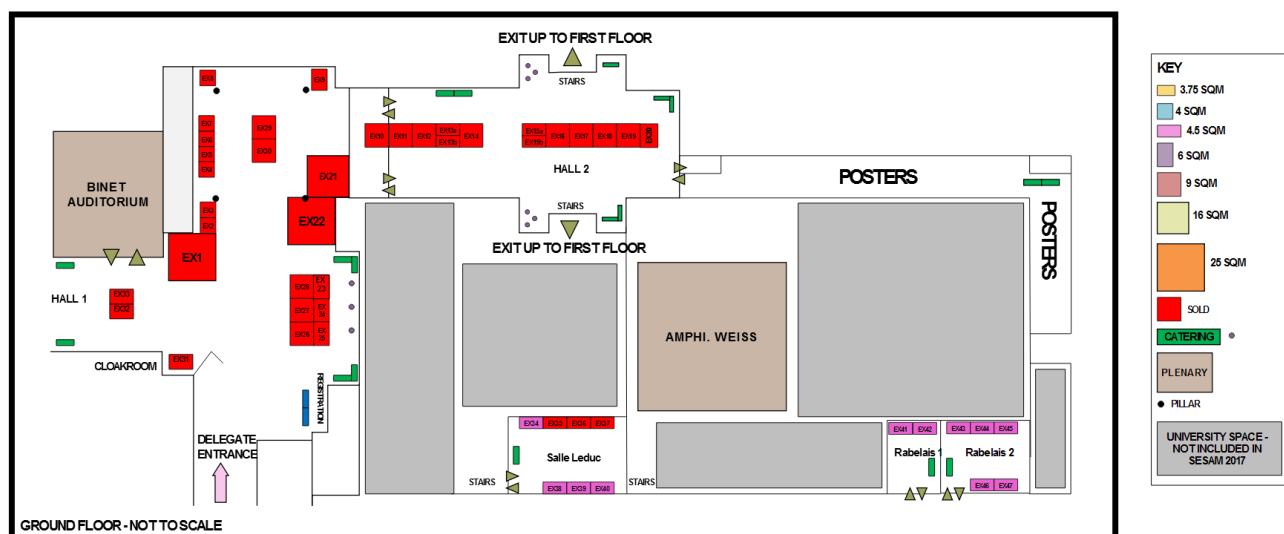


N.B. Depending on your allocated booth will depend on how many walls your booth has. The removal of booth walls is subject to approval by the organising team and will depend on the location of your booth within the exhibition hall. Please note that all booth graphics will be charged at an extra cost. Furniture above is for illustration purposes only.

AREA	EXHIBITION OPPORTUNITY	SHELL SCHEME BOOTH PRICE
3.75sqm (2.5m width x 1.5)	Exhibition Only	€275.00
4sqm (2m width x 2m depth)	Exhibition Only	€300.00
4.5sqm (3m width x 1.5m depth)	Exhibition Only	€350.00
6sqm (2m width x 3m depth)	Exhibition Only	€400.00
9sqm (3m width x 3m depth)	Silver Partner	€500.00
16sqm (4m width x 4m depth)	Gold Partner	€700.00
25sqm (5m width x 5m depth)	Platinum Partner	€1000.00

EXHIBITION FLOOR PLAN (TENTATIVE)

The exhibition floor plan is provided below for your reference. Please note that due to the nature of the SESAM 2017 Annual Meeting, the floor plan is subject to change. Organisers will allocate exhibition spaces on a first-come-first-served basis.



CONFERENCE SESSION SPONSORSHIP

There are 3 session sponsorship opportunities available during the SESAM Paris 2017 Annual Meeting:

- **Satellite Symposium** - An exclusive opportunity for you to present your products and services to potential customers. The session will receive an exclusive time slot with no conflicting sessions. The Symposium will be organised by you.
- **Scientific Workshop** - An excellent opportunity for you to collaborate with SESAM to provide outstanding educational content. The workshop will be organised by the Scientific Committee.
- **Industry Workshop** - The perfect opportunity for your company to show the simulation community how you can help in their professions. The sponsored Industry Workshop will be organised and endorsed by you and is your responsibility.

SPONSORSHIP INCLUSIONS	SATELLITE SYMPOSIUM €7,000.00	SCIENTIFIC WORKSHOP €5,500.00	INDUSTRY WORKSHOP €3,500.00
Meeting Space Meeting space and use of existing audio-visual equipment. Catering is not included.	Main Auditorium	Breakout Room	Breakout Room
Session A 60 minute session during breakfast or lunch. Content organised by the sponsor.	✓	✗	✓
Branding (supplied by the sponsor) Banner branding inside the meeting room.	✓	✓	✓
Product Display & Distribution Display and distribute your products inside the meeting room (subject to approval).	✓	✓	✓
Advertisement Your session will be featured on the conference website and app, along with your company name, logo and website link.	✓	✓	✓
Invitations Invitations for the session will be sent out to all registered delegates by the organisers.	✓	✓	✓
Session Chair Your company will be thanked by the session chair at the start of the workshop.	✗	✓	✗



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

There are many individual sponsorship opportunities available for the SESAM Paris 2017 Annual Meeting, which have been listed below for you. Further details about the specific branding available on each of the items will be supplied on request.

In addition to the items suggested below, we are more than happy to discuss any further sponsorship opportunities that you would like to propose, in order to help your company achieve its marketing objectives.

DELEGATE COLLATERAL SPONSORSHIP

Your company can sponsor the items given to all delegates at registration. These items are a fantastic opportunity to get your brand recognised. The items listed below can be sponsored. Please note that the production costs for each item must be covered by the sponsor.

- Conference Bags - €4,500.00
- Lanyards - €3,500.00
- Conference Bag Inserts - €1,400.00

NETWORKING BREAKS SPONSORSHIP

The networking breaks listed below can be sponsored for their duration. The prices stated exclude signage costs which would need to be covered by the sponsor.

- Tea/Coffee Breaks x 4 - €3,500.00
- Lunch Breaks x 2 - €5,000.00
- Welcome Reception x 1 - €8,500.00
- Conference Dinner x 1 - €10,500.00

MEETING SPACE SPONSORSHIP

The following meeting spaces can be sponsored for the duration of the conference. Signage costs must be covered by the sponsor:

- A Breakout Room - €7,000.00
- A Keynote Session Room - €5,500.00

POSTER SESSION SPONSORSHIP

POSTER SESSION SPONSORSHIP

The poster sessions can be sponsored by branding the items listed below. The prices stated below exclude signage costs which would need to be covered by the sponsor.

- Poster Boards - €5,000.00



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ADVERTISING AND BRANDING OPPORTUNITIES

There are a number of different opportunities available to help promote your company to the delegates both pre-event and during the SESAM Paris 2017 Annual Meeting.

In addition to the items suggested below, we are more than happy to discuss any further advertising and branding opportunities that you would like to propose, in order to help your company achieve its marketing objectives.

DELEGATE COMMUNICATION

Communicate directly with registered delegates to promote your products and services. In addition, your logo will also feature in the final confirmation email to the delegates before they travel to Paris for the SESAM 2017 Annual Meeting.

- Delegate Emails - €1,500.00 (exclusive to a maximum of two partners)

CONFERENCE APP

This year, using the conference app, you will be able to retain all of the delegate information by scanning delegate badges as they pass your booth! This new feature will be sure to provide you with delegate profiles and contact information. Please note that the app to scan the delegate badges is only available with Android or iPhone handsets which will need to be provided by the exhibitor. The conference app will be available to all delegates and is a popular and widely used resource. The app will provide useful information throughout the conference including event information, speaker and session listings, venue and local information.

- Your company would be acknowledged as the sponsor in all references to the conference app including the meeting website, in the final programme and on the app itself.
- Your company name and webpage link will be included on the meeting website and in the final programme.
- Conference App Sponsorship - €3,000.00 (subject to availability)

WEBSITE ADVERTISING

The conference website will be the main hub for delegates in the run up to the conference. As well as registering and submitting abstracts through the website, attendees will also visit to view the most up-to-date programme listings.

Advert on Website Front Page - €2,500.00 (one opportunity available)

- Advert on all Pages of Website Except Front Page - €1,000.00 (two opportunities available)



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HOW TO APPLY

To register for an SESAM 2017 exhibition or sponsorship opportunity, please follow the link below to your registration online.

REGISTRATION

Once you have completed your registration, you will receive a confirmation email and your login details for the exhibition website. After your registration has been processed by the SESAM exhibition team, you will receive the floor plan to select your preferred booth location. All booths will be allocated on a first-come-first-served basis.

The exhibition website allows you to book additional exhibitor services, view shipping information and deadlines and pay for all costs via the website. Should you need any assistance during your registration, please contact the SESAM exhibition team at sesamexhibitions@worldspan.co.uk.

TERMS AND CONDITIONS

- Cancellations before 1st March 2017 will incur a cancellation fee of 40%. Cancellation on or after 1st March will incur a cancellation fee of 100%.
- Sponsorship packages and opportunities are available on a first-come, first-served basis, as are all elements of the packages (e.g. exhibition location, adverts in the final programme).
- All literature inserts are based on A4 size.
- Listings on the conference website and app, will be in alphabetical order under the following hierarchy: Platinum Partner, Gold Partner, Silver Partner, opportunities which include a logo in the listing and opportunities which include company name with a listing.
- Supply of logos, company descriptions and adverts for the conference website and app, and the final programme is the responsibility of the sponsor. If files are not received in the required format, or by the supplied deadline, then the meeting organisers bear no responsibility and any cancellations will be subject to the fees mentioned above.
- Conference sessions will not be programmed at the same time as any satellite symposia or industry workshops. During any of the slots there can be a maximum of one satellite symposium and two industry workshops running in parallel.
- The AV equipment supplied for the satellite symposia and industry workshops will be the basic equipment included for the main conference sessions; the cost of any additional equipment must be covered by the sponsor.
- Sponsors of workshops held as part of the main conference programme will have no influence over the content of those workshops.
- Sponsors of the lanyards and conference bags will be consulted as to the type of item selected, however the final decision rests with the conference organisers.
- Exhibition spaces will be sold on a first-come, first-served basis.
- All costs within this document exclude VAT. French VAT will be added at a rate of 20%, where applicable and will depend on the origin of the exhibiting company.



FURTHER INFORMATION

For regular updates, please see the conference website:
www.sesam-web.org/paris2017/

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SPONSORSHIP OPPORTUNITIES

For further information on exhibition or sponsorship opportunities, please contact:

Nia Robinson

Worldspan Plc

T: +44 (0)1745 828400

E: sesamexhibitions@worldspan.co.uk



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