



**THE INTERNATIONAL
SPINAL CORD SOCIETY
ANNUAL SCIENTIFIC MEETING
ISCoS 2020: VIRTUAL**

PROSPECTUS

**1 - 5 SEPTEMBER 2020
#ISCoS2020GoesVirtual**

ISCoS 2020: VIRTUAL – PARTNERSHIP PROPOSAL

On behalf of the International Spinal Cord Society, the organising committee is delighted to invite you to the 59th International Spinal Cord Annual Scientific Meeting to be held virtually, between 1 and 5 September 2020.

As there is no limit to the audience capacity, we are expecting a substantially higher than usual number of registrants to our virtual conference, ISCoS 2020: VIRTUAL will build an international community and offers an extended reach since it has become truly accessible to all corners of the globe.

Sponsors and exhibitors are invited to convert from the physical to our virtual experience and enjoy engagement with hundreds of key individuals at an event that will live-on virtually, remaining on demand for one month following the event date.

ISCoS Meeting is a prestige Spinal Cord Injury conference and it is a great opportunity to engage with senior industry peers and decision makers from across the globe. The Meeting attracts SCI Specialists & Consultants, PMR Specialists, Physicians, Physiotherapists, Researchers, Surgeons, Occupational Therapists, Urologists, Nurses and more. Take this opportunity to promote your brand and ideas to your direct customers, as well as being at the forefront of the discipline while new ideas, research, science and solutions are being discussed for the first time.

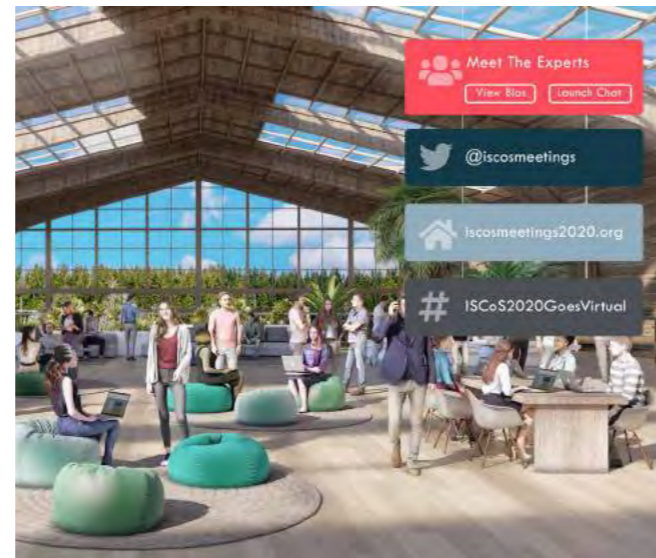
Further details on the revised sponsorship and exhibitor packages are found in the following pages. We hope you enjoy the high value, virtual options to raise brand awareness, engage, educate, share resources and forge long lasting and fruitful relationships.

Please get in touch to confirm your virtual involvement. We appreciate your valued support and will commence your brand exposure as soon as you are willing and able to commit.

Contact us at iscosindustry@bcdme.com
#ISCoS2020GoesVirtual

ACCREDITATION

ISCoS 2020 will be CPD accredited. Further details will be available on the meeting website.



THE VIRTUAL CONFERENCE PLATFORM

ISCoS 2020: VIRTUAL will be hosted on a virtually rich online platform that enables sponsors, exhibitors and attendees to network around topics of interest and listen to speakers virtually.

⌚ Programme timings will be based on **British Summer Time (BST)** with the possibility to repeat recorded sessions with live Q&A at additional times to facilitate participation in other global zones.

Benefits of a Virtual Conference Platform:

- Reaches a global audience with no need for commute/travel
- Engages with attendees (individually or in group) in real-time using Audio/Video Chat
- Virtual booths can be 100% customised for sponsors and exhibitors
- Sponsors and exhibitors can share videos, documents, presentations and images about their products and services from their virtual booths
- All meeting content will remain available for one-month post-event
- Measures engagement, turnout & ROI with detailed reports

EXPERIENCE DURING THE MEETING

Attendees will start their journey outside the VIRTUAL Conference Centre and enter the Virtual Lobby; no downloads are required or time requirement to learn new software. The platform mimics the dynamics of a physical conference making it easy to navigate around.

Example lobby showing Sponsor Branding opportunities.



AUDITORIUM - Example



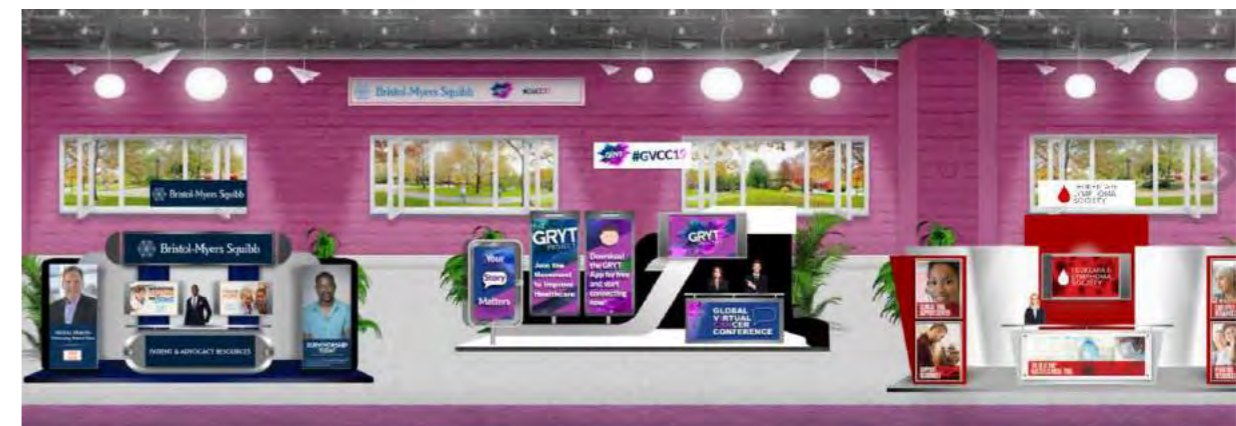
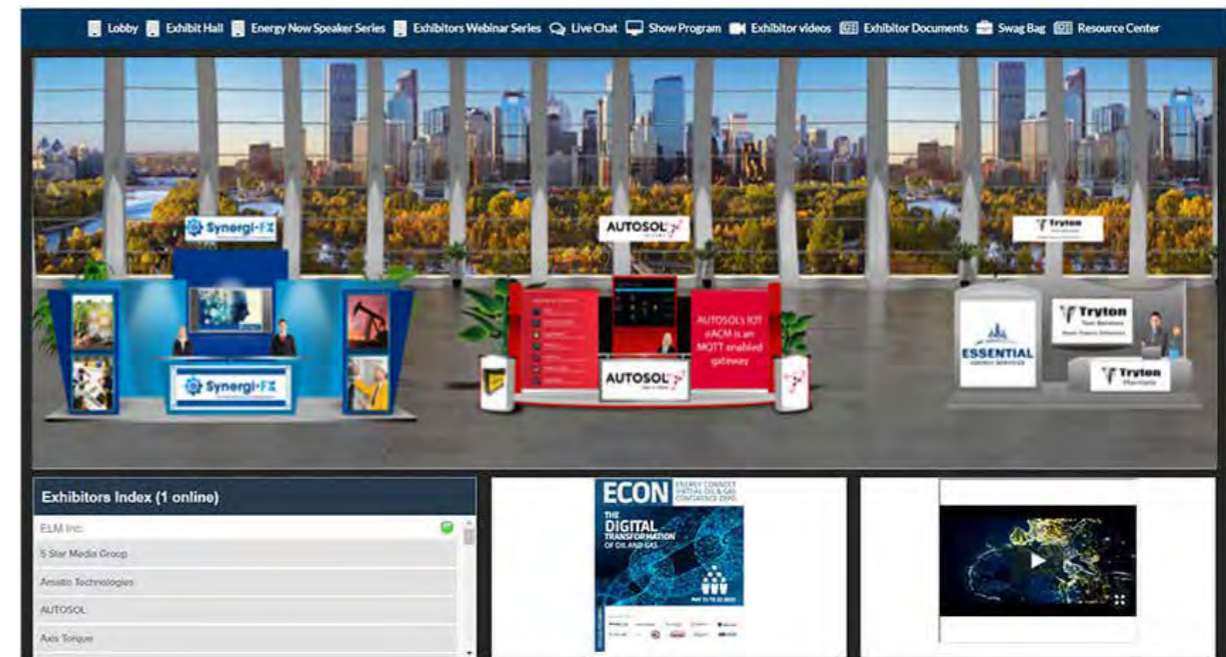
SYMPOSIUM HALL - Example



VIRTUAL EXHIBITION!

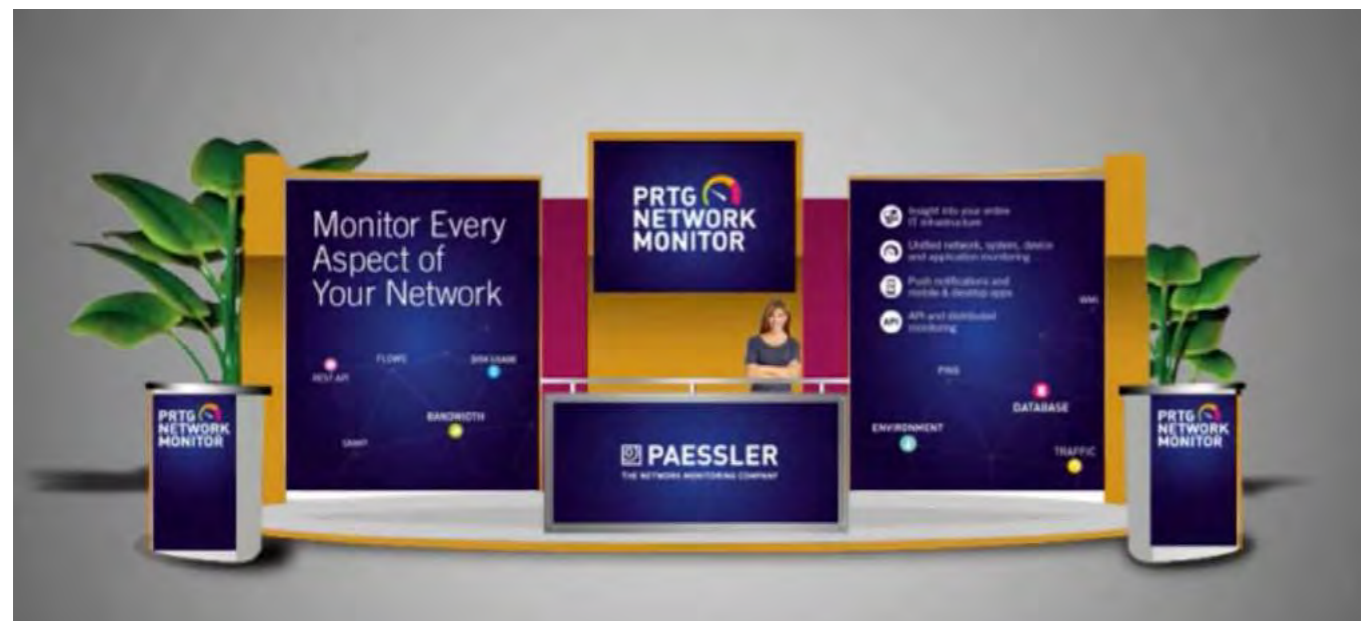
We invite you to become a virtual exhibitor! The Live **VIRTUAL EXHIBITION** will be accessible for 24 hours each day from **07:00am BST (British Summer Time) on 1st September to 07:00 BST on 6th September** to enable global visitors to speak to the exhibitors across the various time zones world-wide. The exhibition will remain accessible for up to one month post event.

EXHIBITION HALL - Examples



If you choose to upgrade to a **BESPOKE STAND** you will enjoy a full design service, up to 10 resource uploads, and an animated Avatar to greet your visitors as well as all the benefits of the standard virtual stand space. Bespoke Stands will be designed and produced for your approval, they will appear larger and will be more prominent within the exhibition hall. Tier 1 sponsorship includes this upgrade but otherwise, you can upgrade from a standard to a bespoke stand for a supplemental cost starting from USD \$5,500.

STANDARD EXHIBITION STAND - Examples



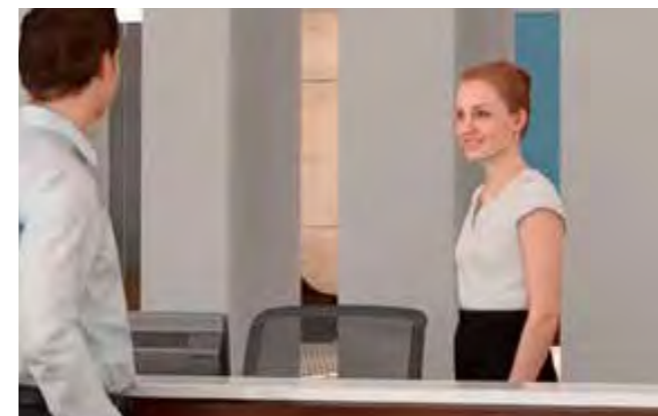
All virtual stands may be manned throughout the duration of the meeting by your global teams or at specific times to suit your schedules, you can promote your 'live' hours and encourage visitors to book appointments via the virtual stand. We do recommend that all stands are manned during the official programme times when it is expected that most participants will be online. We will make the scheduled programme as flexible as possible with repeated sessions to cater for the varied global delegation.

VIRTUAL STAFF!

As standard, your stand visitors will be greeted by a static image of a template person. Enhance your stand for the duration of the event by converting an image of your stand personnel into an **AVATAR** sitting or standing at your booth – a friendly, and to some, familiar face ready to welcome visitors to the exhibition.

Available as an additional purchase item for standard exhibition booths at a supplement of USD \$2,000.

Record a welcome message and film your favourite staff member who will then become an animated talking **AVATAR** who will welcome participants to your lounge or bespoke stand. Included in Bespoke Stands, Tier 1 & 2 sponsor packages.



VIRTUAL BRIEFCASE!

Visit the Virtual Booth, View Content & Save it to a Virtual Briefcase.

Participants can access the Virtual booths where they may view, download & browse content such as brochures, images and videos. Interesting items can be saved to a Virtual Briefcase which they can download later.

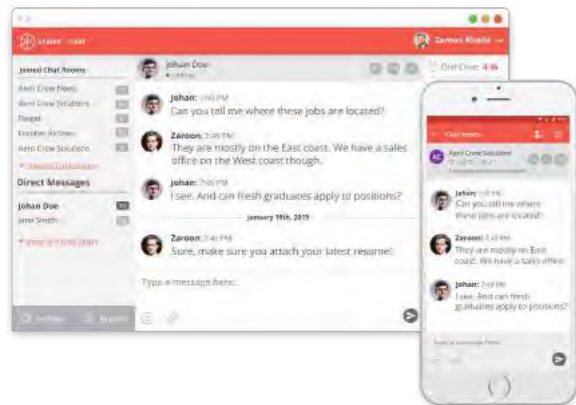
All exhibitors may list and upload 4 items (videos, brochures, leaflets, etc) for visitors to download to their **VIRTUAL BRIEFCASE**- additional items may be added to the minimum list of four at USD \$200 per item.



VIRTUAL COMMUNITY!

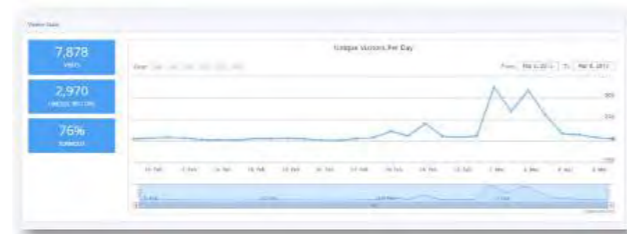
Kickstart Conversations with Chat

The success of any exhibition is the engagement and interaction with the audience, and the ISCoS virtual exhibition is no exception. Speak to visitors at your stand in real time via Live Chat manned by your staff, choose between text, voice or launch into a video call should you wish. Visitors will be able to chat with representatives from your stand either as one-to-one or via Group chat. Within group chat, you can answer questions and promote your products and services giving all visitors the option to review the communication thread as if they were standing and networking in a group at your stand.



Add the **Appointment Booking** system to the basic package which will allow your personnel to research authorised participants' details and invite them to meet on the stand at a specific time. Likewise, participants may book a scheduled slot for quality meeting time with your personnel on a 1-2-1 basis. The supplement to add the appointment booking service to a standard virtual exhibition is USD \$2,000 (Appointment booking service is included within Tier 1 sponsorship).

Lead Generation – Following the conference dates, although your stand and uploaded resources will remain accessible for up to one month post event, we will share a statistics report following the live meeting dates. In order to enhance your return on investment, the report will include a list of participants and a list of booth visitors (Name, Title, Company, Email) subject to GDPR opt in. All exhibitors and sponsors will benefit from this service.



Name	Title	Company	Email
John Doe	CEO	ABC Corp	john.doe@abc.com
Jane Smith	Marketing	XYZ Inc	jane.smith@xyz.com
...

VIRTUAL LOUNGE!

Control your own meeting schedule and greater interactivity with more than one person including specific group invitations, technical demos, staff catchups, open door Q&A sessions etc. via an exclusive lounge. Branded with your corporate logo and choice of background with one **AVATAR** the **VIRTUAL LOUNGE** will give you a private **ZOOM** room for the duration of the event allowing you to hold your own meetings in free time. Tier 1 & 2 sponsors will enjoy a virtual lounge as part of their package or, virtual lounges can be purchased by the day by all exhibitors and sponsors at USD \$5,000 per day. The sponsors' lounge programme will not form part of the official ISCoS Scientific Programme or scheduling, but the organisers will help to promote the Lounge via the conference APP with two push notifications pre-event and one push notification on the day you have a lounge programme running. Entry to the **VIRTUAL LOUNGE** will be via a banner in the Exhibition Hall and you can promote the activity via your virtual stand too.

A **VIRTUAL LOUNGE** is included in both sponsor packages:
Tier One - throughout the duration of the conference dates
Tier Two - access to the lounge 48 hours from a chosen time/day



VIRTUAL LOUNGE - Examples

VIRTUAL ROAMING!

As a bonus, all **Exhibitor Passes** are valid, one per person, for entry to the scheduled ISCoS Scientific Programme Sessions, the Poster Hall, the Live Exhibition and stand browsing, communal lounges and chat rooms plus a number of planned social events and activities including; quizzes, scavenger hunts, the ISCoS Virtual Welcome plus a ticket for the ISCoS Virtual Party - more to be announced!! Each sponsorship and exhibitor package includes a quantity of complimentary passes, additional passes are available to purchase for global or shift team members at a small cost of US \$100 per person for the duration of the meeting dates.

VIRTUAL BRANDING!

There are branding opportunities, in the **VIRTUAL LOBBY**, the **VIRTUAL POSTER HALL*** and the **VIRTUAL EXHIBITION HALL** via banners and posters. Slots will be limited although all supporters will be listed on a hierarchy basis within the **VIRTUAL CONFERENCE VENUE**, the **PROGRAMME** and the **CONFERENCE APP**.



*Branding in the **VIRTUAL POSTER HALL** must form part of an unrestricted educational grant.

ACTUAL PROGRAMME!

All registered participants will receive a digital Programme for the 59th ISCoS Annual Scientific Meeting which has opportunities for company advertisements. Advertising space is limited, and some offers are included in sponsorship packages - the remainder are available on a first come, first served basis so don't delay! Similar advertising opportunities are available within the conference APP.

CONFERENCE APP

Many opportunities are included for promotion via the conference APP. We will launch the app at least one month in advance of the ISCoS live dates and will entice all registrants to download in order to enjoy a fully immersive event. APP adverts are available to purchase at USD \$2,000 and are limited to 3 opportunities. We will promote our sponsors and exhibitors via push notifications, and feature company logos and overviews to introduce your products and services. The APP allows all registrants, sponsors and exhibitors to engage and interact with each other (subject to GDPR opt-in).



SPONSORSHIP & EXHIBITION PACKAGES

ISCoS 2020 - VIRTUAL will take place from 1-5 September 2020 and will be promoted online via social media platforms and electronic direct messaging and we will continue to use the conference app allowing for pre-conference, in-conference and post-conference updates.

The conference has been extended to include one day for Special Interest Groups and four days of keynote addresses, free papers, posters, instructional courses, workshops and sponsors' symposia.

The whole event, recorded presentations, exhibitor stands and access to materials will remain online for one-month post event. We are expecting the audience level to be significantly higher since the delegates will save expenses on travel, accommodation and registration charges and the Virtual environment is an opportunity to reach out to a large number of stake holders who have never been able to participate in the past due to economic restraints. We are exploring translations into other languages to remove language barriers.

Tier 1 Sponsorship USD \$52,000

Virtual Package includes:

- Exclusive 60 minutes for webinar (45 minutes) including live chat Q&A (15 minutes) on day one of the conference and repeated on a further day to be agreed; available for registrants to view online post conference for one month and to also download from the ISCoS Video platform on the conference website for up to six months. Opportunity to repeat once in order to transmit in other time zones (the presenters will need to be available for live Q&A).
- Custom designed Virtual exhibition stand with one animated Avatar and prime location indicator on the exhibition hall floorplan. Fully branded with 'click on' virtual visitor experience featuring uploads of up to ten items: documents, demos and video - the documents are available for delegates to download into their virtual delegate bag.
- Realtime engagement from the virtual stand via:
 - Group chat
 - 1-2-1 audio and visual chat
 - Prebooked appointments calendar
 - Facility to view participant details (subject to GDPR individual consent) and contact them from the virtual stand or from within the app.

- Customised individual Sponsor's Lounge (virtual meeting room) for the duration of the event, accessed via the Exhibition Hall. This may be used for ad-hoc and scheduled meetings covering live interaction across world-wide time zones but will not form part of the official programme. The organisers will support promotion via the app.
- One Avatar green screen recording with welcome message in the Sponsor's Lounge (recording to be supplied by sponsor)
- APP Package (includes logo on the install screen, welcome splash screen, company profile page and dedicated button on the home menu)
- Push notifications to promote the webinar and 2 advance HTML mailings to delegates
- Prime banner position within the Virtual Lobby plus static advertisement feature x 1 in the Virtual Lobby with hyper-links to the exhibition stand or pdf/site of choice
- Banner feature in the Exhibition Hall
- Listing on the ISCoS 2020 website and announcement via social media as Premier Sponsor
- Full page advertisement in the Programme Booklet which will be produced for delegates as a soft copy download
- 2-minute video 'elevator pitch' from you that we will push out via social media
- Eblast welcoming sponsor with hyperlinks and company overview - this will be sent to all registrants prior to the conference in September
- Eblast post event with hyperlinks to all attendees confirming online access for one month – this will be sent to all registrant following the conference in September
- Opportunity to offer headline prize/prizes (top three winners) in the scavenger hunt and leader board points collection game that will be in place for participants. Prizes to be discussed but may include items for ISCoS 2021 in Vancouver: registration places, travel grants or accommodation grants
- 20 virtual delegate registrations (for you to allocate to your colleagues, speakers, clients or associates - log in lasts for one-month post event -includes access to the social events)
- 10 Exhibitor passes for stand Q&A and live meetings
- Full post event statistics and ROI report
- Priority booking for 2021 (Vancouver, Canada) CAD\$5,200 credit towards participation at ISCoS 2021

Tier 2 Sponsorship USD \$26,000

Virtual Package includes:

- Virtual exhibition stand and one animated Avatar with four static displays plus logo location indicator on the exhibition hall floorplan. Fully branded with 'click on' virtual visitor experience featuring uploads of up to six items: documents, demos and video - the documents are available for delegates to download into their virtual delegate bag. Available for registrants to view online post conference for one month.
- Realtime engagement from the virtual stand via:
 - Group chat
 - 1-2-1 audio and visual chat
 - Facility to view participant details (subject to GDPR individual consent) and contact them from the virtual stand or from within the app.
- Customised individual Sponsor's Lounge (virtual meeting room) available for two days of the event, accessed via the Exhibition Hall. This may be used for ad-hoc and scheduled meetings covering live interaction across world-wide time zones but will not form part of the official programme. The organisers will support promotion via the app.
- Logo in App and 75-word company profile
- Static advertisement feature x 1 in the Virtual Lobby with hyper link to the exhibition stand or pdf/ site of choice
- 60 second video advance 'elevator pitch' from you that we will push out via social media
- Listing on the ISCoS 2020 website and announcement via social media
- Half page advertisement in the Pocket Programme which will be produced for delegates as a soft copy download
- Eblast welcoming all sponsors and exhibitors with hyperlinks and company overviews - this will be sent to all registrants prior to the conference in September
- 4 virtual delegate registrations (for you to allocate to your colleagues, clients or associates - log in lasts for one-month post event – includes access to the social events)
- 3 Exhibitor passes for stand Q&A and live meetings
- Full post event statistics and ROI report
- CAD\$2,600 credit towards participation at ISCoS 2021

Exhibition Only option USD \$4,500

Virtual Package includes:

- Virtual exhibition stand – fully branded with four displays featuring 'click on' virtual visitor experience with uploads of up to four items: documents, demos or video the documents are available for delegates to download into their virtual delegate bag. Available for registrants to view online post conference for one month.
- Real-time engagement with visitors from the virtual stand via chat room with unlimited availability (to cover live interaction across world-wide time zones) plus the facility to make contact and engage with visitors via the app (subject to GDPR)
- Company listing and logo in Conference APP plus 50 words
- Company name and logo, on ISCoS 2020 website
- Eblast overview welcoming all sponsors and exhibitors with hyperlinks and company descriptions - this will be sent to all registrants prior to the conference in September
- Two virtual registrations (for you to allocate to your colleagues, clients or associates - log in lasts for one-month post event – includes access to the social events)
- Two Exhibitor passes for Live Q&A participation
- Full post event statistics and ROI report
- CAD\$450 credit towards participation at ISCoS 2021

UPGRADE TO A BESPOKE STAND USD \$5,500

If you choose to upgrade to a **BESPOKE STAND** you will enjoy a full design service, up to 10 resource uploads, and an animated Avatar to greet your visitors as well as all the benefits of the standard virtual stand space. Bespoke Stands will be designed and produced for your approval, they will appear larger and more prominent within the exhibition hall.

INDIVIDUAL SPONSORSHIP ITEMS

SPONSORED SYMPOSIUM - AFTERNOON PROGRAMME SLOT	USD \$20,000
SPONSORED SYMPOSIUM - BREAKFAST SLOT	USD \$15,000
<ul style="list-style-type: none"> • 45 min symposium plus 15 min live Q&A • Package includes 2 x advance HTML mailings to delegates • Includes 4 Exhibitor Passes and 4 Virtual Delegate Registrations 	
BESPOKE EXHIBITION STAND	USD \$10,000
<ul style="list-style-type: none"> • Includes one animated Avatar 	
BRANDING OF THE VIRTUAL POSTER HALL (EXCLUSIVE)*	USD \$10,000
<ul style="list-style-type: none"> • Package includes static branding in Virtual Lobby and links from ISCoS 2020 website 	
CUSTOM LOUNGE (INDIVIDUAL SPONSOR'S MEETING ROOM PER DAY)	USD \$5,000
<ul style="list-style-type: none"> • Includes one Avatar 	
BANNER IN THE VIRTUAL LOBBY PER DAY (WITH HYPER-LINK)	USD \$5,000
3 MINUTE VIDEO WALL PRESENTATION IN A VIRTUAL EXHIBITION HALL	USD \$4,000
<ul style="list-style-type: none"> • 3-minute presentation displayed on the video wall at selected times • Package will include a Push notification • Available for registrants to view online post conference for one month and to also download from the ISCoS Video platform on the conference website for up to six months. 	
FULL PAGE ADVERT IN THE DIGITAL PROGRAMME (LIMITED TO 5 SPONSORS)	USD \$4,000
HALF PAGE ADVERT IN THE DIGITAL PROGRAMME (LIMITED TO 3 SPONSORS)	USD \$2,000
ACCESS TO THE APPOINTMENT BOOKING SERVICE FOR EXHIBITORS	USD \$2,000
60 SEC VIDEO ADVANCE 'ELEVATOR PITCH' TO GO OUT VIA SOCIAL MEDIA	USD \$2,000
ADVERT IN APP (LIMITED TO 3 SPONSORS)	USD \$2,000
1 x AVATAR ADDITION TO EXHIBITION STAND (Static graphic of actual staff member)	USD \$2,000
STATIC ADVERTISEMENT FEATURE IN THE VIRTUAL LOBBY PER DAY	USD \$1,000
INCLUSION WITHIN PRE-EVENT E-BLAST	USD \$1,000
ADDITIONAL DOCUMENTS (Inserts) FOR THE VIRTUAL DELEGATE BAG	USD \$200
<ul style="list-style-type: none"> • Available to download from the exhibition stand 	
ADDITIONAL EXHIBITOR PASSES	USD \$100
WE ARE FLEXIBLE AND WILLING TO CREATE BESPOKE PACKAGES TO SUIT YOUR MARKETING OBJECTIVES AND BUDGET. WE CAN INCORPORATE OTHER BRANDING AND ENGAGEMENT IDEAS – LET'S GET CREATIVE!	P.O.A

*Supported by an unrestricted educational grant



ISCoS 2020 would be more than willing to consider any suggestions on tailoring support items or packages should none of the items listed suit your company requirements. Packages are negotiable to provide what is beneficial to the sponsor and the Meeting.

It is the express intention of the Meeting to ensure that participating companies receive the highest recognition in return for their generous support and we look forward to building close and effective relationships with the participating companies, enabling us to work together to ensure the event is a great success for all involved.

A Technical Manual will be distributed to exhibitors and sponsors in June 2020.

FURTHER INFORMATION

Funding and Educational Grants

The Meeting welcomes any additional funding or educational grants to contribute to delegate registration fees or which would enhance the quality of the event. If your company or organisation would like to contribute by offering this type of support, please contact the Secretariat.

Accreditation

The Meeting will seek appropriate recognition for obtaining educational credits, more information will be available on our website closer to the Meeting dates.

Terms of Payment

All exhibition and sponsorship fees will be billed at 100% at time of booking. In case of cancellation, partial refunds will be granted for cancellations received in writing on or before 1 June. After 1 June 2020, no refunds will be granted.

2021 and 2022 Bookings

For companies wishing to secure their position for future ISCoS Annual Scientific Meetings, discounts are available to those who wish to book for multiple years. Please contact:

ISCoS 2020 Meeting Secretariat at
iscosindustry@bcdme.com for more information

