

# FDI 2013 Istanbul Annual World Dental Congress

28 to 31 August 2013 - Istanbul, Turkey

## Sponsorship & Exhibition Prospectus

Bridging Continents for Global Oral Health



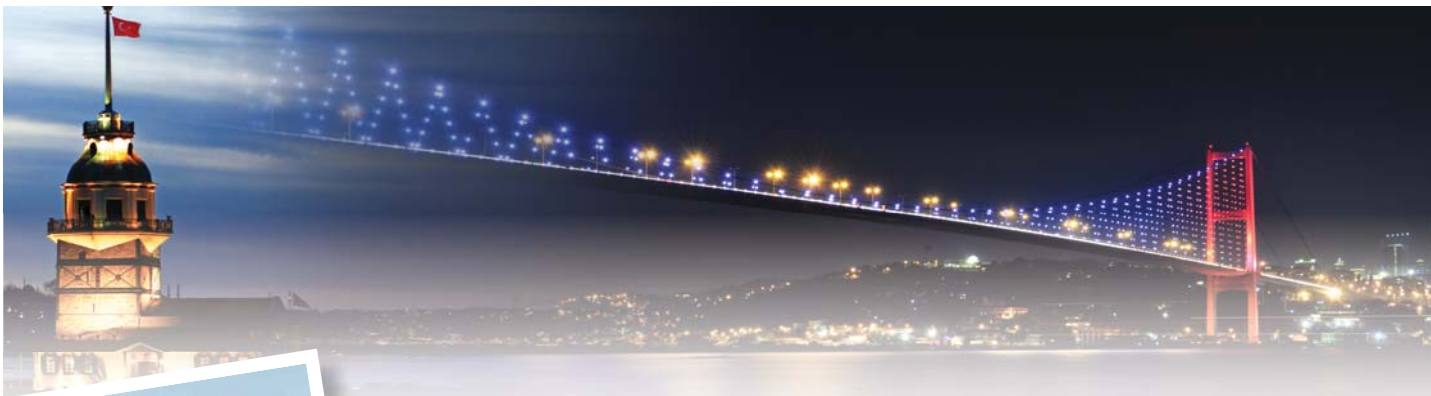
**2013 ISTANBUL**

[www.fdi2013istanbul.org](http://www.fdi2013istanbul.org)



# INDEX

Welcome Message from FDI president	3
Welcome Message from TDA president	4
Organizing Committee	5
Dental and Oral Health Services in Turkey	6
Congress Introduction	7
Contacts	8
Important Dates	9
Destination Istanbul	10
FDI Annual World Dental Congress Statistics	12
Major Sponsors in 2012	13
Istanbul Congress Center	14
Program at a Glance	15
Registration	16
Accommodation	17
Sponsorship Opportunities	19
Exhibition	24
How to Book and Pay	25
Freight Forwarding & Customs Clearance	26
Terms & Conditions	27
Booking Form	30



## FDI 2013 Istanbul: the 'must attend' dental event

FDI 2013 Istanbul has led to some careful reflections on a phrase to encapsulate what the location means for learning, for business and for hospitality. The one that FDI and local partner the Turkish Dental Association chose, 'Bridging Continents for Global Oral Health', precisely highlights the opportunities from both congress and venue for dental practitioners, auxiliaries, manufacturers of dental and oral health equipment and products, dental service industries such as insurance and national governments.

The World Dental Exhibition has been an integral part of the FDI Annual World Dental Congress ever since 1929, when an Oral Health Exhibition first took place in association with the 23rd FDI Annual Session in Utrecht (Netherlands). Why? Simple! In the absence of dental supermarkets or other retail outlets, where else but at a dental exhibition can the dental practitioner and dental auxiliary find and examine the latest in technology and products to recommend to patients?

With enviable figures for economic performance, a rapidly growing dental sector and an unparalleled position spanning Europe, the Mediterranean and the entire Middle East, Turkey makes business sense. Getting there is no problem: the superb facilities at the newly refurbished airport today make it a major international hub between, on the one hand, the Americas and Europe, and Russia, the Caucasus and the countries of South and South East Asia.

A brand new convention centre for our event overlooking the Bosphorus, a wide choice of hotels and other accommodation, a warm, sunny climate, especially in late August, a hospitable local population and superb local cuisine and entertainment and the picture complete the picture of a truly top-level venue.

Istanbul's location—where the continents meet—and traditions of tolerance and respect also make it ideal for an FDI Annual World Dental Congress. It is a place to share views and launch debate among a wide and diverse dental community and, together, devise strategies for the most pressing issues of oral health and public health, from educational reforms to policy and funding.

We are very much gratified by the support and encouragement received at the highest national and local political levels. It is a guarantor of success.

FDI and TDA share a common perception as to what constitutes a truly international event with strong local flavour and the kind of program to satisfy the high demands of delegates from far overseas, from neighbouring countries and from Turkey itself. The scientific program is worthy of the high ambition of FDI 2013 Istanbul to be the 'must-attend' dental event of the year, a reflection of the enthusiasm that has grown exponentially since its official launch in April 2012.

**Dr. Orlando Monteiro da Silva**  
President, FDI



## FDI 2013 Istanbul

I feel great honour and enthusiasm in inviting you to the 101st congress of FDI, the World Dental Federation, which unites approximately 200 national dental associations and expert groups between 28-31 August 2013. We are all very excited to host the AWDC in İstanbul and our colleagues from all over the world, in our city, where civilizations, continents and cultures meet.

The Annual World Dental Congress of FDI, being one of the most prestigious organizations of dental profession, has the capacity of uniting international dental trade, industrial companies and professionals of over 100 countries. As Turkish Dental Association, we are committed to organize a successful FDI AWDC, as we used to in the past and we believe that we will achieve all our goals, as FDI, in İstanbul.

We believe that İstanbul deserves your interest as the city which has something to offer for everyone and you will often be surprised and each of you will discover your "own" İstanbul. Nobody can be the same after visiting İstanbul, a city which has been the capital of Eastern Roman Empire for more than a thousands years and nowadays the cultural, trade and financial capital of modern Türkiye.

İstanbul which is bridging religions, cultures and ideas from east to west, from west to east, now with this occasion unites global oral health in August 2013.

I cordially invite you to İstanbul, the mysterious city of the Silk Road to experience unforgettable moments. Visiting İstanbul changes everybody...

**Prof. Dr. Taner Yücel**

President, Turkish Dental Association  
Chairperson, Local Organizing Committee



## Organizing Committee

<b>Dr. Orlando Monteiro da Silva</b>	President, FDI World Dental Federation
<b>Dr. Kathryn Kell</b>	Treasurer, FDI World Dental Federation
<b>Dr. Elmar F. Reich</b>	Chairperson, FDI Education Committee

<b>Prof. Dr. Taner Yücel</b>	Chairperson, Local Organising Committee
<b>Dr. Celal Korkut Yıldırım</b>	General Coordinator, Local Organising Committee
<b>Dr. A. Tarık İşmen</b>	Vice-Coordinator, Local Organising Committee
<b>Dr. Duygu İlhan</b>	Vice-Coordinator, Local Organising Committee
<b>Prof. Dr. Emine Halide Nayır</b>	Vice-Coordinator, Local Organising Committee
<b>Prof. Dr. Nermin Yamalık</b>	Chairperson, Scientific Committee, LOC
<b>Dr. Ali Ulvi Uçar</b>	Chairperson, Social Committee, LOC
<b>Dr. Yaşar Baytak</b>	Chairperson, Exhibition Committee, LOC
<b>Dr. Cem Dündar</b>	Chairperson, Public Relations Committee, LOC
<b>Dr. Dursun Konya</b>	Chairperson, Financial Committee, LOC
<b>Dr. Mustafa Reha Tokgöz</b>	Chairperson, Technical Committee, LOC
<b>Dr. Ali Gürlek</b>	Chairperson, Registration Committee, LOC
<b>Dr. Uğur Ergin</b>	Chairperson, Dental Technicians & Dentist Assistants Committee, LOC
<b>Dr. Jean-Luc Eiselé</b>	Executive Director, FDI World Dental Federation



# DENTAL and ORAL HEALTH SERVICES in TURKEY

100th year of Scientific Dentistry in Turkey was celebrated in 2008.

Dental sector in Turkey is quite strong, embodying over 100.000 dental workers including dentists, dental technicians, academic personnel and dental industry.

2.250 newly graduate dentists join the community each year after completing a 5 year full time education at the 44 dental faculties in Turkey.

24.203 dentists are actively practising dentistry in Turkey, of which 42% are female and 58% are male. 65% of dentists in Turkey are working in private practices. Patients find the chance to benefit from the latest technological products in new private practices and dental clinics.

35% of dentists in Turkey are currently working in governmental clinics, 65% in the private sector. Average monthly income of dentists working in the governmental clinics is around EUR 2.500. This amount approaches to EUR 4.000 in the private sector.

Access to dental and oral health services in Turkey is unfortunately under the average of OECD members. Turkish Dental Association has come a long way in increasing the health literacy in Turkey by organizing educational events since its foundation in 1986.

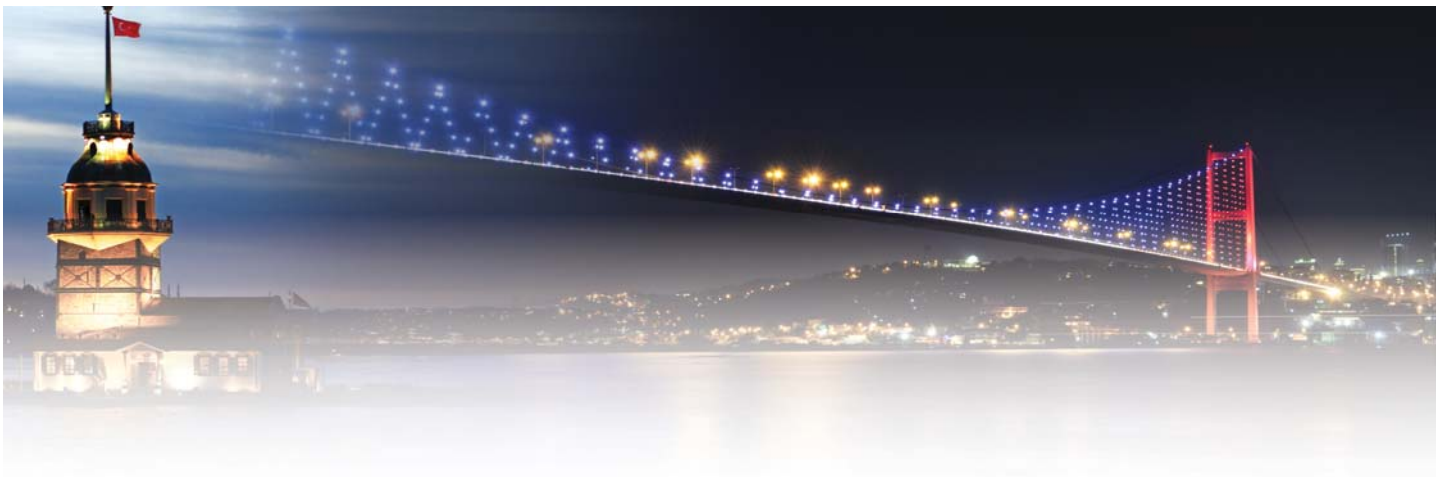
In the early 2000s, access to dental clinics was 0,7 access/year. This ratio is now 1,5. The usage of toothpaste/ toothbrush per year was around 50 grams / 0,25 per person in the 80s, however the current usage is 130 grams / 0,97.

Turkish people's access to dental therapies and aesthetical dentistry has increased significantly in the last decade.

There are currently 50 corporations in Turkey manufacturing consumable products and dental equipment. 300 dental warehouses are in practice to supply dental products to dentists and dental technicians.

Yearly turnover of dental equipments and products is around 200 million EUROS.

The growth rate of dental industry is 10% since 2010.



## Congress Introduction



The FDI World Dental Federation represents approximately 200 national dental associations and specialist groups. Our vision is leading the world to optimal oral health, acknowledging oral health is a fundamental part of general health and well being. Our vision is brought to life through being the global voice for oral health, and delivering excellence in oral health policy and promotion; continuing professional education; and access to care. For more information about our activities, visit [www.fdicongress.org](http://www.fdicongress.org).

The FDI's Annual World Dental Congress is always a unique opportunity to meet leaders of the dental profession from more than one hundred countries, as well as top personalities of the international and national trade and industry. It is also a proven platform for global education, communication and development. FDI 2013 aims to provide all its visitors with the facilities and support to make this a truly productive and memorable experience, now at a unique location: Istanbul.

This Prospectus presents you with numerous opportunities to maximise your visibility and to participate by either exhibiting or promoting. As you read you will discover a wonderful venue to match your own company's expectations, coupled with all the information required to assist you in your preparation.

The Annual World Dental Congress and Exhibition is fully supported by the IDM, the International Dental Manufacturers, the FDI's natural counterpart and partner on the world level.



# Contacts

## FDI WORLD DENTAL FEDERATION

Tour de Cointrin  
Avenue Louis Casai 84  
Case Postale 3 1216 Cointrin -  
Geneve, Switzerland

Tel : +41 22 560 8150  
Fax : +41 22 560 8140  
Web : [www.fdiworlddental.org](http://www.fdiworlddental.org)  
E-mail : [info@fdiworlddental.org](mailto:info@fdiworlddental.org)



## ORGANIZER

TDA – Turkish Dental Association  
Congress Office  
Cumhuriyet Cad. Safir Apt. 203/1,  
Harbiye 34367 Istanbul, Turkey

Tel : +90 212 219 6645  
Fax : +90 212 232 0560  
Web : [www.tdb.org.tr](http://www.tdb.org.tr)  
E-mail : [congress@fdi2013istanbul.org](mailto:congress@fdi2013istanbul.org)



## VENUE

ICC – Istanbul Congress Center  
Taskisla Street, Harbiye  
34367 Istanbul, TURKEY

Tel : +90 212 373 9900  
Fax : +90 212 373 9943  
Web : [www.iccistanbul.com](http://www.iccistanbul.com)  
E-mail: [info@iccistanbul.com](mailto:info@iccistanbul.com)



## SPONSORSHIP & EXHIBITION SECRETARIAT

K2 Conference and Event Management  
Ali Nazime Sokak No: 45 Kosuyolu Mah.  
Kadikoy 34718 Istanbul, Turkey

Tel : +90 216 428 9551  
Fax : +90 216 428 9591  
Web : [www.k2-events.com](http://www.k2-events.com)  
E-mail : [fdi2013@k2-events.com](mailto:fdi2013@k2-events.com)



## ACCOMMODATION

K2 Conference and Event Management  
Ali Nazime Sokak No: 45 Kosuyolu Mah.  
Kadikoy 34718 Istanbul, Turkey

Tel : +90 216 428 9551  
Fax : +90 216 428 9591  
Web : [www.k2-events.com](http://www.k2-events.com)  
E-mail : [fdi2013registration@k2-events.com](mailto:fdi2013registration@k2-events.com)



## REGISTRATION

K2 Conference and Event Management  
Ali Nazime Sokak No: 45  
Kosuyolu Mah. Kadikoy  
34718 Istanbul, Turkey

Tel : +90 216 428 9551  
Fax : +90 216 428 9591  
Web : [www.k2-events.com](http://www.k2-events.com)  
E-mail : [fdi2013registration@k2-events.com](mailto:fdi2013registration@k2-events.com)



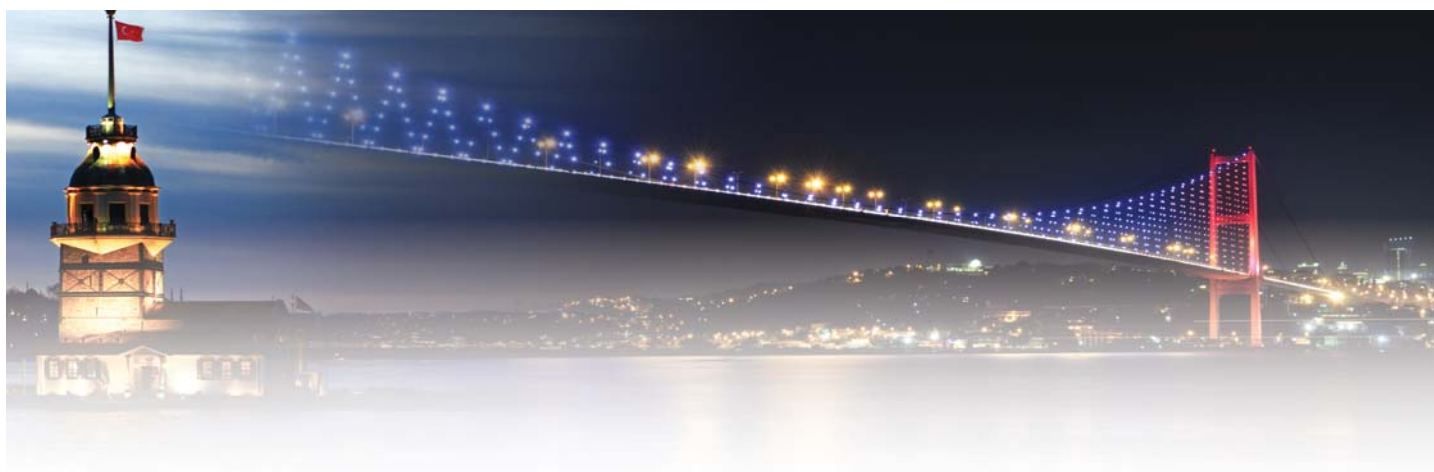
## FREIGHT FORWARDING & CUSTOMS CLEARANCE

ExpoLOGIST  
Giyimkent, C3 Blok, 8. Sok. No: B194/122  
Atışalanı, Esenler, Istanbul, Turkey  
Contact person: Mr. Ali Erdem

Tel : +90 212 438 3880 ext.106  
Fax : +90 212 438 3957  
Web : [www.expologist.com](http://www.expologist.com)  
E-mail : [fdi2013@expologist.com](mailto:fdi2013@expologist.com)







## Important Dates

<b>Registration Opens</b>	<b>05 November 2012</b>
<b>FDI Corporate Partners Priority Booking Ends Exhibition &amp; Sponsorships</b>	<b>30 November 2012</b>
<b>TDA Partners Priority Waiting List Application Ends Exhibition &amp; Sponsorships</b>	<b>30 November 2012</b>
<b>General Sales Open Exhibition &amp; Sponsorships</b>	<b>03 December 2012</b>
<b>Abstract Submission Opens</b>	<b>03 December 2012</b>
<b>Early Exhibition Booking Ends</b>	<b>01 March 2013</b>
<b>Abstract Submission Ends</b>	<b>29 March 2013</b>
<b>Circulation of Exhibition Manual</b>	<b>01 May 2013</b>
<b>Early Registration Ends</b>	<b>31 May 2013</b>
<b>Deadline for Stand Forms Submission</b>	<b>15 July 2013</b>
<b>Onsite Registration Fees Applicable after</b>	<b>01 August 2013</b>
<b>Congress &amp; Exhibition Dates</b>	<b>28-31 August 2013</b>
<b>Opening Ceremony</b>	<b>28 August 2013</b>
<b>Bosphorus Cruise</b>	<b>29 August 2013</b>
<b>Gala Dinner</b>	<b>30 August 2013</b>



# Destination Istanbul

Located at the junction of Europe & Asia, Istanbul is a superb venue for meetings and events. Istanbul offers a vast variety of first class hotel accommodation and conference facilities, easy access to major cities worldwide, beautiful settings and unique sightseeing destinations. Among European Centers, Istanbul is an ideal destination: exotic but conveniently close by.

Istanbul, the commercial and business center of Turkey, embraces two continents: Europe and Asia. The ancient city's unique combination of historical sights and excellent conference facilities make it an ideal destination for prolific and stimulating congresses and meetings.

## Visitor Information

### Climate and Clothing

Daytime temperatures in August are in the range of 26-30°C and evening temperatures are 20-24°C. You may encounter rain, and the air may be cool or even chilly at night, but comfortable during the day; bring a warm jacket or a sweater and windbreaker.

### Currency and Exchange

The Turkish currency is Turkish Lira (TL). Foreign money can be exchanged at banks on business days (09.00 - 17.00 Monday-Friday) as well as in hotels, at the airport and in exchange offices. All major credit cards are accepted in most hotels, restaurants and shops. Automated bank machines are available at many points throughout the city and at the airport.

### Electricity

The electrical power supply in Turkey is 220 volts. Outlets are standard European.

### Language

The official language of the congress is English. Turkish translation will be provided for selected sessions.

### Restaurants and Turkish Cuisine

There is a wide choice of restaurants in Istanbul offering a broad spectrum ranging from excellent national cuisine to first class international dishes. Traditional Turkish cuisine is famous for its specialties prepared with fresh vegetables. There are numerous quality restaurants as well as fast-food shops in the vicinity of the hotels reserved for this meeting.

### Shopping

One of the most enjoyable parts of a trip to Turkey is shopping for the rich variety of Turkish crafts. Istanbul is a shopping paradise with its Covered Bazaar as well as modern malls. In the Covered Bazaar bargaining over the sale price with shop traders is expected.

### Time

Turkey is 2 hours ahead of Greenwich Mean Time (GMT).

### Tipping

Although service charge is included in most restaurants, leaving a tip at one's own discretion is appreciated.

### Visa


Participants are requested to check with the Turkish Consulate in their home country or with their travel agency or at [www.mfa.gov.tr](http://www.mfa.gov.tr) for visa requirements. Entry visa to Turkey can also be obtained at Istanbul Ataturk Airport for a vast number of countries.

# Destination Istanbul

Turkish Airlines, awarded the Best Airline of Europe 2 years in a row (2011 & 2012) offers direct flights from all over the world with reasonable prices. Star Alliance Member airlines (including Turkish Airlines) offer a 20% discount on airfare tickets to Istanbul during FDI 2013. Please follow the announcements on the congress webpage to benefit from such discounts.


Istanbul hosts 2 international airports; Istanbul Ataturk International Airport (code: IST) is located on the European side and receives 20 million passengers in a year. Major airlines have direct flights from all over Europe to Istanbul Ataturk Airport several times everyday. The newer international airport is located in the Asian part of Istanbul; Istanbul Sabiha Gokcen Airport (Code: SAW). To gain more information on flights to both airports, please check their websites:

<b>Istanbul Ataturk International Airport</b>	<b><a href="http://www.ataturkairport.com">www.ataturkairport.com</a></b>
<b>Istanbul Sabiha Gokcen International Airport</b>	<b><a href="http://www.sgairport.com">www.sgairport.com</a></b>



**TURKISH AIRLINES**

**TURKISH AIRLINES**  
is named the Best Airline in Europe  
2 years in a row at the 2012 World  
Airline Awards Ceremony



Best Airline Of Europe

## Save up to 20% on travel with the Star Alliance™ Network

The Star Alliance member airlines are pleased to be appointed as the Official Airline Network for FDI 2013. Please check the congress webpage ([www.fdi2013istanbul.org](http://www.fdi2013istanbul.org)) to learn how to benefit from this offer.



### Travel within Istanbul

Public airport shuttle buses (HAVAS) run between the airport and the city center (Taksim Square) from 4.00 a.m. to 12.00 p.m. every half hour for an approximate fee of Euro 5-6 per person (to be paid on the bus in Turkish Lira). It takes about 30 - 45 min from airport to the city centre. Taksim Square is 3-7 min by walking from the main congress hotels. Transportation within the city centre is by bus or by taxi. All taxis have taximeters, and the rates are reasonable. The cost of transfer by taxi from Istanbul Ataturk Airport to Taksim Square should cost app. Euro 20.- to be paid in Turkish Liras.

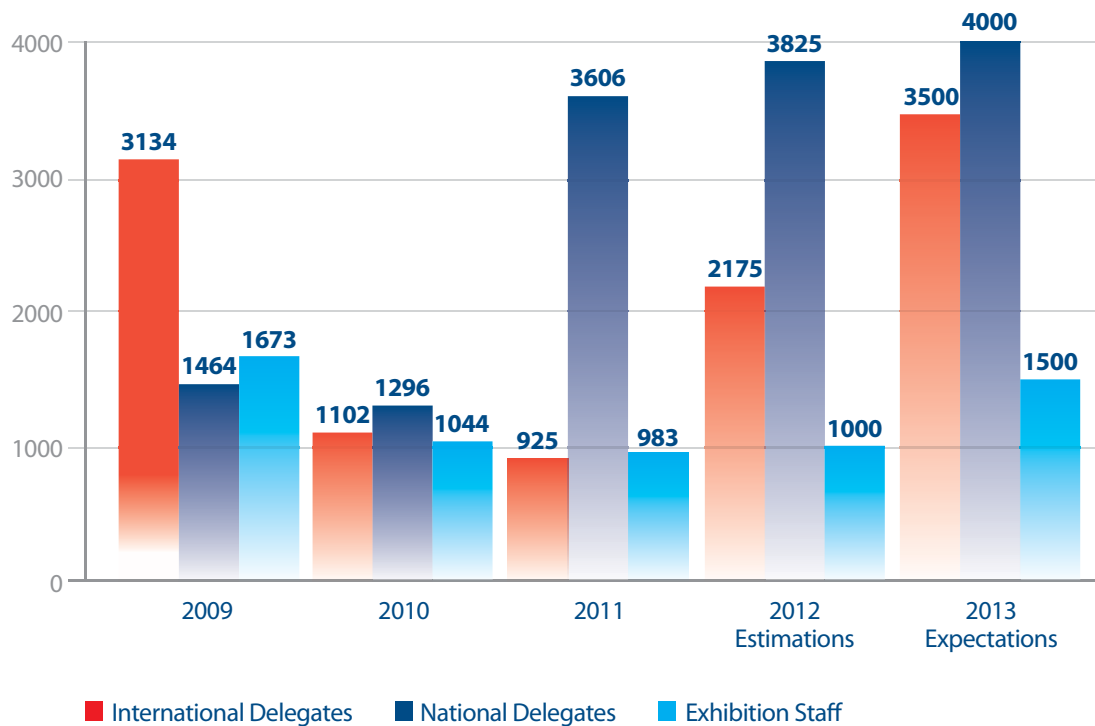
The quickest and comfortable way to cross Bosphorus, the water channel between Asia and Europe, could be considered as taking public boats which depart from Besiktas, Eminonu, Karakoy on the European Side and Kadikoy, Uskudar, Bostanci on the Asian Side. Please refer to the hotel consierge or the staff at the convention center for more information while planning your trip within the city.

### Average flight durations

Berlin - 2 hrs 20 min, Paris - 2 hrs 50 min, Beijing - 9 hrs 10 min, Stockholm - 2hrs 45 min  
London - 3hrs 10 min, New York - 10 hrs 20 min, Brussels - 2hrs 45 min,  
Moscow - 2hrs 25 min, Tokyo - 11 hrs 15 min, Dubai - 3 hrs 50 min, Tel Aviv - 1 hr 40 min

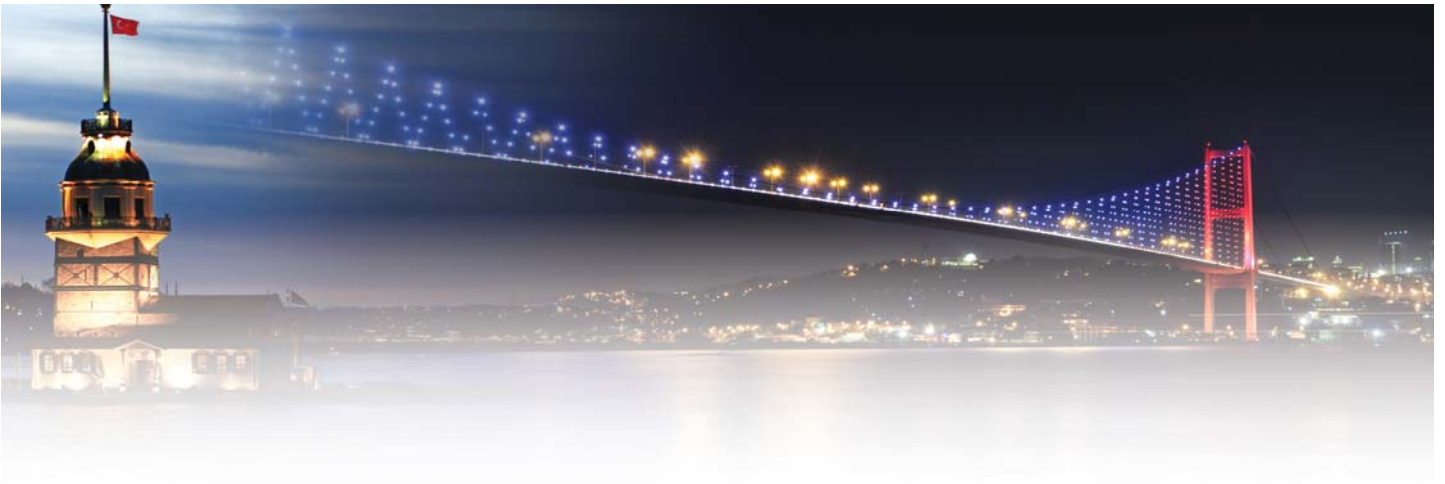
# FDI Annual World Dental Congress Statistics & Expectations

## Participant Demographics



## FDI Annual World Dental Congress Facts and Expectations 2009-2013

Date	2009	2010	2011	2012	2013
Destination	Singapore	Brazil	Mexico	Hong Kong Estimations	Istanbul Expectations
Number of Participants	6,271	3,442	5,514	7,000	9,000
Total Exhibition Space	3,978 m <sup>2</sup>	3,602 m <sup>2</sup>	5,229 m <sup>2</sup>	3,897 m <sup>2</sup>	6,500 m <sup>2</sup>
Number of Exhibitors	234	160	200	213	225
Number of Scientific Sessions	64	70	112	61	120
Number of Scientific Posters	90	423	121	369	400
Number of Speakers	100	135	128	62	90



## Major Sponsors in 2012

Here is a list of major sponsors of the 100<sup>th</sup> FDI Annual World Dental Congress in Hong Kong.

You can also become a major sponsor of the 101<sup>st</sup> FDI Annual Dental Congress in Istanbul in 2013, please contact FDI or the sponsorship & exhibition secretariat for more details!

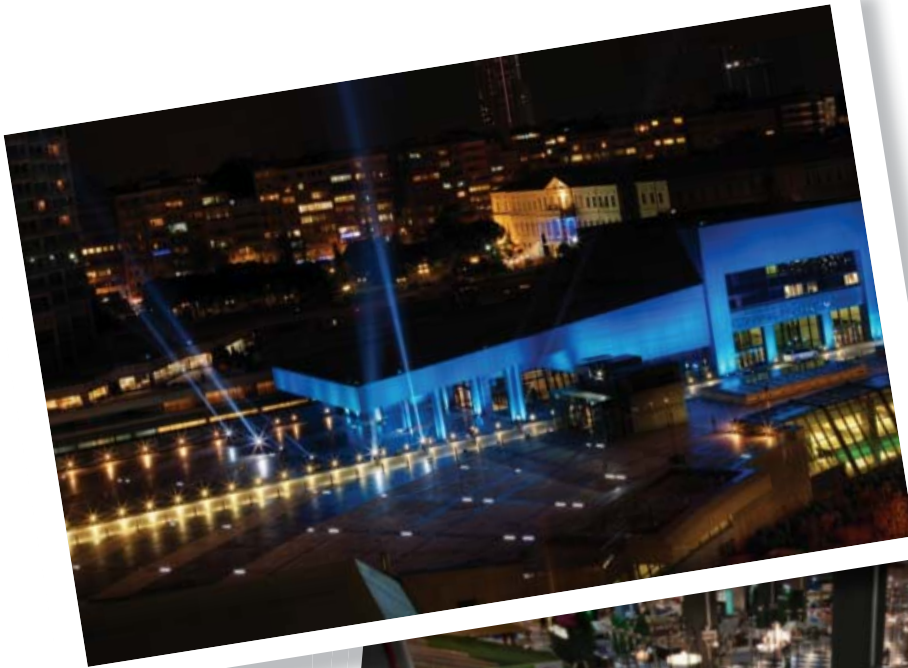


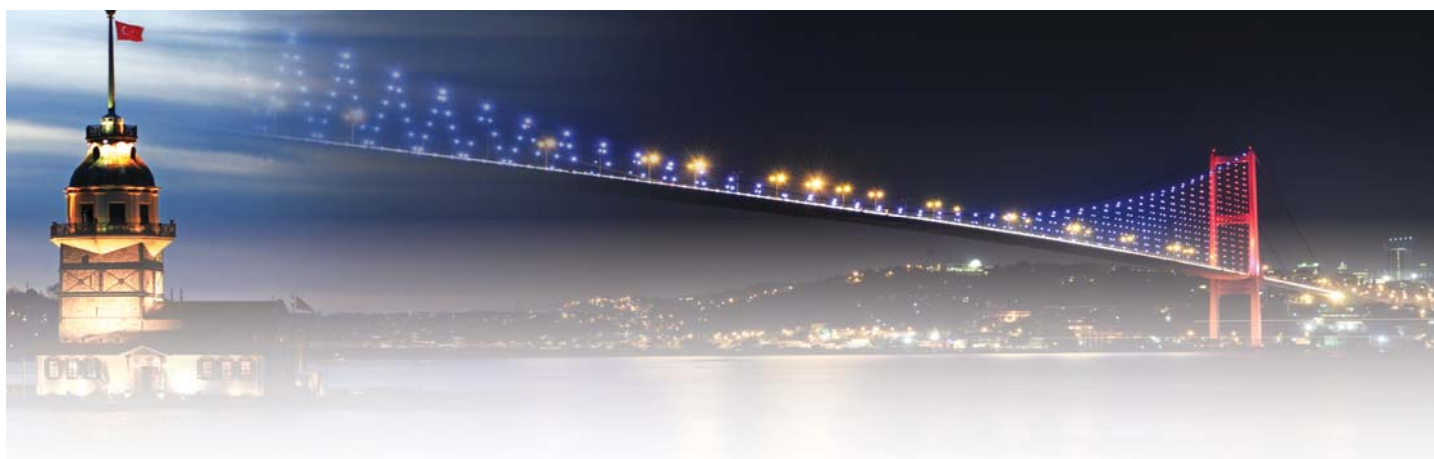


## Istanbul Congress Center (ICC)

Istanbul Congress Center -opened in 2009- is located at the heart of downtown, Harbiye, Istanbul. ICC is considered to be the center location of the congress valley, enveloping thirteen 5 star, over fifty 4 and 3 star hotels in walking distance. Europe's biggest entertainment district with more than 1000 restaurants and bars is only in 10 minutes walking distance.

Exhibitors & Sponsors can visit the venue before the congress for inspection. Please coordinate with sponsorship & exhibition secretariat ([fdi2013@k2-events.com](mailto:fdi2013@k2-events.com)) before making travel plans, due to venue's availability.





# Program at a Glance

## 28 August 2013, Wednesday

07:45 – 08:45	Early Morning Session
09:00 – 12:30	Scientific Program
12:30 – 14:00	Meet the Expert / Satellite Symposium
14:00 – 16:30	Scientific Program

## 29 August 2013, Thursday

07:45 – 08:45	Early Morning Session
09:00 – 12:30	Scientific Program
12:30 – 14:00	Meet the Expert / Satellite Symposium
14:00 – 16:30	Scientific Program

## 30 August 2013, Friday

07:45 – 08:45	Early Morning Session
09:00 – 12:30	Scientific Program
12:30 – 14:00	Meet the Expert / Satellite Symposium
14:00 – 16:30	Scientific Program

## 31 August 2013, Saturday

07:45 – 08:45	Early Morning Session
09:00 – 12:30	Scientific Program
12:30 – 14:00	Meet the Expert / Satellite Symposium
14:00 – 16:30	Scientific Program
16:30 – 17:00	Closing

FDI 2013 Istanbul Annual World Dental Congress will offer a rich scientific program. Scientific program includes panels, conferences, forums, and interactive sessions on up to date subjects of all disciplines of dentistry. Scientific program will run on five meeting rooms simultaneously. Also, special sessions will be available such as early morning breakfast meetings, meet the expert sessions and review of the year session. The participants will be able to attend the scientific program with free communications and poster discussion sessions. Not only dentists, but all oral health workers' needs has been considered in the scientific program. With several courses on various subjects, we will be able to follow the developments and improve ourselves in our profession.



## Registration

All congress registrations are handled by K2 Conference & Event Management Co. Registration fees announced on the congress webpage, please check [www.fdi2013istanbul.org](http://www.fdi2013istanbul.org) regularly for updates. Online registration & booking is available to all delegates.

Special discounts and advantages will be offered for group bookings.

Please contact the registration secretariat ([fdi2013registration@k2-events.com](mailto:fdi2013registration@k2-events.com)) to register more than 10 delegates.



### REGISTRATION SECRETARIAT

K2 Conference and Event Management  
Ali Nazime Sokak No: 45  
Kosuyolu Mah. Kadikoy  
34718 Istanbul, Turkey

Tel : +90 216 428 9551  
Fax : +90 216 428 9591  
Web : [www.k2-events.com](http://www.k2-events.com)  
E-mail : [fdi2013registration@k2-events.com](mailto:fdi2013registration@k2-events.com)





## Accommodation

As K2 Conference and Event Management Co., we have reserved the most convenient and recommended hotels in Istanbul.

Istanbul cultivates one of the most unique and vast variety of close-knit cultures in the world. From ancient Byzantium to the modern Istanbul, the Bosphorus view and tours will let you travel back and forth in time. As we have assembled various events and tours you will enjoy, we hope you'll allow yourselves some time to relish one of the world's most enjoyable cities.

Since there are only limited numbers of available rooms, please book your hotel as early as possible

### Individual Reservation

To make your hotel reservation please login to congress registration and accommodation system, after November 5<sup>th</sup>, 2012. [www.fdi2013istanbul.org](http://www.fdi2013istanbul.org)

### Group Reservation

For 5 or more rooms please contact K2 Conference and Event Management Co. [fdi2013registration@k2-events.com](mailto:fdi2013registration@k2-events.com)

### Preliminary Hotel Rates

Category	Single room Min / Max in EUR	Double room Min / Max in EUR
5* / Deluxe	155 EUR / 350 EUR	165 EUR / 370 EUR
4*	100 EUR / 225 EUR	120 EUR / 260 EUR
3* / S Class	90 EUR / 200 EUR	110 EUR / 220 EUR

- All above rates are, per room per night, inclusive of breakfast, service charge and exclusive of VAT 8%.
- All accommodations will be evaluated "on a first- come, first-served basis."

# Accommodation

## Hotel Locations (European Side)

FDI Official Congress Hotels are located at European side of the city.

### 1. Congress Valley

Most of the official FDI hotels are booked on Congress Valley. These Hotels allow reaching convention center and Taksim Square easily. Walking distances are in the range of 3- 20 minutes.

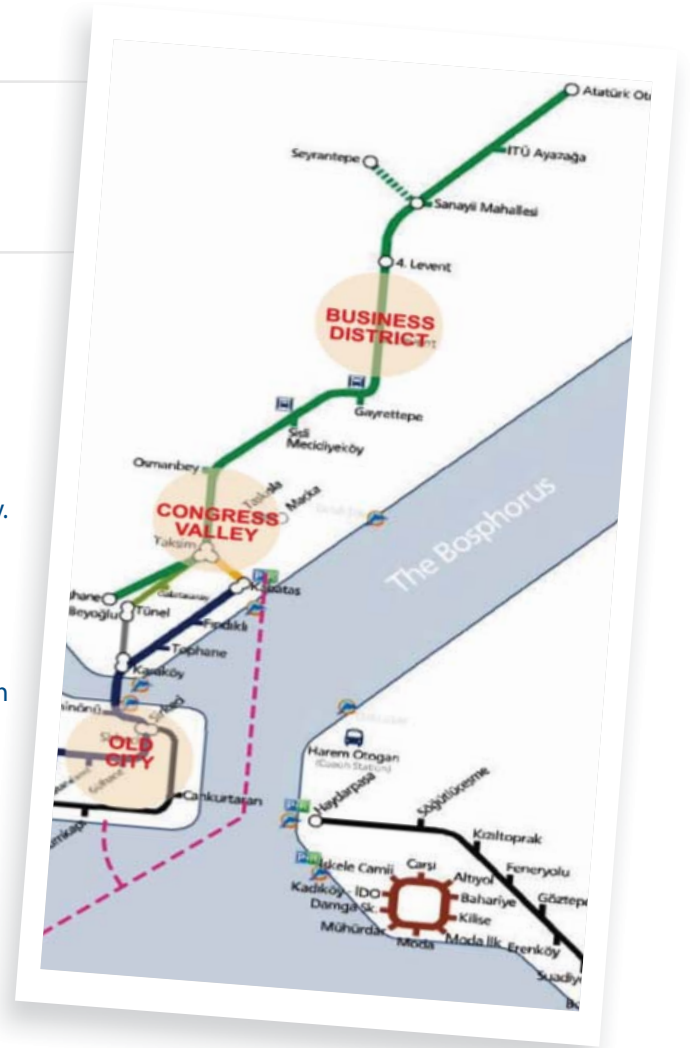
### 2. Old City (Historical Peninsula)

Hotels located at historical peninsula which surrounded with a several number of museums and historical monuments; offer their guests a perfect pleasure as a favorite destination for thousands of tourists. Public transportation is available between Historical Peninsula and Congress Valley. Driving distances are in the range of 15 – 30 minutes.

### 3. Business District

Business district mirrors Istanbul's most modern face 15 min from the congress valley with underground connection.

For more detailed information and interactive hotel map please visit congress web site.



## CONFIRMATION

Full payment is required to confirm your accommodation and payments can be made online via congress registration and accommodation system. All participants will receive a final confirmation letter upon their room reservations.

To receive a final confirmation, please make sure that your proof of payment (for bank transfers only) is received by K2 Conference and Event Management Co.

The applications made via e-mail or only by bank receipt alone will not be confirmed and will be placed on a waiting list. To confirm your reservation both documents must be received.

## CANCELLATION POLICY

All cancellations must be made in writing to K2 Conference and Event Management Co. Full refund is applicable if cancellation is made before April 15, 2013. For any cancellations received between April 15<sup>th</sup> and June 15<sup>th</sup>, % 50 penalty fee will be applied. Please note that there will be no refunds for the cancellations received after June 15, 2013. Hotel bookings are handled by K2 Conference and Event Management Co.

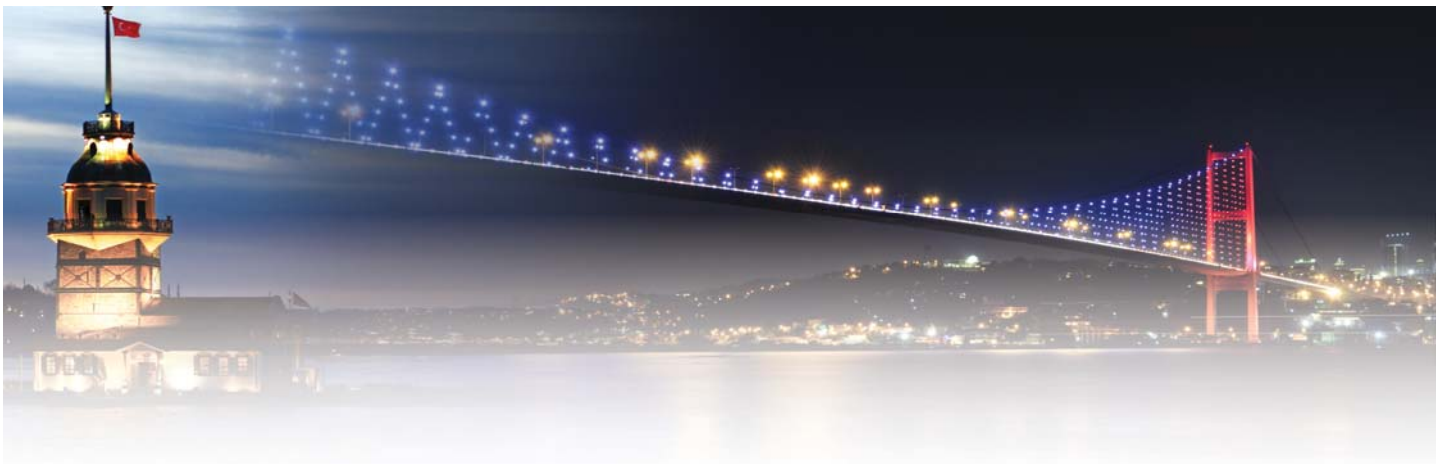
## HOTEL BOOKINGS ARE HANDLED BY K2 CONFERENCE AND EVENT MANAGEMENT CO.

### ACCOMMODATION

K2 Conference and Event Management  
Ali Nazime Sokak No: 45 Kosuyolu Mah.  
Kadikoy 34718 Istanbul, Turkey

Tel : +90 216 428 9551  
Fax : +90 216 428 9591  
Web : www.k2-events.com  
E-mail : fdi2013registration@k2-events.com





# Sponsorship Opportunities

The following pages feature selected sponsorship opportunities for the FDI 2013 Congress and provide Congress supporters with a number of ways to enhance their visibility and association with the event.

Please contact the sponsorship & exhibition secretariat ([fdi2013@k2-events.com](mailto:fdi2013@k2-events.com)) regarding the sponsorship opportunities.

All mentioned prices are subject to 18% VAT.

## **SATELLITE SYMPOSIA**

**EUR 15.000,- + EUR 40,- per chair**

Slots for satellite symposia are available during lunch break: 12:30 – 14:00

The best way to advertise your “new” product or advancements to the congress delegates. Organize a scientific session and invite congress delegates during lunch break. All advertisement and announcements will be displayed in the official printed material of the congress, including the congress webpage.

### **Symposium rates includes:**

- Room rental: Various meeting rooms are available, please contact K2 for preferred room size.
- Standard audio/visual equipment
- Simultaneous translation equipment (translators not included)
- Symposium announcements in congress bags (A4 one page, produced by sponsor)
- Inclusion in symposium program, pocket program and congress web page
- 1 e-mail blast to registered participants
- 2 free congress registrations for session speakers only

## **SPEAKER READY ROOM**

**EUR 30.000,-**

Speaker Ready Room decoration sponsorship excluding catering costs.

World renowned invited speakers form the core of the congress program. The Speaker Ready Room provides speakers with the opportunity to upload, amend, finalise their presentations and meet other speakers. The Speaker Ready Room will be decorated as a lounge, increasing networking opportunities.

### **Speaker Ready Room decoration sponsorship include:**

- Sponsor name written before Speaker Ready Room as “SPONSOR Speaker Ready Room”
- Acknowledgement in congress program and congress web page
- Acknowledgement in official invitation/information letters sent to invited speakers and abstract authors
- Sponsor company may display promotional material (roll-ups, tabletop flags, mousepads etc.) in speaker ready room

Catering will be available in Speaker Ready Room and catering costs will be added to the sponsorship fee.

**ELECTRONIC DISPLAY SPONSORSHIP****EUR 15.000,-**

The congress scientific program, general information and announcements will be published from plasma screens which will be located in the B2 floor (Meeting rooms section)

Sponsor logo will also be published along with announcements.

Electronic Display Sponsorship Includes

Company logo will be displayed on electronic monitors.

Acknowledgement in congress program, Congress bags and congress web page

**GALA DINNER SPONSORSHIP****EUR 30.000,-**

Gala Dinner will be organised at 29th of August 2013 (Thursday night)

Participants can purchase event tickets with discounted prices.  
Live music entertainment will be provided.

Speakers and organising committee will participate as invited guests.

**Gala Dinner Sponsorship Includes:**

- The sponsor company's flags will be placed at the venue.
- Sponsor company can put the desktop flags on the gala dinner tables
- Special invitation will be printed with sponsor company's logo.
- Acknowledgement in congress program, Congress bags and congress web page

**BOSPHORUS BOAT TOUR SPONSORSHIP****EUR 20.000,-**

Bosphorus Tour will be organised on 30th of August 2013 (Friday night)  
Participants can purchase event tickets with discounted prices.

**Bosphorus Tour sponsorship Includes:**

- Boat or boats can be decorated with sponsor company's logo and official colors. (should confirm by organising committee)
- Special invitation will be printed with sponsor company's logo.
- Acknowledgement in congress program, Congress bags and congress web page

**FDI VIP LOUNGE SPONSORSHIP****EUR 15.000,-**

FDI will host a vip lounge to accommodate special guests and organise FDI meetings. This sponsorship includes the lounge decoration and catering services

**FDI VIP Room Sponsorship Includes**

- Sponsor company may display their products and their logo in a reasonable manner.
- Acknowledgement in congress program, Congress bags and congress web page

# Sponsorship Opportunities

## WEBCASTING

EUR 50.000,-

Webcasting of whole scientific sessions.

All the sessions in the scientific program will be video and audio recorded. After processing, mentioned sessions with speaker's image, audio and presentation will be broadcasted online at the official congress web site as well as sponsor website.

### Webcasting sponsorship includes:

- Webcasting of whole scientific sessions from the congress web page
- Webcasted sessions available for 1 year after the congress online
- Sponsor designed landing page and acknowledgment with sponsors logo will appear in the page frame
- 1 e-mail blast to registered participants
- Acknowledgement in congress program and congress web page

## HOSPITALITY SUITE

EUR 25.000,-

Hospitality suite within premises of the congress venue.

There will be a limited number of hospitality suites available for exhibitors / sponsors. The exhibitors / sponsors are free to organize any type of activity to attract invited delegates however activities competing with the congress scientific program or disturbing the congress and its attendees in any way will not be allowed. The reservation will be made on a first come first served basis.

### Hospitality Suite rental fee includes:

- Room rental throughout the congress (setup day only 27 August)
- Signage from exhibition area

## CONGRESS MOBILE APPLICATION

EUR 20.000,-

Congress Mobile Application to include congress information and organizing agenda.

A congress mobile application will be prepared to serve as an interactive tool for information about the congress and organizing sessions, getting latest news and sharing information on the social media. Mentioned applications will be designed to run on various smartphones and pads.

### Congress mobile application sponsorship fee includes:

- Sponsor logo on splash screen for Blackberry, Android and Iphone applications
- Sponsor logo on mobile application in every page
- 3 e-mail blasts to general mailing list
- Acknowledgement in congress program and congress web page

## INTERNET CORNERS

EUR 30.000,-

Sponsorship for the two Internet Corners available for delegates and exhibitors.

Internet corners are one of the "must - visit" locations at a congress for delegates. Two internet corners will be made available on both meeting rooms level and exhibition level. Internet corner sponsorship is one of the highest visibility sponsorships.

### Internet Corners sponsorship includes:

- Sponsor name written before internet corner as "XXX Internet Corner"
- Sponsor logo on internet corner decorations
- Acknowledgement in congress program and congress web page
- Sponsor name mention in congress venue signage

---

## CONGRESS BAGS

EUR 45.000,-

Sponsorship for congress bags to be delivered to all registered delegates. Congress bags sponsorship is one of the most preferred items on the sponsorship menu. The delegates cherish the congress bags as a souvenir and keep using for years to come. A stylish congress bag will be distributed to all registered delegates. Sponsor logo will be displayed on the visible surface of the congress bag enabling this sponsorship item to live much longer than the congress.

### Congress Bags sponsorship rate includes:

- Sponsor logo to be included on the cover of the bag (front or back)
- Acknowledgement in congress program and congress web page
- Insert in congress bags (A4 one page, produced by sponsor)

---

## CONGRESS BAGS (JOINT)

EUR 30.000,-

2 Joint Sponsorships for congress bags to be delivered to all registered delegates. This sponsorship is only applicable if unopposed congress bag sponsorship is not taken. Congress bags sponsorship is one of the most preferred items on the sponsorship menu. The delegates cherish the congress bags as a souvenir and keep using for years to come. A stylish congress bag will be distributed to all registered delegates. Sponsor logos will be displayed on the visible surface of the congress bag enabling this sponsorship item to live much longer than the congress.

### Joint Congress Bags sponsorship rates includes:

- Sponsor logos to be included on the cover of the bag (front or back)
- Acknowledgement in congress program and congress web page
- Insert in congress bags (A4 one page, produced by sponsor)

---

## NOTEPADS & PENS

EUR 5.000,- + production costs

Sponsorship for notepads & pens to be delivered to all registered delegates in congress bags. Notepads & pens are regularly used items by delegates during the congress, and even after. Delegates benefit from the convenience of using the notepads and pens that are distributed within the congress bags. They take their congress notes, contact information of the other delegates and make sure to take these home. Sponsor logo will be printed on both the notepads & pens.

### Notepads & pens sponsorship rate includes:

- Sponsor logo to be printed on notepads & pens (graphic design to be confirmed by sponsor)
- Acknowledgement in congress program and congress web page

---

## CONGRESS BAG INSERTS

EUR 5.000,-

A4 size, maximum 4 pages insert in the congress bags (to be produced by sponsor)  
Place your advertisement in the congress bag and make sure all delegates receive it. Invite delegates to your special events or to your booth with invitations in the congress bags. The item is limited to A4 size and 4 pages, however small gifts or promotional material can also be used.

---

## LANYARDS & BADGES

EUR 50.000,-

Sponsor logo printed on the lanyard and the front face of congress name badge The lanyards - worn by every delegate and exhibitor - is a highly visible sponsorship item. The sponsor logo will be printed on the lanyard, in line with congress and sponsor colors.

### Lanyard sponsorship rates includes:

- Sponsor logo & colors to be printed on lanyards
- Sponsor logo to be printed in the front face of the name badge (size and graphic work to be confirmed by the organizing committee)
- Acknowledgement in congress program and congress web page
- Insert in congress bags (A4 one page, produced by sponsor)

# Sponsorship Opportunities

## STAFF T-SHIRTS

EUR 20.000,-

Sponsorship for staff t-shirts. More than 150 on-site staff will wear congress t-shirts with sponsor logo. Staff t-shirts will be worn by all onsite working staff excluding management staff. The sponsor logo will be printed on the front and congress logo on the back.

### Staff T-shirt sponsorship rates includes:

- Sponsor logo to be printed on chest, max. 50 cm<sup>2</sup>.
- Production of t-shirts upon approval from sponsor & organizing committee
- Insert in congress bags (A4 one page, produced by sponsor)

## CONGRESS VENUE SIGNAGE

EUR 10.000,-

Sponsorship for all signage in the conference venue. Delegates will be directed within the congress venue by following the signages onsite. Sponsors will have a high visibility on all floors / elevators / escalators within the congress venue. A sponsor logo will be placed on all directional signage.

### Congress venue signage sponsorship includes:

- Sponsor logo printed in every signage (size and place to be determined due to graphic work)
- Acknowledgement in congress program and congress web page

## CONGRESS BANNER

EUR 10.000,-

Congress banner on 2 locations outside of the venue to be displayed at the main entrance of the venue. Congress banner will be the first congress related display the delegates will see when they approach the congress venue. The banners will be displayed in two different locations, enabling visibility from both sides of the congress venue.

### Congress banner sponsorship includes:

- Sponsor logo printed in 2 main congress banners outside of the venue (size and place to be determined due to venue availability and graphic work)
- Acknowledgement in congress program and congress web page

## PRODUCT DISPLAY

EUR 15.000,-

Product display in the scientific session floor (B2). Limited to a maximum of 3 sponsors. Sponsors will find opportunity to display their products within the meeting room floor – free from exhibitors. A display table and 2 product mock-up displays will be allowed throughout the congress. High visibility sponsorship specially for “new released products”.

### Product display sponsorship includes:

- One display table for product placement (no staff)
- 2 product mock-ups to be displayed (max. size 1 meter width/height) in B2 floor
- All production cost is covered by sponsor

## COMPANY PROFILE ON ROLL-UP BANNER

EUR 2.000,-

Company profile printed on roll-up banner to be displayed at the entrance of the congress venue. Maximize brand recognition by placing your company profile or an advertisement on a roll-up banner in the entrance area of the Congress Center.

### Roll-up banner sponsorship includes:

- 80 cm x 200 cm banner with company logo and profile to be displayed on the entrance level of the congress venue
- All production cost is covered by sponsor

## PRINTED MATERIAL ADVERTISEMENT

Please refer to below table for advertisement in printed materials.

**Various**

<b>Congress Program Book</b>	Inside Front Cover	Full Color, Full Page	EUR 8.000,-
	Inside Anywhere	Full Color, Full Page	EUR 5.000,-
	Inside Back Cover	Full Color, Full Page	EUR 6.000,-
	Back Cover	Full Color, Full Page	EUR 12.000,-
<b>Exhibitor Catalogue</b>	Inside Front Cover	Full Color, Full Page	EUR 8.000,-
	Inside Anywhere	Full Color, Full Page	EUR 5.000,-
	Inside Back Cover	Full Color, Full Page	EUR 6.000,-
	Back Cover	Full Color, Full Page	EUR 12.000,-
<b>Congress Pocket Program</b>	Back page cover	Full Color	EUR 15.000,-
<b>Bookmark</b>	5 x 21 cm	Full Color, Both sides	EUR 5.000,-

## COFFEE BREAKS

**EUR 10.000,-**

4 coffee break sponsorships are available throughout the congress.

Sponsors will have the opportunity to book a whole day sponsorship for coffee breaks. 2 official coffee breaks within the scientific program will be dedicated to the sponsor. The sponsor will have an opportunity for high visibility within the exhibition floor. All coffee cups within the congress venue will be produced with sponsor logo, including all cash bars.

### Coffee Break sponsorship rates include:

- 1 day sponsorship (2 coffee breaks)
- Paper coffee cups with sponsor logo (produced by organizer)
- Acknowledgement in congress program, pocket program and congress web page
- Sponsor tabletop flags on cocktail tables and coffee stations

## CUSTOM DESIGNED SPONSORSHIP

**CONTACT K2**

Custom Designed Sponsorships will be considered.

If you have any other particular request about how you would like to present your organisation at the Congress, please contact the sponsorship & exhibition secretariat.

## POSTER AWARDS

**CONTACT K2**

Please contact K2 for details.

## FACULTY HOTEL REGISTRATION DESK

**CONTACT K2**

Please contact K2 for details..

## SPEAKER'S RECEPTION

**CONTACT K2**

Please contact K2 for details.

## WELCOME RECEPTION SPONSORSHIP

**CONTACT K2**

Please contact K2 for details.

All mentioned prices are subject to 18% VAT.



# Exhibition

An industrial exhibition area will be available throughout the congress. Exhibition spaces are available on B4 and B5 floors. There is a direct access via escalators to B4 and B5 floors from the B2 floor where scientific sessions will be held.

Candidate exhibiting companies are offered the choice of exhibition space according to the FDI Sponsors' priority list. After the selection of exhibition space for priority companies, exhibition space will be available for allocation for all companies after November 30th, 2012 on a first come first served basis.

Before March 1 <sup>st</sup> , 2013	Section A B4 Floor h=2,5m	Section B B5 Floor h=2,5m	Section C B5 Floor h=5m
Island and Peninsula	EUR 350,-	EUR 400,-	EUR 460,-
Corner	EUR 330,-	EUR 360,-	EUR 420,-
In Line	EUR 300,-	EUR 330,-	EUR 410,-
After March 1 <sup>st</sup> , 2013	Section A B4 Floor h=2,5m	Section B B5 Floor h=2,5m	Section C B5 Floor h=5m
Island and Peninsula	EUR 420,-	EUR 480,-	EUR 550,-
Corner	EUR 400,-	EUR 440,-	EUR 510,-
In Line	EUR 370,-	EUR 410,-	EUR 500,-

- Exhibition prices include shell scheme stand design. There is a 10% discount if only raw space is required by the exhibitor.
- As shown in tables; an approximate discount of 20% is available for bookings before March 1<sup>st</sup>, 2013.
- All rates are subject to VAT of 18%
- Third person liability insurance is mandatory. More information on insurance packages will be relased with exhibition manual on May 1<sup>st</sup>, 2013.



### Shell Scheme Design Includes:

- Walls on 2/3 sides (2.5 m height)
- Name & Booth # on Fascia
- 1 table
- 2 Chairs
- 3 power sockets
- 1 Spot for each 3 sqm

# How to Book & Pay

## HOW TO BOOK

Please fill in the attached exhibition and sponsorship order form and send to sponsorship & exhibition secretariat via e-mail or fax. K2 will then get back to you with the status of your reservation, since bookings are made on a first come first served basis. Reservations are only confirmed upon receipt of the relevant deposit payment.

## TERMS OF PAYMENT

Bookings less than EUR 10.000 (net of taxes) are subject to full payment upon reservation confirmation.

### **Bookings exceeding EUR 10.000 (net of taxes) can be paid in two installments:**

- 60% deposit upon reservation confirmation
- 40% balance by April 1<sup>st</sup>, 2013

The sponsorship & exhibition secretariat will issue a proforma invoice for each payment. All payments should be completed within 2 weeks of receipt of the relevant proforma invoice. The sponsorship & exhibition secretariat will be entitled to cancel bookings if payment is not received within the specified time. All payments made until this time will be forfeited.

## METHOD OF PAYMENT

### • **Payment by Credit Card**

Visa / Mastercard can be used to pay for exhibition & sponsorship bookings. Please request for mailorder form from the secretariat.

### • **Payment by Bank Transfer.**

Please bear in mind that all bank transfer payments should be done "net of charges" and all bank transfer fees should be paid by the sponsor / exhibitor.

**All payments should be executed in line with issued proforma invoices to TDA Bank Accounts. Please contact the sponsorship & exhibition secretariat for bank account details.**

## CANCELLATION POLICY

All cancellations must be made in writing to the sponsorship & exhibition secretariat by the official contact person of the exhibitor / sponsor.

- Organizers shall retain 10% of the agreed sponsorship & exhibition fees if cancellation is made before February 1<sup>st</sup>, 2013.
- Organizers shall retain 50% of the agreed sponsorship & exhibition fees if cancellation is made between February 1<sup>st</sup> and April 1<sup>st</sup>, 2013.
- All cancellations made after April 1<sup>st</sup>, 2013 are subject to full payment and no refunds will be made.

# Freight Forwarding & Custom Clearance

Turkey customs has a clear code for exhibition & scientific congress exhibition procedures. Please refer to the official forwarder of the FDI 101<sup>st</sup> Annual World Dental Congress.

If you think you have certain special material that might present problems when passing through customs to Turkey, please contact ExpoLOGIST at least 3 months prior to the congress.

ExpoLOGIST is the official logistics supplier for the "101<sup>st</sup> FDI Annual World Dental Congress ". With a professional experience of more than ten years ExpoLOGIST will coordinate the international freight forwarding, transit/ import/ export customs clearance and delivery of all your shipments for "FDI 2013".

More detailed information for freight forwarding & custom clearance will be available in the exhibitors manual to be released by May 1<sup>st</sup>, 2013.

Your shipments cannot be cleared through customs, in case of lack of information or wrongly prepared documents. In such cases, the clearance of your shipment will be delayed until the correct documents are obtained from the shipper/exhibitor. Please follow the instructions and pay attention to highlighted details to avoid delays and/or extra expenses.

ExpoLOGIST will not take the responsibility to clear the shipments consigned to other companies.

All shipments must be pre-advised with all relevant shipping documents.



## **ExpoLOGIST**

Giyimkent, C3 Blok, 8. Sok. No: B194/122

Atışalanı, Esenler, İstanbul, Turkey

Contact person: Mr. Ali Erdem

Tel : +90 212 438 3880 ext.106

Fax : +90 212 438 3957

Web : [www.expologist.com](http://www.expologist.com)

E-mail : [fdi2013@expologist.com](mailto:fdi2013@expologist.com)

# Terms and Conditions

These terms and conditions are an integral part of any contractual agreement between the Organizers and the Contractor within the scope of the 2013 FDI Annual World Dental Congress. Upon the rendering of services by the Organizers the Contractor confirms and accepts these terms and conditions, in addition to the ones specified by the Organizers on application forms and/or contracts and the Technical Manual.

## Definitions

“Congress” – the 2013 FDI Annual World Dental Congress, including the exhibition and any meetings or events run by the FDI World Dental Federation in conjunction with the Congress.

“Venue” – any congress facility, exhibition hall, hotel, restaurant or other such building, and in particular the premises where the 2013 FDI Annual World Dental Congress takes place and anywhere within the precincts of such location under the control of the organizers for the purposes and duration of the congress.

“Organizers” – the FDI World Dental Federation, the Turkish Dental Association and the officially appointed Exhibition Management Company K2 Conference and Event management and their employees.

“Contractor” – any organization or individual who engages in a sponsorship agreement consisting of, but not limited to, exhibiting, advertising and/or sponsoring in relation to the 2013 FDI Annual World Dental Congress, and shall include their employees, suppliers and agents.

“Exhibitor” – a Contractor, who opts for the purchase of exhibition floor space (both including and excluding shell scheme) only.

“Sponsor” – a Contractor, who purchases at least one sponsorship option, besides or instead of purchasing exhibition floor space.

“Exhibition & sponsorship prospectus” – the document announcing all sponsorship opportunities offered within the frame of the Congress.

“Technical Manual” – the document, which includes all detailed information pertaining to the realization of the exhibition (i.e. dates, onsite regulations, material order forms etc.).

## Application to Participate

Applications to participate in the Congress as a Sponsor or Exhibitor will only be considered if submitted on the appropriate forms, duly completed and with an legally authorized signature. The Organizers will respond to all applications in writing, in order to confirm or reject the application. Only a written confirmation by the Organizers will be considered valid.

Please use the sponsorship and exhibition application form to place your request. The application is binding upon the Contractor's signature.

The Organizers will either confirm the booking and issue an invoice with the signed confirmation letter, or reject the application within six (6) weeks after the application has been received. The Organizers endeavor to meet the Contractor's request wherever possible, however, cannot guarantee that the Contractor's selected options will be met.

In case the Organizers are not able to meet the request of the Contractor, they will try to offer an alternative. In this case, the confirmation letter will contain the alternative suggestion. Upon receipt of this confirmation the Contractor has ten (10) working days to object, except when it concerns the allocation of exhibition space, which is under competence of the Organizers at any time. If no such objection is registered within the allotted time, the booking is considered confirmed with the changes. The Organizers have the right to accept or reject any application.

## Principles

A confirmed application implies full acceptance by the Contractor of the terms and conditions produced by the Organizers. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the Congress without compensation or refund.

The Organizers may add to or alter the foregoing terms and conditions at their sole discretion, if they deem so desirable for the proper conduct and successful outcome of the Congress, and the Organizers will not be held liable for any damages or expenses incurred.

In the event of a disagreement between the Organizers and the Contractor, the Organizers have the sole and final right to decide how matters shall be handled.

In case of absolute necessity and/or for reasons beyond their control, the Organizers retain the right to change the Venue without prior notification.

It is the Contractor's responsibility to comply with the local authorities' regulations, as well as with regulations of the Venue. Also, if and when applicable, it is the Contractor's responsibility to comply with international regulations of appropriate organizations, such as IFMPA, IPCAA, EUCOMED e.a.

In all cases, the Contractor is solely responsible for ensuring that his promotional activities during the Congress are legally and ethically acceptable in the Venue, city and country of performance.

The Organizers reserve the sole right to decide who will be admitted and to which areas and at what times. The Organizers have the full authority to deny admittance to or expel any person from the Venue.

The Contractor understands and acknowledges that any expenses incurred by the Contractor in connection with the Congress are the sole responsibility of the Contractor, even in the event of cancellation by either party.

The use of the Organizers' name (in full or as abbreviation) and its logos is strictly forbidden in publicity, advertising, sign, product, printed matter, film, video, other media, etc. without the explicit permission, in writing, of the Organizers. The Contractor may only refer to the meeting with its official complete name as it is published in the official congress publications. The contractor may use a hyperlink to the congress website from their own company website. For any other official (audio)-visual or textual references to the Congress, the Contractor has to submit a request for permission to the Organizers.

Smoking is not permitted in the Venue or any other area under control of the Organizers.

Participants under the age of 16 and animals are not permitted in the exhibition, without specific approval in writing by the Organizers.

The contractor undertakes not to disclose to any third party, other than to its professional advisers, or as required by law, or as agreed by the Organizers, any confidential information relating to the Congress, the Organizers or the Venue.

Both the Contractor and the Organizers shall ensure the general protection of personal data, which is defined by the data protection rules and regulations of the country in which the Venue is located. In particular, the contractor undertakes that any data provided by the Organizers or generated in connection with the Congress will only be used for the specific purposes outlined and that it will obtain similar undertakings in regard to any such data passed to sub-contractors.

# Terms and Conditions

## Liability Insurance

The Contractor indemnifies the Organizers of any liability for any damage, loss or destruction caused to equipment, goods or property belonging to the Contractor. Furthermore, the Contractor agrees to be responsible for his property and person, and for the property and persons of his employees, agents, and sub-contractors, and for any third party visiting the exhibition space rented by the Contractor. It is mandatory for The Contractor to purchase sufficient insurance policies offered by the Organizers to cover any claims in relation to events described here above, and in general to indemnify the Organizers from such claims.

## Exhibition

Detailed regulations and guidelines concerning the exhibition will be presented in the Technical Manual. Participation by the Contractor is dependent upon compliance with all rules, regulations and guidelines stated herein.

The Organizers have the final decision as to the acceptability of displays (i.e. exhibition stands, booths, e.a.) and the Contractor will submit the display design plans to the Organizers for written approval.

Exhibitors are not to share with others any space allocated to them without prior written consent by the Organizers.

The use of hazardous products and materials, such as for example lasers, and any special decorations or fittings at the Exhibition requires prior written approval from the Organizers. Application for approval of such use must be submitted to reach the Organizers not later than three months before the Exhibition. Flammable materials are forbidden. Any panels, posters or other forms of display are not allowed outside of the exhibition areas allocated to the Contractor.

The Contractor agrees that a staff member must always be present at the stand during Exhibition opening hours. The Contractor is responsible for the cleaning of their stands, whereas the Organizers ensure daily cleaning of the aisles.

Exhibition space will be confirmed in writing after the receipt of payment.

Exhibition space will be assigned by the Organizers on a 'first-come, first-served' basis, whilst respecting the position of the Corporate Partners of FDI, who will be invited to select their sponsorship package first.

Other allocations will be determined according to the date of the exhibition space booking and the date of the receipt of the payment. Special wishes regarding placement of the exhibition space will be given all possible consideration but the Organizers make the final decision.

Any changes in the duration and/or location of the exhibition do not entitle the exhibitor to cancel the agreement or request a refund of rates or to put forward a claim to damages incurred thereby.

The Contractor will be informed of the location of the exhibition space when the exhibition floor plan is sent out. The exhibition floor plan however will remain preliminary and open for changes until the actual set-up. The exhibition floor plan includes the most updated information in regards to the exhibitor's exhibition floor space. It is the exhibitor's responsibility to verify such information before set-up.

While every effort is made to preserve the published floor plan of the exhibition, the Organizers shall be entitled to vary the general layout or the allocated space at any time to ensure a harmonious construction of the exhibition. The Organizers will inform the Contractor prior to implementing a change and make every effort to reach a satisfactory solution for both parties, whereby the Contractor is not entitled to any refunds. The Organizers determine

the external design of the exhibition as well as of the exhibition space. Therefore, applications can be refused if the stand layout fails to fit in with the exhibition as a whole.

If unforeseen circumstances so warrant, the Organizers reserve the right to postpone the exhibition or transfer it to another site. Even if it is found necessary to close the exhibition or the Congress on any day(s) or to vary the opening hours of the exhibition, the Organizers reserve the right to do so, at their sole discretion without any liability for any expenses incurred other than the rental fee of the exhibition space allocated to the Contractor.

All exhibition space displays (i.e. stand, booth design e.a.) must be approved by the Organizers. The Contractor shall inform the Organizers of the proposed display design and any special requirements within the time frame outlined in the Technical Manual. An exhibition stand or any other display form can only be set up if the Organizers have approved its design. Therefore the Contractor or its agent must send detailed reference documentation, including blueprints and layout images of the display design and dimensioned drawings. Any changes or additions must be submitted before the deadline given in the Technical Manual and are subject to approval by the Organizers.

At any time the Contractor may be required to show appropriate supporting documents/certificates during the set-up and the exhibition period. In the interest of the harmonious overall of the exhibition, applications can be refused if the exhibit fails to fit in with the exhibition as a whole.

For security reasons and to adhere to regulations stipulated by the Venue, the Organizers will appoint official contractors for all installations (such as electricity, communications, hanging points, mains and fittings), and all ancillary services. During set-up and dismantling periods as well as the actual exhibition, no other contractors will be permitted to undertake any of this work without the prior consent of the Organizers.

The Contractor will be liable for any damage to walls, floors, or ceiling area of the Venue – by nails, screws, oil, and paint or by any other cause whatsoever. The Contractor guarantees to pay for the repair of any damage caused.

When planning activities, the Contractor shall respect the overall scientific character of the Congress. Therefore, should the Organizers consider such activities a disturbance or not in line with the rules and regulations, the Contractor agrees to cease such activities immediately.

Storage space is not guaranteed to be available in the exhibition hall and the Contractor must ensure that all packing materials, including empty crates and cartons, are removed from the premises before the opening of the exhibition. The Organizers reserve the right to order cleaning of a Contractor's exhibition space at the Contractor's cost.

The Organizers will provide standard basic security at the Venue, but they cannot accept liability for any loss or damage that may occur. As an additional service, the Contractor can opt for hiring additional security staff through the Organizers to guard its property.

The Organizers will provide Congress name badges, which must be worn at all times by the Contractor and his/her staff whilst in the Venue and in all other areas within the full control of the Organizers for the duration of the congress.

All appointed stand builders must wear work badges at all times when setting up and dismantling stands.

## Guidelines Concerning Laser Devices

The use of laser products at the Exhibition requires prior written approval from the Organizers. Application for approval of such use must be submitted to reach the Organizers not later than three months before the Exhibition.

The following measures must be adopted in all cases where lasers are demonstrated in the Exhibition:

- Appropriate goggles for CO2 lasers must be available for the personnel staffing the stand and for any attendee who will be using the lasers.
- All demonstrations of CO2 lasers must be conducted in clear plastic boxes with all sides enclosed, including the top.
- Appropriate plastic coloured cubicles must be available if any other type of laser is being used, particularly dye and argon lasers.
- No laser equipment may be left unattended in operable condition; and a staff member must always be present at the stand during Exhibition opening hours.

#### Payment

Payments must be completed in due time. All orders will be confirmed upon receipt of the down payment. If payment is not received in due time, the Contractor's participation will not be considered, or cancelled. It is the Contractor's responsibility to advise the Organizers of the problems with any orders and to check the invoices issued for accuracy.

If more exhibition space and/or sponsorship items than were originally applied for are requested and allocated during the event, the additional amount due shall be paid immediately.

Payments must be made by bank transfer and in Euro only. Bank charges must be prepaid by the transmitter and are the responsibility of the payer. Please use the bank account as noted in the sponsorship and/or Technical Manual, and/or invoice.

Should the Contractor's payments be delayed, the Organizers reserve the right to charge interest for delay.

#### Cancellation

The Contractor shall notify the Organizers of any and all booking cancellations in writing. The contractor shall assume responsibility for all costs payable for all items that are part of the booking. The Organizers shall be reimbursed for all expenses in connection with the planning of the congress incurred up to the date of termination and any foreseeable unavoidable costs that might result from the Contractor's cancellation or from the Contractor's exhibition and/or sponsorship commitment.

The following cancellation charges apply:

- Organizers shall retain 10% of the agreed sponsorship & exhibition fees if cancellation is made before February 1st, 2013.
- Organizers shall retain 50% of the agreed sponsorship & exhibition fees if cancellation is made between February 1st and April 1st, 2013.
- All cancellations made after April 1st, 2013 are subject to full payment and no refunds will be made.

Should the Contractor fail to appear at the congress and the requested services are no longer required, the Contractor will still be obliged to pay the amounts as referred to in the cancellation policies.

Should the contractor desire to offer its space and/or sponsorship items for re-sell to another organization, this can only be accomplished after approval of the new Contractor by the Organizers. After approval of the new Contractor, the original contractor must pay a 10% administrative charge.

The Organizers are entitled to cancel the congress due to reasons beyond their control that prevent or substantially hinder the planned holding of the Congress.

If the Organizers are compelled to cancel the Congress for reasons beyond their control, i.e. without organizing another congress in its place within twelve (12) months of the originally planned date, the contractor is released from its sponsorship obligation. The Organizers shall refund 50% of the payment made by the contractor within six (6) weeks after the decision has been publicly notified. The remainder shall be used by the Organizers for payment of costs incurred.

The Organizers reserve the right to re-schedule the congress in equal terms within a year's period. In this case the Contractor does not have the right to withdraw from or decrease its sponsorship participation.

If the congress must be cancelled or changed due to unforeseen political and economic events, or under a general „force Majeure“ clause, the Organizers cannot be held liable for any compensation.

#### Limitations of Liability

In no case will the Organizers or their employees, agents or suppliers be liable for any indirect, incidental, special or consequential damages to the Contractor and its property, including but not limited to damages for loss of profits, loss of business information, cost related to cancellations or cost of procuring substitute goods or services. The Contractor will purchase sufficient insurance policies for such damages.

The Contractor shall hold harmless the Organizers from any and all damages/claims including those usually covered by a fire and extended coverage policy. The Contractor will purchase sufficient insurance policies for such damages.

The Contractor is liable for all damage to buildings or inventory, which is caused by participants of the event, including visitors, staff and other third parties under contract or otherwise invited or engaged by the Contractor, or by the Contractor in person.

The Organizers assume no liability for any loss, damage or injury to any property or equipment brought in by the Contractor or any of its employees, agents or contractors, whether attributable to accident, fire, theft or any cause whatsoever. The Contractor must ensure to take out adequate insurance with ample coverage as necessary, including public and third party liability coverage, as well as covering loss of or damage to exhibits or other personal properties.

The Organizers shall not be responsible, in whole or in part, for any failure to perform any of the obligations under this booking or for failure to hold the congress as a result of circumstances beyond its reasonable control, including, but not limited to, riot, strike, civil disorder, acts of war, failure of facilities, terrorism, threats of terrorism, communicable disease, earthquake, storm, fire, flood, and other acts of God.

#### Governing Law

This booking is made and shall be governed under Turkish law. Exclusive jurisdiction and venue of any actions arising out of, or relating to or in any way connected to this booking, its negotiation or termination, or the event, will be in the courts of Turkey.

# EXHIBITION & SPONSORSHIP BOOKING FORM



Please return this form to:



**SPONSORSHIP & EXHIBITION SECRETARIAT**  
K2 Conference and Event Management  
Ali Nazime Sokak No: 45 Kosuyolu Mah.  
Kadikoy 34718 Istanbul, Turkey

Tel : +90 216 428 9551  
Fax : +90 216 428 9591  
E-mail : fdi2013@k2-events.com

## COMPANY INFORMATION

Company Name : .....

Contact Person : .....

Contact Person e-mail : .....

Address : .....

Postal Code : ..... City : ..... Country : .....

Tel : ..... Fax : .....

E-mail : .....

## INVOICING ADDRESS (If different from above)

Company Name : .....

Address : .....

Postal Code : ..... City : ..... Country : .....

## EXHIBITION ORDER

Section  A  B  C

Preferred Section

Preferred Type  Island and Peninsula  Corner  In Line

Standard Stand / Raw Space  Standard Stand  Raw Space (apply 10% discount)

Preferred Booth # and Size # ..... sqm x EUR ..... = EUR .....

Secondary Preference # ..... sqm x EUR ..... = EUR .....

## SPONSORSHIP ORDER

1. .... EUR .....

2. .... EUR .....

3. .... EUR .....

Date ..... Signature .....



# Notes





**2013 ISTANBUL**

[www.fdi2013istanbul.org](http://www.fdi2013istanbul.org)