

**ICEM**  
14<sup>th</sup>

2012  
DUBLIN  
27-30 June



International  
Conference on  
Emergency Medicine

# Bridging the Gap

## Between Evidence and Practice

Guide to Partnership Opportunities for Industry

Sponsor • Exhibit • Recruit • Advertise

[www.icem2012.org](http://www.icem2012.org)



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# ICEM

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## Invitation from ICEM 2012 Organising Committee

The Irish Association for Emergency Medicine was honoured to be chosen to host the 14th International Conference on Emergency Medicine on behalf of the International Federation for Emergency Medicine (IFEM). We look forward to welcoming colleagues from Emergency Medicine and related disciplines from all over the world to Dublin to what promises to be an excellent conference held in the convivial environment for which Ireland is justifiably famous. The conference will take place from 27th to 30th June 2012 in the newly opened Dublin Convention Centre in Dublin's Docklands.

Mr Fergal Hickey  
President, Irish Association for Emergency Medicine  
Chairman ICEM 2012 Organising Committee'



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## Executive Summary

The Irish Association for Emergency Medicine (IAEM) is proud to host the 14th International Conference on Emergency Medicine (ICEM) from 27th – 30th June 2012 in Dublin and looks forward to welcoming emergency medicine practitioners and stakeholders from all over the world to learn, debate, share knowledge, network and do business in Ireland's convivial capital city. The theme of ICEM 2012 is 'Bridging the Gap between Evidence and Practice'.

This is the first time ICEM will be held in Europe in a decade and offers a unique opportunity to engage with 1500 - 2000 international delegates comprising of Emergency Department Medical Directors; Emergency Physicians; Emergency Nurses; Nurse Practitioners; Emergency Medicine Residents/Trainees; Medical Officers; Medical Students; Physician & Medical Assistants; Hospital Administrators; EMTs/Paramedics; Disaster Planners/Managers; Emergency Department Managers and other healthcare providers engaged in the practice of emergency medicine.

Attendance at the last three ICEM meetings has grown steadily with ICEM Singapore 2010 experiencing an impressive 47% increase in delegate numbers compared to ICEM San Francisco 2008. Due to the international rotation pattern of ICEM and its biennial scheduling this prestigious and scientifically significant conference is unlikely to take place in Europe again until after 2020.

### What is the business opportunity for you?

- More client contact is necessary in a slower economy – ICEM 2012 offers you the opportunity to build market share and new customer relationships during challenging economic times
- Meet buyers face-to-face and generate leads
- Showcase your products and services
- Offers an ideal platform to support education for emergency medicine practitioners
- Reinforce long-term business relationships
- Provides a unique opportunity to gain direct access to approximately 1500-2000 emergency medicine professionals from all over the world
- Achieve visibility amongst the global membership of IFEM
- Update your company's intelligence on academic and commercial developments in Emergency Medicine

### Overview of Partnership Opportunities Available

Partnership Opportunities at ICEM 2012 fall into four categories; Education; Branding; Face-to-Face; and Advertising and have been designed to suit small, medium and larger organisational budgets, ranging in price from €850 - €20,000.

In addition every financial contribution you make counts towards an ICEM 2012 Partnership Status. When you reach the required levels of investment you will attain Platinum, Gold or Silver Partnership Status and receive additional benefits and special recognition of your support of ICEM 2012.



## About IFEM

The International Federation for Emergency Medicine was founded in 1991 growing from the associations representing emergency physicians in the United Kingdom, Australasia, Canada and the United States who had come together to develop a biennial conference on emergency medicine.

The mission of IFEM is 'to promote at an international level, interchange, understanding and co-operation among physicians practicing emergency medicine' and the Federation supports and endorses two core principles;

- All countries should provide unrestricted access to emergency healthcare
- Emergency Medicine encompasses a unique and specified body of knowledge and should be recognized as a distinct independent medical specialty in all countries.

[www.ifem.cc](http://www.ifem.cc)



## About IAEM – Your Local Hosts

Founded as the Irish Accident & Emergency Association (IAEA) in 1989 and renamed the Irish Association for Emergency Medicine in 2001, the IAEM are proud to host the 14th ICEM in Dublin in 2011 and look forward to welcoming their peers from all over the world to Ireland's convivial and vibrant capital. The IAEM aims to;

- Promote high standards in the diagnosis and management of acute and urgent aspects of illness and injury affecting patients of all age groups with a full spectrum of undifferentiated physical and behavioural disorders
- Support and encourage research so that standards are improved and enhanced

IAEM plays an international role through membership of the European Society for Emergency Medicine and the International Federation of Emergency Medicine.

[www.iaem.ie](http://www.iaem.ie)



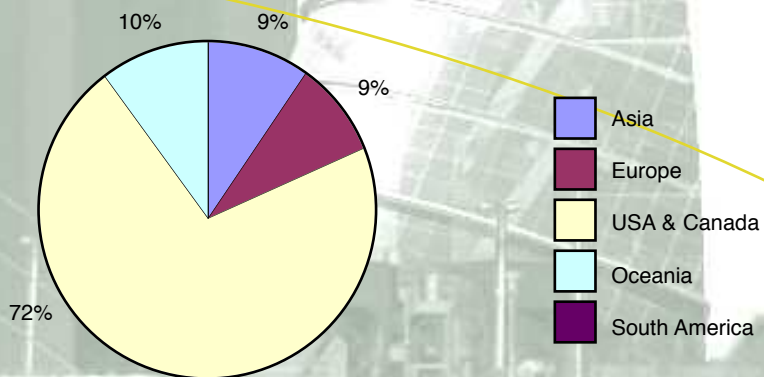
## About ICEM

IFEM endorses and encourages the education of doctors and other Emergency Medicine practitioners around the world. The continued success of the biennial International Conference on Emergency Medicine (ICEM) has contributed greatly towards this goal. ICEM 2012 in Dublin will be the 14th edition of the conference and marks the return of the meeting to Europe for the first time in a decade. We anticipate that European attendance will be much higher than the 15% achieved at ICEM Singapore 2010 with approximately 600 delegates attending from the United Kingdom and Ireland alone. Ireland is always a conference destination of interest to North Americans due to our close historical connections and Dublin is extremely accessible by air from all over Europe, the Middle East and further afield so we expect a strong representation from some more distant geographic areas as well.

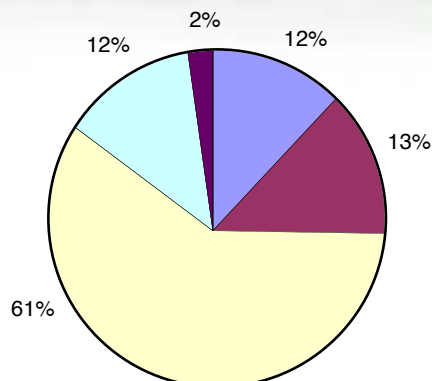
The theme of ICEM 2012 is 'Bridging the Gap between Evidence and Practice' and specific topics will include;

- Knowledge Translation in Emergency Medicine
- Performance Indicators in Emergency Medicine
- Disaster Medicine
- Biomedical Research in Emergency Medicine
- Translational EM Research
- Quality Improvement Initiatives in Emergency Medicine
- Paediatric Emergency Medicine
- Medicine for the Elderly in Emergency Departments
- Prehospital Care
- The 'Paperless ED'
- Resuscitation

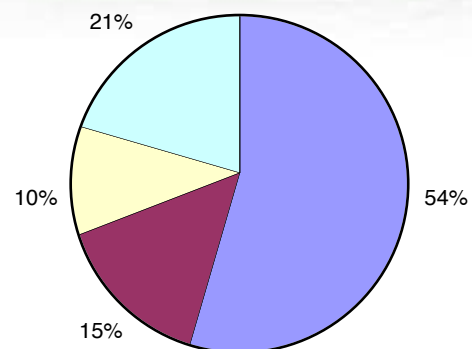
**ICEM Halifax  
2006**  
1102 attendees



**ICEM San Francisco  
2008**  
1122 attendees



**ICEM Singapore  
2010**  
1651 attendees



## Previous ICEM Industry Partners

### A

ACEP  
Abbott Molecular  
ACSI  
Advanced Circulatory Systems Inc  
Aircraft Medical  
Alere  
Allied Healthcare Products. Inc  
Ambu  
American Heart Association  
Army National Guard  
ArthroCare ENT  
Asian Society for Emergency Medicine

### B

Bayer  
Bionix Medical Technologies  
Boehringer Ingelheim Pharmaceuticals, Inc  
Brahms AG  
Bristol Myers Squibb  
ByteBloc Software, LLC

### C

CDC/NCIPC/DIR  
Cerner Corporation  
Challenger Corporation  
Cincinnati Sub-Zero Products  
CMR

### D

Datascope Corp.  
Discharge 1-2-3/Callibra, Inc.  
Doctor's GLOBAL Communications  
Dräger Medical AG & Co. KG

### E

EDIMS, LLC  
Edwards Lifesciences  
Elsevier  
EHS Nova Scotia  
EMD Transfer  
Emergency Medical Care  
Emergency Medicine Physicians, Ltd  
Emergency Medicine Residents'  
Association - EMRA  
European Society for Emergency Medicine  
Exit-Writer Software

### G

GE Healthcare  
Global Medical Response

### H

HemCon Medical Technologies, Inc  
Hutchinson Technology, Inc.  
Hyperion Therapeutics

### I

IBM  
Info Resources Services  
InterHealth Canada, Ltd  
ISJ Regional Medical Center/Mayo Health  
System

### K

Karl Storz  
Kiwis Stat

### L

Laerdal  
The Laryngeal Mask Company  
Lilly  
LMA

### M

Marina Medical Billing Service, Inc.  
Masimo Corporation  
McGraw-Hill  
Medical Plus  
Medivance  
Michigan Instruments  
MorTan, Inc – The Morgan Lens  
More then Meets the Eyes

### N

Norwegian Cruise Line  
Novo Nordisk

### O

Ortho Biotech

### P

PEPID, LLC  
PerSys Medical, a division of Performance  
Systems  
Pfizer  
Philips Healthcare  
PhyCon, Inc.  
Physio-Control  
Premier Health Care Services, Inc  
PSR

### Q

Queensland Health  
Queensland Medical

### R

Respironics, Inc.  
Research Books Asia  
Roche

### S

Sanofi Aventis  
The Schumacher Group  
Siemens Pte Ltd  
Simulab Corporation  
Smiths Medical  
Society for Emergency Medicine in  
Singapore  
SonoSite  
South Australian Health  
Springer

### T

TASER International  
Transmedic Pte Ltd  
Tri-Star Industries Ltd  
T-System

### U

Ultrasonix Medical Corporation  
Unimed Healthcare Pte Ltd  
United Family Healthcare  
Uscom Ltd

### V

Verathon Medical  
Vidacare Corporation

### W

Welch Allyn Singapore Pte Ltd  
Wellsoft Corporation  
Weinmann GmbH + Co. KG  
Wiley-Blackwell  
Witcher Ranch  
WorldPoint

### X

Xpress Technologies

### Z

ZEROWET, Inc.  
Zoll Medical  
Z-Medica Corporation



## Destination

Dublin is an attractive and popular conference destination; compact, safe, good value, friendly, easy to get around with excellent airlinks and high quality hotels, venues and restaurants. For these and many other reasons, attendance at conferences held in the friendly and vibrant Irish capital can often attract up to 10% more delegates than is usual for that particular meeting.

## Venue

The Convention Centre Dublin (CCD) is the contemporary, state of the art venue for ICEM 2012. The landmark building was designed by Pritzker award-winning Irish architect Kevin Roche, and features a stunning glass fronted atrium running the full height of the building, giving delegates panoramic views of the River Liffey, the Dublin cityscape and the Wicklow Mountains. Located in the compact city centre, the CCD is within easy tram and walking distance of all major hotels, attractions, shopping and nightlife areas in Dublin.



## Promotional and Public Relations Strategy

A comprehensive, multichannel promotional and PR strategy has already been put into action in order to promote ICEM 2012, build delegate numbers and achieve optimum exposure for sponsors, exhibitors and advertisers. Direct mail, internet marketing, media exposure, public awareness, promotional activities and merchandise are some of the methods being used to ensure a successful meeting for all parties involved. For example, in the live marketing channel, promotional stands have been employed at ICEM Singapore 2010 and EUSEM 2010 while a similar participation is planned for MEMC 2011 to raise awareness and generate interest in Dublin as the ICEM 2012 destination. Diary notices, advertising and editorials in leading industry publications will complement and reinforce these activities.

## Key Contacts

MCI Dublin is the official Professional Conference Organiser (PCO) for ICEM 2012 and has a proven track record in delivering successful international conferences, managing all of the major congresses which have come to Ireland over the past seven years. MCI Dublin employs a dedicated Exhibition and Sponsorship Team to work with you to maximise the benefits of your exhibition and sponsorship presence at ICEM 2012. For enquiries and bookings, please contact:

### Ms Eimear Dunne

Director - Exhibition & Sponsorship  
Eimear.dunne@mci-group.com

### Ms Daniela Algeri

Exhibition & Sponsorship Project Assistant  
Daniela.algeri@mci-group.com

### Mr Hugh Torpey

Exhibition & Sponsorship Project Assistant  
Hugh.torpey@mci-group.com

### MCI Dublin Office

E: exhibition.dublin@mci-group.com



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## How to Achieve Platinum, Gold or Silver Partnership Status

Every financial contribution you make counts towards your ICEM 2012 partnership status. When you reach Platinum, Gold or Silver levels of investment, you will receive additional recognition of your partner status through the conference website and onsite signage. Ribbons identifying your level of partnership will be made available to your company representatives to wear throughout the conference.

	LEVEL OF INVESTMENT REQUIRED	BENEFITS				
<b>PLATINUM STATUS</b>	€30,000+	Full Page Advert in Delegate Programme	Additional 3 registrations	Onsite Signage Acknowledgment of Status	Acknowledgment of Status Online and in Delegate Programme	Conference 'Proud Partner' logo for use on own company website and promotional materials
<b>GOLD STATUS</b>	€20,000 - €29,999	Full Page Advert in Delegate Programme	Additional 2 registrations	Onsite Signage Acknowledgment of Status	Acknowledgment of Status Online and in Delegate Programme	Conference 'Proud Partner' logo for use on own company website and promotional materials
<b>SILVER STATUS</b>	€15,000 - €19,999	Half Page Advert in Delegate Programme	Additional 1 registration	Onsite Signage Acknowledgment of Status	Acknowledgment of Status Online and in Delegate Programme	Conference 'Proud Partner' logo for use on own company website and promotional materials





## Additional Exhibition Information

Additional exhibition staff can be registered under the special Exhibitor Fee of €150 per person. This reduced rate is limited to a maximum of two registrations per company and can only be used by exhibition personnel. Please note that exhibition is being sold as space only. If you require a shell scheme package (walls, lights, fascia board, power connections) this can be ordered at an additional cost from MCI Dublin. If you are planning on a self build exhibition booth, drawings and dimensions of the booth must be submitted to the Director – Exhibition & Sponsorship for approval by **Wednesday, 29th February 2012** at the absolute latest.

Complete Technical Instructions including order forms for shell schemes, furniture, graphics, AV equipment, carpeting, plant hire and so on will be issued by MCI Dublin in January 2012.

## Additional Advertising Information

All adverts for the delegate programme must adhere to the following specifications with artwork to be supplied by the company to the Meeting Managers by **Friday, 30th March 2012** at the absolute latest.

Specifications for printed advertisements:

- A4 portrait (full page) or A5 landscape (half page)
- Full colour
- Allow 3mm bleed
- 300dpi tiff or hi-res PDF

## Preliminary Exhibition Timetable

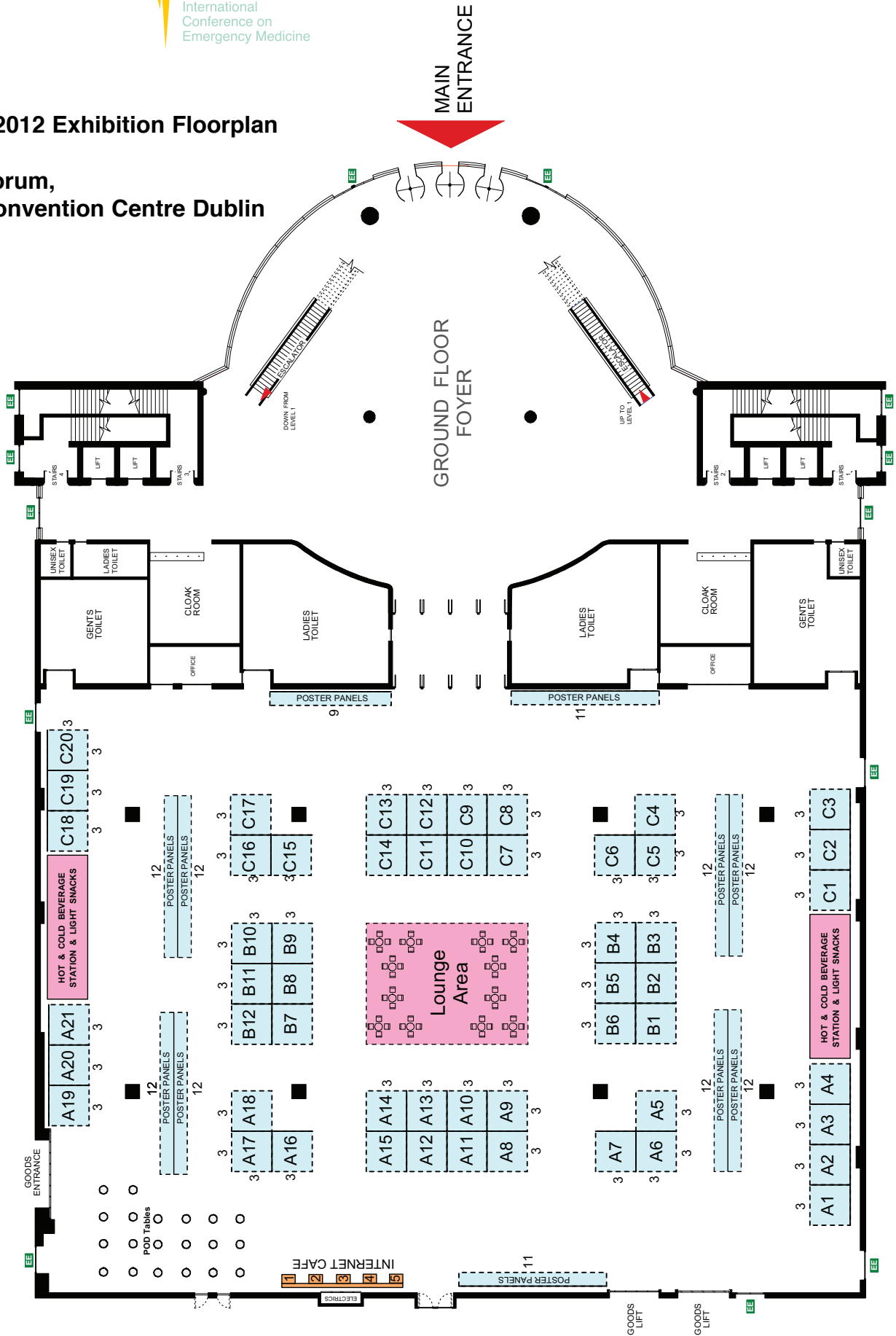
Exhibition Build	08.00hrs – 18.00hrs, Monday 25th June 2012
Exhibition Build	08.00hrs – 12.00hrs, Tuesday 26th June 2012
Exhibitor Move In	12.30hrs – 17.00hrs, Tuesday 26th June 2012
Organisers Walk Through	17.00hrs – 17.30hrs, Tuesday 26th June 2012
Exhibition Open	07.30hrs – 17.00hrs, Wednesday 27th June 2012
Exhibition Open	07.30hrs – 13.30hrs, Thursday 28th June 2012
Exhibition Open	07.30hrs – 17.00hrs, Friday 29th June 2012
Exhibition Open	07.30hrs – 16.00hrs, Saturday 30th June 2012
Exhibitor Move Out	16.00hrs – 18.00hrs, Saturday 30th June 2012
Exhibition Break Down	18.00hrs – 23.00hrs, Saturday 30th June 2012

This timetable is subject to change at any time with reasonable notice.



## ICEM 2012 Exhibition Floorplan

The Forum,  
The Convention Centre Dublin



## ICEM 2012 PARTNERSHIP OPPORTUNITIES BOOKING FORM

### Page 1 of 2

Please complete this form in BLOCK CAPITALS, keeping a copy for your own records and email or fax the original to:

**Director - Exhibition & Sponsorship, MCI Dublin Office**

E: exhibition.dublin@mci-group.com / F: +353 1 280 5405

EDUCATION	PLEASE TICK		PLEASE TICK
Named Lecture Sponsor €20,000		Pillar Wrap Advertisement restricted to The Forum area, 4 pairs of pillars available, €5000 per pair	
Symposium Sponsor €15,000		Conference Website - a range of opportunities are available, Price on Application	
Lunch Symposium €15,000		Eblast sponsorship €850	
Breakfast Symposium €10,000		Company Logo on exhibition floorplan signage €250	
Individual Track €5,000		QR code on exhibition floorplan signage €100	
Solution Room €5,000		Hotel Room Drop - price per hotel basis €1500 + costs	
Poster Boards €3000 per day or €10,000 for four days		<b>BRANDING</b>	
Poster Awards €10,000		Lunch Sponsorship - per lunch sponsorship, 4 available €10,000	
Oral Awards €10,000		Coffee Break Sponsorship - per break sponsorship, 7 available €4000	
Learning Centre Talk €2000		Welcome Reception €15,000	
<b>FACE-TO-FACE</b>		Gala Dinner €20,000	
<b>PLEASE LIST TOP 3 PREFERENCES</b>		Internet Resource Centre €10,000	
Exhibition Space - 9msq corner raw space €5000		Notepads - sponsor to supply notepads, design subject to Director of E&S approval €4000	
Exhibition Space - 9msq in-line raw space €4500		Wireless Network €8000	
<b>ADVERTISING</b>		Speaker Ready Room €10,000	
Conference Announcement (print or web-based) €1500		Delegate Bags €10,000	
Delegate Programme - Back Cover Full Page Colour €4000		Name Badges €5000	
Delegate Programme - Inside Front Cover Full Page Colour €3000		Lanyards - sponsor to supply lanyards, design subject to Director of E&S approval €4000	
Delegate Programme - Inside Back Cover Full Page Colour €2500		Pens - sponsor to supply pens, design subject to Director of E&S approval €4000	
Delegate Programme - Run of Page Full Page Colour €2000		Social Event Shuttles - price per event €3000	
Delegate Programme - Run of Page Half Page Colour €1250		Hotel Room Keys - price per hotel €3000 + costs	
Delegate Bag Inserts €2000		Pocket Programme €10,000	
		Abstract Book/USB/Download €10,000	
		<b>TOTAL DUE:</b>	

All of the above prices are subject to VAT in accordance with the laws and regulations in Ireland. Details will be confirmed at the time of invoicing.

## ICEM 2012 PARTNERSHIP OPPORTUNITIES BOOKING FORM

Page 2 of 2

<b>Company Name:</b>	<b>Contact Person:</b>
<b>Tel/Fax:</b>	<b>Email:</b>
<b>Postal Address:</b>	
<b>Signature:</b>	<b>Date:</b>

Please note that submittal of a signed booking form indicates agreement to abide by the Terms & Conditions specified in this document.

**TERMS & CONDITIONS** - 50% of amount is due immediately with the balance due before 31st January 2012. Invoices must be paid within 30 days of the invoice date. Payment can be made by bank wire transfer to the account details on the invoice, all bank charges are the responsibility of the sender. Cheques or bank drafts must be in EURO and drawn on an Irish bank. If the Client fails to submit full payment 1 month prior to the event, MCI Dublin (the Meeting Managers) can cancel the Client's participation in ICEM 2012. Partnership Opportunities are offered on a first come, first served basis with the exception of Face-to-Face Opportunities, where Platinum, Diamond, Gold and Silver Status Partners will be offered first preference on exhibition space location. The remainder of the spaces will be allocated strictly on a first come, first served basis. While every effort to assign one of an organisation's top three exhibition space location preferences will be made, the Meeting Managers reserve the right to alter the exhibition floorplan or allocate another space if the changes are deemed to be for the benefit of the conference as a whole. Any changes in exhibition space locations do not entitle the exhibitor/sponsor/partner to cancel the exhibition space or obtain monetary compensation. If a custom designed, self-build stand is to be constructed, please provide a diagram of the proposed stand with details and dimensions within two months of submitting your booking form and no later than 31st March 2012. All display constructions require the approval of the Meeting Managers. Should an Exhibitor/Sponsor/Partner/Advertiser wish to cancel any element of its participation, written notification must be sent to the Director - Exhibition & Sponsorship. Refunds will be based on the following schedule:

- Before 31st January 2012 – 50% of the total will be refunded
- On or after 1st February 2012 – No refund available

In the event that the conference is postponed for any given reason, the exhibitor/sponsor/partner/advertiser will not be entitled to cancel their booking or to obtain monetary compensation, but the benefits that have been agreed will remain in place for the rescheduled event. In the event that the conference is cancelled for any given reason, the Meeting Managers will refund the exhibition / sponsorship / partner / advertiser money to the relevant company, minus any benefits that have been received by the company prior to the cancellation and any expenses incurred by the Meeting Managers with respect to the provision of the agreed benefits. Complete Rules & Regulations governing participation as a sponsor/partner/exhibitor/advertiser will be published in the Technical Instructions Manual which will be distributed in January 2012. The Rules & Regulations must be fully observed by sponsors/partners/exhibitors/advertisers, their contractors and their personnel. The Meeting Managers reserve the right to demand changes to, or closure of, any exhibition space or other partnership opportunity that does not conform to these Rules & Regulations. If a company fails to comply with these rules and regulations, the Meeting Managers reserve the right to reclaim its exhibition space or partnership opportunity and resell it, and all monies paid by the company shall be forfeited.

