



**WORLD
CONGRESS**

ON
MEDICAL PHYSICS AND
BIOMEDICAL ENGINEERING

WC2012

**World Congress on
Medical Physics and
Biomedical Engineering**

世界医学物理与生物医学工程大会

Beijing • China May 26-31, 2012
www.wc2012.org

EXHIBITION & SPONSORSHIP PROSPECTUS

Promoting Health through technology

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INVITATION FOR SPONSORSHIP

Dear colleagues,

It is our great honor to invite you for a Journey of the World Congress on Medical Physics and Biomedical Engineering in Beijing, China from May 26 to 31, 2012.

Promoting Human Health is an everlasting and dynamic topic that is driven by the change of disease spectrum, economic and social development and personalized health management. The progress on medical physics and biomedical engineering provided a powerful backup to realization of personalized medicine and translational medicine based on trans-disciplinary and inter-disciplinary collaboration as well as information sharing. The triennial World Congress may function as a platform for these activities

During the World Congress 2012, the participants will share the latest information on global health challenges, advanced technologies and innovative applications. It will be a window to show participants the up-to-date picture of research, education development and industrial contribution in the field of medical physics and biomedical engineering. Beijing has hundreds year history as the capital of China and is the key city with academic and economic functions. She is also a hub of international/domestic traffic communication. I am sure that you may have a wonderful experience of visiting this city during the Congress.

We look forward to meeting you in Beijing, 2012.

Depei Liu, Ph.D
Congress President

Yubo Fan
Congress Co-chair

Yimin Hu
Congress Co-chair

GENERAL INFORMATION

Secretariat

CICCST

Room 416, East Hall, China Hall of Science and Technology

No. 3, Fuxing Road, Beijing 100863, CHINA

E-mail: info@wc2012.org

Tel: +86-10-62174061 Fax: +86-10-62180142

Congress Venue

Beijing International Convention Center – BICC

No.8 Beisihuan Zhonglu, Chaoyang District, Beijing

Tel: +86-10-62322288

www.bcghotel.com

Registration Fee (Quotes in Chinese RMB)

ITEM	Early Bird Rate Before or on March 15, 2012	Standard Rate After March 15, 2012
Full Delegate Registration (Member)	3,800 (USD600)	4,800 (USD750)
Full Delegate Registration (Non-Member)	4,500 (USD700)	5,500 (USD850)
Student Registration	1,900 (USD300)	2,900 (USD450)
***Special Rate Registration (SRR)		
SRR - Full Delegate Registration	1,900 (USD300)	2,900 (USD450)
SRR - Student Registration	1,300 (USD200)	2,300 (USD350)
Accompanying Person Registration	1,600 (USD250)	
Congress Banquet	500 (USD80)	
Lunch Buffets (May 27-31, 2012)	640 (USD100)	

INFORMATION FOR SPONSORS

Categories of Package Sponsorship

Depending on the total amount of the sponsorship, Funding Companies will be referred to as:

PLATINUM Sponsor (ONE only)	For a contribution over RMB500,000
GOLDEN Sponsor	For a contribution over RMB300,000
SILVER Sponsor	For a contribution over RMB200,000

Sponsors will receive benefits as follows:

PLATINUM Sponsor RMB500,000 (ONE only)

- Status as PLATINUM Sponsor
- Exhibit space: FIFTY-FOUR (54) m²
- One page advertisement in Final Program (BC)
- Award of a PLATINUM Sponsor Honorary Medal at an official ceremony
- Priority on Welcome Signage selection, will be displayed at main entrance of BICC
- An exclusive advertisement in Badge Lanyard
- Complimentary full registrations up to TEN (10), Complimentary exhibitors registration up to TEN (10)
- A printed Acknowledgement in the Final Program
- A sponsor's logo will appear on the Congress Website link to a website of their choice

GOLDEN Sponsor RMB300,000

- Status as GOLDEN Sponsor
- Exhibit space: THIRTY-SIX (36)m²
- One (1) page advertisement in Final Program (Inside front/back cover)
- Award of a GOLDEN Sponsor Honorary Medal at an official ceremony
- Acknowledgment on Welcome Signage for Congress to be displayed at main entrance of BICC
- Complimentary full registrations up to SIX (6), Complimentary exhibitors registration up to SIX (6)
- A printed Acknowledgement in the Final Program
- A sponsor's logo will appear on the Congress Website link to a website of their choice

INFORMATION FOR SPONSORS

SILVER Sponsor ***RMB200,000***

- Status as SILVER Sponsor
- Exhibit space: TWENTY-SEVEN (27) m²
- One (1) page advertisement in the Second Announcement (Inside front/back cover), and Final Program (Inside front/back cover)
- Award of a SILVER Sponsor Honorary Medal at an official ceremony
- Acknowledgment on Welcome Signage for Congress to be displayed at main entrance of BICC
- Complimentary full registrations up to FOUR (4), Complimentary exhibitors registration up to FOUR (4)
- A printed Acknowledgement in the Final Program
- A sponsor's logo will appear on the Congress Website link to a website of their choice



ADDITIONAL SPONSORSHIP OPPORTUNITIES

PRINTED ITEMS

A. Preliminary Program (e-file)

Back cover **RMB6,500**

Inside front/back cover **RMB5,000**

The Preliminary Program (e-file) will be distributed to everyone on the WC2012 mailing list a few months prior to the Congress.

B. Final Program

Back cover **RMB40,000**

Inside front/back cover **RMB25,000**

The Final Program will be distributed at the Congress to all registered participants. It will include the complete final scientific, social and tour program, as well as practical information on the Congress. A number of full-page color (4 colors) advertisements will be available.

C. Mini Program

RMB35,000

The Program at a Glance is an extremely popular and useful Congress overview that will be inserted in the Congress bags. An exclusive advertisement of your company will appear on the back cover.

D. Badge Lanyards

RMB40,000

Sponsor's company logo will appear on the participants' badge cords.

SOCIAL EVENTS

Welcome Reception

RMB70,000

This event provides you with the opportunity to promote your company through a welcome reception following the opening session on the first evening attended by all participants.

Acknowledgement: A slide at the end of the ceremony, company logo on the personal invitations, signs at the reception area. Menu to be coordinated and payment directly to the caterer.

SERVICES AND SPECIAL FUNCTIONS

- A. Congress Bags** ***RMB30,000***
The sponsor will provide the participants bags. The bag will bear the sponsor's logo and the Congress logo. (No additional charge to the sponsoring company).
- B. Writing Pads and Pens** ***RMB15,000***
The sponsoring company may provide the writing pads and pens (including the company's logo) for the Congress bags. Fixed sum to be paid to the Congress.
- C. Congress Website** ***RMB5,000***
The Congress website is www.wc2012.org. Participants can register and book their accommodation on-line. During and after the Congress, all abstracts will be available on the web. The site will be maintained after the Congress for another year. The logo of the sponsoring company will be included on the website homepage with a link to the company's homepage.
- D. Internet Café** ***RMB30,000***
A special area will be assigned as the Internet/Message Center at the Congress. The sponsoring company will provide 10 workstations, enabling participants to send and receive e-mail, send and retrieve messages to other Congress participants, and have free access to the Internet. The sponsoring company will run this center by providing both equipment and manpower. The sponsoring company's name will be displayed on the retrieval stations as well as the center. Information regarding this service will be included in the Congress website and final program.
- E. Signage** ***RMB20,000***
The sponsoring company's logo will be displayed on all directional signs of the Congress, which will be spread throughout the center.
- F. Poster Boards** ***RMB10,000***
The scientific program includes in addition to oral presentations a large number of scientific posters, which will be displayed in a special area adjoining the exhibition. The posters will be changed daily and will be visited by all participants. The sponsoring company's logo will be displayed on all poster boards.
- G. Speakers Ready Room** ***RMB15,000***
Facilities will be available at the Congress center for speakers and abstract presenters to check their slides. The sponsor's name/or company logo will appear on all signs for the slides check-room and will be prominently displayed in the room.



SPECIAL REQUESTS

We are aware that sponsorship of any of the above items may not suit your current marketing aims. We are therefore willing to tailor a package to suit your objectives. Please feel free to contact Secretariat to discuss your needs.

ACKNOWLEDGEMENTS

Please note that all sponsors and exhibitors will be acknowledged in the final Program, on acknowledgement boards at the Congress and on the Congress website. Please forward your company logo (PDF print version) in both black and white and color versions to info@wc2012.org

APPLICATION FOR SPONSORSHIP

Application for sponsorship can be made in writing with the enclosed booking enquiry form to:

CICCST

Room 416, East Hall, China Hall of Science and Technology

No. 3, Fuxing Road, Beijing 100863, CHINA

E-mail: info@wc2012.org

Tel: +86-10-62174061 Fax: +86-10-62180142

Once an application is made a contract will be sent to you for completion. This contract should be signed and returned with a 50% deposit payment to the sponsorship/exhibition office address above. Alternatively an invoice for the deposit can be requested on the booking form. Once this has been received a confirmation of sponsorship will be mailed to you with an accompanying invoice.

TERMS OF PAYMENT

50% with signed contract

50% - by April 1, 2012

All payments must be received before the start date of the Congress

PAYMENT METHODS

Option 1: Payment by Cheque
Please make cheques payable to: CICCST/ WC2012

Option 2: Payment by Bank Transfer:
Please make drafts payable to WC2012
Bank of China Head Office, 1 Fuxingmennei Ave., Beijing 100818, China
Account №: 778350008189
Account Name: CICCST
Bank charges are the responsibility of the payee and should be paid at source.

Option 3: Payment by Credit Card
Please complete your credit card details on the booking form.

CANCELLATION POLICY

Cancellation must be made in writing to:

CIC CST

Room 416, East Hall, China Hall of Science and Technology

No. 3, Fuxing Road, Beijing 100863, CHINA

E-mail: info@wc2012.org

Tel: +86-10-62174061 Fax: +86-10-62180142

The organizers shall retain:

- 10% of the agreed package amount if the cancellation is made before **January 15, 2012**.
- 50% of the agreed package amount if the cancellation is made between **January 15, 2012 and March 15, 2012**.
- 100% of the agreed package amount if the cancellation is made after **March 15, 2012**.

GENERAL CONDITIONS

Terms and Conditions will be included in the sponsorship agreement.

SPONSORSHIP AND EXHIBITION PROSPECTUS

SPONSORSHIP BOOKING APPLICATION FORM

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information. Please complete and send to:

CICGST- Tel: +86-10-62174061 Fax: +86-10-62180142 Email: info@wc2012.org

Company			
Contact Name		Position	
Tel		Fax	
E-mail		Website	
Address			
Post/Zip Code		Country	

PACKAGE SPONSORSHIP				
	PLATINUM Sponsor		RMB500,000	<input type="checkbox"/>
	GOLDEN Sponsor		RMB300,000	<input type="checkbox"/>
	SILVER Sponsor		RMB200,000	<input type="checkbox"/>
ADDITIONAL SPONSORSHIP				
PRINTED ITEMS	Preliminary Program (e-file)	Back cover	RMB6,500	<input type="checkbox"/>
		Inside front/back cover	RMB5,000	<input type="checkbox"/>
	Final Program	Back cover	RMB40,000	<input type="checkbox"/>
		Inside front/back cover	RMB25,000	<input type="checkbox"/>
	Mini Program		RMB35,000	<input type="checkbox"/>
	Badge Lanyards		RMB40,000	<input type="checkbox"/>
SOCIAL EVENTS	Welcome Reception		RMB70,000	<input type="checkbox"/>
SERVICES & SPECIAL FUNCTIONS				
	Congress Bags		RMB30,000	<input type="checkbox"/>
	Writing Pads and Pens		RMB15,000	<input type="checkbox"/>
	Congress Website		RMB5,000	<input type="checkbox"/>
	Internet and Message Service		RMB30,000	<input type="checkbox"/>
	Signage		RMB20,000	<input type="checkbox"/>
	Poster Boards		RMB10,000	<input type="checkbox"/>
	Speakers Ready Room		RMB15,000	<input type="checkbox"/>
				<input type="checkbox"/>
TOTAL AMOUNT			RMB	
<input type="checkbox"/>	Please call me to discuss our sponsorship package			
<input type="checkbox"/>	Please send me a sponsorship contract and first 50% deposit invoice			

Signature

Date

EXHIBITION

The industrial exhibition is an integral part of 2012 World Congress with the intention to provide up to-date information on field of Medical Physics and Biomedical Engineering. Excellent exhibition facilities in close proximity to the session halls are available at the venue. Poster Session, Coffee Breaks and Working Lunches will be offered with the exhibition to enhance participants' attendance.

VENUE

Beijing International Convention Center – BICC
No.8 Beisihuan Zhonglu, Chaoyang District, Beijing
Tel: +86-10-62322288
www.bcg hotel.com

PROPOSED DATES

Set up times	Friday May 25, 2012	08:00-18:00
	Saturday May 26, 2012	08:00-12:00
Exhibition open times	Saturday May 26, 2012	14:00-17:00
	Sunday - Wednesday May 27-30, 2012	08:00-17:00
	Thursday May 31, 2012	08:00-12:00
Dismantling/ Breakdown times	Thursday May 31, 2012	12:00-18:00

RAW SPACE RENTAL

The Price for Raw Space is **RMB3,000** Per Square Meter. This Includes:

- Exhibitors' Manual
- Tea/Coffee/Lunch for Registered Exhibitors
- Exhibitors' Badge
- Cleaning of Public Areas and Gangways
- Get-Together Reception For Registered Exhibitors
- 24-Hour Security
- Minimum 36m²

STANDARD BOOTH (3m X 3m)

The price for Standard Booth is **RMB30,000**. This includes:

- Tea/Coffee/Lunch for Registered Exhibitors
- Exhibitors' Badges
- White Shell Scheme Frame, Two Chairs, One Table, Once Socket
- Fascia Panel
- Cleaning of Public Areas and Gangways
- 24-Hour Security

EXHIBITION

At the request of industry we have included 24-hour security in the rental price.

Please note that raw space rental does **NOT** include the following:

- Shell Scheme
- Electrical Power
- Electrical Sockets
- Lighting
- Furniture

All these services and others will be available to order in the technical manual.

BUILD-UP HEIGHT

The maximum building height for all exhibit stands is FOUR (4) m. pending authorization by the Security Department of BICC , exhibitors may be allowed to exceed this height (FOUR (4) m).

ALLOCATION OF EXHIBITION SPACE

Space allocation will be made on a “**first come, first served basis**”. A completed application form accompanied by advance payment should be mailed/faxed to ensure reservation of a desired location. Upon receipt of the application form with payment, space will be confirmed and an invoice for the balance due will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received. Advance payment will be refunded if space is fully booked or space offered is not acceptable to exhibitors.

EXHIBITOR REGISTRATION

All exhibitors are required to be registered and will receive a badge displaying the exhibiting Company name. TWO (2) exhibitor badges will be given for the first NINE (9) square meters booked and one additional for each THREE (3) square meters booked. Any additional exhibitor will be charged an exhibitor registration fee of RMB2,000 . An exhibitor registration form will be included in the exhibitor’s manual.

TECHNICAL/EXHIBITOR MANUAL

A technical manual outlining all technical aspects of exhibiting will be circulated 2 months before The Congress. It will include the following:

- Technical details about the Venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

SITE INSPECTIONS

Exhibitors and sponsors are free to visit the Congress venue at their convenience. Please contact The venue directly to arrange this:

Mr. Xiang AN
Sales Department, BICC
No.8 Beisihuan Zhonglu, Chaoyang District, Beijing
Tel: +86-10-62322288
Email: xiaoshou128@sina.com

PAYMENT METHODS

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Please make cheques payable to: CICCST/ WC2012
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Please make drafts payable to WC2012
Bank of China Head Office, 1 Fuxingmennei Ave., Beijing 100818, China
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EXHIBITION APPLICATION FORM AND CONTRACT

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CICCST- Tel: +86-10-62174061 Fax: +86-10-62180142 Email: info@wc2012.org

Company		_____	
Contact Name	_____	Position	_____
Tel	_____	Fax	_____
E-mail	_____	Website	_____
Address		_____	
Post/Zip Code	_____	Country	_____

WE HEREBY APPLY TO BOOK SHELL SCHEME SPACE / EXHIBITION FLOOR, THE COST OF WHICH IS RMB30,000 / RMB3,000 PER SQUARE METER

Choice	Stand NO	Space Only/ Shell Scheme	No. of Square Meters	Total Price
1 st Choice				
2 nd Choice				
3 rd Choice				
Special notes: Please indicate if your stand must be located adjacent to or opposite the following companies, or if special configuration is needed				
<input type="checkbox"/>	This is a provisional booking. Please hold for 14 days.			
<input type="checkbox"/>	Payment has been made by	<input type="checkbox"/> Cheque	<input type="checkbox"/> Transfer	<input type="checkbox"/> Credit card
	CREDIT CARD No.		EXPIRY DATE:	
	TYPE OF CARD:		NAME ON CARD:	
TOTAL AMOUNT				

- ☐ Please send me a first deposit invoice for 50% of the total amount due.
- ☐ We Have Read The Regulations & Agree To Observe & Be Bound By Them

Signature:

Date:



TERMS AND CONDITIONS

The terms and conditions of exhibiting are included in this prospectus. Please note that signature of the exhibition contract indicates acceptance of these terms and conditions.

Application to Participation Application to participate will be considered only if: submitted on the appropriate forms, dully filled in and signed and accompanied by the necessary payment. Registration will be confirmed in so far as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal all payments shall be fully refunded.

Obligations and Rights of Exhibitor Registration implies full acceptance by the exhibitors of the exhibition regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the exhibition without compensation or refund of sums already paid, and without prejudice to the exhibitor. By submitting an application to participate, the exhibitor makes a final and irrevocable commitment to occupy the space allocated and to maintain his/her installation until the date and time fixed for closure of the exhibition. The exhibitor may only present on his/her stand or space the materials, products or services described in the application to participate. No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

Obligation and Rights of Organizer The Organizer undertakes to allocate exhibition space as far as possible on the basis of the preference expressed by applicants. Application will be considered in order of reception of application forms accompanied by payment. The Organizer reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to exhibitors. The Organizer reserves the right to offer to a different firm any stand or space that has not been occupied by the eve of the opening of the exhibition, with no obligation to provide compensation to the defaulting exhibitor.

Cancellation In case of cancellation received (in writing) as per the above policy.

Liability Insurance The Organizer provides general guard service and third party insurance at the exhibition site. Equipment and all related display materials installed by exhibitors are not insured by the Organizer, and they will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to exhibitors. The exhibitor agrees to be responsible for his property and person and for the property and persons of his employees and agents through full and comprehensive insurance, and shall hold harmless the Organizers for any and all damage claims arising from theft and those perils usually covered by a fire and extended-coverage policy.

Exhibition Regulations The Exhibition Manager, acting under direction of the Organizing Committee, has the final decision as to the acceptability of displays. Exhibitors are not to share with others any space allotted to them without prior written consent by the Exhibition Manager. The Organizer reserves the right to alter the general layout or limit the space allotted to each exhibitor postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, the Organizers will not be held liable for expenses incurred other than the cost of exhibit space rental fees. All exhibits are to be displayed so as to avoid blocking aisles, obstructing adjoining booths, damaging the premises or the leased equipment. Exhibitors are kindly requested to allow sufficient see-through areas, which ensure clear views of surrounding exhibits. In standard booths, height is restricted to 246cm. Exhibitors are responsible for the cost and execution of the design, installation and delivery of their display to (and its removal from) the exhibition site. Flammable materials are not to be used. Equipment displayed or demonstrated must be installed by strict adherence to safety measures. Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and its dismantling at the close of the exhibition. No display may be dismantled or packing started before the designated hour. It is the exhibitor's responsibility to pack and remove or consign for shipment all items of value prior to leaving their exhibit unattended,

Otherwise the Organizer will arrange for their removal at the exhibitor's risk and expenses. Exhibitors are obliged to ensure that their stands permanently manned during the exhibition opening hours. Payment is to be made in accordance with the conditions of payment on the exhibit application form. Should the exhibitor fail to make a payment on time, the exhibition manager is entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the stand or seek compensation for non-fulfillment of contract. Participation by exhibitors is dependent upon compliance with all rules, regulations and conditions stated herein. Access to the exhibition is authorized on presentation of a badge issued by the Organizer. Exhibitors' badges will not be mailed in advance and may be collected from the exhibition manager's desk. The Organizer ensures daily cleaning of the aisles. Exhibitors are responsible for the cleaning of their stands. The provision of refreshments to the participants by exhibitors is only permitted if the catering regulations of the exhibition building concerned are observed. Exhibition areas and fittings made available to exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the exhibitor. Any special decoration or fittings must be submitted to the Organizer for prior authorization. Advertising panels and display are not permitted outside the exhibition areas allotted to exhibitors. The Organizers will not approve stands, which do not comply with the accepted standards, until the necessary changes have been made.