



CAOS 2012 Seoul
Exhibition and Sponsoring
Information
Application Form



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Welcome Address

Dear CAOS enthusiasts:

This is a direct invitation to all our industrial partners to attend and contribute to our academic meeting in Seoul, Korea in June 2012.

The opinion leaders in the field surgical navigation and robotics will be there from around the world, with a strong local faculty in support from Seoul where computer assistance and robotics have a strong heritage stretching back 20 years. The 12th meeting of the International Society for Computer Assisted Orthopaedic Surgery will be held in the COEX Convention Center in Seoul between June 13 and 16, 2012. The Convention center is one of the South Korean largest convention centers. The site features the convention, the COEX shopping mall, two luxury hotels, and the COEX aquarium. Up to 200,000 peoples visit the complex to work and shop every day.

While the design and performance characteristics of modern orthopaedic devices have continued to improve, the abilities of surgeons to achieve the results that their patients expect and deserve have not improved to the same extent. The problems of hip resurfacing and knee arthroplasty are particular examples of procedures where CAOS systems might have been game changing for orthopaedics, delivering a quality control in the operating theatre that has long been accepted as the norm in industry. The challenge still remains, and is indeed an imperative for all providers of healthcare. We know that the eyes of the insurance companies and health services are on us: they want surgical navigation and robotic quality, and need us to help them show that higher quality surgery is a realistic prospect, without a huge increase in the price in the current environment.

As a key industrial partner, you are warmly are invited to present your products in the exhibition area of the COEX Convention Center, and during the workshops where surgeons are already looking forward to getting hands on to the latest technological solutions to an increasingly complex world.

The successful preceding meetings in Davos, Santa Fe, Marbella, Chicago, Helsinki, Heidelberg, Montreal, Hong Kong, Boston, Paris, and London have set a high standard of quality educational and industrial workshops, and live video surgeries. The meetings usually attract in excess of 1000 attendees' delegates and their partners have enjoyed the meetings and social programs where so many ideas and friendships can develop in a way that is hard in the normal working week.

The 2012 Annual Meeting already has the makings of an excellent event, leading surgeons from every continent, and an international workforce hungry for the technical offerings that industry can bring to the field.

I do look forward to welcoming you to Seoul in June, for a meeting that will be profitable for all who come.



Professor Eun-Kyoo Song, M.D., PhD

President of CAOS-International 2012

Department of Orthopaedic Surgery, Chonnam National University Hospital,
Chonnam National University Medical School, Gwangju, Republic of Korea
Chairman of Chonnam National University Hospital



Welcome Address



Dear Colleagues

On behalf of the organizing committee, it is a great pleasure and honor for me to invite you all to the 9th CAOS-Asia, which will be held in Seoul, Korea, June 13th 2012.

In the congress, we intend to provide you with an interesting and high quality scientific program including invited special lecture, podium session and basic workshop for computer assisted orthopaedic surgery.

The congress will cover not only classic knowledge for computer assisted orthopaedic surgery, but also an overview of recent development and future in this field.

Seoul is the special city and capital of south Korea, hosted 1988 Summer Olympics, 2002 FIFA World Cup and the 2010 G-20 Seoul summit. I am sure that you will enjoy our beautiful city with all its colors, sounds, historic architectures and exotic markets.

I hope and expect that you will have an unforgettable stay at the 9th CAOS-Asia in Seoul. Let us meet where the medicine and cultures conjoin together.

I am looking forward to seeing you in Seoul.

Yours sincerely,



Professor Hong-Chul Lim, M.D., PhD

Congress Chairman of CAOS-ASIA 2012

President of CAOS-KOREA 2012

Department of Orthopedic Surgery, Guro Hospital

Korea University School of Medicine, Seoul, Republic of Korea



Preliminary Program

Wednesday, June 13th 2012

08:00~11:00	CAOS-ASIA
11:00~14:00	Basic educational workshops
14:00~18:00	Advanced educational workshops
18:00~20:00	Welcome reception in the industrial exhibition area

Thursday, June 14th 2012

07:45~	Welcome address
08:00~10:30	Scientific program
10:30~11:00	Coffee break in the industrial exhibition area
11:00~13:00	Scientific program
13:00~14:00	Lunch break in the industrial exhibition area
14:00~14:30	Industrial workshops
14:30~16:00	Scientific program
16:00~16:30	Coffee break in the industrial exhibition area
16:30~18:30	Scientific program
20:00	Presidential dinner

Friday, June 15th 2012

08:00~10:30	Scientific program
10:30~11:00	Coffee break in the industrial exhibition area
11:00~13:00	Scientific program
13:00~14:30	Lunch break in the industrial exhibition area
14:30~15:00	Industrial workshops
15:00~16:30	Scientific program
16:30~17:00	Coffee break in the industrial exhibition area
17:00~19:00	Scientific program
20:00	Conference banquet

Saturday, June 16th 2012

08:30~10:30	Scientific program
10:30~11:00	Coffee break in the industrial exhibition area
11:00~13:00	Scientific program
13:00~13:30	Awards ceremony & closing remarks



Committee Members

CAOS International Committee Members

Executive Board

Eun-Kyoo Song, MD	Republic of Korea / President
Robert Thornberry, MD	USA / 1st Vice President
Norberto Confalonieri, MD	Italy / 2nd Vice President
Justin Cobb, MD	UK / 1st Past President
Philippe Merloz, MD	France / 2nd Past President
Leo Joskowicz, PhD	Israel / Secretary General
Jean Yves Jenny, MD	France / Treasurer
Brian Davies, PhD	UK / Program Committee Chairman
Kamal Deep, MD	UK / Member at Large
Paul Grutzner, MD	Germany / Member
Nobuhiko Sugano, PhD	Japan / Member
Branko Jaramaz, PhD	USA / Member
Lutz-Peter Nolte, PhD	Switzerland / Member

Program Committee

B. Davies, PhD	UK / Chairman
N. Confalonieri, MD	Italy
F. Gebhard, PhD	Germany
T. Hodgson, PhD	Canada
B. Jaramaz, PhD	USA
L. Joskowicz, PhD	Israel
R. Thornberry, MD	USA
L.-P. Nolte, PhD	Switzerland
F. Picard, MD	UK
K. Radermacher, PhD	Germany
N. Sugano, PhD	Japan
D. Kahler, MD	USA



Committee Members

CAOS Local (Korea) Organizing Committee Members

President of CAOS-International 2012: 송은규(Eun-Kyoo Song)Chonnam National University Hospital

President of CAOS-KOREA 2012 & Congress Chairman of CAOS-Asia 2012:

임홍철(Hong-Chul Lim)Korea University Guro Hospital

Secretariat General: 오광준(Kwang-Jun Oh).....Konkuk University Medical Center

Deputy Secretariat General: 배지훈(Ji-Hoon Bae).....Korea University Ansan Hospital

Treasurer: 선종근(Jong-Keun Seon).....Chonnam National University Hospital

Advisory Board Committee:

김상림(Sang-Rim Kim)Jeju National University Hospital
 김영후(Young-Hoo Kim).....Ewha Womans University Mokdong Hospital
 김정만(Jung-Man Kim).....Bumin General Hospital, Seoul
 노성만(Sung-Man Rowe)St. Carollo Hospital
 배대경(Dae-Kyung Bae).....Kyung Hee University Medical Center
 성상철(Sang-Cheol Seong).....Seoul National University Hospital
 손원용(Won-Yong Shon).....Korea University Guro Hospital
 유명철(Myung-Chul Yoo)Kyung Hee University Medical Center
 인주철(Joo-Chul Ihn).....Daegu Veterans Hospital
 정영복(Young-Bok Jung)Hyundai General Hospital

Social Program Committee:

경희수(Hee-Soo Kyung).....Kyungpook National University Hospital
 김용식(Yong-Sik Kim)Catholic University of Korea, St. Mary's Hospital
 박윤수(Youn-Soo Park).....Sungkyunkwan University, Samsung Medical Center
 서정탁(Jeung-Tak Suh).....Pusan National University Hospital
 서중환(Jung-Hwan Suh)Ulsan Jungang Hospital
 신병준(Byung-Joon Shin).....Soonchunhyang University Hospital
 안면환(Myun-Whan Ahn)Yeungnam University Medical Center
 원예연(Ye-Yeon Won).....Ajou University Hospital
 이수호(Soo-Ho Lee).....Ulsan University, Asan Medical Center
 조우신(Woo-Shin Cho).....Ulsan University, Asan Medical Center
 채인정(In-Jung Chae)Korea University Anam Hospital
 황득수(Deuk-Soo Hwang).....Chungnam University Hospital



Committee Members

Scientific & Program Committee:

김윤혁(Yoon-Hyuk Kim)	Kyung Hee University
김태균(Tae-Kyun Kim)	Seoul National University Bundang Hospital
김한수(Han-Soo Kim)	Seoul National University Hospital
문영완(Young-Wan Moon)	Sungkyunkwan University, Samsung Medical Center
염진섭(Jin-Sup Yeom)	Seoul National University Bundang Hospital
오종건(Jong-Keon Oh)	Korea University Guro Hospital
유기형(Kee-Hyung Rhyu)	Kyung Hee University Medical Center
이명철(Myung-Chul Lee)	Seoul National University Hospital
장준동(Jun-Dong Chang)	Hallym University Sacred Heart Hospital
조환성(Hwan-Seong Cho)	Kyungpook National University Hospital
최충혁(Choong-Hyeok Choi)	Hanyang University Medical Center

Exhibition Committee:

김경택(Kyung-Taek Kim)	Dong-Eui Medical Center
김희중(Hee-Joong Kim)	Seoul National University Hospital
박명식(Myung-Sik Park)	Chonbuk National University Hospital
박예수(Ye-Soo Park)	Hanyang University Medical Center
서재곤(Jai Gon Seo)	Sungkyunkwan University, Samsung Medical Center
이종서(Chogn-Suh Lee)	Sungkyunkwan University, Samsung Medical Center
이환모(Hwan-Mo Lee)	Yonsei Univeristy Severance Hospital
전철홍(Churl-Hong Chun)	Wonkwang University Hospital
조윤제(Yoon-Je Cho)	Kyung Hee University Medical Center
최남용(Nam-Yong Choi)	The Catholic University of Korea, St. Paul's Hospital
한창동(Chang-Dong Han)	Yonsei Univeristy Severance Hospital

Financial Committee:

김종현(Jong-Heon Kim)	Hanyang University Medical Center
박상은(Sang-Eun Park)	Dongguk University Medical Center
서승석(Seung-Suk Seo)	Inje University Busan Hospital
엄대섭(Dae-Sub Eum)	Yeollin Keun Hospital
윤정로(Jung-Ro Yoon)	Seoul Veterans Hospital
이주홍(Ju-Hong Lee)	Chonbuk National University Hospital
이춘택(Chun-Tek Lee)	Lee Chun-Tek General Hospital
이한준(Han-Jun Lee)	Chung-Ang University Hospital
한승범(Seung-Beom Han)	Korea University Anam Hospital



General Information

Conference Venue

The 12th Annual Meeting of the International Society for Computer Assisted Orthopaedic Surgery will take place at

COEX Convention Center Seoul,
Samseong 1 dong, Gangnam-gu, Seoul 135-731, Korea
Phone: +82-2-6002-2000, Fax: +82-2-6002-2080
www.coexconvention.co.kr

Important Dates¹

- | | |
|--------------------------------------|---|
| • Meeting: | Wednesday, June 13 to Saturday, June 16 |
| • Material delivery and booth setup: | Wednesday, June 13, 13:00-18:00 |
| • Booth dismantling: | Saturday, June 16, 13:00-18:00 |
| • Exhibition opening hours: | Wednesday, June 13, 18:00-20:00 |
| | Thursday, June 14, 8:00-18:00 |
| | Friday, June 15, 8:00-18:30 |
| | Saturday, June 16, 8:30-13:00 |

Contact for Correspondence

All correspondence concerning this event shall be addressed to: **CAOS-KOREA Headquater**

Department of Orthopedic Surgery, Konkuk University Hospital
4-12, Hwayang-Dong, Kwangjin-Gu Seoul, 143-729, Republic of KOREA
Tel: +82-2-2030-7360, Fax: +82-2-2030-7369, E-mail: kwangjunoh@gmail.com

Website of the Congress

Further information and latest news about the 2012 CAOS-International meeting can be found at:
<http://www.CAOS-International.org/2012/>

Further information and latest news about the 2012 CAOS-Asia meeting can be found at:
<http://www.CAOS-asia.org/2012/>

This website is updated regularly.

Language

The official language of the event is English.

¹All dates and times are preliminary and subject to change.



Exhibition and Sponsoring Options I Special Packages

Sponsoring packages combine several of the above exhibit and sponsoring options. Options that are available on choice will be given to the respective gold, silver and bronze package sponsors on a "first-come, first-served basis". The date of receipt of the signed contract will determine the "first-come, first-served" basis



Platinum Package

\$ 50,000 and UP

The package includes the following exhibit and sponsoring options:

- 24m² of premier exhibit space
- Priority in booth/satellite symposia/advertisement allocation
- Proceedings Book (one colored page in the book)
- One page advertisement in the Program Book or Abstract Book
- Acknowledgment on Welcome Signage for Congress to be displayed at main entrance
- Conference bag insert
- One advertisement banner
- Eight free registrations of company representatives



Gold Package

\$ 30,000

The package includes the following exhibit and sponsoring options:

- 18m² of exhibit space
- Proceedings Book (one colored page in the book)
- One page advertisement in the Program Book or Abstract Book
- Conference bag insert
- Five free registrations of company representatives



Silver Package

\$ 20,000

The package includes the following exhibit and sponsoring options:

- 12m² of exhibit space
- Proceedings Book (one colored page in the book)
- One page advertisement in the Program Book or Abstract Book
- Conference bag insert
- Three free registrations of company representatives



Bronze Package

\$ 10,000

The package includes the following exhibit and sponsoring options:

- 9m² of exhibit space
- Proceedings Book (one colored page in the book)
- Conference bag insert
- Two free registrations of company representatives

* Floor plans show a sample setup of the industrial exhibition; the final setup may differ.



Exhibition and Sponsoring Options II

General Remarks

All costs of the exhibition and sponsoring options are in dollar (US\$) excluding VAT (10%).

Options that are available in limited quantities will be given away on a "first-come, first-served basis". The date of receipt of the signed contract will determine the "first-come, first-served" basis.

CAOS-International Corporate Sponsors will receive a 10% discount on workshops and exhibit space. Please contact us if you would like to learn more about CAOS-International Corporate Sponsorship.

Each exhibition and sponsoring option includes the following general benefits

- Company name, logo and sponsoring category in the final program
- Inclusion in the listing on the welcome sign
- Company name and sponsoring category in the proceedings
- Company name, logo, sponsoring category, and link to company's homepage on the CAOS2012 Web-site

In addition to these basic benefits, certain additional benefits apply according to the following listing.

Exhibit Space

\$ 1,000 / m²

The scientific program of the CAOS 2012 event will be complemented by an industrial exhibition. Corporate partners will introduce participants to state of the art of computer assisted orthopaedic technologies and products. **Exhibit space is available in multiples of 3m². Minimum exhibit space size is 9m².** In addition a **fixed sized booth of 6m² is offered at \$ 5,000.** The renting of the exhibit space gives the exhibitor the right to:

- Exclusively use the stand for the full duration of the exhibition and the periods of setup and dismantling.
- Free registration of one company representatives. The number of additional free registrations depends on the size of the rented exhibit space. Additional registrations of company representatives may be purchased at reduced corporate rates.
- Each exhibit space comes with one table, one chair, and one power outlet. Additional infrastructure/equipment can be ordered separately.

Hands-on Industrial Workshops

\$ 5,000

As part of the program of the CAOS 2012 event corporate partners may offer hands-on industrial workshops show casting their products. Each workshop room is equipped with chairs for participants, one table with two chairs for the workshop presenters, and one power outlet.



Exhibition and Sponsoring Options III

Proceedings Book

Sponsors can present their company and/or products in the proceedings book, which is handed out to participants during the congress and available on the book market thereafter.

- | | |
|--------------------------------|----------|
| • One colored page in the book | \$ 2,000 |
| • Cover page 4 | \$ 3,500 |

Final Program

Sponsors can present their company and/or products in the final program booklet, which is handed out to participants during the congress.

- | | |
|----------------|----------|
| • Cover page 2 | \$ 2,000 |
| • Cover page 3 | \$ 2,000 |
| • Center page | \$ 3,000 |

Web Communication

Sponsors may provide a linked banner appearing

- | | |
|--|----------|
| • on the meeting's website (http://www.CAOS-International.org/2012/) | \$ 3,000 |
| • inside the registration page | \$ 1,500 |

Conference Bag Insert	\$ 1,000
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The conference bag, which is given to all participants on arrival, contains the final program booklet, the proceedings book, and any other documents intended for all visitors (non exclusive).
A maximum document size may apply.

Labeled Conference Bag	\$ 4,000
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Name and logo of the sponsor is placed on one side of the bag, the congress logo on the other side. Conference bags are supplied by the sponsor.



Exhibition and Sponsoring Options IV

Labeled Writing Pads and Pens \$ 1,000 each

Writing pads and pens as supplied by the sponsor will be inserted into the conference bags, which are handed out to delegates during the congress.

Labeled Lanyards \$ 1,500

Company name and logo on the participants' lanyards. Lanyards are supplied by the sponsor.

Conference Breaks

Company name and logo of sponsor displayed on refreshment tables during coffee and lunch breaks.

- One of five coffee breaks \$ 2,000
- One of two lunch breaks \$ 3,000

Scientific Award \$ 1,000 each

Sponsor of one of four scientific awards that will be given to the best podium and poster presentations of the conference. A company representative may hand over the awards together with Award Committee Chairman.

Exhibition and Sponsoring Application Form

The 12th Annual Meeting of the International Society for Computer Assisted Orthopaedic Surgery, upon written acceptance of this Application and Contract, is to assign sponsorship and/or exhibit space to the Applicant under all of the terms, conditions, and requirements as stated.

The Applicant applies for the following (multiple selections possible, please see previous pages for details):

- | | |
|---|---|
| ☐ _____ times 3m ² of Exhibit Space - minimum size 9m ² (\$ 1,000 per m ²) | ☐ Labeled Conference Bag (\$ 4,000) |
| ☐ Fixed 6m ² Exhibit Space (\$ 5,000) | ☐ Labeled Writing Pads and Pens |
| ☐ Hands-on Industrial Workshop (\$ 5,000) | ☐ Writing pads (\$ 1,000) |
| ☐ Proceedings Book | ☐ Pens (\$ 1,000) |
| ☐ One colored pages in the book (\$ 2,000) | ☐ Labeled Lanyards (\$ 1,500) |
| ☐ Cover page 4 (\$3,500) | ☐ Conference Breaks |
| ☐ Final Program | ☐ Coffee break (\$ 2,000) |
| ☐ Cover page 2 (\$ 2,000) | ☐ Lunch break (\$ 3,000) |
| ☐ Cover page 3 (\$ 2,000) | ☐ Scientific Award (\$ 1,000 each) |
| ☐ Center page (\$ 3,000) | ☐ Best Clinical Podium Presentation |
| ☐ Web Communication | ☐ Best Technical Podium Presentation |
| ☐ Banner on meeting's website (\$ 3,000) | ☐ Best Clinical Poster |
| ☐ Banner inside registration page (\$ 1,500) | ☐ Best Technical Poster |
| ☐ Conference Bag Insert (\$ 1,000) | |

- ☐ Platinum Package (\$ 50,000 and UP)
- ☐ Gold Package (\$ 30,000)
- ☐ Silver Package (\$ 20,000)
- ☐ Bronze Package (\$ 10,000)

☐ Live Surgery (special program) → Please contact to CAOS-KOREA Headquater

Contact and Billing Address:

Company:

Mailing address:

Website:

Phone Number:

Fax Number:

Contact Person:

Email:

Date:

Signature:

Please fax, mail, or email this application to:

CAOS-KOREA Headquater
Department of Orthopedic Surgery Konkuk University Hospital
4-12, Hwayang-Dong, Kwangjin-Gu Seoul, 143-729, Republic of KOREA
Tel: +82-2-2030-7360, Fax: +82-2-2030-7369,
E-mail: kwangjunoh@gmail.com

