



ECIC 2015

2nd EUROPEAN CONGRESS ON INTRAPARTUM CARE

“MAKING BIRTH SAFER”

Centro de Congressos de Alfandega, PORTO MAY 21st - 23rd 2015

Following the enormous success of the 1st European Congress on Intrapartum Care - ECIC 2013 - which was held in Amsterdam, we are honoured to welcome you to the second edition - ECIC 2015 - which will be held in Porto from the 21st to 23rd of May 2015.

This edition will be jointly organized by the European Association of Perinatal Medicine and the European Midwives Association.

The European Congress on Intrapartum Care has a general focus on evidence-based practice and aims to promote excellence in all aspects of labour management. Teamwork, communication and a shared philosophy between all members of the staff, play a central role in the quality of Intrapartum care.

ECIC 2015 will constitute an exceptional opportunity for all healthcare professionals working in the labour ward to meet and socialize, share their ideas and experiences, and obtain updated information on key aspects of practice.

Topics

- Pre-congress courses: FIGO intrapartum fetal monitoring course
- Managing of obstetric emergencies
- Training of vacuum and forceps
- Factors influencing normal delivery rates
- Induction and augmentation of labour
- Intrapartum fetal monitoring
- Has the time come to abandon fetal blood sampling?
- Cesarean section
- Post-partum hemorrhage
- Abnormally adherent placenta
- Organization of multinational studies in Obstetrics
- Place of birth

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CONGRESS PRESIDENTS



Sabaratnam Arulkumaran

President of the *International Federation of Obstetrics and Gynaecology*

Professor Sir Sabaratnam Arulkumaran Head of Obstetrics and Gynaecology St. George's University of London



Gerard H.A. Visser

Past President of *European Association of Perinatal Medicine*

Professor of Obstetrics and Head of the Obstetric Department at **UMC**, University Medical Center Utrecht, The Netherlands



Frances Day-Stirk

International Confederation of Midwives President

Former member of the Executive Management Team of the Royal College of Midwives in the United Kingdom

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SCIENTIFIC COMMITTEE



- **Diogo Ayres de Campos** (Portugal) - *chair*
Associate Professor at Faculty of Medicine, Department of Obstetric and Gynecology - University of Porto, Alameda
Hernani Monteiro Porto, Portugal Porto University.



- **Mervi Jokinen** (UK) - *co-chair*
Vice-chair - Royal College of Midwives representative, London



- **Joao Bernardes**, Chair - *Local Organizing committee*
Professor Pessoal Docente de Universidades, Department of Obstetrics and Gynecology, Porto
- **Susanna Timonen** (Finland)
MD PhD, Consultant in Ob/Gyn at Turku University Hospital, Finland.
- **Zarco Alfirevic** (UK)
Professor of Fetal and Maternal Medicine at the Liverpool Women's Hospital,
Head of Department of Women's and Children's Health at the University of Liverpool
- **Christophe Vaissière** (France)
Gynecology and Obstetrics Professor, Hospital Paule de Viguier Toulouse Cedex 9
- **Austin Ugwumadu** (UK)
Consultant Obstetrician & Gynaecologist at St George's Hospital, and Senior Lecturer in Obstetrics & Gynaecology at St George's, University of London.
- **Tullia Todros** (Italy)
Gynecology and Obstetrics Professor, Department of Surgical Sciences, University of Turin
- **Anneke Kwee** (Netherlands)
University Medical Centre Utrecht Department of Obstetrics and Gynaecology Utrecht, Netherlands
- **Eva Matintupa** (Finland)
Senior lecturer Novia University of Applied Sciences

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ORGANIZING INSTITUTIONS



The European Association of Perinatal Medicine

The purpose of the Association is to bring together groups and individuals in a European organization to promote the science of perinatal medicine for the benefit of mothers and their children in Europe, in particular by:

Promoting and disseminating the study, research and knowledge of all aspects of perinatal medicine, to attain the optimal physical and mental health for mothers and their children by improving the quality and provision of perinatal care in Europe. Contributing to the improvement of teaching standards in the profession. Proposing guidelines and standardizing criteria for auditing, evaluation and clinical care in perinatal medicine.

Fostering collaboration between the various disciplines interested in perinatal care as well as friendship between individuals from different European Countries.



The European Midwives Association

The European Midwives Association (EMA) is a non-profit and non-governmental organization of midwives, representing midwifery organizations and associations from the member states of the European Union (EU) and the European Economic Area (EEA) and EU applicant countries.



The Intrapartum Care Study Group

The Intrapartum CSG supports the development of intrapartum research studies (quantitative, qualitative and basic science) to improve outcomes for women and their babies. We anticipate that studies will include service user involvement and (where relevant) exploration women's experiences.

WITH THE SUPPORT OF



Federação das Sociedades Portuguesas de Obstetria e Ginecologia - FSPOG

The creation of the FPOGS resulted from the recognition of the need to maintain a bond of unity in the promotion and protection of women's health in specific medical aspects, the need for a superior coordination structure for the activities and actions of the federated societies, the need to address new developments and current details and characteristics of the conduction of the activities in which different societies compete, in particular with regard to sponsorship and target audience, and the advantage of an integrated and concerted national representation together with national and international bodies and organizations.



Portuguese Society of Obstetrics and Maternal Foetal Medicine

The Portuguese Society of Obstetrics and Maternal Foetal Medicine (PSOMFM) was founded in 2007 following the dissolution of the Portuguese Society of Obstetrics and Gynaecology (with the creation of the Federation of Portuguese of Obstetrics and Gynaecology Societies), responding to the need for the area of obstetrics to have its own specific society.



Portuguese Association of Obstetric Nurses

Determines, plans, provides and assesses care to women in the pre-conception, prenatal, intranatal and postnatal stages and to newborn babies, with the purpose of promoting health and preventing illness.

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INDICATION OF REGISTRATION FEES (still to be approved)

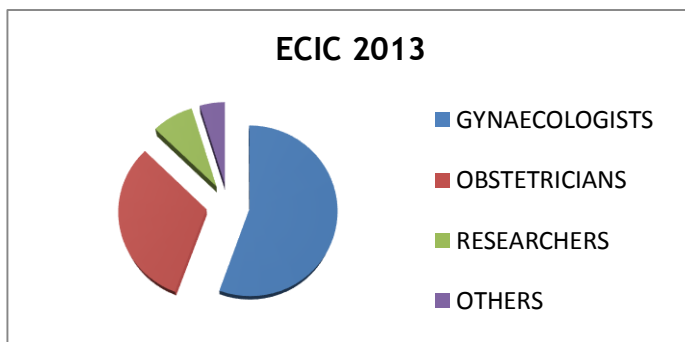
Doctors	Euro 300
Midwives	Euro 125
Residents	Euro 125
Others (including medical and midwifery students)	Euro 100
Half Day Pre Congress Courses	Euro 50
Half Day Hot sessions	Euro 75

PREVIOUS EDITION AND FORECAST

Following the success of the first Edition, the EAPM, EMA and the Intrapartum Care Clinical Study Groups with the support of APEO, FSPOG and SPOMMF are pleased to announce the second edition which will be held in Porto on the 21st-23th May 2015: ***“ECIC 2015 2nd EUROPEAN CONGRESS ON INTRAPARTUM CARE MAKING BIRTH SAFER”***.

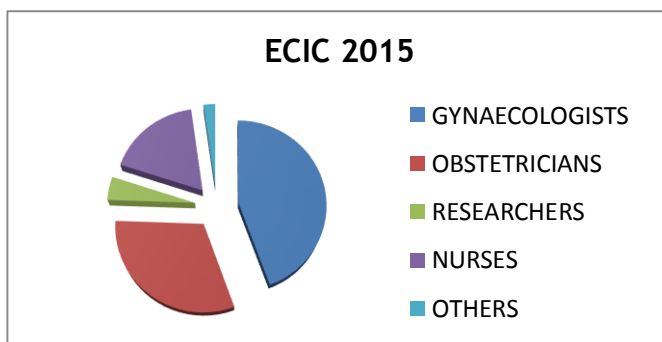
Edition 2013

- 750 Participants
- 17 Sponsors



Forecast Edition 2015

- 1000 Participants
- 20 Sponsors



WHY PORTUGAL?

- Market Overview
- Market Challenges
- Market Opportunities

Portugal is an innovative country with a friendly economic environment and diversified regions. Portugal's economical recovery seems to be becoming progressively more balanced. It is an exciting country, on the West Coast of Europe, where to invest in high quality services and products.

Porto



The Congress will be held in the historical centre of Porto, designated World Cultural Heritage by UNESCO. The city is particularly famous for its medieval alleyways, extravagant baroque churches and the unique “port wine”. It was nominated in 2014, for the second time, “Best European Destination of the year”, by *European Consumers Choice*. So Porto can offer all we need to enjoy a unique scientific, social and cultural experience.

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TRAVEL INFORMATION

Francisco Sá Carneiro Airport is about 15km from the city center. Just outside of the airport is the AeroBus which for €4 takes you to Praça da Liberdade (city center) or will drop you off at the Pousada da Juventude. The Metro line connects the Airport to the center.

The city is served by two major train stations: "São Bento" (Saint Benedict) and "Campanhã". Porto Metro has six lines, that run across the centre of Porto, and out to some suburban areas. STCP the public transport is the best way to move around.

CONGRESS VENUE

Centro de Congressos de Alfandega
 Rua Nove da Alfandega
 Edifício da Alfandega
 4050-430 Porto

The Alfândega Congress Centre - Porto is the ideal place for business, scientific, cultural and commercial events. It is one of the largest and most versatile congress centers in Portugal. The venue, Alfandega Congress Center is located in the very heart of Porto historical center on the north bank of the River Douro, overlooking the Port Wine cellars.

From Airport Francisco Sá Carneiro Airport: Metro Line E to Estádio do Dragão, transfer to Line D to D.João II at Trindade metro station. Get out at S. Bento metro station, bus 500 to Matosinhos (Mercado) at S. Bento bus stop, get out at Alfândega bus Stop.

By Bus: 500 Lóios 1 Matosinhos (Mercado) - ZR Alfândega 1 Areias - ZM Cordoaria 1 Bom Sucesso Boavista)
 Subway: Line D

Shuttle to and from the airport: approx. Euro 10,00 round trip



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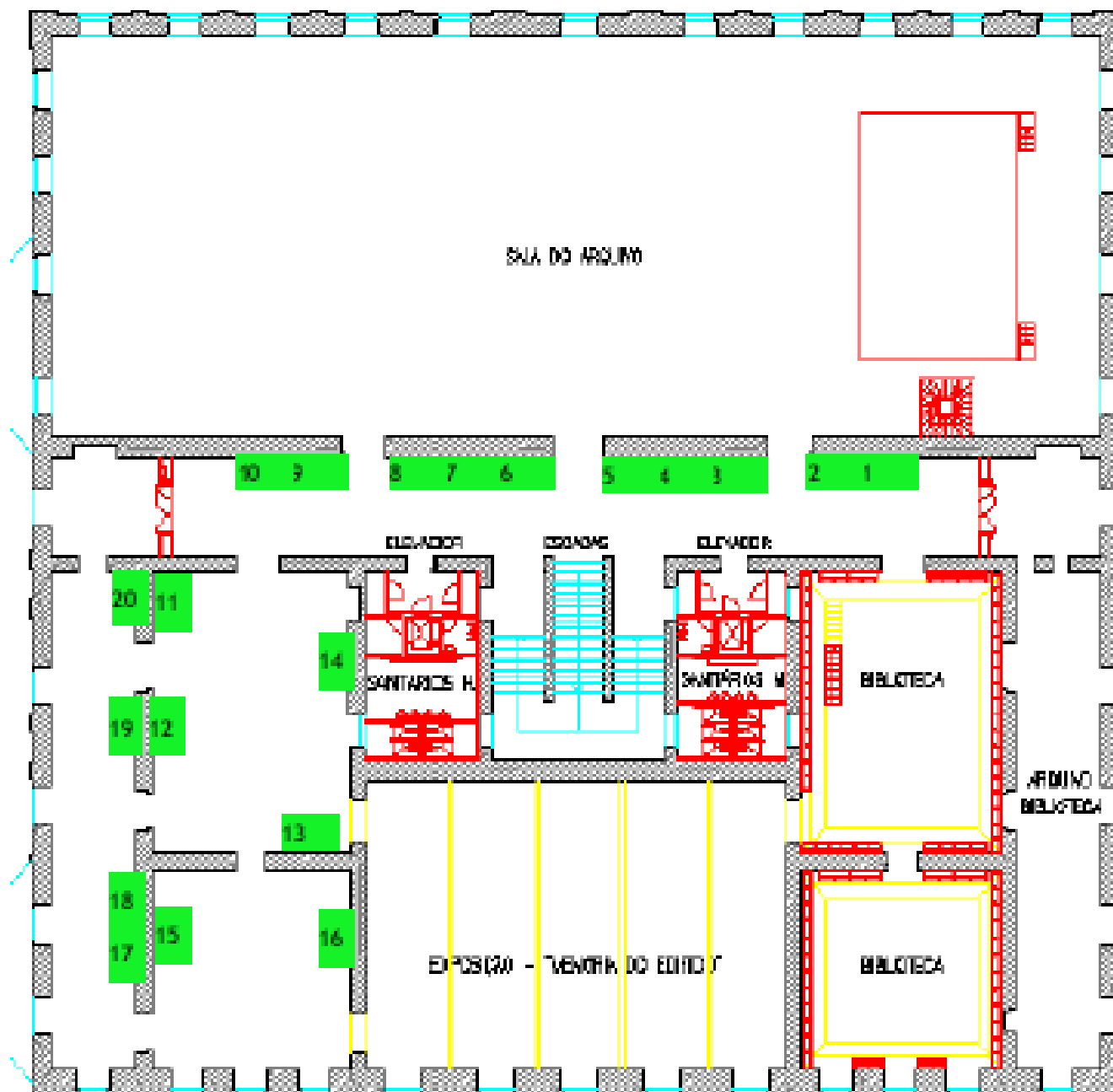
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FLOOR PLAN



All booth spaces are 3 x 2

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CONGRESS VISIBILITY

Promotional activities are the main tools used by MCA Scientific Events to spread the news of the congress around the scientific world.

Communication will be planned according to the following steps:

- Mailing list - we send our event newsletter to more than 40.000 mailing contacts around the world in ob/gyn field
- Scientific Societies - we will get in contact with more than 500 sister societies supporting the congress among their members
- Related Congresses - we will plan cross promotion activities (web visibility and flyers exchange) months before the event
- Journals - the most important journals in Neonatal field will publish the congress news and special ADVs
- Official website/Websites - the congress website will contain all the event information and it will be the most clicked tool, that is why we also promote the congress news on informational websites, linking to the official page of the congress
- KOLs / Hospital Departments / Universities and Schools of specialties -we count on reaching about 150.000 professionals in Neonatal, ob/gyn field with our marketing activities in the 18 months before the event





SPONSORSHIP OPPORTUNITIES

Sponsors can be an active part of the organization, creating tailor made messages to strike the target. We have studied new tools in order to offer different Marketing activities, to communicate and promote our congress in close relation with our Sponsors requirements.

DIGITAL

- **USB key**

Branding a USB key offers the possibility to spread in a direct way the information about the Company. The USB key is distributed from the sponsor's booth space, it can contain various kind of files (documents, images, presentations, mp3). Moreover this tool can be used after the congress and allows the Brand to extend its awareness in the course of time.

- **App**

Branding the official App is the best way to get in touch with the attendees and will be "in their hands" during the congress. The App will serve as a guide for the whole event information (floor plan, timetable, abstract sessions etc.) and the Sponsor's official logo on the different section or dedicated landing pages will guarantee visibility.

- **QR code**

Creating a QR code of the Company website is a benefit both for the Sponsor and for the attendee. You can create a QR code of any internet page and URL address, so that you can communicate ads, events, photos, the conference program, coupons, menu and specials.

- **Newsletter**

A dedicated newsletter is a strong tool to introduce the brand, as the communication is delivered directly to the attendees' mail box. (sent out just once)

Sponsorship of the official congress newsletters: the sponsor logo will be visible on all the newsletters, despatch schedule usually starts six months before the event and continues after it, sending thank-you messages and updates.

- **TV CC Adv. & Digital Signage**

Sponsors can use the TV CC system, where required, as an advertising tool to spread promotional video communication (breaks) or the brand logo slide show.

- **Sponsored Tutorial Appetizer**

Branding short lectures or teaser messages (for example, "appetizer section sponsored by", which can be used also as an educational opportunity and broadcasted on the app before the event) allows the Sponsor to display the brand and related information in advance.

- **Video on the congress website**

The website is the digital space that contains all the material about the congress and it is an important window for the Sponsors. The Company can combine logo, video and other images of its business and include music and voiceovers to offer clear and concise information. The benefit in terms of visibility is that the website is one of the most clicked tools and it lasts from months before and after the congress.

- **Cyber area**

Branding the network cyber area allows the Sponsor to be present with its logo on the multimedia tools, signage and eventual complementary Wi-Fi accesses



Please find below the rating of the digital tools, with a score from 1 to 5.

RATING CHART - DIGITAL SPONSORSHIP PROPOSALS *						
	Contact Time	Quality of Contact	Number of Contact	Brand Visibility	Scientific Value	Average
USB Key	5	3	4	5	5	4,4
App	4	3	4	3	5	3,8
QR Code	3	3	4	4	3	3,4
Newsletter	1	3	5	4	5	3,6
TV CC Adv. & Digital Signage	3	1	4	4	1	2,6
Tutorial Appetizer	1	3	5	5	5	4,4
Video on the website	4	1	4	4	4	3,2
Cyber area	3	3	4	4	4	3,6

*The above rating is the outcome of a study commissioned by MCA ad carried out by a group of top experts in the field



TRADITIONAL

- **ADV Page**

A dedicated page on the scientific program, important reference point during the congress. The ADV page has different prices depending on the position in the program: cover, back cover or internal page.

- **Exclusive signage**

Creating a QR code of the Company website is a benefit both for the Sponsor and for the attendees. You can create a QR code of any internet page and URL address, so that you can communicate ads, events, photos, the conference program, coupons, menu and specials.

- **Lanyards**

Conference lanyards branded with the Sponsor's logo.

- **Hand outs**

The flyer is given out by hand to the participant (not in the congress bag), promoting the Sponsor's business and increasing the brand awareness.

- **Notepads & Pens***

Notepads and pens branded with the Sponsor's logo.

- **Congress bag***

Conference bags branded with the Sponsor's logo.

- **Congress bag inserts ***

They can be general flyers or other kinds of communication and gadgets.

- **Symposium**

Luncheon: commercial symposium during the lunch hour of the congress.

Parallel: satellite symposium in parallel with the main event.

Exclusive: with no other symposium at the same time.

- **Coffee Break, Lunch, Welcome cocktail**

The area of the coffee break/lunch/cocktail will be branded with the sponsor logo.

- **Booth**

Booth spaces are available in various sizes.

- **Speakers Corner**

Branding in the area dedicated to the meeting between speakers and individual participants.

- **Challenge the speaker**

Branding the area dedicated to a discussion on topics proposed by the audience.

- **Hospitality Suite**

A reserved area hospitality suite at the venue

Please find below the rating of the traditional tools, with a score from 1 to 5.

RATING CHART - TRADITIONAL SPONSORSHIP PROPOSALS *						
	Contact Time	Quality of Contact	Number of Contact	Brand Visibility	Scientific Value	Average
ADV page	3	2	4	5	1	3
Exclusive signage	3	1	4	3	1	2,4
Lanyards	4	1	4	5	1	3
Hand outs	1	2	4	4	1	2,6
Notepad & Pens	5	1	4	5	1	3,2
Congress bag	5	1	4	5	1	3,2
Congress bag inserts	1	2	4	3	2	2,4
Luncheon Symposium	2	4	4	3	5	3,6
Parallel Symposium	2	4	3	3	5	3,4
Exclusive Symposium	2	4	4	4	5	3,8
Coffee Break	2	1	4	3	1	2,2
Lunches	2	1	4	3	1	2,2
Welcome cocktail	1	1	4	4	1	2,2
Booth	3	5	3	4	2	3,4
Speaker Corner	3	5	3	3	5	3,8
Challenge the Speaker	1	5	2	2	4	2,8
Hospitality Suite	2	5	1	1	5	2,8

*The above rating is the outcome of a study commissioned by MCA ad carried out by a group of top experts in the field

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PRICE LIST

DESCRIPTION	PRICES IN EURO	NOTES
DIGITAL SPONSORSHIP PROPOSALS		
USB Key	12.000	Production costs not included
App (mono-sponsored)	8.000	Only one sponsor
App (shared sponsorship)	5.000	Max. 2 sponsors 10 each
QR Code	2.000	--
Dedicated Newsletter	2.500	--
Logo On Official Newsletters	5.000	--
TV CC Adv. & Digital Signage	8.000	--
Tutorial Appetizer	8.000	--
Video on the website	3.500	The price refers to the promotional web space only
Cyber area	10.000	--
TRADITIONAL SPONSORSHIP PROPOSALS		
ADV page	5.000 - 4.000 - 3.000	Back cover - cover (2 nd and 3 rd pages) - internal page
Exclusive signage	12.000	--
Lanyards	7.000	Production costs not included
Hand outs	3.500	--
Notepad & Pens	2.500	Production costs not included
Congress bags	3.500	Production costs not included
Congress bag inserts	3.000	--
Luncheon Symposium	20.000	Lunch boxes not included
Satellite Symposium	25.000	N/A
Exclusive Symposium	40.000	Lunch boxes not included
Welcome cocktail	12.000	
Booth	5.000	Standard 3x2
Speaker Corner	12.000	--
Challenge the Speaker	10.000	--
Hospitality Suite	6.000	--