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ABOUT ISS/SIC

Toward the end of the 19th century the first national surgical societies were founded. Some influential surgeons of that time believed that indeed a broad international forum was highly desirable. So the first international surgical society, “La Société Internationale de Chirurgie” (SIC) was founded in Brussels in 1902.

At the congress of Belgian surgeons, distinguished European surgeons came together to form the SIC. In 1979 upon majority vote by the General Assembly the headquarters of the Société was moved to Switzerland. To meet the requirements of the Belgian laws, the Société therefore had to decide its own legal dissolution and to reconvene soon afterwards for its reconstitution under the new name of International Society of Surgery/Société Internationale de Chirurgie ISS/SIC.

Over the last 112 years medicine and surgery experienced dramatic progress barely imaginable to the founders of the society. The International Society of Surgery/Société Internationale de Chirurgie (ISS/SIC) with today more than 3'000 members from 96 different countries is dedicated to the exchange of knowledge, innovation and experience. The ISS/SIC with its six Collective Member societies accomplishes its mission by sponsoring the World Congress of Surgery every other year, through the World Journal of Surgery, and with postgraduate courses around the world. In addition, the ISS Foundation Chicago supports by means of travel scholarships research and educational activities for surgeons who are in the greatest need of assistance.

Today, the aims of the ISS/SIC are to promote not only high standards of practice in the art of surgery, to support the advancement of science within and among specialties through clinical investigation and laboratory research but also to support the basic and specialty fields of general surgery in the less privileged countries and to establish collegiality, and to facilitate the exchange of ideas on a formal and informal basis.

Together with the base of general and gastrointestinal surgery, the six Collective Member Societies form the backbone of ISS/SIC as listed on page 4. They are represented in the World Journal of Surgery and are the main contributors to the scientific program of the World Congress of Surgery WCS.
The International Society of Surgery/Société Internationale de Chirurgie (ISS/SIC), the oldest international society in general surgery of more than 3,000 members from 96 countries and its 6 Collective Member Societies (IAES, IATSIC, IASMEN, BSI, ISDS and ASAP), has been organizing its World Congress of Surgery - previously known as International Surgical Week (ISW) - since 1905. It has aimed to include the National Surgical Society of the host country as a partner organization to attract large numbers of local surgeons and to enable local surgeons to attend this important congress at low costs. It is predicted to change the place and continent of the biennial World Congress of Surgery according to an approved schedule.

### Year | Congress | City | Country | No. of Delegates
--- | --- | --- | --- | ---
1981 | 29th | Montreux | Switzerland | 900
1983 | 30th | Hamburg | Germany | 1200
1985 | 31st | Paris | France | 1500
1987 | 32nd | Sydney | Australia | 1650
1989 | 33rd | Toronto | Canada | 1800
1991 | 34th | Stockholm | Sweden | 2100
1993 | 35th | Hong Kong | Hong Kong | 2050
1995 | 36th | Lisbon | Portugal | 2000
1997 | 37th | Acapulco | Mexico | 2300
1999 | 38th | Vienna | Austria | 1900
2001 | Centennial | Brussels | Belgium | 1800
2003 | 40th | Bangkok | Thailand | 1900
2005 | 41st | Durban | South Africa | 1900
2007 | 42nd | Montréal | Canada | 1300
2009 | 43rd | Adelaide | Australia | 1400
2011 | 44th | Yokohama | Japan | 1700
2013 | 45th | Helsinki | Finland | 2050
2015 | 46th | Bangkok | Thailand | 2500
2017 | 47th | Basel | Switzerland | 2000*
2019 | 48th | Cracow | Poland | 2000*

*Confirmed future Congresses and expected numbers.
SCIENTIFIC COMMITTEES

A) International Society of Surgery / Société Internationale De Chirurgie (ISS/SIC) – Executive Committee

President ISS/SIC & Congress President
Marco G. Patti, Chapel Hill, NC, USA

President elect ISS/SIC
Alberto R. Ferreres, Buenos Aires, Argentina

Immediate Past President ISS/SIC
Nopadol Wora-Urai, Bangkok, Thailand

Secretary General ISS/SIC
Kenneth D. Boffard, Johannesburg, South Africa

General Treasurer ISS/SIC
Sathya S. Pillay, Port Elizabeth, South Africa

Editor in Chief WJS
John G. Hunter, Portland, USA

Councilor
Doris Henne-Bruns, Ulm, Germany

Councilor
Andrew G. Hill, Auckland, New Zealand

Councilor
Seigo Kitano, Yufu, Japan

Councilor
Rowan W. Parks, Edinburgh, UK

IAES Representative
Dimitrios A. Linos, Marousi, Greece

IATSIC Representative
Manjul K. Joshipura, Ahmedabad Gujarat, India

IASMEN Representative
Dileep Lobo, Nottingham, UK

BSI Representative
Cheng-Har Yip, Petaling Jaya, Malaysia

ISDS Representative
Alberto R. Ferreres, Buenos Aires, Argentina

ASAP Representative
Stephen W. Bickler, San Diego, USA

B) Collective Member Societies of ISS/SIC and their Representatives

IAES The International Association of Endocrine Surgeons
Dimitrios A. Linos, Greece
Janice L. Pasieka, Canada
www.iaes-endocrine-surgeons.com

IATSIC The International Association for Trauma Surgery and Intensive Care
Manjul K. Joshipura, India
Christine Gaarder, Norway
www.iatsic.org

IASMEN The International Association for Surgical Metabolism and Nutrition
Dileep Lobo, UK
Anders Thorell, Sweden
www.iasmen.org

BSI Breast Surgery International
Cheng-Har Yip, Malaysia
Elisabeth Elder, Australia
www.bsisurgery.org

ISDS International Society for Digestive Surgery
Alberto R. Ferreres, Argentina
Alessandro Fichera, USA
www.cicd-isds.org

ASAP Alliance for Surgery and Anesthesia Presence
Stephen W. Bickler, USA
Miliard Derbew, Ethiopia
www.asaptoday.org
C) Participating Societies (International Societies) and their representatives in the Program Committee of WCS 2017

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<th>Society</th>
<th>Organization</th>
<th>Members</th>
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<tr>
<td>AAS</td>
<td>Association for Academic Surgery</td>
<td>Melina R. Kibbe, USA&lt;br&gt;Justin B. Dimick, USA &lt;br&gt;www.aasurg.org</td>
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<td>AAST</td>
<td>American Association for the Surgery of Trauma</td>
<td>Thomas Scalea, USA&lt;br&gt;www.aast.org</td>
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<td>APIMSF</td>
<td>The Ambroise Paré International Military Surgery Forum</td>
<td>Christian Willy, Germany&lt;br&gt;Zvonimir Lovric, Croatia&lt;br&gt;Norman M. Rich, USA&lt;br&gt;www.apimsf.org</td>
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<td>EAES</td>
<td>European Association for Endoscopic Surgery</td>
<td>Eduardo Targarona Soler, Spain&lt;br&gt;www.eaes-eur.org</td>
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<td>FELAC</td>
<td>Federación Latinoamericana de Cirugía</td>
<td>Italo Braghetto, Chile&lt;br&gt;Samuel Shuchleib, Mexico&lt;br&gt;www.felarcred.org</td>
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<td>ISBI</td>
<td>International Society for Burn Injuries</td>
<td>Basil A. Pruitt, Jr., USA&lt;br&gt;David Herndon, USA&lt;br&gt;www.worldburn.org</td>
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PROGRAM AT A GLANCE

Sunday, 13 August 2017

POSTGRADUATE COURSES / WORKSHOPS

- AAS / ISDS / WJS / IASME Course - Academic Career Development
- ISS / SIC Course - Gastrointestinal Surgery Workshop
- IAES - Case Presentations
- BSI Course - Ultrasound
- BSI Course - Genetics of Breast Cancer: A Practical Update
- BSI Workshop - Oncoplastics Hands-on

OPENING CEREMONY & OPENING OF TRADE EXHIBITION
### PROGRAM AT A GLANCE

**Monday, 14 August 2017**

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<tr>
<td>07:00</td>
<td>Main Session: Enhanced recovery after surgery (ENRAS)</td>
<td>Free Papers / Posters</td>
<td>10:30-11:00 Welcome remarks</td>
<td>11:00-12:00 Free Papers Endocrine surgery</td>
<td>Main Session: Important aspects of trauma care in need for more attention</td>
<td>Main Session: Locally advanced breast cancer</td>
<td>Main Session: Global issues in women’s health 2017</td>
<td>Main Session: Pediatric surgery</td>
<td>Free Papers / Posters</td>
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<td>07:30</td>
<td>Protected Time-Slot: Presentation of Travel Scholars 1</td>
<td>President’s Opening</td>
<td>Martin Allgöwer Lecture 2</td>
<td>TBA</td>
<td>ISDS / IASMEN</td>
<td>7 BSI</td>
<td>8 ASAP</td>
<td>Main Session: Endocrine surgery</td>
<td>Main Session: Pediatric surgery</td>
<td>Free Papers / Posters</td>
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**Coffee break and visit of the exhibition**

**BASEL NIGHT**
# PROGRAM AT A GLANCE

**Tuesday, 15 August 2017**

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### Coffee break and visit of the exhibition

#### Room 1
- **Sponsored Session**
  - 14:00 - 14:15
  - 14:15 - 14:30
  - 14:30 - 14:45
  - 14:45 - 14:50
  - 14:50 - 15:00
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  - 19:15 - 19:30
  - 19:30 - 19:45
  - 19:45 - 20:00
  - 20:00 - 20:15

### Coffee break and visit of the exhibition

#### Room 2
- **Sponsored Session**
  - 07:00 - 07:15
  - 07:15 - 07:30
  - 07:30 - 07:45
  - 07:45 - 08:00
  - 08:00 - 08:15
  - 08:15 - 08:30
  - 08:30 - 08:45
  - 08:45 - 09:00
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  - 20:00 - 20:15
## PROGRAM AT A GLANCE

**Wednesday, 16 August 2017**

<table>
<thead>
<tr>
<th>Room 1</th>
<th>Room 2</th>
<th>Room 3</th>
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<tr>
<td>Writers’ Workshop</td>
<td>103 ISS/SIC/Springer</td>
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<tr>
<td>Presidential Addresses</td>
<td>113 ISDS / SSAT</td>
<td>Free Papers / Posters</td>
<td>Free Papers / Endocrine surgery</td>
<td>Free Papers / Endocrine surgery</td>
<td>08:00-10:00</td>
<td>Main Session</td>
<td>114 CONGRESS</td>
<td>115 IAES</td>
<td>116 APIMSF / IATSIC</td>
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<tr>
<td>Coffee break and visit of the exhibition</td>
<td>133</td>
<td>134</td>
<td>135</td>
<td>136</td>
<td>Sponsored Session</td>
<td>137 MOT</td>
<td>138</td>
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<tr>
<td>Main Session</td>
<td>123 ISDS</td>
<td>Main Session</td>
<td>Surgical treatment for challenging situations in abdominal surgery</td>
<td>124</td>
<td>Free Papers / Posters</td>
<td>125 IAES</td>
<td>Main Session</td>
<td>126 Global surgery</td>
<td>127 BSI</td>
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<td>Coffee break and visit of the exhibition</td>
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<tr>
<td>Main Session</td>
<td>153 ISDS</td>
<td>Free Papers / Posters</td>
<td>Free Papers / Posters</td>
<td>Free Papers / Posters</td>
<td>Main Session</td>
<td>154</td>
<td>155</td>
<td>156 IATSIC</td>
<td>Main Session</td>
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</table>
## PROGRAM AT A GLANCE

### Thursday, 17 August 2017

<table>
<thead>
<tr>
<th>Room 1</th>
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<td>22:00</td>
<td>23:00</td>
</tr>
</tbody>
</table>

### Coffee break and visit of the exhibition

- 10:30-11:15
- 12:30-13:00
- 14:30-15:00
- 16:30-17:00

### Protected Time-Slot

- 13:00-13:30
- 14:00-14:30
- 15:00-15:30
- 16:00-16:30
- 17:00-17:30
- 18:00-18:30
- 19:00-19:30
- 20:00-20:30

### END OF CONGRESS

### PROGRAM AT A GLANCE

- 07:00-08:15
  - Writers’ Workshop
  - 163 ISS/SIC/Springer

- 07:00-08:20
  - Wake-up Case & Free Papers
  - Trauma surgery
  - 46 IATSIC

- 07:30-08:20
  - Free Papers
  - Endocrine surgery
  - 166 IATSIC

- 08:00-08:50
  - Main Session
  - HPB benign
  - 173 ISS/SIC

- 08:00-09:00
  - Free Papers
  - Endocrine surgery
  - 167 IATSIC

- 09:00-10:00
  - Main Session
  - Surgical ethics in contemporary surgical practice
  - 196 ISS/SIC

- 09:30-10:30
  - Main Session
  - Virtual MDT
  - 177 BS1

- 10:00-11:00
  - Main Session
  - The future of endocrine surgical societies
  - 176 IATSIC

- 10:30-11:30
  - Main Session
  - Debates
  - All patients undergoing mastectomy should be offered breast reconstruction / DCIS should not be called cancer
  - 178 BS1

- 11:00-12:00
  - Main Session
  - The global surgery agenda and progress towards implementing national surgical plans
  - 179 BS1

- 11:30-12:30
  - Main Session
  - Unresolved issues... seriously!
  - 180 BS1

- 12:00-13:00
  - Free Papers / Posters
  - Bariatric surgery
  - 181 BS1

- 12:30-13:30
  - Coffee break and visit of the exhibition

- 13:30-14:30
  - Free Papers / Posters
  - Bariatric surgery
  - 182 BS1

- 14:00-15:00
  - Main Session
  - Bariatric surgery
  - 183 BS1

- 14:30-15:30
  - Free Papers / Posters
  - Bariatric surgery
  - 184 BS1

- 15:00-16:00
  - Main Session
  - Virtual MDT
  - 185 BS1

- 15:30-16:30
  - Main Session
  - Debates
  - All patients undergoing mastectomy should be offered breast reconstruction / DCIS should not be called cancer
  - 186 BS1

- 16:00-17:00
  - Main Session
  - The global surgery agenda and progress towards implementing national surgical plans
  - 187 BS1

- 16:30-17:30
  - Main Session
  - Unresolved issues... seriously!
  - 188 BS1
EXHIBITING AT WCS 2017

As part of WCS 2017 exhibition space will provide a unique opportunity for exhibitors to showcase their products, services and educational programs to an estimated 2,000+ participants with interests in all areas of general surgery. The layout of the exhibition has been expertly designed to ensure comfort to the delegates, optimised visitor flow and therefore maximum exposure for the exhibitor.

Coffee breaks will take place on the exhibition floor, promoting frequent and repeated opportunities for the delegates to visit the exhibits and engage with you. Space will be allocated on a 1st come-1st served basis depending on date at which the order form is received by MCI Suisse SA.

STAND TYPES AND COSTS

SPACE ONLY
550 Swiss Francs (plus VAT) per sq. metre (min. 6sqm)
- Exhibition floor space only
- Company profile publication
- Company listing on the WCS 2017 congress website
- 2 complimentary exhibitor badges per 9 sqm, 1 additional badge for each additional 9 sqm booked
- Networking platform
- Coffee breaks

SHELL SCHEME + SPACE
700 Swiss Francs (plus VAT) per sq. metre (min. 9sqm)
- Exhibition floor space
- Shell scheme frame
- Fascia board for company name
- Lighting (3 spots kW)
- Electrical supply
- 1 table and 2 chairs for 9 sq metres
- Company profile publication
- Company listing on the WCS 2017 website
- 2 complimentary exhibitor badges per 9 sqm
- 1 additional badge for each additional 9 sqm booked
- Networking platform
- Coffee breaks
BENEFITS TO EXHIBITING COMPANIES

Gain direct access to senior decision makers
Raise brand awareness
Exchange ideas, educate
Present products & services in an interactive environment
Collect attendees’ data

The Organizers reserve the right to require any exhibitor to discontinue any activity that may cause annoyance or interference with others.

GIVE-AWAYS AND DISTRIBUTION OF PRINTED MATERIALS
Give-aways and printed material may only be distributed in the space rented by the exhibitor in the exhibition hall, in hospitality suites, or at satellite symposia. No such material may be distributed in any hotel used by the meeting.

Product identification is permitted on give-aways. Contests, lotteries, raffles and any other incentives are subject to approval by the Organizers.

COMPANY PROFILE
A complete listing of all exhibitors, including a 100-word entry profile will be featured on the Congress website.

Companies will have to send their profile by 3 May 2017 at the latest by email to christopher.day@mci-group.com. Should the profile not have been received and confirmed by MCI before the above mentioned deadline we cannot guarantee its inclusion on the site.

PRODUCT DISCLAIMER
The acceptance of a product or service for exhibition does not in any manner constitute an endorsement by the Organizers.

Each exhibitor and/or sponsor is responsible for the material and information they make available at the Meeting. Exhibitors and sponsors should only present material and information which has been approved by their legal departments and which is in compliance with the legislation of the host country of the Congress.

It is the responsibility of exhibitors and sponsors to address these issues and any conflicts arising from such matters directly among themselves as the Organizers will not arbitrate in any way in legal issues of this nature.

The International Pharmaceutical Congress Advisory Association's (IPCAA) Code of Conduct, Medical Congress Guidelines and Housing Guidelines, and the Code of Practice of the European Federation of Pharmaceutical Industries and Associations (EFPIA) should also be adopted.

SECURITY AND INSURANCE
The Organizers will not be held responsible for any loss or damage to exhibitors’ goods and exhibitors are reminded that they should take out their own insurance to cover for their belongings.

IMPORTANT EXHIBITION INFORMATION!

EXHIBITION LAYOUT
The exhibition layout as featured on page 15 has been reviewed and validated by the congress venue Health & Safety. However, MCI Suisse SA reserves the right to modify the exhibition layout should this be in the best interest of the exhibitors and/or the congress. In such a case, MCI Suisse SA will contact each exhibitor individually to propose an alternative space.

EXHIBITOR REGISTRATION
All exhibitors must be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges are given for the first 9 square meters booked and one additional badge for each additional 9 square meters booked. Any additional exhibitors will be charged an exhibitor registration fee of CHF 300.

All exhibitors need to wear the badge of the Congress at all times.

MANNING OF STANDS
Exhibitors will be required to ensure that their stands are manned during the opening hours of the exhibition and must not dismantle their stands before the published closing time.

NOISE
Exhibitors may not use audible electronic, mechanical apparatus, or open audio systems which may be heard outside the exhibitor’s assigned space.
HEALTH AND SAFETY AT WORK REGULATIONS

It is the responsibility of the exhibitor/sponsor to ensure that his contractor, employees, displays and exhibits comply with the latest legislation regarding Health and Safety at Work regulations.

CANCELLATION OF EXHIBITION AND CONGRESS

It is mutually agreed that in the event of total or partial cancellation of the Congress due to fire, strike, natural disaster (either threatened or actual), government regulations or causes which would prevent its scheduled opening or continuance, this agreement will be terminated immediately, and ISS/SIC shall determine an equitable basis for the refund of a portion of the exhibit or other fees, after due consideration of expenditures and commitments already made. Under no circumstances is ISS/SIC responsible for any exhibitor’s expenses (such as travel, lodging, or exhibit shipping), or any other incidental or consequential damages.

EXHIBITION OPENING HOURS
(SUBJECT TO CHANGE)

<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Sunday 13 August</td>
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<tr>
<td>Monday 14 August</td>
<td>09:00 – 17:00</td>
</tr>
<tr>
<td>Tuesday 15 August</td>
<td>09:00 – 17:00</td>
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<tr>
<td>Wednesday 16 August</td>
<td>09:00 – 16:00</td>
</tr>
</tbody>
</table>

DISMANTLING OF EXHIBITION

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>Wednesday 16 August</td>
<td>16:00 – 20:00</td>
</tr>
<tr>
<td>Thursday 17 August</td>
<td>09:00 – 17:00</td>
</tr>
</tbody>
</table>
EXHIBITION LAYOUT AS AT 07.09.2016

While the floor plan outlined in this document is current at the time of printing, the organizers reserve the right to alter this plan should it be deemed necessary.
MAXIMIZE YOUR IMPACT

You are invited to organize satellite symposia sessions at WCS 2017. This highly visible and highly impactful activity allows you to attract interested and qualified delegates and update them personally on the science that supports your campaigns and products. It is one of the most popular opportunities for honest and open debate between the medical professions on the topics most relevant to your corporate objectives.

The time slots are outside of the main congress sessions which maximizes the number of people that can attend your symposia session.

A maximum of 3 simultaneous satellite symposia per time slot will be authorized during WCS 2017

With such limited availability we strongly advise you to contact us early if you are interested in securing a specific time slot.

SATTELITE SYMPOSIA
SLOT TIMETABLE

<table>
<thead>
<tr>
<th>Dates &amp; Times</th>
<th>Duration</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MONDAY 14 AUGUST 2017</strong></td>
<td></td>
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</tr>
<tr>
<td>07:15 – 08:15</td>
<td>60 minutes</td>
<td>CHF 30,000</td>
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<tr>
<td>12:15 – 13:45</td>
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<td>CHF 45,000</td>
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<td><strong>TUESDAY 15 AUGUST 2017</strong></td>
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<tr>
<td>07:15 – 08:15</td>
<td>60 minutes</td>
<td>CHF 30,000</td>
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<tr>
<td>12:15 – 13:45</td>
<td>90 minutes</td>
<td>CHF 45,000</td>
</tr>
<tr>
<td><strong>WEDNESDAY 16 AUGUST 2017</strong></td>
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</tr>
<tr>
<td>07:15 – 08:15</td>
<td>60 minutes</td>
<td>CHF 20,000</td>
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<tr>
<td>12:15 – 13:45</td>
<td>90 minutes</td>
<td>CHF 30,000</td>
</tr>
<tr>
<td><strong>THURSDAY 17 AUGUST 2017</strong></td>
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<tr>
<td>07:15 – 08:15</td>
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<td>CHF 10,000</td>
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<tr>
<td>12:15 – 13:45</td>
<td>90 minutes</td>
<td>CHF 15,000</td>
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</tbody>
</table>
WHAT’S INCLUDED?

- Room rental
- Audio-visual equipment (single screen projection) and on-site management
- Signage board advertising the satellite symposium
- Opportunity to brand the speaker lectern and the presidential table
- Insert in congress bags
- Acknowledgement in the Industry brochure
- Acknowledgement in the WCS 2017 website
- Use of the WCS 2017 congress logo on the satellite symposia invitation
- Symposium program in the industry brochure and the WCS 2017 website
- Display table at the entrance of the meeting room

SATELLITE SYMPOSIA
SESSIONS, THE BENEFITS TO YOU

- Captive audience of decision makers
- High visibility
- Respected forum for presenting innovation and cutting edge research
- Increased recognition among thought leaders

SATELLITE SYMPOSIA GENERAL GUIDELINES

- Sponsors of Satellite Symposia may select topics and speakers.
- Sponsored Satellite Symposia programs, hand-outs and invitations must be submitted to the Congress Committee for approval.
- It is expected that speakers and chairpersons of the Satellite Symposia will be contacted by the companies themselves to notify them of the time and place of sessions, to arrange for their registration, travel and accommodation.
- Signposting, additional display or distribution of posters, brochures or any promotional material outside the Satellite symposium rooms or outside the company exhibition stands and hospitality suite are not allowed
- The Congress does not require speakers at the Satellite Symposia to submit abstracts of their lectures as they will not be published in the Congress Abstract book. Companies can, however, publish their abstracts for distribution at the entrance of the Satellite Symposium lecture room.
- Times and dates of the Satellite Symposia sessions will be announced on the congress website. The full session program will be published in the industry brochure distributed on-site.

IMPORTANT SATELLITE SYMPOSIUM INFORMATION!

- All the speakers of Satellite Symposia must be registered prior to the Congress by the Company/ Sponsor taking a Symposium slot, and their hotel and trip paid accordingly
- All satellite symposia must be held at the Congress Center during the official time slots offered by WCS 2017
- All programs must be submitted to the Scientific Committee for approval not later than Friday 7 April 2017
- All Satellite Symposia Programs will be published in the Industry brochure, as submitted by the company/ sponsor
- Lead retrieval devices will be available at WCS 2017 for an additional charge and will allow companies to track their potential visitors.
ENHANCE YOUR VISIBILITY!

Stand out from the crowd, enhancing your visibility at WCS 2017 gives you the advantage and can play a key part in helping you achieve your congress objectives. Ensure your company benefits from the highest level of exposure.

On the next page of this brochure you will find a table which gives an overview of all the partnership opportunities available at WCS 2017. The table is designed to help you to compare, evaluate and easily understand the associated benefits related to each individual opportunity.

To help you in your selection you will see that the table is split into 4 different sections:

SECTION 1
Pre Event Exposure
These opportunities will allow you to target the delegates in advance of the event

SECTION 2
Create the Perfect 1st Impression
These opportunities will allow you to catch the delegate’s attention upon arrival at the event

SECTION 3
Maximum Brand Impact
These opportunities will allow you to really make your brand/product stand out on the exhibition/congress floor

SECTION 4
Drive Stand Traffic
These opportunities will allow you to drive additional traffic to your stand.

Each opportunity is measured against 4 different types of benefit:

**BENEFIT 1**
High Volume/Contact
Allowing you to maximize your visibility and increase brand/product awareness

**BENEFIT 2**
Drive Brand Awareness
Allowing you to maximize awareness, strengthen your brand positioning

**BENEFIT 3**
Be Different
Allowing you to emotionalize, retain customers, put your brand/product in a position that is seen as ‘unique and innovative’

**BENEFIT 4**
Longevity
Allowing you to prolong your exposure post event

We know that in today’s challenging economic climate and more than ever before it is essential to be able to justify your spend and ensure your funds are being invested in the right places. We hope that this summary table and benefit evaluation tool will enable you to efficiently and effectively identify the opportunities that will best achieve your specific marketing goals.
**SPONSORSHIP RECOGNITION LEVEL/CATEGORY**

Sponsorship recognition level is calculated based on the total amount of your company's investment in WCS 2017 (to include exhibition space, satellite symposia and/or sponsorship opportunities as listed herein).

Depending on your total level of investment in WCS 2017, your company's support will be acknowledged and recognized on the congress website as well as in all congress printed materials and signage at the following different levels:

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>TOTAL CONTRIBUTION</th>
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<tbody>
<tr>
<td>Platinum</td>
<td>From CHF 80'000</td>
</tr>
<tr>
<td>Gold</td>
<td>From CHF 50'000</td>
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<tr>
<td>Silver</td>
<td>From CHF 35'000</td>
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<tr>
<td>Bronze</td>
<td>From CHF 20'000</td>
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</tbody>
</table>

*total contributions include total payments for all sponsorship opportunities listed herein. Not included in total contributions are food, beverage and congress registration fees for organization staff.

**2017 CORPORATE SUPPORT OPPORTUNITIES SUMMARY TABLE**

<table>
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<tr>
<th>Benefit 1</th>
<th>Benefit 2</th>
<th>Benefit 3</th>
<th>Benefit 4</th>
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<tr>
<td><strong>WHAT’S INCLUDED?</strong></td>
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<tr>
<td>Congress Bags (all delegates)</td>
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<td>Lanyards (all delegates)</td>
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<td>Industry brochure (all delegates)</td>
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<td>Pocket Program (all delegates)</td>
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<td>WCS 2017 Online program</td>
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<td>WCS 2017 Mobile app (all delegates)</td>
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<td>Pens and Pads (all delegates)</td>
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**CREATE THE PERFECT 1ST IMPRESSION**

<table>
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<tr>
<th>Benefit 1</th>
<th>Benefit 2</th>
<th>Benefit 3</th>
<th>Benefit 4</th>
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<tr>
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**MAXIMUM BRAND IMPACT**

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<tbody>
<tr>
<td>Piazza</td>
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<tr>
<td>Poster area (all delegates)</td>
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<tr>
<td>Hand sanitizers</td>
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<td>Water stations</td>
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<td>Cyber Café</td>
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<td>Meeting stools</td>
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<td>Charging stations</td>
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<td>Travel Grants</td>
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<tr>
<td>Hospitality Suites</td>
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**DRIVE STAND TRAFFIC**

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Create the Perfect 1st Impression

WCS 2017 CONGRESS BAGS (SUPPLIED BY CONGRESS)
CHF 35,000.00 +VAT

Attach your brand to every WCS 2017 congress bag
What is the very first item the delegate receives upon arrival at WCS 2017? From the very first minute capture the delegate's attention by sponsoring the official congress bag. Provide the delegate with convenience and your company with excellent visibility. This opportunity ensures that your brand will reach all WCS 2017 attendees.

THIS OPPORTUNITY INCLUDES:
■ 1 Corporate logo on the congress bag
■ Acknowledgment in the official WCS 2017 industry brochure
■ Acknowledgment on the official WCS 2017 website

WCS 2017 LANYARDS (SUPPLIED BY CONGRESS)
CHF 9,500.00 +VAT

Attach your brand to every WCS 2017 lanyard
The lanyards are given to each delegate in order to carry their badge. Delegates are requested to wear the lanyards and badge for the whole duration of the congress. This is an exclusive opportunity and ensures your brand will reach all delegate attendees.

THIS OPPORTUNITY INCLUDES:
■ 1 Corporate logo on the lanyard
■ Acknowledgment in the official WCS 2017 industry brochure
■ Acknowledgment on the official WCS 2017 website

WCS 2017 INDUSTRY BROCHURE
FROM CHF 6,000.00 +VAT

The indispensable industry program guide for all attendees at WCS 2017
Put your name in the hands of the largest gathering of surgeons from around the world. The Industry Brochure is distributed to all delegates on-site inside the official WCS 2017 Congress bag. The brochure contains the final schedule of satellite symposia, the exhibition floor plan, list of exhibitors and company profiles as well as general information about the congress. The delegates will use the Industry Brochure to plan and organize their activities on a daily basis and as a reference tool after the meeting is over.

INDUSTRY BROCHURE ADVERTISING OPPORTUNITIES:
■ Outside back cover ................................................................. CHF 15,000.00
■ Inside front cover ................................................................. CHF 10,000.00
■ Inside back cover ................................................................. CHF 10,000.00
■ Inside page ........................................................................ CHF 6,000.00
Create the Perfect 1st Impression

WCS 2017 POCKET PROGRAM
CHF 17,500.00 +VAT

Position your brand next to the heart of the WCS 2017 delegates

The Pocket Program is a pocket sized conference overview and exhibition plan that conveniently fits into the back of the delegate's badge. All participants receive a Pocket Program upon collection of their badge. The Pocket Program will be used as a daily reference tool at the conference.

THIS OPPORTUNITY INCLUDES:
- An advertisement on the back of the WCS 2017 Pocket Program
- Acknowledgment in the WCS 2017 industry brochure
- Acknowledgment on the WCS 2017 website

EXCLUSIVE!

WCS 2017 ONLINE PROGRAM
CHF 10,000.00 +VAT

Help delegates to plan their attendance

Delegates have the opportunity to plan their attendance in advance by accessing the online program. With this on-line tool they can select their favourite sessions, and download their personal itinerary at the congress.

THIS OPPORTUNITY INCLUDES:
- Corporate logo on the online program page
- Corporate logo on the downloadable personal itinerary
- Acknowledgement in the WCS 2017 industry brochure
- Acknowledgement on the WCS 2017 website

EXCLUSIVE!

WCS 2017 MOBILE APPLICATION
CHF 15,000.00 +VAT

Put your brand in the palm of the delegate's hand!

Don't miss this opportunity to reach attendees through the latest technology. Attendees will use this service before and during WCS 2017. This service allows the attendees to create their own meeting schedule and plan which exhibitors they want to see.

THIS OPPORTUNITY INCLUDES:
- Meeting program available to download from the WCS 2017 website
- Company logo on the welcome page of the application
- Acknowledgement in the WCS 2017 industry brochure
- Acknowledgement on the WCS 2017 website

EXCLUSIVE!
Create the Perfect 1st Impression

**WCS 2017 NOTEPAD** *(SUPPLIED BY CONGRESS)*
CHF 10,000.00 +VAT

Provide convenience to each and every WCS 2017 delegate
During the congress, each delegate is provided with a notepad in the congress bags to take notes during the congress sessions. Align your brand with this highly requested and appreciated item. Even after WCS 2017, you can continue to provide convenience should the delegate decide to take the notepad back to their home or office.

**THIS OPPORTUNITY INCLUDES:**
- Corporate logo (one color) on cover and each page of notepad
- Acknowledgement in the WCS 2017 industry brochure
- Acknowledgement in the WCS 2017 website

**WCS 2017 PEN** *(SUPPLIED BY CONGRESS)*
CHF 4,000.00 +VAT

Put your brand at the fingertips of each and every WCS 2017 delegate
During the congress provide the delegate with convenience should they wish to take notes manually during the congress sessions. A highly requested item, each delegate will receive an official WCS 2017 pen in their congress bag. Even after WCS 2017, you can continue to provide convenience should the delegate decide to take the pen back to their home or office.

**THIS OPPORTUNITY INCLUDES:**
- One Corporate logo (one color) on each pen
- Acknowledgement in the WCS 2017 industry brochure
- Acknowledgement in the WCS 2017 website
Maximize Brand Impact

PIAZZA
CHF 20,000.00 +VAT

The Piazza is a place for networking, where representatives from the Industry can exchange and connect in a pleasant atmosphere with delegates. The design of the Piazza is engineered to attract delegates and serve as the ideal opportunity for you to showcase your brand.

THIS OPPORTUNITY INCLUDES:
■ Banner / Screen with company logos of Piazza exhibitors at the Congress venue (Piazza supported by ...)
■ Screen with product information of the exhibitor in the Piazza (soundless endless loop)
■ Seating possibilities for 6 people per Company
■ Permanent catering and bar facilities on the Piazza for you and your guests
■ Recognition of Piazza sponsor in all main sessions
■ Recognition as Piazza sponsor on all signage in the main lecture hall
■ Recognition as Piazza sponsor in all printed Congress material
■ Recognition as Piazza sponsor on the sponsor banner
■ Logo on website with direct link (to the webpage of your choice)

POSTER AREA
CHF 8,000.00 +VAT

With over 350 posters during the event, delegates are sure to explore the poster area. A great opportunity to share with delegates how your company supports the findings that are published on the posters.

THIS OPPORTUNITY INCLUDES:
■ Corporate logo on poster boards that will feature accepted abstracts
■ Acknowledgment in the official WCS 2017 Industry brochure
■ Acknowledgment on the official WCS 2017 website
Maximize Brand Impact

**WCS 2017 HAND SANITIZERS**  
CHF 8,000.00 +VAT (FOR 3 STATIONS)

**Help WCS 2017 delegates keep safe**

Three stations will be strategically placed in high traffic spots to maximize their usage and convenience to the participants to enhance recognition of the sponsor support. Not only will you help to ensure a proper and clean environment, your logo representation will drive awareness and acknowledgement.

**THIS OPPORTUNITY INCLUDES:**
- Acknowledgement as a congress partner on the Acknowledgement Board onsite
- Acknowledgement as a congress partner on the congress website
- Branded Hand Sanitizer

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**WATER STATIONS**  
CHF 6,000.00 +VAT (PER STATION)

**Help WCS 2017 delegates stay hydrated**

The stations will be strategically placed in high traffic spots to maximize their usage and convenience to the participants to enhance recognition of the sponsor support. Not only will you help to ensure delegates stay hydrated, your logo representation will drive awareness and acknowledgement.

**THIS OPPORTUNITY INCLUDES:**
- Acknowledgement as a congress partner on the Acknowledgement Board onsite
- Acknowledgement as a congress partner on the congress website
- Branded water station including daily refills as per consumption

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**WCS 2017 CYBER CAFÉ**  
CHF 19,500.00 +VAT

**Keep the WCS 2017 delegates online and connected**

Despite widespread mobile technology and wireless connectivity, internet cafes/zones remain busy features at congresses. Sponsors of the Cyber Café will be able to engage with users of the service in a variety of ways, not least via the screens of every terminal in the Cyber Café. The service will be offered free-of-charge to attendees.

**EXCLUSIVE!**

**THIS OPPORTUNITY INCLUDES:**
- Provision of 6 computers, 2 printers, servers, internet connection
- Opportunity to display company logo and information on screen saver
- Opportunity to brand the cafe with signage and branded mouse pad
- Acknowledgement in the WCS 2017 industry brochure
- Acknowledgement on the WCS 2017 website
Maximize Brand Impact

MEETING STOOLS
CHF 8,000.00 +VAT

Offer our attendees the option to sit down, relax and/or meet and discuss with other participants during the meeting – and give your company very prominent visibility. The stools will be branded 50 per cent with WCS 2017 and 50 per cent with your company’s color/logo/pictures. WCS 2017 will produce, assemble and distribute 150 stools around the exhibition hall. Stools are made of recycled cardboard.

THIS OPPORTUNITY INCLUDES:
- Sponsor’s corporate logo/branding on 50% of the surface of the stools.
  The other 50% of the surface of the stools will reflect the WCS 2017 Congress branding.
- Acknowledgement on the WCS 2017 website

CHARGING STATIONS
CHF 10,000.00 +VAT

Keep connected with WCS 2017 delegates
Help participants charge their cell phones, computers and other electronic gadgets at conveniently located stations in the exhibition hall. These stations charge fast and are highly utilized by meeting attendees. This opportunity allows sponsors to gain recognition in high-traffic spots at 3 distinct charging stations and will help attendees stay “plugged in” and connected throughout the entire meeting.

THIS OPPORTUNITY INCLUDES:
- Acknowledgement as a congress partner on the Acknowledgement Board onsite
- Acknowledgement as a congress partner on the congress website
- Branded Charging Stations

TRAVEL GRANTS
FROM CHF 4,000.00 +VAT

Offer the opportunity to young participants to attend WCS 2017 by sponsoring travel fellowships. Your company name and logo will be highlighted in the conference program and website. It is the best way to reach the new generation of surgeons!

THIS OPPORTUNITY INCLUDES:
- Insertion of a flyer in each official WCS 2017 congress bags
- Acknowledgement in the WCS 2017 industry brochure
- Acknowledgement on the WCS 2017 website
Maximize Brand Impact

**HOSPITALITY SUITE**
**PRICE UPON REQUEST**

The hospitality suite will provide a place for you to host international contacts, to meet, relax and exchange information. The use of the space is restricted to the above-mentioned purposes and not for exhibiting products and access is restricted to invitation by the exhibitor only.

**ALL EQUIPMENT COMES AS EXTRA**

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**Drive Stand Traffic**

**WCS 2017 CONGRESS BAG INSERT**
**CHF 4,000.00 +VAT**

Put your brand in the hands of thousands of WCS 2017 delegates
Reach out to all WCS 2017 delegates by including one insert in each official WCS 2017 congress bag.

**THIS OPPORTUNITY INCLUDES:**
- Insertion of a flyer in each official WCS 2017 congress bags
- Acknowledgement in the WCS 2017 industry brochure
- Acknowledgement on the WCS 2017 website

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**DIRECT EMAILING TO WCS 2017 PARTICIPANTS**
**CHF 3,500.00 +VAT**

Drive traffic to your stand by inviting delegates by email.
Reach out to all WCS 2017 delegates by sending them a one-time emailer (HTML).
Max. 500 words.

**THIS OPPORTUNITY INCLUDES:**
- One time emailing to WCS pre-registered participants (excluding those who opted out)
- Acknowledgement in the WCS 2017 industry brochure
- Acknowledgement on the WCS 2017 website
WCS 2017 CITY INFORMATION

YOUR HOST COUNTRY

Switzerland is a mountainous Central European country, home to numerous lakes, villages and the high peaks of the Alps. Old Towns within its cities contain medieval landmarks like capital Bern’s Zytglogge clock tower and Cathedral of Bern. The country is also a destination for its ski resorts and hiking trails. Banking and finance are key industries, and Swiss watches and chocolate are renowned.

FACTS ABOUT BASEL

Describing Basel in one word is far from simple. Labels such as Cultural Capital of Switzerland or University City can only be seen as an attempt to give the city, with its wealth of cultural, historical, leisure and enjoyment experiences, a single overarching name.

Discovering Basel is a feast for all the senses. Living where they do at the meeting point of three countries, its people have a great deal of savoir-vivre. Good food and drink are as important to them as art and culture. When the museums and shops close their doors, Basel shows its more exuberant side. Young and old plunge headlong into the lively nightlife of the city. There is something for everybody to enjoy.

TRAVEL TO BASEL

By Plane
The international EuroAirport Basel-Mulhouse-Freiburg is a mere 5km from the heart of Basel. Its convenient location and modern infrastructure are its key advantages. Scheduled direct flights link the EuroAirport with more than 90 destinations. Intercontinental connecting flights are also available via Europe’s major hubs.

By Train
All of Basel’s stations are frequented several times each day by trains arriving either from within Switzerland or abroad. Trains from France arrive at the French Railway station (SNCF), which is located directly beside the Swiss Railway station (SBB).

Trains from Germany arrive either at the Swiss Railway station (SBB) or at the Badischer Bahnhof, which is operated by German Railway (DB) and is located close to the trade fair center.

For more information check out: https://meeting.basel.com

By Car
If you are using the Swiss motorway network, you will require a vignette, which is available to buy at all customs offices, post offices, petrol stations, garages, department of transportation offices and Basel Tourismus offices for CHF 40. Once you have arrived in the city there are more than 4,000 parking spaces for you to use in Basel’s car parks, whether in the city center or at the St. Jakob-Park stadium. You can purchase a day ticket at BVB ticket vending machines, allowing you to park in spaces outlined in blue. Furthermore, most hotels also have good parking facilities.

CURRENCY

The country’s official currency is the Swiss Franc (CHF). ATMs and currency exchange facilities can be found at the airport and within major banks.

Credit cards are generally accepted in shops and restaurants.

TIME ZONE

Basel is on Central European Time (UTC/GMT +2 hours)

Daylight Saving Time
In the spring (on the last Sunday in March), daylight savings time enters into effect: clocks must be moved forward an hour with respect to solar time, which is later returned to at the beginning of autumn (last Sunday in October).

WCS 2017 VENUE INFORMATION

Congress Center Basel
Messeplatz 21
4058 Basel
Switzerland

The Congress Center Basel – with its 25 rooms – is located in the heart of the city, right next to Messe Basel, and just a short walk away from a large number of hotels.

The exhibition complex designed by architects Herzog & de Meuron was brought into operation in 2013 and combines functionality and aesthetics in the perfect manner. This modern building with the multifunctional Event Hall on the ground floor is directly linked to the Congress Center Basel via a footbridge. With a pillar-free surface of some 3,300 sqm, plus 1,500 sqm in the foyer, the Event Hall accommodates events for up to 3,000 participants, with banquets possible for up to 2,000.
**ORGANISING SECRETARIAT**

**WCS 2017**
c/o MCI Suisse SA
9, rue du Pré-Bouvier
1242 Satigny, Geneva
Switzerland

**EXHIBITION & SPONSORING QUERIES :**
Tel.: +41 22 33 99 650
Fax: +41 22 33 99 601
Email: christopher.day@mci-group.com

**REGISTRATION & ACCOMMODATION QUERIES :**
Tel +41 22 33 99 596
Fax +41 22 33 99 631
Email: wcs2017reg@mci-group.com

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**WCS 2017 - RESERVATION & PAYMENT**

**BOOKINGS**
Fill in the ‘Exhibition’ Booking Form and Contract at the back of this brochure

**Submit the completed form to:**
WCS 2017
c/o MCI Suisse SA
9, rue du Pré-Bouvier
1242 Satigny, Geneva
Switzerland
Fax: +41 22 33 99 650
Email: christopher.day@mci-group.com

**PAYMENT AND CANCELLATION**
The total amount will be invoiced upon receipt of booking forms and payment of this invoice will guarantee the reservation. All payments must be received in Swiss Francs and must be paid in full prior to the opening of the congress. 5% interest will be charged on any late payments. VAT is not included in the published prices.

**PAYMENT METHOD**
Bank transfer
Bank: UBS SA – 1211 Geneva 2 – Switzerland
Company: MCI Suisse SA for WCS 2017
Account N°: No 369393.00U
Clearing: 240
SWIFT: UBSWCHZH80A
IBAN: CH94 0024 0240 3693 9300 U

**CANCELLATION PENALTIES**

Until 6 February 2017 .......... 25% of total amount is due
From 7 February to 8 April 2017 ............... 75% of total amount is due
From 8 April 2017 .......... 100% of total amount is due

**CONTACTS**
Christopher Day
christopher.day@mci-group.com
WCS 2017 EXHIBITION – BOOKING FORM / CONTRACT

PLEASE COMPLETE AND SEND TO:
MCI Suisse SA – c/o Christopher Day
9, rue du Pré-Bouvier – CH 1242 Satigny,
Geneva, Switzerland
Email: christopher.day@mci-group.com

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information. It is mandatory to complete and sign this form to confirm your sponsorship. This form will be considered as a contract.

COMPANY:  COMPANY VAT NUMBER:

CONTACT NAME:

ADDRESS:

POSTAL CODE:  CITY:   COUNTRY:

TELEPHONE:    FAX:

E-MAIL:

WEBSITE:

PO. NUMBER IF APPLICABLE:

Please tick the boxes  * VAT is not included

WE WISH TO RESERVE EXHIBITING SPACE. OUR PREFERRED POSITIONS ARE:
1st choice________ 2nd choice________ 3rd choice________

☐ SQUARE METER SPACE ONLY (CHF 550* / sq. meter)  ☐ SHELL SCHEME (CHF 700* / sq. meter)

We require: ________________ sq. meters (minimum size 9 sq. meters)

Special note: Please specify if your stand must not be located adjacent to a particular competitor:______________________________

PAYMENT SCHEDULE
■ All payments must be made in Swiss Francs (CHF)
■ 100% of the total cost will be invoiced on receipt
  of the completed order form.

BY BANK TRANSFER
Bank: UBS SA – 1211 Geneva 2 – Switzerland
Company: MCI Suisse SA for WCS 2017
Account No: No 369393.00U
Clearing: 240
SWIFT: UBSCHZH80A
IBAN: CH94 0024 0240 3693 9300 U

BY CHEQUE
Cheque must be made in Swiss Francs, payable to WCS 2017 c/o MCI Suisse SA, 75 Rue de Lyon CH-1211 Geneva 13, Switzerland

BY CREDIT CARD
■ Visa, MasterCard and American Express
  are accepted.
■ Please request a Credit Card Authorisation Form.

CANCELLATION POLICY
Cancellation and changes to your original booking must be made in writing to MCI.

FOR CANCELLATION MADE
■ Until 6 February 2017 – 25% of total amount is due
■ From 7 February to 8 April 2017 – 75% of total amount is due
■ From 8 April 2017 – 100% of total amount is due

☐ I have read and agree with the WCS 2017 Cancellation Policy and Deadlines.

PLACE AND DATE:  SIGNATURE AND COMPANY STAMP:
WCS 2017 CORPORATE SUPPORT – BOOKING FORM/CONTRACT

PLEASE COMPLETE AND SEND TO:

MCI Suisse SA – c/o Christopher Day
9, rue du Pré-Bouvier – CH 1242 Satigny,
Geneva, Switzerland
Email: christopher.day@mci-group.com

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information. It is mandatory to complete and sign this form to confirm your sponsorship. This form will be considered as a contract.

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TELEPHONE:    FAX:

E-MAIL:

WEBSITE:

P.O. NUMBER IF APPLICABLE:

Please tick the boxes

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<td>TELEPHONE:</td>
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<td>E-MAIL:</td>
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<td>WEBSITE:</td>
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<tr>
<td>P.O. NUMBER IF APPLICABLE:</td>
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**PAYMENT SCHEDULE**

- All payments must be made in Swiss Francs (CHF)
- 100% of the total cost will be invoiced on receipt of the completed order form.

**BY BANK TRANSFER**

Bank: UBS SA – 1211 Geneva 2 - Switzerland  
Company: MCI Suisse SA for WCS 2017  
Account No: No 369393.00U  
Clearing: 240  
SWIFT: UBSWCHZH80A  
IBAN: CH94 0024 0240 3693 9300 U

**BY CHEQUE**

Cheque must be made in Swiss Francs, payable to WCS 2017 c/o MCI Suisse SA, 75 Rue de Lyon CH-1211 Geneva 13, Switzerland

**BY CREDIT CARD**

- Visa, MasterCard and American Express are accepted.
- Please request a Credit Card Authorisation Form.

**CANCELLATION POLICY**

Cancellation and changes to your original booking must be made in writing to MCI.

**FOR CANCELLATION MADE**

- Until 6 February 2017 – 25% of total amount is due
- From 7 February to 8 April 2017 – 75% of total amount is due
- From 8 April 2017 – 100% of total amount is due

☐ I have read and agree with the WCS 2017 Cancellation Policy and Deadlines.