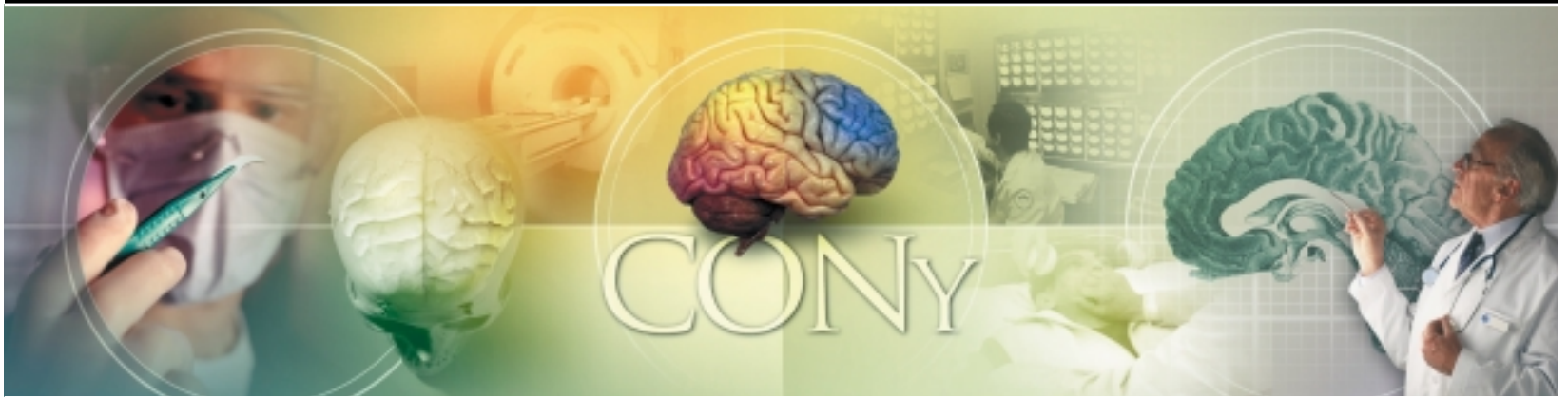


The Academy for Clinical Debates & Controversies in Medicine announces:



**CONY**

2<sup>nd</sup> World Congress on  
**CONTROVERSIES IN NEUROLOGY**



Athens, Greece • October 23-26, 2008

[www.comtecmed.com/cony](http://www.comtecmed.com/cony)

**INVITATION TO INDUSTRY SPONSORSHIP  
PROSPECTUS**



A comprehensive Congress fully devoted to clinical debates and controversial issues in a wide spectrum of Neurology



## DEAR FRIENDS AND COLLEAGUES,



Over the years, the field of neurology has undergone enormous expansion in clinical and basic data, as well as that of field-related technology. With the problem of neurological diseases reaching epidemiological dimensions, treatment possibilities have digressed diversely. This development has created a need for debates on the numerous controversial issues, and to attain clinical conclusions.

The intention of the **2nd World Congress on Controversies in Neurology (CONy)** is to function as an exclusive forum for international experts to share and compare experiences, in order to outline appropriate treatment. A congress that focuses on clinical controversies is an entirely new concept. It is embarked upon primarily to facilitate effective debate on unresolved clinical and therapeutic dilemmas.

After each speaker, ample time will be provided for discussion, and participants will have the advantage of conversing and debating unresolved issues with world authorities in their fields. The Congress aims at reaching the ultimate state-of-the-art solutions, and providing clinicians with conclusive recommendations and reliable solutions, all based on current up-to-date knowledge.

We invite you to participate in the **2nd World Congress on Controversies in Neurology (CONy)**, which is intended as the second of many future congresses in this field.

We look forward to an exciting scientific event in the beautiful city of Athens, Greece.

**PROFESSOR AMOS D. KORCZYN**  
*Chairperson*







## T CONY 2008 - TENTATIVE TOPICS



### OPENING SESSION

- Mental competence of political leaders
- Is late life depression a neurodegenerative disease?
- Bridges between neuronimaging and society

### MULTIPLE SCLEROSIS

- Can physical trauma precipitate MS?
- Is Devic's Neuromyelitis optica (NMO) a separate entity from MS?
- Has genetics advanced our understanding of MS?
- Confidence in existing therapy vs. enthusiasm for new ones
- Do interferons have a long-term effect on disability?
- Stem cell therapy a real option in MS?
- Update on newer treatments in MS
- Are direct comparative drug studies of MS an important guide to medical practice?
- Is there a role for combination therapy in MS?
- The Janus face of kinesin light chain 1 56836 CC genetic variant
- Biomarkers as a useful tool in MS Research – which way to go?

### STROKE

- The use of antidyslipidemic agents in the prevention of stroke
- Patent Foramen Ovale (PFO): to close or not to close?
- How should we treat asymptomatic carotid stenosis – Endarterectomy, by stenting or by medical therapy?
- Can vitamin supplementation prevent stroke and dementia?
- For stroke prevention: are AT1 antagonists the best choice for hypertensive treatments?
- Blood pressure in acute ischemic stroke, to reduce or to increase?
- Thrombolysis beyond 3 hours: IV, IA or clot retrieval?

### PARKINSON'S DISEASE

- Should we treat patients already in the premotor phase of PD?
- Is continuous dopaminergic stimulation a concept of science or of marketing?
- The additive value of imaging as a biomarker in Parkinson's disease
- Are Rasagiline and Selegiline really different?
- Should deep brain stimulation (DBS) be started before motor complications occur?
- Management of depression in PD
- Optimizing Control of Nighttime Symptoms in PD
- Disease-modifying strategies

### PAIN AND HEADACHE

- Is migraine always really a migraine?
- Is migraine a vascular or a neuronal disease?
- Botulinum Neurotoxin type A for headache: the road continues

- Are triptans safe to be used in basilar-type and hemiplegic migraine?
- Are cannabinoids useful analgesics?
- Difficulties and controversies involved in identifying migraine genes for drug development
- What is the most productive genetic approach for unraveling migraine pathogenesis?

### EPILEPSY

- Is epilepsy a progressive disease?
- Do AEDs protect the brain?
- Should epilepsy surgery be performed in patients with mesial temporal sclerosis and cortical dysplasia, even if seizures are controlled by medication?
- Should enzyme-inducing AEDs be used as first-line agents in the treatment of epilepsy?
- Does deep brain stimulation have efficacy in treating seizures?
- Update on teratogenicity of AEDs

### NEUROPROTECTION AND NEUROPLASTICITY

- Neuroplasticity - A strictly genetically controlled process
- Neuroprotection in cerebral hemorrhagic stroke - is it possible?
- A multidimensional approach in testing nootropic drugs
- Cerebrolysin in Traumatic Brain Injury
- The development and survival of the nervous system: a long battle for trophic factors
- Neuroprotection and recovery from stroke

### NEUROPSYCHIATRY

- Are chronic fatigue syndrome and fibromyalgia organic diseases? Should they be treated by neurologists?

### NEUROPATHY

- First line therapy in CIDP: IVIg or steroids?

### DEMENTIA

- Tau or Abeta immunotherapy in AD?
- The dementia of Parkinson's disease
- Microvascular burden in brain aging: cognitive or psychological consequences?
- Is treatment with cholinesterase inhibitors (ChEI's) useful and cost-effective?
- In Alzheimer mice we trust – or are clinical biomarker trials needed for drug development?
- Practical utility of urinary assay in the diagnosis of AD: AlzheimerAlert
- Do biomarkers add specificity to imaging predictors of AD?
- Brain imaging in the evaluation of AD - slowing, risk-reducing and primary prevention therapies
- Unfolded P53: a potential biomarker for AD
- Are chronic disabled people prone to premature aging processes?

### ALS

- Are preclinical animal studies predictive and necessary for drug development?



## GENERAL INFORMATION

### **Venue**

Hilton Athens  
46 Vassilissis Sofias Avenue  
Athens, Greece 11528  
Tel: +30-210-7281000  
Fax: 30-210-7281111  
www.athens.hilton.com

The Hilton Athens hotel is situated in the commercial district and is just 45 minutes from the airport. All rooms have balconies with city views. Athens attractions near the hotel include the Acropolis, the Temple of Theseus and shopping in Kolonaki.

### **Sponsorship and Exhibition contact**

ComtecMed  
53, Rothschild Boulevard, PO Box 68  
Tel Aviv, 61000, Israel  
Tel: +972 3 5666166  
Fax: +972 3 5666177  
E-mail: brian@comtecmed.com  
Website: www.comtecmed.com/cony

### **Accommodation and Registration**

ComtecMed  
53, Rothschild Boulevard, PO Box 68  
Tel Aviv, 61000, Israel  
Tel: +972 3 5666166  
Fax: +972 3 5666177  
Email: cony@comtecmed.com

### **Language**

The official language of the Congress is English.

### **Liability and Insurance**

The organizer carries no liability whatsoever for injuries or damages involving persons and/or property during the Congress. Participants are advised to issue their own personal travel and health insurance for their trip.





## GENERAL INFORMATION

### Registration

	Early Registration Until July 15, 2008	Late Registration From July 16, 2008	On Site
Participants - Physicians and scientists	€ 490	€ 540	€ 590
Nurses, Students	€ 380	€ 430	€ 470
Residents*	€ 320	€ 380	€ 420
Accompanying Persons		€ 120	

\* Refers to Non-tenured junior scientists.

Registration fees include: Access to all sessions and exhibition area, Congress bag, program and abstract book, all printed material of the congress, invitation to the Get-Together Reception, coffee breaks, lunch on Friday and Saturday.

### Accommodation

#### Introduction

We have booked the best available allocation in major hotels in Athens that will enable us to comply with all of your accommodation requests.

We have negotiated the best available special group rates for the companies. If your company is interested in booking hotel accommodation, ComtecMed will be pleased to negotiate the rates and allocation for you.

#### Official Congress Hotel:

Hilton Athens	Single Room Rate	Double Room Rate
Standard Room	€ 214	€ 230

Rates are per room and per night including breakfast and taxes.

#### Accommodation

Companies booking a minimum of 50 rooms in the hotel (upon availability) will be benefited by special rates than the rates published in the Congress website.

#### Communication

Please correspond directly with ComtecMed for any of your requirements i.e., accommodation, registration, social events, transfers, manpower or any other relevant service that you may require for your group. ComtecMed will negotiate the best available rates for you and confirm these services. We strongly recommend you to book accommodation as soon as possible.

ComtecMed Registration and Accommodation Department: [cony@comtecmed.com](mailto:cony@comtecmed.com)

#### Payment and cancellation policy

ComtecMed has negotiated well in advance the best possible conditions regarding cancellation and refunding, which will be sent to you upon requesting room allocation.

Please return to:



ComtecMed – Medical Congresses  
53 Rothschild Boulevard  
P.O. Box 58  
Tel Aviv 61000, Israel

Fax: +972 3 5666177  
Tel: +972 3 5666166  
Email: [cony@comtecmed.com](mailto:cony@comtecmed.com)  
Website: [www.comtecmed.com/cony](http://www.comtecmed.com/cony)



## SPONSORSHIP OPPORTUNITY LIST

**A**s outlined below, there are a number of opportunities for sponsorship are available. In addition to the individual benefits of each package, all sponsors will be acknowledged on the Congress Website and in the final Congress Program. If you are interested in any of the sponsorship opportunities below, please contact the Congress Organizer.

### **CONTINUING MEDICAL EDUCATION (CME) APPROVED SYMPOSIUM**

**30,000 Euro**

The Sponsor may donate an unrestricted grant to support an existing session, or suggest a CME-approved session (1.5 - 2 hours) as part of the Scientific Program.

The expenses of the Symposium's chairpersons and speakers (registration, accommodation and travel) will be the responsibility of the Sponsor.

#### **Provided by the Congress**

- Symposium hall and standard audio/visual equipment
- Four complimentary registrations (for symposium chairpersons and speakers)
- A 100-word sponsor/product profile will be published in the final Congress Program
- Approximately 12 sq.m exhibition space
- Additional space may be obtained at a special, reduced price of €400 per sq.m
- Two complimentary registrations for exhibitors. Additional exhibitor's registration may be purchased at €350 per person
- One A4 page advertisement, full color, published in the final Congress Program
- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program and the logo will appear on a separate Sponsor logo page
- The Sponsor's logo will appear on a Sponsor Board on site
- The Sponsor's brochure will be inserted in the participants' bags

### **SATELLITE SYMPOSIUM (NON-CME APPROVED)**

**40,000 Euro**

The Sponsor may organize an industrial non-CME Satellite Symposium (1.5 - 2 hours) as part of the Scientific Program. Organizing Committee approval of the content and speakers is required. Date and time of the Symposium will be mutually agreed upon.

The expenses of the Symposium's chairpersons and speakers (registration, accommodation and travel) will be the responsibility of the Sponsor.

#### **Provided by the Congress**

- Symposium hall and standard audio/visual equipment
- Five complimentary registrations (for Symposium chairpersons and speakers)
- A 100-word sponsor/product profile will be published in the final Congress Program
- Approximately 16 sq.m exhibition space
- Additional space may be obtained at a special, reduced price of €400 per sq.m
- Two complimentary registrations for exhibitors. Additional exhibitor's registration may be purchased at €350 per person
- One A4 page advertisement, full color, published in the final Congress Program
- The Sponsor's logo will be published on the Congress Website providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program and the logo will appear on a separate Sponsor Logo page
- The Sponsor's logo will appear on a Sponsor Board on site
- The Sponsor's brochure will be inserted in the participants' bags



## **S** SPONSORSHIP OPPORTUNITY LIST

### **PRE/POST-CONGRESS SATELLITE SYMPOSIUM (NON-CME APPROVED)**

**50,000 Euro**

(This option is particularly suited for drug launching and other special events)

The Sponsor may organize an industrial non-CME approved Pre/Post-Congress Satellite Symposium, for 3-4 hours (or more) on Thursday (October 23th, 2008), just before the official opening of the Congress, or at the end (October 26th, 2008) of the Congress.

The expenses of the Symposium's chairpersons and speakers (registration, accommodation and travel) will be the responsibility of the Sponsor.

#### **Provided by the Congress**

- Symposium hall and standard audiovisual equipment
- Six complimentary registrations (for symposium chairpersons and speakers)
- A 100-word sponsor/product profile will be published in the final Congress Program
- Approximately 20 sq.m exhibition space
- Additional space may be obtained at a special, reduced price of €400 per sq.m
- Two complimentary registrations for exhibitors. Additional exhibitor's registration may be purchased at €350 per person
- One A4 page advertisement, full color, published in the final Congress Program
- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program and the logo will appear on a separate Sponsor Logo page
- The Sponsor's logo will appear on a Sponsor Board on site
- The Sponsor's brochure will be inserted in the participants bags

### **LUNCH**

**25,000 Euro  
(per lunch)**

The Sponsor may subsidize 'in part' a buffet lunch served on Friday, (October 24th, 2008) and/or on Saturday (October 25th, 2008).

#### **Provided by the Congress**

- Four complimentary registrations (for the Sponsor's staff)
- The Sponsor's logo will appear on a special board at the Lunch venue
- The Sponsor may provide napkins and tablecloths with the company logo
- A 100-word sponsor/product profile will be published in the final Congress Program
- An A4 half-page advertisement, full color, published in the final Congress Program
- The Sponsor's logo will be published on the Congress Website providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program, and the logo will appear on a separate Sponsor Logo page
- The Sponsor's logo will appear on a Sponsor Board on site
- The Sponsor's brochure will be inserted in the participants' bags

### **LUNCH SYMPOSIUM (NON-CME APPROVED)**

**40,000 Euro**

The Sponsor may organize an industrial CME Lunch-tailored Symposium for up to 1 hour as part of the Scientific Program.

***Please contact the Congress Organizer to coordinate the details.***





## OTHER SPONSORSHIP OPPORTUNITIES

In addition to the major sponsorship opportunities, we offer an additional range of other sponsorship packages that are available to meet your various needs.

### WELCOME RECEPTION: Sole Sponsorship

20,000 Euro

A Welcome Reception for all participants will be held on Thursday evening at the Congress venue.

#### Provided by the Congress

- The Sponsor's logo will appear on a special board at the Welcome Reception venue
- The Sponsor may provide napkins and tablecloths with the company logo
- A 100-word sponsor/product profile will be published in the final Congress Program
- An A4 half-page advertisement, full color, published in the final Congress Program
- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program, and the logo will appear on a separate Sponsor Logo page
- The Sponsor's logo will appear on a Sponsor Board on site
- The Sponsor's brochure will be inserted in the participants' bags

### CONGRESS PROGRAM: Sole Sponsorship

15,000 Euro

The final "Congress Program" will include the Scientific Program of the Congress. The "Congress Program" will be distributed to all participants and will be an invaluable reference book after the Congress.

#### Provided by the Congress

- One A4 page advertisement, full color, published on the back cover of the final Congress Program
- A 100-word sponsor/product profile will be published in the final Congress Program
- The Sponsor's logo will be published on the Congress Website providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program, and the logo will appear on a separate Sponsor Logo page
- The Sponsor's logo will appear on a Sponsor Board on site

### FACULTY DINNER: Sole Sponsorship

SOLD

A Faculty Dinner will be held for the invited speakers of the Congress.

#### Provided by the Congress

- The Sponsor's logo will appear on a special board at the Faculty Dinner venue
- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program and the logo will appear on a separate Sponsor Logo page
- The Sponsor's logo will appear on a Sponsor Board on site

### INTERNET CAFÉ: Sole Sponsorship

10,000 Euro

The Internet cafe will be outfitted with Internet workstations for participants of the Congress to check their email and stay updated in-between sessions. The sponsorship package entails to have provided: workstations, areas for corporate logo display, technical support, furniture, adequate space for the workstations and Internet set-up and connection.

#### Provided by the Congress

##### Opportunity to

- Display Sponsor logo/information on screensaver
- Display Sponsor logo/information on screen background
- Distribute mouse pads and related promotional gifts at the cyber center
- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program and the logo will appear on a separate Sponsor Logo page
- The Sponsor's logo will appear on a Sponsor Board on site





## OTHER SPONSORSHIP OPPORTUNITIES

### **PARTICIPANT BAGS: Sole Sponsorship**

**SOLD**

The Sponsor will provide the participants' Congress bags and will pay an additional amount of:

#### **Provided by the Congress**

- The Sponsor's brochure/s will be inserted in the participants' bags
- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program, and the logo will appear on a separate Sponsor Logo page
- The Sponsor's logo will appear on a Special Board on site

### **CD-ROM**

**10,000 Euro**

The CD-Rom will contain all of the CONy Congress abstracts and will be distributed to all the participants from the Sponsor's exhibition booth.

An exchange voucher (printed by the sponsor) will be placed in the Congress kit.

#### **Provided by the Congress**

- Exclusive advertisement on the cover of the voucher
- Exclusive advertisement on the cover of the CD-ROM cover

### **MINI PROGRAM: Sole Sponsorship**

**SOLD**

A pocket size program will be distributed to all the participants within their registration bags.

#### **Provided by the Congress**

- The Sponsor's exclusive advertisement on the back cover of the Mini Program
- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program and the logo will appear on a separate Sponsor Logo page
- The Sponsor's logo will appear on a Sponsor Board on site

### **TRANSLATION**

**5,000 Euro**

Simultaneous translation from English to any required language

(Cost per hall per day based on a minimum of 100 participants per language)

#### **Provided by the Congress**

- The Sponsor's logo will appear on a special board in the hall
- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program and the logo will appear on a separate Sponsor Logo page
- The Sponsor's logo will appear on a Sponsor Board on site

### **WRITING PADS AND PENS**

**5,000 Euro**

The Sponsor will provide the participants notepads and pens themselves.

This can be an effective high-profile sponsorship opportunity for a drug launch or for immediate brand recognition.

#### **Provided by the Congress**

- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The notepads and pens will bear the sponsor's company product/logo and will be distributed in the Congress bags.



## OTHER SPONSORSHIP OPPORTUNITIES

### CONGRESS LANYARD: Sole Sponsorship

The Sponsor provides printed lanyards for the name badges

The Congress provides the printed lanyards for the name badges

**3,000 Euro**  
**6,000 Euro**

#### Provided by the Congress

- The Sponsor/product name, logo or text printed on lanyards
- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program, and the logo will appear on a separate Sponsor Logo page
- The Sponsor's logo will appear on a Special Board on site

### SPEAKER'S SPONSOR: Speaker from Europe Speaker from the USA

**2,000 Euro**  
**6,000 Euro**

The Sponsor may participate in supporting the expenses of one or more invited speakers from Europe, the United States or any other location. Expenses include: registration, accommodation and flights.

#### Provided by the Congress

- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program, and the logo will appear on a separate Sponsor Logo page
- The Sponsor's logo will appear on a Sponsor Board on site

### PRIZES FOR OUTSTANDING ABSTRACTS

**SOLD**

Six prizes of €500 each will be presented to six of the most outstanding abstracts/posters.

This will be announced before the congress, on the Website and to all the participants. The Sponsor's representative will be invited to attend the prize giving.

#### Provided by the Congress

- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program, and the logo will appear on a separate Sponsor Logo page
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### BROCHURE INSERT

**3,000 Euro**

Based on the specifications of the sponsor, a brochure will be inserted in the Congress bag. The Congress bag will be distributed to all of the participants of the Congress.

#### Provided by the Congress

- The Sponsor's logo will be published on the Congress Website, providing a two-way link

### APPLICATION FOR SPONSORSHIP

Written application for Sponsorship should be made on the enclosed Application Form.

Once an application is made, a contract will be forwarded for completion. This contract should be signed and returned with a 50% deposit, payable to Comtec.

Alternatively, an invoice for the deposit may be requested on the Application Form. Once the deposit has been received, confirmation of sponsorship will be provided with an appropriate invoice.

# SPONSORSHIP BOOKING FORM

Contact Name .....

Name of Company .....

Address .....

Post/Zip Code ..... Country .....

Telephone ..... Fax .....

Email ..... Website .....

I would like to book the following sponsorship items:

Sponsorship Item	Price	✓
Pre-Congress Satellite Symposium Package	€ 50,000	
Lunch Symposium	€ 40,000	
Satellite Symposium Package	€ 40,000	
CME-Approved Symposium Package	€ 30,000	
Lunch	€ 25,000	
Welcome Reception	€ 20,000	
Congress Program Book	€ 15,000	
CD-ROM	€ 10,000	
Faculty Dinner	SOLD	
Internet Café	€ 10,000	
Participants Bags	SOLD	
Congress Lanyards	€ 6,000 or 3,000	
Speaker's Expenses from United States	€ 6,000	
Mini Program	SOLD	
Translation from English	€ 5,000	
Writing Pads and Pens	€ 5,000	
Brochure Insert	€ 3,000	
Prizes for Outstanding Abstracts	SOLD	
Speaker's Expenses from Europe	€ 2,000	

I would like to book Exhibition space:

Sponsor Booth at € 350 per sq. meter (minimum booth size: 5x3 meter)		
Non-Sponsor Booth at € 550 per sq. meter (minimum booth size: 5x3 meter)		

- Please call me to discuss the sponsorship package
- Please send me a sponsorship contract and first 50% deposit invoice.

Signature .....

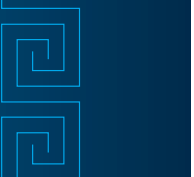
Date .....

*Please return to:*



**ComtecMed – Medical Congresses**  
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 P.O. Box 58  
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# CONY CONGRESS LAYOUT

