The Asia Pacific Congress on Building Consensus in
MATERNAL FETAL MEDICINE

in collaboration with

The 5th Asia Pacific Congress on Building Consensus out of Controversies in Gynecology and Infertility (BCGI-COGI)

in conjunction with

The 9th Asia Pacific Congress in Maternal Fetal Medicine (APCMFM)

November 21 - 24, 2013 • Shanghai, China

Support and Exhibition
Invitation for the Industry

www.comtecm.com/bcmfm

Last update: 04-04-2013
Welcome Note

We are delighted to invite you to take part in the Asia-Pacific Congress on Building Consensus out of Controversies in Maternal and Fetal Medicine (BCMF) which will be held in conjunction with the 9th Asia Pacific Congress in Maternal Fetal Medicine (APCMFM) and will take place in Shanghai, China, November 21-24, 2013.

In recent years, the field of maternal fetal medicine has witnessed tremendous development, in particular on early screening of fetal chromosomal abnormalities, early diagnosis of fetal structural abnormalities, non-invasive prenatal diagnostic methods, fetal therapies as well as the elucidation of genetic and molecular basis of many obstetric complications.

Conferences are more informative, but there is only limited time for thorough discussion that provides a platform for international experts to discuss and compare experiences.

The Asia-Pacific BCMFM Congress will provide a unique platform for world leaders and participants to conduct a vibrant discussion aimed at reaching consensus in the field of maternal and fetal medicine. Debates, discussions and plenary lectures will facilitate this academic dialogue which will raise the most dynamic and challenging clinical and technological questions.

The Congress will promote excellence in the field and aim to bridge gaps between the expansion of information and its implementation in clinical practice. International and local experts will share and compare experiences in stimulating and interactive debates. Allowing ample time for speaker-audience discussion, the Congress aims at reaching up-to-date and agreed-upon answers to ongoing debates even when proof is lacking, through evidence-based medicine and expert opinion.

The Congress will enable participants from all over the world to meet with outstanding world experts in various disciplines and to be updated on the most pressing issues facing clinicians today.

There will be several opportunities for industry-supported activities. In addition, we will be happy to tailor you a specific package to your specific needs.

We look forward to welcoming you at this exciting scientific event.

Sincerely,

Luis Cabero Roura, Spain • Gian Carlo di Renzo, Italy • Tony Duan, China • Moshe Hod, Israel
Tze Kin Lau, Hong Kong • Tak Yeung Leung, Hong Kong • Huixia Yang, China

Congress co-chairpersons
The Asia Pacific Congress on Building Consensus in MATERNAL FETAL MEDICINE

Congress Profile

AIMS OF THE CONGRESS

• To promote excellence in the field of Maternal and Fetal Medicine by discussing, in a debate forum, evidence-based medicine and expert opinions on current controversial issues
• To bridge gaps between expansion of basic science and information, and their consolidation into clinical practice
• To promulgate ethics and standards of practice and treatment
• To reach consensus on certain controversial issues, through debates, round table discussions and plenary lectures
• To create a forum for the industry to meet with experts in the field, and to update international participants on pressing clinical and technological questions of the day

THE PROGRAM

• Controversial topics
• Debates and discussions on unresolved controversies
• Cohesive and integrative sessions
• World renowned speakers
• Audience/speaker discussions
• Continuing Medical Education (CME)-approved program

DEMOGRAPHICS

Asia Pacific Congress on Building Consensus in Gynecology, Infertility & Perinatology (BCGIP), Bangkok, Thailand, 2011

<table>
<thead>
<tr>
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List of Topics

**FIGO Educational Seminar on New Challenges in Maternal Health**
- A Practical Approach to GDM – From the Bench to the Bedside
- The Developing World
- Hot Topics in Diabetic Pregnancy
- New Technologies and their application in diabetic pregnancies

**Maternal Fetal Medicine**
- Facing the Non-communicable Diseases (NCD) Global Epidemic
- Pre-pregnancy and the first Trimester – A window of opportunities for prevention
- Maternal Medicine meets Fetal Medicine
- Diagnosing GDM: Changing health care policy
- Towards a consensus - Highlights from the NIH Consensus Conference
- Future priorities in GDM research

**Obesity and Pregnancy Outcome**
- Obesity and Reproduction: Maternal and Fetal Risks and Outcome
- Does it matter what pregnant women eat? Impact of maternal nutrition on pregnancy outcome
- Interventions to improve pregnancy outcome in obese pregnancy; implications for mother and child
- To weigh or not: where do we stand and where do we go next?
- For and against weight loss in obese pregnancy: Weigh gain and diet in obese pregnant women; what should we advise?
- The role of bariatric surgery

**Fetal Congenital Anomalies**
- Debate: Are congenital anomalies preventable?
- MRI Diagnosis of Congenital Anomalies in Diabesity; Use or Abuse?
- Sonographic Diagnosis of congenital anomalies in Diabesity
- Options and difficulties of ultrasound in obese pregnant women
- Critical evaluation - Ultrasound surveillance in Diabesity: Any extra scans needed?

**New Frontiers in Prediction and Prevention of Preeclampsia**
- The pathogenesis of preeclampsia
- Epidemiology and risk factors
- Gestational hypertension vs. preeclampsia – Is it the same disease?
- Risk stratification of hypertensive pregnancy disorders
- Is prediction and prevention of preeclampsia possible?
- Which prophylactic therapy should we use in women at high risk for PET?

**Long Term Implication on Health and Disease**
- DOHaD (Developmental Origins of Health and Disease- Mother and Offspring); mechanisms and missed opportunities
List of Topics

The Maternal - Placental - Fetal dialogues and its influence on pregnancy outcome
- Placental origins of diabetes
- Cardiovascular consequences of placental diseases
- Placental – Maternal dialogue and the origin of preeclampsia
- Fetal growth restriction - The role of the placenta
- Trans-Placental Transport - A Biological Model of the Placental Barrier

Reproduction and its impact on health and disease
- Abnormal fetal growth - Challenging the extremes
- Defining IUGR and macrosomia: Should we use customized birth weight?
- Can fetal macrosomia be predicted and prevented?
- Abnormal fetal growth leading to abnormal neonatal growth
- Early vs. Late IUGR – differences in pathogenesis, diagnosis and management
- Management of IUGR during the late-preterm and early-term period
- Stillbirth and Fetal Growth Restriction

Labor and Delivery – Prevention of Asphyxia
- The Mother - Why women still die during labor
- Safety management in the Delivery Room
- Women are designed to deliver vaginally
- Debate: Cerebral palsy - Is it preventable?
- Debate: Management of Placenta Accreta
- Maternal anaemia assessment - non-invasive solutions
- Fetal anaemia assessment - non-invasive solutions

Prenatal Genetic Diagnosis; Non-Invasive Perinatal Diagnosis - Translating research into clinical practice
- Non-invasive prenatal diagnosis: Analysis of cell free fetal nucleic acids
- Non-invasive prenatal diagnosis: micro RNAs
- The role of conventional aneuploidy markers in the era of non-invasive prenatal diagnosis
- The role of sonography in the NIPD era
- The Intersection of Genetic Technologies and Prenatal Diagnosis - Where have we been and where are we going? The future
- Prenatal array CGH – yield and issues
- Use of Next Generation Sequencing (NGS) in Perinatal Medicine
- Debate: Should invasive testing be offered to all?
- Debate: What is the best diagnostic methodology for fetal aneuploidy

Perinatal Infections - from Antenatal Diagnosis to Appropriate Neonatal Treatment
- Debate: Universal GBS screening: For or against?
- CMV infection in pregnancy – management and innovations
List of Topics

Preterm Delivery - Innovations and Future Prospectives
- Challenging the limits of viability
- Is it predictable and preventable?
- Progesterone for the prevention of preterm labor
- How can we improve the outcome of Cervical insufficiency?
- Debate; Management of Cervical incompetence – pessary or cerclage?
- Long term follow up of extreme prematurity

Debatable Topics
- Delivery timing in IUGR
- What is the best surveillance test?
- Screening for diabetic fetopathy
- Best techniques for fetoscopic laser ablation
- When should post-term patients be delivered.
- Thrombophilia and pregnancy complications: To treat or not to treat?
- Is Magnesium Sulphate neuroprotective

Perinatal Medicine Around the World
- Perinatal outcome: Regional data base on pre-term and RDS – China
- Perinatal medicine in Arabic countries
- Diabetes and Pregnancy in the Developing World

Controversies to Consensus - Thrombophilia and Pregnancy Complications
- Evaluation of thrombophilia in pregnancy complications: What, Whom and When?
- Debate: Thrombophilia and pregnancy complications: To treat or not to treat?
- Debate: LMWH to prevent pregnancy complication without thrombophilia?

The First Trimester; a window of opportunities: screening for adverse perinatal outcome? The Perinatal Tribunal; should all women be screened and with which test?
- Thyroid dysfunction
- Pre-existing diabetes
- Prediction of preeclampsia
- Prediction of preterm labor
- Prediction of aneuploidy
- Anatomy scan
- Do we need 3D in the first trimester?

Controversies to Consensus - Novel Approach to Multiple Pregnancies
- MC twins: Should termination be offered?
- Reduction from twins to singleton (MC and DC)?
- How to reduce an anomalous fetus in a MC pregnancy?
- How and when to deliver MC and BC twins?
- The chairmen’s vision
## Preliminary Timetable

### THURSDAY, NOVEMBER 21, 2013

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<td>10:30-12:30</td>
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<td>Session 6</td>
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Levels of Support

*(level determined by the accumulation of items of value)*

- **Platinum**
  - € 65,000 +

- **Gold**
  - € 35,000 – 65,000

- **Silver**
  - € 25,000 – 35,000

- **Bronze**
  - € 10,000 – 25,000

- **Sponsor**
  - € 3,000 – 10,000
Educational Support Opportunities

CONTINUING MEDICAL EDUCATION (CME) APPROVED SESSION

€ 35,000

Opportunity to support an existing session or to suggest a session as part of the CME-approved scientific program

- Session hall and basic audiovisual equipment
- 12 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)
- Company profile in the sponsors’ booklet
- One full page color advertisement in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
- Brochure in the participants’ bags
- Company logo on regular announcements to congress database

CONTINUING MEDICAL EDUCATION (CME) APPROVED PRESENTATION

€ 18,000

Opportunity to support an existing presentation or to suggest a presentation as part of a CME-approved session in the scientific program

- Session hall and basic audiovisual equipment
- Company profile in the sponsors’ booklet
- One full page color advertisement in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
- Brochure in the participants’ bags

PRIZES FOR OUTSTANDING ABSTRACTS (SOLE SUPPORT)

€ 4,500

Three prizes of €1,500, €1,000 and €500 will each be awarded to the authors of the three most outstanding abstracts/posters

- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
- Company representatives will be invited to attend the award ceremony
Promotional Support Opportunities

INDUSTRIAL SYMPOSIUM (NON-CME APPROVED)

Plenary Symposium € 40,000
Parallel Symposium € 35,000

Opportunity to hold a non-CME approved industrial symposium as part of the scientific program - the content and speakers are subject to approval from the Congress Chairpersons

- Symposium hall and basic audiovisual equipment
- 12 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)
- Company profile in the sponsors’ booklet
- One full page color advertisement in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
- Brochure in the participants’ bags
- Company logo on regular announcements to congress database

The expenses (travel, accommodation and registration) of the chairpersons and speakers of an industrial symposium are additional and the responsibility of the supporter.

YOUNG SCIENTISTS

€ 10,000

Opportunity to support the registration of 15 young scientists below the age of 36, who will be selected by the Congress Chairpersons based on abstracts submitted and accepted

- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
- Names and contact details of selected scientists

NEW PLAYERS ON THE BLOCK

€ 6,500

Opportunity to include a 10-15 minute presentation in the non-CME approved session titled New Players on the Block

- Session hall and basic audiovisual equipment
- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
- Brochure in the participants’ bags

The expenses (travel, accommodation and registration) of the speaker in the New Players presentation are additional, and the responsibility of the supporter.
# Promotional Support Opportunities

## WELCOME RECEPTION (SOLE SUPPORT)

€ 10,000

*Opportunity to support the welcome reception for all participants of the Congress*

- Company logo on the official invitation to the welcome reception
- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage

## FACULTY DINNER (SOLE SUPPORT)

€ 10,000

*Opportunity to support the official dinner for all invited speakers of the Congress*

- Company logo on the official invitation to the faculty dinner
- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage

## SPONSORS’ BOOKLET (SOLE SUPPORT)

€ 10,000

*The sponsors’ booklet will include the profiles and advertisements of the Congress supporters.*

- Company profile in the sponsors’ booklet
- Two full page color advertisement in the sponsors’ booklet (back cover and inside page)
- Acknowledgment: congress website, congress program book, on-site signage

## LUNCH (SOLE SUPPORT PER LUNCH)

€ 10,000 (per lunch)

*Opportunity to support a buffet lunch to be served to all participants of the Congress*

- Company logo on the official invitation
- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
- Brochure in the participants’ bags
Promotional Support Opportunities

INTERNET AREA (SOLE SUPPORT)

€ 8,000

The Internet Area will be outfitted with internet workstations for participants to stay updated between sessions

- Display logo as a screen background
- Opportunity to provide branded mouse pads
- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage

PARTICIPANTS’ BAGS (SOLE SUPPORT)

provided-in-kind + € 8,000

Opportunity to provide branded bags for all participants of the Congress

- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage

CONGRESS LANYARDS (SOLE SUPPORT)

provided-in-kind + € 6,000

This opportunity is reserved for platinum and gold supporters, and will be available on a first-come, first-served basis.

- Opportunity to provide branded lanyards
- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage

TRANSLATION

€5,000 (per hall, per day)

Simultaneous translation into any required language

- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage

POSTER AREA

€ 5,000

Abstracts selected by the Congress Chairpersons for poster presentation at the Congress

- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage
Promotional Support Opportunities

NOTE PADS AND PENS (SOLE SUPPORT)

provided-in-kind + € 3,000

Opportunity to provide branded note pads and pens to be distributed in the participants’ bags

- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage

ADVERTISEMENT IN THE SPONSORS’ BOOKLET

€ 3,000

- Full page color advertisement in the sponsors’ booklet (inside page)
- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage

BROCHURE INSERT

€ 2,000

- Company brochure to be inserted into the participants’ bags
- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage

COFFEE BREAK

€ 3,000 (per coffee break)

Opportunity to support, in part, a coffee break for all participants of the Congress

- Company profile in the sponsors’ booklet
- Acknowledgment: congress website, congress program book, on-site signage

TAILOR-MADE SUPPORT PACKAGES

Support packages may be tailored to suit the company’s budget and interests and in order to maximize visibility, and to best promote products and services. Please contact the Congress Organizer for further details on creating the appropriate package.
Exhibition

The exhibition will be held at the Congress venue. The exhibition floorplan is designed to maximize exposure to the participants. All lunches and coffee breaks will be held in the exhibition area.

Exhibition space will be available on a first-come, first-served basis, with priority given to platinum and gold supporters.

Exhibition space will be available at €600 per sq.m.

The minimum booth size is 2x3 sq.m.

Companies that have only exhibition up to EUR 4,800 will be acknowledged as exhibitors only.

Please visit www.comtecmd.com/bcmfm to view the exhibition floorplan.

Exhibition space rental is priced according to size (per sq.m) and includes:
- Net stand area
- Company profile in the sponsors’ booklet
- Two exhibitor registrations (up to 18 sq.m, additional registration per 6 sq.m)
- Additional exhibitor registrations available for EUR 250 per badge
- General cleaning of public areas

Stand equipment and additional services may be ordered by means of the forms in the exhibitors’ manual on the website:
Furniture, partition walls, carpets, telephone and data lines, electricity, stand cleaning, exhibitors’ insurance, logistics, etc.
General Information

**LANGUAGE**
The official language of the Congress is English.

**CONGRESS ORGANIZER AND SUPPORT / EXHIBITION CONTACT:**

53, Rothschild Boulevard, PO Box 68
Tel Aviv, 6100001, Israel
Tel: +972 3 5666166
Fax: +972 3 5666177
E-mail: bcmfm@comtecmed.com
Website: www.comtecmed.com/bcmfm

**LIABILITY AND INSURANCE**
The Congress Organizer cannot accept liability for personal accidents loss of or damage of private property of participants, either during or indirectly arising from the BCMFM Congress. Participants are advised to issue their own personal travel and health insurance for their trip.

**TERMS AND CONDITIONS:**
Support items are allocated on a first-come, first-served basis
All support and exhibition prices quoted are in € and are subject to VAT
All payments must be received before the beginning of the Congress. Should the company fail to make the payment prior to the commencement of the Congress, the Organizer saves the right to cancel the company’s participation and benefits.
Time slot allocation will be based on level of support and approval from the Organizing Committee
It is the responsibility of the supporters and exhibitors to comply with the regulations of the local authorities, EFPIA (European Federation of Pharmaceutical Industries & Associations) www.efpia.org and IFMPA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the Promotion of Medicines.
The Congress Organizer reserves the right to accept or decline offers of support and application for exhibition space
The Congress Organizer reserves the right to amend the published floorplan should it be deemed necessary for the benefit of the exhibition and the Congress as a whole
Please note that the Congress Organizer must approve all exhibition stand designs
Hermes & Merkur is the sole logistic supplier for the BCMFM Congress. All materials sent directly to the venue (not via our logistic agent AKA Hermes) will not be under COMTECMED’s responsibility. We are not liable if the shipment does not arrive due to costumes clearness issues or any other delays that might occur.
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