



2nd International Conference on Ambulatory Monitoring of Physical Activity and Movement

24th - 27th May 2011, Glasgow, Scotland

www.ICAMPAM2011.org

Industry Prospectus



Welcome Letter

We are delighted to invite you to participate in the 2nd International Conference on Ambulatory Monitoring of Physical Activity and Movement, (ICAMPAM 2011) which will be held at the Glasgow Royal Concert Hall, Glasgow, UK, on 24 - 27 May 2011.

Glasgow Caledonian University is proud to host this meeting. ICAMPAM 2011 is an international, interdisciplinary forum showcasing the most important developments in the world of ambulatory monitoring.

For this conference we will be building on the themes explored in the first conference in Rotterdam 2008, bringing together researchers, clinicians, technologists, suppliers and users to take part in an extensive programme. Topics for ICAMPAM 2011 include methodological and practical issues, advances in instruments and technology in measuring physical activity and energy expenditure, advances in movement analysis outside the laboratory and applications in research and clinical practice. The programme will include development and validation of technologies and importantly applications of ambulatory monitoring techniques in areas such as medicine, physical therapy, public health, movement science and sports, ergonomics and occupational health.

Glasgow is one of Europe's most vibrant and cosmopolitan cities. Widely recognised as being among the world's most exciting cultural capitals, it is a friendly city where the people are proud of their heritage and delight in making visitors feel welcome.

ICAMPAM 2011 follows on from the successful meeting in Rotterdam in 2008, which established the meeting as a major event in the calendar, providing a unique event for all those working in the field of ambulatory monitoring to learn of the latest developments in this rapidly changing and expanding field.

We are looking forward to a very successful conference; one which reflects our strategy of mixing science and topical issues with the latest advances in technology, research and care, to create an integral event in which the needs of commercial companies as well as delegates are fully met.

We are asking industries related to the measurement of physical activity and its applications to participate actively in this prestigious event which will act as a shop window for all that is best in the field of ambulatory monitoring, and provide a major opportunity for you to promote the interests of your company.

We hope you will consider supporting ICAMPAM 2011, and we look forward to seeing you in Glasgow next year.

Yours sincerely

Malcolm Granat
Chair, ICAMPAM 2011 Organising Committee

Venue

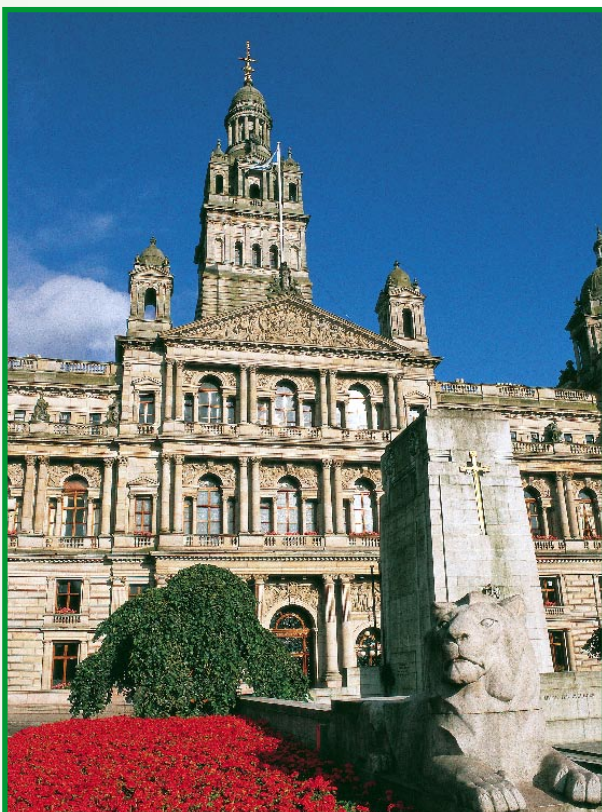
ICAMPAM 2011 will take place in the Glasgow Royal Concert Hall, Glasgow, UK.

The Royal Concert Hall is located right in the heart of the city and provides conference and exhibition facilities of the highest standard, while its level of service represents the best of traditional Scottish warmth and hospitality.

A commercial exhibition will be held in conjunction with the Conference, and will be open from the morning of Wednesday 25, until lunchtime on Friday 27 May. The exhibition will be located within the Exhibition Hall of the Royal Concert Hall and delegate teas and coffees will also be served there in order to maximise the amount of time participants spend within this area, and ensure extended contact between exhibitors and delegates.

Profile of Attendance

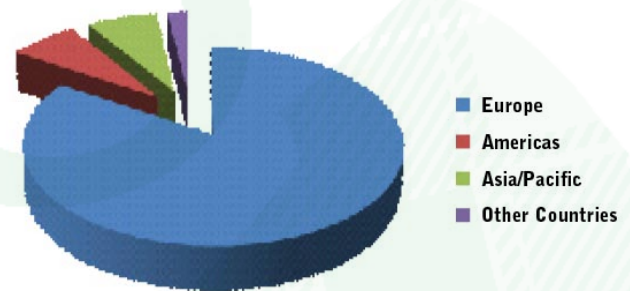
Around 400 participants are expected to attend ICAMPAM 2011 building on the success of the first ICAMPAM held in Rotterdam in 2008. The very strong scientific and educational programme combined with the attractiveness and accessibility of Glasgow as a venue leads us to be confident of an excellent attendance at this conference.



The 2nd International Conference on Ambulatory Monitoring of Physical Activity and Movement will provide an international forum for researchers, clinicians, technologists and users to explore the latest advances and view the newest technologies in the field of ambulatory monitoring as well as offering our industry partners the opportunity to introduce themselves and their products to a high calibre audience, and discuss future developments.

Participants at the first ICAMPAM in Rotterdam in 2008 represented a broad spectrum of the community. With participants from over 26 countries around 80% were from Europe, 10% from North America with the balance being made up of delegates from other countries including Australia, New Zealand, Japan, Republic of Korea, Russia, Israel and Turkey.

Top ten countries, by number of participants:



- Netherlands
- UK
- USA
- Switzerland
- Denmark
- Italy
- France
- Japan
- Norway
- Sweden

These delegates were from a range of professional backgrounds including academic, medical and public health.

Congress Objectives

- To showcase new developments in ambulatory monitoring techniques and data analysis methods.
- To highlight the latest clinical and public health relevant research in the area of ambulatory monitoring.
- To provide a forum for the presentation of high-quality, original scientific research and clinical practice
- To promote the exchange of clinical, practical and scientific information and ideas
- To give delegates the opportunity to network with colleagues
- To allow participants the opportunity to keep up to date with industry research and developments

Programme

This event is designed to provide a unique forum for the advancement of this emerging and important field of science; the content will lead to new strategies and initiatives for collaboration, and will create new momentum within the community related to ambulatory monitoring. The conference will include key international research groups and projects, but will also provide an inclusive environment for other people active within this discipline.

The Conference content will cover:

- Novel devices and evaluation of current devices
- Ambulatory assessment of energy expenditure and kinematics and kinetics.
- Method development including; data analysis, activity pattern and sedentary behaviour description, data fusion and the use of ubiquitous technology for monitoring physical activity and movement.
- Assessment and monitoring of populations including children, gerontology, falls/balance, neurology, chronic conditions, obesity.
- Public health guideline development
- Applications in sports, gaming/fitness, ergonomics, occupational health and psychology.

Industry Satellite Symposia

A range of sessions are available for industry sponsorship, all of which will be fully integrated into the scientific programme. Please see the sponsorship section below for details of the opportunities to run an exclusive or parallel lunchtime satellite symposium or an early evening workshop.

Further Information

For further details and assistance, please contact:

Matthew Gilmour
Sponsorship and Exhibition Manager
ICAMPAM 2011, c/o Conference Secretariat
Meeting Makers, Jordanhill Campus
76 Southbrae Drive, Glasgow G13 1PP
Tel: 0141 434 1500 Fax: 0141 434 1519
Email: industry.icampam2011@meetingmakers.co.uk

Website

The ICAMPAM 2011 website contains all details relating to the Conference. It is continually being updated, so please visit it regularly.

www.icampam2011.org



Sponsorship Opportunities

The 2nd International Conference on Ambulatory Monitoring of Physical Activity and Movement, (ICAMPAM 2011), will provide sponsors and exhibitors with exposure and access to delegates who have the capacity to influence the selection of products and services within their organisations. The Conference also provides you with the opportunity to demonstrate your support and commitment to the field of ambulatory monitoring, while participating in our sponsorship programme will extend your visibility beyond the exhibition hall to achieve maximum exposure at the meeting.

In order to ensure that your company achieves its objectives by participating in ICAMPAM 2011, a wide range of sponsorship opportunities is available. It is understood, however, that the packages detailed below may not necessarily meet each company's individual requirements, therefore, other sponsorship opportunities to complement specific marketing objectives can be considered. Please contact the organisers directly to discuss tailor-made packages.

Benefits and Acknowledgements

It is the express intention of the Conference Organising Committee to ensure that participating companies receive the highest recognition in return for their generous support.

General benefits will include the following:

- Company name and logo on sponsored item(s)
- Acknowledgement in promotional materials
- Acknowledgement on the Conference website
- Editorial entry in Final Programme
- Acknowledgement in Final Programme against sponsored item with own branding
- Company name and logo on sponsors' acknowledgement boards, which will be prominently displayed throughout the Conference venue
- Priority choice of exhibition space
- Priority choice of hotel allocations



- Acknowledgement with company logo in the Final Programme
- Use of Conference logo on company communications relating to ICAMPAM 2011.

Sponsor Advantage Chart

Four different levels of sponsorship are being offered - the benefits of each are summarised below:

Benefit	Platinum £10,000	Gold £7,500	Silver £5,000	Bronze £3,000
Sponsorship of a lecture or session	✓	✓	✓	
Items to the value of	£8,000	£5,500	£3,500	£2,000
Complimentary exhibition space	30% of total	20% of total	15% of total	10% of total
Opportunity to purchase a space-only stand	✓	✓		
Complimentary full delegate registrations	6	4	2	1
Advance mailing to delegate list	2	1	1	
Company strap line on Conference website	✓			
Logo link on Conference website to own site		✓	✓	
Acknowledgement in Conference literature	✓	✓	✓	✓
Final Programme – advertising	Inside front cover full colour	Full page full colour	Half page full colour	
Final Programme – editorial	75 words	75 words	75 words	75 words
Final Programme – logo	✓	✓	✓	✓
Insert in delegate bag	✓	✓	✓	✓
Company name and logo on sponsor acknowledgement boards around the venue	✓	✓	✓	✓
Use of the ICAMPAM 2011 logo	✓	✓	✓	✓

Platinum Sponsorship (1 only) — £10,000

- sponsorship of an existing plenary lecture *
- choice of sponsored items from the 'shopping list' to the value of £8,000
- 30% discount on exhibition stand in key location
- Option to purchase a space-only stand
- company strap line on the Conference website with link to own site
- first refusal on sponsorship of the provisional programme which will be circulated in September 2010
- first refusal on sponsorship of the exclusive lunchtime satellite symposium on Wednesday 25 May
- full-page colour advertisement in final programme (inside front cover)
- acknowledgement as principal sponsor in all Conference literature
- use of Conference logo in promotional material
- two advance mailings to delegate list
- six free registrations for company personnel or guests
- insert in delegate bag
- final programme editorial with logo

Gold Sponsorship (maximum 3) — £7,500

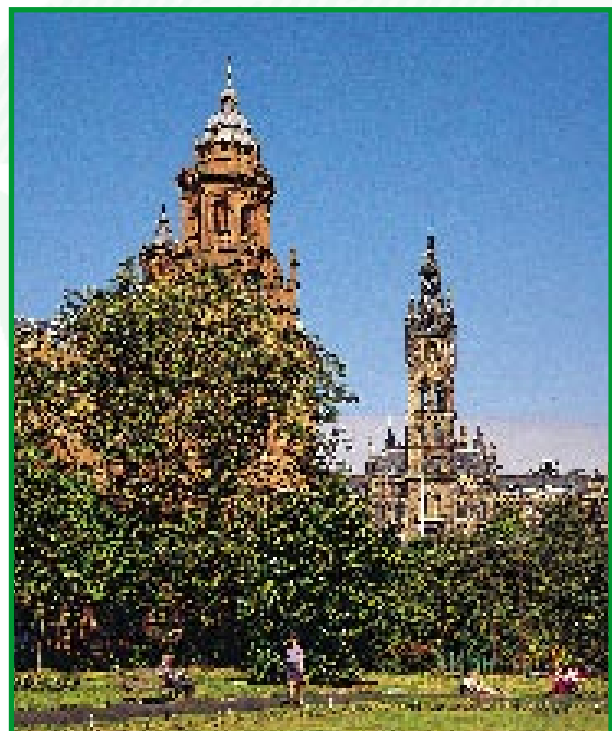
- sponsorship of an existing plenary lecture *
- choice of sponsored items from the 'shopping list' up to the value of £5,500
- 20% discount on exhibition stand in key location
- Option to purchase a space-only stand
- full-page colour advertisement in final programme
- acknowledgement as gold sponsor in all Conference literature
- acknowledgement with logo link on Conference website
- use of Conference logo in promotional material
- advance mailing to delegate list
- four free registrations for company personnel or guests
- insert in delegate bag
- final programme editorial with logo

Silver Sponsorship — £5,000

- sponsorship of a parallel lecture or session *
- choice of sponsored items from the 'shopping list', to the value of £3,500
- 15% discount on exhibition stand in key location
- half-page colour advertisement in final programme
- acknowledgement as silver sponsor in all Conference literature
- acknowledgement with logo link on Conference website
- use of Conference logo in promotional material
- advance mailing to delegate list
- two free registrations for company personnel or guests
- insert in delegate bag
- final programme editorial with logo

Bronze Sponsorship — £3,000

- choice of sponsored items from the 'shopping list' up to the value of £2,000
- 10% discount on exhibition stand in key location
- acknowledgement as bronze sponsor in all Conference literature
- acknowledgement on Conference website
- one free registration for company representative or guest
- insert in delegate bag
- final programme editorial with logo



Details of Sponsorship Items

Scientific Programme

Exclusive Lunchtime Satellite Symposium — £4,000

(only available to the Platinum Sponsor)

The Platinum Sponsor will have the opportunity to hold an exclusive satellite at lunchtime on Wednesday 25 May. The session will be of 45 minutes duration and will take place in the Strathclyde Suite, seating 500 delegates.

Parallel Lunchtime Satellite Symposia — £3,000

(only available to the Gold Sponsors)

Gold Sponsors will be given the opportunity to hold a parallel satellite at lunchtime on Thursday 26 May. The session will be of 45 minutes duration and will take place in the Strathclyde Suite (seating 500 delegates) or the Buchanan Suite seating 120 delegates. No more than three lunchtime satellites will be allowed to run in parallel, and rooms will be allocated on a "first come, first served" basis.

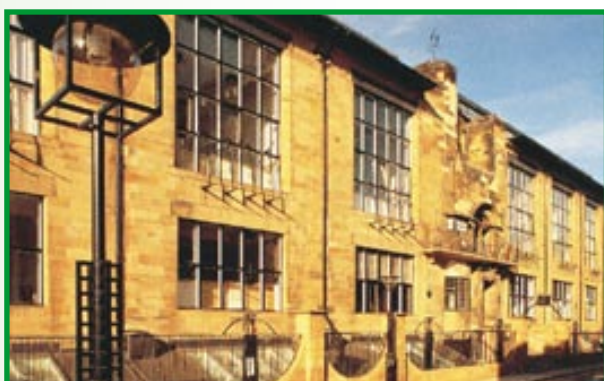
Early Evening Satellite Symposia — £2,000

(only available to Silver Sponsors)

These parallel satellites will be available on the evening of Wednesday 25 May after the end of conference sessions. These slots will offer companies the opportunity to present to smaller groups of delegates, (rooms will accommodate no less than 100), and may take the form of a lecture or of a more interactive workshop offering delegates the opportunity to assess equipment or discuss the use of a particular technique.

Benefits

Details of the content of satellite symposia will be placed on the Conference website, circulated to all delegates with joining instructions, and included in the Final Programme. Sponsoring companies will be asked for details of suggested titles, speakers and chairpersons in order that the committee can ensure satellites are fully integrated, and that there is a balance within the overall scientific programme.



Sponsorship* of a Plenary Session — £2,000

(included in Platinum and Gold sponsorship package)

Subject to the agreement of the Programme Chairs and the speaker, all of the plenary and keynote lectures are available for sponsorship. While companies will have no control over the content of the session, they will be acknowledged as sponsors by having their company logo slide at the beginning and end of the lecture and on poster sites outside the room, plus all the general benefits and acknowledgements afforded to sponsors.

* by means of an unrestricted educational grant

Sponsorship* of a Parallel Session — £1,000

(included in Silver sponsorship package)

Subject to the agreement of the Programme Chairmen and the speaker(s), all of the parallel lectures are available for sponsorship. While companies will have no control over the content of the session, they will be acknowledged as sponsors by having their company logo slide at the beginning and end of the lecture and on poster sites outside the room, plus all the general benefits and acknowledgements afforded to sponsors.

*Existing Sessions

Support of existing sessions such as the plenary sessions, keynote lectures, parallel sessions etc, by means of an unrestricted educational grant, is included as part of the major sponsorship packages. However, existing sessions will also be available for other companies to support by means of an unrestricted educational grant at costs detailed above.

Funding and Educational Grants

The Organising Committee welcomes any additional funding or educational grants which will enhance the quality of ICAMPAM 2011. If your company would like to assist the conference by offering this type of support, please contact industry.icampam2011@meetingmakers.co.uk.

Poster Area — £2,500

Posters will be displayed in the Royal Concert Hall Foyers throughout the conference opening hours and the Sponsor's logo and name will be prominently displayed in the poster area and will appear on the instructions to poster presenters. There will be the opportunity to offer a sponsor's "named" best poster prize.

Poster Reception — £2,500

A poster reception will be held on Wednesday evening which will offer the opportunity for delegates to view the posters and meet the poster presenters in a relaxed and social setting. If a single sponsor would like to sponsor the poster area and poster reception, the cost would be £4,000 for both.

Audio-Visual Equipment/ — £2,500

Scientific Programme Items

The sponsoring company's logo will appear on a holding slide in all session halls during breaks. There will also be a banner outside and/or inside the speaker check-in room, and the company logo will appear on the instructions to speakers and chairpersons.

Print and related items

Provisional Programme — £3,000

This document will be circulated to an estimated 10,000 potential delegates in November 2010. This is a unique opportunity for a company ready to commit at an early stage to their support of the Conference. The sponsor's logo will appear on the inside-front cover, with a full-colour advertisement on the outside back. Sole sponsor – no other advertising. The deadline is August 2010.

Book of Abstracts or CD-ROM of Abstracts — £4,000

Will be distributed to each delegate on arrival at the Conference and will contain abstracts of all the scientific presentations. This is a key document which will be in constant use by the delegates and will also subsequently become a source of reference. The sponsor's logo will be printed on the inside front cover, with a full-page advertisement on the back.

Final Programme Advertising — Rates on Application

The Final Programme will be distributed on-site to all participants, and will include all Conference information, such as the definitive scientific programme and details of the social and tour arrangements. The major sponsorship packages include advertising in this document; other interested parties may contact the organisers for details of advertising availability and rates.

Pocket Programme — £2,500

The pocket programme will be distributed to all delegates on site and will contain a handy overview of the Conference. The sponsor's logo will appear on the back cover.

Joining Instructions — £2,500

These will be distributed electronically to delegates on registration, and a second time one week prior to the Conference and will provide them with useful information to help with their journey to, and arrival in Glasgow. The sponsoring company's logo will appear prominently at the top of the page, together with a link to your own site.

Laminated Bookmark — £1,500

This highly visible item will be distributed in the Conference bag. The bookmark will follow the Conference theme, including the Conference logo, venue and dates, and will include the sponsor's company logo on the front and advertisement on the reverse.





Delegate Bag Insert (flier) — £500

The major sponsorship packages include a delegate bag insert. Other companies may have a single insert, maximum size A4, which will be inserted into the Conference delegate bag by the Organisers. You must be an exhibitor to have a delegate bag insert.

Delegate Bag Insert (gift) — £500

The sponsoring company can provide objects which may enhance the delegates' conference experience. It is the sponsor's responsibility to comply with national legislation regarding delegate gifts. You must be an exhibitor to insert an item into the Conference delegate bag, and the item must be pre-approved by the Organisers.

On-site items

Internet Café — £5,000

The Cyber Café will be located close to the exhibition area, either as part of the sponsoring company's stand or in a nearby location. The sponsor will have their logo and branding on posters within the cyber café, and their logo as the screen saver on each workstation. On accessing the internet, the default home page can be the sponsor's company or product page. There will also be the opportunity to supply additional branded items such as pads, pens, or mouse mats.

Wireless Network Provision — £4,000

Delegates wishing to access the internet via their own laptop may do so by using the Conference wi-fi. An initial splash screen will bear the sponsor's logo and will ask for a password (which may be a company or product name and access code). The password and/or access code can be changed each day and delegates can collect notification of the code from the sponsor's exhibition stand. On accessing the internet, the default home page can be the sponsor's company or product page.

Signposting — £2,500

There will be extensive Conference signage around the venue, and the opportunity exists for a sponsor to support this service and have their company logo on all directional signs.

Registration Area Banners — £2,000

All delegates and exhibitors have to register at the registration area, so over 700 people will visit this area at least once to register and to make enquiries, ensuring maximum exposure for the sponsor. The sponsor can have up to four pop-up banners on display, with a maximum size of 2m x 1m. This is an exclusive item – the price above is for sole sponsorship of the area.

Delegate items

Conference Delegate Bag — £4,000 (or £2,000, plus supply of goods)

This is a high-profile, much sought after item. The sponsor's logo and branding will be printed on the delegate bags (also to include the Conference logo).

Delegate Badge Lanyards — £3,000 (or £2,000, plus supply of goods)

Distributed in the delegate bag, this is a unique opportunity to highlight your company name and logo on one item which will see continuous use throughout the Conference.

Catering Items

Conference Gala Dinner and Ceilidh — £4,000

One of the highlights of ICAMPAM 2011 will be the Conference Dinner and Ceilidh which will take place in the magnificent surroundings of Kelvingrove Art Gallery on the evening of Thursday 26 May. An excellent menu and top-class entertainment will be provided. The sponsor's logo will appear on the Conference website next to details of the Gala Dinner and Ceilidh, on the tickets for the event, and on the dinner menus.

Catering — £1,500

Catering points will be located within the exhibition area for the duration of the Conference. Sponsors will have their logo displayed at the catering points for one day (two coffee breaks, plus lunch). There will also be the opportunity to provide additional branded items, overprinted napkins, cups, bottled water, etc.

Exhibition Information

Location

The exhibition will take place in the Exhibition Hall at the Glasgow Royal Concert Hall which will form the hub of the Conference. This will provide an excellent opportunity for delegates to interact with industry and to familiarise themselves with the latest advances in technology and therapeutics. Our delegates increasingly welcome the opportunity to tap into the expertise provided by exhibitors to answer questions and provide hands-on product demonstrations.

In addition to the commercial exhibits, lunch and tea and coffee will be served in the exhibition area in order to maximise the amount of time delegates spend within the exhibition.

Provisional Exhibition Opening Hours

Tue 24 May	13.00 – 18.00	Exhibition build
Wed 25 May	08.00 – 10.00	Exhibition build
Wed 25 May	10.00 – 18.00	Exhibition open
Thu 26 May	09.00 – 18.00	Exhibition open
Fri 27 May	09.00 – 14.00	Exhibition open
Fri 27 May	14.00 – 18.00	Exhibition break down

Networking Opportunities within the Exhibition Area

- Tea and coffee breaks
- Lunch each day
- Exhibition

Stands

Two types of stand will be available at ICAMPAM 2011:

Table-Top Stands

The charge for a table-top stand, exclusive of electrics will be as follows:

£1,250.00 plus VAT for bookings received up to and including 31 January 2011

£1,750.00 plus VAT for bookings received from 1 February 2011 onwards.

This stand fee is inclusive of the following exhibitor services on-site:

- 2m trestle table and two chairs
- Tea and coffee for one person
- Lunch each day for one person
- Company name badge for one person
- Free editorial entry (50 words) in the Final Programme/Exhibition Catalogue
- 24-hour security
- Ambient heating and lighting
- Daily cleaning of the aisles and common areas
- Attendance at the Welcome Reception

Space-only Stands, (minimum 9 square metres – only available to Platinum and Gold sponsors)

The charge for a shell scheme or space-only stand, exclusive of electrics and furniture will be as follows:

£275.00 plus VAT per square metre for bookings received up to and including 31 January 2011

£295.00 plus VAT per square metre for bookings received from 1 February 2011 onwards.

This stand fee is inclusive of the following exhibitor services on-site:

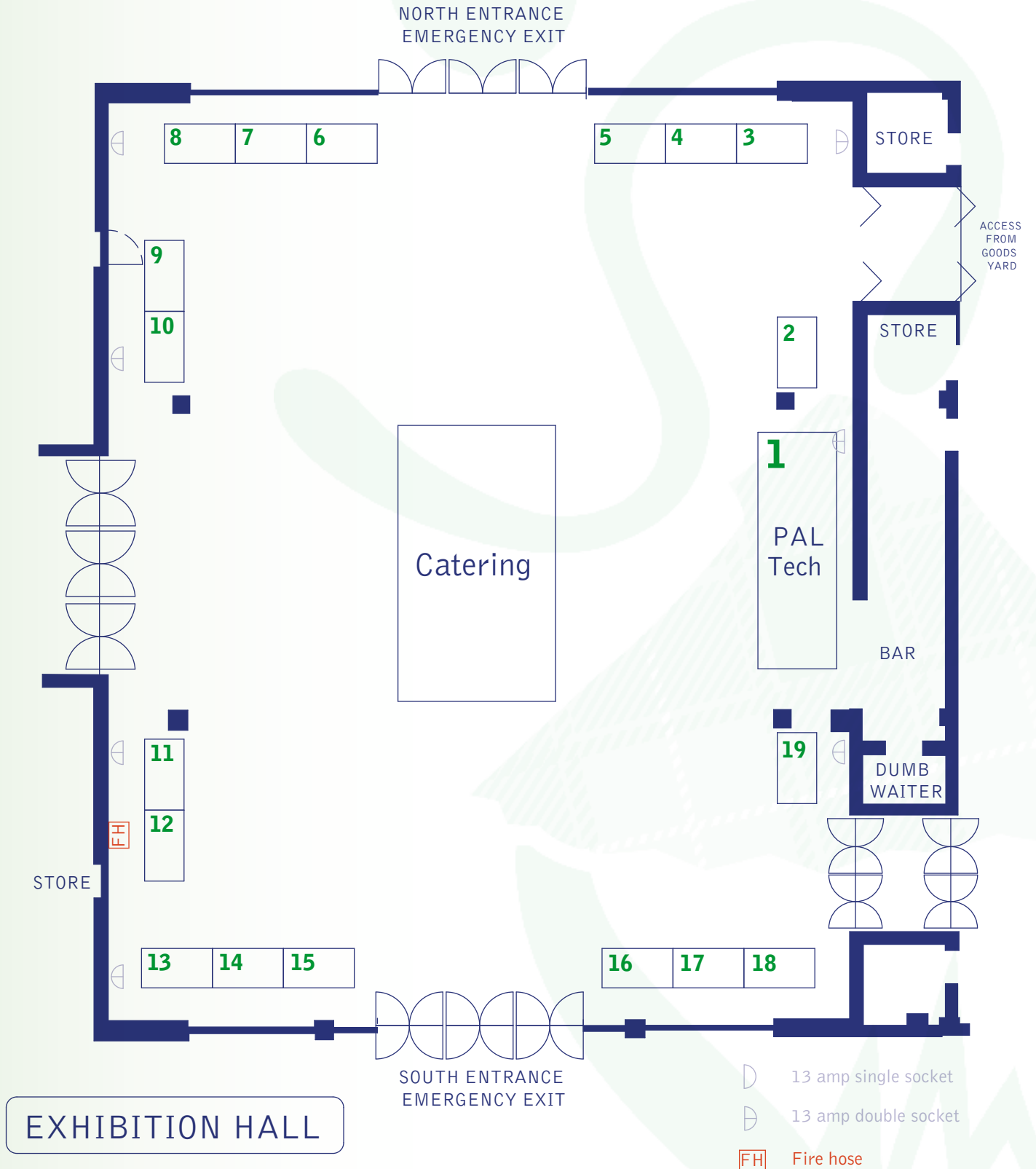
- Tea and coffee for one person per 6 square metres
- Lunch each day for one person per 6 square metres
- Company name badge for one person per 6 square metres
- Free editorial entry (50 words) in the Final Programme/Exhibition Catalogue
- 24-hour security
- Ambient heating and lighting
- Daily cleaning of the aisles and common areas
- Attendance at the Welcome Reception

Please note that you have to be a sponsor to have a space-only stand and that while our sponsors will be given priority choice of stand location, early commitment will ensure that your company secures a prominent site.

Technical Manual

A technical manual giving further general and technical information, advice and full details about the exhibition, venue, organisers and ancillary services available to exhibitors will be circulated in February 2011.

ICAMPAM 2011 Floor Plan



INDUSTRY BOOKING FORM

Organisation Name: (to be printed in the programme)

Address: (for sending payment invoices)

Telephone:

Fax:

Email:

Contact Name:

Packages Available - please refer to the Industry Prospectus for the full details of each package:

Gold Sponsorship	£7500 + VAT (limited to three companies)
Silver Sponsorship	£5000 + VAT
Bronze Sponsorship	£3000 + VAT

Table Top Stand	£1250 + VAT (for bookings received up to and including 31 January 2011)
Table Top Stand	£1750 + VAT (for bookings received from 1 February 2011 onwards)

Package requested: _____

Payment

A 10% deposit invoice will be sent on receipt of this booking form. The deposit must be paid within 30 days in order to secure the package. Should any amount remain unpaid at the time of the meeting, neither the company nor contractors will be allowed access to the exhibition space or the conference until payment is received.

Cancellations

Cancellations received before 31 December 2010 – the deposit will be retained.

Cancellations received after 31 December 2010 – the full amount of the commitment will be due unless the package can be sold to another company.

Signature _____

Date _____

(By signing this form you are agreeing to the cancellation and payment policy)

Please return this booking form to the address below as soon as possible as packages are available on a first come first served basis:

ICAMPAM 2011 Secretariat
c/o Meeting Makers, Jordanhill Campus,
76 Southbrae Drive, Glasgow G13 1PP

Contact: Matthew Gilmour
Tel: 0141 434 1500
Fax: 0141 434 1519
Email: matthew@meetingmakers.co.uk