



Ottawa 2012 Conference

Assessment of Competence in Medicine and the Healthcare Professions

9-13 March 2012

Kuala Lumpur Conference Centre (KLCC)
Kuala Lumpur, Malaysia

Exhibitor & Sponsorship Opportunities

www.ottawaconference.org

Sponsored by:

International Medical University (IMU), Kuala Lumpur,
Malaysia and Association for Medical Education in
Europe (AMEE)



Association for Medical Education in Europe (AMEE), Tay Park House,
484 Perth Road, Dundee DD2 1LR, UK. Tel: +44 (0)1382 381953;
Fax: +44 (0)1382 381987; Email: amee@dundee.ac.uk; Web: www.ottawaconference.org. Scottish Charity no: SC 031618

Background

Since the first Ottawa Conference held in Ottawa in 1985, the conferences, held biennially and alternately in North America and elsewhere in the world, have contributed to the development of education in medicine and the healthcare professions by providing a forum for the discussion, debate and reporting of innovations in the field of assessment of competence.

Following on from the very successful Conference in Miami in 2010, the 15th Ottawa Conference will be held in Kuala Lumpur, Malaysia. The Conference will have important messages for all involved in education for medicine and the healthcare professions. Included in the programme are:

- Keynote presentations by invited experts from within and outside medicine;
- Oral and poster presentations from delegates;
- Preconference and conference workshops and masterclass sessions including the use of simulation technology;
- A commercial and academic exhibition.

For further information on the Conference Programme, how to submit abstracts and how to book hotels and tours, please see the Conference website www.ottawaconference.org

Why you should be a Conference Sponsor or Exhibitor

The Conference will bring together leaders in the areas of teaching and assessment in medical and healthcare professions education. It will provide you with a unique opportunity to meet, network with and market to those who influence purchasing decisions from a wide range of healthcare professions institutions throughout the world.

Delegate demographics

Based on attendance at previous conferences, approximately 1,300 delegates are expected at this event, coming from USA, Canada, Europe, Asia, Australasia and South America. Around 75% are clinicians or PhDs and represent a wide range of specialties. All delegates are involved in healthcare professions education and include:

- Directors of medical, nursing and other healthcare programs in universities, education facilities and hospitals;
- National and international leaders in competence assessment;
- Principals and key staff in medical schools and hospitals;
- Medical practitioners, physicians and PhDs in all areas of medicine;
- Students of medicine and the healthcare professions.

Many of these delegates are influential in making purchasing decisions relating to equipment, publications and other teaching and assessment materials for their organizations and medical facilities.

Exhibitors at Ottawa conferences typically include:

- publishers of medical and basic science textbooks, and books and journals relevant to teachers and assessors in medicine and the healthcare professions;
- manufacturers and suppliers of teaching and assessment aids including simulators, computers, mobile technology and elearning packages;
- institutions offering a service in medical education, eg testing, data handling;
- pharmaceutical companies with involvement in undergraduate, postgraduate and continuing medical education, allowing them the opportunity to highlight and demonstrate educational resources that they have produced or supported;
- institutions and bodies offering courses for healthcare professionals across the continuum of education;
- institutions responsible for administration or regulation in medicine and the healthcare professions;
- professional bodies and medical schools.

Exhibition

The Commercial and Academic Exhibition is located in Conference Halls 1-3, where refreshments are served. To ensure maximum exposure for exhibitors, the exhibition will be open throughout the Conference, except during the plenary sessions, and including the Opening Reception. The exhibition times are as follows:

Saturday:	1400-1800 hrs	Exhibition set-up
	1930-2200 hrs	Exhibition open during Opening Reception
Sunday:	1000-1800 hrs	Exhibition open
Monday:	1000-1800 hrs	Exhibition open
Tuesday:	0830-1300 hrs	Exhibition open
	1300-1600 hrs	Exhibition break-down

Please see the exhibit plan.

Option	What is included	Cost
Premium 3 metre x 3 metre booth	Shell-scheme booth with side and back walls Fascia panel with organisation name 2 unit/36w fluorescent light fitting 1 unit 13 amp single-phase power socket 1 table 2 chairs 1 waste basket 2 exhibit hall only registrations (including lunch, coffee and opening reception refreshments) Listing in exhibitor list in conference programme Half-page advert in conference programme Logo and name on conference website with weblink Logo and name on opening powerpoint slide throughout conference	MYR 14,850 Additional exhibit hall only registration: MYR 1,500 per person
Standard 3 metre x 3 metre booth	Shell-scheme booth with side and back walls Fascia panel with organisation name 2 unit/36w fluorescent light fitting 1 unit 13 amp single-phase power socket 1 table 2 chairs 1 waste basket 2 exhibit hall only registrations (including lunch, coffee and opening reception refreshments) Listing in exhibitor list in conference programme	MYR 13,500 Additional exhibit hall only registration: MYR 1,500 per person
NFP 2 metre x 2 metre booth <i>(Not for Profit organisation/ academic institution only)</i>	Shell-scheme booth with side and back walls Fascia panel with organisation name 2 unit/36w fluorescent light fitting 1 unit 13 amp single-phase power socket 1 table (2 metres) 2 chairs 1 waste basket 1 exhibit hall only registration (including lunch, coffee and opening reception refreshments) Listing in exhibitor list in conference programme	MYR 6,000 Additional exhibit hall only registration: MYR 1,500 per person

Option	What is included	Cost
NFP 2 metre x 2 metre space <i>(Not for Profit organisation/ academic institution only)</i>	1 table (2 metres) 2 chairs 1 waste basket 1 exhibit hall only registration (including lunch, coffee and opening reception refreshments) Listing in exhibitor list in conference programme	MYR 3,000 Additional exhibit hall only registration: MYR 1,500 per person

We are pleased to try to accommodate specific requirements including free-build space or larger areas. Please contact AOS Conventions & Events

Additional items (furniture, electrical, AV, carpet, floral, catering, etc.) may be ordered from AOS Conventions & Events

Sponsorship Opportunities

Option	What is included	Cost
Conference bag	Company name and logo on every bag Listing in sponsors list in conference programme Half-page advert in conference programme Logo and name on conference website with weblink Logo and name on opening powerpoint slide throughout conference	MYR 30,000
Lanyards	Company name or logo on every lanyard Listing in sponsors list in conference programme Half-page advert in conference programme Logo and name on conference website with weblink Logo and name on opening powerpoint slide throughout conference	MYR 15,000
Pens and pads	1 pen and 1 pad inserted into every conference pack (to be provided by sponsor and shipped to conference site, or charged at cost by Ottawa Conference) Half-page advert in conference programme Logo and name on conference website with weblink Logo and name on opening powerpoint slide throughout conference	MYR 9,000 (in addition to provision of pens and pads)
Insert in conference bag	1 x A4 size insert to be placed in every conference bag (inserts to be provided by sponsor and shipped to conference site)	MYR 2,250 (in addition to provision of flyers)

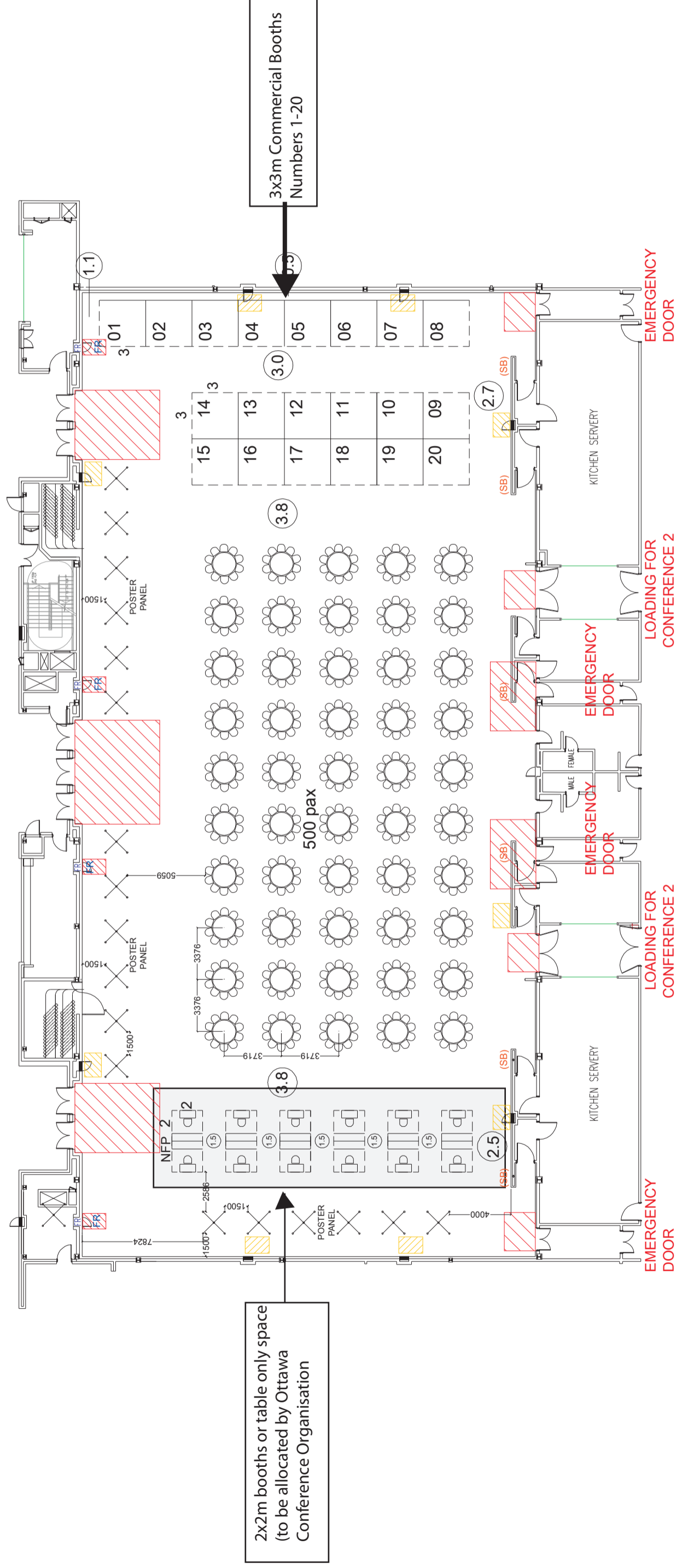
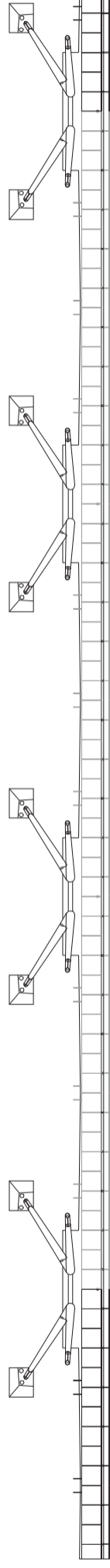
Ottawa Conference is pleased to receive additional suggestions for sponsorship. Please contact AOS Conventions and Events

OTTAWA CONFERENCE 2012

9 -13 MARCH 2012

KUALA LUMPUR CONVENTION CENTRE

Conference Halls 1, 2 and 3



Ottawa Conference – Kuala Lumpur, Malaysia – 9-13 March 2012

Exhibition Application Form

Please complete the form and mail, email or fax it to:

AOS Conventions & Events Sdn Bhd (Member of AOS Tours & Travel)
 No. 39 & 40, Jalan Mamanda 9, Ampang Point 68000
 Kuala Lumpur, Malaysia
 Tel: +603-425 29100 (Ext.xxx); Fax: +603-42571 133
 Email: ottawa2012@aosconventions.com Website: www.ottawconference.org

Company/Organization: (Please complete as you would like to be listed in programme)	
Address:	
City/State:	
Zip/Postcode:	
Country:	
Phone:	
Fax:	
E-mail (required for all communication)	
Contact Person:	
Website address:	

We wish to reserve:

	Please tick	1st choice	2nd choice
Premium 3m x 3m: preferred booth number:			
Standard 3m x 3m: preferred booth number:			
NFP 2m x 2m booth			
NFP 2m x 2m space with table and posterboard			

Any specific requests: _____

We wish to sponsor:

Conference Bags	<input type="checkbox"/>
Lanyards	<input type="checkbox"/>
Conference Pens/Pads	<input type="checkbox"/>
Conference Bag Insert	<input type="checkbox"/>

PAYMENT

Payment in full must be made at the time of application in either US dollars (\$) or Malaysian Ringgits (MYR).

Payment method (please tick):

Credit card

Bank transfer (details will be sent)

Credit card type (Visa/Mastercard):	
Name on Card:	
Card Number :	
Expiration Date:	
CCV Code: <small>(3-digits back of Visa/MC)</small>	
Full Billing Address:	
Signature:	

Cancellations and requests for changes must be made in writing.

***Cancellation by 31 December 2011: refund less MYR 300 administration fee
After 31 December 2011: no refunds will be made***

Return to:

Ottawa Conference Secretariat
AOS Conventions & Events Sdn Bhd (Member of AOS Tours & Travel)
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Tel: +603-425 29100; Fax: +603-42571133
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