

29th International Meeting Of the
Pediatric Colorectal Club (PCC)

June 27-28, 2022 | Jerusalem, Israel



Sponsorship & Exhibition Prospectus

PCC 2022

June 27-28, 2022, Jerusalem

Conference secretariat



pcc@ortra.com 03-6384444

WELCOME

Dear Colleagues and friends,

The 29th International Meeting of the Pediatric Colorectal Club (PCC) will be held at the Waldorf Astoria Hotel, Jerusalem, Israel from 27th June to 28th June 2022. This Congress will bring together Pediatric Surgeons from Europe and outside of Europe and promises to be a global event for Pediatric Surgeons worldwide.

Diseases of the colon and rectum in children such as Hirschsprung's disease, anorectal malformations, inflammatory bowel disease, idiopathic constipation and fecal incontinence present a special challenge to pediatric surgeons. Many of these diseases have a major impact on quality of life and warrant long-term follow-up and treatment into adulthood. To provide the best medical and surgical care to children with colorectal diseases, it is essential that we have the highest possible standards of education, training, and research.

The 29th International Meeting of the PCC aims to provide up-to-date clinical and scientific information on all aspects of pediatric colorectal diseases and malformations to practicing pediatric surgeons, pediatric urologists, pediatricians, pediatric gastroenterologists, basic scientists, nurses, and patient support groups.

The International Scientific Committee of PCC and the Local Organizing Committee have teamed up to provide excellent hospitality for your stay during the event. Local Organizing Committee will engage ORTRA, a public limited company incorporated in Israel with great experience in the field of organization of scientific congresses and medical events, to undertake and manage many segments of the Congress.

The PCC meeting is a unique opportunity for trade companies dealing with medications, equipment, instruments and other medical products and services, related to Paediatric Surgery, to meet excellent scientists from around the globe and promote products & services in the best possible, beneficial way. Moreover, Industry will have the chance to exchange knowledge, share thoughts, opinions, and techniques, promote high standards of surgical practice, and finally get updated in competition.

We hope that many of you will be able to stay longer and participate in the 23rd European Congress of Pediatric Surgery, which will also take place at the Hilton Hotel, Tel Aviv, Israel from 29th June to 2nd July 2022.

We are looking forward to your active participation.

Sincerely,

Sukhotnik I, MD

Chairman

Local organizing committee

Sweed Y, MD

Chairman

Prem Puri, MD

Chairman

Scientific Committee

ISRAEL

The traveler to Israel walks through history: from windswept crusader castles to ports where seamen, pilgrims and famous travelers spent some time and then moved on; from desert landscapes that were home to traveling tribes, half-forgotten armies and merchants in camel caravans, to sheikhs' tombs with whitened domes, silent monasteries and ancient synagogues decorated with colorful mosaics. The State of Israel was created in the Land of Israel which was promised to the People of Israel according to Jewish tradition. It was where Jesus, the Christian Messiah, was born and the place where Mohammed, the Moslem Prophet, ascended to heaven. The meeting place of three continents and two seas, the country is a skein of cultures, customs and traditions, a country that was home to many people, cultures and changing religions. On the crossroads of ancient routes of commerce, the land also saw waves of conquering armies: the Canaanites, Hebrews, Babylonians, Persians, Greeks, Romans, Arabs, Crusaders, Ottoman Turks and the British, made this much-desired small country into a battlefield where they strove for eminence, built fortifications, castles and royal palaces.



JERUSALEM

Jerusalem welcomes its visitors with a perfect mix of modernity and history, culture, and religion. The city is bursting with iconic venues and innovative spaces, rich with a tapestry of identities, faiths, and narratives. Over three billion people of faith look to Jerusalem for inspiration and to connect with the cultures that converge on this unique hilltop.

Alongside the city's 3,000 years of history, for the discerning and well-travelled millennial, Jerusalem provides an exotic location with a vibrant nightlife and cultural scene and is just a short haul destination for tourists from the UK and Europe.

Jerusalem has many attractions for culture lovers and offers an array of events and festivals that take place throughout the year.

The Old City, with its quaint alleys and captivating heritage, is highly recommended.

Whether you seek religious sanctity or cultural enrichment, the Old City offers it all. The Western Wall, The City of David, The Via Dolorosa and The Dome of the Rock, are just a few of the many historical and biblical sites which attract visitors.

Once you leave the Old City, the new city offers many other sites of cultural, music, art, and gastronomical interest. There are many museums to visit, including the top-ranking Israel Museum with the Shrine of the Book, Bible Lands Museum, Museum for Islamic Art, etc. Visitors may also stroll through neighborhoods with inspiring, magnificent views, such as Yemin Moshe, the German Colony and Ein Kerem.



EXPERIENCE JERUSALEM – BRINGING TOGETHER ALL CULTURES, THE OLD WITH THE NEW, THE HISTORY WITH EXCITING MODERN LIFE.

SPONSORSHIP OPPORTUNITIES

Diamond Sponsorship / Lunch Satellite

50,000 NIS + VAT

- A Satellite Session including a 30 minutes scientific lecture by the sponsor's representative and lunch in a separate hall (flights, accommodation and transfers expenses of the speaker will be on sponsors expense) (To be coordinated with the organizing committee)
- Opportunity to brand the Hall and give the participants self-produced advertising elements or giveaways – subject to the approval of the conference organizers
- Announcement of the satellite in the conference program
- 12 sqm exhibition space
- Sponsor's logo, Diamond Level, on the conference website with hyperlink to sponsor's website
- Sponsor's logo , Diamond Level, on the conference signage
- Sponsor's logo , Diamond Level, in the conference's publications
- 5 complimentary conference registration
- 1 flyer up to A4 size inserted to the delegates' bags

Platinum Sponsorship / Scientific Session

40,000 NIS + VAT

- Support for one of the conference's scientific sessions (To be coordinated with the organizing committee)
- Special welcome signage with sponsor's logo will be shown on the hall's screen at the beginning of the session
- Opportunity to brand the Hall and give the participants self-produced advertising elements or giveaways – subject to the approval of the conference organizers
- Sponsor's logo in the conference program next to the session
- 12 sqm exhibition space
- Sponsor's logo, Platinum Level, on the conference website with hyperlink to sponsor's website
- Sponsor's logo , Platinum Level, on the conference signage
- Sponsor's logo , Platinum Level, in the conference's publications
- 4 complimentary conference registration
- 1 flyer up to A4 size inserted to the delegates' bags

SPONSORSHIP OPPORTUNITIES

Gold Sponsorship / Conference bags (Exclusive Sponsorship) 30,000 NIS+ VAT

- Sponsor's logo (in one color) printed on the conference tote bags (the choice of the bags and their production is of the organizing committee)
- 12 sqm exhibition space
- Sponsor's logo, Gold Level, on the conference website with hyperlink to sponsor's website
- Sponsor's logo, Gold Level, on the conference signage
- Sponsor's logo, Gold Level, in the conference's publications
- 3 complimentary conference registration
- 1 flyer up to A4 size inserted to the delegates' bags

Silver Sponsorship / Name Tag Lanyards 25,000 NIS+ VAT

- Sponsor's logo printed on the conference lanyards
- 6 sqm exhibition space
- Sponsor's logo, Silver Level, on conference website linked to the company's website
- Sponsor's logo, Silver Level, on the conference signage
- Sponsor's logo, Silver Level, in the conference's non-educational publications
- 2 complimentary conference registration
- 1 flyer up to A4 size inserted to the delegates' bags

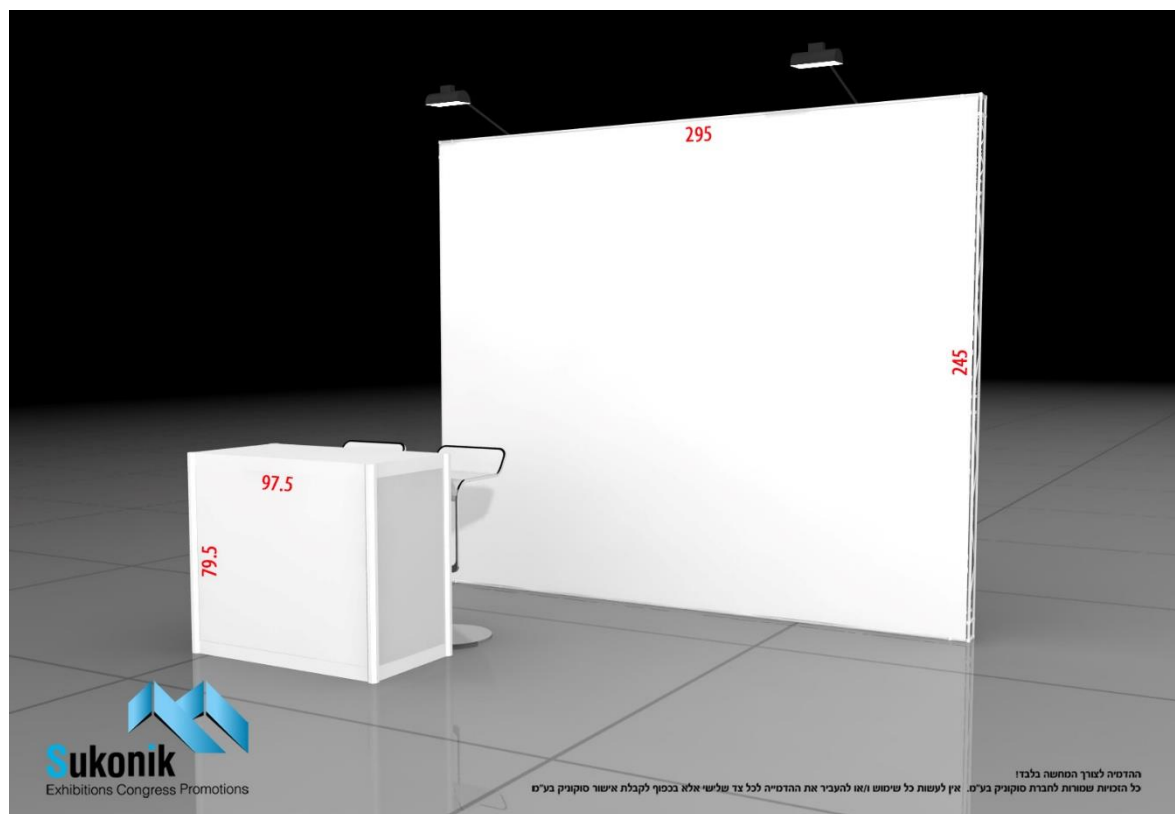
Bronze Sponsorship / Conference folders and pens 20,000 NIS+ VAT

- Sponsor's logo (in one color) printed on the conference folders and pens distributed to all participants in the conference bags (the choice of the folders and pens and their production is of the organizing committee)
- 6 sqm exhibition space
- Sponsor's logo, Bronze Level, on conference website linked to the company's website
- Sponsor's logo, Bronze Level, on the conference signage
- Sponsor's logo, Bronze Level, in the conference's non-educational publications
- 2 complimentary conference registration
- 1 flyer up to A4 size inserted to the delegates' bags

EXHIBITION OPPORTUNITIES

6 sqm Constructed Booth 14,000 NIS + VAT

- 6 Sqm display booth including:
 - ✓ 1 Back truss wall width 3 m. * height 2.5 m. branded with exhibitor's graphics (graphic's on exhibitor's responsibility)
 - ✓ 2 Spotlights
 - ✓ 1 Electrical outlet (220 V) 1 phase 1KW
 - ✓ 1 Counter
 - ✓ 1 Bar stool
- Sponsor's logo on conference website with link to company's website
- 2 complimentary conference registration



EXHIBITION OPPORTUNITIES

6 sqm Unconstructed Exhibition Space 10,000 NIS + VAT

- 6 Sqm exhibition space including:
 - ✓ 1 Electrical outlet (220 V) 1 phase 1KW
 - ✓ 1 Counter
 - ✓ 1 Bar stool
- Sponsor's logo on conference website with link to company's website
- 2 complimentary conference registration

For more information or construction solutions (syma systems, carpentry, truss etc.), branding, furniture and electricity, please contact the conference exhibition contractor – **Sukonik Ltd.** at – Dany Sukonik dany@sukonik.net or Avi Sukonik at avi@sukonik.net |
Tel: +972-3-6830044 / website: www.sukonik.net

For more information, please contact:



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Industry Liaison Coordinator

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SPONSORSHIP & EXHIBITION REGISTRATION FORM

Please complete in clear letters and return to:
ORTRA Ltd. Limor Urfaly, E-mail: limor@ortra.com

1. Details:

Company Name..... Company No.....
Address..... City

Country..... Zip Code

Contact Person Function

Telephone Fax

Email Mobile

2. Reserved Package:

- Diamond Sponsorship / Satellite Lunch Session..... NIS 50,000
- Platinum Sponsorship / Scientific Session..... NIS 40,000
- Gold Sponsorship / Conference Bags NIS 30,000
- Silver Sponsorship / Conference Lanyards NIS 25,000
- Bronze Sponsorship / Folders and Pens NIS 20,000
- 6 sqm. Constructed Booth NIS 14,000
- 6 sqm. Exhibition space..... NIS 10,000

***All prices do not include VAT.**

**** Production of all advertisements of all kinds are on sponsor's / exhibitor's responsibility**

2. Payment:

50% of the fees must be paid as a deposit, no later than 21 days from date on the invoice.
Remaining 50% to be paid by June 1, 2022

Wire transfer in NIS to Bank Account.

Details are - **Ortra Ltd.**: Bank Leumi (swift code LUMIILITLV), Branch no. 666, 2 Shoham St.,
Ramat Gan, Israel, Account no. 49260012, IBAN: IL640106660000049260012.

We have read, understood and agree to the Terms & Conditions specified in the General Information document and confirm we are authorized to sign and obligate accordingly:

Signature and Company Stamp _____ Date _____

Exhibition Registration:

Interested parties are requested to complete and return the enclosed Exhibition Registration Form. Participation in the exhibition is subject to approval by the Exhibition Committee, based on the exhibitor's suitability and relevance to the Conference goals.

Terms and Conditions of Participation:

Any company that participates in the exhibition is doing so at its sole responsibility and liability. Any such company must maintain an adequate insurance policy with a sufficient coverage for its property, employees, representatives and any visitors participating in the exhibition against any risk, loss and damage, of any kind whatsoever. It has being clarified that an absence of such insurance policy or an invalidity of any such insurance policy, shall neither derogate, in any manner, from the company's liabilities and responsibilities hereunder, nor create a liability or responsibility of such kind for Ortra or anyone on its behalf. Ortra will not be liable, whether financially or otherwise, towards any third party whatsoever in respect of any risk, loss and damage incurred by any third party, including the company or anyone on its behalf.

Terms of Payment - Sponsorship and Exhibition:

50% of the fees must be paid as a deposit, no later than 21 days from date on the invoice.
Remaining 50% to be paid by June 1, 2022

Payments can be made by a wire transfer according to the following details:

Bank draft to ORTRA Ltd., 94 Yigal Alon st. Alon Tower 2, Tel Aviv, Israel

Wire transfer in **New Israeli Shekels** to Bank Account.

Ortra Ltd.: Bank Leumi (swift code LUMIILITLV), Branch no. 666, 2 Shoham St., Ramat Gan, Israel, Account no. 49260012, IBAN: IL640106660000049260012.

Cancellation policy:

If due to the COVID-19 virus restrictions, the conference will be cancelled, full refund will be given. Otherwise –

Refund of exhibition registration fees will be made with a written notification of cancellation to Ortra Ltd.: Before March 31, 2022 exhibitor will be charged \$200 as handling fees.

Between April 1 to May 15, 2022 a refund of 50% of the fees.

From May 16, 2022 a refund of 50% of the fees will be made, on condition that the space will be re-rented to another exhibitor of the Conference. Otherwise 100% cancellation fee will apply.

Construction

All furniture and/or walls branding for the constructed booths have to be ordered from **Sukonik Ltd.** For assistance, please contact Dany at dany@sukonik.net or Avi at avi@sukonik.net.

If you have ordered an open space, you may contact **Sukonik Ltd.** for design and construction (carpentry, truss, syma etc.) of special booths, accommodated to your vision and needs, furniture etc. For assistance, please contact Dany at dany@sukonik.net or Avi at avi@sukonik.net.

Electricity

Sukonik Ltd has exclusivity on all Electricity. All electricity outlets have to be ordered from Sukonik. No electricity work will be allowed unless done by Sukonik. For assistance, please contact Dany at dany@sukonik.net or Avi at avi@sukonik.net

Safety

B-Safe is the exclusive safety company for the conference. If you ordered the unconstructed exhibition space, please send your construction image and specifications to B-Safe for construction engineer's approval.

No construction will be allowed without the prior approval from B-Safe. To order B-Safe's services and sending the image for approval, please contact **B-Safe** at: +972-3-532-5575 or eti@b-safe.org. Exhibitors in standard constructed booths may not add any elements to the fascia provided by the organizers.

All equipment used for display or demonstrations, must comply with local safety regulations. Exhibitors are not allowed to distribute any sort of handouts such as brochures or giveaways in the public areas of the Exhibition.

TV Screens

If you wish to order LED walls and/or TV screens on a stand or hanged on your construction, please contact Ofer from **Ultra Rent** at: main@ultrarent.co.il or +972-522-800066.

Catering Services

The venue is designed as a kosher convention center. To bring food to the venue which has not been produced kosher is forbidden! We expressly point out that candy, gummy bear, chocolate etc. is checked by the Kosher Supervisor and must not be used when in doubt.

If you wish to serve coffee, fruit shakes, beer, salty or sweet refreshments etc. at your booth, please contact Eran from **Bar's** at: mybars1@gmail.com or +972-52-8514853.

Waste disposal

The waste resulting from the mounting and dismounting of displays and during the exhibition must be disposed and removed from the venue by the exhibitor.

For cost and environmental reasons, we ask you to conform the advertising media, on the number of participants adapt to cause as little residual waste as possible after the fair.

Loading/Unloading of Materials

For unloading or loading of materials, exhibitors may enter through the suppliers' entrance. After loading/unloading, the vehicle should be removed immediately, to make way for other exhibitors. Please note that the venue will not allow any parcel/package delivery through the venue's main entrance.

Exhibition Terms & Conditions

1. Transportation of exhibition materials to and from the exhibition, and arrangements in the booths/exhibition spaces are the sole responsibility of the exhibitor and on his account. The exhibitor will not obstruct aisles, approaches to the exhibition area and in no way cause inconvenience to other exhibitors. Exhibitioners should bring their own cart for transporting materials within the exhibition space.
2. All exhibition materials must be inside the booths/exhibition area one hour before the opening of the exhibition. Exhibits must not be removed during exhibition opening hours.
3. All arrangements by the exhibitor and installation of demonstration equipment must comply with safety regulations.
4. The organizers reserve the right to alter the layout of the exhibition, postpone or cancel it, or move the exhibition to a different location. Further, the organizers may remove displays that cause inconvenience/disturbance to other exhibitors.
5. The organizers are obliged to ensure the orderly operation of the exhibition by all means at their disposal.
6. Exhibitors may not take their exhibits to booths/areas outside the booths/areas allocated to them, especially to passes and emergency rooms which may cause security hazard, without prior permission of the organizers.
7. No exhibits or publicity products may be mounted on the floor, walls, ceiling or columns. The exhibitor will be liable for any damage caused by him to the building or the exhibition area.
8. The organizers, while providing general security, are not responsible for theft or damage to the exhibitors' property, whether at nighttime or during opening exhibition hours. Exhibitors must insure themselves and their property against theft, damage and third-party claims by visitors and staff. It is recommended that expansive items and removable items (such as laptop), will be under supervision and control, especially during the exhibition opening hours.
9. The organizers are responsible for general maintenance, excluding maintenance of booths/exhibition areas.
10. Exhibitors will not cover, move or relocate any art items that may be displayed in the exhibition area without the prior consent of the organizers
11. Exhibitors will refrain from making noise or causing odors, which may inconvenience other exhibitors.
12. Exhibitors will not drill, weld, glow, connect to electricity, hang from the ceiling or perform any kind of similar job without receiving a prior approval from the organizers.
13. Exhibitors will not light a fire or candles in the exhibition are.
14. Cleaning - The organizers are responsible for general maintenance and cleaning of the public areas. Exhibitors are responsible for cleaning their exhibition spaces.