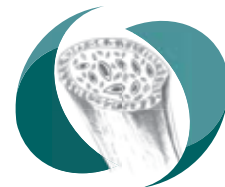


3RD WORLD CONGRESS
on Controversies, Debates & Consensus
in **Bone, Muscle & Joint Diseases**



BMJD

Under the auspices of



Montreal, Canada
April 23-26, 2015

www.congressmed.com/bmjd



BMJD
Montreal

Invitation

We are proud to announce the 3rd World Congress on Controversies, Debates and Consensus in Bone, Muscle and Joint Diseases (BMJD) held under the auspices of the IOF and ESCEO, which will take place on April 23-26, 2015 in Montreal, Canada.

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

The 3rd edition of BMJD aims to continue facilitating effective debates on unresolved clinical and therapeutic dilemmas, supported by evidence-based medicine and expert opinions resulting in agreement on timely issues. The program provides an effective forum for discussing and debating such unresolved controversies, by allowing ample time for speaker-audience discussions with world authorities in the fields of Osteoporosis, Osteoarthritis, Rheumatoid Arthritis, Pain, Muscles and Joint Diseases.

We are proud to announce that the 3rd BMJD Congress will be held under the auspices of the International Osteoporosis Foundation (IOF) and the European Society for Clinical and Economic Aspects of Osteoporosis and Osteoarthritis (ESCEO), making an even greater impact on the scientific community.

We look forward to your participation and contribution to the 3rd World Congress on Controversies, Debates and Consensus in Bone, Muscle and Joint Diseases (BMJD), and to welcoming you to the delightful city of Montreal.



COMMITTEES

Chairpersons:

Rick Adachi, Canada
 Boulos Haraoui, Canada
 Santiago Palacios, Spain
 Jean-Pierre Pelletier, Canada
 Johanne Martel-Pelletier, Canada

Scientific Committee:

Cyrus Cooper, UK
 John Kanis, Belgium
 Jean-Yves Reginster, Belgium
 Rene Rizzoli, Switzerland

PROGRAM DESCRIPTION

OSTEOARTHRITIS

Debates

- Are SYSADOA effective in the treatment of osteoarthritis?
- Will new imaging technologies be more useful for the diagnostic and management of osteoarthritis in daily practice?
- Are exercise and weight loss helpful in reducing disease symptoms and progression?
- Is subchondral bone responsible for the development and progression of osteoarthritis?

Round tables

- Is intraarticular therapy effective for the treatment of OA symptoms?
- Osteoarthritis: A risk factor for cardiovascular disease?
- Is phenotyping of osteoarthritic patients possible and useful?
- Which patients should we treat and how?

Lectures

- Is osteoarthritis a genetic disease?
- Association between adipokines, inflammation, muscle mass and osteoarthritis structural changes
- Does inflammation play a role in the progression of structural damage in hand osteoarthritis?
- The relevance of an algorithm for the treatment of osteoarthritis
- DMOAD trials: What have we learned from the last decade of experience?
- The usefulness of echography in daily practice with OA patients

OSTEOPOROSIS

Debates

- Drug holiday vs continuous treatment
- Calcium: Is there an upper limit?
- Treat to target or target to treat?

Round tables

- Secondary prevention
- Fall prevention
- GIOP

Lectures

- Odanacatib
- Atypical femoral fractures
- Lessons from CaMos study

RHEUMATOID ARTHRITIS

Debates

- Monotherapy biologics vs. combination therapy?
- How best to assess disease activity/remission in daily clinical practice?
- Is there still a place for oral corticosteroids in RA?
- Which target to use in a T2T strategy?

Round tables

- Which biologic to use first? Anti TNF or other MOA?
- How to interpret registry safety data?
- Is there still a place for regular X-ray assessment of structural damage in RA?
- When is triple therapy indicated in the management of RA?

Lectures

- Epigenetics and RA
- The microbiome in RA
- How to apply the concept of poor prognostic markers in RA
- Biomarkers in daily practice
- Biologics during pregnancy and lactation
- Management of ILD in RA

AIMS OF THE CONGRESS

- To discuss controversial issues in a critical manner
- To be the leading forum for opinion leaders, clinicians and industry
- To reach the best clinical recommendations for therapeutic dilemmas

THE PROGRAM

- Controversial topics and debates
- Cohesive and integrative sessions
- Reaching consensus where possible
- Internationally prominent speakers and opinion leaders
- 35% of the Program devoted to discussion
- CME-accredited Program

BMJD – WHAT'S IN IT FOR THE INDUSTRY?

- **Demonstrate** your company's leadership and innovation in the field
- **Participate** and **present** your products and research to an international audience
- **Stimulate** and **discuss** new research: Use the unique debates concept to stir discussion and create awareness
- **Reach** key opinion leaders and **raise** your company's visibility in the field
- **Encourage** and **promote** education and public awareness
- **Cooperate** and **network** with world opinion leaders in the field of bone, muscle and joint diseases
- **Support** and **assist** world opinion leaders in reaching the best clinical recommendations for current therapeutic dilemmas
- **Inform** and **update** international participants on clinical and technological developments

PREVIOUS SUPPORTERS
















CATEGORIES OF SUPPORT

(category determined by the accumulated value of items)

Honorary Circle

EUR 80,000 and higher

Platinum

EUR 60,000 – EUR 80,000

Gold

EUR 30,000 – EUR 60,000

Silver

EUR 15,000 – EUR 30,000

Bronze

EUR 2,000 – EUR 15,000

Tailor-Made Sponsorship Packages

Support packages can be tailored to suit your company's objectives and budget. Please contact the Congress Organizer for further details on creating the package that will comply with your strategy and maximize your visibility.



SCIENTIFIC SUPPORT OPPORTUNITIES

Continuing Medical Education (CME) Accredited Lecture/Debate

€ 15,000

Opportunity to provide an unrestricted grant to support a CME-accredited lecture/debate in the scientific program.

- Session hall and standard audio-visual equipment
- Two complimentary registrations
- 6 sq.m exhibition space (additional space is available at reduced rates)
- Two exhibitor registrations (additional registrations are available at reduced rates)
- Company profile in dedicated section of final congress program
- One full page color advertisement in dedicated section of final congress program
- Company brochure in the participants' bags
- Acknowledgment: congress website, final congress program, on-site signage
- Company logo on regular announcements to congress database
- Optional webcast of session at reduced rates

**The expenses of the speaker (accommodation and travel) are additional and the responsibility of the supporter.*

Industry Symposium

€ 30,000

Opportunity to hold an industry-sponsored symposium, non-CME accredited, (up to 90 minutes) during the congress.

- Session hall and standard audio-visual equipment
- Five complimentary registrations for symposium chairpersons and speakers
- 9 sq.m exhibition space (additional space is available at reduced rates)
- Three exhibitor registrations (additional registrations are available at reduced rates)
- Company profile in dedicated section of final congress program
- One full page color advertisement in dedicated section of final congress program
- Company brochure in the participants' bags
- Acknowledgment: congress website, final congress program, on-site signage
- Company logo on regular announcements to congress database
- Specially designed mailshots announcing symposium to supporter's subsidiaries and affiliates
- Optional webcast of session at reduced rates

**The expenses of the symposium chairpersons and speakers (accommodation and travel) are additional and the responsibility of the supporter.*

*** Time slots will be allocated on a first-come, first-served basis.*

**** The topic, program and speakers are subject to approval by the Organizing Committee.*

Meet the Expert Session (non-CME accredited)

€ 20,000

Opportunity to invite a speaker to discuss a specific topic in an industry sponsored session, non-CME accredited, (up to 45 minutes) to an audience of up to 100 pax.

- Session hall and standard audio-visual equipment
- One complimentary registration for the session speaker
- Company profile in dedicated section of final congress program
- One full page color advertisement in dedicated section of final congress program
- Acknowledgment: congress website, final congress program, on-site signage
- Company logo on regular announcements to congress database
- Optional webcast of session at reduced rates

**The expenses of the session speaker (accommodation and travel) are additional and the responsibility of the supporter.*

*** Time slots will be allocated on a first-come, first-served basis.*

**** The topic and speaker are subject to approval by the Organizing Committee.*

PRE-CONGRESS SATELLITE SYMPOSIUM

Price upon request

Opportunity to hold an industry-sponsored satellite symposium, non-CME accredited, (3-4 hours) on the day of the official opening of the Congress. Please contact the Congress Organizer for further details.

BRANDING OPPORTUNITIES

CONGRESS BAGS

Opportunity to provide the bags bearing the congress and company logos

Provided-in-kind +

€ 8,000

CONGRESS LANYARDS

Opportunity to provide the congress lanyards bearing the company logo. This opportunity is reserved for gold supporters and above.

Provided-in-kind +

€ 5,000

WRITING PADS AND PENS

Opportunity to provide all participants with notepads and pens, which will be included in the participants' bags.

Provided-in-kind +

€ 5,000

NETWORKING RECEPTION

Opportunity to support the networking reception for all participants of the congress.

€ 10,000

REGISTRATION AREA

Opportunity to brand the registration area with company logo alongside congress logo at designated branding areas

€ 8,000

WEBCAST

The congress will provide a webcast for the supporter's symposium/session. The recording will be made available to the supporter and may be posted on the congress website (pending speakers' approval)

€ 5,000

WEBCAST + PROMOTION

The congress will provide a webcast for the supporter's symposium/session. The recording will be made available to the supporter and may be posted on the congress website (pending speakers' approval)

€ 8,000

PROMOTIONAL MATERIAL

Inclusion of promotional material, such as leaflets and brochures, in the participants' congressbags. Material must be provided by supporter and approved by the Congress Organizer.

€ 2,000

WIFI INTERNET

Opportunity to support the WIFI access for all participants of the congress.

Price upon request

All supporters will receive the following benefits

- Company profile in dedicated section of final congress program
- Acknowledgment: congress website, final congress program, on-site signage
- Company logo on regular announcements to congress database

EXHIBITION

A professional exhibition will be held at the congress venue, in conjunction with the congress. The floorplan has been designed so as to maximize exposure to the participants. Coffee breaks and lunches will be held in the exhibition area, providing ample time for networking.

HOSPITALITY SUITES

Hospitality suites and meeting rooms may be booked through the Congress Organizer. Sizes and prices are available upon request.

SPACE ONLY RENTAL

Exhibition space is available at EUR 480 per sq.m

The minimum space size is 2x3 sq.m

Exhibition space is available on a first-come, first-served basis, with priority given to gold supporters and up.

To view the updated exhibition floorplan, please visit the congress website.

Exhibition space rental is priced according to size (per sq.m) and includes:

- Net stand area
 - Two exhibitor registrations (up to 18 sq.m, additional registration per 6 sq.m)
 - Access to welcome reception and lunch on Friday and Saturday
 - Company profile in designated section of congress program
 - Acknowledgment: congress website, final congress program, on-site signage
 - Cleaning service for public area
- Stand equipment and services, including partition walls, electricity and carpets, can be ordered in accordance with the exhibitors' manual.

Congress Organizer

CongressMed

5 Druyanov Street

Tel Aviv, Israel

Tel: 972 73 7066950

Fax: 972 73 7066959

E-mail: bmjd@congressmed.com

Website: www.congressmed.com/bmjd

GENERAL TERMS & CONDITIONS

1. Support items are allocated on a first-come, first-served basis.
2. All support and exhibition prices quoted are in EUR and do not include VAT.
3. The Congress Organizer reserves the right to accept or decline offers of support and application for exhibition space.
4. The Congress Organizer reserves the right to amend the published floorplan should it be felt that such an amendment would benefit the exhibition and the congress as a whole.
5. The Congress Organizer must approve all exhibition stand designs.
6. The Congress Organizer cannot accept liability for personal accidents, loss of or damage of private of participants, either during or directly arising from the congress. Participants are advised to issue their own personal travel and health insurance.
7. All payments must be received before the commencement of the congress. Should a company fail to make payment, the Congress Organizer reserves the right to cancel the company's participation and benefits.
8. Additional down payment structures and cancellation policies will be outlined in the order form.

Compliance Information Supporters and Exhibitors

Industry Symposia

Symposia are offered to industry as non-CME commercial/promotional sessions. As such, companies are free to choose their topics, invite speakers, and control content. However, topic and program are subject to approval by the Organizing Committee and all such sessions will be indicated in the program as: *Industry Symposium organized by: Company Name (not included in the main event CME credit offering)*

CME unrestricted educational grants

Medical education plays an important role in the quality of healthcare delivered across the globe. By providing an educational grant in support of a CME-approved session, you are making a vital contribution to these efforts.

All educational grants are managed in compliance with relevant accreditation and industry compliance criteria. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. No promotional, commercial, or advertising materials may be included in the sessions. All support will be disclosed to participants.

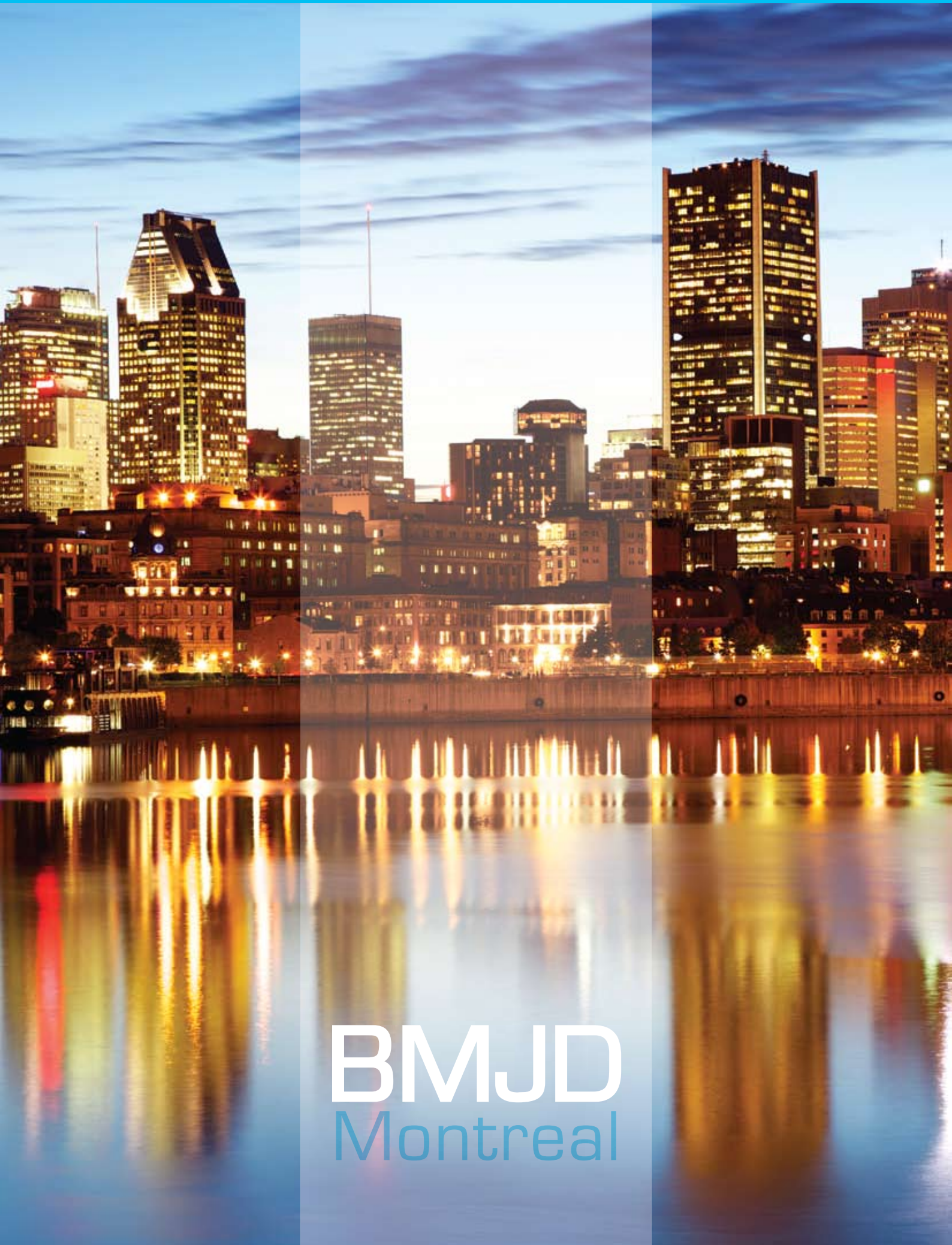
Advertisements

Advertisements are allowed to be for products only and may not include invitations to sessions.

Branded items will carry company logos only. No products logos or advertisements are permitted

Please note that it is the responsibility of supporters and exhibitors to comply with the local authorities' regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) www.efpia.org and IFMPA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the Promotion of Medicine





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A comprehensive congress fully devoted to clinical debates and controversial issues in a wide range of topics in Bone, Muscle and Joint Diseases including Osteoporosis, Osteoarthritis and Rheumatoid Arthritis

