The 2\textsuperscript{nd} International Meeting on Comprehensive Approaches in Stroke Treatment

Industry Prospectus

22-23 October, 2017
Hilton Hotel, Tel-Aviv
Dear Colleagues and Friends,

It is with great pleasure that we invite you to the 2nd Comprehensive Approaches in Stroke Treatment (CAST) meeting, scheduled for October 22-23, 2017, in Tel Aviv.

The International Program Committee is preparing a stimulating scientific program for professionals in general and vascular neurology, endovascular neurology, cardiology, neuroradiology and vascular surgery.

This innovative conference will include presentations and discussions on the latest developments in the diagnosis, treatment and prevention of cerebrovascular disease by multidisciplinary leading experts.

One unique aspect of the meeting will be the emphasis on direct clinical applications of new diagnostics and therapeutics (both medical and interventional). In that sense, we believe that our educational offering presents excellent opportunities for the healthcare industry to showcase their transformative products and facilitate their discussion by leaders in the field with a high yield audience.

We look forward to hosting you at an exciting and fruitful meeting of a high scientific standard.

Yours sincerely,

Shady Jahshan M.D. and Eitan Auriel MD,MSC

Meeting Co-Chairs
On behalf of the Organizing Committee
The 2nd International Meeting on Comprehensive Approaches in Stroke Treatment
22-23 October, 2017
Hilton Hotel, Tel-Aviv

Organising Committee

Shady Jahshan M.D
Neurosurgeon and Neuroendovascular.
Director of Invasive Neuroradiology Unit.
Department of Neurosurgery.
Galilee Medical Center.

Eitan Auriel MD, MSC
Chairman, Department of Neurology
Carmel Medical Center

Prof. Natan Bornstein,
Neurologist
Director of the Brain Division
Chairman of the Israeli Neurological Association
Vice President of the WSO
Shaare-Zedek Medical Center

Edip Gurol, M.D., M.Sc.
Vascular Neurologist & Assoc. Director
Director of Cerebrovascular Lab
Massachusetts General Hospital
Harvard Medical School

Topics

- Primary and Secondary Stroke Prevention
- Acute Stroke Treatment
- Stroke Imaging
- Intracerebral Hemorrhage
- Cerebral Small Vessel Disease
- Vascular Dementia
- Stroke Rehabilitation
- Carotid Artery Stenosis
- Closure of Atrial Appendage and Patent Foramen Ovale
- Antithrombotics and lipid lowering in Stroke Prevention

Profile of Attendance

- Neurologists
- Neurosurgeons
- Radiologists
- Neuro-radiologists
- Cardiologists
- Vascular surgeons
- Family Medicine Physicians
Information for Sponsors

Application for Sponsorship
Application for sponsorship can be made in writing with the enclosed booking form to:

Industry Liaison and Sales
Paragon Group
Yael Ziv
15 Aba Even St.
Herzlia, Israel
Mobile: +972-54-5599821
Email: Yziv@paragong.com

All company details, as filled in the form, will be used to advertise the institute/company in the exhibition's catalogue. The form must be completed and signed and returned to Paragon Group.

Once an application is made a contract will be sent to you for completion. This contract should be signed and returned with a 50% deposit payment to the above sponsorship/exhibition office address. Alternatively, an invoice for the deposit can be requested on the booking form. Once this has been received, a confirmation of sponsorship and an invoice will be sent to the sponsor.

Terms of Payment
50% due with signed contract
50% due by 20 September, 2017
The total amount should be received before the opening date of the Conference.

Payment Methods
Option 1: Payment by credit card
Option 2: Payment by Bank Transfer:
Details will be available in the Invoice
Bank charges are the responsibility of the payer.

Cancellation Policy
Cancellations will be accepted in writing only. A cancellation notice received by 5 March, 2017, will entitle a reimbursement of 50% of the sponsorship payment, under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after 20 September, 2017.

Terms and Conditions
The terms and conditions of sponsorship and exhibiting are included in this prospectus. Please note that the signature of the sponsorship contract indicates acceptance of these terms and conditions.
# Sponsorship Packages

<table>
<thead>
<tr>
<th>Platinum Sponsorship Package</th>
<th>$ 30,000</th>
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<tbody>
<tr>
<td><strong>Full Satellite Symposium</strong></td>
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<tr>
<td>• Organization of a Satellite Symposium for up to 60 minutes. The programme is subject to the approval of the Conference Scientific Committee</td>
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<tr>
<td>• Includes: hall rental, standard audio/visual equipment</td>
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<tr>
<td>• Permission to use the phrase: “Official Satellite Symposium of CAST 2017”</td>
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<tr>
<td>• Symposium programme will be included in the Final Programme (subject to receipt by publishing deadline)</td>
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<tr>
<td><strong>Exhibition Space</strong></td>
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<tr>
<td>• 12 sqm exhibition open space</td>
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<tr>
<td><strong>Advertisement &amp; Acknowledgement</strong></td>
<td></td>
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<tr>
<td>• Inclusion of sponsor’s symposium invitation in the participants’ bags (insert to be provided by sponsor)</td>
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<tr>
<td>• Inclusion of up to three pieces of promotional material distributed in the participants’ Conference bags</td>
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<tr>
<td>• Back-page or inside front page advertisement in the Final Programme, allocated on a first come, first served basis</td>
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<tr>
<td>• Sponsor’s logo with hyperlink on Conference website</td>
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<tr>
<td>• Inclusion of symposium programme on the Conference website</td>
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<tr>
<td>• Symposium invitation will be sent out to registered delegates by email 1 month before the Conference</td>
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<tr>
<td>• Platinum Sponsors will be acknowledged as such on the sponsors’ board on-site, in the programme book and on the conference website</td>
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<tr>
<td><strong>Registration</strong></td>
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<tr>
<td>• 6 complimentary Conference registrations</td>
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<tr>
<td><strong>Conference Logo</strong></td>
<td></td>
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<tr>
<td>• The right to use the Conference logo (following supplied guidelines) on relevant Conference material, approved by Secretariat</td>
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</table>
### Gold Sponsorship Package

$20,000

- **Exhibition Space**
  - 12 sqm exhibition open space

- **Conference Bags**
  - Each participant will receive a bag
  - The bag will bear the sponsor's and conference logos

- **Advertisement & Acknowledgement**
  - Inclusion of up to 2 pieces of promotional material distributed in the participants’ Conference bags
  - Sponsor’s logo with hyperlink on Conference website
  - Gold Sponsors will be acknowledged as such on the sponsors’ board on-site, in the programme book and on the conference website

- **Registration**
  - 4 complimentary Conference registrations

- **Conference Logo**
  - The right to use the Conference logo (following supplied guidelines) on relevant Conference material, approved by Secretariat

### Silver Sponsorship Package

$10,000

- **Name tags**
  - The company's logo will appear on the name tag

- **Exhibition Space**
  - 6 sqm exhibition open space

- **Advertisement & Acknowledgement**
  - Sponsor's logo with hyperlink on Conference website
  - Silver Sponsors will be acknowledged as such on the sponsors’ board on-site, in the programme book and on the conference website

- **Registration**
  - 3 complimentary Conference registrations

- **Conference Logo**
  - The right to use the Conference logo (following supplied guidelines) on relevant Conference material, approved by Secretariat
Bronze Sponsorship Package $ 5,000

- **Exhibition Space**
  - 6 sqm exhibition open space

- **Advertisement & Acknowledgement**
  - Sponsor’s logo with hyperlink on Conference website
  - Bronze Sponsors will be acknowledged as such on the sponsors’ board on-site, in the programme book and on the conference website

- **Registration**
  - 2 complimentary Conference registrations

- **Conference Logo**
  - The right to use the Conference logo (following supplied guidelines) on relevant Conference material, approved by Secretariat

Educational Grant in Support of an Existing Session or part of the program $ 5,000

Medical education plays an important role in the quality of healthcare delivered across the globe. CAST Congress provides an important scientific and educational content that is developed over years of meticulous work, presented at the meeting and diffused after the congress within the framework of CAST.

By providing an educational grant in support of the educational program, you are making a vital contribution to our efforts to deliver high quality education and improve training for all healthcare professionals working in this field.

All educational grants are managed in compliance with relevant accreditation and industry compliance criteria. No promotional, commercial, or advertising materials may be included in the following opportunities. All support will be disclosed to participants.

Educational grants of any amount, whether for the overall program or for individual sessions, are highly appreciated and important to the success of the event. Session to be allocated. The support provided will be acknowledged in the Industry and Exhibition section of the programme and on the congress website “Sponsored by an Educational Grant from.....”
Company Sponsored 60 Minutes Satellite Symposium  $12,000

Sponsorship of an Official Satellite Symposium, up to 60 minutes, program subject to the approval of the Congress Scientific Committee. Please contact the Sponsorship Office for available timeslots.

- Includes: hall rental, standard audio/visual equipment, display table
- Permission to use the phrase: "Official Satellite Symposium of CAST 2017 Symposia programs will be included in the Industry Support and Exhibition section of the Program (subject to receipt by publishing date)
- The Supporting company must cover all speakers’ expenses including registration, accommodation, and travel expenses

Conference Lanyards  $4,000

The company’s logo will appear on each participant lanyard- it is the best exposure for your company!!

Promotional Material  $1,000 per insert
Inclusion of promotional material, such as leaflets and brochures, in the participants’ Conference bags. The material should be provided by the sponsor (maximum size A4 and maximum 8 pages).

Advertisements
Full-page color advertisements are available in the following Conference publications:

Final Programme/Abstract Book – Back Cover  $3,000
Final Programme/Abstract Book – Inside Front Cover  $1,500
Final Programme/Abstract Book – Inside Back Cover  $1,500
Final Programme/Abstract Book – Inside Page  $1,000

Additional advertisements within the publication are available on application.

All sponsors will receive their logo with hyperlink on the Conference website and the sponsor’s list on-site.

Social Function Opportunities- Please contact the Industry Liaison Manager
- Sponsorship of a Get Together Networking Reception
- Sponsorship of a Gala Dinner
- Sponsorship of the Coffee Breaks

Special Requests
We are aware that sponsorship of any of the above items may not suit your current marketing aims. We are therefore willing to discuss a special offer to suit your objectives. Please feel free to contact our exhibition coordinator to discuss your needs.
Information for Exhibitors

A commercial and professional exhibition will take place parallel to the conference hours. We wish to maximize the exhibitor’s exposure to the delegates, for this reason all coffee breaks will be held in the exhibition area.

Please note that the final exhibition set up, opening and dismantling schedule will be updated in the technical manual.

Open Space Rental - The price for stand space is $400 per square meter (minimum of 6 sqm)

This includes:
- Exhibitors’ Manual
- 1 table, 2 chairs
- 1 Electric Socket
- 100 Word Company/product profile in the Final Programme
- 2 Exhibitors’ badges
- Tea/coffee for registered exhibitors
- Cleaning of public areas and gangways

Booth Decorations
Exhibitors are forbidden to extend their booths into the thoroughfare or other areas, which were not ordered and paid for by the exhibitor.

Allocation of Exhibition Space
Space Allocation will be made on a “first come, first served basis”. A completed application form accompanied by advance payment should be mailed/faxed to ensure reservation of a desired location.

Upon receipt of the application form with payment, space will be confirmed and an invoice for the balance due will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received.

Exhibitor Registration
All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 6 sqm booked, and one badge for every 6 sqm thereafter. Any additional exhibitors will be charged an exhibitor registration fee.

Technical/Exhibitor Manual
A technical manual outlining all technical aspects of exhibiting will be circulated 2 months before the Conference. It will include the following:
- Technical details about the Venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms
Sponsorship Form and Contract

Please complete the following information and return to the Exhibition Manager:

Paragon Group
Yael Ziv
15 Aba Even St.
Herzelia, Israel
Mobile: +972-54-5599821
Email: Yziv@paragon.com

We, the undersigned, express our wish to Sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

* Company Name
Contact Name
Address
Post/Zip Code
Country
Telephone
Fax
Email
Web-Site
Short company description (max of 100 words)

* Name of the company - as you wish it to appear on all acknowledgments.

I would like to book the following Sponsorship Items:

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Total</th>
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</tbody>
</table>

9
Name of Company:

.................................................................................................................

Method of Payment:

**Credit Card**
- Type of card:
- Credit card no:
- Expiry Date:
- Card Holder:

**Bank Transfer**
Details will be available in the invoice
Bank charges are the responsibility of the payer.

**Cancellation Policy**
Cancellations will be accepted in writing only. A cancellation notice received by 20 September, 2017, will entitle a reimbursement of 50% of the sponsorship payment, under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after 20 September, 2017.

**Terms and Conditions**
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Signature and company stamp.................................................................

Date.............................
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Paragon Group
Yael Ziv
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Herzelia, Israel
Mobile: +972-54-5599821
Email: Yziv@paragong.com

We, the undersigned, express our wish to book a booth as marked below in accordance with the terms described in the “Terms of Agreement” attached herewith.

* Company Name
Contact Name
Address
Post/Zip Code
Country
Telephone
Fax
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Web-Site
Short company description (max of 100 words)

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<table>
<thead>
<tr>
<th>Choice</th>
<th>Stand No</th>
<th>Open space</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Choice</td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>2nd Choice</td>
<td></td>
<td></td>
<td>$</td>
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<tr>
<td>3rd Choice</td>
<td></td>
<td></td>
<td>$</td>
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☐
Name of Company:

..............................................................................................................................................

Method of Payment:

☐ Credit card:

   Credit card no.:   Expiry Date:
   Type of Card:
   Card Holder:

☐ Bank Transfer:

Details will be available in the invoice
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Signature and company stamp........................................................................................................

Date..........................
General Information

Venue
Hilton Tel Aviv, located in the beautiful Independence Park, has direct access to the Hilton Public Beach and the Tel Aviv Promenade.
205 Hayarkon St. Independence Park, Tel Aviv, Israel
TEL: +972-3-520-2222

Dates
Sunday-Monday, October 22-23, 2017

Language
The official language of the Congress is English.

Exhibition
A commercial and professional exhibition will be take place during Sunday-Monday, October 22-23, 2017

Travel
Ben-Gurion International Airport is located 20 minutes from Tel Aviv. Taxi service (about $50) and a modern airport train (about $4) provide safe, fast and economic transportation into Tel Aviv.

Electricity
Electricity in Israel is supplied at 220V, 50Hz and has a three-pin connecting plug.

Value Added Tax Reimbursement (VAT in Israel is 17%)
According to the Value Added Tax (VAT) Law, a foreign tourist is able to benefit from a zero rate of VAT on a vast array of services obtained during a stay in Israel. In addition, a special arrangement exists whereby a tourist may also request a VAT refund on purchases made during a stay.
For more details please visit the official website of the Ministry of Finance, Israeli Department of Customs and VAT.

Local Time
Israel time zone is Standard time zone: UTC / GMT + 2 hours.

Telephones
The country code for Israel is +972.