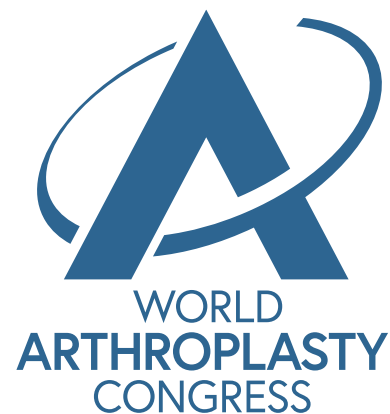


18<sup>th</sup> - 19<sup>th</sup> April 2024



**THE 4TH WORLD  
ARTHROPLASTY  
CONGRESS  
Madrid, Spain**



TECHNICAL SECRETARIAT

**TORRESPARDO**  
Association Management

[www.torrespardo.com](http://www.torrespardo.com)

Contact Person: Núria Monteis - [n.monteis@torrespardo.com](mailto:n.monteis@torrespardo.com)

# WELCOME MESSAGE

**Dear Prospective Congress Supporter,**

The European Knee Society (EKS) is pleased to announce the 4th World Arthroplasty Congress, to be held in Madrid, Spain on April 18-19, 2024.

Over 1,000 surgeons specializing in knee and hip arthroplasty are expected to attend the World Arthroplasty Congress.

This is the global meeting dedicated to the exchange of surgical innovation, cutting-edge science and practical knowledge related to joint arthroplasty.

With today's surgical environment being impacted by societal, political and economic constraints, this congress brings together leading experts from around the world to focus on the common goal of advancing the field of arthroplasty and improving patient care.

Sixty top faculty from across the world will lead sessions on the hottest topics in hip and knee arthroplasty. General sessions and deep-dive sessions will give a unique opportunity for delegates, faculty and industry partners to interact at a global level.

Offering a variety of support packages, promotional activities and advertising options, the World Arthroplasty Congress, will be an excellent opportunity to communicate your message to an eager and engaged audience.

The following pages detail multiple ways in which you can get involved by supporting this monumental endeavor and we look forward to hearing from you with your commitment to participate in making WAC a huge success.

Kind regards,

**THE WAC ORGANIZING COMMITTEE**

## TOP 10 REASONS TO BE PART OF THIS CONGRESS

1. Three previous successful editions
2. International collaboration of the top educational societies in degenerative Hip and Knee surgery
3. More than 60 top level faculty selected from around the world
4. Unique global event on Hip and Knee arthroplasty
5. Multiple sessions with different formats
6. Over 1,000 orthopaedic surgeons expected to attend the meeting
7. Multiple opportunities for interaction with delegates and participants
8. Intimate atmosphere promotes accessibility to faculty and attendees
9. Exhibitors have access to the scientific sessions and get together networking event
10. Cost-effective promotional and advertising opportunities at the congress with enduring benefits on the WAC digital platforms



# GENERAL INFORMATION

## Venue – Madrid Marriott Auditorium

Av. de Aragón, 400, 28022 Madrid, Spain

The Madrid Marriott Auditorium is located 10 km (15 min drive) from Madrid International Airport.

Madrid Marriott Auditorium Hotel & Conference Center, located between the International Airport and city center, is the perfect place to hold any kind of event and conference with innovation and style.

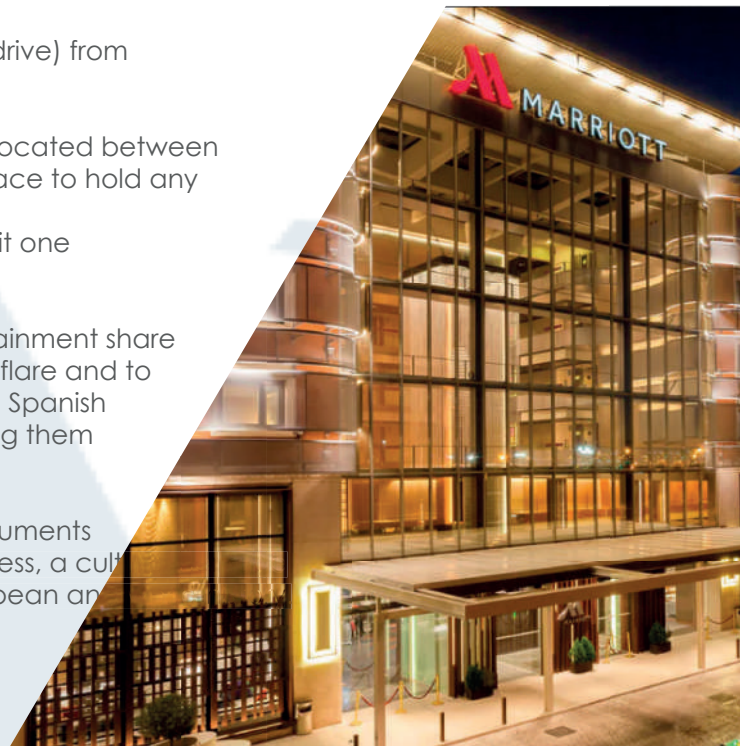
Multiple meeting rooms, as well as the Auditorium, make it one of the most exclusive and unique locations in Europe.

Madrid is an open-minded city where culture and entertainment share a thriving space. Thanks to its modern and cosmopolitan flare and to the friendly and passionate character of Madrileños, the Spanish capital makes everyone feel right at home while providing them with some of the world's most interesting attractions.

Over eighty museums and more than two thousand monuments - both historical and artistic - contribute to the city's richness, a culture without which it would be impossible to understand European art.

## [www.marriott.com](https://www.marriott.com)

<https://www.marriott.com/en-us/hotels/madad-madrid-marriott-auditorium-hotel-and-conference-center/>



## Exhibition

The exhibition will take place on Level 0 (ground floor), where all meeting rooms, as well as the catering area is located.

Loading and unloading platforms are located at the back of the hotel with easy access to the exhibition area.

## Tentative Exhibition Outline

- Set-up of the exhibition: Wednesday 17 April 2024
- Exhibition dates: Thursday 18 and Friday 19 April 2024
- Dismantling of the exhibition: Friday 19 April 2024 after last Coffee break (expected 15.30H)

These dates are to be reconfirmed and will be listed in the Exhibitors' Technical Manual (available Winter 2023).

## On-site Sponsors and Exhibitors Visit

A meeting and site inspection with all confirmed and interested Exhibitors and Sponsors will be organised at the Madrid Marriott Auditorium in January 2024. Confirmed Exhibitors and Sponsors will receive an invitation for this visit. Companies not having made any sponsorship reservations yet, but wishing to attend, must contact [europankneesociety.secretariat@gmail.com](mailto:europankneesociety.secretariat@gmail.com) to apply for an invitation to this visit. The cost of this visit is never included in any sponsor package. During this visit, the Exhibitors' Technical Manual with all practical guidelines on the installation and removal of the booths, rental of materials, electricity connections, booth cleaning etc. will be distributed. A visit of the meeting rooms and exhibition area is also the purpose (based on availability). Individual site inspection visits for WAC 2024 will not be possible.

# SPONSORSHIP & EXHIBITION PACKAGES

**SPONSORSHIP / EXHIBITION PACKAGES MUST  
BE CONFIRMED BY 22 NOVEMBER 2023**

## **Diamond - € 125.000**

- 30 m<sup>2</sup> exhibit space, space to be assigned on a “first-come, first-served” basis (individual catering and AV not included)
- Technology Suite for the duration of the congress
- One Satellite Symposium at lunchtime in one of the dedicated meeting rooms, day to be assigned on a “first-come, first-served” basis. Includes AV (Beamer, Screen, Audio).
- Company logo on digital ePoster Kiosk
- Logo on directional signage
- Logo on the columns (max 4) in the meeting area dedicated to the WAC congress in the Madid Marriott Auditorium
- Logo in the meeting App
- Extended company profile on the meeting App
- One full page advertisement on the meeting App
- Diamond sponsor logo on the event backdrop wall for social network promotion
- Logo on congress website
- Right to use official phraseology in advertisements “Official Diamond Sponsor of the 4th World Arthroplasty Congress”
- 25 badges for company representatives giving access to the exhibition and scientific sessions
- Access to the “Networking Event” on April 18, 2024 for 5 company representatives.

## **Platinum - € 70.000**

- 20 m<sup>2</sup> exhibit space, space to be assigned on a “first-come, first-served” basis (individual catering and AV not included)
- Logo on directional signage
- Logo on the columns (max 2) in the meeting area dedicated to the WAC congress in the Madid Marriott Auditorium
- Logo in the meeting App
- Extended company profile on the meeting App
- 1/2-page advertisement on the meeting App
- Platinum sponsor Logo on the event backdrop wall for social network promotion
- Sponsorship of one coffee break, announced on the coffee break buffet tables, date selection “first-come, first-served” basis. Napkins can be provided by the sponsor.
- Logo on congress website
- Right to use official phraseology in advertisements “Official Platinum Sponsor of the 4th World Arthroplasty Congress”
- 10 badges for company representatives giving access to the exhibition and scientific sessions
- Access to the “Networking Event” on April 18, 2024 for 2 company representatives



# SPONSORSHIP & EXHIBITION PACKAGES

**SPONSORSHIP / EXHIBITION PACKAGES MUST  
BE CONFIRMED BY 22 NOVEMBER 2023**

## **Titanium - € 45,000**

- 12 m<sup>2</sup> exhibit booth, space to be assigned on a “first-come, first-served” basis (individual catering and AV not included)
- 1/2-page advertisement on the meeting App
- Logo in the meeting App
- Extended company profile on the meeting App
- Titanium sponsor Logo on the event backdrop wall for social network promotion
- Logo on congress website
- Right to use official phraseology in advertisements “Official Titanium Sponsor of the 4th World Arthroplasty Congress”
- 8 Badges for company representatives giving access to the exhibition and scientific sessions
- Access to the “Networking Event” on April 18, 2024 for 1 company representative

## **Exhibitor booth rates:**

Packages will be tailored to requests of the exhibitor with a minimum of 6 m<sup>2</sup>

6 m<sup>2</sup> booth      € 6,000

12 m<sup>2</sup> booth      € 12,000

20 m<sup>2</sup> booth      € 20,000

**The above mentioned booth rates include:**

- Exhibition floor space as indicated on the reservation contract (raw space)
- One (1) table and two (2) chairs
- Logo on the the meeting App
- Cleaning of public areas and alleys (not of the booth)
- 2 exhibitor badges per 6m<sup>2</sup> giving access to the exhibition and scientific sessions
- Coffee breaks and lunches for registered exhibitors
- Acknowledgement on the WAC digital platforms

**Application deadline for exhibition space is 22 November 2023.**

Booth spaces will be allocated after 22 November 2023 on a “first-come, first-served” basis.  
No booth spaces will be allocated before this date.

DIAMOND, PLATINUM AND TITANIUM SPONSORS WILL BE RECOGNIZED  
ON A ROLL-UP BANNER IN THE MAIN REGISTRATION AREA  
AND ON THE WAC DIGITAL PLATFORM

# SPONSORSHIP ITEMS

Additional Sponsorship Items Allocated on a first-come, first-served basis after selection of premium packages		Unit Price (EUR)
Catering	Coffee Break (Available for up to 4 sponsors) • Mentioned in the App • Announced on coffee tables • Possibility to use own branded napkins	€7000 / Coffee Break
	Water Dispensers • Name/Logo will be on the water dispensers	€ 800 Each
	Congress Dinner 17 April 2024 18 April 2024	Please contact Europeankneesociety .secretariat@gmail.com
Registration	Badges • Logo/Company or Product Name on printed badges • Logo on registration site • The sponsoring company provides the lanyards • Exclusive sponsorship	€ 25,000
Advertisement on the meeting APP	With link to 1-page extensive company profile	€ 3,500
Company Roll- up banners	• Company advertisement with a roll-up banner of max. 2m x 80 cm within the Madrid Marriott Auditorium (dedicated locations). • Banner must be provided by the company	€ 1,500
Multimedia	Smartphone Application • Available in App Store, Google Play and Windows Phone Store • Your logo, company and/or product information on prior visibility • Exclusive Sponsorship	€ 25,000



# IMPRESSIONS WAC





## RESERVATION CONTRACT

### European Knee Society

Avenue Hippocrate 10  
1200 Brussel (Sint-Lambrechts-Woluwe)  
Belgium

### Sponsorship

**Technical Secretariat**  
Torres Pardo S.L. - [www.torrespardo.com](http://www.torrespardo.com)  
Núria Monteis: [n.monteis@torrespardo.com](mailto:n.monteis@torrespardo.com)

Please contact The European Knee Society Secretariat for sponsorship for WAC 2024.

The former WAC meetings have always been Medtech compliant and Medtech ethical charter WAC 2024 will be submitted for Medtech compliance approval.



Medtech Europe (<https://www.ethicalmedtech.eu/>) is the trade association representing thousands of leading medical technology and diagnostic companies in Europe.

The Medtech Europe Code of Ethical Business Practice regulates all aspects of member companies' relationships with physicians and medical societies, throughout Europe and the Middle East and with particular emphasis on congresses, conferences and other educational events.

#### Rental of Exhibit Space and/or Sponsorship Contract between:

1) EUROPEAN KNEE SOCIETY I-VZW, a company organised under the law of Belgium, with its office at Avenue Hippocrate 10 - 1200 Brussel (Sint-Lambrechts-Woluwe), Belgium and registered under VAT Number: BE 0597.630.955  
Hereafter called 'European Knee Society VZW'

AND

(2).....

Street ..... ZIP Code..... City.....

State..... Country.....

Contact Person.....

Function .....

Phone .....

Email.....

VAT N° (if applicable) .....

Billing Address (if different from above) and PO Number:.....

.....

.....

I CONFIRM HAVING THE RIGHT TO SIGN THIS CONTRACT IN THE NAME OF MY COMPANY

DATE...../...../.....

NAME.....

PLACE.....

SIGNATURE.....





## RESERVATION CONTRACT

### Object of agreement

The European Knee Society being the organiser of the congress named:  
4th World Arthroplasty Congress in Madrid, Spain, from 18 to 19 April 2024,

COMPANY choses to:

Sponsor the congress using the following formula excluding VAT:

- ☐ Diamond Sponsor (125.000 EUR)
- ☐ Platinum Sponsor (70.000 EUR)
- ☐ Titanium Sponsor (45.000 EUR)

We want to avoid having our booth space next to the following companies (max. 2):

.....  
.....

OR

Become an Exhibitor

- ☐ 6m<sup>2</sup> (6.000 EUR)
- ☐ 12m<sup>2</sup> (12.000 EUR)
- ☐ 20m<sup>2</sup> (20.000 EUR)

We want to avoid having our booth space next to the following companies (max. 2):

.....  
.....

### OTHER SPONSORSHIP

- |  |            |
|--|------------|
| <input type="radio"/> ..... Coffee Break(s) x 7.000 EUR/Break =                                    | ..... EUR  |
| Day: Thursday (18/09) <input type="radio"/> Morning Break // <input type="radio"/> Afternoon Break |            |
| Day: Friday (19/09) <input type="radio"/> Morning Break // <input type="radio"/> Afternoon Break   |            |
| <input type="radio"/> ..... Water Dispensers x 800 EUR =   | ..... EUR  |
| <input type="radio"/> Company Roll-up Banners x 1.500 EUR/Each =                                   | ..... EUR  |
| <input type="radio"/> Registration / Badges:   | 25.000 EUR |
| <input type="radio"/> Smartphone Meeting Application:  | 25.000 EUR |
| <input type="radio"/> Advertisement on meeting App:  | 3.500 EUR  |

TOTAL AMOUNT OF REQUESTED SPONSORSHIP:.....EUR

By signing this Reservation Contract (Company) accepts the  
General Conditions as pointed out below and being part of this contract.  
The current contract consists out of 4 pages.

Reservation of booth space and/or other sponsorship items will only be accepted when a signed contract  
is received and confirmed by the European Knee Society Secretariat, for the organization of  
the 4th World Arthroplasty Congress in Madrid, Spain, from 18 to 19 April 2024.



## RESERVATION CONTRACT

### Object of agreement

#### Contact Person

For any questions, please contact Secretariat European Knee Society Secretariat:  
[europankneesociety.secretariat@gmail.com](mailto:europankneesociety.secretariat@gmail.com).

#### Diamond, Platinum & Titanium Sponsor

The European Knee Society Secretariat will send an email confirming receipt of your contract as well as an invoice for a deposit payment of 50% of the total amount of the booking.  
The final allocation of the booths will be made according to the total amount of sponsorships (respectively Diamond, Platinum and Titanium sponsors). Allocations will be done on a "first-come, first-served" basis.  
Sponsors wishing to avoid being located next to competitors can indicate this in the contract. This will be taken in consideration, but can not be confirmed.  
Locations will be confirmed after 22 November 2023.

#### Exhibitors

The European Knee Society Secretariat will send an email confirming receipt of your contract as well as an invoice for a deposit payment of 50% of the total amount of the booking.  
In case a reservation of booth space, the final allocation of the booths will be made according to the total amount of exhibitors / sponsorships (respectively Diamond, Platinum and Titanium sponsors) and the date of the booth space reservation. Allocations will be done on a first-come-first-serve basis. Exhibitors wishing to avoid being located next to competitors can indicate this in the contract. Locations will be confirmed after 22 November 2023.

#### Payment Conditions

A non-refundable deposit payment of 50% of the reservation is to be made by COMPANY within 30 days after receipt of the invoice sent by the European Knee Society Secretariat.  
All invoices - without any exception and regardless of company rules - must be paid by the deadline mentioned on the invoices.  
Please clearly mention the invoice number on all payments.  
Access will be denied to all company representatives and/or booth builders in the case COMPANY has not fulfilled its financial obligations.  
In the event of default of payment on the date indicated on the invoice, COMPANY is automatically obliged to pay a default interest of 12% per year on the total amount due as from the invoice date plus a fixed compensation of 10% with a minimum of 500 Euro and this without any necessity of sending a notice of default by The European Knee Society.

#### Cancellation of the agreement

In case of breach of contract by or default of COMPANY (e.g. COMPANY does not pay in time), the European Knee Society has, after sending a notice of default to COMPANY, the possibility to choose to execute the contract or to unilaterally terminate this agreement and that way the sponsorship and/or exhibition space becomes vacant again without any compensation for the COMPANY.  
In case of termination of the current contract by the European Knee Society as a result of a breach of contract / default of COMPANY, COMPANY will be due a fixed non-reducible compensation equal to the total amount of the current contract (with reduction of already paid sums) and with the possibility for the European Knee Society to demand a higher compensation in case of higher damage/loss.  
The current contract cannot be unilaterally terminated or changed by COMPANY, unless stated otherwise in this agreement. Only the court will be competent to terminate/dissolve the current contract.  
In case of unilateral cancellation/change of the contract by COMPANY (partly or fully) not as a result of a definitive decision of the court, the contracted amount remains mandatory and already paid sums remain non-refundable with the possibility for the European Knee Society to demand a higher compensation in case of higher damage/loss.





## RESERVATION CONTRACT

### Object of agreement

#### General Guidelines for Satellite Symposia

- By signing the reservation contract, companies accept full responsibility for all the aspects of their Satellite Symposia (content, speakers, finances, set-up, etc.).
- The WAC 2024 banner can be used on invitations for these symposia only.
- Companies have to submit the program of their satellite symposium (overall title, list of speakers and their talks) by February 15, 2024 at the latest. The overall title (not the full program) of your Satellite Symposium will be displayed in the Final digital Program of WAC 2024.
- Set-up of the meeting rooms is in theatre style.
- Companies must respect the time slot allocated for their Satellite Symposium.
- Distribution of drinks and meals must be in compliance with the rules of the Madrid Marriott Auditorium Hotel, which has its own caterer (see Exhibitors' Technical Manual).
- Please keep the meeting rooms clean! Food and drinks will be served outside of the meeting room or in the exhibition area.

This contract was concluded on the (date) ..... 2023 in .....

Each party acknowledges to have received one digital copy of this agreement.

#### COMPANY

.....  
COMPANY NAME

.....  
RESPONSIBLE NAME

.....  
FUNCTION

.....  
SIGNATURE

.....  
DATE

#### The European Knee Society

.....  
COMPANY NAME

.....  
RESPONSIBLE NAME

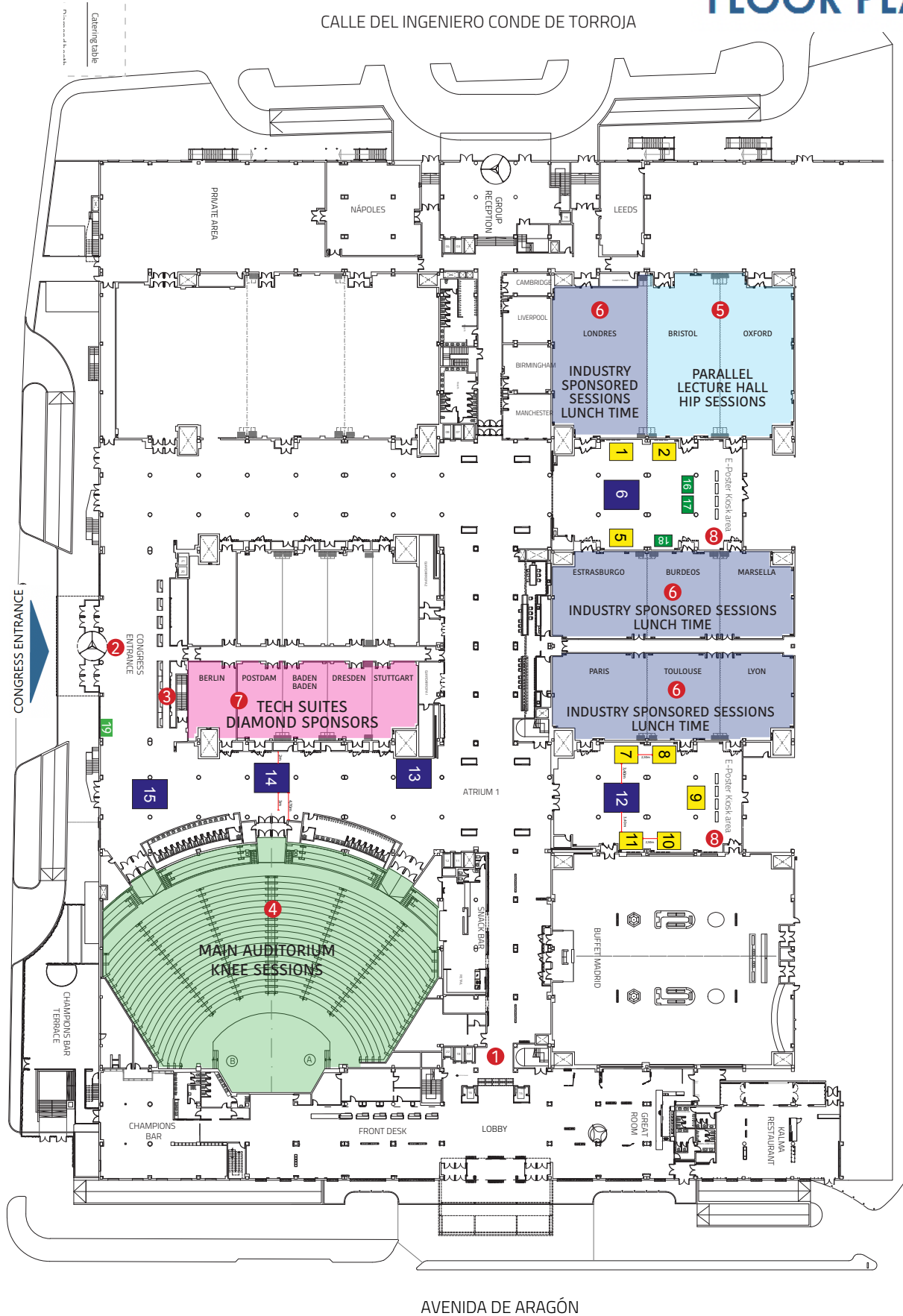
.....  
FUNCTION

.....  
SIGNATURE

.....  
DATE

# EXHIBITION FLOOR PLAN

CALLE DEL INGENIERO CONDE DE TORROJA



AVENIDA DE ARAGÓN

STANDS



6x5



4x3



3x2

- 1 ENTRANCE FROM THE HOTEL
- 3 TECHNICAL SECRETARIAT
- 5 HIP SESSIONS
- 7 TECH SUITES DIAMOND SPONSORS
- 2 CONGRESS ENTRANCE
- 4 KNEE SESSIONS
- 6 INDUSTRY SPONSORED SESSIONS
- 8 E-POSTERS



# 4<sup>TH</sup> WORLD ARTHROPLASTY CONGRESS

Madrid • Spain, 18-19 April, 2024



 **MicroPort**  
Orthopedics

1

**MATHYS**   
+  
**Lima Corporate**  
ARE NOW  
**enovis**

6

 **edacta**  
International 

7

Meril

8

 **symbios**  
custom-made for you

9

AESCULAP® – a B. Braun brand  
**B | BRAUN**  
CHANGING EXPERTISE

10

**cardiva**®

11

**stryker**

12

 **ZIMMER BIOMET**

13

**Smith+Nephew**

14

 **DePuy Synthes**  
THE ORTHOPAEDICS COMPANY OF 

15

**X·NDV**  
NEW ORTHOPEDIC VALUE

16

 **implantcast**

17

 **moveUP**

18

 **surgival**  
GRUPO COSÍAS

19

# EXHIBITION AREA

Impressions of the Exhibition Area  
(ground level)

- The catering points are located on the same floor
- Only open boots are allowed with max 1 backwall

