



European Eye Bank Association

Guide for future organizers of EEBA annual meetings

Preface.

In January 2009 the yearly meeting of the EEBA was organized in Amsterdam. There were many things we had to find out. Because we think it is a waste of time to invent “the wheel” every year, we decided to make a sort of guiding manual.

All future organizers are kindly asked to add their remarks, ideas etc, so it will be growing in the coming years.

With many thanks to Andrea Gareiss-Lok, Carina Koppen, Gary Jones, Ilse Claerhout, Marion de Koning, Parveen Angnoe.

Amsterdam, March 2009
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Time schedule preparation.

		> 1 year before				the year before							
		apr	jun	sep	dec	jan	mrt	jun	sep	oct	nov	dec	jan
finances	budget												
	bank number												
	finding sponsors												
	guarantee												
	sponsor contracts												
	sponsors invoice												
location	option												
	prel. contract												
	definite contract												
	tabels, stands												
	posterboards												
	covering												
	organizing committee												
	executive committee												
program	concept												
	definite												
	invited speakers												
European / international accreditation	Written application to EU (see attachment)												
website	'location' EEBA website												
	EEBA website manager												
	contents												
abstract book	abstract form												
	sponsor logo's												
	book lay out												
	printed												
directory	data received												
	print												
info materials	collected												
catering	concept agreement												
	numbers estimated												
	definite numbers												
	selection												
mailings													

	in progress
	done

	folder
	email

Action list

Preliminary planning EEBA meeting

When	Action	Who	Status
more than one year before:	Determining the main topic for the meeting. Looking for invited speakers who are experts in this topic.		
	Reservation congress rooms. Looking for sponsors.		
	Determining contents of your website and contacting EEBA website manager for meeting website		
	Prepare presentation for preceding EEBA meeting.		
Week 40	Reservation rooms invited speakers.		
	Division of tasks.		
Week 44	Sponsors known and have paid.		
	Order badges.		
	Produce dinner vouchers if needed		
Week 46	All speakers should be announced and program made.		
	Posters are announced, arrangement made, find out what is the best place for posters.		
	Order congress bags.		
Week 48	Abstract-book to printer.		
	EEBA Directory ready? (to printer)		
Week 51	Make name list for badges.		
	Make certificate of attendance.		

Congress-planning

When	Action	Who	Status
during whole meeting	One person of the organization is focal point for all information and contact(s) with responsible person(s) of the congress venue.		
before official start	Bring things needed to the congress venue.		
day 1	Registration desk: opening time, crew.		
	Building sponsors' stands. One person contact for sponsors.		
	Provision for hanging posters.		
	Time for board meeting before the actual congress starts.		
	Reception: Separate counters for received bank transfers and for cash payments (if allowed) or proof of bank transfer.		
	Distribution congress bags and personal papers such as vouchers and name badges.		
	Install computers for checking presentations. Presentation of the speakers (on USB stick?) copied on the central computer.		
day 2	Technicians' workshop. Wet lab.		
	Scientific session.		
	Lunch.		
	Scientific session.		
	Closing.		
	EEBA Business Meeting .		
	Social dinner.		

Room arrangements

	Congress room	when	who	status
	Platform with: Desk with laptop, microphone and pointer (batteries!) Table with 2 chairs			
	screen and beamer			
	4 microphones in room			
	Room for board meeting, technical session etc.			
	screen and beamer			
	Room for breaks and lunches			
	Room for social dinner			
	Room for posters			
	Room for commercial exhibitors			

Pre-planning.

- Determine the dates.
- Choose a convenient location near air and ground transportation.
- Rooms needed:
 - Lecture hall capacity: 200-250 persons
 - Small rooms for committee meeting, technicians workshop, discussion clinical cases.
 - Room for wetlab(s).
 - Suitable room / space for poster presentations.
 - Sufficient and appropriate space for exhibitor stands.
 - Place for coffee breaks close to the exhibitor stands and / or poster presentations.
- Consider distance to hotels, your time schedule is dependent on the time it takes to get from one place to the other.

Organization committee.

Designate an organizing committee. Even if they do not really organize things, it may work as a recommendation to have some hot-shot names. It also might help you to get sponsoring.

Executive and scientific committee.

Designate an executive committee to prepare the practical part of the organization.
Designate a scientific committee to evaluate and classify the lecture and poster abstracts.

Website.

- Structure of website is mandatory (see section MEETINGS on main EEBA website).
- Think about the lay-out (items, pages, pictures, forms etc. ask local tourist information center for 'free-use' of photos)
- Ask the website manager if changes can be made/done by yourself or how to arrange this
- Provide all texts to website manager who will insert and implement to actual meeting website (free of charges)
- Registration of meeting participants will be excluded – meeting website will provide a section for registration with all necessary information (registration fees, time for early registration etc.) and will add a link with registration forms or link to any online registration portal which could be chosen from meeting organizer (no direct online registration via EEBA meeting website)
- Website manager will provide all statistical information and any help concerning the meeting website to meeting organizer

Invited speakers.

- Choose invited speakers who are an authority at the main topic of the meeting.
- Send the invitations in good time; preferably one year before the meeting.
- Offer the invited speakers a refund of their expenses; traveling costs, hotel or both. (depending on budget think about costs limits such as flight costs up to max. € 750,00 etc.)

Registration

- Pre-registration for reduced fee:
The deadline date should also be for payment, not just for registration.
In case someone has registered before the deadline, but transfers the money much later, they should pay the full price. This might also be the case for those wishing to pay in cash and might be a useful deterrent in order to encourage payment by bank transfer or by credit card.
In Amsterdam the deadline for reduced fees was 1 October.
- There should be a substantial difference in the fees for members and non members that makes it is more economic to become a member than to pay the full non member fee.
- Unless you like improvising, set a deadline for written registrations, such as one week before the meeting; Amsterdam got them until one day before and as staff are very busy in this period, and often out of the office, then there is a real chance of missing such registrations.
- Ask participants to specify any special dietary needs (e.g. vegetarian) on the registration form.

From SOE website:

- 6 months before meeting: Deadline for abstract submission
- 4 months before meeting: Deadline for early registration fee.
- 1 month before meeting: Deadline for mid fee registration.
- 1 month before meeting: We regret that there will be no refunds for cancelled registrations after this date.

Registration for EEBA meetings in former years.

EEBA meeting in:	before deadline early registration fee	after deadline early registration fee	last week before meeting	at the registration desk
Paris				
Brussel	143	36	--	12
Barcelona				
Halle	60	53	45	11
Venice				
Bratislava				
Munich	115	78	18	26
Amsterdam	130	87	8	6

(We asked for these data to see if there might be changes by changing the rules, but there was not much response. Maybe future organizers?)

Payment and finances.

- When you make a budget estimate, don't forget the rent for computers, beamers, screens, internet etc.; this is not included in the rooms rent.
- When determining fees, be aware of VAT.
 - Find out whether your organization has a VAT obligation or not.
In the offer of the congress venue VAT is often not included.
 - Also find out whether you have to pay VAT for the registration fees.
- Mention payment by bank transfer or credit card as the only possibilities. Only if specifically requested, and with good reasons, should it be possible to pay in cash on arrival.
(Where do you leave all that money on a Friday night? In Amsterdam it was around € 20000).
- Bank transfers should mention EEBA and the name of the registered participant.
(In Amsterdam it was often difficult to match payments to participants)
- Organizers need to clearly state on the registration form their refund policy in order to minimize the financial letdown for those registered participants who do not show up.
- For example, it should be possible to withdraw one's registration before the end of the pre-registration date (e.g. 3 months before) and receive a full refund, minus a predetermined processing fee. However, nearer to the meeting date (e.g. 2 weeks before) perhaps only a 50% refund should be offered plus the set processing fee. No refunds should be provided to those who wish to withdraw their registration (without good reason) 2 weeks prior to the meeting
- All cancellations and requests for refunds SHOULD be submitted in writing by the appropriate dates. Telephone requests SHOULD NOT be honoured. Letters or email requests must be received by the relevant dates set by the organisers:
- In Munich the policy was: "In case of cancellation by 20th December an administration fee of € 40 becomes due, after this deadline the congress fee has to be paid completely. This also applies in case of non participation. Refund of accompanying program fees is not possible due to the limited number of participants. Please note that cancellations must be in writing (also fax or email)"
- All those paying by bank transfer less than 2 or 3 weeks before the meeting should be required to bring some proof of payment to the registration desk.
- Costs for bank transfer should be for the person, not for the organization.
- When determining fees, be aware of value added tax (VAT) issues. Often suppliers (e.g. congress venue providers, caterers etc) do not include VAT in their quote/offer. Also take financial advice about whether you have to add/pay VAT for the registration fees.
- When you make a budget estimate, don't forget to include the rental costs for items such as computers, beamers, screens, internet etc., which often are not included in the fees for the meeting rooms.

Oral presentations and posters.

- Abstracts are only accepted from EEBA members that are fully registered (which means also fees paid).
 - In Amsterdam 2 abstracts were published, but the authors never showed up without any notification (one of them is notorious for this).
- Set a deadline for accepting abstracts for posters and oral presentations and ensure that the lead author is fully registered and has paid their fees before publishing the abstract in the definitive meeting program and/or abstracts book
In Amsterdam 2 poster presentation abstracts were published, although the authors never showed up and never gave any prior notice or reason for their nonattendance.
- In theory and if the committee approves you could also limit the possibility of abstract submission to “members only”, which will in turn increase membership renewal.
- Clearly establish criteria for abstract submissions (layout, section headings, number of words allowed etc). Also state the criteria by which abstracts will be judged (in Venice 4 points were awarded for originality of topic/subject; 3 for quality of method; 3 for clarity of message; 3 for relevance to eye banking and 2 points for relevance to the central theme of the meeting)
- Set poster dimensions (both horizontal and vertical axes) in order to encourage uniformity and to help with locating and allocating appropriate room space to display these presentations
- Maybe a special moment to evaluate the posters could be foreseen, such as a coffee break or a “drinks happy hour” in the area where the posters are displayed in order to focus attention on this valid means of scientific communication which is often much undervalued
- Ask 3 EEBA members to serve on the committee for awarding the best oral presentation and best poster awards. Take care to ensure that the committee has sufficient time to decide the winners after the last presentation.

Sponsors and exhibitors.

Sponsoring.

- If sponsors are agreeable, send them an invoice together with the contract.
 - In Amsterdam most of them did not ask for that, so we did not receive the money in advance and had to send invoices at the last moment.
 - Make a deadline for payments in case of advertisements in the abstract book.
In Amsterdam one of them did not pay, nor react to e-mails until now, 4 weeks after the meeting.

Exhibitors.

- Make arrangements with exhibitors about space, tables, chairs, electricity, internet access etc. setting up and removing elevator / staircase in connection with weight of equipment
In Venice exhibitors were provided with a special exhibitors manual
- Arrange catering for people during the exhibition construction phase.
- Keep contact with them during the meeting.

Chairmen.

- Divide the oral presentations in groups with the same items.
- When the program is made, choose 2 chairmen for each part of it.
- Invite the chairmen about one month before the meeting.
- Instruct the chairmen to take care of the time schedule.

Planning the meeting program.

- Make sure there is ample time for the committee meeting (one hour during lunch usually is not enough). In Amsterdam we had about four hours before the meeting started.
- Do not plan any meeting during lunch or coffee/tea breaks.
- Presentations must be checked on beforehand and delivered by USB stick or CD.
- During the presentations it is easy to have 2 ICT persons; one for the current presentation, one for preparation of the next and clearing previous one (microphone etc).
- Keep strictly to the schedule with help of chairs and staff gently pushing people in time to the lecture hall.
- Limit parallel sessions to the minimum: technicians' workshop / discussion clinical cases might be simultaneous.
- Satellite meetings (such as German Eye Banks in Munich, BIS in Amsterdam):
Put information on your website for those who want to organize such meetings. Make clear there are two possibilities:
 - The other party organizes everything by itself, including rooms, catering etc.
It is necessary for them to take care of the time schedule made by the EEBA organizers.
 - In due time the other party gets in touch with the EEBA organizers to regulate all their plans with them.

Accreditation points.

Accreditation points will be awarded on the basis of the program and the actual time.
Continuing (Medical) Education Accreditation.

- Applications for accreditation points for the EEBA meeting must be submitted to the official authorities in your own country, as well as in Brussels.
- Such applications need to be submitted well in advance of the meeting date.

Directory and abstract book.

- Set a deadline for the manuscripts to be ready.
- Make strict arrangements with the printer.

- **During the meeting.**

- Keep strictly to the schedule with the help of the session chairs and staff strategically placed to gently usher people back into the lecture hall on time.
- Presentations should be checked in with the audio visual technician as soon as possible prior to the session in question and delivered on a USB memory key/stick or CD.
- Two audio visual technicians required; one to set up the new presentation, the other to clear the previous one and to arrange the microphone etc. for the new speaker.
- Limit parallel sessions to a minimum: for example the technicians' workshop and the clinicians' session (discussion of clinical cases) could be held simultaneously, given that they appeal to different interest groups.
- Nominate a person to take overall responsibility for the meeting (organization, catering, venue matters), able to act in the name of the organizers, who is not likely to be involved in manning the registration desk, committee meetings etc.
- Ensure that the registration desk is easy to find and that there is sufficient space and personnel in relation to the number of expected participants. Make sure that there is adequate capacity to handle peak registration times (Friday and Saturday mornings)

ATTACHMENTS & EXAMPLES

Step–By–Step Guide (Marriott Hotels)

Preplanning

Determine the meeting or event purpose	
Consider the size of the group, gender mix, ages of attendees, and any special needs	
Determine meeting dates. Avoid dates that coincide with other company or industry events or holidays.	
Are the dates and/or days of the week firm or flexible?	
Plan the meeting or event in advance to secure the most desirable space	
Create an outline for each session or activity, including expected attendance, seating arrangements, required setup times, starting and ending times, and audiovisual and production needs.	
List food and beverage requirements for each occasion, including meals, receptions and breaks	
Consider air and ground transportation needs	
Plan entertainment and recreation needs, group activities and/or team-building exercises	
Prepare a timeline for producing invitations, event promotion, registration and production of meeting materials	
Designate an administrative person to create name badges and coordinate written material	
Budget for all sponsor expenses and calculate expenses for meeting participants	
Schedule speaker(s), if required	

Budgeting

Determine which expenses will be assumed by the meeting or event sponsor and by the attendees	
Create a balance sheet listing expenses for all functional areas of your meeting or event, such as staff time, marketing expenses, air and ground transportation, accommodations, food and beverage, entertainment and recreation, taxes and gratuities, service charges, audiovisual equipment and production costs	
Build in a contingency fund for unanticipated, last-minute expenses	
Don't forget expenses for licenses (music, written materials) and insurance (liquor and general liability, business cancellation and interruption)	
Check budgets from similar meetings or events to gauge costs	
Make sure funds are allocated to pay all suppliers. Establish a holding account for accrued program expenses	
Consult with your company's accounting office or financial officer on formatting the budget so it's compatible with internal accounting systems	
Secure the signature of a financial officer or other person with fiscal responsibility in your company, for any expenditures above what you have budgeted	

Booking

Selecting a Destination

Determine if there are any goals or needs that might make a particular destination more preferable	
Choose a convenient location based on where your guests are traveling from, their travel time and cost to reach a destination, and a site near air and/or ground transportation	
Adhere to your organization's travel program and current arrangements with preferred hotels and airlines	
Be aware of seasonal hotel occupancy rates, room taxes and recent changes in supply or demand that will affect your expenses. Schedule around big conventions or festivals that could limit hotel room supply and services during your meeting or event dates	
Check flight schedules/frequency to your destination - most participants prefer direct, nonstop flights	
Consider factors such as weather, security, political/social climate and labor considerations that may affect participation and/or costs of the event	

Finding the Right Hotel

Determine the type of hotel that will best suit your meeting or event needs (an airport hotel, convention and meeting hotel, resort, conference center or all-suite hotel)	
Determine the type and number of guest rooms needed (singles, doubles, suites, specially equipped business rooms or rooms accessible for people with special needs.)	
Determine the number and size of meeting rooms needed; use past programs as a benchmark	
Choose a hotel with facilities that meet your needs, such as sleeping and meeting rooms, restaurants, sightseeing and recreation options	
Keep in mind the comfort of your attendees. Consider hotel services that will enhance the stay of special guests or VIPs	

Submitting Meeting or Event Specifications or a Request for Proposal (RFP)

After the preliminary research is complete, create a Request for Proposal (RFP). This allows a property to see, in writing, the information about your group. Preparing the specifications is a valuable process because it requires you to think about all the needs of the group. Be sure to document all site requirements, including:	
Preferred dates and optional dates (if available)	
Number and types of guest rooms	
Number, size and usage of meeting rooms and the times they are needed	
Range of acceptable rates	
Dates and types of meal functions and breaks	
Exhibits and any other special events or activities	
Any related information such as complimentary requirements	

Inspecting the Site

No facility will look the same in person as it will on paper, nor will you be able to get a sense of service without going to the site. If your budget or time does not allow you to visit the site, the following options are available to you:	
Check with other people, including other planners, to see which properties they've used and which ones they would recommend	
Use the Internet to view sites, and/or contact the local convention and visitors' bureau for materials, including facility descriptions, city maps, transportation information, etc	

Food & Beverage

Making Cost-Effective Choices

Evaluate the cost and time savings for a small group to eat in a private section of the restaurant, as opposed to having a catered meal	
Write out the due dates for guarantees. Typically, guarantees are due 48 to 72 business hours prior to the event	
Specify the "overset" in the contract. An overset is the number of people beyond the guaranteed number for which the facility will set tables and places. This amount varies from 0 to 5% or more; the industry average is 3%	
You will usually be billed for the guaranteed number or the number served, whichever is greater	
Find out what service charges and/or gratuities will be added to the price of the meal and taxed, to avoid any surprises	
Don't compromise on quality. However, if your budget is restrictive, consider reducing the number of food functions you are planning for your meeting or event	
Consider flowers, decorations and entertainment. Your hotel can provide ideas for floral arrangements, table and room decor and quality entertainment	

Planning the Meals

At events offering food and beverage service, allow enough time for guests to eat leisurely, network or socialize with colleagues or friends and family, and enjoy all presentations or ceremonies, if there are any involved	
Generally allow 30 to 40 minutes for breakfast, 45 to 60 minutes for lunch, and 20 minutes per course for dinner. For refreshment breaks, allow a minimum of 15 minutes for up to 100 people, 30 minutes for up to 1,000 people and 30 to 45 minutes for groups larger than 1,000	
Plan on two cups of coffee or tea per person for a morning break and one cup of coffee/tea or one soda per person during an afternoon break	
Consider a luncheon buffet for small group working sessions. Buffets offer variety and faster service	
Consider requesting one server for each table, for more formal meals and/or VIP tables	
Most facilities allow one server for every two tables, for standard, three- or four-course meals. Check with the facility to determine if there will be additional labor charges for the extra servers	
Always plan to serve a variety of foods during cocktail receptions. The food should be healthy, appetizing and visually appealing	
Provide one bartender for every 75-100 people	
Offer nonalcoholic beverages in addition to beer, wine and premium liquor	
Consider donating leftover food to homeless shelters or distribution organizations for the needy	

Meeting Room Setup/Configurations

Conference and Hollow Square	Appropriate for interactive discussions and note-taking sessions for fewer than 25 people. Many hotels have elegant boardrooms for 10 to 20 people, equipped with full audiovisual capabilities, a writing board, cork board and a flip chart	
E-shape, U-shape and T-shape	Appropriate for groups of fewer than 40 people. These are best for interaction with a leader seated at the head of the setup. Audiovisual equipment is usually set up at the open end of the seating	
Ovals and rounds	Generally used for meals and sessions involving small group discussions. A five-foot-round table seats eight people comfortably. A six-foot-round table seats 10 people comfortably	
Theater	Appropriate for large sessions and short lectures that do not require extensive note taking. This is a convenient setup to use before breaking into discussion or role-playing groups because chairs can be moved	
Schoolroom or Classroom	The most desirable setup for medium to large-size lectures. This configuration requires a relatively large room. Tables provide attendees with space for spreading out materials and taking notes	

Audiovisual Equipment

Be aware of factors that can directly affect the quality and cost of an AV presentation: ceiling height, walls, floors, obstructions, windows, lighting, mirrors, doors, air conditioning, and fire exits	
Ask the AV company's representative to walk through the space with you. This person will be able to explain how to best use the meeting or event space	
Communicate with speakers/presenters to confirm AV needs. Plan for a minimum of a 35mm projector, an overhead projector, screen and flip chart(s) for smaller breakouts. More often, presenters are using computer LCD projectors and high-intensity overheads. Determine the availability and cost of this equipment	
Be aware that all rooms are not equipped with sound systems, nor do all sessions need sound. Determine which rooms need sound and which can be used with the systems in place. Try to negotiate a flat rate or a percentage off the daily rate when renting a system	
Consider that screen height generally should be the distance from the screen to the back wall divided by eight; chairs should be no closer to the screen than 1.5 times the screen's height; ceilings should be at least 10 feet high. Rely on your AV technician for assistance	

Getting the best deal

Schedule negotiations early, ideally six months or more in advance	
Prioritize what's truly important for your group's success before you enter into the negotiations	
Ask about the facility's peak, off-peak and shoulder seasons, and the days of the week on which it would prefer to book business. If your meeting dates are flexible, you may be able to shift to a time slot providing greater leverage	
Be aware that hotels typically give one complimentary room night for every 50 rooms occupied	
Consider upgrades and/or special amenities and services as important as negotiating dollar savings. For example, upgrading VIPs/special guests to Executive Level rooms or suites at the group rate might be more important than obtaining a greater percentage off the room rate	

Enhancing Your Meeting's Value

Meet during a time period when the hotel's business is slow, such as holiday weeks	
Schedule a meeting within a gap in the hotel's schedule. For instance between two other meetings, or when there has been a cancellation or less-than-expected attendance from another group	
Alter your arrivals and departures to occur on days of the week when occupancy rates are typically lower (Thursday, Friday, and Sunday)	
Choose a hotel that's reopening after renovations or an acquisition by new owners. Try selecting a hotel that's new to the market; they often offer special rates to encourage business. (Note: Make sure your contract covers all contingencies, such as incomplete renovations or properties that don't open as scheduled.)	

Contracts

If you're booking space for a business meeting, have your corporate travel manager, company internal purchasing or legal department, or outside legal counsel review all contracts for your meeting or event. Even if you do not sign a contract, you raise your level of liability simply by being involved	
Ask to see a facility's standard contract, noting deposit, payment, attrition, and termination and cancellation policies. Negotiate a final agreement that incorporates their standard language, your company's and the negotiated agreement	
Make sure you have a binding contract. To be enforceable, a contract must specify definite terms, be accepted by both sides and be signed by people with authority to enter into the agreement	
Check into any additional costs that may occur due to attrition or shortfall in revenue. Attrition, sometimes referred to as "slippage," can be applied to sleeping rooms and to food and beverage events. A conference facility, having protected space for your meeting, may be due financial remuneration if your group does not perform as expected	
Look for termination clauses, often referred to as "Acts of God" clauses that apply when a meeting is stopped because of forces beyond the control of the group or the facility. Generally, there are no penalties assessed to either party in these circumst	

Preparing for Unexpected Situations

Send your rooming list well in advance, at least seven to 30 days prior to arrival	
Inform guests of the hotel's location and amenities	
Send your meeting specifications to the hotel two to four weeks before a meeting. List every meeting requirement, day by day, hour by hour	
Don't forget to reserve space for your meeting office, press room, speaker-ready room. Remember to make preparation for all food and beverage activities and events held off-site. Include billing instructions and lists of VIPs to whom complimentary rooms should be allocated	
Check the Event Orders (EOs) and Banquet Event Orders (BEOs) from the hotel. Check against your specifications and advise the hotel promptly of any changes or of your approval	
Hold a pre-convention meeting 24 to 48 hours in advance of the meeting to review event expectations, procedures and to provide an opportunity to meet staff contacts who will help you with any problems	
Never assume that a request has been taken care of - always double check	
Work with the hotel to resolve any last-minute changes	
Things to do daily: <ol style="list-style-type: none"> 1. First thing each morning, secure a printout of all rooms in house and a report of any "no-shows" or cancellations. 2. Early in the day, and again in the afternoon, meet with your hotel contact to review any changes in the program and/or meal counts 3. Each afternoon, set aside time to meet with accounting to review the bills from the day before and verify that your charges are correct 	

Post-Meeting/Follow-Up

Hold a post-convention meeting with the same people who attended the pre-convention meeting. Evaluate what worked and what did not; review the bills and solicit feedback immediately from the facility	
Ask your attendees to provide feedback about the program content and format, meeting facility, speakers, meal functions and other special activities	
Administer evaluations immediately after the meeting while opinions are still fresh and your staff can be present to collect the information. Otherwise, mail surveys or evaluations from the meeting so they are on participants' desks when they return to work	
Solicit feedback from the meeting sponsor. Determine whether the meeting goals were met. Evaluate the financial implications of the meeting. Identify next steps. Consider a more formal measurement tool to measure a meeting's return on investment. The following are some ways to approach this: <ol style="list-style-type: none"> 1. Consider unique goals of individual meetings 2. Test attendees before and after training sessions to document how much and what was learned 3. Share Return on Investment (ROI) information with senior management and meeting sponsors 	
Write a meeting report and file it away and provide a copy to senior management	
File contracts for future meetings	
Write thank-you letters to staff, speakers, hotel staff and other vendors	



EXHIBITORS MANUAL

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VENEZIA TERMINAL PASSEGGERI

Santa Marta, fabbricato 17
 30123 Venice – Italy
 Phone: +39/041/2403000
 Fax: +39/041/2403091
 Web-site: www.vtp.it

The Venezia Terminal Passeggeri is situated at the exit of the Ponte della Libertà (causeway connecting Venice to the main land), only 15 Km away from Venice Marco Polo Airport and from the A4 Highway. The different terminals are accessible by car, taxi-cab, public waterbus or by bus.



ACCESS

BY CAR

From the Highway A4 Milano - Trieste, take the exit Venezia-Mestre and follow directional signs to the Tourist Port of Venice. Go over the Ponte della Libertà (Liberty Bridge), the causeway connecting Venice with the mainland and take the first exit on your right. Continue for 200 meters until the stop sign. Straight ahead you will see the entranceway to the Port of Venice. Follow the indications for the ferry terminal n°123.

FROM THE AIRPORT

Venice Marco Polo Airport is only 15 km away from the lagoon city. You can reach the Port of Venice by:

- Taxi cab (about a 20 minutes ride)
- Water taxi (about a 60 minutes trip)
- Water Shuttle (about 80 minutes trip)
- Public bus arriving in Piazzale Roma, nearby the Port of Venice. (about 20 minutes trip)

FROM THE RAILWAY STATION

From Mestre Railway station (10 km far away from Venice) the Port of Venice can be reached by:

- Taxi cab (about a 20 minute ride)
- Public bus arriving in Piazzale Roma, nearby the Port of Venice.

From Venice S.Lucia Railway station the terminals can be reached by:

- Public water buses (vaporetti) to P.le Roma (1 stop) where you will find the terminal's bus shuttle or you can take a taxi cab (see further instructions 'from P.le Roma')
- Water taxi directly to the cruise terminal

FROM PIAZZALE ROMA

Piazzale Roma is the only part of the city of Venice that can be reached by car. Here information points for public bus and vaporetti, as well as the taxi station and guarded parking areas, are available. The cruise and ferry terminals can be reached by:

- Taxi cab (about 2 minutes trip)
- Bus n. 6/ stopping just outside the entrance to the passenger port. For the timetable please contact the ACTV BUS COMPANY.

EXHIBITION COORDINATOR

For further information on the trade exhibition, please contact your Exhibition Coordinator, Mr. Enrico Vidale:

Eidon, Centro di Formazione e Studi

Via Ospedale, 39

30174 Venice – Italy

Phone: +39/041/987221

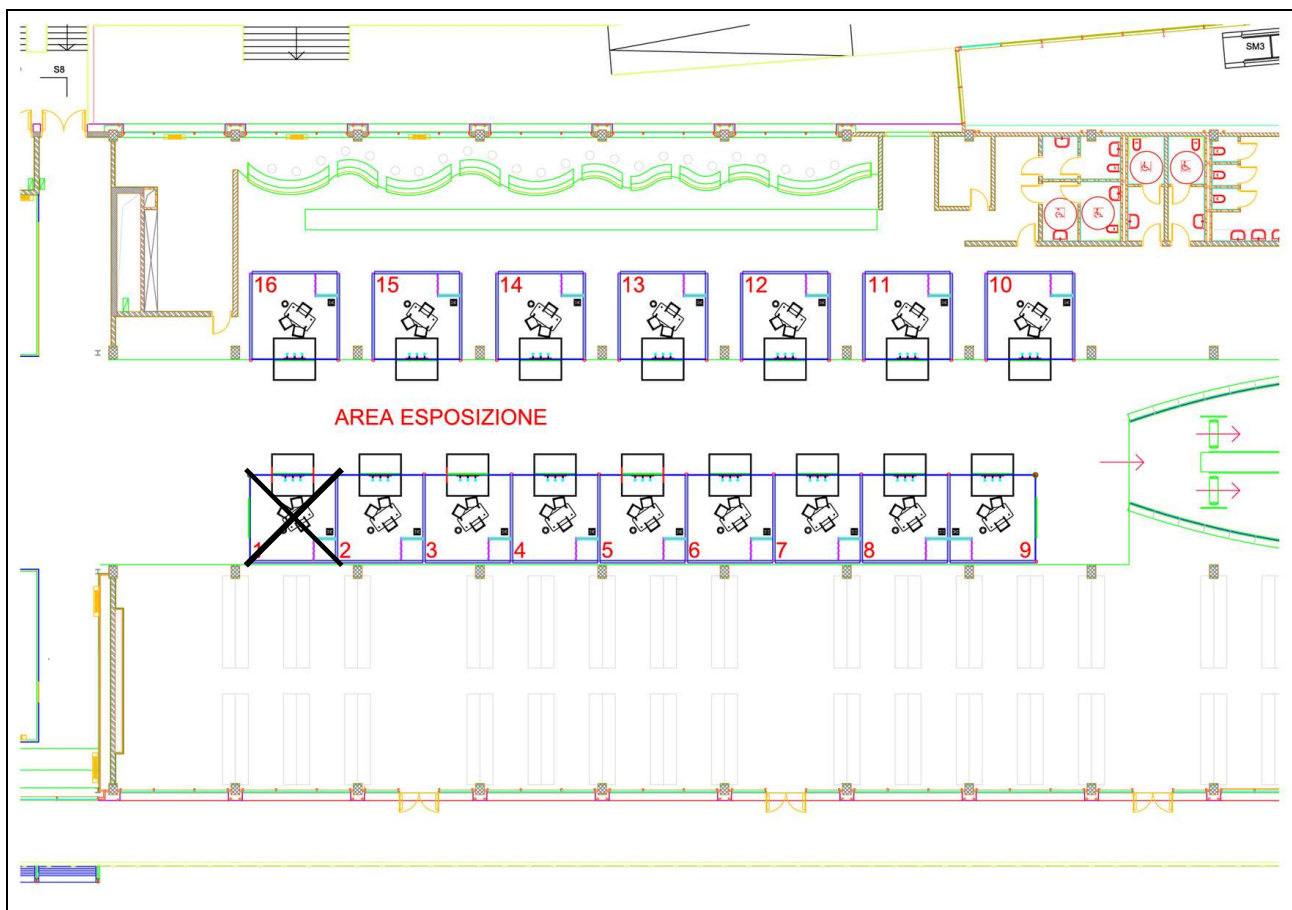
Fax: +39/041/5068560

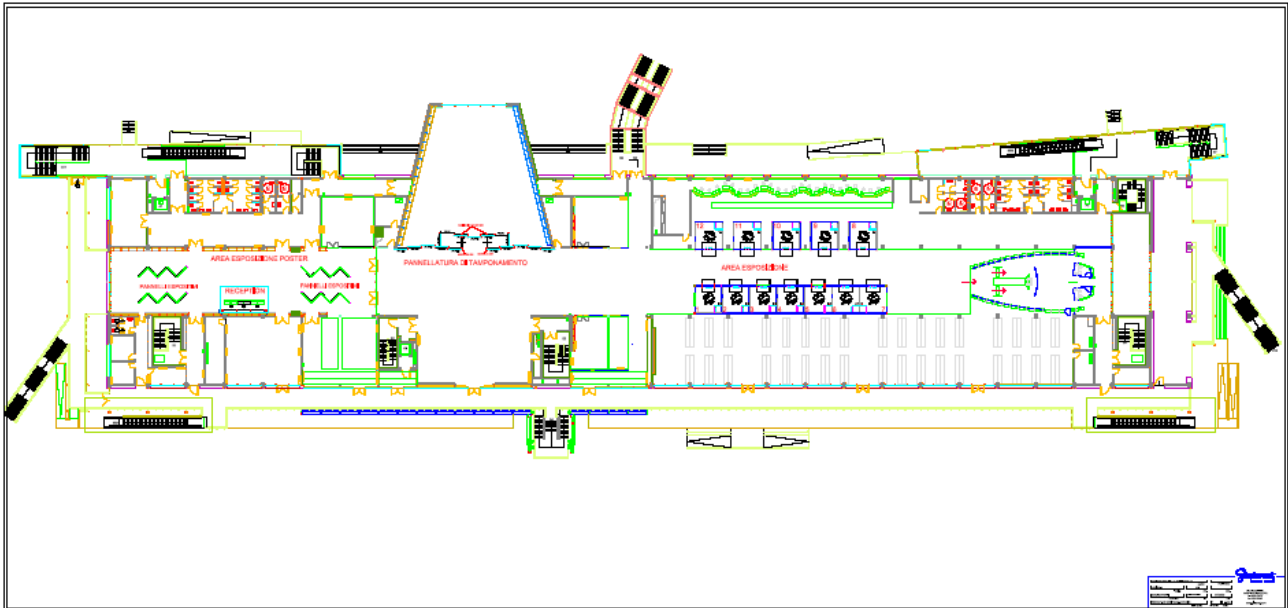
E-mail: enrico.vidale@fbov.it

EXHIBITION LOCATION

The meeting will be held in **Terminal 103**. There will be one exhibition area located at the same floor.

FLOOR PLAN





RENTAL RATES

Reservation and payment (50% of the stand rental fee required as a deposit) before 14/10/2005:

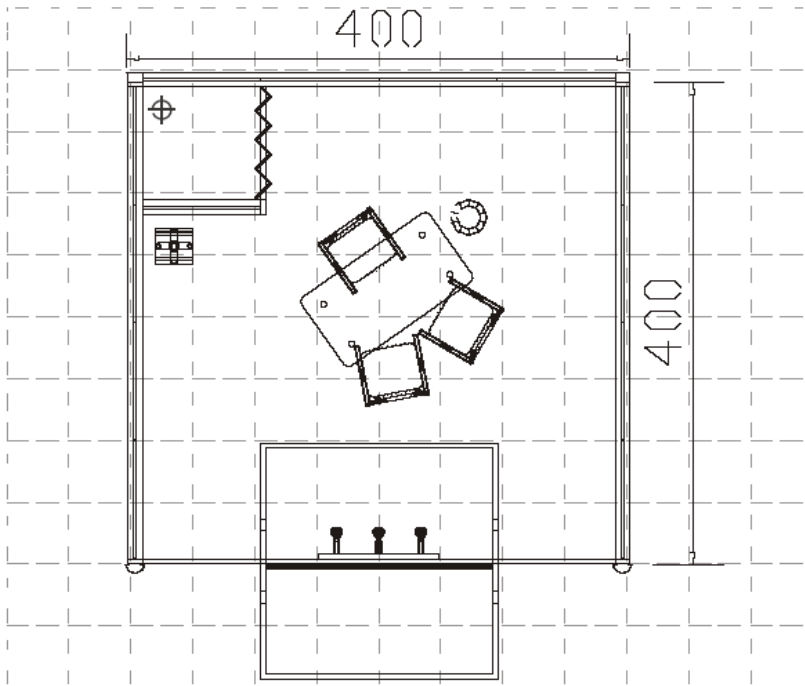
- 1 stand/16 m² €1.000,00+VAT*

*Value added tax rate is 20%

Reservation and payment (50% of the stand rental fee required as a deposit) after 14/10/2005:

- 1 stand/16 m² €1.100,00+VAT*

*Value added tax rate is 20%



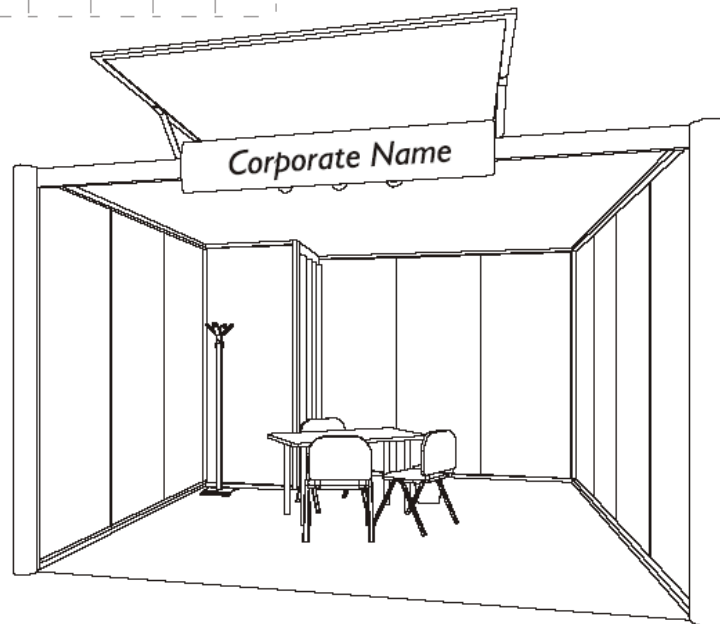
STANDARD MODULE 4x4 m CLOSED ON 3 SIDES

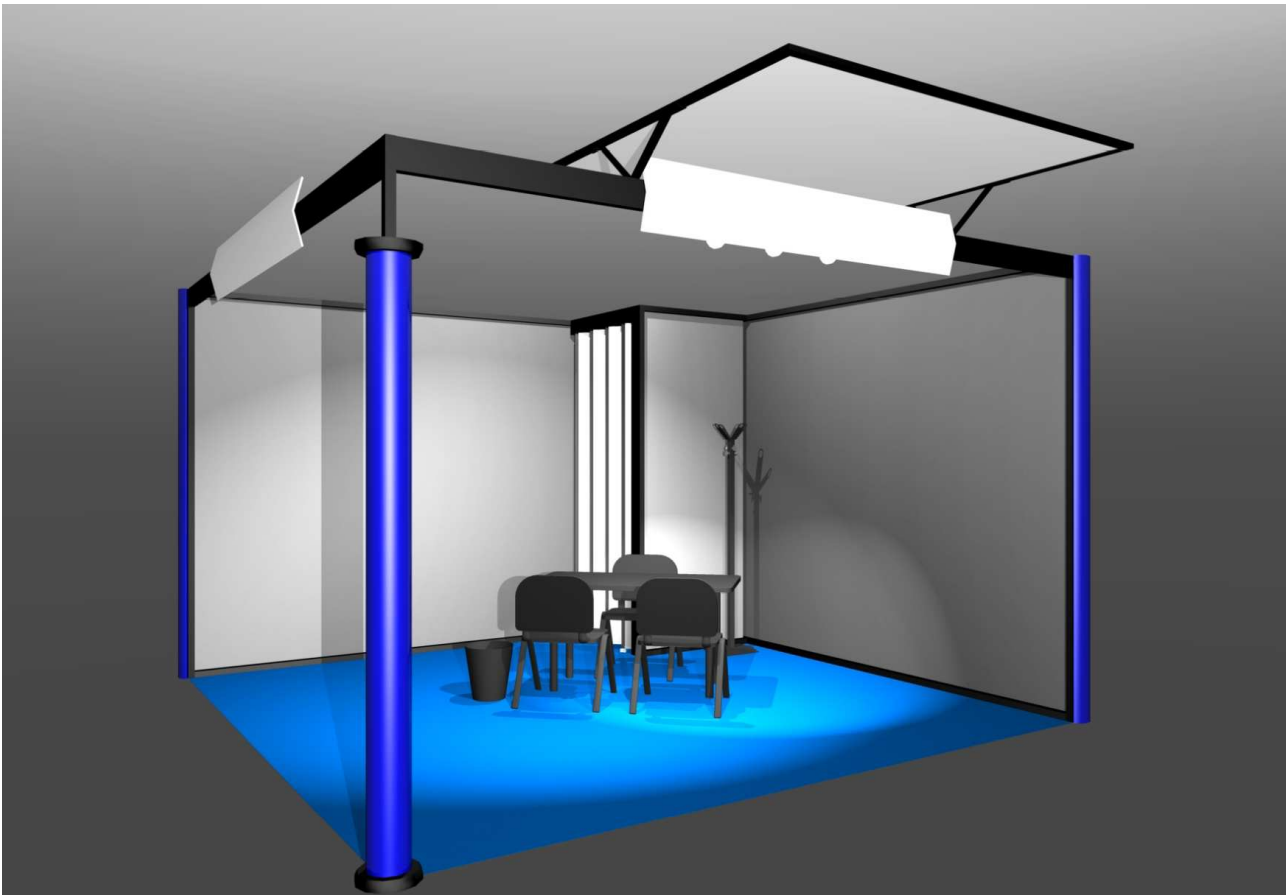
- Supporting structure with varnished aluminium edges - colour black
- Wall to wall carpeting - colour sky blue
- External panels (dimension 100x250 cm) fitted out in moquette - colour grey
- N° 1 company name plate in grey with blue lettering
- Pillars and half columns in a paint finish colour blue
- N° 1 lighting system complete with 3 spot lights
- N° 1 electrical multi-socket plug with consumption up to 1kw (⊕)

Display stand

Fittings

- N°1 white desk 140x70;
- N°3 padded blue seats;
- N°1 clothes-stand;
- N°1 wastepaper basket;





ALLOCATION OF STANDS

Reservations should be made using the attached order form where you should indicate your location preferences. In case of *force majeure* the meeting organisers reserve the right to introduce changes in stand allocation and location.

Locations preferences will be assigned according to the date of arrival of the order forms.

ADDITIONAL FURNITURE REQUIREMENTS

If you require additional furnishings for your stand a comprehensive list of furniture and fixtures is available from Mr. Enrico Vidale: enrico.vidale@fbov.it.

EXHIBITOR BADGES ALLOCATON

Exhibitor registration gives the right to the following services:

- ✓ 2 complimentary badges for each 16 m² stand
- ✓ Access to the trade exhibition
- ✓ Access to the Scientific Sessions (excluding Gala Dinner)
- ✓ 1 lunch and 3 coffee break

Additional badges (€ 50 + VAT at 20%) can be requested until the 15th December 2005 from enrico.vidale@fbov.it.

DEADLINE FOR RESERVATIONS

15th December 2005.

PAYMENT SCHEDULE

A copy of the bank transfer receipt of the deposit (for in the amount of 50% of the stand rental fee) must accompany the order form. Applications received without deposits will not be processed until the appropriate deposit is received.

No space will be reserved and no priority will be allocated until the deposit is received. The balance of the full payment for stand space rental is due and payable by **15th December 2005**.

If the balance is not received by the deadline date, the Organiser may reassign the space without notification, and the deposit will be forfeited to the Organizer.

All rental fees for stands must be made in Euro (€) and made payable to **"EEBA 2006"**.

Payment must be sent as follows:

Bank transfer:

UNICREDIT BANCA d'IMPRESA S.P.A. dip. VENEZIA MESTRE
Via dell'Industria, 19, 30175 Marghera – Venezia

National Bank Account Coordinates (BBAN)

Cin H
Abi 03226
Cab 02001
C/C 000030025484

International Bank Account Number (IBAN)

(Please add € 25 - V.A.T. included - fee per wire bank transfer)

IT 77 H 03226 02001 000030025484

Swift Code UNCRIT2VVEY

A copy of the bank transfer receipt must be sent together with the Order Form to:

Eidon, Via Ospedale, 39, 30174 Venice – Italy
Phone: +39/041/987221
Fax: +39/041/5068560

PARKING

If you arrive by car, it is possible to utilise the "Venezia Terminal Passeggeri" Parking. Should you wish to make use of this free service, please be so kind as to communicate your number plate by **15th December 2005** to the following e-mail address: enrico.vidale@fbov.it

TECHNICAL CONDITIONS

- Total weight per square meter cannot exceed 1000 Kilograms
- All electrical power supplied to the various areas within the exhibit area shall be provided by the Organisers with the installation of an electrical panel with an automatic thermomagnetic circuit breaker per stand. Characteristics of the electrical supply:
 - Lighting: light fitting with 3 spot lights of 150 W length 120cm;
 - Power: 1 Kw – lighting excluded;
 - Type of socket: multi-socket plug with loading of 220V-6-15-A.
- Due to the specific characteristics of the venue and location of electrical boxes, installation must be made on the floor. This situation makes it necessary to use patches to cover the cables, which at times, may be located inside the stands.
- Additional power supply and other general services are to be contracted directly by each exhibitor
- Additional furniture or decoration is to be contracted directly by each exhibitor.

INSTRUCTIONS & REGULATION

Prescriptions

- It is forbidden to modify the fittings in any way and under any circumstances (e.g. no drilling of the panels, no use of glue).
- During the stand dismantling period, it is compulsory to clear up and remove all remaining material.

Liability

- The participating company shall be liable for any damage caused to the general fittings of the exhibition area, both during installation and exhibitions period as well as dismantling of stands and loading, unloading and moving of display material, being bound to pay *Studio Gi srl* the amount corresponding to the damages, according to the assessment made by its technical services.
- The Organiser will be free of all responsibility for robbery, damage through fire, accidents or other causes.
- Exhibitors are held liable under Law for damages caused to third parties, even when the damage is caused by their own employee or a contractor of the latter, materials or means within the stand.

GALA DINNER

Friday 20th January 2006 - time 20,30

The Gala Dinner will be held at:

Hotel Monaco & Grand Canal,
San Marco, 1332,
30124 Venice, Italy
www.hotelmonaco.it

Gala Dinner Ticket (payment before 14/10/2005): € 65,00 + VAT 20% (per person).

Gala Dinner Ticket (payment after 14/10/2005): € 75,00 + VAT 20% (per person).

ACCOMMODATION

We would kindly ask you to personally book your accommodation from our limited hotel accommodation as soon as possible. The booking code is "**EBBA 2006**".

Hotel Monaco & Grand Canal San Marco, 1332
30124 Venice - ITALY
Tel. +39 041 5200211
Fax +39 041 5200501
www.hotelmonaco.it

Prices: single room € 130 (breakfast included), double as single room € 170 (breakfast included), double room € 190 (breakfast included).
These room prices are available until 14th October 2005.

EIDON



Centro Culturale Don Orione Artigianelli
Zattere Dorsoduro 909/A
30123 Venice - ITALY
Tel. +39 041 5224077
Fax +39 041 5286214
www.donorione-venezia.it

Prices: single room € 70 (breakfast included), double room € 115 (breakfast included), triple room € 150 (breakfast included).
These room prices are available until 14th October 2005.



Cannaregio, 3829
Palazzo Fontana
30131 Venice - ITALY
Tel. +39 041 5222264
Toll free within Italy 800-843006
Fax +39 041 5221242
www.veneziasi.it
e-mail: info@veneziasi.it

To book Hotels located in the historical centre of Venice from 2 star up to 4 star.

Prices: 2 star Hotels; single room: 70 €; Double room: 115 €;
3 star Hotels: single room from 80 €; double room for single occupancy from 100 €;
double room from 130 €. 4 star Hotels; double for single occupancy: 170 €;
double room: from 190 €.



**XVIII Annual Meeting of the
European Eye Bank Association
Venice, 20-21 January 2006**

**STAND ORDER FORM
(BEFORE 14/10/2005)**

Please forward this completed form to: **Eidon, Centro di Formazione e Studi**
Via Ospedale, 39 - 30174 Venice - Italy
Phone: +39.041.987221; Fax: +39.041.5068560
E-mail: enrico.vidale@fbov.it

COMPANY NAME

ADDRESS

POSTAL CODE CITY COUNTRY

TELEPHONE..... FAX MOBILE

E-MAIL

CONTACT PERSON

We wish to reserve exhibiting space at The XVIII Annual Meeting of the European Eye Bank Association. Our preferred position is:

N. 1 STAND (16 m²): € 1.000,00 + VAT at 20%

Number Position:.....

Gala Dinner € 65,00 (per person) + VAT at 20% Number of persons 1 2

Additional badges (€ 50 + VAT at 20%)
Number.....

We hereby agree to pay full amount with this request.
Cancellation Policy: according to contract

Payment

✓ By bank transfer UNICREDIT BANCA d'IMPRESA S.P.A. dip. VENEZIA MESTRE, see page 9 (please attach copy of the bank transfer to this order form)

Date.....Signature and
stamp.....

Name in block



XVIII Annual Meeting of the European Eye Bank Association Venice, 20-21 January 2006

STAND ORDER FORM (AFTER 14/10/2005)

Please forward this completed form to: **Eidon, Centro di Formazione e Studi**
Via Ospedale, 39 - 30174 Venice - Italy
Phone: +39.041.987221; Fax: +39.5068560
E-mail: enrico.vidale@fbov.it

COMPANY NAME

ADDRESS

POSTAL CODE CITY COUNTRY.....

TELEPHONE..... FAX MOBILE

E-MAIL

CONTACT PERSON

We wish to reserve exhibiting space at The XVIII Annual Meeting of the European Eye Bank Association. Our preferred position is:

N. 1 STAND (16 m²): € 1.100,00 + VAT at 20%

Number Position:.....

Gala Dinner € 75,00 (per person) + VAT at 20% Number of persons 1 2

Additional badges (€ 50 + VAT at 20%) Number.....

We hereby agree to pay full amount with this request.
Cancellation Policy: according to contract

Payment

- ✓ By bank transfer UNICREDIT BANCA d'IMPRESA S.P.A. dip. VENEZIA MESTRE, see page 9
(please attach copy of the bank transfer to this order form)

Date.....Signature and stamp.....

Name in block capitals.....

Important: Please note that any administrative costs originating from the bank transfer are to be borne by the payer. Eidon is to receive the final amount stated in the invoice, free of charges.



XVIII Annual Meeting of the European Eye Bank Association Venice, 20-21 January 2006

BILLING/PAYMENT RECEIPT DATA

Please forward this completed form to: **Eidon, Centro di Formazione e Studi**
Via Ospedale, 39 - 30174 Venice - Italy
Phone: +39.041.987221; Fax: +39.5068560
E-mail: enrico.vidale@fbov.it

*Invoice to:	
*Address:	
*City:	State:
*Post/Zip Code:	*Country:
*Fiscal Code/ VAT number:	
*Amount to pay	€ _____
*Participation at the meeting authorized by (Name and Surname):	
Other Information:	
Manager's signature	
_____	Date: _____

XX. ANNUAL MEETING OF THE EUROPEAN EYE BANK ASSOCIATION

20 Years of EEBA - The Past & The Future

18 – 19 January 2008, Klinikum Großhadern, Munich/Germany

return to:

MCN Medizinische Congress-
organisation Nürnberg AG
-Object Management EEBA-
Neuwieder Str. 9
90411 NÜRNBERG
GERMANY



Deadline: 25 May 2007

Fax Nr.: +49(0) 9 11 / 3 93 16 55

Application for Admission

(Please complete in full or tick boxes as appropriate)

Name of Company: _____

Street: _____

Zip / City: _____



FAX _____

E-Mail: _____

www: _____

Person in charge: _____

Company register, place and number: _____

In accordance with the regulations for exhibitors, we hereby order:

_____ sqm exhibition area

_____ m frontage

_____ m depth

Stand rental: € 2,500.00 plus statutory VAT

Following items will be exhibited:

Order forms for detailed specifications of all technical services required will be forwarded in due course.

Submission of this application form explicitly implies acceptance of the general terms for participation, which form part of this agreement. Any other agreements must be made in writing.

Place, date

Company stamp and legally binding signature

XX. ANNUAL MEETING OF THE EUROPEAN EYE BANK ASSOCIATION

20 Years of EEBA - The Past & The Future

18 – 19 January 2008, Klinikum Großhadern, Munich/Germany

return to:
MCN Medizinische Congress-
organisation Nürnberg AG
-Object Management EEBA-
Neuwieder Str. 9
90411 NÜRNBERG
GERMANY



Fax Nr.: +49(0) 9 11 / 3 93 16 55

Deadline: 25 May 2007

Advertisement (Please complete in full or tick boxes as appropriate)

Name of Company: _____

Street: _____

Zip / City: _____



FAX _____

E-Mail: _____

www: _____

Person in charge: _____

Final Program / Abstract book		Basic Prices	
Print run:	400	Basic price per full page (black)	600,- €
		Basic price per full page (four coloured)	800,- €
Format:	185 x 270 mm (DIN A 4)	Basic price per half page (black)	400,- €
		Basic price per full page (four coloured)	600,- €
Print Colour:	black	4th full cover page (four coloured)	1.500,- €
Cut:	3 mm on all four sides	3 rd full cover page (four coloured)	1.200,- €
Printing Process:	Offset, Offsetfilme positiv till 60 Raster	2 nd full cover page (four coloured)	€
Advertisement Deadline:	September 2007		1.200,- €
Deadline:	January 2008		€
Publishing Date:			

The advertiser is responsible for ensuring timely submission of the advertising copy in an impeccable form ready for reproduction. Any artwork required, as well as the preparation of films from finished artwork submitted by you, will be charged for separately.

In case of artwork delivery in digital form MCN AG may not take responsibility regarding correctness/completeness of the data. Those costs arising from producing an advertising copy will be charged to the advertiser.

The artwork is enclosed / will be supplied on time.

Cancellations of advertisement orders must be in writing and reach us not later than 8 days after the advertising deadline. After this date firm orders cannot be withdrawn.

Together with the invoice, you will receive two free copies of the print, and your advertising copy will be returned.

All prices plus VAT.

Invoices are payable in full by the date stated. Place of performance and jurisdiction for both parties is Nürnberg.

Place and date

Company stamp and legally binding signature

GENERAL TERMS FOR
EXHIBITORS

1. Meeting Title
XXi. Annual Meeting of The European Eye Bank Association.
2. Venue, Date
Koepelkerk Renaissance Hotel
Kattengat 1
1012 SZ Amsterdam
23-24 January 2009
3. Organizer
Organizing Committee EEBA 2009
Cornea Bank Amsterdam
Meibergdreef 47
1105 BA Amsterdam
4. Stand Rental
The stand rental is € 2,500.00 plus VAT. This includes the leasing of stand space for the duration of the exhibition, assembly and dismantling, general lighting and general cleaning of the aisles. Tables, chairs and electric installations can be rented separately. Order forms providing detailed information will be forwarded in due course.
5. Admission
Admission of exhibitors and listed exhibits will be at the discretion of the organizer, who will confirm admission in writing. The granting of admission automatically validates the agreement. Provisions or conditions stipulated in the application form are invalid unless confirmed in writing by the organizer. For justifiable technical reasons, in particular if the overall space available should prove inadequate, the organizer shall have the right to exclude exhibitors from participation or to limit participation to certain groups of exhibitors. He shall also have the right to limit registered exhibits or to make any changes to the size of the exhibition space requested.
6. Exhibitors/Co-Exhibitors
Manufacturers and dealers in pharmaceutical and medical technical products, EDP software and hardware, book dealers, publishers, etc. with the exception of personal negotiator. A stand subletting has to be permitted by the organizer.
7. Withdrawal / cancellation of application
Once admission has been confirmed, the exhibitor undertakes to pay the full stand rental, even if he withdraws his application or does not participate. If the organizer succeeds in re-letting the stand space, the first exhibitor may be liable to the organizer for an amount equal to
25% of the agreed stand rental. The organizer has the right to revoke confirmations of admission, and to re-let the stand space to someone else
 - if the stand is obviously not going to be used (see No. 12)
 - if the stand rental has not been paid by the agreed date set by the organizer.
8. Conditions of payment
All amounts stipulated by the organizer must be paid in full by the date shown on the confirmation/invoice. The exhibitor shall lose all claims to take part in the exhibition, with no prejudice to his obligation to pay the due amount, if the stand rental has not been paid on time. In the event of a delay, interest will be charged at a rate 8 % per annum above the discount rate of the Nederlandse Bank applicable at the time.
9. Insurance
The exhibitor shall be liable for any damage done to persons and/or property associated with the operation of exhibits, stand furnishings etc. He is advised to make adequate provision for liability insurance. The organizer shall be liable only in general terms for the duration of the exhibition. For the duration of the event, he will take out a liability

insurance covering injury to persons and damage to property, under which claims can be made against him in accordance with liability provisions.

10. Changes

The organizer reserves the right to cancel, postpone or relocate the exhibition, amend its duration and for reasons of space, specific requirements on the part of local authorities, or other relevant reasons, to relocate, modify and/or reduce the allocated stand place. In the event of such actions becoming necessary, the exhibitor shall have no right to withdraw from the agreement or make any claims for damages.

11. Assembly and dismantling

Assembly:

Friday 23 January 14.00 pm – 18.00 pm

If assembly of the stand has not been started by 17.00 pm on Thursday, 17 January 2008 at the latest it will be provided with furniture at the expense of the exhibitor unless disposed of in some other way.

Dismantling:

Saturday 24 January 16.15 pm – 19.00 pm

Any stands and exhibits still in place after this, will be removed at the exhibitor's expense, with no liability on the part of the organizer. Removal of exhibits or dismantling the stand before the end of the exhibition is not allowed. Should an exhibitor contravene this stipulation, he shall be liable to pay a penalty amounting to one half of the stand rental. All fixed opening hours as well as assembly and dismantling times are stipulated in the technical manual which will be sent to each exhibitor together with the official stand confirmation.

12. Stand design/furnishings/safety regulation

All stands must be self-supporting. Attachment to permanent walls, ceilings, columns or the floor is not allowed. Columns, pillars, wall projections, etc. within the stands form part of the space assigned. The exhibitor shall be liable for any damage caused by non-compliance. The organizer reserves the right to require changes to be made to inadequately designed stands, and the removal of unsuitable exhibits considered to be a nuisance or a danger to visitors or neighbouring exhibitors. Fire alarms, hydrants, electrical distribution boards, switch-boards and telephone outlets must remain accessible at all time. The use of open fire or light, e. g. spirit, oil, gas, etc. is forbidden. Written evidence must be available on request to prove that none of the materials used to erect or decorate the stand are readily flammable. During assembly and dismantling work, as well as during the event, all official and other safety regulations must be complied with.

13. Place of performance and jurisdiction

The place of performance and jurisdiction for all mutual obligations is Amsterdam.

Sponsoring EEBA meeting January

Name of the firm			
Address			
Name of contact		Tel / fax / mail	
Kind of sponsoring			€
	▪ Name / logo in abstract book or on EEBA (year) website		250
	▪ Link on EEBA (year) website		500
	The following items include name / logo on website.		
	Advertisement in abstract book:		
	▪ page / half a page black and white		600 / 400
	▪ page / half a page colour		800 / 600
	▪ inside back cover colour		1200
	▪ outside back cover colour		1500
	▪ Presentation 5 minutes		2500
	▪ Stand during meeting		2500
	▪ Stand + presentation		3500
	Part of the program:		
▪ support of the dinner (€ 120 per person)			
▪ name badges			
▪ little gift for the participants			

Date

Place

Signature

.....

.....

.....

Please return this page to:
Organizing committee



**UNION EUROPÉENNE DES MÉDECINS
SPÉCIALISTES**

**EUROPEAN UNION OF MEDICAL
SPECIALISTS**

Kroonlaan, 20, Avenue de la Co
B-1050 - BRUSSELS.
www.uems.net

tel: +32-2-649.51.64
fax: +32-2-640.37.30
uems@skynet.be

Brussels, 10th January 2008

EACCME
European Accreditation Council
for Continuing Medical Education
Institution of the UEMS

To CME activity Director/Provider:
MCN Medizinische Congressorganisation Nürnberg AG
Mrs Birgit Bernt
Neuwieder Str. 9
D – 90411 Nürnberg

Reference:

**XX. Meeting of the European Eye Bank Association,
20 years of EEBA, The Past & The Future
18 – 19 January 2008, Munich
language: English**

Accreditation Institution:

The Continuing Medical Education (CME) activity identified above has received accreditation from the:

Bayerische Landesärztekammer
Mühlbaaurstr. 16
D – 81677 München

European Accreditation

Following accreditation by this national authority, European Accreditation has been granted to the CME activity identified above. European Accreditation is granted by the EACCME in order to allow participants to validate the credits obtained at this activity in their home European Country.

Accreditation Statement

Accreditation by the EACCME confers the right to place the following statements in printed materials including the event programme and the certificate of participation for the CME activity. The following statements must be used without revision:

“The < name of institution > (or) < title of the CME activity > is accredited by the European Accreditation Council for Continuing Medical Education (EACCME) to provide the following CME activity for medical specialists. The EACCME is an institution of the European Union of Medical Specialists (UEMS), www.uems.net.”

“The < title of the CME activity > is designated for a maximum of (or "for up to") < number of hours > hours of European external CME credits. Each medical specialist should claim only those hours of credit that he/she actually spent in the educational activity.”

“EACCME credits are recognized by the American Medical Association towards the Physician's Recognition Award (PRA). To convert EACCME credit to AMA PRA category 1 credit, contact the AMA.”

Number of hours

The Bayerische Landesärztekammer has granted 12 points to the meeting.
The EACCME has granted 12 European CME credits (ECMEC) to the meeting.

Quality Control

By accepting the European Accreditation by the EACCME the provider accepts the quality requirements for CME activities as agreed upon by the EACCME participating CME authorities. The quality requirements can be found on the UEMS website, page EACCME, Document D 9908.

Yours sincerely,

Dr B. Maillet