


# **AFSUMB 2018**

**The 13<sup>th</sup> Congress of the Asian Federation of  
Societies for Ultrasound in Medicine and Biology**  
*in conjunction with ACUCI 2018 and KSUM Open 2018*

## **Sponsorship & Exhibition Prospectus**



**May 23 – 26, 2018**  
**Coex, Seoul, Korea**

**[www.afsumb2018.org](http://www.afsumb2018.org)**

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## | I . Overview |

• <b>Title</b>	The 13th Congress of the Asian Federation of Societies for Ultrasound in Medicine and Biology in conjunction with ACUCI 2018 and KSUM Open 2018 (AFSUMB 2018)
• <b>Theme</b>	Beyond Asia, to the World with US
• <b>Date</b>	May 23 (Wed.) – 26 (Sat.), 2018
• <b>Venue</b>	Coex, Seoul
• <b>Hosted by</b>	Asian Federation of Societies for Ultrasound in Medicine and Biology
• <b>Co-hosted by</b>	ACUCI 2018, KSUM Open 2018
• <b>Organized by</b>	Local Organizing Committee of AFSUMB 2018
• <b>Expected No. of Participants</b>	Approx. 2,000 delegates (domestic 1,500, international 500)
• <b>Official Language</b>	English
• <b>Website</b>	<a href="http://www.afsumb2018.org">www.afsumb2018.org</a>

### **AFSUMB 2018 Secretariat**

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## | II. Invitation |

### *“Beyond Asia, to the World with US”*

#### **Dear colleagues and friends,**

On behalf of the organizing committee, we are pleased to invite you to attend the 13th Congress of the Asian Federation of Societies for Ultrasound in Medicine and Biology (AFSUMB 2018) to be held in conjunction with ACUCI 2018 and KSUM Open 2018 at the Coex in Seoul, Korea from May 23 (Wed.) to 26 (Sat.), 2018.

This is the second time that Korea has been given the honor to host this prestigious event since it organized the 1992 congress in Seoul. At the AFSUMB 2018, under the theme “Beyond Asia, to the World with US” a large number of professors, doctors, and distinguished leaders from Asia will get together to discuss recently emerging issues and exchange the latest information in the field of ultrasound in medicine and biology. The AFSUMB 2018 scientific program will propose high quality scientific sessions that will provide deeper knowledge and new perspectives on the field of ultrasound in medicine and biology. The program will be a highly rewarding international platform for every one of the participants, and will contribute to the enhancement of the scientific level and quality of our field.

Seoul, the host city of the AFSUMB 2018, is the capital of South Korea. Rich in historical and cultural heritage, it also offers all the possible conveniences and world-class facilities of the international megalopolis that it has become today. May, with its pleasant weather, is the best time to enjoy the beautiful natural scenery that the capital has to offer.

We look forward to welcoming you and your colleagues to the AFSUMB 2018 which promises to be meaningful and fruitful for all the participants.

Sincerely yours,



**Joon Koo Han, M.D**

Congress President

The 13<sup>th</sup> Congress of the Asian Federation of  
Societies for Ultrasound in Medicine and Biology



**Won Jae Lee, M.D**

Chairman, Organizing Committee

The 13<sup>th</sup> Congress of the Asian Federation of  
Societies for Ultrasound in Medicine and Biology

## | III. Introduction |

### 1) Introduction of AFSUMB and AFSUMB 2018

The Asian Federation of Societies for Ultrasound in Medicine and Biology (AFSUMB) was launched in 1987 with representatives from five countries including Japan, China, Korea, and Malaysia. The AFSUMB is currently the largest federation in WFUMB that combines six area federations throughout the world and consists of approximately 50,000 members from 50 countries, including approximately 18,000 members from 16 countries in Asia. In addition to the AFSUMB Congress, the AFSUMB has been providing its members with diverse educational opportunities such as the WFUMB COE in Asia to share the latest information in the field of ultrasound in medicine and biology.

The 13th Congress of the Asian Federation of Societies for Ultrasound in Medicine and Biology in conjunction with ACUCI 2018 and KSUM Open 2018 (AFSUMB 2018) is next year's edition of the biennial congress organized by the AFSUMB. The AFSUMB Congress has been serving as an arena for exchanging knowledge and communicating about the important topics in the field of ultrasound in medicine and biology. The AFSUMB 2018 marks the second time that Korea has been given the honor to host the AFSUMB Congress since it first organized it in 1992 in Seoul. The AFSUMB 2018 is expected to attract more than 2,000 participants including professors, doctors, and distinguished leaders from about 20 countries in Asia.

#### • AFSUMB Congress History

No.	Congress	Venue	Host society
1 <sup>st</sup>	AFSUMB 1987	Tokyo	JSUM
2 <sup>nd</sup>	AFSUMB 1989	Bali	ISUM
3 <sup>rd</sup>	AFSUMB 1992	Seoul	KSUM
4 <sup>th</sup>	AFSUMB 1995	Beijing	SUM-CMA
5 <sup>th</sup>	AFSUMB 1998	Taipei	CTSUM
6 <sup>th</sup>	AFSUMB 2001	Kuala Lumpur	MSUM
7 <sup>th</sup>	AFSUMB 2004	Utsunomiya	JSUM
8 <sup>th</sup>	AFSUMB 2007	Bangkok	MUST
9 <sup>th</sup>	AFSUMB 2010	New Delhi	IFUMB
10 <sup>th</sup>	AFSUMB 2012	Bali	ISUM
11 <sup>th</sup>	AFSUMB 2014	Kuala Lumpur	MSUM
12 <sup>th</sup>	AFSUMB 2016	Kyoto	JSUM
<b>13<sup>th</sup></b>	<b>AFSUMB 2018</b>	<b>Seoul</b>	<b>KSUM</b>

## 2) Organizing Committee

Title	Name	Affiliation
<b>Congress President</b>	Joon Koo Han	Seoul National University Hospital
<b>Vice-president</b>	Pyo Nyun Kim	Asan Medical Center
<b>Chairman</b>	Won Jae Lee	Samsung Medical Center
<b>Chairman of ACUCI</b>	Byung Ihn Choi	Chung Ang University Hospital
<b>Secretary General</b>	Jeong Yeon Cho	Seoul National University Hospital
<b>Secretary</b>	Joon Il Choi	The Catholic University of Korea Seoul St. Mary's Hospital
<b>Treasurer</b>	Dalmo Yang	GangDong Kyung Hee University Hospital
<b>Scientific Program Committee Chair</b>	Jae Young Lee	Seoul National University Hospital
<b>Scientific Exhibition Committee Chair</b>	Young Cheol Yoon	Samsung Medical Center
<b>Education Program Committee Chair</b>	Boo-Kyung Han	Samsung Medical Center
<b>Public Relation Committee Chair</b>	Jung-Eun Cheon	Seoul National University Hospital
<b>Technical Exhibition Committee Chair</b>	Jae-Joon Chung	Gangnam Severance Hospital
<b>Publication Committee Chair</b>	Jeong- Sik Yu	Gangnam Severance Hospital
<b>International Liaison Committee Chair</b>	Jung-Ah Choi	Hallym University Dongtan Sacred Heart Hospital
<b>Registration Committee Chair</b>	Seung Eun Jung	Seoul St. Mary's Hospital
<b>Social Program Committee Chair</b>	Min Hoan Moon	Seoul National University Boramae Medical Center

### 3) Program at a Glance

Time	May 23 (Wednesday)			May 24 (Thursday)			May 25 (Friday)			May 26 (Saturday)		
	GBR 101	GBR 102	Room 201	GBR 101	GBR 102	Room 201	GBR 101	GBR 102	Room 201	GBR 101	GBR 102	Room 201
7:50			Auditorium			Room 201						Room 201
8:00				Meet the Professor (BR & THY)	Meet the Professor (GU)	Meet the Professor (BR)	Meet the Professor (PED)	Meet the Professor (MSK)	Meet the Professor (CV)	Meet the Professor (GIBS)		
8:30				Break	Break	Break	Break	Break	Break	Break		
9:00	KSTHR Satellite Symposium	Special Focus Session (BR)	Special Focus Session (MSK)	Special Focus Session (HN & THY)	Special Focus Session (GU)	Special Focus Session (ACUCI)	Categorical Course (PED)	Scientific Session (MSK/BR)	Scientific Session (ABD/GU)	Hot Issue (ACUCI)	Short Presentation Session	Categorical Course (MSK)
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## | IV. Sponsorship Opportunities |

### 1) Overview of Sponsorships

<b>Sponsorship</b>	<b>Gold</b>	KRW 100,000,000
	<b>Silver</b>	KRW 70,000,000
	<b>Bronze</b>	KRW 50,000,000
<b>Exhibition Period</b>	May 23 (Wed.) – 26 (Sat.), 2018	
<b>Venue</b>	Grand Ballroom Lobby and Rooms 104-105, Coex, Seoul	
<b>Application Deadline</b>	<b>December 22 (Fri), 2017</b>	


### 2) Sponsorship Packages

\*VAT not included


<b>Benefits</b>		<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
		KRW 100,000,000	KRW 70,000,000	KRW 50,000,000
<b>Event</b>	<b>Exhibition Space (3m X 2m/booth)</b>	4 booths (24m <sup>2</sup> )	3 booths (18m <sup>2</sup> )	2 booths (12m <sup>2</sup> )
	<b>Priority in Booth Location</b>	1 <sup>st</sup> priority	2 <sup>nd</sup> priority	3 <sup>rd</sup> priority
	<b>Priority in Luncheon Symposium and Dinner</b>	1 <sup>st</sup> priority	2 <sup>nd</sup> priority	3 <sup>rd</sup> priority
	<b>Complimentary Registration</b>	20	15	10
<b>Logo Exposure</b>	<b>Program Book</b>	•	•	•
	<b>Newsletter</b>	•	•	-
	<b>Session Room Intermission</b>	•	•	•
	<b>Venue Signage (On-site)</b>	•	•	•
<b>Advertisement</b>	<b>Banner Link on the AFSUMB 2018 Website</b>	•	•	•
	<b>Program Book- Advertisement Page</b>	Cover 2,3,4	Inside page	-
	<b>Insertion of Advertisement in Congress Kit</b>	•	•	-
	<b>E-Newsletter- Advertisement Page</b>	•		-



• Detailed Sponsorship Packages

	<p><u><i>Sponsor 1</i></u></p> <h2 style="text-align: center;">Gold</h2> <h3 style="text-align: center;">KRW 100,000,000 (VAT not included)</h3>
<p><b>Event</b></p>	<ul style="list-style-type: none"> <li>- Exhibition space provided: 4 booths (24m<sup>2</sup>)</li> <li>- Priority to choose booth location: 1<sup>st</sup> priority</li> <li>- Priority to choose Luncheon Symposium and Dinner                             <ul style="list-style-type: none"> <li>① Priority to choose slot: 1<sup>st</sup> priority</li> <li>② Dining, speaker/chair invitation fees excluded</li> </ul> </li> <li>- Complementary registrations: 20</li> </ul>
<p><b>Logo Exposure</b></p>	<ul style="list-style-type: none"> <li>- Program book</li> <li>- E-newsletter</li> <li>- Session room intermission</li> <li>- <b>Venue signage (on-site)</b></li> </ul>
<p><b>Advertisement</b></p>	<ul style="list-style-type: none"> <li>- Banner link on the AFSUMB 2018 website</li> <li>- Program book-advertisement page (cover 2,3,4 / color)</li> <li>- Insertion of advertisement in the congress kit</li> <li>- E-newsletter advertisement page</li> </ul>

	<p><u><i>Sponsor 2</i></u></p> <h2 style="text-align: center;">Silver</h2> <h3 style="text-align: center;">KRW 70,000,000 (VAT not included)</h3>
<p><b>Event</b></p>	<ul style="list-style-type: none"> <li>- Exhibition space provided: 3 booths (18m<sup>2</sup>)</li> <li>- Priority to choose booth location: 2<sup>nd</sup> priority</li> <li>- Priority to choose Luncheon Symposium and Dinner                             <ul style="list-style-type: none"> <li>① Priority to choose slot: 2<sup>nd</sup> priority</li> <li>② Dining, speaker/chair invitation fees excluded</li> </ul> </li> <li>- Complementary registrations: 15</li> </ul>
<p><b>Logo Exposure</b></p>	<ul style="list-style-type: none"> <li>- Program book</li> <li>- E-newsletter</li> <li>- Session room intermission</li> <li>- <b>Venue signage (on-site)</b></li> </ul>
<p><b>Advertisement</b></p>	<ul style="list-style-type: none"> <li>- Banner link on the AFSUMB 2018 website</li> <li>- Program book advertisement page (inside page / black &amp; white)</li> <li>- Insertion of advertisement in the congress kit</li> </ul>

	<p><u>Sponsor 3</u></p> <h1>Bronze</h1> <h2>KRW 50,000,000 (VAT not included)</h2>
<p><b>Event</b></p>	<ul style="list-style-type: none"> <li>- Exhibition space provided: 2 booths (12m<sup>2</sup>)</li> <li>- Priority to choose booth location: 3<sup>rd</sup> priority</li> <li>- Priority to choose Luncheon Symposium and Congress Dinner                             <ul style="list-style-type: none"> <li>① Priority to choose slot: 3<sup>rd</sup> priority</li> <li>② Dining, speaker/chair invitation fees excluded</li> </ul> </li> <li>- Complementary registrations: 10</li> </ul>
<p><b>Logo Exposure</b></p>	<ul style="list-style-type: none"> <li>- Program book</li> <li>- E-newsletter</li> <li>- Session room intermission</li> </ul>
<p><b>Advertisement</b></p>	<ul style="list-style-type: none"> <li>- Banner link on the AFSUMB 2018 website</li> </ul>

*※ All the items above may be adjusted following the review of the organizing committee.*

### 3) Other Sponsorship Items

[VAT 10% not included]

Item		Price (KRW)	Benefits
<b>Program Activities</b>			
☐ Luncheon Symposium	<b>Type 1 (300 Participants)</b>	25,000,000	- Symposium venue and dining included - Speaker/chair invitation fees excluded
	<b>Type 2 (130 Participants)</b>	15,000,000	
☐ Satellite Symposium		Consult with the Organizing Committee	- Available for Luncheon Symposium host company only
<b>Social Events</b>			
☐ Welcome Reception (May 23 (Wed.), 2018)		Consult with the Organizing Committee	- Logo exposure on banners
☐ Presidential Dinner (May 24 (Thu.), 2018)		Consult with the Organizing Committee	- Logo exposure on banners
☐ Gala Dinner (May 25 (Fri.), 2018)		Consult with the Organizing Committee	- Logo exposure on banners
<b>Technical Opportunities</b>			
☐ Mobile App		15,000,000	- Logo exposure on the main page of the mobile app
☐ E-poster		10,000,000	- Logo exposure on the main page of E-posters Program
☐ Preview Room		10,000,000	- Logo exposure on the preview room system
☐ On-line Banner Advertisement		10,000,000	- Logo exposure and banner link on the AFSUMB 2018 website
<b>Printed Materials and Merchandise</b>			
☐ Congress Kit Bag (Available for 2 Sponsors)		15,000,000	- Logo exposure on the congress kit bag
☐ Name Badge Lanyard		10,000,000	- Logo exposure on the name badge lanyard
☐ Program Book-Advertisement Page		5,000,000	- Program book-advertisement page (inside page / black & white)
☐ Pocket Note Pad (A5)		Consult with the Organizing Committee	- Logo exposure on the pocket note pad
<b>Other Opportunities</b>			
☐ Morning Bread & Coffee		5,000,000	- Logo exposure on the morning bread & coffee signage
☐ Coffee Break		5,000,000	- Logo exposure on the coffee break signage (KRW 5,000,000 / 1 time; up to 9 times available)
☐ Water Bottle		3,000,000	- Logo exposure on the water bottles
☐ Coffee Booth		Consult with the Organizing Committee	- Logo exposure on the coffee cups

※ If several companies apply for the same item(s), the organizing committee may adjust the sponsorship item(s) after consulting with all the applicants.

※ All the items above may be adjusted following the review of the organizing committee and the applying sponsors.

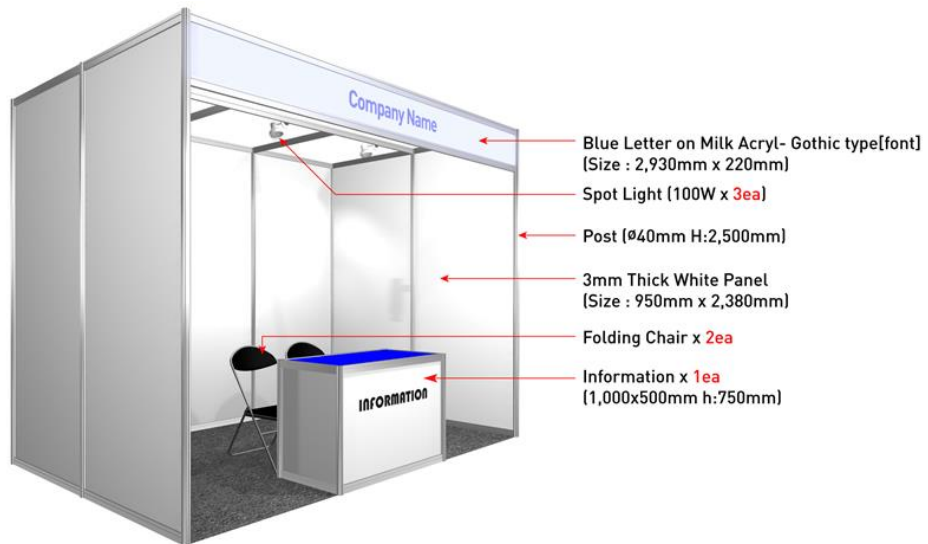
## | IV. Exhibition Opportunity |

### 1) Overview of the Exhibition

<b>Exhibition Period</b>	May 23 (Wed.) – 26 (Sat.), 2018
<b>Venue</b>	Grand Ballroom Lobby and Room 104-105, Coex, Seoul
<b>Application Deadline</b>	<b>February 22 (Thu), 2018</b>
<b>Payment Deadline</b>	<b>March 22 (Thu), 2018</b>

### 2) Exhibition Booth Price and Items

<b>Independent Booth (3m x 2m)</b>	<b>KRW 6,000,000</b> (VAT excluded)	<ul style="list-style-type: none"> <li>· 3m x 2m (6m<sup>2</sup>) space only (pytex floor covering to be self-constructed)</li> </ul>
<b>Standard Booth (3m x 2m x 2.5m)</b>	<b>KRW 6,500,000</b> (VAT excluded)	<ul style="list-style-type: none"> <li>· 3m x 2m x 2.5m(H) standard booth</li> <li>· Booth name board(English)</li> <li>· 1 set of reception desk and chair</li> <li>· 1 electricity socket (220v)</li> <li>· Basic lighting</li> </ul>



## | VI. Application Guideline |

### 1) Application Information

- Submit the completed application form along with the remittance receipt and the business license to the AFSUMB 2018 secretariat office via e-mail ([afsumb2018@insession.co.kr](mailto:afsumb2018@insession.co.kr)) by the application deadline.
- The applicant is responsible for any bank service charge or money transfer fees.
- Total amount of sponsorship fee or Exhibition fee is subject to change by the organizing committee.
- As for the allocation of sponsors and exhibition booth locations, priority will be based first on the sponsorship level, then the deposit payment date, and lastly the application date.
- In the case that the payment of sponsorship is not completed by the deadline, the organizing committee can break the contract with the sponsor company and the company may not get a refund on the deposit.

### 2) Account Information

<b>Account Information</b>	<b>Bank Name</b>	WOORI BANK
	<b>Account No.</b>	1005-202-945853
	<b>Branch</b>	HYEHWADONG BR.
	<b>Beneficiary</b>	K.S.U.M
	<b>Swift Code</b>	HVBKKRSEXXX
	<b>Bank Address</b>	270, Changgyeonggung-ro, Jongno-gu, Seoul, Republic of Korea

- The above Exhibition prices are exclusive of VAT. To be issued a tax invoice, please send a copy of your business license by email prior to the payment.

### 3) Sponsorship Deadlines and Payments

<b>Payment Schedule</b>	Deadline of Application	<b>December 22, 2017</b>	20% deposit of total amount
	Mid-payment	<b>January 22, 2018</b>	40% deposit of total amount
	Final Payment	<b>March 22, 2018</b>	40% deposit of total amount

### 4) Contact Information

#### **AFSUMB 2018 Secretariat**

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