



## **State of the Art Meeting 2011**

Monday 12<sup>th</sup> - Wednesday 14<sup>th</sup>  
December

The ICC Capital Suite, East ExCeL  
London

## CONTENTS

	page
Introduction Letter	1
About the Intensive Care Society / What is the State of the Art Meeting	2
Recent Exhibitors	3
ICS Industry Partners	4
Shell Scheme Rate Card	5-6
Space Only Rate Card	7
Exhibition Stand Booking Form	8
Travel to The ICC, East ExceL London / Cancellation Policy	9-10

State of the Art Meeting 2011 12th – 14th December  
The ICC, East ExCeL London

Dear Industry Partner,

Following on from the success of our 2010 State of the Art Meeting, the ICS will be running a new three-day format for the State of the Art Meeting 2011 at the ICC, East ExCeL London on Monday 12<sup>th</sup>, Tuesday 13<sup>th</sup> and Wednesday 14<sup>th</sup> December. Running parallel to the 4 track programmes will be two exhibition areas in the Capital Suite where a welcome reception will also be held. There will be a new catering system in which lunches and refreshments will be available via a retail cart for delegates. Exhibitors will receive complimentary vouchers for lunches and refreshments. Staggered breaks have been introduced for the event in conjunction with poster boards and poster tables which will be distributed throughout the rooms to ensure a consistent delegate flow keeping the exhibition area as self contained as possible.

Last year's event attracted 600 delegates and 50 exhibitors and a number of international speakers. This year's event promises to attract a higher number of delegates due to an extended international marketing campaign.

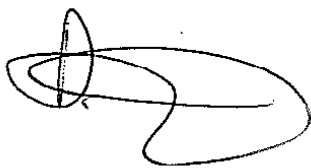
With only 71 exhibition spaces available and a brand new exhibition format please ensure you book early to avoid disappointment.

Our exhibition stand contractors (Event Exhibition Services Limited) will be happy to assist with your stand requirements. More information on their services will be provided in the Exhibitor Technical Manual which you will receive once your booking is confirmed.

If you have any questions please contact me via [anna@ics.ac.uk](mailto:anna@ics.ac.uk) or visit [www.ics.ac.uk](http://www.ics.ac.uk).

**PLEASE NOTE WE MUST RECEIVE EXHIBITION STAND PAYMENT PRIOR TO THE MEETING OR YOUR STAND WILL NOT BE GUARANTEED.**

Kind regards,



Anna Wong  
Industry Relations and Events Associate

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## **ABOUT THE INTENSIVE CARE SOCIETY**

The Intensive Care Society was founded in 1970 to bring together clinicians, whose main interests were caring for critically ill patients. Membership currently stands at over 2,700 members, the majority of whom are intensivists and anaesthetists. Through its Council the Society provides advice to the Department of Health on the definition, availability, coding and costing of critical care. Advice is also given to the Royal Colleges on provision of intensive care, staffing and training. Council members represent the Society on a number of committees and associations, including the Intercollegiate Board for Training in Intensive Care Medicine.

### **What is the State of the Art Meeting?**



The ICS State of the Art Meeting offers a choice of four parallel sessions with a programme designed to be of broad appeal to all those that work in the intensive care unit. This year there will also be a series of talks to celebrate over 40 years of The Intensive Care Society. With over 40 prestigious international and national speakers the new meeting format will be dedicated to cutting edge topics in ICM with research updates from the Intensive Care Foundation, interactive debates, clinical practice and research forums.

### **Free papers**

The meeting will include dedicated sessions presenting the latest work in research and clinical practice.

**RECENT EXHIBITORS**

Please find below a list of companies that have recently exhibited at the ICS Annual Spring and State of the Art Meetings:

Arizant International	AdvanDx
Astellas Pharma	Ambu Ltd
Baxter Healthcare	Arizant International
B. Braun Medical	Applied Physiology
B.R.A.H.M.S	Balti - P
CareFusion	Baxter Healthcare
Central Medical Supplies	CareFusion
Cepheid	Central Medical Supplies
ConvaTec	ConvaTec
Cook Medical	Cook Medical
Drager Medical	Covidien
Edwards Lifesciences	Drager Medical
Eli Lilly	Edwards Lifesciences
Esaote	Eli Lilly
Fannin	Esaote
Fisher & Paykel Healthcare	European Society of Intensive Care
Fresenius Kabi	Fannin
Fukuda Denshi	Fisher & Paykel Healthcare
Gambro Lundia	Fresenius Kabi
GE Healthcare	Fukuda Denshi
Gilead Sciences	Gambro Lundia
GlaxoSmithKline	GE Healthcare
International Care National Audit and Research Centre	Gilead Sciences
Intavent Direct	Hamilton Medical
Intersurgical	Hill Rom
Janssen-Cilag	Intavent Direct
Kapitex Healthcare	Intensive Care Foundation
LiDCO	I.C.N.A.R.C
Masimo	Intersurgical
Maquet	Kapitex Healthcare
Merck Serono	Laerdal Medical
Mindray	LiDCO
Organ Donation Taskforce Implementation Programme	Maquet
OSCAR Trials	Masimo
Pfizer	Merck Serono
PROACT Medical	Organ Donation Taskforce
Pulsion Medical	OSCAR Trials
Royal Air Force	Picis
Smiths Medical	Philips Healthcare
Sonosite	PROACT Medical
Teleflex Medical	Pulsion Medical
Ventmed	Siemens
Wisepress Bookshop	Sonosite
	Smiths Medical
	Tem International
	Thermo Fisher Scientific
	Wisepress Bookshop

**ICS INDUSTRY PARTNERS**

The Society would like to thank the following companies for their continued support:

Industry and Research Partner

**B. Braun Medical Ltd**

Industry Partners

Ambu  
Applied Physiology  
Astellas Pharma  
Baxter Healthcare  
B Braun Medical  
CareFusion  
Central Medical Supplies  
ConvaTec  
Cook UK Ltd  
Covidien  
Dräger Medical UK Ltd  
Edwards Lifesciences  
Eli Lilly & Co  
Fannin  
Fresenius Kabi (UK) Ltd  
Fukuda Denshi  
Gambro Lundia  
GE Healthcare  
Gilead Sciences  
Hamilton Medical  
Intavent Direct  
Kapitex Healthcare  
Lidco Ltd  
Orion Pharma  
Picis  
Pulsion Medical UK  
Smiths Medical International Ltd  
Sonosite Ltd  
Thermo Fisher Scientific

## RATE CARD FOR EXHIBITING AT THE STATE OF THE ART MEETING 2011

### Shell Scheme

The shell scheme package includes:

Stand space (3m x 2m)

Shell scheme

Name board for company name & stand number

1 x 5 ft fluorescent light fitting

1 x 13 amp 500 watt electrical socket

**PLEASE NOTE THAT THE CORRIDOR STANDS ONLY HAVE 13 AMP ELECTRICITY AVAILABLE, YOU WILL NOT BE ABLE TO ORDER ADDITIONAL ELECTRICITY ON THE DAY OF THE EVENT.**



Carpet flooring

Conference registration, tea/coffee and lunch. The number of exhibitor personnel entitlement is 4 named personnel for the first 6 sqm and then 2 personnel for each additional 6 sqm stand booking

Free editorial of up to 80 words in the delegate handbook

Walkway cleaning only, each morning

1 delegate bag per company

Cost per 3m x 2m shell scheme stand

ICS Industry Partners

£630 + vat for the first 6 sqm (£3,240 + vat thereafter for each additional stand)

**Rates are frozen from State of the Art Meeting 2010.**

The exhibition hall is fully carpeted.

The shell scheme package consists of 2.5m high, white foamex, with aluminium supports and an electric foamex fascia panel, 30 cm in depth. The company name and stand number will be attached to the fascia panel by the Exhibition Contractors. The lettering will be white on blue foamex board exactly as stated on your nameboard form.

**Additional shell scheme and electrical fittings should be booked via our official exhibition stand contractors. Event Exhibition Services Ltd. PLEASE REMEMBER THAT THE CORRIDOR STANDS ONLY HAVE 13 AMP ELECTRICITY AVAILABLE, YOU WILL NOT BE ABLE TO ORDER ADDITIONAL ELECTRICITY ON THE DAY OF THE EVENT.**



State of the Art Meeting 2011 12th – 14th December  
The ICC, East ExCeL London

**Stand furniture can be booked via our official furniture contractors JMT International. Details will be included in the Technical Manual and forwarded once your booking has been confirmed.**

## RATE CARD FOR EXHIBITING AT THE STATE OF THE ART MEETING 2011

Space only

Space only packages are available for exhibitors wishing to build their own stands.

The space only package includes:

Stand space (3m x 2m)

Conference registration, tea/coffee and lunch. The number of exhibitor personnel entitlement is 4 named personnel for the first 6 sqm and then 2 personnel for each additional 6 sqm stand booking



Free editorial of up to 80 words in the delegate handbook

Walkway cleaning each morning

1 delegate bag per company

Cost per 3m x 2m space only stand

The exhibition hall is fully carpeted.

ICS Industry Partners

First 6 sqm space is FREE (£2,610 + vat for each additional stand).

**Rates are frozen from State of the Art Meeting 2010.**

### PLEASE NOTE

**Stands must not exceed the dimensions of the area allocated (3m x 2m). Please note the maximum build height is 3 meters. Exhibitors must not exceed this height as this will cause major problems with the sprinkler systems and lighting in the exhibition hall.**

**Stands exceeding 3m are not permitted to build under any circumstances and will not be entitled to a refund!**

**Space only packages do not include shell scheme, electricity, or lights. If you require any additional fixtures or fittings these should be booked via our official exhibition stand contractors, Event Exhibition Services Ltd. Stand furniture can be booked via our official furniture contractors JMT International. Details will be included in the Technical Manual and forwarded once your booking has been confirmed.**



State of the Art Meeting 2011 12th – 14th December  
The ICC, East ExCeL London

**TO SECURE YOUR EXHIBITION STAND WE MUST RECEIVE PAYMENT BEFORE THE FRIDAY 28th OCTOBER**

**EXHIBITION STAND BOOKING FORM**

COMPANY NAME:.....

CONTACT NAME:.....

CONTACT ADDRESS:.....

.....POSTCODE:.....

TELEPHONE NO: ..... FAX NO:.....

EMAIL.....

**THIS INFORMATION IS REQUIRED TO ENSURE PAYMENT IS RECEIVED PROMPTLY**

INVOICE NAME:

INVOICE ADDRESS: .....

POSTCODE: .....

ACCOUNTS MAIN CONTACT:.....

ACCOUNTS TELEPHONE NO: ..... ACCOUNTS FAX NO:.....

**ICS Industry Partner**

Space only

Shell scheme

**Stand Choice(s)**  
*(Subject to availability when received)*

1<sup>st</sup> ..... 2<sup>nd</sup> ..... 3<sup>rd</sup> .....

**COST** £.....

**Purchase order number:** .....

**VAT @ 20%** £.....

(if necessary)

**TOTAL COST Inc VAT** £.....

**Payment should be made in pounds sterling by cheque or bankers draft drawn on a UK bank made payable to ‘The Intensive Care Society.’**

***I have read the information and agree that everything within this booking form is correct. I confirm I am authorised within the company to make and sign this booking.***

SIGNED: ..... DATE: .....

**Please return this form to:**

Anna Wong – [anna@ics.ac.uk](mailto:anna@ics.ac.uk) or Fax: +44 (0)207 280 4369

**ALL BOOKINGS RECEIVED ARE CONFIRMED BACK IN WRITING BY THE ICS. IF YOU HAVE NOT RECEIVED WRITTEN CONFIRMATION WITHIN 2 WEEKS, PLEASE CONTACT THE ICS TO CHECK YOUR BOOKING FORM HAS BEEN RECEIVED**

## **TRAVEL TO THE ICC, EAST EXCEL**

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With 3 dedicated DLR (Docklands Light Railway) stations, parking for 3,700 cars and London City Airport just 5 minutes away, getting to ExCeL London couldn't be easier.

### **By Air**

ExCeL London is easily accessible from all London airports via National Rail and London Underground. We recommend using the Jubilee Line to travel to ExCeL London from these mainline stations. London City Airport is only a 5-minute taxi ride to ExCeL London.

#### **Connections between airports and ExCeL London**

- **15 mins**

from Paddington to Heathrow (using Heathrow Express)

- **30 mins**

from Victoria to Gatwick (using Gatwick Express)

- **41 mins**

from Liverpool Street to Stansted (using Stansted Express)

### **London City Airport**

**Tel: +44 (0)20 7646 0088**

**[www.londoncityairport.com](http://www.londoncityairport.com)**

London City Airport (LCY) is just 5-minutes away by car or taxi, offering 350 flights a day and providing access from 30 destinations including Amsterdam, Dublin, Dundee, Edinburgh, and Glasgow. The Docklands Light Railway (DLR) links the airport and ExCeL London, via Canning Town. Frequent and direct shuttle buses run from Canary Wharf and Canning Town, to and from the airport.

### **By Road**

**[www.streetmap.co.uk](http://www.streetmap.co.uk)**

Follow signs for Royal Docks, City Airport and ExCeL. There is easy access from the M25, M11, A406, A13 and we offer car parking spaces for 3,700 cars. When using Streetmap please search for ExCeL London by postcode – E16 1XL.

### **By Rail & Tube**

#### **Docklands Light Railway (DLR)**

- When travelling from Bank on the DLR change at Westferry for a Beckton-bound train, alight at Prince Regent for ExCeL (East) and ICC London.
- When travelling from Lewisham take a Stratford train and change at Poplar for a Beckton-bound train. Alternatively, take the first Bank train and change at Westferry.
- Trains from Tower Gateway go direct to Prince Regent for ExCeL (East) and ICC London.

#### **London Underground**

- If travelling to Canning Town on the Jubilee Line, proceed up the stairs to platform 3 and change for a Beckton-bound DLR train (not Woolwich Arsenal), for the quick 3-stop journey to Prince Regent for ExCeL (East) and ICC London.
- London Underground tickets are valid on the DLR. We recommend that you purchase a return ticket or an All-Day Travelcard to avoid queuing on your journey home.

#### **Where to disembark for your hotel**

Royal Victoria for the Crowne Plaza. Custom House for ExCeL for the ibis and Novotel. Prince Regent for the Ramada and the Premier Inn.



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### **CANCELLATION POLICY**

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All cancellations must be in writing and require the written acknowledgement and agreement by the Educational Events Team Manager at the Intensive Care Society and based on the following.

Cancellation Period:

Cancellations received in writing between July - September – 60% of total costs to be paid in full.

Cancellations received in writing between September - October – 90% of total costs to be paid in full.

Cancellation received in writing between the 1<sup>st</sup> - 14<sup>th</sup> November – 100% of total costs to be paid in full.