

# ICRS 2015

International Cartilage Repair Society

21 CME  
AMA PRA  
Category 1 Credit

## Chicago – USA

May 8–11, 2015

12<sup>th</sup> World Congress of the  
International Cartilage Repair Society



#ICRS15

### Exhibitor's Manual

[www.cartilage.org](http://www.cartilage.org)

Mark your agenda!

# Exhibitor's Manual

ICRS 2015, Chicago – USA, May 8 – 11, 2015

**ICRS welcomes all companies participating in the technical industry exhibition of ICRS 2015**

**Meeting Co-Chairs**  
Susan Chubinskaya & Brian Cole

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## Acknowledgement

ICRS would like to thank all its industry partners for their important support and participation in this unique event.

## 1. Organizing Office

### General Exhibiting Condition

The exhibitor understands and agrees that the **ICRS 2015 Exhibitor's Manual** is an integral and binding part of the exhibit space rental contract. The conditions may be changed or revised with previous notice at any time by ICRS.

If you have any questions regarding organizational matters, we will be pleased to assist you in all aspects. Please contact:

### ICRS 2015

Cartilage Executive Office GmbH  
Spitalstrasse 190  
CH-8623 Wetzikon  
Tel: +41 44 503 73 70  
Fax: +41 44 503 73 72  
Web: [www.cartilage.org](http://www.cartilage.org)  
Email: [office@cartilage.org](mailto:office@cartilage.org)

### Congress Coordination:

Mr. Stephan Seiler: [sseiler@cartilage.org](mailto:sseiler@cartilage.org)

## 2. Venue / Convention Center

The 12<sup>th</sup> World Congress of Cartilage Repair - ICRS 2015 - will be held at the:

### Sheraton Chicago Hotel & Towers

301 E. North Water Street  
Chicago, IL 60611, USA

[info@sheratonchicago.com](mailto:info@sheratonchicago.com)

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

### Convention Manager

Lisa D. Wingerter, CMP  
Phone: + 1 312.329.7022  
[Lisa.Wingerter@sheraton.com](mailto:Lisa.Wingerter@sheraton.com)

## Easy to find your way...

### By Plane / Taxi / Bus:

Sheraton Chicago Hotel & Towers is conveniently located in the centre of Chicago's commercial district, steps away from the Magnificent Mile, the heart of the city, 30 minutes away from Midway Airport and 40 minutes from O'Hare Int'l Airport. Both airports offer plentiful taxi service to downtown and the suburbs. Rates range from \$40-50 from O'Hare, and \$30-40 from Midway. Rates vary based on travel time and are subject to change.

## 3. Technical Information

### Electrical Power

The ICRS and Global Experience Specialists (GES) provide 1 (one) electrical connection of 120 V, 60Hz at your booth on a complimentary basis. Normal consumption until 500 W is included in the rental fee. Supply boxes for higher energy consumption must be ordered directly and in advance through Global Experience Specialists (GES)

GES Electricians must install all electrical equipment on stands. The exhibitor is responsible for electrical equipment downstream of the supply box provided on the stand, including any converters or transformers needed to power equipment). Electrical power will be available round the clock during the event. Any installations, which do not comply with the regulations, will not be supplied with electricity. The Exhibition Management shall not be liable for loss or damage arising in consequence of technical defects or breakdowns.

Should you require any additional or specific electrical installations, please contact your GES Services Coordinator: Ms. Maya Rice [mrice@ges.com](mailto:mrice@ges.com)

## Maximum Booth Height & Floor Load

**Maximum booth height is: 3.50 meters**

**Maximum floor load capacity: 250 kg/m<sup>2</sup>**

Design of the load-bearing system of joists as well as walls and roofs must be in accordance with the rules and the special fire and evacuation regulations made up by the authorities. The organizers reserve the rights to request further details of the design, materials to be used, etc.

### Empties & Storage:

Empty packaging and other inflammable materials may not be stored at or behind your booth nor in the exhibition halls and corridors. **The Sheraton Chicago Hotel & Towers does not possess premises for the storage of empty crates and packaging during the exhibition. Empty crates and packaging must be removed immediately as the installation progresses and, if necessary, brought back for the dismantling. (See point 16)**

## 4. Tentative Meeting Schedule

### **Thursday, 05/07**

07.00 – 20.00 Booth build-up

### **Friday, 05/08**

08.00 – 10.00 Installation & Cleaning  
10.00 - 18.00 Registration  
13.00 - 17.00 Scientific Sessions  
17.15 - 19.00 Ceremony, Awards & Honorary Lectures  
19.00 - 20.30 Welcome Reception / Exhibitor's Events

### **Saturday, 05/09**

07.30 – 08.15 Instructional Courses  
08.30 - 17.00 Scientific Sessions  
17.00 – 18.45 Poster Session  
19.30 – 23.00 President's Dinner

### **Sunday, 05/10**

07.30 – 08.15 Instructional Courses  
08.30 – 17.15 Scientific Sessions  
17.15 - 18.30 General Assembly  
19.30 – 23.30 Chicago Blues Night

### **Monday, 05/11**

07.30 – 08.15 Instructional Courses  
08.30 - 13.00 Scientific Sessions  
13.00 End of Meeting  
10.00 – 17.00 Dismantling

## 5. Intermissions

During morning and afternoon intermissions, coffee, tea and refreshments will be served in the exhibition area as a courtesy from the ICRS

## 6. Exhibit Hours

The technical exhibits will be opened to the participants and must be operational and staffed in accordance with the following schedule. Please note that the official opening of the exhibition is on Friday at noon.

|          |                    |
|----------|--------------------|
| Friday   | 12.00 - 17.30 hrs. |
| Saturday | 09.00 - 17.30 hrs. |
| Sunday   | 09.00 - 17.30 hrs. |
| Monday   | 09.00 – 10.00 hrs. |

## 7. Installation of Exhibits

Thursday, May 07, 2015, 07.00 – 20.00 hrs.  
Friday, May 08, 2015, 08.00 – 10.00 hrs.

All exhibit construction must be completed by Friday at 10.00 o'clock and all aisles cleared of exhibit material and empty boxes. All components yet to be installed must be within the exhibitor's space. At the official opening on Friday, 12.00 hrs, all exhibits must be fully operational. After this hour, no installation work will be allowed.

## 8. Dismantling of Exhibits

Monday: May 11, at 10.00 AM until 17.00 PM.

Removal of waste packaging (boxes, parcels, etc.) and, in the case of floor space, of the totality of the booth including the carpeting and its adhesive tapes, are the responsibility of the exhibitor, who can order different types of containers according to the volume

## 9. Booth Construction, Furniture - Rental & Technical Equipment

The rental rate of booth space includes the net surface without walls. The exhibit area is carpeted so you do not need to order a separate carpet.

**As a courtesy from ICRS**, an electrical power connection including normal consumption of energy (max. 600 W) for the duration of the exhibition and daily cleaning services (emptying the waste baskets and vacuum cleaning of aisles and booths) will be provided free of charge for all exhibiting companies.

ICRS has appointed the Company [Global Experience Specialists \(GES\)](#) as its local partner for booth construction and exhibition furniture rental. GES can provide a norm-stand to suit your requirements. Whether you already have your own complete concept, or

do not even know where to begin, GES is the right choice offering a wide range of services to facilitate and secure the planning, installation and decoration of your booth.

**A link to the to GES Exhibitor Services Kit will be sent to all exhibitors directly via email**

Please work with GES to ensure you have the correct Chicago Labor to support the build of your booth. If you have any question prior to receiving your GES services kit please contact:

**GES Services Coordinator:**

Maya Rice | [mrice@ges.com](mailto:mrice@ges.com) [www.ges.com](http://www.ges.com)  
Main 312.464.1000 | Fax 312.329.6914  
Direct 312.329.6913 | Mobile 773.617.9676

**Please place your orders by the Discount Deadline; April 10 2015. After that date and during building-up rates will increase to show site pricing**

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## 10. IT & AV - Services

In case of any AV/IT needs, please email to [sseiler@cartilage.org](mailto:sseiler@cartilage.org)

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## 11. Lead System/Badge Readers

The ICRS 2015 Lead System is a fast and easy way to record visitors' contact information. Please order the required number of scanners through the separate order form or contact Mr. Peter Gubo at Webges Company [Peter.Gubo@webges.net](mailto:Peter.Gubo@webges.net)

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## 12. Internet/WLAN/Telephone

All requests for telephone lines, data and communication services must be ordered well in advance at the Sheraton Chicago Hotel & Towers. **As a courtesy, ICRS will provide a complimentary WLAN Internet access in the exhibition area to all exhibitors and a separate Internet corner to participants.**

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## 13. Water Supply Compressed Air

Stands cannot be equipped with water supply, drainage systems and/or compressed air.

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## 14. Flowers / Plants

All requests for rental of plants and floral arrangements to your booth can be ordered with GES.

**GES Services Coordinator:**

Maya Rice | [mrice@ges.com](mailto:mrice@ges.com)  
Main 312.464.1000 | Fax 312.329.6914  
Direct 312.329.6913 | Mobile 773.617.9676

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## 15. Catering Service

Lunch is not included in the congress registration fee. A restaurant in the hotel will be open during the congress hours (against payment of individual consumptions). We recommend to our industry partners, organizing Satellite Symposia to offer lunch boxes to the attendees.

The Catering Service of the **Sheraton Chicago Hotel & Towers** will provide the official congress catering. They offer a varied and comprehensive service to suit all requirements.

**No catering services from outside companies are permitted in the Sheraton Chicago Hotel & Towers**

**Onsite Convention Manager**

Lisa D. Wingerter, CMP  
Phone: + 1 312.329.7022  
[Lisa.Wingerter@sheraton.com](mailto:Lisa.Wingerter@sheraton.com)

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## 16. Freight Forwarding, Custom Clearance & Onsite Handling

**Official Freight Forwarder and on site Handling agent**

DHL Trade Fairs & Events (UK) Limited has again been appointed as the official logistics contractor for the 12<sup>th</sup> ICRS World Congress held at the Sheraton Hotel in Chicago. Please note that due to the union labour regulation all handling process at the hotel via the loading dock can only be carried out via our company and exhibitors can only bring items into venue on their own by hand.

As the only official on-site service provider, we also provide your company with first class transport services by air, express and ocean freight to and from the venue. Should you choose to use another company to provide transport services to the event, please make sure that they will be given our shipping-guide lines.

There will be a strict **lifting schedule** in place to ensure that all goods will be lifted to stand within a set period and same again for break down.

**VERY IMPORTANT INFORMATION**

The Sheraton Chicago Hotel & Towers does not accept deliveries prior to- or during the exhibition. Please kindly note that there is no parking available for commercial vehicles in the unloading area outside the exhibition venue.

During the full build up and dismantling period the freight Elevator/Lift, delivery & collection access will be strictly reserved to DHL Trade Fairs & Events UK Limited & its

partner only for organizational, tight time scheduling and safety reasons. DHL Trade Fairs & Events UK Limited will be controlling the access area, elevator/lift and operating Fork Lifts and mechanical lifting equipment during the above periods, this equipment can be quite hazardous if space becomes limited.

There is also only very limited time available for delivery / collection access within the exhibition centre and to ensure that all unloading, reloading, deliveries and collections are carried out on time, we kindly ask you to respect this fact.

**DHL Trade Fairs & Events also operates a holding warehouse in Chicago where you can deliver cargo up to 2 weeks prior to official build up.**

If you have any questions or queries, please kindly raise any points well in advance in order to avoid any confusion or discrepancies on site.

#### **DHL Trade Fairs & Events UK Limited**

Unit 17 & 21 - 2nd Exhibition Avenue  
Birmingham B40 1PJ, United Kingdom  
ATTN: Mr. Horst Froehling  
FAX : 0044 121 782 4680  
PHONE : 0044 121 782 4626  
E-Mail: [horst@dhl-exh.com](mailto:horst@dhl-exh.com), [www.dhl-exh.com](http://www.dhl-exh.com)

#### **General Information**

All transport, on site handling and customs clearance procedures will be coordinated by DHL Trade Fairs & Events UK Limited and will supervise all on site handling inward and outward directly on site in Chicago.

***PLEASE DO NOT CONSIGN SHIPMENTS DIRECTLY TO THE Sheraton Chicago Hotel & Towers.***

**All bookings MUST be made and emailed to DHL Group Logistics by April 04, 2015. Please refer to the DHL Shipping Manual & Forms on our website.**

#### **17. Insurance - Liabilities**

The exhibitor is liable for all damage caused by himself, by his staff, by his visitors and clients and by any agent acting for him; the exhibitor indemnifies the Exhibition Management in all such cases.

The ICRS and the Sheraton Chicago Hotel & Towers recommend that the exhibitors take out an insurance policy to cover damage and theft to/of their exhibits and their furnishings and fittings during the entire time of the exhibition, including the time for set-up and dismantling as well as during the exhibition days, as the Exhibition Management is not liable for personal or property damage. While your booth is left unattended, we suggest that you keep valuable goods and gifts stored in a secure place.

#### **18. Security & Badge Control**

Although ICRS will contract general security staff during the official congress opening hours, the exhibitors are responsible for their belongings and materials at their booths. A strict badge control will be implemented for security reasons. **Bear in mind that exhibitor badges have no access to scientific sessions.** Personal ID identification can be requested from participants at any time.

Stands designed and fitted out by exhibitors must comply with the safety rules covering fire and security risks in buildings open to the public.

#### **19. Delivery Access / Parking for Trucks**

Please coordinate the arrival of your trucks with DHL Trade Fairs & Events UK Limited **even if you arrange transportation of your equipment on your own.** Trucks on the DHL unloading / loading schedule have always parking preference.

#### **20. Industry Presentations, Workshops & Demonstrations**

**All promotional activities in or close to the congress center others than normal stand activities performed at your booth are subject to approval by ICRS.**

It is not allowed to organize and perform any scientific sessions, meetings, workshops, and demonstrations, which may conflict with the official Meeting Programme. Previous permission of ICRS is mandatory. Hands-on demonstrations or group product demonstration may be conducted in one of our meeting rooms. For information and meeting room reservation, please contact the ICRS Office.

#### **21. Function Rooms – Company Social Events**

Exhibitors are requested to plan major gatherings and social events for the congress participants only in co-ordination with ICRS.

**Exhibitors are not allowed to compete with the official scientific and social programme.**

**The ICRS recommends Saturday evening after the Welcome Reception for the organization of your company social events.**

ICRS is pleased to receive company group bookings for the great Chicago Blues Night on Monday evening. Join us and invite your costumers to an unforgettable Blues Night. Company tables can be reserved at 110 Euros per person. Live music, show, dance, dinner, drinks and transport incl.

**Industry Meeting Rooms at the Sheraton Chicago Hotel & Towers** for company meetings, cocktails, receptions or scientific demonstrations are to be rented with the enclosed form through the ICRS Executive Office. For your catering or AV orders please contact the official Catering /AV Services directly (see point 14)

## **2. Exhibitors' Badges**

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### **1. Access to Exhibition only:**

**Exhibitor staff badges** permit access to the technical exhibition only. A limited number of complimentary Exhibit badges is included in the booth space rental and will be distributed according to the following system:

|                              |               |
|------------------------------|---------------|
| Up to 04 - 09 m <sup>2</sup> | 1 free badge  |
| 10 - 15 m <sup>2</sup>       | 2 free badges |
| 16 - 25 m <sup>2</sup>       | 4 free badges |
| 26 m <sup>2</sup> and more   | 6 free badges |

**Additional exhibit badges may be bought at 250.00 Euro/each** though the enclosed order form.

### **2. Access to the Scientific Sessions:**

Access to the Scientific Sessions is reserved to active participants and is subject to payment of the regular registration fees.

**A limited number of complimentary badges for Scientific Sessions is also included in the booth space rental and will be distributed according to the following system:**

|                              |               |
|------------------------------|---------------|
| Up to 04 - 09 m <sup>2</sup> | 1 free badge  |
| 10 - 15 m <sup>2</sup>       | 2 free badges |
| 16 - 25 m <sup>2</sup>       | 3 free badges |
| 26 m <sup>2</sup> and more   | 4 free badges |

Complimentary badges will bear only the official company name and may be used by any representative of this company.

**It is not allowed to use these complimentary badges to invite company customers.** Please order your badges with the enclosed order form until **April 4, 2015**. We are pleased to send the badges to your office prior to the meeting.

## **23. Booth Confirmation and Allocations**

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To obtain a final confirmation of your exhibition space at ICRS 2015, a signed and completed Exhibitor's application form and **100% payment of booth rental must be received by the ICRS by April 30, 2015**. If full payment is not received until that date, the booth space may be reassigned to other interested companies. Concerning booth allocation requests, the ICRS takes into consideration:

1. **ICRS Corporate membership**
2. **Overall Sponsoring activities**
3. **Size of booth**
4. **Exhibiting history with ICRS**
5. **Date of application**
6. **Past payment history**

**Floor plans:** The ICRS reserves the right to relocate exhibitors and reassign spaces any time if this becomes necessary for a specific reason. If this would be necessary, The ICRS would contact the company immediately.

## **24. Cancellation Policies**

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### **Cancellation for Exhibit & Sponsoring Activities**

Refunds until February 15, 2015, 50 % of the total price. After February 15, 2015 there is no refund. Only written cancellation to the ICRS Office will be accepted.

### **Cancellation of the Congress by the**

**Organiser:** Booth rental rates, sponsoring support and congress registration fees will be reimbursed if the congress is cancelled for other reasons than war, warlike events, and acts of terrorism, epidemic sicknesses, strikes or natural disasters. In the latter circumstances, only a proportion of the paid amount would be refundable.

## **25. Exhibitors' Meeting**

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Company delegates are invited to attend the Exhibitors' Meeting. Your presence and comments are greatly appreciated and taken into account for the further meeting organization. We encourage all Exhibitors to attend this important meeting. It will help to exchange information and ideas with Fellow Exhibitors, Contractors, ICRS Executive Committee Members and the ICRS congress organization.

***Date and Place will be announced shortly before the beginning of the Congress***

## **26. Accommodation & Housing Information**

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The ICRS has made a major commitment to the city of Chicago and to the Hotels Sheraton Chicago Hotel & Towers and Hilton Chicago in order to secure a sufficient block of quality hotel rooms directly at the venue and at competitive discounted rates.

**Exhibitors are requested to book their hotel reservations at the Sheraton Chicago Hotel & Towers March 31, 2015 latest through: [www.cartilage.org/?pid=219](http://www.cartilage.org/?pid=219)**

**Groups:** If you need a larger number of hotel rooms (more than 15 Rooms) for your company delegates, the Sheraton Chicago Hotel & Towers can offer you a contingency of rooms at your disposal.

**Group Reservation Contact:**

Sheraton Chicago Hotel & Towers  
Reservation Department  
Phone: +1 312-464-1000  
Toll Free USA: 800-325-3535  
Email: [crystal.mathis@sheraton.com](mailto:crystal.mathis@sheraton.com)

## 27. Exhibition Area

Drafts of the exhibition plans are available as per mid February 2015 on [www.cartilage.org](http://www.cartilage.org)

**The plans will be updated regularly, and according to additional booth reservations may affect the location or size of your own stand.** If you have any doubt about your location, please check the ICRS Website periodically or contact the ICRS Executive Office. For allocation preferences, please consult § 22.

## 28. Damage Prevention

In order to avoid damages to the interiors of the Congress Centre, it is strictly forbidden to fix or hang anything on the ceilings, walls or pillars. If any material or equipment entrusted to the exhibitors (free of charge or subject to payment) disappears or is damaged, it must be repaired or replaced by the exhibitor. Exhibitors will be charged for any damage they may cause to the floors; they must take all necessary precautions (plastic sheeting, plywood board, etc.) to ensure the protection of the floors. **It is compulsory to put rubber matting or a similar protection under the booth constructions. All cables must be carefully covered and protected.**

## 30. Important Deadlines

|              |  |
|--------------|--|
| Until Feb 15 | 50% cancellation fees for booth space and sponsoring cancellations |
| After Feb 15 | 100% cancellation fee for booth space and sponsoring cancellations |
| Feb 22       | Early Bird Congress Registration Fee                               |
| March 15     | Final booth assignments  |
| March 31     | Group Hotel reservations   |
| April 04     | Exhibitor's badge order form to ICRS                               |
| April 04     | Logistic DHL Ordering  |
| April 15     | Technical Equipment / Furniture ordering                           |
| April 30     | 100 % Payment Booth & Sponsoring must be received by the ICRS      |