

International Master Course on Aging Science

# IMCAS

AMERICAS 2019

THE PLACE TO EXPLORE THE HOTTEST  
TOPICS IN PLASTIC SURGERY,  
DERMATOLOGY & AESTHETIC SCIENCE  
**IN 3 DAYS**

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EDITION N°3

*Exhibitor guide*

# CARTAGENA

COLOMBIA - **AUGUST 1 TO 3**





# 3 DAYS IN CARTAGENA

*Quality science at the heart of beauty*

IMCAS Americas 2019 is totally 'LIVE'.

In each of the three days of the congress a full day is presented live: on Thursday there is the 'live demonstration' series, Friday jumps right into the incomparable Anatomy Workshop on Cadaver, and concluding on Saturday with a whole day of live surgeries. 75 scientific sessions in attractive formats that guarantee a congress with the highest quality in practical and theoretical content.

It is the ideal congress to present the latest in the market and the best techniques and uses for your products. Participate in the exhibition hall and form part of the program with a symposium or a live demonstration.

Celebrate and make yourself known through one of the social events planned at the end of all the days of the congress, such as the Networking cocktail, the Colombian night or the glamorous Gala Dinner. It is the perfect opportunity to socialize in an idyllic environment with speakers, colleagues and industry representatives.

IMCAS Americas 2019 promises top quality science at the heart of beauty, the perfect setting for a unique educational experience that fills the mind and pleases the senses.

IMCAS Americas 2019 es totalmente en 'VIVO'.

En cada uno de los tres días del congreso se presentará una jornada completa en vivo: el jueves habrá una serie de demostraciones, el viernes el incomparable taller de anatomía sobre cadáver, concluyendo el sábado con un día entero de cirugías en vivo. 75 sesiones científicas en formatos atractivos que garantizan un congreso con calidad en cuando a sesiones prácticas y teóricas.

Es el congreso ideal para dar a conocer lo último en el mercado y las mejores técnicas y usos para sus productos. Forme parte de nuestro salón de exposición y participe con un simposio o dentro de la sesión de demostraciones en vivo.

Celebre y dese a conocer mediante uno de los eventos sociales planeados al final de todos los días del congreso, como el cóctel de Networking, la noche colombiana o la glamurosa Cena de Gala. Es la oportunidad perfecta para socializar en un ambiente idílico con los oradores, colegas y representantes de la industria.

IMCAS Américas 2019 promete calidad superior en el eje de la belleza, dando lugar a una experiencia educativa que llena la mente y estimula los sentidos.

Bienvenido a la hermosa Cartagena de Indias.

*— The IMCAS Americas Scientific Board*



thursday

R O O M

1

2

3

4

EXHIBITION  
HALL

	(400)	(360)	(130)	(130)	
	INJECTABLES		PEELINGS	GENITAL TREATMENTS	
	SUSPENDING DEVICES	LIVE DEMONSTRATION	COSMECEUTICALS	INJECTABLES	
1 PM	CONGRESS OPENS				
2 PM	S01	S05	S09	S13	
	Injectables Upper face	Live Demo: fillers, toxins & peelings	Peelings & skin laxity	Female genital refinements my best technique	
3 PM	S02	S06	S10	S14	
	Non-surgical profiloplasty	Live Demo: threads	Deep peels	Vaginal rejuvenation combined treatments	
4-5 PM	COFFEE BREAK				
	S03	S07	S11	S15	
	Prejuvenation: the right time	Live Demo: lasers & ebd	Cosmeceuticals: against the clock	Male genital treatments	
6 PM	S04	S08	S12	S16	
	IMCAS Alert complications with Injectables	Live Demo: lasers & ebd	Anti-aging : Breakthroughs	Target course Injectables	
7 PM	NETWORKING COCKTAIL				



SPONSORED SESSION



SUBJECT TO ADDITIONAL FEES

friday

R O O M

1

2

3

4

EXHIBITION  
HALL

	(400)	(360)	(130)	(130)	
	CADAVER ANATOMY	SYMPOSIUM	FACE SURGERY	PROFESSIONAL BUSINESS	
	INJECTABLES	LASERS & EBD	BODY SURGERY	REGENERATIVE MEDICINE	
	SUSPENDING DEVICES		BREAST SURGERY	SYMPOSIUM	
7 AM	CONGRESS OPENS				
8:30 AM	S17			S35	
	Anatomy on cadaver Periorbital & retrobulbar			Professional business: go digital!	
9:30 AM	S18			S36	
	Anatomy on cadaver midface			Malpraxis: what can i do?	
10:30 AM	S19			S37	
	Anatomy on cadaver lower face & neck			Retain your patients create experiences	
11:30 AM	COFFEE BREAK				
12:00 AM	S20	S25	S30	S38	
	Anatomy on cadaver dangerous zones	Symposium	Lipofilling face the right balance	Cell therapy what's hot	
13:00 AM	S21	S26	S31	S39	
	Anatomy on cadaver genital	Symposium	Upper face & brow lift	PRP: the new filler	
2-3 PM	LUNCH BREAK				
	S22	S27	S32	S40	
	Medical rhinoplasty	Lasers & ebd scar management	IMCAS Alert surgical Complications	Symposium	
4 PM	S23	S28	S33	S41	
	Peribuccal & lips with injectables	Lasers & ebd skin tightening	Breast lift & abdominoplasty	Symposium	
5 PM	S24	S29	S34	S42	
	Vascular complications	Tattoo removal combined treatment	Breast implants: what, when & where	Video class Lasers & EBD	
6 PM	GALA DINNER				
8 PM					



SPONSORED SESSION



SUBJECT TO ADDITIONAL FEES

saturday

R O O M

1

2

3

4

EXHIBITION  
HALL

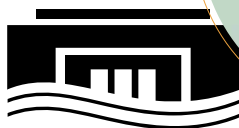
	(400)	(360)	(130)	(130)	
	INJECTABLES			INJECTABLES	
	COMBINED TREATMENTS	CLINICAL DERMATOLOGY		COMBINED TREATMENTS	
	REGENERATIVE MEDICINE	BODY SHAPING	LIVE SURGERY	REGENERATIVE MEDICINE	
7 AM	CONGRESS OPENS				
8:30 AM	S43	S51	S59, S60, S61	S67,	
	Planning rejuvenation youth for ages	Melasma & skin of color		Male treatments Face	
9:30 AM	S44	S52	LIVE SURGERY Lipofilling & liposuction	S68	
	Non-surgical facelift	Eczema, rosacea & psoriasis		Male combined treatments body	
10:30 AM	S45	S53		S69	
	IMCAS Alert Thread complications	Hyperhidrosis		Adapting morphology male to female	
11:30 AM	COFFEE BREAK				
12:00 AM	S46	S54	S62, S63	S70	
	Combined treatments face rejuvenation	Symposium	LIVE SURGERY Breast augmentation	Hair restoration Stem cells & PRP	
13:00 PM	S47	S55		S71	
	Combined treatments: tips and tricks	Symposium		Medical hair restoration	
2-3 PM	LUNCH BREAK				
	S48	S56	S64, S65	S72	
	fillers & botulinum toxins	Body contour hot to cold		Tattoo removal: best techniques	
4 PM	S49	S57	LIVE SURGERY Face surgery	S73	
	Face shaping a matter of volume	The battle of cellulite		Contributing lectures	
5 PM	S50	S58	S66	S74	
	Lower face & neck rejuvenation	Buttock modeling techniques	Pre & post op safety in surgery	Target course - Lipofilling face	
6 PM	CONGRESS ENDS				
8 PM					



SPONSORED SESSION



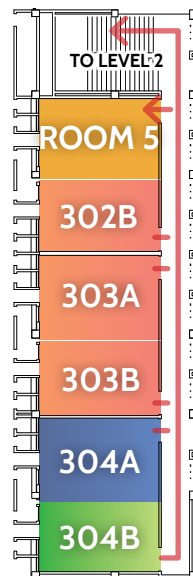
SUBJECT TO ADDITIONAL FEES



## CENTRO DE CONVENCIONES CARTAGENA DE INDIAS

Booth quantity: 45  
Conference capacity: 800  
Circulation flow: 1000

### Level 3



### Level 2



#### Sponsorship packages

level of sponsorship	sponsorship required in USD	sqm	qty
Standard	< 3,900	3	7
Classic	3,900	6	22
Bronze	6,900	9	12
Silver	12,900	12	2
Gold	19,900	18	2

#### Areas - Áreas

- Circulation flow  
Flujo de circulación
- Welcome desk  
Recepción
- Conference room  
Sala de conferencia
- Exhibition  
Salón de exposición
- Internal use  
Uso interno
- Speakers' preview & club lounge  
Sala de carga de presentación y club lounge
- VIP space  
Espacio VIP

- Training village
- Meeting room
- Treatment room

#### Activities - Actividades

- Coffee & lunch  
all day coffee, tea and soft drinks  
Café y almuerzo  
café, té y refrescos durante todo el día
- Video paper  
Escenario de exposición de videos
- IMCAS Academy



# More than 120 innovative products to sponsor

AV & IT SERVICES	USD	QTY
RECORDING		
video (up to 50 min)	1,000	2
video (1 to 2 hours)	2,000	2
video (one day)	3,000	9
video (cadaver workshop)	3,000	2

BUSINESS SERVICES	USD	QTY
badge scanner	600	40
meeting room (20/45 pax - 1 day rent)	2,000	3

DELEGATE SETS	USD	QTY
notepads & pens	2,000	1
water bottles	2,000	1
USB key	5,000	1
logo on registration bar code letter	5,000	1
ID badges & lanyards	7,000	1
Congress bags	8,000	1

DIGITAL MEDIA ADVERTISING	USD	QTY
DIGITAL AD		
ad on TV commercial - 30 secs	1,000	20
video on TV commercial - 2 min	1,200	10
NEW advert on digital totem	2,000	2
WIFI sponsor	6,000	1

WEB AD	USD	QTY
announcement on our Twitter page	500	4
ad on our website	1,400	2
announcement on our Facebook page	2,000	1
ad on IMCAS live mobile website	3,800	1
IMCAS Academy - dedicated company platform	6,000	1

E-BLASTS	USD	QTY
e-blast pre-congress	1,200	20
e-blast post-congress	1,200	10
editorial newsletter	8,000	1
DIGITAL AD Kit		
5,300€ NEW digital ad kit - 5 products (Twitter ad, website ad, video on TV commercial, e-blast pre & post congress)	4,700	2

EDUCATIONAL GRANT ACTIVITIES	USD	QTY
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CADAVER WORKSHOP		
cadaver workshop live anatomy	6,000	3
cadaver workshop live anatomy - including live streaming in different cities	10,000	1

LIVE SURGERY COURSE		
live aesthetic surgery course:: plastic surgery & surgical anatomy	6,000	4
NEW live aesthetic surgery course - including live streaming in different cities	10,000	1

TOPIC MODULE		
NEW 10-12 minute lecture	900	10
cosmeceutical module	1,800	2
regenerative medicine & lipofilling module	2,800	1
clinical dermatology module	3,000	1
NEW surgery module	4,000	1

WEBINAR		
webinar educational grant (1 hour)	3,000	1

E-LEARNING IMCAS ACADEMY	USD	QTY
publication of your 15-min guest lecture / 8-min new tech lecture	300	15
publication of your 1-hour symposium	1,800	4
ACADEMY Kit		
14,000€ NEW academy kit - 2 products (educational grant webinar & symposium with live demonstration webinar)	11,500	1

EXPERIENCES AND EVENTS	USD	QTY
EVENTS		
networking cocktail (open to all delegates and exhibitors)	3,200	1
VIP social event	15,000	1

GALA		
gala dinner table	2,500	2
gala dinner	6,000	1

FOOD & BEVERAGE		
NEW eat & visit	680	4
NEW «Granizados» cart with palenquera	1,180	3
coffee & lunch stations (open to all delegates)	2,450	2
VIP delegate lounge (open to VIP registrants)	3,600	1

LEISURE		
photo booth	2,500	2
selfie corner	4,000	2

INSERTS	USD	QTY
flyers on display rack	500	10
insert in congress bags	1,100	10

KOL	USD	QTY
hotel room drop	5,000	1
club lounge	5,200	1
advisory board	10,000	1
faculty dinner	15,000	1

PROGRAM ADVERTISING	USD	QTY
e-program (1/9 page - letter format)	1,100	15
daily journal (1/12 square - A3 format)	1,200	12
pocket guide (1/24 vertical - W40cm x H43.5cm format)	1,500	6
final program (1/3 vertical or horizontal - letter format)	2,500	15
advance program by post mail (1/3 vertical or horizontal - letter format)	3,000	3
PROGRAM AD Kit		
9,300€ NEW program ad kit - 5 products (daily journal, e-program, final program, pocket guide, advance program by post mail)	7,500	4

LEAFLET		
cosmeceutical module program leaflet	1,000	1
regenerative medicine & lipofilling module leaflet	1,000	1
clinical dermatology module leaflet	1,000	1
cadaver workshop live anatomy leaflet	2,000	1
NEW surgery module program leaflet	2,000	1

SIGNAGE	USD	QTY
DIRECTIONAL SIGNAGE		
directional panels (logo on all available directional supports)	1,500	8

PASSAGE SIGNAGE		
set of floor stickers	750	5
NEW hanging advert banner inside exhibition space	850	4
stand-up banner	1,000	5
NEW hanging advert cube	1,400	8
exhibition hall arc	1,600	2
cell phone charging station	2,500	2
water fountain	2,600	1
NEW welcome desk arc advert	3,500	2

WELCOME SIGNAGE		
logo on welcome desk	800	10
stand-up banner at main entrance	950	2
logo on outdoor arc at main entrance	1,100	4
ad on pillar at welcome desk	1,700	4
NEW advert sticker on glass door	2,600	2
ad on main entrance arc (one side)	3,500	2

SPONSORED ACTIVITIES	USD	QTY
LECTURE		
8-min new tech lecture	400	7
15-min guest lecture	600	20

NEW 20 MIN LIVE DEMONSTRATION + ACADEMY		
fillers, toxins, peelings	2,500	3
lasers, lights, EBD & body shaping	2,500	6
threads	2,500	3

SYMPOSIUM		
1-hour symposium (100/150pax)	6,000	3
1-hour symposium (250/400pax)	8,000	4

SCENOGRAPHY		
NEW scenography: all-in-one (lighting, sound, scenic, video) - room capacity up to 250 attendees	5,000	2
NEW scenography: all-in-one (lighting, sound, scenic, video) - room capacity from 250 to 400 attendees	7,000	2

WORKSHOP		
NEW breakfast & learn (1 hour)	2,500	2
training lab 10/25 pax (1 day)	3,500	9

WEBINAR		
NEW live demo» webinar (1 hour)	11,000	1

Guide

- \* sole sponsor
- \* sole product (can be chosen without booking a booth)
- NEW new product
- Kit enjoy a 15% discount

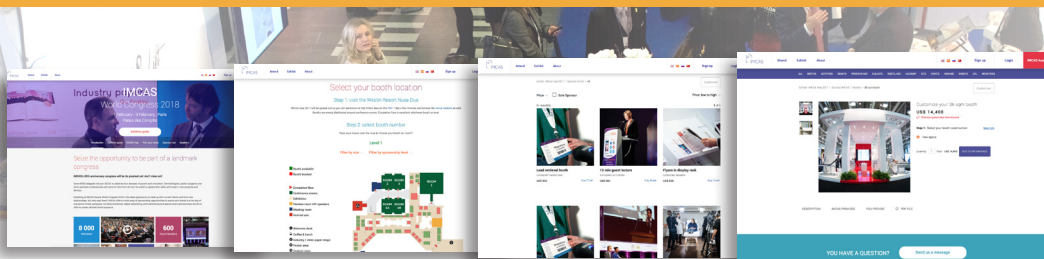


# Here's how to join us in 3 steps!

## 1 CHOOSE YOUR SPONSORSHIP LEVEL

MINIMUM INVESTMENT	Standard < 2,900 USD	Classic 3,900 USD	Bronze 6,900 USD	Silver 12,900 USD	Gold 19,900 USD
AVAILABLE QUANTITIES	7	22	16	2	2
EXHIBITOR BADGES	2	3	4	5	6
DELEGATE BADGES	1	2	3	4	5

## 2 GO ON **IMCAS.COM** - BOOK YOUR BOOTH AND CREATE YOUR PACKAGE



## 3 CHECK OUT AND PROCEED FOR PAYMENT



# You're done

### CONTACT US

Paris [INDUSTRY@IMCAS.COM](mailto:INDUSTRY@IMCAS.COM) / +33 1 40 73 82 82

Colombia [INDUSTRY-AMERICAS@IMCAS.COM](mailto:INDUSTRY-AMERICAS@IMCAS.COM) / +57 1381 9661

### TERMS AND CONDITIONS

#### Purchase priority

All products are subject to availability.

In case of overbooking, purchase orders will be processed on a first-come, first-served basis.

In case of a prior offer of the same product at the time of its receipt, IMCAS reserves the right to withdraw the product chosen. In such event, IMCAS will get in contact to notify and discuss further alternative options.

#### Order confirmation

By submitting a Purchase Order through our online portal, the buyer formally makes a legally binding offer to IMCAS.

Each sponsoring company may order a maximum of 2 sponsorship packages upon availabilities.

You will then immediately receive a confirmation email with the corresponding invoice.

Within the following 72 hours after its receipt, the asked deposit should be paid.

#### Payment

#### Payment deadlines:

##### Booking before April 15, 2019:

-50% payment due upon reception of invoice & 50% balance before October 15 - 2018

##### Booking after April 15, 2019:

-100% upon reception of the invoice

#### Payment options:

-by bank transfer (bank data references is attached with the invoice), or:

-by credit card (Mastercard, Visa or American Express: payment secure link will be sent to you upon request)

Nota: payment failure within deadline will automatically offset your order and the products will be released.

#### Cancellation

Cancellation must be made in writing.

##### Cancellation received before April 15, 2019:

-50% of the invoice total amount will be charged

##### Cancellation received after April 15, 2019:

-no refund





registration fees	DELEGATE BADGES (full access to the congress)		EXHIBITOR BADGES (partial access to the congress)	
	number of ordered physician badges / corporate badges	applicable discount	number of ordered exhibitor badges	applicable discount
> Physician badge (practicing doctor) -> 590 USD	over 15 badges	10%	over 15 badges	10%
	over 25 badges	15%	over 20 badges	15%
> Corporate Professional badge (industry representative, corporate individual, scientist, researcher) -> 590 USD	over 50 badges	18%	over 30 badges	18%
	over 70 badges	20%	over 40 badges	20%
> Exhibitor badge -> 80 USD	over 90 badges	25%	over 50 badges	25%

## AS EASY AS 1,2,3 !

## ♦ WHAT is the purpose of the group registration?

To gather all registrations of companies who wish to purchase at least 15 badges under one platform.

## ♦ WHY should you register your participants through the group registration platform?

- > save time
- > take advantage of group registration discount: the more delegates and exhibitors are registered, the higher the discount rate!
- > take advantage of the early bird fee until the closing of the platform on Monday, July 15 (11:59 PM Paris time)
- > obtain one invoice per entity/company branch/business partner

## ♦ WHO is involved in the process?

The group registration Administrator of the company has the following duties:

- > coordinate the global group registration of the company
- > create registration lists for the branches, subsidiaries, distributors or any other entity wishing to invite participant(s) to the event -> one registration list per accounting entity should be created, as separate invoices will be issued
- > assign a Manager per registration list and follow up with all the Managers

The group registration Manager has the following duties:

- > register participants to his/her list
- > pay his/her own invoice corresponding to his/her list

## ♦ HOW to use the group registration platform?

1. Administrator opens the registration list(s), and assigns one Manager per list
2. Each Manager receives an email containing login/password and instructions to proceed
3. Managers fill in registration list(s) with their participants' details
4. When the deadline for modifications is reached - Monday, July 15 (11:59 PM Paris time) -> registration list(s) are automatically closed up
5. Each Manager receives an immediate automatic acknowledgement with the corresponding invoice attached
6. Payment should follow on our bank account within the following 72 hours
7. Managers can download all confirmation letters when the general amount due is cleared off in our bank account

## ♦ WHAT happens after the closing of the platform and WHAT are the methods of payment?

- > after closing of the platform, your list will be automatically validated and no badge modification will be possible on it. Each badge amendment will be charged (see below chapter)
- > the percentage of the discount is binding, which means that 1/ the company's Administrator holds the responsibility of getting all payment done at 100% and 2/ all Managers are benefiting from the same discount AT THE CONDITION ONLY that all payments are done on due time> credit cards, bank transfers, ALIPAY are accepted
- > should one of the Manager's invoice not be paid by the due date, then the whole discount benefit will be removed and all the Managers invoices will have to be paid with a discount placed at zero
- > credit cards, bank transfers, ALIPAY are accepted

## ♦ HOW can a registration be modified?

The part dedicated to the update of the badges already registered will be available after the closing of the platform. The following badge changes will be subject to charge (30 USD per change):

- > name misspelled
- > wrong specialty - country - email
- > changing the registration from one participant to another (pay attention that your new participant can be entitled to the badge type, otherwise the change won't be validated)

The changes will be achieved only after the general amount due has been cleared off in our bank account (credit cards, bank transfers and alipay are accepted). After reception of the payment, the updated confirmation letter will be ready for download on the platform.

# WHERE TO GO THIS UPCOMING SEASON?

Whether it's escaping to Bali, exploring Cartagena de Indias, coming to Paris, or learning from your private plane, IMCAS knows the route to the leading subjects in plastic surgery, dermatology and aesthetic science. Simply follow your needle and your scalpel...



IMCAS **ASIA 2019**  
BALI - JULY 5 TO 7

IMCAS **AMERICAS 2019**  
CARTAGENA - AUGUST 1 TO 3

IMCAS **ANNUAL WORLD CONGRESS 2020**  
PARIS - JAN 30 TO FEB 1

[contact@imcas.com](mailto:contact@imcas.com)  
[WWW.IMCAS.COM](http://WWW.IMCAS.COM)

*Don't take our  
word for it\**

«Muy bien el programa científico y la información preparada para los participantes. Un gran éxito!»

Martha DE LA ROSA MORALES,  
Cosmetic surgeon, Colombia

«Great Event. It was a pleasure to participate. Experts from different parts of the Americas were invited and the talks, exchange of experiences and discussion was in high level.»

Andre FERRAO VARGAS,  
Plastic surgeon, Brazil

\* FEEDBACK FROM IMCAS AMERICAS 2018

## WHAT ABOUT LEARNING ANYTIME FROM ANYWHERE?

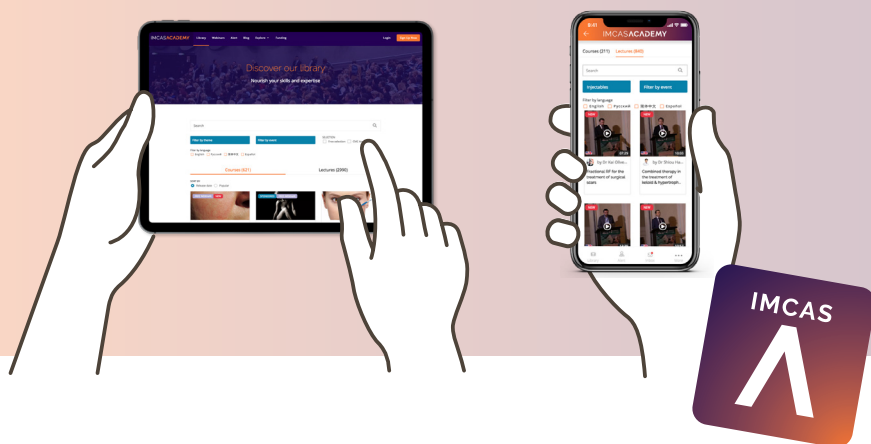
# IMCASACADEMY

E-LEARNING PLATFORM  
■ DISCOVER IT ONLINE ON  
**IMCASACADEMY.COM**

2,979  
VIDEOS

500  
LEARNING  
HOURS

800  
EXPERT  
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