



International Cartilage Regeneration  
& Joint Preservation Society

## ICRS REGIONAL MEETING - APPLICATION FORM

**Summary:** The ICRS REGIONAL MEETING is a franchise opportunity that allows ICRS members to partner with external institutions to organize and host educational events focused on cartilage regeneration and joint preservation under the ICRS brand.

**Process:** Local organizers send their application to the ICRS Office, which first verifies that the eligibility criteria are met and then forwards the application to the ICRS Education Committee for their approval of the scientific program. Next, the ICRS Executive Board is asked to grant final application approval.

**Event Name:**

**Dates:**

**City:**

**Country:**

### **Applicant (Franchisee)**

**Name of the organization:**

**First Name:**

**Last Name:**

**Title:**

**Degree:**

**Email:**

**Phone:**

**Signature:**

## **1. Conditions:**

**Franchise fee:** € 10'000 lump sum. The franchise fee must be transferred to ICRS at least two months before the event.

**Eligibility criteria:** ICRS ensures consistent quality across all regional meetings. To achieve this, Franchisees must adhere to the established conference structure and content standards. The ICRS Office has developed guidelines or standards for selecting speakers, topics, and presentations, which will help local committees tailor content to regional needs.

To be considered for approval, applications must meet all criteria listed below.

### **A. Quality Assurance:**

- ICRS approves the scientific content of the meeting.
- ICRS controls the corporate branding.
- After the event, a post-event survey must be conducted in collaboration with ICRS, and results must be made available to ICRS.

### **B. Benefit for ICRS members, and visibility of ICRS members**

- ICRS members in good standing receive at least 25% reduced registration fees.
- At least one organizing committee member must be an ICRS Member.
- At least one ICRS Executive Board / General Board Member should be on the invited faculty as a keynote speaker.
- The scientific agenda needs to include talks on both clinical and basic science.

### **C. Division of labor and separation of responsibilities**

- The ICRS bears no financial responsibility and has no profit/loss participation.
- The local committee is responsible for the organization of the entire event on site, including the handling of registrations, sponsoring and accounting.
- The local committee agrees to place appropriate ICRS marketing materials (inserts, advertisements, leaflets, etc.) free of charge. The ICRS Office will provide the promotion material.
- The local committee requests permission to forward participant registration data including email addresses to the ICRS Office after the event.



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## 2. Benefits for the Franchisee

- **Marketing and Promotion:** Franchisees will benefit from national and international marketing campaigns conducted by the ICRS, as well as guidance on local marketing strategies to attract attendees.
- **Established Brand Recognition:** Franchisees will receive the rights to use the ICRS brand name, logo, marketing materials and marketing channels for promoting their events. This allows the reputation and credibility of the ICRS brand to be used to attract participants and sponsors.
- **Seal of Excellence:** ICRS carefully selects Franchisees who share the ICRS vision and commitment to event standards. Only the highest quality applications are approved.
- **Speaker Acquisition:** Guidance and support will be offered in securing speakers for the events, leveraging the network and reputation of the ICRS.
- **Networking Opportunities:** Franchisees gain access to a global network of clinicians, academics, and industry professionals within the cartilage and joint preservation community.
- **Profit Potential:** Franchisees have an opportunity to generate revenue through ticket sales, sponsorships, exhibitor fees, and other revenue streams associated with hosting events. The ICRS does not share in the revenue.

## 3. Costs for the Franchisee

- **Franchise fee:** € 10'000 lump sum.
- **Organization costs:** The Franchisee carries the full costs for the event organization, including participation and travel costs for ICRS-affiliated organizers and speakers.