

# **25<sup>th</sup> Annual Meeting of the Society in Europe for Simulation Applied to Medicine**

**12 – 14 June 2019**

## **Exhibition, Sponsorship and Advertising Prospectus**



2019 marks SESAM's 25<sup>th</sup> Anniversary and The SESAM exhibition is an integral part of the SESAM Annual Meeting, where your company has the opportunity to showcase, promote and discuss your latest products, services and research to over 700 participants.

The SESAM 2019 Exhibition will help your company:

- ✓ Pave the way for tomorrow's sales by building your brand
- ✓ Launch and promote new and key product lines
- ✓ Close sales by meeting directly with decision makers
- ✓ Meet strategic industry players and build relationships
- ✓ Gain competitive intelligence and stay up-to-date with industry trends



SESAM will deliver exhibit hall traffic for exhibitors in both the Clyde and the Forth halls by:

- ✓ Welcome Reception – Pàrtaidh fàilte will be held in both the Clyde and the Forth with Scottish-themed activities to encourage movement around the spaces.
- ✓ Daily refreshment breaks and lunches served in both the Clyde and the Forth
- ✓ Seminar Sessions and Workshops located in each building, with access via either the Clyde or the Forth
- ✓ Interactive exhibitor competitions; more information to follow
- ✓ Industry passes for exhibition-only viewing available to non-conference attendees and exhibitors, to invite key clients and prospective customers to view your products and services

## Get Exposure to the World's Best

Tap into the largest market of simulation professionals from Europe's largest organisation by attending SESAM 2019

- ✓ Over 45% of attendees are key decision-makers
- ✓ 20% of attendees are medical practitioners working in the field
- ✓ Over 25% of attendees are within education



SESAM attracts simulation professionals from over **82 countries worldwide**

The top 10 countries:

- United Kingdom
- France
- USA
- Portugal
- Germany
- Netherlands
- Spain
- Poland
- Norway
- Switzerland

## Exhibition Packages

Package inclusions	Platinum Partner	Gold Partner	Silver Partner	Exhibitor
Costs	€19,000*	€12,825*	€8,075*	3m x 3m - €6,175* 3m x 2m - €4,180* 2m x 2m - €3,135* Table top - € 800*
Exhibition Space	5m x 5m (25m²) space only stand	4m x 4m (16m²) space only stand	3m x 3m (9m²) shell scheme stand	Shell scheme stands 4m²/6m²/9m² Table top stands
	<p>Space only stands do not include any furniture, walling, electrics, carpet etc. These can be arranged at an additional cost.</p> <p>Shell scheme stands include: white shell scheme stand, nameboard, 13 amp socket (500 watt rated), spotlights, carpet, 1 table and 2 chairs.</p> <p>Table top stands include: 1 x poster board with nameboard, 1 table and 2 chairs (companies booking table tops are only permitted to purchase 1 stand at SESAM). Stand location will be allocated closer to the event.</p>			
SESAM 2019 Website and Conference App	All exhibitors receive the following on the website: company name, logo, contact details and link to website			
Additional elements	200 word biography and link to pdf brochure or advert	100 word biography and link to pdf brochure or advert	50 word biography and link to pdf brochure or advert	x
Digital Conference Programme	All exhibitors receive the following in the digital conference programme: company name, logo, contact details and link to website			
Additional elements	A full page advert in the programme	A half page landscape advert in the programme	A quarter page portrait advert in the programme	x
Logo on Conference Session holding slide	✓	✓	✓	x
Conference Bag insert**	✓	✓	✓	x
Exhibitor Conference Passes (inc. conference sessions and catering, these passes are not entitled to CME points)	10	8	6	3m x 3m – 4 3m x 2m – 3 2m x 2m – 2 Table top – 1
Industry Workshop Session Hands-on product/equipment demonstration	✓	x	x	x

## Shell Scheme Packages

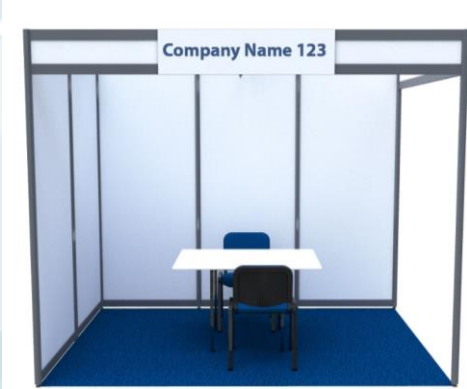
The package prices include the following:

- Shell scheme structure with fascia board for company name (20 characters on name board, including printing)
- 1 x 500w power supply is provided as standard to all stands
- LED spotlights
- Carpet (blue)
- 1 x conference table and 2 x conference chairs

Additional equipment and furniture can be ordered via the SESAM Exhibition Team, subject to availability.

Additional items which can be ordered via the SESAM Exhibitor Registration Site include:

- Full Conference passes
- Exhibition Visitor Passes
- Exhibitor Passes
- Private Meeting Spaces



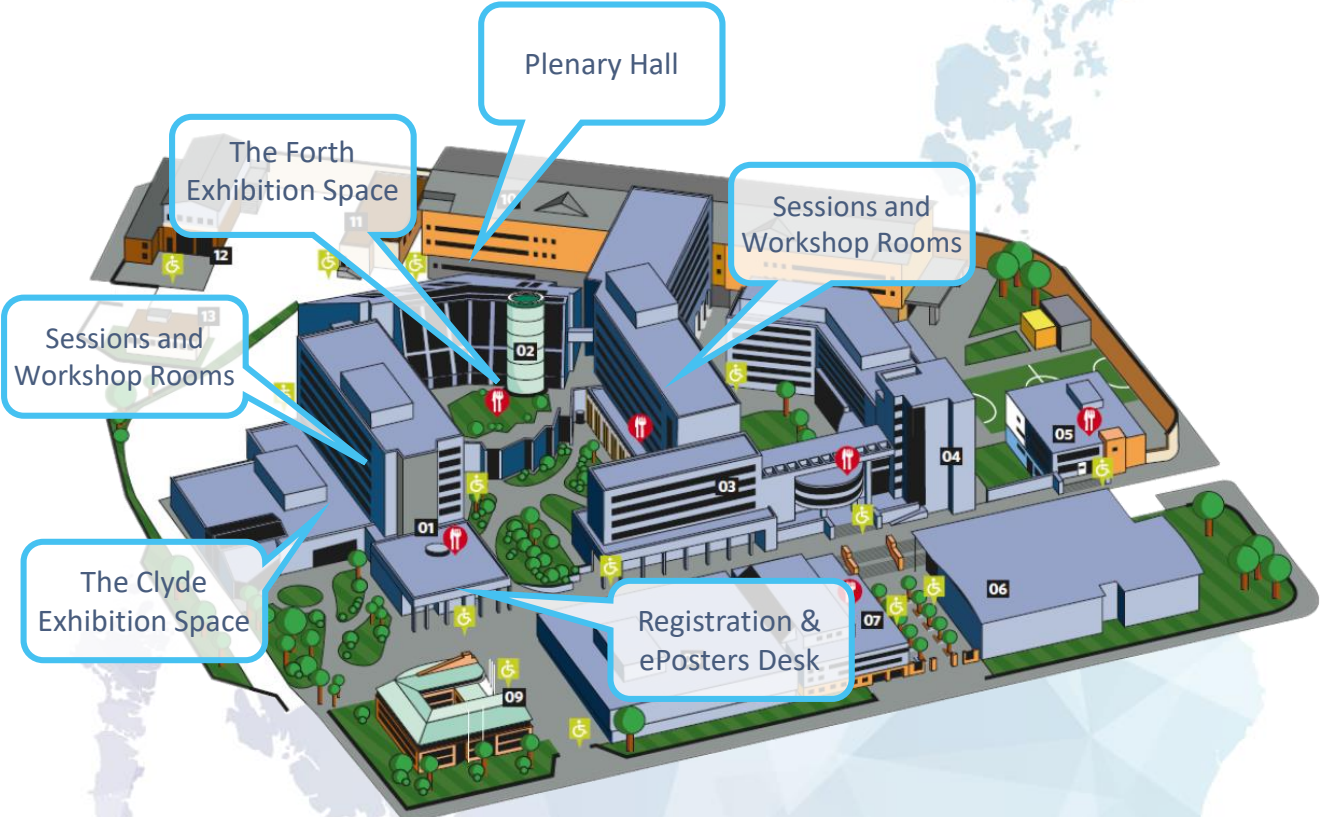
Furniture and graphics used above are for illustration purposes only.

\* All prices shown are exclusive of VAT

\*\* Conference bag insert – promotional materials which can include A4 flyer, Brochure (max 4 pages A4) or promotional items to the value of €5 each

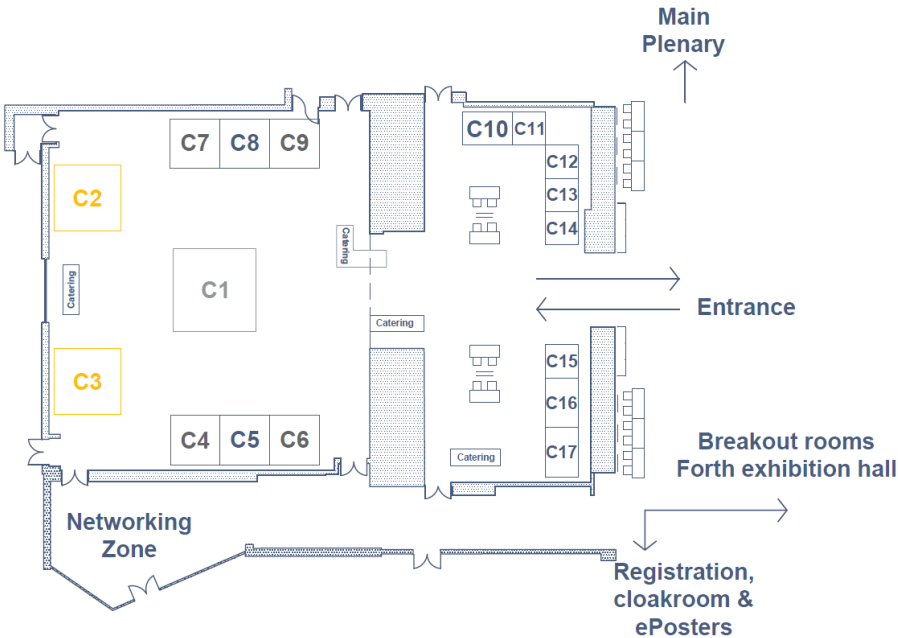


# GCU Site Plan



## Exhibition Floor Plans

### The Clyde



### Exhibition Packages

Platinum Partner  
Stand C1

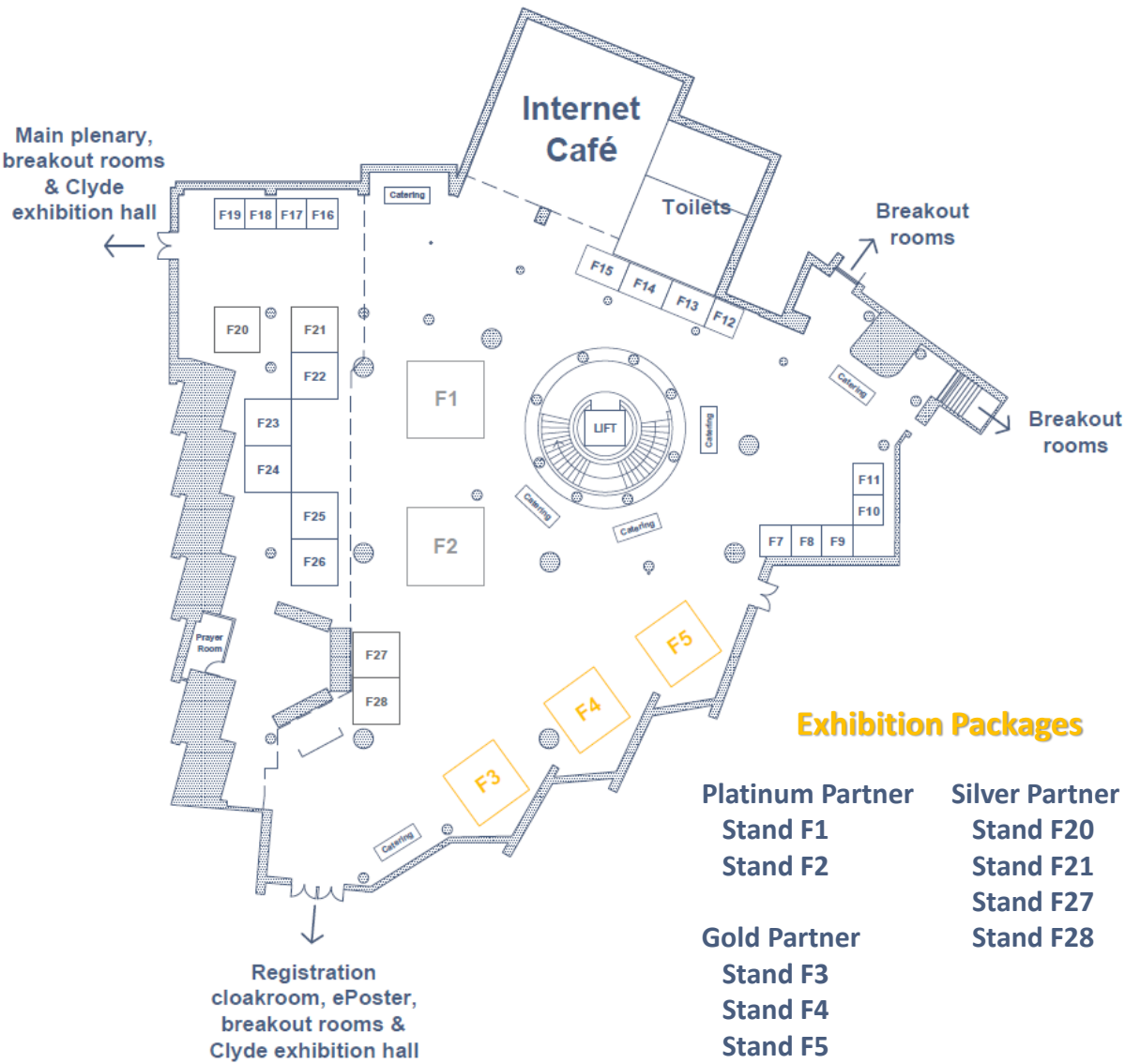
Gold Partner  
Stand C2  
Stand C3

Silver Partner  
Stand C4  
Stand C6  
Stand C7  
Stand C9

Please note that floor plans are subject to change.

# Exhibition Floor Plans

## The Forth



Please note that floor plans are subject to change.

## Sponsorship Packages

<b>Conference Bags</b> – A natural cotton shopper tote bag (cotton, long handle) with your company logo on the reverse side of the SESAM logo.	€3,000
<b>Conference Lanyards</b> – A 15mm flat poly lanyard with both the SESAM and your company logo.	€1,500
<b>Refillable Water Bottles</b> – Ensure that the delegates stay hydrated whilst promoting your company. Glasgow Caledonian University has an EcoCampus Platinum award and offers free, clean water throughout the site.	€1,500
<b>Umbrellas</b> – The great British weather can never be trusted; let your company's brand protect the delegates on the walk to the plenary, whether rain or shine.	€6,000
<b>Pedometers</b> – Help delegates achieve their 25,000 steps during SESAM and be one step ahead of your competition.	€3,000
<b>Conference bag inserts</b> – Provide the delegates with information on your latest products or a branded promotional gift for them to take your brand home.	€ 500
<b>Conference App</b> – Be the sponsor that can provide all the conference information at a touch of a button with your company brand on each page of the official conference app.	€3,000
<b>Internet Café in the Forth exhibition area</b> – Help keep the delegates online at the Internet Café, including branded walling, computer screens and the option for delegates to print their boarding passes, thanks to your brand.	€3,000
<b>Networking Area in the Clyde exhibition area</b> – Give the delegates a space to network and enjoy a coffee and a taste of Scotland. With a dedicated Barista Coffee Station*, Scottish treats* and a brandable video wall.	€5,000
<b>SESAM 25<sup>th</sup> Anniversary Pin Badge</b> – Help celebrate the 25 <sup>th</sup> Anniversary by sponsoring the official celebration badge.	€1,000
<b>Cloakroom Service</b> – With branding opportunities on the cloakroom structure as well as the cloakroom tickets, a great opportunity to provide this delegate service.	€1,500
<b>Student Task Force</b> – “They’re here to help” so get them to get your brand out there in every session, helping the delegates.	€2,000
<b>ePosters</b> – Help support the research of the future with the dedicated ePosters in the main registration area.	€5,000
<b>Directional Floor Vinyls</b> – Help the delegates find their way around the campus, as well as to your stand, with these directional floor vinyls.	€P.O.A.
<b>Product Showcase Sessions</b> – Give the delegates hands-on experience of your products in these showcase sessions; includes a dedicated meeting room for 60 minutes for breakfast or lunchtime sessions. <i>Subject to availability.</i>	€ 500
<b>Charging Zone</b> – Be the power behind the conference with two dedicated lockable charging stations for delegates’ devices.	€3,000

## Advertising Packages

<b>Conference Website</b> – Carousel advert on the front page of SESAM Website with weblinks to your company website.	€2,500
<b>Delegate Communication</b> – Have 2 direct pre-event emails to delegates** to advertise your product/services at the event.	€1,500
<b>Plenary leaflet seat drops</b> – Provide the delegates with information on your latest products through a targeted leaflet drop.	€1,000

Further details and specific details for all sponsorship opportunities can be found on the SESAM Exhibition Registration site  
 All opportunities are subject to approval by the SESAM Executive Committee  
 All printed material is provided as one colour logo unless otherwise stated  
 \* 500 inclusive cups of coffee and 500 Scottish treat, additional items can be purchased  
 \*\*only to delegates who have opted in to receive information regarding SESAM 2019 and contact from third parties

All prices shown are exclusive of VAT



**SESAM**  
SPONSORING EUROPEAN SIMULATION  
 THROUGH INFLATION

SOCIETY FOR  
 SIMULATION IN EUROPE



# Be part of SESAM 2019

## Exhibition Packages

[\[CLICK HERE\]](#)

Full details can be found on the Exhibitor Booking Site including floor plans, available stand locations, specifications and exhibitor information. Full terms and conditions are also available.

## Sponsorship & Advertising opportunities

[\[CLICK HERE\]](#)

Full details of all sponsorship and advertising opportunities can be found on the Exhibitor Booking Site, including opportunities, number available and specifications. Full terms and conditions are also available.

Should you wish to talk about other potential opportunities, please do not hesitate to contact the SESAM Exhibition Team.



## SESAM Exhibition Team

### Sales:

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