

Rheumatology 2017 Sponsorship Options

Connect with key decision makers and contribute to a world class programme at the UK's leading rheumatology event.

Rheumatology, the largest event hosted by the British Society for Rheumatology each year, attracts approximately two thousand attendees from over fifty countries with a world class programme of sessions, networking opportunities and chances to meet with industry partners.

The British Society for Rheumatology (BSR) is the professional medical association for rheumatology and musculoskeletal medicine. BSR now incorporates British Health Professionals in Rheumatology (BHPR) and British Society for Paediatric and Adolescent Rheumatology (BSPAR), our membership is made up of the whole multi-disciplinary team including consultant rheumatologists, trainees, specialised nurses, physiotherapists, occupational therapists, psychologists and GPs with special interest in rheumatology. Through provision of high quality educational resources, production of NICE approved guidelines and access to a network of multidisciplinary colleagues, we support clinicians at all levels to deliver the highest quality care.

The conference programme is produced by the Heberden Committee, formed of highly-regarded, multidisciplinary participants led by submissions and suggested content from BSR members. Included within the programme, eight symposia slots and up to ten innovation sessions are available to sponsors.

Why should your organisation attend Rheumatology 2017?

By sponsoring or exhibiting at the event, you can:

- Establish your organisation as a leader and a supporter of the profession to over 2,000 BSR members, attendees at all levels and among other industry partners
- Raise the profile of your brand in a competitive market
- Input into education through symposia and innovation sessions
- Development awareness for new initiatives
- Engage with decision makers who influence your business.
- Network with your target audience
- Demonstrate new products or services

Rheumatology 2016 statistics and feedback

1802 Delegates attended Rheumatology 2016, a pleasing turn out in a difficult year competitively and politically in the face of the NHS doctor's strike. The delegate breakdown is representative of a standard year and we expect 2017 to be a record breaker as attendee numbers have been growing on average and Birmingham is always our most popular venue.

2016 Delegate Breakdown by category

	% of attendees
	100
Rheumatology consultant / Specialist	35
Trainee / Student	16
Academic / Researcher	13
Nurse	12
Doctor / GP	7
Administrator	6
Allied Health Professionals (excluding nurses)	5
Pharmaceutical representative	3
Non-rheumatology consultant / specialist	1
Paediatric Rheumatologist	1
Pharmacist	1

What our delegates say about us

98% said they would recommend the event to a colleague

97% said the conference was a key date in their professional calendar

"Attending the BSR conference has been a wonderful opportunity to stay updated and to learn more about other areas of research, as well as the best standards of clinical practice."

Consultant Rheumatologist, University College London

Who would our attendees like to meet in the exhibition hall?

Our attendees had great feedback about the exhibition hall in 2016. Suggestions for what they'd like to see alongside our long standing partners and familiar faces future included...

3D scanner uses in rheumatology

Orthotics

Biologics and biosimilars in particular

Diagnostic companies

Practical information and aids for patients

Primary care prescribing

Rehabilitation equipment

Injection therapies

Ultrasound

Videocapillaroscopy

"All companies play a role and it's great to link in with exhibitors"

Rheumatology 2017 delegate

Sponsorship packages

For maximum exposure before, during and after the event including recognition in BSR marketing materials, select a sponsorship package.

Rheumatology 2017 platinum sponsor

£90,000

Evening industry supported symposium including promotional chair drop
100m2 stand in a prominent position
20 exhibitor passes
Five complimentary delegate passes
Onsite advertising at registration area
Corporate suite for duration of conference
10% discount on supplements within *Rheumatology* journal
Two pink sponsorship opportunities and two green options

Rheumatology 2017 Gold sponsor

£70,000

Morning industry supported symposium including promotional chair drop
100m2 stand
20 exhibitor passes
Three complimentary delegate passes
Onsite advertising option in conference entrance
10% discount on supplements within *Rheumatology* journal
One pink sponsorship item and two green items from list

Rheumatology 2017 Silver sponsor

£60,000

Innovation theatre session
Or lunchtime industry supported symposium including onsite promotion
70m2 stand
15 exhibitor passes
Two complimentary delegate passes
10% discount on supplements within *Rheumatology* journal
Two green sponsorship items from list or one pink item



Rheumatology 2017 Bronze sponsor

Bronze sponsorship acknowledgement will be given when a 12m2 (or over) stand is booked, along with one or more sponsorship items.

First time exhibitor package

£1,200 – Available only to companies who have not exhibited since 2013.

2x2m shell scheme stand including lighting, basic furniture set, carpet and electrical socket
Two exhibitor passes
Upgraded exhibitor listing in the programme (100 words instead of 60)

Green and pink sponsorship items are marked with the following symbols  

Be a part of our programme

Whether hosting a session of your own or supporting one of ours, there are plenty of opportunities to contribute to the world-class programme.

Note: Only exhibiting companies may sponsor or host sessions.

"The BSR was a very worthwhile event for our company. The BSR team were instrumental in the success of our speaker session."

Marketing Manager, pharmaceutical sponsor

Satellite symposia

Symposia sessions offer an exclusive opportunity to engage with delegates, to promote products and update on new developments in your activities. Two 90 minute slots are available in the morning and evening of each conference day and one 50 minute lunchtime session is available each day. Sessions will be allocated on a first come, first served basis.

Priority will be given to sponsors who have taken a sponsorship package.

Session information will be included in our print and app programme and on the event website. Each session comes with a literature seat drop (literature provided by company) which will be distributed by BSR on the day of your session or the day before morning sessions in a keynote lecture.

Morning session: £15,000 Lunch session: £20,000 Evening session: £25,000

Symposia rooms have a capacity for 200 approx. Symposia sessions are permitted to be promotional, catering can be provided and rooms can be dressed at the hosting company's expense and providing room changeovers allow. A basic AV package and five passes will be provided to allow access for speakers and support staff for the session.

Lunchtime session hosts can choose to cater or BSR will provide the basic lunch bags that are provided to all lunch sessions.

Innovation theatre sessions

Perfect for demonstrations and short presentations, the open plan innovation theatre within the exhibition hall provides a timeslot for exhibiting companies to educate attendees during the breaks.

The theatre will provide classroom seating and headsets allowing delegates to listen to talks while enjoying their lunch. Offered as 20 minute or 40 minute slots to provide greater flexibility for organizers (40 minute sessions will be given priority). Following feedback, we will allow more delegates into the session to watch but headsets will still be limited to 80.

Branding of exterior of theatre for duration of the event and one 40 minute slot: £15,000

20 minute slot: £9,000

40 minute slot: £12,000

Innovation theatre slots are not permitted to be promotional and must be of educational content. Due to quick turnarounds, catering cannot be provided inside the theatre and the theatre cannot be dressed. A catering point will be placed near the entrance to the theatre. A basic AV package and three exhibitor passes will be provided to allow access for speakers and support staff for the session.

Demonstration theatre ✓

30 minute session: £1,500

The demonstration theatre will provide an intimate environment for companies to provide hands on experience of equipment or group training. Based within the exhibition hall, exhibiting companies can use the 30 minute time slots to host up to thirty delegates at a time. The open-plan theatre will provide seating and a small PA system but is not designed for giving powerpoint presentations.

Presidents' reception – Tuesday evening

This year we will host the Presidents' reception in the exhibition hall. Designed to offer an extra opportunity to meet with delegates, in a more informal setting, the exhibition hall will be transformed to encourage a relaxed atmosphere where we will have presentations from the BSR president discussing the impact of Birmingham on rheumatology as well as the introduction on the Inaugural Barbara Ansell Lecture, followed by entertainment. Exhibitors are encouraged to remain in the hall to listen to the presentations and discuss with colleagues while winding down at the end of day one.

Networking dinner – Wednesday evening ✓

Hosted in the nearby science venue, the Think Space, the 2017 conference meal will be focussed on networking. Doing away with the sit-down meal, BSR hope to encourage collaboration and making new connections through interactive exhibitions and entertainment. Sponsorship is key to this event's success and we would love to hear from you how you can support what is always a highly rated aspect of the conference. Sponsors are invited to support the event through funding, promotion, supplying materials or by attending with your colleagues. Branding and representation options are available.

Trainee reception – Tuesday evening ✓

In 2016, the British Rheumatologists in Training (BRIT) committee hosted their first reception aimed at getting trainees together to share their experiences, learn about common issues and hear how the committee and BSR as a whole can help them in their career. If you would like to offer your support for the session please get in touch to see what we have planned. Sponsors are invited to support the event through funding, promotion or resources. Branding and representation options are available.

BSR quiz Wednesday evening ✓

The highest rated social event of 2016! Run for the first time in 2016, the BSR quiz invites up to 60 attendees to test their general and rheumatology knowledge against each other. Sponsors are invited to support the event through funding, resources or just by entering a team! Branding and representation options are available.

Special Interest group sessions ✓✓

Special interest groups (SIGs) give an unparalleled insight into their areas of interest. Their sessions at the conference update attendees on developments in their specialties and provide a great chance for you to demonstrate your work with specific conditions.

BSR and BHPR have 26 special interest groups including Pain, Osteoporosis, Foot and Ankle and MSK Ultrasound. The full list can be found [here](#).

Bursaries and awards ✓✓

Help us to celebrate the individuals who change the face of rheumatology by supporting one of our awards or provide assistance to attendees by providing a bursary to attend the event.

Branding options

Poster area branding £5,000 ✓✓

90% of our delegates attend a poster viewing session, make sure your company gets noticed by branding the poster area, poster desk and poster tour meeting point. Emails to our poster presenters will include your logo.

Breakfast sponsor £4,000 (each day)

Provide coffee and pastries for all of the attendees to start the day well.

Catering will be organised by BSR and sponsor can provide branded napkins or cups as well as a pop-up banner and literature for the catering area.

Lunch bags £2,000 (each day) ✓✓

For those delegates working through lunch, each bag can contain a flyer and have a sticker on the bag.

Networking area from £2,500 (depending on area)

Sponsor a networking area where your company can place literature and arrange informal meetings while providing a well-deserved rest area for attendees. BSR will work with you to brand the area using our contractors or you may provide your own.

Charging point from £3,000 (depending on area)

BSR will work with you to brand the charging point using our contractors or you may provide your own, provide a space for delegates to plug in while they talk to your representatives or pick up some literature.

Conference app sponsorship £9,500 ✓✓

With over 1,000 downloads in 2016, our conference app is fast becoming a must-have for attendees. App sponsorship includes a branded landing page, banner advertisement and prominent listing in the exhibitor guide. Additional features may become available and be offered closer to the time. For additional app options, please see the “advertising options” section.

Lanyard and delegate badges £2,000 ✓✓

Your company logo can appear on all delegate badges and lanyards. Lanyards to be provided by the sponsor and badge design will be arranged by BSR.

Directional signage £2,000 ✓✓

Sponsors logo will appear on directional signage and floor plans throughout the building.

Advertising options

Advertising on conference app

Push notification (limited to 4 per day in total) £1,000 ✓

Banner advertisement with click-through link £1,400 ✓✓

Literature seat drop- Non-plenary session £900 ✓✓

Limited to one per session, sponsor will provide literature (A4 or A5 small booklet or flyer) to be distributed by BSR during selected session.

Second literature seat drop £400 ✓✓

Joining instructions advertisement (limited to one sponsor) £2,000 ✓

Banner advertisement in delegate joining instructions, e-mailed to each delegate on registration and repeated two weeks before the event.

Stand-alone attendee e-mail (limited to three sponsors) £3,000 ✓

Delivered to all registered attendees on a date of your selection, within three weeks before or after the event. Content supplied by sponsor and delivered by BSR to all delegates who have given permission to receive e-mails. Content requires two weeks for approval by BSR.

Venue advertising

Printed options

Concourse banners

11 single-sided banners available
£800 for one and £700 for each additional
Cost includes production. Artwork to be supplied.

Floor graphics in concourse

£160 per m2, various sites available

7x7m banner in concourse

one, double sided banner available

£6,000

Cost includes production

Registration stair risers

Up to 20 steps available

£95 for one step

£70 for each additional step

£1,000 for entire staircase

Registration welcome banner

Two sites available, single-sided

£500 each

Digital options**Mall media canopy (192x1536 pixels)**

Static or dynamic advertisement shown on rotation. Artwork or MP4 to be provided.

£550 per day

Centenary Squares

Separate LED Panel Digital Video Displays. Positioned above the Centenary Square entrance doors.

Static or dynamic advertising shown on rotation. Artwork or MP4 to be provided.

£650 per day

Mall exhibition screen

Huge digital screen in main concourse, 32ft wide, high definition.

Static or dynamic advertising shown on rotation. Artwork or MP4 to be provided.

£2,400 per day

Exclusive hire: £3,000 per day

Registration media wall

Advertising space available on the giant screen suspended above registration, high impact location.

Static or dynamic advertising shown on rotation. Artwork or MP4 to be provided.

£1,000 per day for 3.5x2m space ✓

Exhibition space

Shell scheme stands

All shell scheme stands are inclusive of two spotlights, carpet, a power socket and Velcro compatible shell panels.

2x2m £1,500

2x3m £2,700

2x4m £3,600

3x4m £5,600

Alternative sizes will be charged at £515 per m2

Space only stands

Space only stands do not include electricity or plumbing but will be allocated two exhibitor passes per 4m2 with a limit of 20.

2x3m £2,400

3x3m £4,300

3x4m £5,800

5x5m £12,000

7x10m £30,000

10x10m £40,000

Alternative sizes will be charged at £499 per m2

Charity stands (2x2m) £450

BSR are pleased to offer 8 charity on a first-come, first-served basis. This includes a walled stand, table, two chairs and two exhibitor passes.

Please note that exhibition stands do not include any delegate passes. Exhibitor passes include lunch and refreshments each day and allow access only to the exhibition hall and sessions sponsored by your own organisation. Exhibitors are also welcome to attend the Presidents' Reception on Tuesday evening or to purchase tickets for the conference dinner.

Booking information

Registration

Sponsorship registration must be completed via the online registration page which is linked from the event web site. Confirmation will be automatically generated and will be followed up by a member of BSR staff for finalisation. Sessions and stands can only be held by a company for up to two weeks and then will be released to other bookers.

BOOK NOW

Prime Location and session selection

Influenced by time of registration and available slots at the time of booking, book early to secure your first choice space.

Payment

An invoice will be automatically generated following booking online. For bookings over £10,000, a 50% deposit invoice and 50% balance invoice will be issued by BSR. All invoices must be paid before the conference, BSR reserve the right to reallocate space and sessions if payment is not received and exhibitor passes will not be issued to unpaid stands.

Note: All prices are listed EXCLUDING VAT

Terms and conditions

Please ensure you have read and understood all of the terms and conditions on our website before booking.

Deadline to submit initial symposia/innovation session programme for approval

10 February

Early bird deadline for delegate registration

10 February

Deadline to submit final symposia/innovation session information

17 March

Exhibition build days

23 – 24 April

Exhibition breakdown

27 April (PM)

"It helps me remember why I became a rheumatologist!"

Consultant Rheumatologist, Brighton and Sussex University Hospital NHS