

# Exhibition & Sponsorship Prospectus

Association of Paediatric Anaesthetists  
of Great Britain and Ireland

## 47th Annual Scientific Meeting

in partnership with



will be hosted in London 2020 by a  
team drawn from the many hospitals  
that care for children in the capital.



APAGBI  
**2020**  
**LONDON**

**13th - 15th May**

Institute of Electrical Engineers, London



APA

Association of Paediatric  
Anaesthetists of Great Britain  
& Ireland

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

# Exhibition Only Packages

(See pages x – x for marketing and profile opportunities)

Please make your booking by completing the Booking Form. To discuss your company needs please contact the Secretariat.

*"It is the express intention of the Meeting Organising Committee to ensure that participating companies receive a return on the investment and their generous support".*

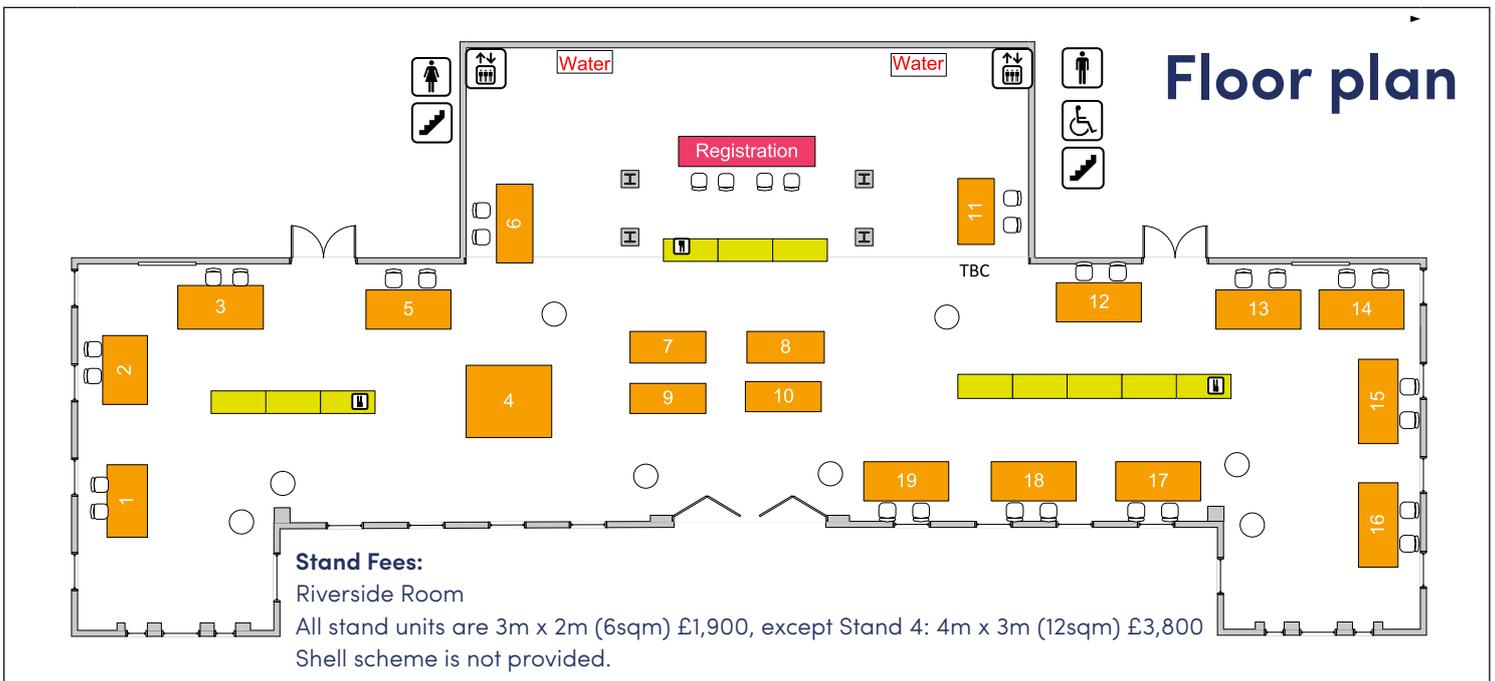
## Benefits and Acknowledgements

General benefits will include the following:

- Acknowledgement, link and editorial on the meeting website pre and post conference dates
- Editorial in the Programme App.
- Acknowledgement with company logo on the Conference App and against sponsored item with own branding
- Use of meeting logo on company communications relating to the APAGBI Meeting 2020

- Banner advertisement on the Programme App
- Electrical socket, table and two conference chairs
- Complimentary two tickets to the Welcome Reception

Charges for space available from £316.67 per sqm.  
Minimum booth area available is 6sqm.



## Company Partner Pre-Conference Activity

APAGBI wishes to be more proactive with regards the returns available to companies supporting the APAGBI Annual Scientific Meeting.

APA intends to profile further committed sponsors and exhibitors on the website by not only including the company logo but introducing from the outset a profile of your firm and a link to a particular product.

We will ask your firm to participate in promoting the conference in newsletters and company websites both in the UK and amongst your affiliates.

On booking we will ask you to send:

- a current high resolution file of the company logo plus
- an editorial for posting on the APA Meetings 2020 website (on receipt of payment).
- details of where the conference may be promoted through your company networks and mailing lists.



# Introduction

APA ASM will be hosted in London 2020 by a team drawn from the many hospitals that care for children in the capital. The meeting will be held in conjunction with the European Society of Paediatric Anaesthetists (ESPA), who will make significant contribution to the programme.

We will be focusing on several areas where our work is expanding into peri-operative medicine and the development of enhanced recovery programmes as well as innovations such as foetal surgery and EXIT procedures.

Topical issues such as the impact on clinicians of high profile cases and the increased demand on trauma services from knife crime will also be an important part of our programme. Environmental issues are also a focus, looking from an individual and a national perspective. Our workshops will feature TIVA, airway and practical simulations on dealing with the anxious child.

The Organising Committee is excited by the chance to offer a stimulating and varied programme and we look forward to welcoming you to London.



## Invitation

**It is therefore a great pleasure to invite you to participate in the 47th Annual Scientific Meeting of the Association of Paediatric Anaesthetists of Great Britain and Ireland. The Conference celebrates the development and advances of the paediatric anaesthetist in the UK.**

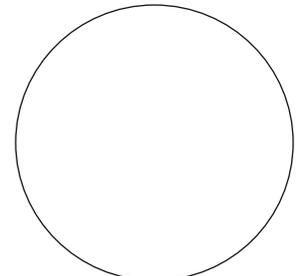
This year we have collaborated with the European Society of Paediatric Anaesthesiology (ESPA) in developing the two stream programme.

Of real importance is the contribution of industry to our specialty and we value the highly significant part these companies play to achieve the goals of this major event - updating skills and providing key knowledge at the Conference and sponsoring educational sessions throughout the meeting. London based events attract higher numbers of delegates and so offer even greater value for educational investment or product placement.

We invite your company to become involved early in the planning of the event to gain maximum benefit from your firm's association with the Conference. In return, your firm's products and services will receive high profile and contribute to your marketing initiatives.

All members of the Organising Committee look forward to your participation and will welcome you to London.

**Marc Cohen**, Exhibition Committee Member and Consultant Anaesthetist at Great Ormond Street Hospital for Children  
**Dan Taylor**, Conference Committee Chair and Consultant Anaesthetist at Evelina Children's Hospital



# General Information



Venue: Institute of Electrical Engineers, 2 Savoy Place,  
London, WC2R 0BL, United Kingdom

To view the Hall visit: [www.ietvenues.co.uk](http://www.ietvenues.co.uk)



*"The goal of the Association of Paediatric Anaesthetists of Great Britain and Ireland (APAGBI) for this event is to establish a creative educational environment and to bring together all the specialties and commercial contributors involved in the promotion of excellence in the perioperative care of children. The venue on the South Bank is wonderful for delegates to meet colleagues and corporate executives during the event."*

Colin Dryden, Meetings Secretary and Consultant Anaesthetist, Alder Hey Children's Hospital, Liverpool

## Promotional Activity for 2020

Collaboration will be sought with associated societies. The Royal College of Anaesthetists, Royal College of Paediatrics and Child Health, Royal College of Surgeons (Children's Surgical Forum) and British Association of Paediatric Surgeons, Paediatric Intensive Care Society, European Society for Paediatric Anaesthesiology will be approached to help promote the Conference.

### EXHIBITION AREAS

*"The exhibition layout is designed to encourage delegates to relax, meet colleagues and corporate executives during the event"*

The exhibition will be located in the Riverside Room designed for exhibitions and on the top floor of the venue. To encourage flow of delegates, poster displays, and delegate lunches, coffee and tea are all being planned to be served in these areas.

## Conference Recording total collective requirement £5,500

To reach more professionals the APA will record the plenary sessions throughout the two days of the conference. This will be made available to APA Members free of charge and to non members on a pay per view basis depending on corporate support.

The APA invites your company's participation in supporting the recording project by purchasing an advertisement and link option associated with the recording at the time of booking your stand.

The plan is to have an advertisement page for all those visitors entering the site to view. The recording will be available for at least 11 months from the date of the meeting.

Please contact the secretariat to view an exciting recording to see how professional the product is.

*(Contracted with Talking Slides: please refer to APAGBI.org to see samples on-line from previous years)*

## Medal Investor Partnership

(for investments in addition to stand space)

Medal Investors acknowledge and give extra profile to companies that invest over and above the exhibition packages. Often associated with providing education (see page x) or product launches the Partnership is designed to offer greater profile and status during the conference but also before and after.

***"MEDAL Investors will receive additional profile and benefits in association with this event: before, during and after the event"..***

Such benefits include acknowledgment on stage banners and in the Programme Book and on the conference website, half and full page advertisements or App, 15% discount<sup>†</sup> on listed sponsorship items over the minimum sponsorship along with more traditional marketing benefits.

<sup>†</sup>excluding educational items.

### Levels of investment:

**Platinum Medal £10,000,**

donation of £3,500 plus a minimum sponsorship of £6,500.

(Full page advertisement)

6 delegate registrations

**Gold Medal £7,500,**

donation of £2,000 plus a minimum sponsorship of £5,500.

(Full page advertisement)

4 delegate registrations

**Silver Medal £5,000,**

donation of £1,500 plus a minimum sponsorship of £3,500

(half page advertisement)

2 delegate registrations

**Bronze Medal,**

minimum of £2,500 on sponsored items

*All levels of investment excludes stand fees*

# APAGBI Free Paper and Poster Awards 2020 onwards

The Conference Organising Committee is seeking collaboration for up to three years for the corporate sponsorship of the Specialists in Training Awards. The Awards will be named after the sponsoring company for the duration of the partnership and profiles in the promotion of the Call for Abstracts. Each package has a minimum sponsorship of £1,200 each award for each year (package includes three awards for each year).

For 2020 there will be a wide range of awards acknowledging the spectrum of interests in the Conference and to encourage submissions. The Scientific Committee will be encouraging clinical and research units to submit a wide range of reporting of research, clinical lessons and case histories.

Awards will be tailored to those specialists in training in paediatric anaesthesia; companies will be able to sponsor the award and have the company name associated with the promotion of the awards into departments around the UK. There will be three awards for each of the following categories:

- Specialist in Training Best Oral Presentations
- Specialist in Training Best Poster Presentations

Each award will be a Registration to APAGBI 2021 (Cardiff) including the Conference and Dinner, with the remainder subsidising the Conference.

The companies associated with these awards will be seen to encourage good research and reporting of clinical lessons and its communication for the benefit of patients.

## Company Supported Education

**Satellite Symposia** in the main programme

Satellite Symposia can be up to 45 minutes long with up to three speakers plus chairperson. Held in the main hall a host can expect approximately 150 plus delegates to attend. These symposia will be plenary with no other session timetabled in. This session will be recorded and available to delegates and non-delegates via the APAGBI website.

*\* The supporting company in addition to the support fee must cover all speakers' expenses including registration, accommodation and travel expenses. This also applies if the speakers have already been invited by the Meeting organisers. Symposium details distributed via the secretariat to registered delegates 1 week before the event in addition to the promotion on the website.*

Basic Audio Visual provisions will be made in your session room. Extra facilities can be requested and will be charged back to sponsor company.

- Position for roll up banner
- Advertisement in the Programme Book for the Symposium
- Insert in the delegate wallet
- Listing in the Programme

## Delegates Attending APA 2020

In 2018 and 2019 the APA Annual Scientific Meeting attracted over 350 delegates from the full range of paediatric anaesthetic practice; representing over 80 Children's Hospitals, Teaching and District General hospitals and single specialty units. Plus delegates from around Europe. Their practice encompasses anaesthetic and peri-operative care, paediatric intensive care and acute and chronic pain management

Satellite Symposia can be booked in two ways:

### Traditional Package:

Companies have to undertake the management of their Symposium independently of the Conference, to include inviting their speakers and chairpersons, arranging print and mailings, branding the stage and marketing on site. **Fee £6,500**

### APAGBI Satellite Organised Package:

Organisational support is available: contact the secretariat. Sponsored Scientific Sessions including Debates and other scenarios organised by APA **Fee £2,000**

### Educational Sessions:

The Scientific Committee will prepare a 'topic shopping list' from which the companies can make a selection and propose the chairman for the Sponsored Sessions. The Scientific Committee will review the topic and chairman and give their approval or remarks.

**Sponsored Sessions including:** debates and other scenarios organised by supporting company **To be negotiated**

The Scientific Committee welcomes proposals from companies for the provision of educational sessions. The APA can range from scientific papers to product placement through the non clinical courses such as personal development such as presentation skills and team management.

### Hosted Product Demonstrations or Skills Sessions

Scenarios organised by supporting company **from £2,000**  
The Scientific Committee welcomes proposals from companies for the provision of product demonstrations and other educational sessions. The APA can range from scientific papers to product placement through the non clinical courses such as personal development such as presentation skills and team management.

For Company Sessions the facilities include:

- Timetable in Programme
- Demonstration room with power and furniture (AV not included in rate)
- Booking facility provided to register delegates (restrictions apply)
- Company name and logo on website
- Delegate bag insert to advertise your session
- Position for roll up banner

# Marketing and PR Communications Options

Additional activity to enhance your company's attendance and returns.

*"Exhibiting should be an integral part of a conference for the delegates, be fun, proactive and commercially beneficial. We would like to encourage participating companies to contact the Organisers well in advance to discuss what they need to achieve and how they would like to achieve it. Please inform the Organisers of your initiatives in order to achieve maximum publicity".*

## Banner Advertising

Due to the space opportunities in the venue, planned 'banner' advertising is being offered. Artwork is to be provided by the advertiser. The charge includes locating of the roller banner at the selected positions. Space subject to availability and excludes materials and manufacture.

Location	Rate
Foyer	£250
Registration	£250
Exhibition Foyer	£250

The organisers can source the materials at extra cost

## Mobile Device App Support

£2,800

Today's delegate more often than not carries a smart mobile device. To be introduced at this conference will be the facility for delegates to communicate with the chairman (and speaker) throughout a session. The range of communication will be from simple texting a comment to responding to 'surveys' with fast graphical displays or listings.

† Multiple Conference deals available.

## App Advertisements

The Programme information App to be published will contain local information and guidance for the duration of the Conference. Sponsors are invited to place banner advertisements

Advertising Rates, Full colour	
Content Page - Inside front cover	£550
By Authors Index	£550
Associated with Thursday's or Friday's Programme	£750
Associated with General Information	£400

## Logo Stopper

(included in the exhibition package)

£150

Supply your logo for it to be placed next to your Programme Editorial.

## New Product Highlight

£250

If your company has launched a new product within 6 months of the Conference a flag will be placed next to your Exhibition listing on both the Website and Editorial in the Programme Book



## Conference Folder or Bag

£750 + Cost of Bags

To make sure your company name is 'up front' throughout the Conference. A Delegate Bag displaying the conference logo along with the sponsoring company logo. The material of any bags offered must be from sustainable sources.

## Insert in the Conference Bag

£300

To ensure every delegate receives your product literature an insert or cd may be placed in the conference bag.

## Delegate Badges

@ 350 Badges £500

Have your company logo or name printed on all the delegates' badges. This acts as a constant reminder to delegates of your company's support during the event and is one of the highest profile items to take up. Badges are recyclable.

## Sponsored Lanyards

Investment of £400 plus costs of lanyards

Ensure that all delegates have your company name on them at all times – sponsor lanyards that will provide high profile throughout the duration of the Conference.

## Conference Notepad and Pen for Conference Folder

£450 plus cost of items

Supplied by sponsor with name/logo of company and APAGBI Conference logo (on exclusivity basis).

## Signage within the venue

£700

Sponsorship required covering the cost of conference banner, and internal conference centre signs. The sponsorship company's logo to be placed on all internal signs.

# Networking

This year the Organisers wish to provide a special 'get together' atmosphere to encourage networking between delegates and companies. Much scientific and networking benefit is gained from a conference during the social events. The Conference has arranged for a Welcome Reception and Conference Evening. The support of such events by companies will create much goodwill.

## Welcome Reception – Terrace Cafe, Macadam Building, Kings College, The Strand.

Wednesday 13th May 2020 £2,400

On the first evening of the Conference, delegates may attend a Welcome Reception at the Terrace Café. Light refreshments will be offered. This will coincide with delegate registration. Sponsors will be able to profile themselves within the venue and on ticketing.  
Indicative support £2,500



## Conference Evening and Dinner: Barber-Surgeon's Hall

Thursday 14th May 2020

The London Organising Committee are pleased to host a special Summer Conference Evening at the Barber's Surgeon Hall in the city of London. This elegant venue be the backdrop to bring together delegates and Faculty members to enjoy a dinner and entertainment. A drinks reception, followed by dinner will be an elegant affair in one of the major Livery Hall in the City of London. This will be very special celebratory evening and then all guests will be invited to take part in this.  
Indicative support £3,500



We invite companies to support the highlight at the networking events. Please contact the secretariat to discuss options. The highlight of the social events.

Reception prior to the Dinner £2,250  
Entertainment £1,500

A company wishing for higher profile may wish to obtain acknowledgement in the menu, by sponsoring the pre-dinner reception.

For the host company a dedicated and branded table of 10 places for your company & guests including 2 complementary tickets for company personnel.

This year the Committee would like to heighten the profile of these events, which raise an opportunity for the involvement of high-profile sponsors.

# Applications

Application for space and facilities must be made on-line using the Exhibition Booking Form: Invoices will be sent for payment that must be made to secure the space prior to the event.

APAGBI Conference

C/o Index Communications Meeting Services, Crown House, 28 Winchester Road, Romsey, Hampshire SO51 8AA, U.K.

T: +44 (0)1794 511331

E-mail: [APA@indexcommunications.com](mailto:APA@indexcommunications.com)

## CANCELLATION AND REFUNDS

Notification of cancellation or reduction of stand space must be submitted in writing. Cancellation or reduction of stand space will be accepted until 31st March 2020 with a refund of the total fee less 25% administration fee. No refunds will be made for cancellations or reductions after 1st April 2020.

## EXHIBITION OPENING TIMES (subject to final programme)

Pre-conference Sessions will be held on 11th May at the Institute of Electrical Engineers.

Wednesday 13th May 2020	14.00 (Build up only)
Thursday 14th May 2020	08.00 – 16.00
Friday 15th May 2020	09.00 – 14.00

To discuss Major Sponsorship opportunities, please contact: Peter Mainprice at the Organisers Office on +44 1794 511331/2

Please contact Peter Mainprice at:

APAGBI 2020 Conference Secretariat

Index Communications Meeting Services, Crown House, 28 Winchester Road, Romsey, Hampshire, SO51 8AA

Tel: + 44 1794 511331/2

E-mail: [APA@indexcommunications.com](mailto:APA@indexcommunications.com)

ABPI Code of Practice, Medical Device Industry Compliance and UK Bribery Act 2010. Developing a compliance framework. Please refer to the conference website on the APAGBI policy in working with companies.