



Rheumatology 2015

28-30 April | Manchester, UK

Exhibition and Sponsorship opportunities

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

www.rheumatology2015.org

BSR
The British Society for Rheumatology

BHPR
British Health Professionals
in Rheumatology

Early booking discount available until **16 December 2014**

Innovation, education and networking for the rheumatology community

If you were among the 48 organisations who attended Rheumatology 2014 in Liverpool, thank you for your support of the British Society for Rheumatology's (BSR) annual conference. The 2014 event was a great success as we welcomed over 2,000 attendees during the three day event and celebrated the 30th anniversary of BSR. Be sure to view our Rheumatology 2014 sponsors video and see if you can spot yourself in the exhibition hall. Visit www.rheumatology2015.org.uk or search "RheumatologyUK 2014 exhibitors" on YouTube to see what they had to say and to get a feel of the exhibition atmosphere at the event.

In 2013, the British Health Professionals in Rheumatology (BHPR) integrated with BSR, further expanding our reach and providing membership to the entire rheumatology team including specialist nurses; physiotherapists; occupational therapists; podiatrists; and other allied health professionals.

Growth and change doesn't stop in 2015 as we welcome the British Society for Immunologists (BSI) to co-host the science stream.

We look forward to welcoming back many returning and new exhibitors to Manchester in 2015. There are several changes to our offers designed to improve on existing items, respond to feedback and offer greater variation to suit your objectives for the year. Look out for the star logo which highlights our new options throughout the guide.

Also new to 2015, is an early rate for exhibition options, available until 16 December, plus an introductory package for new exhibitors or those who have not been for a while. See page six for details.

See you in Manchester in April 2015.

Lindsay McClenaghan, Senior Events Officer
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99%

of delegates visited the exhibition hall

Why attend Rheumatology 2015?

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 sponsors.

- 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

Who will you meet?

Breakdown of 2014 delegates by position

- CEO/Director
- Consultant
- GP
- Lecturer/Academic
- Allied Health Professional
- Researcher
- Trainee/Student

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.

Book early

Up to 10% off regular price if registration is completed before **16 December**.

Prime Location and session selection

Influenced by time of registration and available slots at the time of booking.

Corporate partnership

BSR corporate partners will receive a two week advanced booking period for exhibition and sponsorship options.

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.

"We exhibit at Rheumatology every year, it is the only place to get such a concentrated number of rheumatology professionals and access our target market."

Melissa Blanchard,
Marketing Executive,
4S DAWN Clinical Software

265

delegates attended an innovation session

Exhibitor feedback

"We exhibited for the first time at Rheumatology 2013. We've been impressed with delegate activity and it is always a successful meeting."

Barbara Dowell,
Marketing Communications
Manager, Hitachi

"A well-organised, high profile and well respected conference. The perfect platform to interact with customers."

Alice Marshall, Associate
Brand Manager, Chugai
Pharma UK Limited

"This is clearly the major rheumatology event in the UK with an ultimate academic agenda that top rheumatologists attend."

Phil Krzyzek, UK General
Manager, AposTherapy

"It's a no-brainer to exhibit our technology at Rheumatology – the biggest UK rheumatology conference."

Jon Robinson, Sales
Specialist, Ultrasound,
GE Healthcare



More of your colleagues feature in our Rheumatology 2014 exhibitors video.

Visit www.rheumatology2015.org.uk or search **"RheumatologyUK 2014 exhibitors"** on YouTube to see what they had to say and to get a feel of the exhibition atmosphere at the event.

730

delegates attended one or more industry supported symposia

Multi-event Sponsorship packages

Show your support for the society, get early access to sponsorship options when they become available and guarantee prices in advance by committing to future events now.

Premier Events sponsor for 2015

£120,000

Rheumatology 2015

- Industry supported symposia
- 100m² stand
- 20 exhibitor passes
- Five delegate passes
- Corporate suite
- £10,000 worth of sponsorship options

Autumn conference 2015

- Acknowledgement on conference signage, within the programme, front cover and on marketing materials
- Symposium or innovation session
- Insert in delegate bag
- A 4x6m stand
- 10 delegate passes
- Six exhibitor passes

new

Rheumatology two year premier sponsorship – 2015 and 2016

£180,000

Rheumatology 2015 and 2016 platinum sponsorship

Each year you will receive:

- Evening industry symposia
- 100m² stand in prominent position
- 20 exhibitor passes
- Five delegate passes
- Corporate suite
- Upgraded sponsor listing in the conference programme
- £10,000 worth of sponsorship options

new

98%

of delegates said they would recommend the conference to a colleague

Sponsorship packages

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

Platinum sponsor 2015



£90,000 early rate

£94,000 after 16 December

- Evening industry supported symposium
- 100m² stand in a prominent position
- 20 exhibitor passes
- Five complimentary delegate passes
- Literature chair drop or delegate bag insert
- Corporate suite for duration of conference
- Two pink sponsorship opportunities and two green options

Gold sponsor 2015



£72,000 early rate

£75,000 after 16 December

- Morning industry supported symposium
- 100m² stand
- 20 exhibitor passes
- Three complimentary delegate passes
- Literature chair drop or delegate bag insert
- One pink sponsorship item and two green items from list

Silver sponsor 2015



£60,000 early rate

£62,500 after 16 December

- Morning industry supported symposium
- 70m² stand
- 15 exhibitor passes
- Two complimentary delegate passes
- Two green sponsorship items from list or one pink item

First time exhibitor package



£1,300

Available only to companies who have not exhibited since 2011.

- 2x2m shell scheme stand including lighting, basic furniture set and electrical socket
- Two exhibitor passes
- Upgraded exhibitor listing in the programme

Bronze sponsor 2015



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

Attendees visited from **37** countries

Be a part of our programme

Contribute to a world class programme with a symposium or innovation session. *Note: Only exhibiting companies may sponsor or host sessions.*

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. Morning sessions will be allocated on a first come, first served basis. Priority will be given to sponsors who have taken a sponsorship package for evening sessions.

Morning session:

£15,000 early rate | £15,600 after 16 December

Evening session:

£25,000 early rate | £26,000 after 16 December

Symposia rooms have a capacity for 200 approx.

Symposia sessions are permitted to be promotional, catering can be provided and rooms can be dressed. A basic AV package and five passes will be provided to allow access for speakers and support staff for the session.

For full guidelines, deadlines and inclusions [click here](#).

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.

New this year - the theatre will provide cabaret 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). **new**

Branding of exterior walls of theatre for duration of the event and one 40 minute slot: **new**

£10,000 early rate | £11,000 after 16 December

20 minute slot:

£6,000 early rate | £6,250 after 16 December

40 minute slot:

£8,000 early rate | £8,350 after 16 December

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 basic AV package and three passes will be provided to allow access for speakers and support staff for the session.

For full guidelines, deadlines and inclusions [click here](#).

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. Sponsorship of a SIG session includes a pop-up banner in the room, recognition in the programme and a literature drop in the session.

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

Please contact Lindsay McClenaghan to discuss this sponsorship option.

✓ SIG sponsorship can be included in sponsorship packages on request.

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.

Please contact Lindsay McClenaghan to discuss this sponsorship option.

✓ Award sponsorship can be included in sponsorship packages on request.

Prize Winners Lunch

New for 2015 – Each of the BSR and BHPR prize winners from 2014 and 2015 will be invited to network with the panel of assessors and some select guests. Sponsorship includes five invitations for your organisation. **new**

£6,500 early rate | £7,000 after 16 December

79%

of 2014 attendees were returning for the third year or more

Individual sponsorship opportunities

Whether part of a package or selected individually, our range of sponsorship options and advertising opportunities are designed to fit into your plans, whatever your objectives. If you don't see something that works for you, get in touch and we can discuss other possibilities with you.

Branding options

Poster area branding ✓
£5,000 early rate | £5,200 after 16 December

90% of our delegates attend a poster viewing session, make sure your company gets noticed by branding the poster area, stools and poster tour meeting point.

Interactive poster boards **new**
Several options available

New for Rheumatology 2015: High scoring posters may be selected to appear as electronic posters. Placed near the sponsor's exhibition stand, the electronic boards will allow delegates to view the best posters for the duration of the event in more detail.

Breakfast sponsor (each day)
£4,000 early rate | £4,200 after 16 December

Provide coffee and pastries for all of the attendees to start the day well. Catering will be organized 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 (each day) ✓
£4,500 early rate | £4,700 after 16 December

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

Networking area **new**
£8,500 early rate | £8,800 after 16 December

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.

Conference app sponsorship **new** ✓
£5,000 early rate | £5,200 after 16 December

With over 1,000 downloads in 2014, 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.

Cyber Café (Limited to one sponsor) ✓
£8,500 early rate | £8,850 after 16 December

As one of the main features within the exhibition hall, the sponsor will be able to design and build café with promotional branding, choose the screensaver, wallpaper and homepage for each machine and display literature within the area.

Conference bags ✓
£3,500 early rate | £3,650 after 16 December

Sponsors logo will appear alongside the event logo on delegate bags. BSR will provide cotton tote bags and provide visuals for sign off.

Lanyard and delegate badges ✓
£2,000 early rate | £2,100 after 16 December

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 early rate | £2,100 after 16 December

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

Delegate bag insert – Promotional item ✓
£1,800 early rate | £1,900 after 16 December

Provide a branded item to be included in the delegate bags. Items must be pre-approved by BSR and provided by sponsor.

Advertising options

Printed programme ✓
£6,000 early rate | £6,250 after 16 December

Sponsor's logo and acknowledgement of support will feature on the front cover. The sponsor will also have a double page advertisement or two full page colour advertisements in the final programme. (Limited to one sponsor)

Programme tab ✓
£2,800 early rate | £3,000 after 16 December

Full page advertisement ✓
£1,800 early rate | £1,900 after 16 December

Half page advertisement ✓
£1,000 early rate | £1,100 after 16 December

Advertising on conference app ✓
Push notification -
£1,000 (limited to 4 per day in total)
Banner advertisement with click-through link - £1,400

Literature seat drop- Plenary session
£1,500 early rate | £1,600 after 16 December

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

Literature seat drop- Non-plenary session ✓ **new**
£900 early rate | £1,000 after 16 December

Limited to two per time slot, sponsor will provide literature (A4 or A5 small booklet or flyer) to be distributed by BSR during selected sessions.

Delegate bag insert – Literature ✓
£2,000 early rate | £2,100 after 16 December

Include an A4 or A5 leaflet or in the delegate bags. Items must be pre-approved by BSR and provided by sponsor.

Wi-Fi access for delegates with homepage
£5,000 early rate | £5,200 after 16 December

Venue Wi-Fi name and landing page can be tailored to a page and text of your choice.

Joining instructions advertisement ✓ **new**
£3,000 early rate | £3,150 after 16 December

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

Exhibition listing upgrade ✓ **new**
£600 early rate | £700 after 16 December

Upgrade your listing in the exhibitor guide online and in print from 60 words to 200. Only available until 02 February. Content to be approved by BSR.

Onsite signage

For visuals of the signage options and full details of size and installation, please see the signage document [here](#). Signage options do not include the production of the signage or artwork.

Flags	£800 for four
Poster board header (digital)	£2,000
Main clock banner	£4,500 for two including rigging
Central 8, windows facing exchange	£1,300
Charter foyer walkway wall	£950
Charter foyer pillars	£300 per unit (12 available)
Charter foyer pillar screens (digital)	£500 each or £900 for two (four available)
Charter 4 to exchange stairwell	£900
Gallery banner	£800
Charter 1 wall	£2,000
Charter 3 wall	£4,000
Upper exchange foyer windows	£10,000
Freestanding screens (digital)	£500 each or £900 for two (six available)

Over **1,000** attendees downloaded the BSR conference app in 2014

Exhibition space

Shell scheme stands

All shell scheme stands are inclusive of two spotlights, a power socket, basic furniture package, exhibitor passes and Velcro compatible shell panels. View full details [here](#).

2x2 m £1,500 early rate | £1,700 after 16 December

2x3 m £2,700 early rate | £2,800 after 16 December

2x4 m £3,600 early rate | £3,800 after 16 December

3x4 m £5,600 early rate | £5,800 after 16 December

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.

2x3 m £2,400 early rate | £2,600 after 16 December

3x3 m £4,300 early rate | £4,450 after 16 December

3x4 m £5,800 early rate | £5,900 after 16 December

5x5 m £12,000 early rate | £12,200 after 16 December

7x10 m £30,000 early rate | £32,000 after 16 December

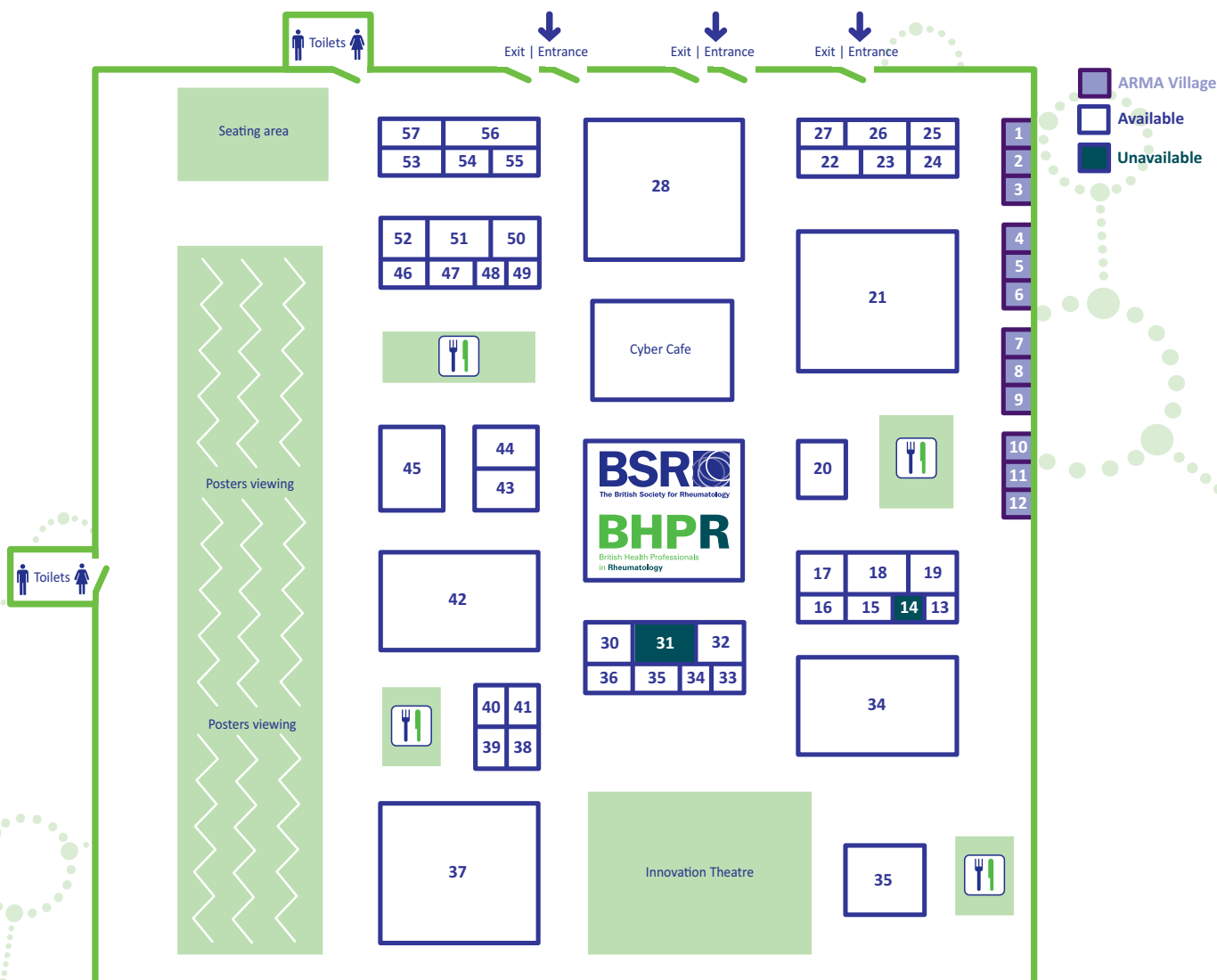
10x10 m £40,000 early rate | £42,000 after 16 December

Alternative sizes will be charged at £499 per m²

Charity pods

Includes two stools and two exhibitor passes. View full details [here](#).

£600 plus VAT



All stands are inclusive of a number of exhibitor passes and exhibitor catering.

Stand add-ons

Delegate lead retrieval scanner

£150 per handset

Scan visitors to your stand and receive their contacts at the end of the day.

Note: 10x10m stands receive two scanners and satellite symposia receive one complimentary scanner each.

On-stand catering

£580 per stand

Each exhibitor who wishes to provide food or drink from their stand must complete health and safety documents and pay a fee to the venue. BSR have negotiated a reduced fee on behalf of exhibitors at Rheumatology 2015.

Carpeting

Prices vary

Continue your branding by selecting your own carpet for your stand. View full details [here](#).

For further details on any of the options or to discuss further opportunities, get in touch.

Lindsay McClenaghan | LMcClenaghan@rheumatology.org.uk | Tel: 020 7842 0917

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