**Rheumatology 2017 Innovation Theatre Session guidelines**

Thank you for booking an Innovation Theatre Session at Rheumatology 2017. Please read the following guidelines which will be helpful to you and the success of your session.

**Please note deadlines at the end of this document.**

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**Theatre set up**

The Innovation Theatre will be based within the exhibition hall; the theatre will be built with half walls and laid out in theatre style to allow up to 70 delegates with lectern at the front. There will not be space for a panel of speakers.

The outside of the theatre is available for sponsorship and may be branded by one organization for the duration of the event. The inside of the theatre will not be branded in any way and cannot be dressed due to time constraints. You may place pop-up banners within the theatre during your session and we recommend that you place a branded slide at the start and end of your presentation.

**Audio visual**

We will be providing headsets for sessions this year which will allow delegates to head the speaker via wireless headphones. Additional headsets will be available for a standing audience at the back of the theatre. We will also have a localized PA system so your speaker and those close to the theatre can hear without headsets but it will not be loud enough to interfere with nearby stands.

Each session will have a lectern mic, 90 headsets and a Projector. An AV technician will be onsite during and prior to each session. Due to quick turn-around between sessions, we are not able to allow for further AV.

**Presentations**

Content outline needs to be approved by BSR (see below) however we do not need to see your slides before the event. You are required to provide session slides to the speaker preview room at least two hours before your session begins. Speaker preview will be open on Monday evening 4-8pm and early each morning of the event (08.30am). Our technical support staff will be able to run through the presentations with you to prevent any last minute glitches. A technician will also be available in the Innovation Theatre.

**Timing**

Each session is limited to 20 / 40 minutes depending on your booking. You will be required to keep strictly to your timings as there may be another session immediately following. You will be prompted by a member of the events team/AV technician if your session is seen to be over running.

A member of BSR staff will instruct you when to begin your session based on communications with other hall managers. This will be based on knowledge that all BSR-run sessions have ended and delegates have had an opportunity to reach the innovation theatre after collecting catering. This may mean that your session begins a few minutes late but you will always be given the allocated amount of time you booked (20 or 40 minutes).

**Session times:**

**Tuesday 26 April**

10.40 - 11.20 (40 mins) - Pfizer

13.20 – 14.00 (40 mins) - Celgene

16.20-16.40 (20 mins) - Sandoz

**Wednesday 27 April**

10.40 - 11.20 (40 mins) - Celgene

13.10 - 13.50 (40 mins) – Eli Lilly (note, you will not be able to lay literature on seats due to turnaround time)

14.00 – 14.20 (20 mins) - Janssen (please be at the theatre at 12.15 for a run through. Note, you will not be able to lay literature on seats due to turnaround time)

**Thursday 28 April**

10.40 - 11.20 (40 mins) - Sobi

13.20 - 14.00 (40 mins)

Your AV technician will be in the theatre 30 minutes before your session for a run-through.

**Session content**

**Organisers are reminded that innovation sessions are non-promotional.**

Your programme is expected to be one speaker (two maximum) due to the short length of the sessions.

All innovation session programmes need to be approved by the organizing committee, therefore a title and draft programme, must be submitted using the online form no later than 06 March. All details received will be treated confidentially and will not be published until permitted (also indicated within the online form).

Organisers should not publish any programme details until it has been given formal approval. This will be done via email approximately one week after submission.

Following approval, you can edit the submitted information online up until 17 March. This is a firm deadline due to app timelines and any changes after this date cannot be guaranteed to be included.

BSR will not promote or publish any details of your session until you have ticked the relevant boxes in the submission site to allow us to do so. The sooner you submit details and tick these boxes, the sooner we can use the them within our promotions.

**Your final session information must be received by 17 March to guarantee inclusion on the app.**

**[CLICK HERE TO SUBMIT YOUR SESSION DETAILS](http://www.etouches.com/2017sponsoredsessions)**

**Promoting your session onsite**

You are able to promote your session from your exhibition stand only. You are not able to leave flyers on tables or literature stands within the exhibition hall and no promotion is allowed on the public concourse.

You may place one pop-up banner outside the theatre in the time between your session and the one before. (E.G. if your session takes place at lunch time, you may place a banner outside the theatre after the morning session has finished. If your session takes place in the morning, you can place a banner outside the theatre after the afternoon session the previous day has finished).

To purchase other options to further promote your session including chair drops, advertising and app push notifications. [Please download the exhibition and sponsorship opportunities here for information.](https://www.eiseverywhere.com/ehome/rheumatology2017/Sponsorshipopportunities/)

**Advertising your session before the event**

BSR will promote your session on the website and provide a link to an A4 PDF flyer (single sided), which can be a format of your choice. Please submit your flyer via the online form, it is in your best interest to send your flyer as soon as you can, to optimise advertising.

**Complimentary badge allocation and code of conduct for symposia organisers**

The BSR recognise that you may have personnel that will require access to your session but will not necessarily wish to attend the rest of Rheumatology 2017’s conference programme. For this reason we are able to provide up to **three** exhibitor passes per innovation session. Please note that these passes will not permit access to the main meeting, and will only be valid on the day of your session.

These passes can be given to speakers, VIPs or used by representatives of the session organiser. Please remember that all attendees to your session must be registered, to avoid embarrassment, please ensure your speakers are registered. You can register these attendees by [clicking here](https://www.eiseverywhere.com/rheumatology2017?categoryid=1840646)

It is rare but unfortunately we do get representatives misbehaving when they are trying to promote sessions. BSR recognises that you have invested a lot into your session but please ensure that all of the staff from your company abide by ABPI rules while on site and conduct themselves in a professional manner. Any representatives seen to be acting in an unduly competitive way or promoting their session with disparaging comments about another will be asked to leave. Please make sure all of your communications companies are briefed too.

**Insurance**

Neither BSR, nor the venue shall accept any liability for accidents, loss, or damage to persons using the premises or to their property. You may wish to consider obtaining your own insurance cover against any such risks.

**Use of the BSR logo**

You are permitted to include the BSR logo and the conference logo within your publicity materials, providing that the position of the logo does not imply that the BSR endorses any particular company or the product. BSR’s marketing team need to approve all use of the logo, to receive a copy of the logo or to have anything approved before print, please email comms@rheumatology.org.uk.

**Catering**

BSR will locate a catering point close to the theatre which will be dedicated to attendees of the session. You cannot provide additional catering during the sessions.

**Rehearsals and staffing**

You will be allowed to access the theatre to set-up and rehearse during the conference sessions immediately before your session takes place. E.g. your session takes place during the lunch break, you can access the hall after the morning tea break once the main conference programme has resumed.

Please have your speakers and staff in the theatre **no later than 20 minutes before your session** is due to begin to meet with a member of BSR staff and an AV representative for a final check of AV. BSR staff will distribute headsets however your staff may wish to be on hand to greet attendees to the session.

Theatre capacity

Seating and headsets are provided for 70 people. We supply an additional 20 headsets for standing attendees, your staff and the speakers. BSR will manage the capacity of the theatre and guide attendees to available seats.

Note, only attendees registered as delegates will be allowed to attend. This may include representatives from other organisations who are registered as delegates; BSR cannot turn away anyone registered as a delegate.

**Deadlines**

**06 March** – Basic outline of session to be submitted online for approval

**17 March** - final session information to be submitted online

**[CLICK HERE TO SUBMIT YOUR SESSION DETAILS](http://www.etouches.com/2017sponsoredsessions)**

**Remember to take note of your reference number when you have submitted so you may log back in and edit your session.**