

BSR Prizes, awards and bursaries

Show your **commitment** to excellence in the specialty and help celebrate success and innovations that change the face of rheumatology by supporting one of our prizes, awards or bursaries.



ALLIED HEALTH PROFESSIONAL BURSARIES

Sponsorship investment: In line with our wish to make the conference a truly multidisciplinary event, we are looking for sponsors to contribute to this fund to enable us to offer a larger number of opportunities. Sponsors are invited to contribute £5,000, which will cover the cost of up to 10 additional bursaries.

MEDICAL STUDENT BURSARIES

Sponsorship investment: £3,000 for a single year (including registration, travel expenses and accommodation for up to five winners)

YOUNG INVESTIGATOR AWARD

Sponsorship investment: £5,000 for a single year (including registration fees for winners, administrative costs and all prize packages)

INNOVATION AWARD

Sponsorship investment: £2,000 for a single year (including registration fees for winner, administrative costs and all prize packages)

To learn more about BSR prizes and awards and their benefits, please contact Saheeda Rahman srahman@rheumatology.org.uk

'Overall extremely well organised ensuring exhibitors received maximum time for delegates to visit stands' -Exhibitor 2012

'We had more attendees than we planned which exceeded our expectations. See you in Birmingham!' - Exhibitor 2012

Sponsorship requests

We can tailor specific packages to your requirements. If you would like to discuss any particular request, please contact Saheeda Rahman

srahman@rheumatology.org.uk



BSR, Bride House,
18-20 Bride Lane, London EC4Y 8EE
Telephone: +44 (0) 20 7842 0900 Fax: +44 (0) 20 7842 0901
Email: events@rheumatology.org.uk
Website: www.rheumatology.org.uk/conference

A Company limited by guarantee with charitable status VAT No. 404 5637 66
Company Reg. No. 3470316 Charity Reg. No. 1067124

Rheumatology



23-25 April | Birmingham, UK

Exhibition and
Sponsorship
opportunities

Rheumatology 2013

Connect with key decision makers, contribute to a **world class programme** and show your support of the specialty at the **UK's leading rheumatology event**

www.rheumatology.org.uk/engage



WHY Rheumatology 2013?

91% of delegates tell us the conference is a key date in their professional calendar. This is a unique platform to increase your organisation's exposure to around 2,000 rheumatology professionals who not only attend for the educational programme and best practice advice, but to network with their colleagues and industry partners at a world class conference.

Rheumatology 2012

successfully attracted more than 330 new attendees to the conference

There is an increasing focus

on the interface between primary and secondary care. Our conference includes a programme stream, oral abstracts and posters dedicated to primary care and key sessions on commissioning and service delivery.

WHAT will I gain from exhibiting and sponsoring?

Access to influential decision makers

Engagement with your existing contacts within the industry

Input to education through symposia and workshops

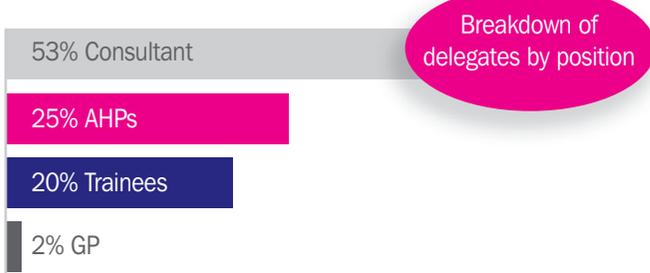
Business development for new initiatives

Unique platform to build and maintain brand awareness

Unrivalled exposure to raise your profile in a competitive market

Exclusive networking opportunity with your target audience

WHO will I meet?



WHO exhibits?

Our exhibition attracts a variety of companies specialising in

- Biologic drugs
- Medical clinic software
- Diagnostic tools
- Ultrasound machines
- Medical therapies
- Biotechnology and therapeutic products
- Leading patient charities
- Educational information
- Publishers
- Recruitment and staffing services
- Home healthcare providers

73% of delegates stated 'I am planning to attend next year's conference'

75% of delegates who attended Rheumatology 2012 stated 'I will change my practice because of things I learnt at the conference'.

PROGRAMME features

- Ageing
- Arthritis Pain
- Primary Care
- Commissioning
- Essentials in Rheumatology
- Heberden Round, Oration and Jewels in the Crown
- Living with MSK disease
- Orthopaedic advances
- Osteoporosis
- Paediatrics
- Social media in rheumatology
- Ultrasound
- Presidents' Reception – networking opportunities

For more information on the programme please see www.rheumatology.org.uk/programme

Sponsorship opportunities for Rheumatology 2013

www.rheumatology.org.uk/engage

Book now

Platinum Sponsor | 4 packages available

- Evening industry supported symposium
- 100m² stand
- 5 complimentary delegate passes
- Corporate suite for duration of conference
- Daily tannoy announcements in the exhibition hall (to promote stand and symposium - content to be agreed)
- **30 points** for additional sponsorship items from list

£90,000

Silver Sponsor | 2 packages available

- Morning industry supported symposium
- 70m² stand
- 2 complimentary delegate passes
- **10 points** for additional sponsorship items from list

£55,000

Gold Sponsor | 2 packages available

- Morning industry supported symposium
- 100m² stand
- 3 complimentary delegate passes
- **20 points** for additional sponsorship items from list

£70,000



NEW

Bronze Sponsor

Bronze sponsorship acknowledgement will be given when a 12m² (or over) stand is booked, along with 5 or more points for additional sponsorship items

Unlimited number

ADDITIONAL Sponsorship items

Platinum, Gold, Silver and Bronze Sponsor acknowledgments

To recognise your support as sponsors we will:

- Acknowledge all sponsors within the event update sent to all registered delegates, BSR and BHPR mailing lists
- Have a dedicated page within the final programme with an acknowledgement of your level of sponsorship
- Acknowledge all sponsors on our website key info page with a link to your website
- Display visible acknowledgement of your level of sponsorship within the exhibition hall and registration area



Exhibition types and rates

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

- Space only stands **£499 plus VAT per m²**
- Shell scheme stands **£515 plus VAT per m²**
- 2x2 metre stands **£1,500 plus VAT**
- 2x3 metre stands **£2,500 plus VAT**
- 3x3 metre stands **£4,100 plus VAT**

Printed programme

Points 20 • Price £10,000
Sponsor's logo and acknowledgement of support will feature on the front cover

- Conference update
- Final programme

The sponsor will also have the opportunity to have two full page colour advertisements in the final programme
(Limited to one sponsor)

NEW

Innovation Theatre sessions

Points 15 • Price £7,500
This is a great opportunity for companies who wish to show delegates how to effectively use their product/service and showcase their results. Content of the workshop, which should be educational rather than promotional, must be submitted for approval by Friday 9 November 2012.

- Two 30 minute slots available Tuesday, Wednesday or Thursday from 10.30- 11.30
- Two 30 minutes slots available Tuesday or Thursday from 13.00- 14.00

Only exhibiting companies can book a workshop.

Cyber Café and networking area

Points 20 • Price £10,000

As one of the main features within the exhibition hall, the sponsor will be able to

- Build café and networking area with promotional branding
- Display company logo on screensaver and wallpaper and set homepage
- Opportunity to display literature within networking area

(Limited to one sponsor)

Wireless internet access

Points 10 • Price £5,000

Sponsor can provide WiFi to delegates on all their devices. Sponsor's logo and acknowledgement of support will appear on WiFi login page. *(Limited to one sponsor)*

BSR Conference/Events app

Points 20 • Price £10,000

The conference app will allow delegates to access the programme and exhibition plan on the iPhone, iPad and Android devices. The app will also be used for our education courses throughout 2013, giving a whole year of exposure. The app will acknowledge sponsorship and link to a website of the sponsor's choice. *(Limited to one sponsor)*

Abstract USB Stick

Points 15 • Price £7,500

This will contain a copy of Rheumatology 2013 abstract book. USBs will be branded with sponsor's logo. *(Limited to one sponsor)*

(Limited to one sponsor)

Conference lanyard with delegate badge

Points 5 • Price £2,500

Sponsor's logo will appear on lanyards and delegate badges worn at all times throughout the conference. *(Limited to one sponsor)*

(Limited to one sponsor)

Note pads and pen

Points 5 • Price £2,500

Pen and pad to be included in each delegate bag. Sponsors to provide both with company logo. *(Limited to one sponsor)*

(Limited to one sponsor)

Conference bags with luggage tag

Points 10 • Price £5,000

Sponsor's logo will appear alongside the event logo on conference bags, including one sided re-useable luggage tag. *(Limited to one sponsor)*

Directional signage

Points 5 • Price £2,500

Each directional sign will state 'kindly supported by', and feature the sponsor's logo. *(Limited to three sponsors)*

Delegate bag inserts

Points 2 • Price £1,000

Get your key message across via every delegate bag.

Pocket calendars

Points 10 • Price £5,000

The sponsor will have the opportunity to brand a five year calendar starting from 2013. Sponsor's logo will appear on the front cover and back pages. Pocket calendars will be inserted into delegate bags, distributed at the conference and at all education courses throughout the year. *(Limited to one sponsor)*

Advertising rates

Full colour page

Points 4 • Price £2,000

Programme tab

Points 5 • Price £2,500

Email bulletin

Points 5 • Price £2,500

Direct email to all registered delegates to communicate your presence at the exhibition and details of symposia or other conference activity. This sponsorship option includes either

- One pre conference email or
- One post conference email

Sponsor to design email and include sponsor logo, which will be sent out by the BSR. *(Limited to three sponsors)*

(Limited to three sponsors)

Chair drops

Points 5 • Price £2,500

Have the opportunity to announce a message directly to delegates by leaflet chair drops each morning, at every conference hall. *(Limited to one sponsor per day)*

(Limited to one sponsor per day)

Poster sponsor

Points 15 • Price £7,500

The sponsor's logo and acknowledgement will be displayed at poster registration desk and logo will appear next to every poster board. The sponsor will also support the popular poster tours, and will be acknowledged in the final programme. *(Limited to one sponsor)*

(Limited to one sponsor)

Breakfast sponsor (Tuesday)

Points 10 • Price £5,000

Get delegates' attention from the very start of the conference by offering tea, coffee, and pastries as they arrive from 07.30. Water coolers, branded with your logo will also be distributed at specific points throughout the venue. Sponsor's logo, stand number and acknowledgement will appear in the final programme. *(Limited to one sponsor)*

Lunch bags (Thursday)

Points 10 • Price £5,000

Sponsor the conference lunch bags for all sessions and lunchtime meetings on the last day. This package will include

- Sponsor's logo will be prominently placed on the final programme as Lunch sponsor
- Chance to insert a promotional leaflet into each delegate bag

AGM meetings not included for lunch bags.

