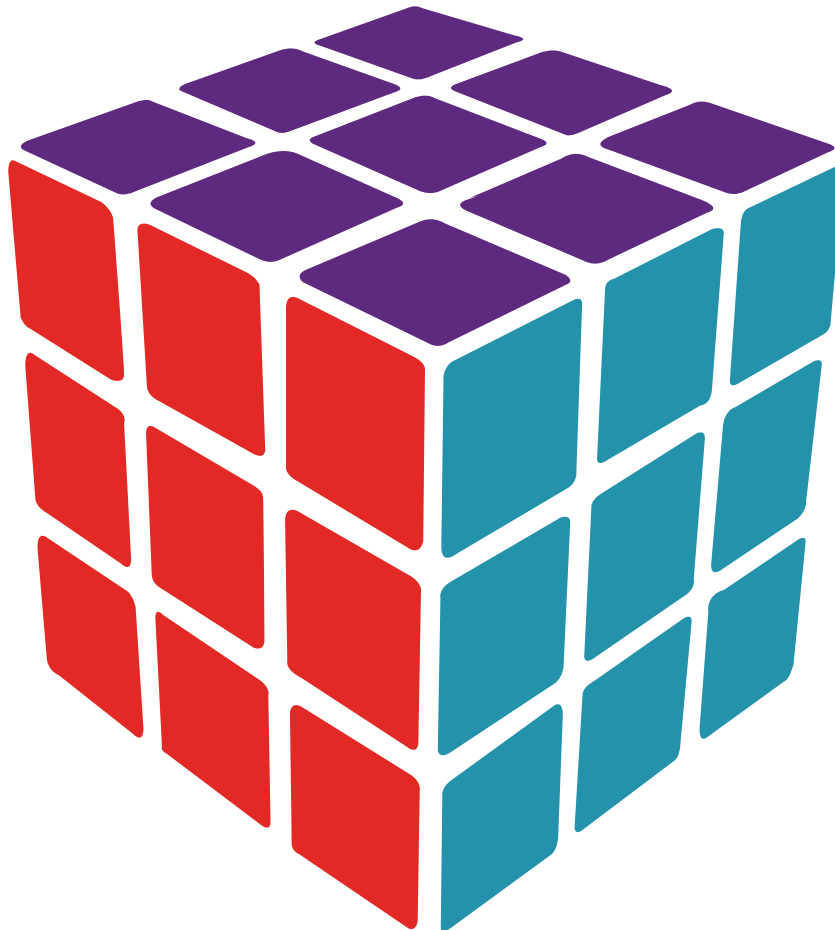


BBTS Annual Conference 2016

Harrogate | 21st - 23rd September

EXHIBITOR BROCHURE



Think Solutions. Think BBTS.



**British Blood
Transfusion Society**



Sponsorship & Advertising Opportunities

INVITATION TO PARTICIPATE

The British Blood Transfusion Society (BBTS) is Britain and Ireland's only society dedicated to supporting transfusion professionals. We are a membership society, professional body and charity committed to the research, development and advanced study of blood transfusion. We support the professional community by providing career development and learning opportunities, ensuring the constant advancement of the profession.

Our membership base is made up of professionals from across the transfusion community at all levels of their career. From students hoping to enter the field, to those currently working in transfusion, right through to retired professionals hoping to keep up to date with latest developments.

BBTS Annual Conference 2016

The BBTS Annual Conference attracts high profile speakers and delegates from around the globe. We are the event of choice for over 500 transfusionists each year.

Offering an eclectic mix of lecture styles and subject topics delivered in a collaborative environment, the BBTS Annual Conference 2016 offers something for everyone.

Objectives of BBTS

BBTS aims to play a leading role in safe and effective transfusion practice by delivering high quality education and training, setting standards and promoting research, development and innovation. We:

- Represent members at national level.
- Provide services to members.
- Support members on issues which affect their working lives.
- Produce publications that educate, update and inspire.
- Listen to members and respond accordingly.

Why participate?

Partnership of the BBTS Annual Conference 2016 will be a key step for your company in fostering partnerships with the UK and Ireland's blood transfusion community. This opportunity allows your company, product, and brand to be uniquely and actively showcased at this high calibre, innovation driven forum. It will also allow your company to meet new business partners, generate new ideas, gather new knowledge, foster collaborations and meet key decision makers. Our all-encompassing themes provide the content for the vast array of industry participation and there is the opportunity to align your core value with those themes.

Your relationship with the BBTS Annual Conference 2016 will provide a highly efficient and effective business and marketing platform for your organisation to connect and engage with our membership base.

10 good reasons to come to the BBTS Annual Conference 2016

- Exposure to a dedicated transfusion community
- Increase credibility, expand loyalty and build opportunities with new and existing clients
- Reinforce and strengthen your brand position within our society
- Network with like-minded industry members and delegates
- Put your brand in front of hundreds of the most influential decision makers
- Promote your products, services to our audience
- Generate new ideas
- Connect directly to influencers of business
- Gather new knowledge
- Foster collaborations and build new business relationships





Sponsorship & Advertising Opportunities

SPONSORSHIP OPPORTUNITIES

(Prices exclude VAT)

A Delegate bags	£3,000	Reserved
B Delegate badge lanyards	£600	Reserved
C Bag inserts (A5)	£425	
D Sponsored Session*	£2,500	
<i>limited availability</i>		
E BBTS Award Lecture	£1,200	
<i>James Blundell</i>		
F BBTS Award Lecture	£750	
<i>Kenneth Goldsmith</i>		
G BBTS Award Lecture	£750	
<i>Race and Sanger</i>		
H Pens		Reserved
<i>to be supplied by sponsor</i>		
I Notepads		Reserved
<i>to be supplied by sponsor</i>		
J Conference app	£5,000	
K Twitter feed	£1,500	
L Wi Fi (1 day)	£500	
M Education session*	£2,500	
N Breakfast workshop*	£2,500	

*Sponsorship available for existing sessions only

Full details of the specific banding on all of the above will be available on request. Opportunities are allocated on a first come, first served basis.

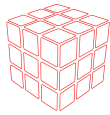
ADVERTISING OPPORTUNITIES

(Prices exclude VAT)

P Programme Ad	£350
<i>Full Page</i>	
Q Programme Ad	£375
<i>Full Page Inside Cover</i>	
R Programme Ad	£425
<i>Full Page Outside Back Cover</i>	
S Bloodlines Ad	£699
<i>Full Page</i>	
T Bloodlines Ad	£799
<i>Full Page Inside Cover / Back Cover</i>	
U Bloodlines Ad	£549
<i>Half Page</i>	
V Bloodlines Ad	£319
<i>Quarter Page</i>	
W BBTS Website Advert	£350

Bloodlines is the BBTS member publication. Delivered to over 1,400 BBTS members it is an ideal platform for advertising your presence at the conference to blood transfusion professionals.





The organisers are here to make you feel like a real partner of the congress and to ensure that you maximise your investment. Make sure you:

- Request printed publications of the conference to share with your contacts and colleagues
- Request conference banners to use in your email marketing to your clients
- Receive a conference logo to use in your email marketing campaigns
- Send press releases to trade and medical publications
- Post the conference banner on your company website

EXHIBITION OPPORTUNITIES AT BBTS 2016

The exhibition of the BBTS Annual Conference 2016 will be held at the HIC, Harrogate from 21st to 23rd September 2016. This will be a fantastic opportunity for exhibitors to display their equipment, medical supplies and devices, and medical publishing.

You can view the venue here:
hicyorkshire.co.uk

Space Only

Area (M2)	Price (excluding VAT)
36 (6m x 6m)	£11,268
24 (6m x 4m)	£7,512
18 (6m x 3m)	£5,634

Space Only includes:

- 50 word text entry in the conference programme
- Conference registration for 3 personnel (up to 18sqm)
- Conference registration for 4 personnel (up to 24sqm)
- Conference registration for 6 personnel (up to 36sqm)

Shell Scheme

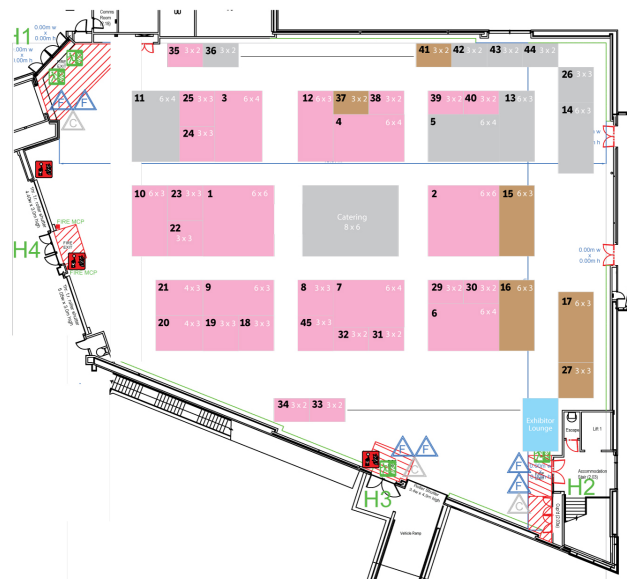
Area (M2)	Price (excluding VAT)
18 (6m x 3m)	£5,904
9 (3m x 3m)	£2,952
6 (3m x 2m)	£1,968

Shell Scheme includes:

- Exhibition space and shell
- Fitted carpet
- Fascia name board
- 2 x 100w spotlights
- 1 table
- 2 chairs
- 1 x 500w / 2amp socket
- 50 word text entry in the conference programme
- Conference registration for 2 personnel

Additional sockets, lighting, catering equipment and furniture available to purchase from the technical manual.

Exhibition space is available in Hall H at the HIC.





Floor Plan - HIC Hall H



exhibition layout may
be subject to change





Sponsorship, Advertising & Exhibition Booking Contract

Please complete this form and email it along with an .eps version of your company logo and a 50-word company biography to: Colm O'Grady colm@conferencepartners.ie

Sponsorship / Advertising

Please refer to page 2 and note down the letter of your preferred sponsorship / advertising opportunity:

Option 1: _____ Total Cost: _____ (+VAT)

Option 2: _____ Total Cost: _____ (+VAT)

Option 3: _____ Total Cost: _____ (+VAT)

Option 4: _____ Total Cost: _____ (+VAT)

Opportunities are allocated on a first come, first served basis.

Exhibition

Please indicate your booth number preferences

(see the floor plan)

1st Preference: Stand _____

2nd Preference: Stand _____

3rd Preference: Stand _____

Floor space in sqm: _____

Total Cost: £ _____ (+VAT)

Exhibitor Badge Names

1. _____

2. _____

Additional exhibitor badges cost £102 +VAT

3. _____

4. _____

5. _____

6. _____

Gala Dinner Tickets

No. (£46 each): _____ Total Cost: _____ (+VAT)

Contact Details

Name: _____

Organisation: _____

Address that will appear on the invoice:

Post Code: _____

Phone: _____

Fax: _____

E-mail: _____

Signature: _____

Please email this form to the address below

colm@conferencepartners.ie

Payment Policy:

25% payment is due on booking. Full payment will be required no later than 6 weeks prior to the event. The sponsor/exhibitor's logo and company biography will not be included on any promotional materials until full payment is received.

Cancellation Policy:

Withdrawal before 25 June = 75% refund

Withdrawal 26 June - 8 August = 25% refund

Withdrawal after 8 August 2016 = no refund will be provided.

Please note: Full details of the exhibition area, set-up times, goods receipt, electricity etc. will be sent to you in August 2016

If you require any further information please contact our Sponsorship and Exhibition Manager Colm O'Grady

colm@conferencepartners.ie

