BBTS ANNUAL CONFERENCE
GLASGOW 2017

13TH - 15TH SEPTEMBER // SEC // GLASGOW
www.bbts.org.uk/bbts2017

PARTNERSHIP & EXHIBITION PROSPECTUS

INCREASE YOUR REACH. STRENGTHEN YOUR IMPACT. BOLSTER YOUR INFLUENCE.

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.

BBTS Annual Conference 2017: Topics and themes

- Blood Donation, Components and Safety
- Diagnostics Science and Technology
- Improving Patient Outcomes
- Quality, Regulation and Governance
- Education

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 2017 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.
- Support members on issues which affect their working lives.
- Produce publications that educate, update and inspire.

Why participate?

Partnership of the BBTS Annual Conference 2017 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.

This year we have introduced a number of new partnership elements that will both enhance our partners experience and increase your awareness amongst our community. It will allow your company to meet new business partners, generate new ideas, gather new knowledge, foster collaborations and meet key decision makers. Our themes provide the content for a vast array of industry participation and there is the opportunity to align your core value with those themes by sponsoring a dedicated session.

Your relationship with the BBTS Annual Conference 2017 will provide a highly efficient and effective business and marketing platform for your organisation to connect and engage with the transfusion community. It allows your company to show how your business makes a real difference within our community.

BBTS Membership

BBTS currently has around 1600 members who range from the decision makers and leaders of tomorrow just starting out in their careers, to newly-qualified professionals, to vastly experienced transfusionists who are at the very top of their field. The BBTS includes everyone from undergraduates, biomedical scientists, lecturers and researchers, nurses, transfusion practitioners, anaesthetists and consultant haematologists. Through our membership the BBTS spans the globe with members in over 50 countries world-wide, from Australia to the India, from South Africa to Spain, from Iran to the USA. Our members work in NHS hospitals, private hospitals, academic institutions, research environments, and private companies working hard to develop the very best in blood transfusion-related products.

New Developments

- Increase in our education courses with 2 University accreditations
- Affiliation with NATA and AfSBT
- New website and academy portal due in Spring 2017
- BBTS Virtual Learning Environment
- Online CPD Manager
- Overseas education imminent
- Professional Conference Organiser (PCO) benefiting the needs of industry
- Two new committees - Clinical Transfusion and Science

10 good reasons to come to the BBTS Annual Conference 2017

01 Exposure to a dedicated transfusion community

02 Increase credibility, expand loyalty and build opportunities with new and existing clients

03 Reinforce and strengthen your brand position within our society

04 Network with like-minded industry members and delegates

05 Put your brand in front of hundreds of the most influential decision makers

06 Promote your products, services to our audience

07 Generate new ideas

08 Connect directly to influencers of business

09 Gather new knowledge

10 Foster collaborations and build new business relationships

What do our exhibitors say?

83% Satisfaction rate with 2016 exhibiting partners

87% of 2016 exhibiting partners would exhibit in 2017

61% stating that the visitor quality was excellent/good

> A very worthwhile show with some good contacts made

> A well organised event with plenty of time and opportunity to engage with existing customers and meet potential new customers.

> An excellent event where industry and clinicians can meet, engage and collaborate. The content of the lectures and the time allocated to trade exhibition is great.

> Really interesting programme and well attended great to meet so many people.

KEY DATES

Registration Open:
28th February

Abstract Submissions Open:
10th March 2017

Opening of BBTS Annual Conference:
13th September 2017

Partnership Packages

We have identified a number of elements that will 'Increase Your Reach, Strengthen Your Impact and Bolster Your Sales'. BBTS 2017 partnership opportunities offer the industry a longer-term integrated marketing and publicity campaign run throughout the year. We want to highlight how you can maximise your investment by giving you multiple opportunities to engage with our delegates and membership community. Not only will partners gain a prominent presence at the conference but you have access to numerous touch points including relevant e-marketing, web and social media presence, press/advertorial opportunities with industry publications and exposure to the wider delegate database through sponsored symposium sessions.

Sponsored Lunchtime Symposium
£4,500

Organised by the sponsor, the Sponsored Lunchtime Symposium will take place onsite and will be included in the official conference programme. Each session will last 45 minutes. The sponsored symposium theme / programme should receive the endorsement of the Scientific Meeting Administration Committee (SMAC). The price includes the following services:

- Organised by the sponsor, the workshop will take place onsite at BBTS 2017 and will be included in the official conference programme.
- Opportunity to address the audience in a 45 minute presentation (in parallel, maximum of two sessions per time slot)
- A room capacity of 120 - 150 seats
- Two pull-up banners inside/outside of presentation room (from 15 minutes prior to the symposium session). Banners to be supplied by the sponsor.
- Digital poster advertising opportunity featuring the symposium session at the 2017 Conference
- Push notification half an hour prior to start of symposium to all delegates via the event app
- Logo on all signage and within programme to feature sponsor support
- Half page advert in the conference programme.
- Logo & 50 word company overview in conference programme
- One complimentary full conference registration
- Pre-event e-shot to invite registered delegates to the symposium
- Symposium invitation inserted into delegate bag (max double sided A4). Sponsor to supply.
- Hyperlink to PDF featuring your symposium from the BBTS 2017 website

Sponsored Session
£2,500

Strengthen your company's visibility and awareness by sponsoring a relevant session. Enhance your image by being acknowledged and associated with an industry influencer on a relevant topic within the scientific programme

- Acknowledgement by the session chair as sponsor of the session.
- Company logo on the AV screen both pre and post session.
- Company logo on speaker holding slides. (Co-branded with BBTS Annual Conference 2017)
- One complimentary full conference registration
- Your logo will be printed next to the session information in the conference programme.
- Your logo displayed on the website under the session information - giving you exposure to all potential attendees as they preview the programme.
- Opportunity for one promotional flyer to be inserted into the delegate bag. Sponsor to provide their own collateral - Maximum A4 double sided.

Charging Station (Exclusive)
£4,500

- Align your organisation with the comfort and well-being of delegates by sponsoring the charging station
- Featuring a row of desks with a number of four gang extensions, this area will allow delegates to charge their mobile devices.
- Complimentary space of 4m x 4m will be provided. Lounge furniture, coffee tables and plants, to create a comfortable meeting and rest area, will be provided by the organisers
- Opportunity for you to add company collateral/ leaflets to the coffee tables and space for you to provide two pull-up banners and branded giveaways appropriate to the audience
- Two exhibitor passes
- Logo on signage related to Charging Station Sponsorship and within programme to feature sponsor support
- Logo & 50 word company overview in the conference programme

Gala Dinner Partner
£5,000

- Acknowledgement in programme and on-site signage
- Opportunity to provide branded cocktail napkins & two pull-up banners for display at the Gala Dinner
- Logo on all signage and within programme to feature sponsor support.
- Full page advert in the conference programme
- Logo & 50 word company overview in conference programme
- Two complimentary full conference registrations
- Pre-event e-shot inviting all registered delegates to the Gala Dinner

Partner for our Annual Award Lectures
James Blundell **£2,000**
Kenneth Goldsmith **£1,500**
Race and Sanger **£1,500**

Strengthen your company's visibility and awareness by sponsoring a BBTS award.

- Acknowledgement by the chairperson as partner of the award.
- Company logo on the AV screen both pre and post individual award lecture.
- Company logo on speaker holding slides. (Co-branded with BBTS 2017).
- Exclusive branding within the conference programme related to this award.
- Recognised on the website under the award session - giving you exposure to all potential attendees as they preview the programme.
- Recognised on the gala dinner menu as award partner.
- Two invitations to the Gala Dinner.
- Photo opportunity for partnering company.

Wine and Cheese Evening Partner
£3,500

Exclusive branding opportunity at the Wine and Cheese reception on Sept 13th in the exhibition hall. This is an effective networking opportunity for all delegates within the exhibition hall.

Integrated Package (Exclusive)
£6,500

- Align your brand with that of BBTS by featuring your organisation as our Integrated /Promotional Event Partner
- Acknowledgement in the conference programme and on all digital signage at the conference
- Two full page adverts in Bloodlines throughout 2017 - back cover positions
- A full page advert in the conference programme – back cover position.
- One pre-event, and one post event, e-shot inviting registered delegates to engage with the you at the conference
- Opportunity for you to install two large poster adverts (content subject to LOC approval), within the SEC. Two sites allocated for poster installation on the busy concourse between the exhibition hall and main auditorium. Sponsor to provide their own collateral
- Full page advert in Transfusion Medicine on a date of your choice
- Rotating leader board advert on the conference website with hyperlink from BBTS 2017 website.
- Opportunity for one promotional flyer to be inserted into the delegate bag. Sponsor to provide their own collateral - Maximum A4 double sided
- Two complimentary full conference registrations

Engagement Partner (two available)
£4,500

- Full page advert in Bloodlines - inside back or inside front cover subject to schedule
- Full page advert in the conference programme - Inside back or inside front cover
- Full page advert in Transfusion Medicine
- Acknowledgement in conference programme and on all signage at the event
- One pre-event, and one post event, e-shot inviting registered delegates to engage with you at the event
- Rotating MPU advert on the conference website with hyperlink from BBTS 2017 website
- Two complimentary full conference registrations

Interactive Option (four available)
£2,750

- Full page advert in Bloodlines
- Full page ad in the conference programme
- Opportunity for one promotional flyer to be inserted into the delegate bag. Sponsor to provide their own collateral - Maximum A4 double sided
- One pre-event e-shot inviting registered delegates to engage with the you at the conference
- Half page advert in Transfusion Medicine
- Rotating MPU advert on the conference website with hyperlink from BBTS 2017 website

Publicity Option (four available)
£1,850

- Presence on the BBTS 2017 homepage of the BBTS website for the duration of the time the pages are live with a logo linked to a page or site of your choice
- Full page advert in Bloodlines at a time of your choice in 2017
- Half page advertorial and half page advert in the conference programme
- Two e-shots to registered delegates at two chosen dates between 1st March 2017 - 1st March 2018 as agreed with BBTS

Connections Option
£750

- Half page advert in Bloodline s
- Logo and bio on BBTS 2017 conference website
- Opportunity for one promotional flyer to be inserted into the delegate bag. Sponsor to provide their own collateral - Maximum A4 double sided

INDIVIDUAL PARTNERSHIP OPPORTUNITIES

Conference Bag (Exclusive)
£3,500

Place your logo on the BBTS Annual Conference 2017 conference bag. Each attendee will receive a bag upon arrival. Bags will be sourced and printed by the conference organiser.

Conference Lanyard (Exclusive)
£2,000

Opportunity to supply branded lanyards which will be worn by each attendee and exhibitor. Price includes recognition on the conference website and in the conference programme. Sponsor to source and supply printed lanyards.

Conference Notepad (Exclusive)
£1,500

Opportunity for branded notepads to be inserted into the delegate bag, given to every attendee as they enter BBTS Annual Conference 2017. Sponsor to source and supply printed notepads.

Conference App (Exclusive)
£4,500

Exclusive sponsorship of the 2017 event app. Sponsorship includes: logo on homepage, two push notifications throughout conference duration, acknowledgements of support on signage and in conference programme for event app.

Conference Lunch (1 day)
£3,500

Poster Board
£3,000

Registration Area
£3,500

Sponsorship of the Water Stations
£2,500

Conference Tea/Coffee Break
£1,500

Delegate Bag Insert
£600

Further details of the specific branding on all of the above will be supplied on request.

Advertising Opportunities
From £450

Full page, full colour advertisement in the conference programme - £450

Full page advert in Bloodlines (circulation of 1600 BBTS members) - £699

Half page advert in Bloodlines - £549

Transfusion Medicine
From £1,133

Aimed at a global audience of consultants, scientists, lab technicians and non-consultant medical staff. Transfusion Medicine is also received by members of BBTS who represent the majority of UK specialists practising in this field. (Circulation in excess of 1,300 copies)

Full page advert including a 25% discount for exhibiting partners - £1,275

Half page advert including a 25% discount for exhibiting partners - £1,133

Onsite Digital Advertising
£450

Display your corporate advert digitally within the conference venue. From the information screens positioned in high footfall areas across the conference, your advert/logo and company message will be displayed for 10 seconds within any two minute period. This means your advert will be shown 300 times over the day on one screen and 2,100 times throughout the venue in 7 prime locations each day. The floor plan, programme and key note speakers will also be shown on each of these screens, guaranteeing each and every attendee viewing your advert. Rate for one advert (for the duration of the conference)

Note all prices quoted are net of VAT at 20%

Exhibition Opportunities

The Exhibition of BBTS Annual Conference 2017 will be held at SEC in Glasgow, from 13th – 15th September 2017. This will be a great opportunity for exhibitors to display their new equipment and techniques, medical supplies and devices to the Transfusion community.

The exhibition provides an excellent opportunity for delegates to interact with commercial companies and to familiarise themselves with the latest advancements within their field. Our delegates increasingly welcome the opportunity to tap into the expertise provided by exhibitions to answer questions and provide product demonstrations. In addition to the commercial exhibition and the scientific posters, lunch, tea and coffee breaks will take place in the exhibition area in order to maximise the amount of time delegates spend within the exhibition.

Tentative Exhibition Schedule

	13/09/17	14/09/17	15/09/17
Exhibition Open	10:30am - 8:00pm	9:00am - 6:00pm	9:00am - 2:30pm
Evening Activities	Drinks Reception	Gala Dinner	

Cost to Exhibit

Exhibitors can rent either space only or a shell scheme booth. The following is included in the costs:

Space Only £330 + VAT per m^2 (min. 12m^2)

- Stand cleaning and night time security
- Listing in the exhibition section in the conference programme
- Listing, and direct link to company homepage, in the exhibition section of the conference website and conference app
- Conference registration for 3 personnel **(up to 18sqm)** / 4 personnel **(up to 24sqm)** / 6 personnel **(up to 36sqm)**

Shell Scheme £345 + VAT per m^2

Consists of a modular construction with:

- One countertop and two stools
- 2 Energy efficient spotlights
- 1 Double socket
- Bus stop sign with company name
- Stand cleaning and night time security
- Wi-Fi (upgrade available at cost)
- Listing in the exhibition section in the conference programme
- Listing, and direct link to company homepage, in the exhibition section of the conference website and conference app
- Two exhibitor passes. Extra exhibitor passes need to be booked at a rate of £110 + VAT. Passes include access to the exhibition area, name badge and a copy of the conference programme

Note: All VAT registered UK organisations taking up partnership and exhibition opportunities are subject to VAT at 20%. All VAT registered EU organisations will not be charged VAT on partnership if a VAT number is included on the booking contract below. All exhibition is subject to VAT at 20%.

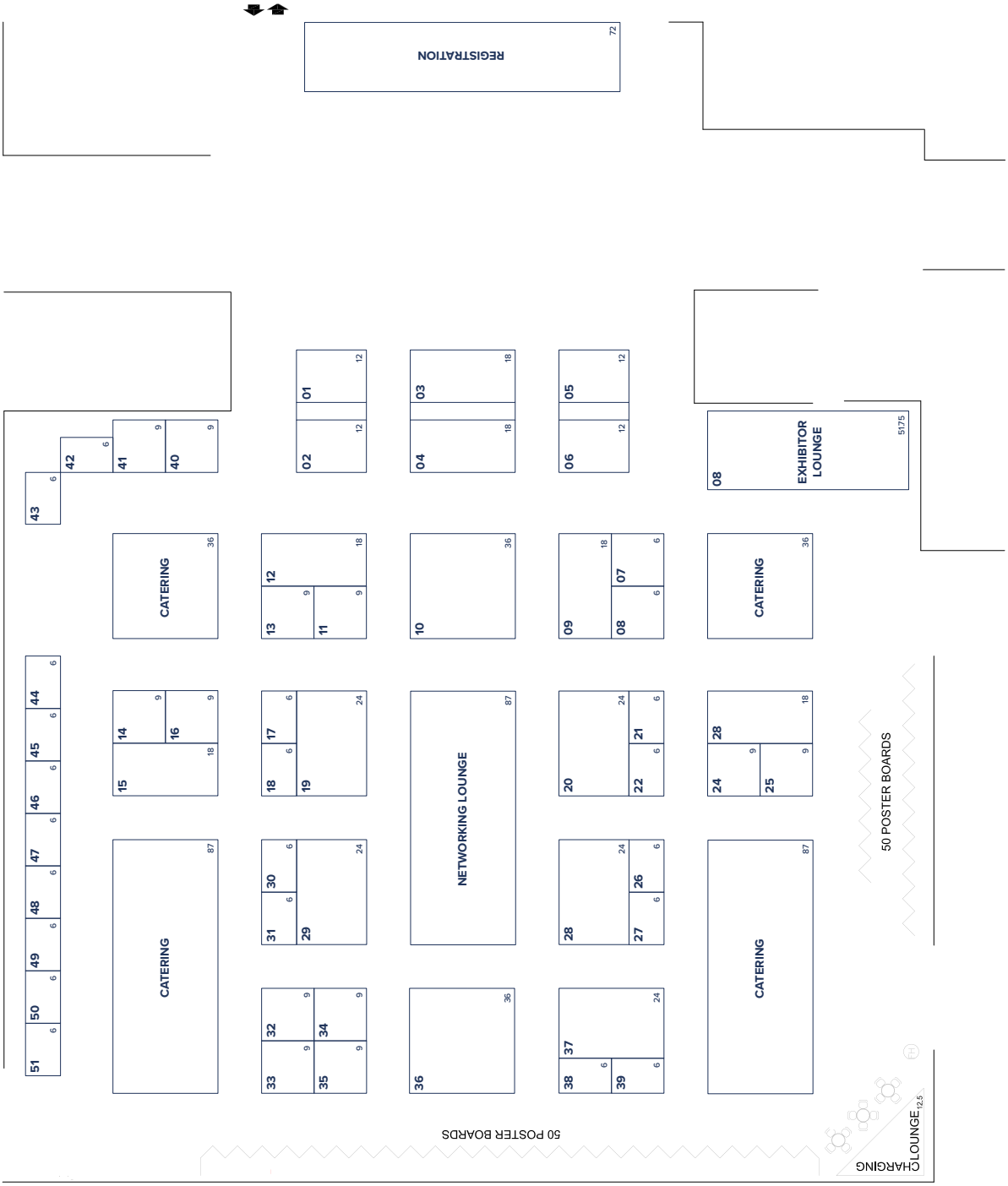
Can you afford not to be there?

Make sure you take advantage of the opportunity to reach your target audience at this conference.

- Enhance your strategic position in the market with cleaver branding.
- Maximise your return on investment.
- Engage delegates through parallels and workshops.
- Enhance your visual impact with an exhibition stand.
- Seize this unique opportunity to meet the delegates face to face.

EXHIBITION FLOORPLAN

This is the BBTS Annual Conference 2017 exhibition floor plan; please indicate your preferred booth number when you are booking your exhibition stand. Please note that the organisers will allocate exhibition booths on a first come first served basis and based on the profile of the organisation. The organisers will confirm your exact exhibition stand number in June 2017.



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SPONSORSHIP, ADVERTISING & EXHIBITION BOOKING CONTRACT

Industry Booking Form

Company name: _____

Contact name: _____

Address for correspondence:
(Confirmation letter etc) _____

Telephone:
(including country and area dialling code) _____

Mobile:
(including country and area dialling code) _____

Email: _____

Company website:
(This will be linked from the BBTS 2017 website, please email a .png and .eps version of your logo to colm@conferencepartners.ie) _____

Company Twitter Handle: _____

Address for invoicing:
(if different to correspondence address) _____

PO Number: _____

Partner Packages

Please indicate the package you would like to purchase. Packages allocated on a first come, first served basis.

Sponsored Lunchtime Symposium ☐
£4500

Sponsored Session ☐
£2500

Charging Station ☐
£4500

Gala Dinner Partner ☐
£5000

Award Partner
James Blundell ☐
£2000

Kenneth Goldsmith ☐
£1500

Race & Sanger ☐
£1500

Wine & Cheese Evening Partner ☐
£3500

Integrated Package ☐
£6500

Engagement Partner ☐
£4500

Interactive Option ☐
£2750

Publicity Option ☐
£1850

Connections Option ☐
£750

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SPONSORSHIP, ADVERTISING & EXHIBITION BOOKING CONTRACT

Individual Partnership Opportunities

Please indicate the package you would like to purchase. Packages allocated on a first come, first served basis.

Conference Bag Sponsorship ☐
£3500

Conference Lanyard ☐
£2000

Conference App ☐
£4500

Conference Lunch ☐
£3500

Poster Board ☐
£3000

Water Station Sponsorship ☐
£2500

Registration Area ☐
£3500

Conference Tea / Coffee Break ☐
£1500

Delegate Bag Insert ☐
£600

Transfusion Medicine Advert - Full Page ☐
£1275

Transfusion Medicine Advert - Half Page ☐
£1133

Onsite Digital Advertising ☐
£450

Exhibition Opportunities

Please indicate the package you would like to purchase. Packages allocated on a first come, first served basis.

Space Only (£330 +VAT per m^2) ☐ Qty Required: _____ Total Cost £ _____

Shell Scheme (£345 +VAT per m^2) ☐ Qty Required: _____ Total Cost £ _____

Additional Exhibitor Registrations (£110 +VAT) ☐ Qty Required: _____ Total Cost £ _____

Additional Gala Dinner Tickets (£49 +VAT) ☐ Qty Required: _____ Total Cost £ _____

Prefered Stand Number: 1st Choice _____ 2nd Choice _____ 3rd Choice _____

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

Please note: Full details of the exhibition area, set-up times, goods receipt, electricity etc. will be sent to you in July 2017

Payment Policy:
25% payment is due on booking. Full payment will be required no later than 10 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 26th May = 50% refund

Withdrawal 26 May - 4 August = 25% refund

Withdrawal after 4 August 2017 = no refund will be provided.

If you require any further information please contact our Sponsorship and Exhibition Manager Colm O'Grady
colm@conferencepartners.ie