



**BBTS
2019**

PARTNERSHIP & EXHIBITION PROSPECTUS

TRANSFUSION PROFESSIONALS ASSEMBLE
18 - 20 September 2019 / Harrogate Convention Centre

www.bbts.org.uk/bbts2019



PARTNERSHIP & EXHIBITION PROSPECTUS

INVITATION TO PARTICIPATE

The British Blood Transfusion Society (BBTS) is 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 2019: TOPICS AND THEMES

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

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 2019 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 2019 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.

Our three-day programme of 30 sessions includes presentations, talks and workshops delivered by more than 100 speakers. In addition, delegates have the opportunity to network informally at a number of social events, including the spectacular Gala Dinner and Awards Ceremony.

Our partnership opportunities will enhance your 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 values with those themes by sponsoring a dedicated session.

Your relationship with the BBTS Annual Conference 2019 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.

WHAT'S NEW IN 2019

This year the Team at BBTS will allocate up to 5% of all exhibition revenue to attract lab managers and blood bank managers to attend. It is envisaged that we will be able to attract in the region of an 35 additional decision makers through this funding model.



PARTNERSHIP & EXHIBITION PROSPECTUS

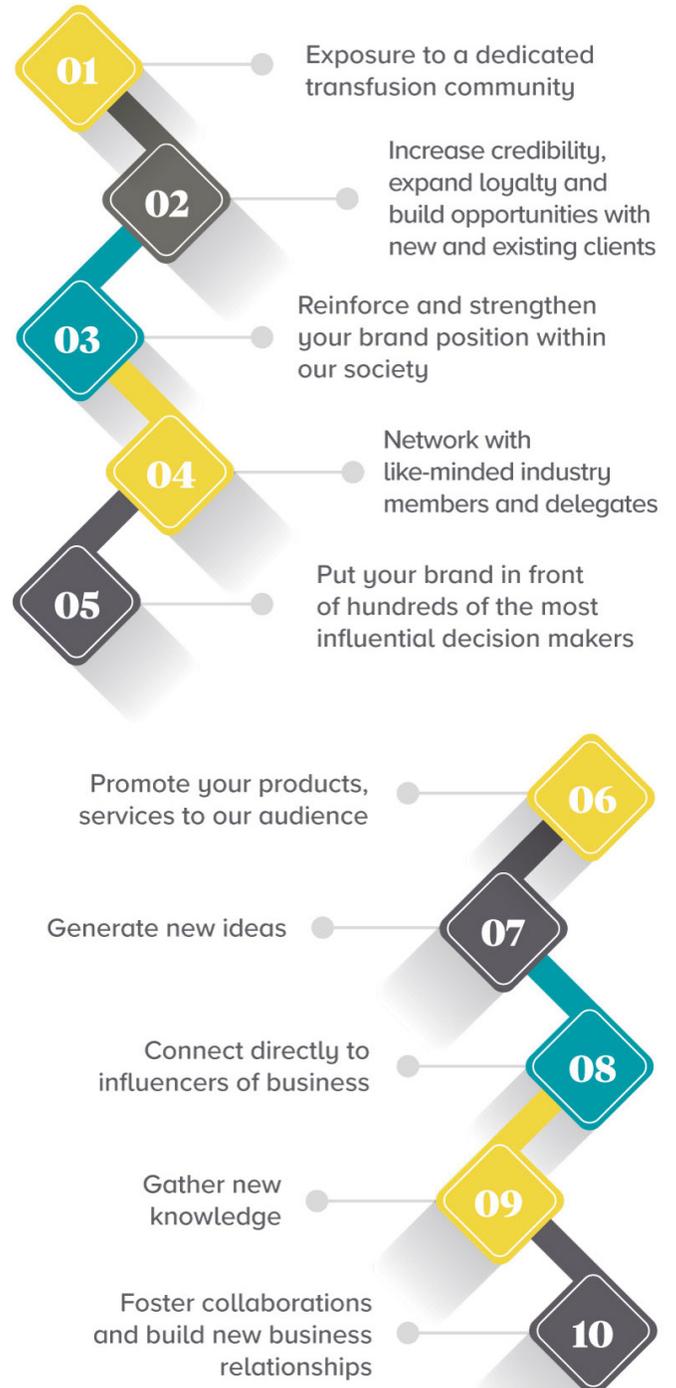
BBTS MEMBERSHIP

BBTS is a professional membership body supporting transfusion professionals throughout an entire career. We offer education, development and networking opportunities designed to enhance knowledge of the profession and advance career prospects. Members use the Society to share knowledge, manage their professional commitments and stay up to date with the latest news. 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, from Australia to India, South Africa to Spain, and Iran to the USA. Our members work in NHS hospitals, private hospitals, academic institutions, research environments, and private companies.

NEW DEVELOPMENTS

- Accreditations for our new specialist education courses from University of Manchester and Edinburgh University.
- Continued work with Swansea University and University of Manchester on existing specialist education courses.
- Overseas specialist education courses imminent
- New website and academy portal due in Spring 2019
- BBTS Virtual Learning Environment
- A new online CPD tool
- Professional Conference Organiser (PCO) benefiting the needs of industry
- Two new committees - Clinical Transfusion and Science
- Ongoing development of online specialist logbooks
- Significant input into new transfusion guidelines

INFLUENCE THE INFLUENCER'S - 10 REASONS TO ENGAGE WITH OUR COMMUNITY





PARTNERSHIP & EXHIBITION PROSPECTUS

WHAT DO OUR EXHIBITING PARTNERS SAY?

- 70%** of delegates engaged with the conference app
- 82%** satisfaction rate with 2018 exhibiting partners
- 81%** of 2018 exhibiting partners would exhibit in 2019
- 64%** stated that the visitor quality was excellent/good

- “** A great event, thank you.
- “** Thoroughly enjoyed the conference, the networking opportunities and the programme- well done to the team!
- “** I think the whole conference was brilliant, and I had a great time.
- “** Superbly organised - beforehand and actual event - Aim is always to get inspiration and a buzz - worked yet again.
- “** Thank you - it was a well run and interesting conference.
- “** It was a great esteem boost when talking with exhibitors as I represented my hospital and felt the value of our lab as a customer.

EVOLUTION OF PREVIOUS MEETINGS

- Brighton 2018 - 517 Delegates
- Glasgow 2017 - 501 Delegates
- Harrogate 2016 - 451 Delegates
- London 2015 - 2619 Delegates (in conjunction with ISBT)
- Harrogate 2014 - 575 Delegates (included a Patient Blood Management day)
- Birmingham 2013 - 482 Delegates

ATTENDEES PROFILE 2018

- Biomedical Scientist 38%
- Transfusion Lab Manager 14%
- Consultant - Haematologist 10%
- Consultant - Anaesthetist 1%
- Consultant - Other 6%
- Transfusion Practitioner (Biomedical Scientist) 7%
- Transfusion Practitioner 8%
- Nurse 11%
- Clinical Scientist 5%

A staggering 98% of our 2018 attendees stated that the conference exceeded or met their expectations!



PARTNERSHIP PACKAGES

PARTNERSHIP PACKAGES

We have identified a number of elements that will 'Increase Your Reach, Strengthen Your Impact and Bolster Your Sales'. BBTS 2019 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.

EXCLUSIVE LUNCHTIME SYMPOSIUM - ONE PER DAY £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 2019 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 2019 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 2019 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 2019)
 - 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.
-



PARTNERSHIP PACKAGES

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 2019).
- 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 18 September in the exhibition hall. This is an effective networking opportunity for all delegates within the exhibition hall.



PARTNERSHIP PACKAGES

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 2019/2020 - 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 conference centre. 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 2019 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 2019 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 2019 website

PUBLICITY OPTION (FOUR AVAILABLE)

£1,850

- Presence on the BBTS 2019 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 2019 / 2020
- Half page advertorial and half page advert in the conference programme
- Two e-shots to registered delegates at two chosen dates between 1st March 2019 - 1st March 2020 as agreed with BBTS

CONNECTIONS OPTION

£750

- Half page advert in Bloodlines
 - Logo and bio on BBTS 2019 conference website
 - Opportunity for one promotional flyer to be inserted into the delegate bag. Sponsor to provide their own collateral - Maximum A4 double sided
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INDIVIDUAL PARTNERSHIP OPPORTUNITIES

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CONFERENCE BAG (EXCLUSIVE)

£3,500

Place your logo on the BBTS Annual Conference 2019 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 PEN & 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 2019. Sponsor to source and supply printed notepads.

CONFERENCE APP (EXCLUSIVE)

£4,500

Exclusive sponsorship of the 2019 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

£650

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 5 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)



EXHIBITION OPPORTUNITIES

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The Exhibition of BBTS Annual Conference 2019 will be held in Harrogate, 18 - 20 September 2019. 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

	18/09/19	19/09/19	20/09/19
Exhibition Open	noon - 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 m²** (min. 12m²)

- 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 4 personnel (up to 18sqm) / 5 personnel (up to 24sqm) / 8 personnel (up to 36sqm)

Shell Scheme **£345 + VAT per m²**

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. Group rate of 6 or more available upon request.

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.

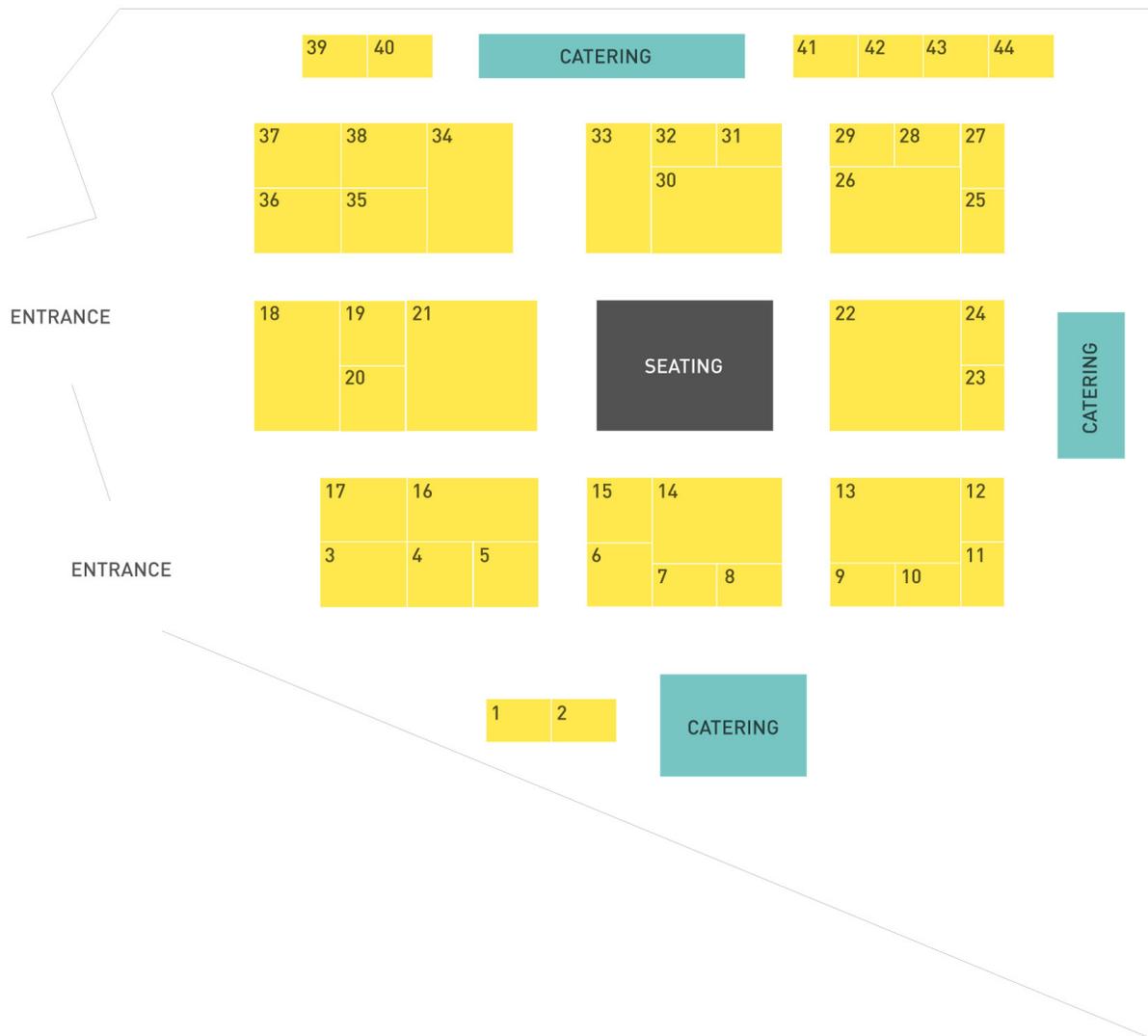
- Enhance your strategic position in the market with clever branding.
- Maximise your return on investment.
- Engage delegates through parallels and workshops.
- Enhance your visual impact with an exhibition stand.
- Seize this unique opportunity to meet the delegates face to face.



EXHIBITION FLOORPLAN

This is the BBTS Annual Conference 2019 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 2019.





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 2019 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



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 m²)

Qty Required:

Total Cost £

Shell Scheme (£345 +VAT per m²)

Qty Required:

Total Cost £

Additional Exhibitor Registrations

(£110 +VAT)

Qty Required:

Total Cost £

Additional Gala Dinner Tickets

(Price TBC)

Qty Required:

Total Cost £

Preferred 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

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 2019 = 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 July 2019

If you require any further information please contact our Sponsorship and Exhibition Manager Colm O'Grady colm@conferencepartners.ie / +353 87 223 3477