BBTS 2021

British Blood Transfusion Society

PARTNERSHIP & EXHIBITION PROSPECTUS

TRANSFUSION PROFESSIONALS ASSEMBLE

BBTS Virtual Conference
13-15 September 2021

www.bbts.org.uk/bbts2021

British Blood Transfusion Society

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.
In light of the global impact of Covid, the 2021 Annual Conference will be virtual.

BBTS ANNUAL CONFERENCE 2021: 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 2021 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

Recent times have been exceptional and extremely challenging for all health professionals and our transfusion community is no exception. Our professionally diverse network of members is working on the front line every day; managing an ever-increasing workload and developing new approaches and techniques to treat their patients. Partnering with the BBTS Annual Conference 2021 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 event includes a full programme of presentations, talks and workshops. Additionally, delegates have the opportunity to network informally throughout the conference and at a virtual social event.

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 engage with 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 2021 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 is a professional membership body supporting transfusion professionals throughout their 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 community includes everyone from undergraduates, biomedical scientists, lecturers and researchers, nurses, transfusion practitioners, anesthetists and consultant hematologists. 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.

EVOLUTION OF PREVIOUS MEETINGS

- Harrogate 2019 – 475 Delegates
- 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

INFLUENCE THE INFLUENCERS – 10 REASONS TO ENGAGE WITH OUR COMMUNITY

- 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 and services to our audience
- Generate new ideas
- Connect directly to influencers of business
- Gather new knowledge
- Foster collaborations and build new business relationships

NEW DEVELOPMENTS

- Introduction of Post Nominal letters for BBTS members
- Forming a new strategy for member retention and recruitment
- Launch of ISBT affiliate membership for all BBTS members
- Completion of the new Clinical Transfusion Practice course
- Progress toward the launch of the new Transnational Education courses in Transfusion Science Practice which will be delivered by the BBTS VLE or with HEI partner
- Launch of the new website and academy
- A review of BBTS SiGs and their goals
- Launch of the Bill Chaffe Unsung Hero Award

WHAT DO OUR EXHIBITING PARTNERS SAY?

70%	of exhibitors said their participation in this event was worthwhile
100%	rated their visitor quality was either excellent or good
76%	of exhibitors said they received a ROI above average
91%	stated that they would exhibit again in 2021

WHAT DO OUR DELEGATES SAY?

“ 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.

“ 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.

PARTERNSHIP PACKAGES

'Increase Your Reach, Strengthen Your Impact and Bolster Your Sales'. BBTS 2021 partnership opportunities offer the industry a longer-term integrated marketing and publicity campaign running throughout the year. We want to highlight howyou can maximize your investment by giving you multiple opportunities to engage with our delegates and membership community. Not only by gaining a prominent presence at the conference but you have access to numerous touch points throughout the year with press/ advertorial opportunities with industry publications and exposure to the wider delegate database through sponsored symposium sessions.

	LEAD (Exclusive)	GOLD	SILVER	ASSOCIATE
Opportunity to host lunchtime satellite symposia	*			
Dedicated email from BBTS inviting people to attend symposia	*			
Opportunity to sponsor social event		*		
Complimentary passes	10	7	2	3
Acknowledgement of sponsorship during conference opening	*	*	*	
Your logo appearing on screen in plenary	*	*	*	
2-minute video shown in breaks across the conference	3	2	1	
BBTS website conference pages - 2-minute-long video shown	*			
BBTS conference website - logo displayed	*	*	*	
Logo displayed on virtual programme page of virtual platform	*			
Your logo on the poster areas of the virtual conference platform				*
1 x full colour page ad in the Bloodlines	2 issues	1 issue		
PDf of your organisation's literature in the delegate joining instructions/ virtual delegate bag	3 items	2 items	1 item	1 item
Your logo in the "after-conference thank you email" sent to all attendees	*			

Your logo on the online registration pages				*
Your logo on the joining instruction emails received by all delegates				*
Your logo on the online abstract submission pages				*
Your organisation acknowledged when poster prize is awarded				*
A live exhibition room where you may video chat with attendees, host demos, book meetings etc	*	*	*	
One virtual exhibition space to be branded with your logo and service/ product descriptions and link to your website	*	*	*	
2.5 full days of virtual exhibition	*	*	*	
Conference platform virtual exhibition - company details listed (name, address, etc)	*	*	*	
Conference platform virtual exhibition - company editorial	250 words	150 words	100 words	50 words
Conference platform virtual exhibition - your logo	*	*	*	
Conference platform virtual exhibition -2-minute video made available to all attendees visiting your stand	*	*	*	

EXCLUSIVE LEAD SPONSORSHIP - £12,000

This package option gives you the prominence of being the lead sponsor, headlining the conference and includes the following wide range of benefits:

- The opportunity to host a lunchtime satellite symposium including a dedicated email from BBTS inviting all delegates to attend.
- 10 full conference delegate passes
- Acknowledgement as lead sponsor during the conference opening
- Your logo appearing on screen during the conference opening
- 3 x opportunities to show a 2-minute-long video advertisement during conference breaks
- Opportunity to show a 2-minute-long video on the BBTS website conference page
- Your logo on the BBTS website conference pages with a link to your organisation's website
- Your logo on the programme page of the virtual conference platform, with a link to your organisation's website - giving you visibility to all attendees as they view the programme.
- 2 x full page adverts in Bloodlines in 2021/2022
- 3 x PDF items of your organisation's literature to be included in the virtual delegate bag
- Your logo included in a post conference email sent to all delegates, with a link to your organisation's website.
- A live virtual exhibition room where you may video chat with attendees, host demos, book meetings etc.
- One virtual exhibition space to be branded with your logo and product / service description, together with a link to your organisation's website

- 2.5 days of virtual exhibition presence
- Your company details (name, address, contact details etc.) listed on the conference platform in the virtual exhibition space
- 250-word company editorial listed on the conference platform in the virtual exhibition space
- Your company logo on the conference platform in the virtual exhibition space
- The opportunity to show a 2-minute-long video to all delegates visiting your virtual exhibition space.

GOLD SPONSORSHIP - £4,500

Gold sponsorship offers you an exceptional platform to showcase your organisation's brand to this audience. Gold sponsorship includes the following benefits:

- The opportunity to sponsor the conference social event, including branding and full recognition as the evening's sponsors
- 7 full conference delegate passes
- Acknowledgement as sponsor during the conference opening
- Your logo appearing on screen during the conference opening
- 2 x opportunities to show a 2-minute-long video advertisement during conference breaks
- Your logo on the BBTS website conference pages with a link to your organisation's website
- 1 x full page adverts in Bloodlines throughout 2021/2022
- 2 x pdf items of your organisation's literature to be included in the virtual delegate bag
- A live virtual exhibition room where you may video chat with attendees, host demos, book meetings etc.
- One virtual exhibition space to be branded with your logo and product / service description, together with a link to your organisation's website
- 2.5 full days of virtual exhibition
- Your company details (name, address, contact details) listed on the conference platform in the virtual exhibition space
- 150-word company editorial listed on the conference platform in the virtual exhibition space.
- Your company logo on the conference platform in the virtual exhibition space
- The opportunity to show a 2-minute-long video to all delegates visiting your stand

SILVER SPONSORSHIP - £2,225

Silver sponsorship provides a fantastic opportunity to raise your organisation's profile and place your brand, front of mind with this audience. Silver sponsorship includes the following benefits:

- 2 full conference delegate passes
- Acknowledgement as sponsor during the conference opening
- Your logo appearing on screen during the conference opening
- 1 x opportunities to show a 2-minute-long video advertisement during conference breaks
- Your logo on the BBTS website conference pages with a link to your organisation's website.
- 1 x pdf items of your organisation's literature to be included in the virtual delegate bag
- A live virtual exhibition room where you may video chat with attendees, host demos, book meetings etc.
- One virtual exhibition space to be branded with your logo and product / service description, together with a link to your organisation's website
- 2.5 full days of virtual exhibition
- Your company details (name, address, contact details etc) listed on the conference platform in the virtual exhibition space
- 100-word company editorial listed on the conference platform in the virtual exhibition space
- Your company logo on the conference platform in the virtual exhibition space
- The opportunity to show a 2-minute-long video to all delegates visiting your stand

SESSION SPONSORSHIP - £1,000

Strengthen your company's visibility and awareness by sponsoring a relevant session. Enhance your image by beingacknowledged and associated with an industry influencer ona relevant topic within the scientific programme. Session sponsorship includes:

- 2 x full conference delegate passes
- Acknowledgement by the session chair as sponsorof the session
- Company logo on the AV screen both pre and postsession
- Company logo on speaker holding slides for thesession. (Co- branded with BBTS Annual Conference 2021).
- Acknowledgement of your support of this session with logo beside session listing on the virtual programme page on the conference platform - giving you exposure to all potential attendees as they view the programme
- 1 x PDF item of your organisation's literature to be included in the virtual delegate bag

ASSOCIATE SPONSORSHIP - £4,000

Association sponsorship combines the benefits of registration and abstract sponsorship in one great value package.

Benefits include:

- 3 x full conference delegate passes
- Your logo in the poster area of the virtual conference platform giving you exposure to all potential delegates as they view posters
- 1 x pdf items of your organisation's literature to be included in the virtual delegate bag
- Your logo on the online registration pages, giving you exposure to all delegates as they register for the conference
- Your log on the joining instruction email received by every delegate
- Your logo on the online abstract submission pages, giving you enhanced visibility to all poster submitters
- Acknowledgement as sponsor when poster prizes are being awarded

REGISTRATION SPONSORSHIP - £2,500

Registration sponsorship offers the benefits of gaining increased brand visibility to every single delegate registering for the conference.

Benefits include:

- 1 x full conference delegate passes
- Your logo on the online registration pages, giving you exposure to all delegates as they register.
- Your logo on the joining instruction email received by every delegate.

ABSTRACT SPONSORSHIP - £2,500

Abstract sponsorship offers the ability to align your organisational values with that of the conference abstracts and puts your brand in front of all abstract submitters as well as poster viewers. Benefits include:

- 1 x full conference delegate passes
- Your logo in the poster area of the virtual conference platform giving you exposure to all potential delegates as they enter the area to view posters
- Your logo on the online abstract submission pages, visible to all poster submitters
- Acknowledgement as sponsor when poster prizes are being awarded

EXHIBITION

EXHIBITION SPACE - £1,500

The Exhibition of BBTS Annual Conference 2021 will be a great opportunity for exhibitors to showcase new equipment and techniques, medical supplies and devices to the transfusion community.

The virtual 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 exhibiting companies to answer questions and provide product demonstrations.

In addition to the conference breaktimes, where delegates will be invited to visit exhibitors; the virtual exhibition area will be available for delegates to visit at any time throughout the conference.

The exhibition package includes the following benefits:

- 2 full conference delegate passes
- A live virtual exhibition room where you may video chat with attendees, host demos, book meetings etc.
- One virtual exhibition space to be branded with your logo and product / service description, together with a link to your organisation's website
- 2.5 full days of virtual exhibition
- Your company details (name, address, contact details etc.) listed on the conference platform in the virtual exhibition space
- 50-word company editorial listed on the conference platform in the virtual exhibition space.
- Your company logo on the conference platform in the virtual exhibition space
- The opportunity to show a 2-minute-long video to all delegates visiting your stand

ADVERTISING OPPORTUNITIES

CONFERENCE BREAK - £499

Conferenced break sponsorship offers the benefit of getting in front of a captive audience to showcase your organisation with a 2-minute video shown on a loop throughout 1 x conference break.

BLOODLINES

Bloodlines is BBTS's very own magazine designed to bring to its members, interesting and insightful stories from the transfusion community. Bloodlines is published 4 times a year and is packed full of scientific articles, opinion pieces, meeting reports, CPD activities and the latest member news.

- Full page, full colour advert in Bloodlines - £699
- Half page, full colour advert in Bloodlines - £549

BBTS Supporting Members receive a 25% discount on advertising prices.

BBTS Corporate Members receive a 15% discount. All prices are subject to VAT.

TRANSFUSION MEDICINE

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

- Full page, full colour advert in Transfusion Medicine - £1,668
- Half page, full colour advert in Transfusion Medicine - £1,481

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.
- Maximize your return on investment.
- Engage delegates through parallel sessions and workshops.
- Enhance your visual impact with an exhibition presence.
- Seize this unique opportunity to engage with all participants.

EXHIBITION TERMS AND CONDITIONS

COMPANY DETAILS

Contact Name:			
Position within Company:			
Company Name:			
Address:			
		Postcode:	
Tel:		Mobile:	
Email:			
Registration VAT Number:			
PO Number:			
Invoice Address (if different fromabove)			
CompanyWebsite:			
Products/Servicebeing showcased			

PARTNERSHIP PACKAGES

Item:	Cost:	Please Tick:
Lead Sponsorship	£12,000 + VAT	
Gold Sponsorship	£4,500 + VAT	
Silver Sponsorship	£2,225 + VAT	
Session Sponsorship	£1,000+ VAT	
Associate Sponsorship	£4,000 + VAT	
Registration Sponsorship	£2,500 + VAT	
Abstract Sponsorship	£2,500 + VAT	

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EXHIBITION SPACE

Item:	Cost:	Please Tick:
Exhibition	£1,500+ VAT	

ADVERTISING OPPORTUNITIES

Item:	Cost:	Please Tick:
Conference break advertising	£499 + VAT	
Bloodlines - full page advert	£699 + VAT	
Bloodlines - half page advert	£549 + VAT	
Transfusion Medicine - full page advert	£1,668 + VAT	
Transfusion Medicine - half page advert	£1,481 + VAT	

TOTAL FOR INVOICE

Partner Packages		£……..
Exhibition Space		£……..
Advertising Opportunities		£……..
Total (excluding VAT)		£……..

PAYMENT TERMS

All items are subject to VAT at 20%.
Payment must be received within 30 days of the invoice date, or prior to the commencement of the conference, whichever is the sooner.

Please return this form and email it along with an eps and png version of your company logo and a 50-word biography to:

BBTS Congress 2021 Secretariat

The Conference Collective Ltd, 8 Waldegrave Road, Teddington, TW11 8HT

T: +44 (0) 20 8977 7997 E: bbts@conferencecollective.co.uk

Exhibition terms & conditions

By returning this booking form, you accept the contract terms and conditions (listed in this Sponsorship and Exhibition Prospectus) and agree to abide by the terms and conditions for the Conference. The person named above is authorised to book this on behalf of the applicant/company. The Exhibition Booking Form will be held as a valid liable contract, by which both parties will be bound.

Please complete this form and return to:

BBTS 2021 c/o The Conference Collective Limited, 8 Waldegrave Road, Teddington, Middlesex, TW11 8HT, UK

Tel: +44 (0) 20 8977 7997 Email: bbts@conferencecollective.co.uk

Agreement

The Booking Form constitutes only an offer by the Sponsor or Exhibitor to exhibit at/ BBTS 2021 Congress on these terms and conditions only. The Organisers reserve the right to accept or refuse such offer at its sole discretion.

In the event that the Organisers accept the Sponsor's/Exhibitor's offer, the Organiser will provide written confirmation of the booking and this will create a legally binding contract between the Sponsor and the Organiser on these terms and conditions only to the exclusion of all others (this 'Agreement').

All bookings of exhibition packages, promotional marketing opportunities, advertising and sponsorship are administered on a first-come, first-served basis.

Booking form and contract should be posted/emailed to ensure reservation of a desired package. Upon receipt of the completed booking form and contract, an invoice will be emailed.

Payment

On providing such written confirmation to the Sponsor/Exhibitor, the Organiser will issue its invoice to the Sponsor/Exhibitor in respect of the Sponsorship/Exhibitor Fee. The Sponsor/Exhibitor shall make full and final payment to the Organiser no later than 30 days following receipt of the invoice.

The Sponsorship/Exhibitor Fee is exclusive of VAT. Payments should be made in Pounds Sterling and made payable to 'Conference Collective Limited'.

Terms

This Agreement commences on the date of the Organiser's written confirmation of the booking and shall terminate at the end of BBTS 2021 Congress except when expressly provided otherwise in these terms.

Cancellation clauses

Cancellation of Sponsorship/Exhibition Booking must be made in writing to The Exhibition and Sponsorship Manager, BBTS 2021 Congress, c/o The Conference Collective, 8 Waldegrave Road, Teddington, Middlesex TW11 8HT and can be emailed to bbts@conferencecollective.co.uk. If the Sponsor/Exhibitor cancels this Agreement, the Organiser shall refund (subject to any costs as set out below) to the

Sponsor/Exhibitor a percentage of the fees determined in accordance with the following:

If cancellation/reduction is received up to and including 1 June 2021, the organisers shall retain 50% of the agree package amount, and if cancellation/reduction is received after 1 June 2021, the organisers shall retain 100% of the agreed package. The sponsorship/exhibition fee (where applicable) will be refunded after the conference.

The Organiser shall be entitled to retain from any refunded fees a sum equivalent to its actual administration expenses, the costs of materials and any costs to which the Organiser has committed when the Sponsor/Exhibitor cancels this Agreement.

If the conference is cancelled by the Organiser (other than as a result of events beyond the reasonable control of the Organiser), the Organiser shall refund the fee paid by the Sponsor/Exhibitor.

Insurance

While every precaution is taken to protect your property during the event, the Organisers are not responsible for any loss or damage and we strongly recommend that you take out appropriate insurance cover. The Organisers accept no responsibility for any loss sustained by Exhibitors from theft, fire damage or any third party.

Exhibitors are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition to this Exhibitors should protect their expenditures against abandonment and cancellation or curtailment of the event due to reasons beyond the Organiser's control. Second sentence is very pertinent because if the exhibitors have purchased goods or services for the event and it is subsequently cancelled, they need to be covered.

Security

The Organisers cannot be held responsible for the loss or damage to Exhibitors' property.

Liability clause

The Organiser shall not be liable for any failure to fulfil this contract where failure is caused by supervening circumstances including weather, fire, flood, earthquake, travel, transport delays, war, riots, acts of terrorism or events which, without fault of either party, render fulfilment impossible.

The Organiser's obligations The Organiser will:

- Organize the BBTS 2021 Congress conference to a high standard and to the best of its ability.
- Ensure the Sponsor/Exhibitor benefits from all elements of the confirmed Sponsorship/Exhibition Package
- Not do or knowingly permit to be done anything which is prejudicial to the good image of the Sponsor/Exhibitor

Sponsor's/Exhibitor's obligations

Stands must be staffed virtually during key exhibition times, including refreshment breaks, lunch breaks and poster viewing sessions.

Companies wishing to offer hospitality in addition to the Conference social programme must contact the Organisers (email: bbts@conferencecollective.co.uk). Any additional social events must not clash with the official Conference Social Programme and is subject to the agreement of the Organiser.

The Sponsor/Exhibitor (including its officers, employees, contractors and agents) and the Sponsor's exhibition stand must comply in all respects with all applicable laws, regulations, and rules and conditions of the Venue relevant to it, and with any relevant trade codes of practice.