



ANNUAL SCIENTIFIC MEETING



EXHIBITION AND SPONSORSHIP PROSPECTUS

THE BRITISH PAIN SOCIETY'S
50TH ANNIVERSARY ANNUAL SCIENTIFIC MEETING

WEDNESDAY 3 MAY - FRIDAY 5 MAY 2017

THE ICC BIRMINGHAM

CONTENTS



Introduction	3
Key attractions for exhibitors	4
Timetable	5
Plenary speakers and topics	6
Parallel session streams	6
Social programme	7
The venue	7
The exhibition	7
New for 2017	7
Exhibition opening and closing times	8
Exhibition floorplan	8
Stand information and cost	9
Standard stand space	9
Self-build stands	9
Cost of exhibition stands	10
Stand packages	10
Booking process	11
Stand personnel and badges	11
Attending the scientific programme	11
Promotional opportunities	12
Company description	12
Company logo	12
Delegate bag inserts	12
Industry education zone slots	12
Email to delegates	12
Sponsorship pick 'n' mix menu	13
Conference app sponsorship	13
Wellness zone sponsorship	14
Registration sponsor	14
Delegate bags	14
Pads	14
Pens	15
Lanyards	15
Water bottles	15
Poster boards	15
Contact info	16

INTRODUCTION

We are very excited to welcome you to the **50th Anniversary Annual Scientific Meeting (ASM)** of the British Pain Society, which will be held at the International Convention Centre (ICC) in Birmingham, Wednesday 3rd – Friday 5th May 2017. The Scientific Programme Committee worked hard to put together a stimulating and innovative programme with high quality educational and scientific content while also being clinically relevant.

The Meeting will host plenary and workshop sessions, a poster exhibition, sponsored symposia and the technical exhibition, which is an integral part of the delegate experience.



Our previous ASMs have established a reputable legacy amongst professionals working in the field of pain and have attracted close to 600* delegates per meeting. Delegates reflect the multidisciplinary backgrounds of our membership giving you the unique opportunity to engage and network with professionals from;

- Anaesthesia / Pain Medicine
- General Practice
- Nursing
- Psychology
- Occupational Therapy
- Physiotherapy
- Neurology
- Paediatrics
- Rheumatology
- Musculoskeletal Medicine
- Palliative Medicine
- Scientific Research

and other medical and non-medical professions.

The Meeting has been organised to promote a wide range of topics and attracts an excellent faculty of home grown and overseas speakers who are experts in their field.

*Av. over past five years

96.5% of surveyed delegates would recommend the Meeting to a colleague!

KEY ATTRACTIONS FOR EXHIBITORS

BE SEEN: Access to the UK's only multi-disciplinary Meeting in the field of pain showcasing the latest in clinical practice and research. **You want to be at the 50th Anniversary ASM.**

GENERATE LEADS: Unique opportunity to meet and network with close to 600 professionals working in pain management and research.

PROMOTE: Raise the profile and visibility of your company, products and services.

KEEP UP TO DATE: Register as a delegate to attend a world class programme of international and UK speakers renowned in their area of speciality for the latest in the field of pain.

CHECK OUT THE COMPETITION: Excellent way to liaise with fellow exhibitors, pharmaceutical organisations and many others to share the latest developments within the industry.

CONDUCT MARKET RESEARCH & POLLS: Via the conference app or at exhibition stand.



TIMETABLE



Wednesday 3rd May

08:30 -18:00	Registration desk open
08:30 -18:00	Technical Exhibition open
09:50 -10:00	Welcome
10:00 -10:40	Plenary Session 1- Pat Wall Lecture
10:40 -11:20	Plenary Session 2
11:20 -11:50	Coffee Break & <i>Industry Education Zone Slot</i>
11:50 -13:20	Parallel Session A1-A6
13:20 -14:20	Lunch & <i>Sponsored Satellite Symposium</i>
14:20 -15:50	Parallel Session B1-B2
15:50 -16:15	Coffee Break & <i>Industry Education Zone Slot</i>
16:15 -16:55	Plenary Session 3
17:00 -18:00	<i>Sponsored Satellite Symposium</i>
18:05 -19:05	SIG Business Meetings

Thursday 4th May

08:00 -18:30	Registration desk open
08:15 - 09:15	SIG Business Meetings
08:30 -17:30	Technical Exhibition open
09:20 -10:50	Parallel Session C1-C6
10:50 -11:50	Poster Viewing session in exhibition hall & coffee
11:50 -12:30	Plenary Session 4
12:30 -13:30	Lunch & <i>Sponsored Satellite Symposium</i>
13:30 -14:10	Plenary Session 5
14:10 -15:25	AGM for BPS members
15:25 -16:30	Plenary Session 6 – top 5 non-trainee posters presentations
16:30 -17:00	Coffee Break & <i>Industry Education Zone Slot</i>
17:00 -17:40	Plenary Session 7
17:50 -18:50	<i>Sponsored Satellite Symposium</i>
19:30 - Late	BPS Party

Friday 5th May

08:30 -16:00	Registration desk open
08:30 -14:00	Technical Exhibition open
09:15 -10:45	Parallel Session D1-D6
10:45 -11:15	Coffee break & <i>Industry Education Zone Slot</i>
11:15 -12:30	Plenary session 8 – top 5 trainee posters presentations
12:30 -13:30	Lunch
13:30 -14:15	Plenary Session 9 & Awards
14:20 -15:00	Plenary Session 10 - BPS Lecture
15:15 -16:15	Council Meeting

PARALLEL SESSION STREAMS

FOR 2017 WE THEMED WORKSHOPS INTO SIX STREAMS AS FOLLOWS;

Stream 1: Pain after Surgery

- Managing post-operative pain in selected patient groups
- Persistent post-surgical pain (PPP): from pain to marginal gain
- Patient and professional education to improve pain after surgery
- Understanding and managing pain in people who present frequently to hospital with exacerbations of persistent pain

Stream 2: Challenges in Practice

- Advances in management of abdomino-pelvic pain
- Chronic post-traumatic pain – the impact of psychiatric disorders
- Opioids for chronic pain
- Cancer pain

Stream 3: Interventions for Pain

- Headaches and interventions
- Radiofrequency – how it works and does it work?
- Opioids for the treatment of neuropathic pain? A safe treatment option?
- What, why and how: the application of clinical hypnosis for pain

Stream 4: Living with Pain

- Widening the focus: exploring the social context of living with chronic pain
- Self-management: sharing good practice
- Resilience: is it the new pain score?
- Physiotherapy and physical activity – approaches in persistent pain

Stream 5: Legal/Policy

- Commissioning pain services: opportunities and reality
- Medicolegal report writing masterclass, pitfalls in writing pain reports practice and critical issues in medicolegal pain including an update on the law on consent
- EULAR: Fibromyalgia Guideline Updates
- Are medicolegal proceedings a significant barrier to pain management rehabilitation

Stream 6: Education and Research / Paediatric

- Funding your pain research proposal
- Pain management education locally and globally with a focus on sustainability
- Transitions from paediatric to adult care for patients with chronic pain - chances and challenges
- The nature and impact of parental appraisals of child pain

PLENARY SPEAKERS AND TOPICS

- **Pat Wall Lecture:** Reward and motivation in pain and pain relief, *Professor Frank Porreca* (Arizona, US)
- The continuum of acute to chronic pain after surgery, *Professor Stephan Schug* (Perth, Australia)
- Beyond belief: Functional contextual psychological approaches to chronic pain, *Professor Lance McCracken* (London, UK)
- Pain and sleep: The devil is in the 'reciprocal' relationship, *Dr Nicole Tang* (Warwick, UK)
- Lessons learned from US opioid prescribing, *Dr Jane Ballantyne* (Seattle, US)
- Progress and controversies in neuromodulation, *Professor Sam Eldabe* (Middlesbrough, UK)
- Population paincare, *Sir Muir Gray* (Oxford, UK)
- **BPS Lecture:** A resilience approach to chronic pain - challenges for pain research and practice, *Professor Liesbet Goubert* (Ghent, Belgium)

SOCIAL PROGRAMME

The 50th Anniversary Party will take place on Thursday, 4th May 7:30PM – late. Further details to be announced.

All exhibitors and sponsors are welcome to book their £20 (includes two drinks vouchers, food and entertainment) entry by ticking the box in Section H of the booking form, or contacting the BPS Secretariat at asm@britishpainsociety.org or on 020 7269 7840.

THE VENUE

The International Convention Centre (ICC) is a world-class venue and one of Europe's most high profile conference centres, welcoming over 350 events and more than 300,000 delegates each year. Located in the Midlands with excellent transport links and an enviable location in Birmingham city centre, the ICC offers over ten halls and ten executive meeting rooms, with dedicated registration and foyer areas. For further information visit: <http://www.theicc.co.uk>



THE EXHIBITION

British Pain Society is the ASM organiser, with the Technical Exhibition being administered by the Society's trading arm, BPS Pain Business Ltd.

The Technical Exhibition will be held in Hall 3 offering up to 3,050sqm of exhibition space for demonstrations and interaction with delegates.

The British Pain Society is very much focused on ensuring that both exhibitors and delegates enjoy a highly productive time at the Meeting and endeavour to make the experience both valuable and fruitful. All refreshment breaks and lunches will be held in Hall 3 maximising exhibitor exposure and networking opportunities with delegates. Once again, we have eliminated lunchtime meetings to allow exhibitors more time to meet the delegates.

NEW FOR 2017

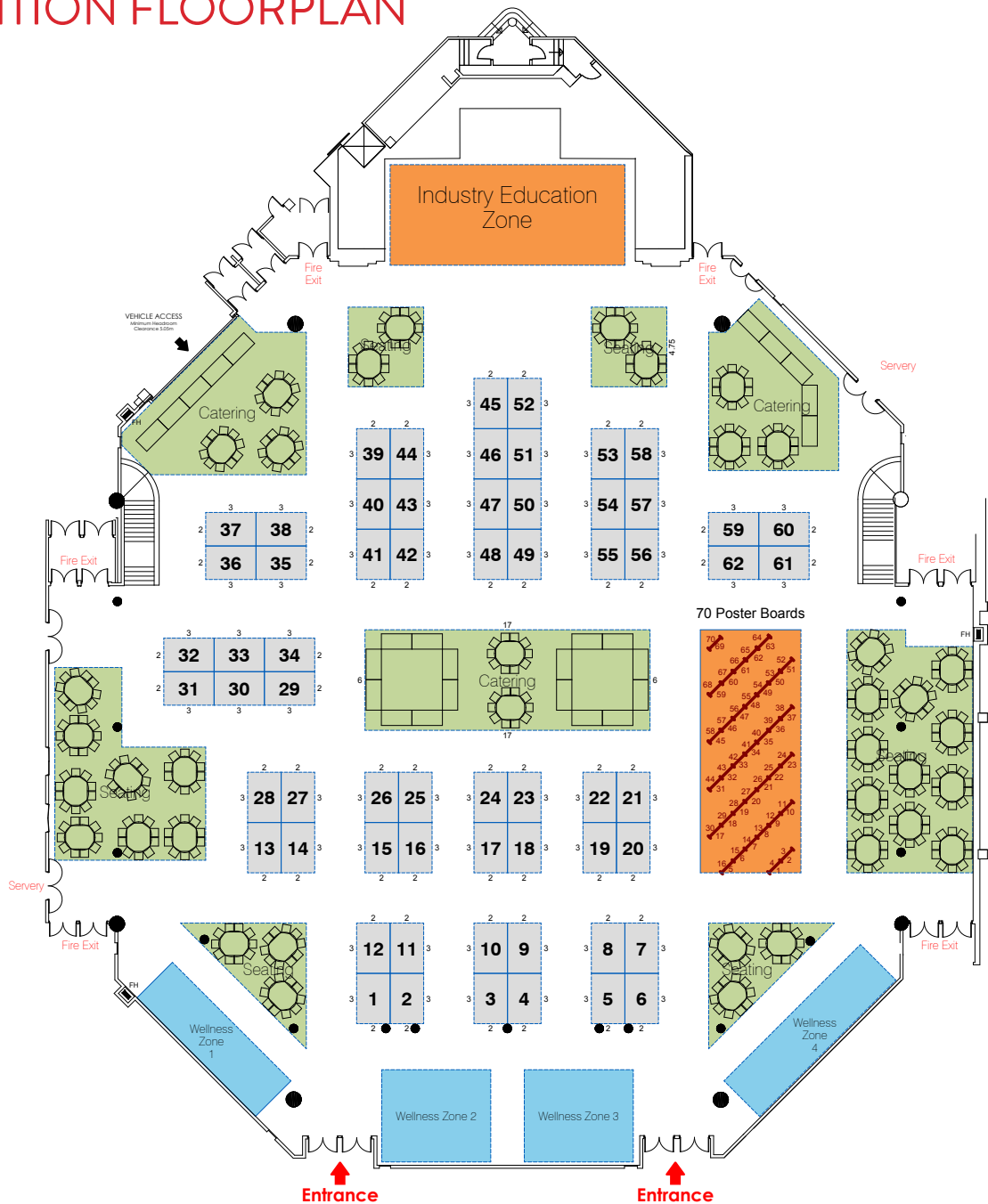
Reflecting on feedback we have introduced the following changes for 2017:

- For the 50th Anniversary ASM, we are introducing a conference app ran by CrowdCompass, offering a multitude of new sponsorship opportunities. Please go to page 13 for more details.
- We are offering industry the opportunity to book a 20-minute demonstration slot in the Industry Education Zone located in the exhibition hall. Please go to page 12 for further information.
- Wellness Zones are being introduced to the Exhibition Hall to offer delegates rest & relaxation areas away from the hustle and bustle of the Meeting. The Zones can be sponsored – please get in touch to find out more.
- Enjoy perusing through the Sponsorship Pick 'n' Mix menu to activate your presence at the 50th Anniversary ASM, or get in touch for inspiration and to discuss a tailor made package.

EXHIBITION OPENING AND CLOSING TIMES

Tuesday 2nd May	07:00 - 18:30	Technical Exhibition build only
Wednesday 3rd May	08:30 - 18:00	Technical Exhibition open
Thursday 4th May	08:30 - 18:00	Technical Exhibition open
Friday 5th May	08:30 - 15:00	Technical Exhibition open
	15:00 - 20:00	Close and breakdown of Exhibition

EXHIBITION FLOORPLAN



STAND INFORMATION AND COST

On page 8 you will find a floorplan of Hall 3 to help you select your preferred stand(s). Stand space is booked and allocated on a **first come first served basis**. We urge you to book your stand(s) early to avoid disappointment.

STANDARD STAND SPACE

The Society is pleased to continue to offer a freestanding shell scheme to all Technical Exhibitors, which will be constructed by Joe Manby Ltd, our appointed contractor.

The comprehensive stand package includes:

- 3m x 2m shell scheme, white PVC panels, 2.5m high
- White laminated fascia board for company name, 30cm high
- One 500-watt power socket
- 2 x spotlights
- A trestle table and 2 chairs
- 2 x stand personnel registrations including name badges, lunch and refreshments at coffee breaks
- Complimentary listing on the conference app
- Exhibitor welcome pack including delegate list

SELF-BUILD STANDS

If you would prefer to build your own stand and **DO NOT** require a shell scheme, please indicate so on the Technical Exhibition & Sponsorship Booking Form. **Please also use this form to indicate whether you will require power sockets and furniture.**



COST OF EXHIBITION STANDS

We are pleased to continue offering stand spaces at the same costs for the third year running.

Each stand space is 3m x 2m. Companies wishing to have a bigger stand can either buy multiple stands or go for one of the packages.

Description	Cost
For whole exhibition (Wed-Fri)	£2,995
For a single day (cannot be combined) Wednesday/Thursday/Friday	£2,000
Charity Stand rate (Wed-Fri)	£420

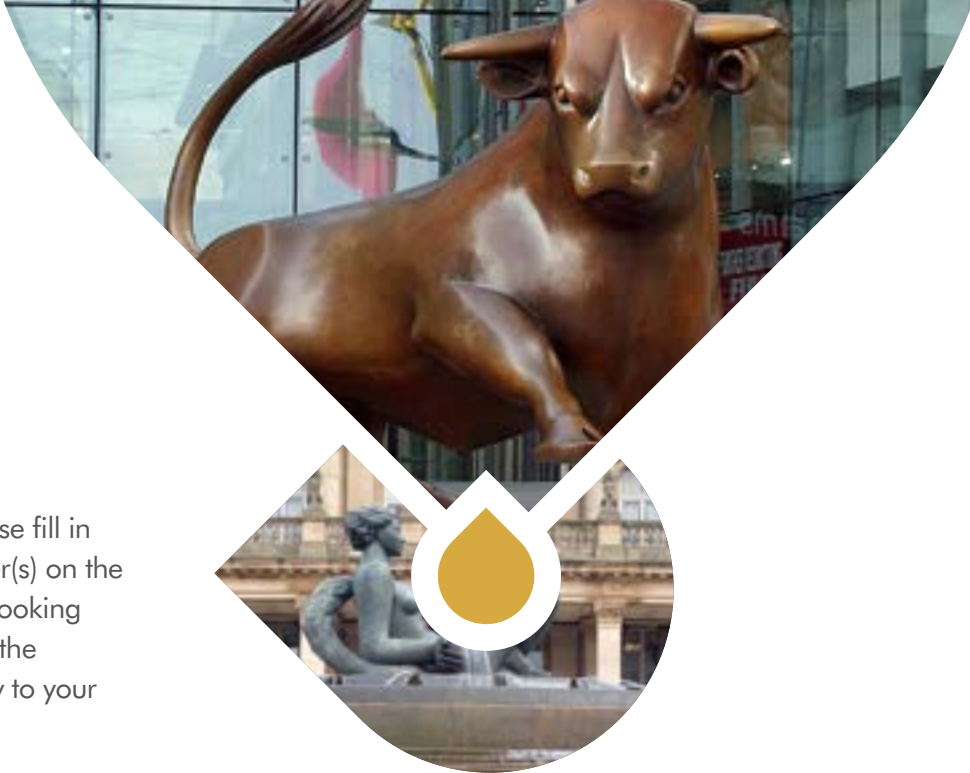
*All prices subject to VAT at the prevailing rate.

STAND PACKAGES

Package	Description	Cost
Package A	2 x (3x2) shell scheme block	£5,750
Package B	4 x (3x2) shell scheme block	£11,400

*All prices subject to VAT at the prevailing rate.





BOOKING PROCESS

To book your exhibition stand(s) please fill in your preferred stand(s) space number(s) on the Technical Exhibition & Sponsorship Booking Form in Section B. Carefully read all the sections and tick the boxes that apply to your requirements.

You can secure your booking with a 50% deposit or pay the total amount. Any remaining balances must be paid by **30th January 2017**.

Please note:

Registrations made after 30th January 2017 will need to be paid in full. For cancellations up until 30th January 2017, 50% of the total fee will be retained. For any cancellations after 30th January 2017 the British Pain Society will retain 100% of the total fee.

A Logistical Information Pack will be provided once you have booked your stand.

STAND PERSONNEL AND BADGES

Two stand registrations are included in the cost of each 3m x 2m stand space. Registrations for additional stand personnel are available to purchase at the cost of £80.00 (plus VAT) per person and will include an exhibitor badge, lunch and refreshments at coffee breaks.

Names of all stand personnel **must** be submitted to the Society **two weeks** prior to the start of the Meeting. Personnel who have not registered will not be allowed on site.

ATTENDING THE SCIENTIFIC PROGRAMME

Please be aware that exhibitor registration does not give access to the plenary sessions and workshops. Should you wish to attend these, then you can register as a delegate using the online registration system on our website at <https://www.britishpainsociety.org/mediacentre/events/2017-50th-anniversary-asm-birmingham/>

SPECIAL OFFER

This year we are once again offering a discounted rate for exhibitors that register as delegates, with the £685 band being reduced to £585 and the day rate being reduced from £295 to £245, please contact dina.almuli@britishpainsociety.org **for information on how to register at these rates, which cannot be accessed via the registration link above.**

PROMOTIONAL OPPORTUNITIES

COMPANY DESCRIPTION

All exhibitors will receive a complimentary listing on the conference app. Exhibitors can submit a 50 word description, including the company profile and contact details (contact details do not count towards to the 50 word limit). Copy that exceeds the word limit will be edited down to conform.

COMPANY LOGO

Reinforce your corporate identity by adding your company logo next to your company description on the app. This is available at a cost of £75.

To book the company logo option, please tick the relevant boxes in Section C on the booking form. The deadline for submitting company description and logo artwork is **Monday 27th February 2017**.

DELEGATE BAG INSERTS

All delegates are given a bag on arrival at the registration desks and it acts as a great reference guide to all activities on offer. Promote your exhibition stand and/or symposium with a delegate bag insert for even greater visibility.

Inserts	Cost
1 A4 page	£500
2 A4 Page	£900

*All prices subject to VAT at the prevailing rate.

For different size items please contact Dina Almuli at dina.almuli@britishpainsociety.org or on 0207 269 7840 for a quote.

To book a delegate bag insert, please tick the box in Section C on the Technical Exhibition & Sponsorship Booking Form.

The deadline for booking inserts is **Thursday 13th April 2017**. Further information about delivery address and deadline will be provided in the Logistical Information Pack.

INDUSTRY EDUCATION ZONE SLOTS - ONLY FOUR SLOTS AVAILABLE

Brand new for 2017 - exhibitors can book a 20-minute presentation slot in the Industry Education Zone of the Exhibition Hall. Ideal for product demonstrations or presentations where stand space limitations won't do. A basic AV package will be provided and seating for delegates. Limited to one slot per company and sold on a first come, first served basis, the slots are £2,000.

EMAIL TO DELEGATES

Due to popularity in 2016, we are once again offering exhibitors the opportunity to email delegates. We will send an HTML email that is prepared and packaged by you to all the registered delegates. This is limited to 2 emails per company and is only open to those companies exhibiting at the meeting. You can choose to send an email between 6 weeks before and 2 months after the meeting. This is available at a cost of £650 per email; please tick the relevant box in Section G on the booking form.

SPONSORSHIP PICK 'N' MIX MENU

BPS offers a number of sponsorship Pick 'N' Mix options for you to choose from. It would be our pleasure to assist in putting together a tailor made package for you, looking at solutions to meet your objectives and activate your presence at the Meeting. To discuss, or for anything not listed below, please contact Dina Almuli at dina.almuli@britishpainsociety.org or ring 0207 269 7840.

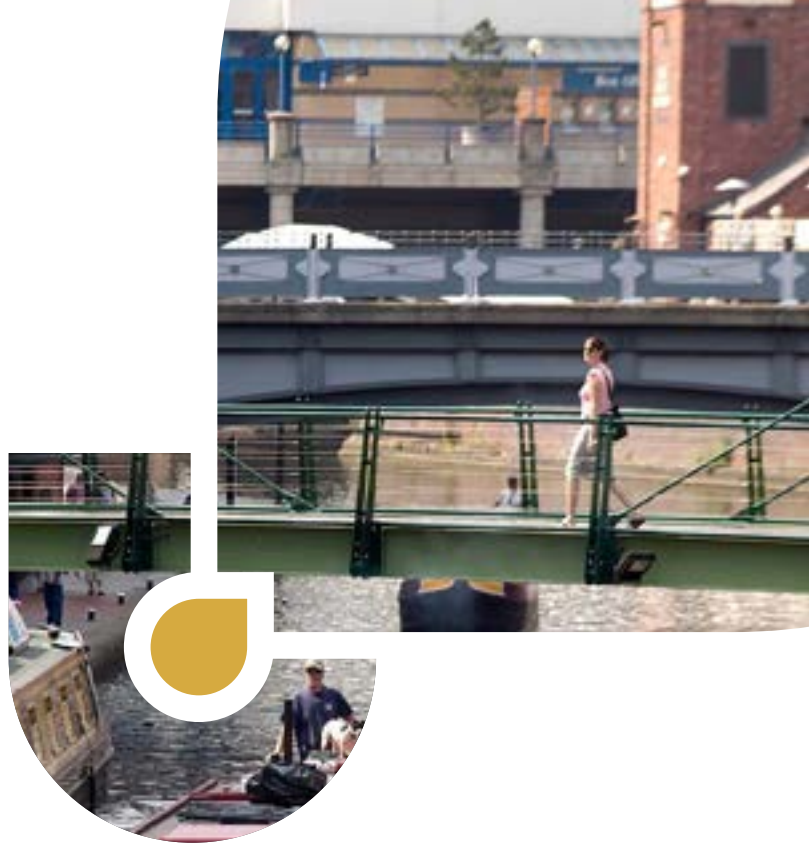
Sponsorship items will be sold on a first come first serve basis – hurry to reserve your preferred option!

CONFERENCE APP SPONSORSHIP

New for 2017 – a CrowdCompass app replaces the Final Programme and offers a range of sponsorship opportunities, all designed to facilitate engagement between industry and delegates and drive them to your stand(s). Furthermore, the app metrics provide concrete numbers on the number of taps and views to monitor sponsorship performance and return on investment.

Main app sponsor including the splash screen £3,000 – ONE EXCLUSIVE OPPORTUNITY

- High impact impression for optimal brand exposure
- Full-screen visual appears when the app is launched and displays for up to 5 seconds for every delegate to see, free from distraction
- Includes a banner advert
- Includes 'Main app sponsor' acknowledgement



App banner advert £800

- Appears at the top of the screen
- Replaces adverts in the Final Programme
- Cost effective way to build brand awareness and reach delegates
- Simple to create

Push notifications; single notification £200 / three notifications £500

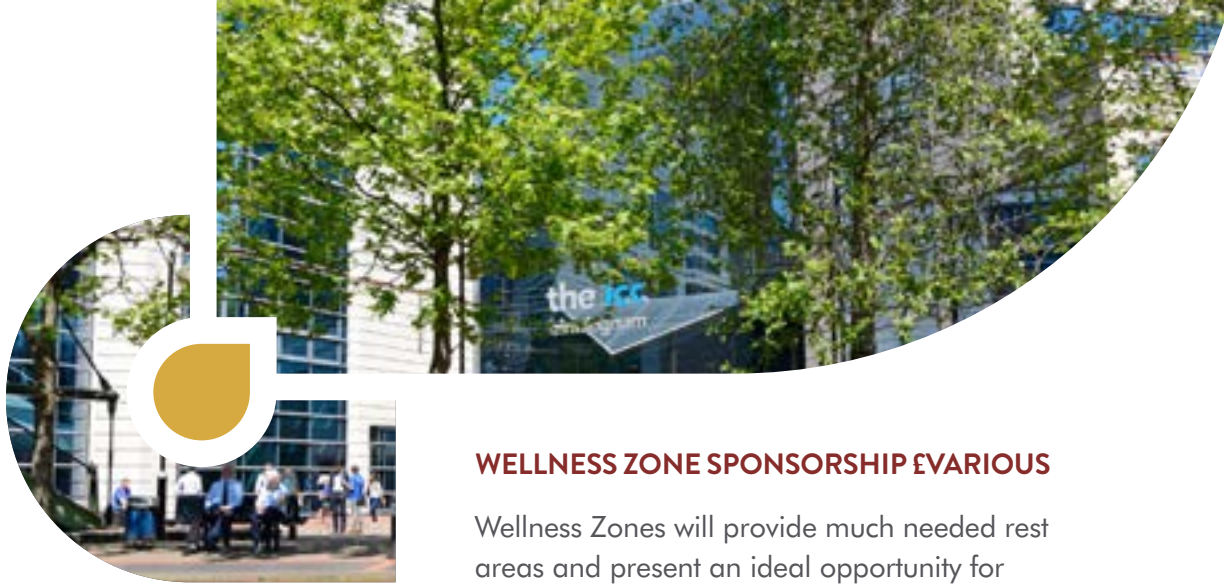
(e.g. prior, during, after ASM)

- Messages sent directly to delegates device via the app
- Notifications can be scheduled in advance
- Reach all delegates or a select group at strategic times
- Ideal for promotional offerings or announcements to all delegates
- Great tool for directing traffic to stand
- 20 word limit

Highlighted exhibitor £300

- Opportunity to buy a more prominent exhibitor listing
- A budget friendly way to stand out on the exhibitor list

*All prices subject to VAT at the prevailing rate



Personalised icon from app home screen £1,250

- A highly prominent custom icon on the app home screen directly linking to sponsor's profile page
- Ideal way to showcase elite sponsors as only two available

Beacon alerts £700

- Bluetooth-enabled devices trigger location-based messages to delegates passing by
- Effective stopping power to encourage interactions and draw delegates to stand/s
- Beacons can be mounted on stands, doorways and walls

Sponsored survey £375

- Engage in dialogue with delegates and gather comprehensive data
- An excellent way to collect feedback
- Segment delegates according to your target market
- Incorporate your brand name or image within survey

Sponsored poll £375

- Gain insight into the your target audience with immediate feedback
- A budget friendly way to gather information
- Run live polls during Sponsored Satellite Symposia
- Incorporate your brand name or image within poll

WELLNESS ZONE SPONSORSHIP £VARIOUS

Wellness Zones will provide much needed rest areas and present an ideal opportunity for sponsorship - be remembered for pampering delegates! Please contact Dina Almuli for information on availability at dina.almuli@britishpainsociety.org

REGISTRATION SPONSOR £2,500

Advertise your company at various key stages of the registration process, including your company branding on the registration page of the website, on the confirmation emails sent to delegates, on the registration stands and a listing on the App.

DELEGATE BAGS £1,500

Include your company branding on delegate bags which are given to all delegates at registration. This is a brilliant promotional opportunity to increase brand and product awareness during and post-event. BPS will supply the bags and you will have the opportunity to review the design prior to production.

PADS £400

Your company name and logo featured on the pads provided in each individual delegate bag. The pads are supplied by the sponsor.

*All prices subject to VAT at the prevailing rate



PENS £400

Pens with your company name and branding will be in each individual delegate bag. A useful essential for all delegates – the pens will offer continued exposure post event. The pens are supplied by the sponsor.

LANYARDS £350

Include your logo or brand message on the delegate lanyards. This will give you constant exposure and are one of the most prominent forms of branding at the whole event. Lanyards are supplied by the sponsor.

WATER BOTTLES £600

Water bottles with your company branding will be provided to all delegates during lunch breaks. BPS supplies the bottles, you provide the artwork.

POSTER BOARDS £350

Advertising opportunity on the poster boards for maximum exposure amongst poster exhibitors and viewers. BPS supplies the boards and incorporates your artwork into the headers.

*All prices subject to VAT at the prevailing rate.

Follow us on twitter @britishpainsoc and #BPSASM50th for the latest news on the Meeting.

CONTACT INFO

BPS Pain Business Ltd.
Third Floor, Churchill House
35 Red Lion Square
London WC1R 4SG

E: asm@britishpainsociety.org
T: 020 7269 7840
W: www.britishpainsociety.org



@BritishPainSoc | #BPSASM50th



The British Pain Society
[@thebritishpainsociety](https://www.facebook.com/thebritishpainsociety)



The British Pain Society

BPS Pain Business Ltd. is a company
registered in England No: 9220078

Registered Address:
3rd Floor, Churchill House, 35 Red Lion
Square, London WC1R 4SG

VAT Number: 203 1783 41