



## EXHIBITION AND SPONSORSHIP PROSPECTUS

THE BRITISH PAIN SOCIETY'S  
ANNUAL SCIENTIFIC MEETING 2018

**TUESDAY 1 MAY – WEDNESDAY 2 MAY 2018**

**HILTON BRIGHTON METROPOLE**

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# INTRODUCTION

We are excited to welcome you to the **51st Annual Scientific Meeting (ASM)** of the British Pain Society. Our 2018 event will be held at the Hilton Brighton Metropole on Tuesday 1 May – Wednesday 2 May 2018. The Scientific Programme Committee worked hard to put together a stimulating and innovative programme with quality educational and scientific content which is also highly clinically relevant.

The ASM will host plenary speakers alongside workshop sessions, a poster exhibition, sponsored symposia and the technical exhibition – the combination of all of these elements provides delegates with their own unique experience.

Our previous ASMs have established a reputable legacy amongst professionals working in the field of pain, attracting hundreds of delegates. 623 delegates attended our 2017 meeting! Delegates reflect the multidisciplinary background of our membership, giving you the unique opportunity to engage and network with professionals from:

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

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



93% of delegates from the 2017 ASM would recommend this event

## KEY ATTRACTIONS FOR EXHIBITORS

**BE SEEN:** Access to the UK's largest multi-disciplinary meeting in the field of pain, showcasing the latest in clinical practice and research. **You want to be at the ASM!**

**GENERATE LEADS:** A truly unique opportunity to meet and network with around 600 multi-disciplinary professionals working in pain management and research.

**PROMOTE:** Raise the profile and visibility of your company, products and services with an international and well-respected audience.

**KEEP UP TO DATE:** Exhibitors are also welcome to register as a delegate to attend a world class programme of internationally acclaimed speakers, renowned for their expertise in the field of pain.

**CHECK OUT THE COMPETITION:** The ASM is an excellent way to liaise with fellow exhibitors, in both formal and social contexts, to share the latest industry developments.

**CONDUCT MARKET RESEARCH AND POLLS:** You can get valuable customer insight by doing this using the conference app or at your booth.



## THE VENUE

Behind the charming façade, is the South's largest residential conference centre. And by large, they mean 5,000 sq. metres of space with 33 function suites of varying sizes. With small meeting rooms with sea views for up to 20 delegates, while the event space offers four flexible spaces which open out to accommodate up to 3,000 guests. Just an hour from London, the hotel is within walking distance of all that Brighton has to offer.



## THE EXHIBITION

The technical exhibition will take place in the Durham Room and Hall 7 at the Hilton Brighton Metropole, providing extensive exhibition space for demonstrations and interactions with delegates.

The British Pain Society is very much focused on ensuring that both delegates and exhibitors enjoy a highly productive time at the ASM and endeavour to make the experience both valuable and fruitful. Refreshment areas and a new charging zone are placed amongst the vendors, maximising exposure and networking opportunities.

## SOCIAL PROGRAMME

The 51st ASM Party will take place on Tuesday 1 May from 7.30pm at Brighton hot-spot The Mesmerist.

All exhibitors and sponsors are welcome to book tickets for £20, which include 2 free drink vouchers, food and entertainment, as part of their ASM package.

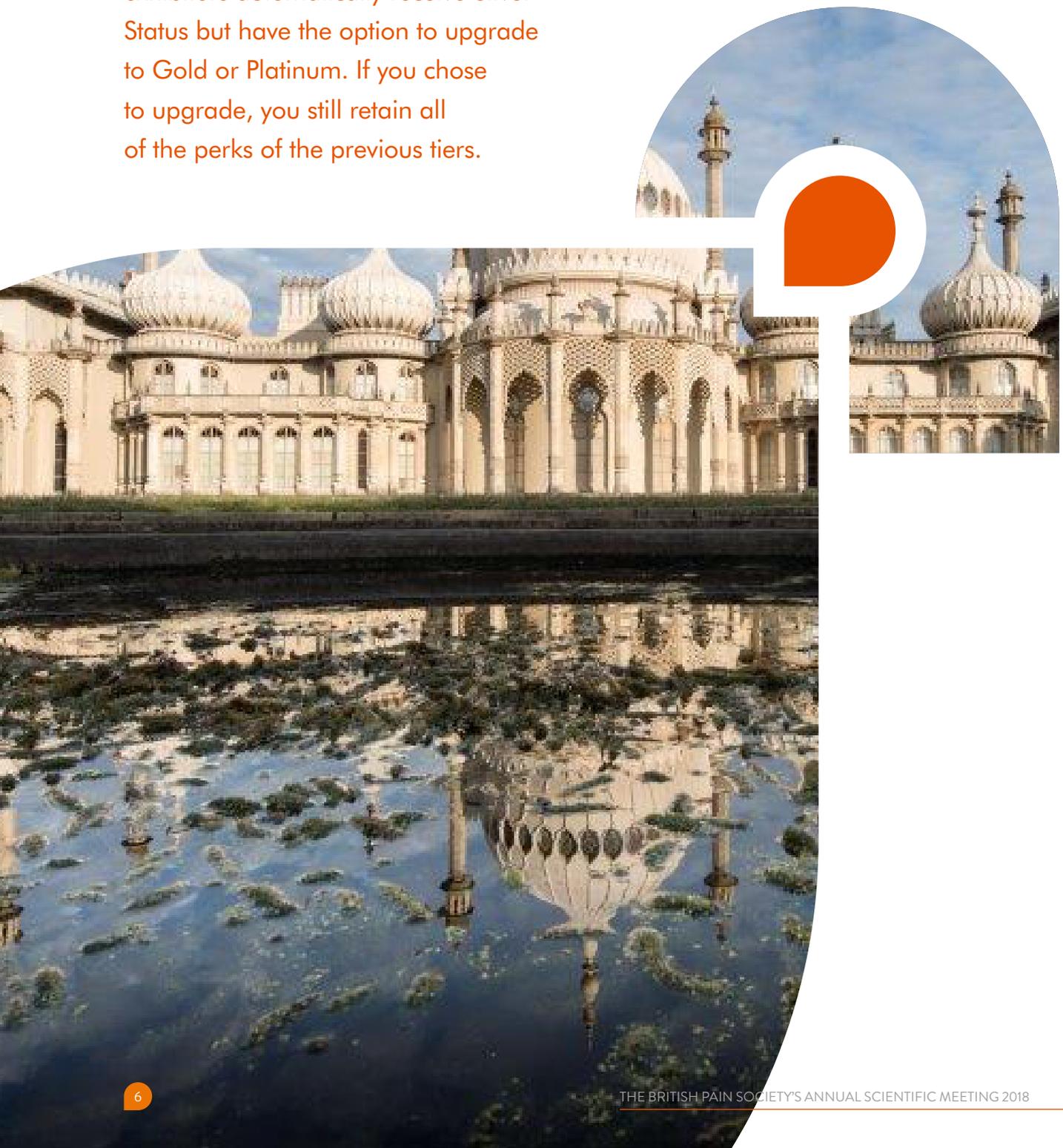
## HIGHLIGHTS FOR 2018

- Tiered sponsorship options will ensure you have a bespoke package to put your best foot forward at the ASM
- Rotating poster board sessions placed at the centre of the technical exhibition means that there will be regular, new content for delegates to check out, naturally increasing foot traffic through the stalls
- The return of our conference app which allows delegates and exhibitors to see what is on, who is there, manage their schedules and interact with others as well as providing a range of advertising options

Did you know that 2018 is the IASP Global Year of Education?  
That makes it an ideal time to let delegates know about what you do.

## STAND INFORMATION AND COST

In 2018 we are introducing a new, tiered sponsorship scheme to allow you to tailor a package that suits your unique needs. All sponsors and exhibitors automatically receive Silver Status but have the option to upgrade to Gold or Platinum. If you chose to upgrade, you still retain all of the perks of the previous tiers.





## SILVER STATUS

### All you need to do to receive Silver Status is book a stand. It's that simple!

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 your company name, 30cm high
- One 500-watt power socket
- Two spotlights
- A trestle table and two chairs
- Two stand-personnel registrations, including name badges, lunch and refreshments at coffee breaks
- Exhibitor welcome pack.

You may want access to extra furniture, power or increased wifi – the booking form attached to this prospectus will show you how easy this is to do.

If you chose to, you are welcome to build your own stand.

As well as all this, all Silver exhibitors receive a complimentary listing on the conference app ensuring your digital presence.

As a Silver exhibitor, you can choose from the following list of add-on options to customise your experience:

- **Education Zone** – limited places to book a 20 minute demonstration slot in the industry education zone. A great chance to show off your wares and interact with delegates in a quick and easy time frame
- **Personalised App Icon** – You can have an icon on the app home page that links directly to your profile page. This highly prominent exposure will allow customised digital interaction
- **App Banner Ad** – at the top of the app screen is a rolling banner where you can place an ad that will be widely viewed. This is one of the quickest ways to get your brand and messaging to the ASM audience.
- **Bag Inserts** – want to ensure every delegate receives a personal message from you? It's simple really, buy a bag insert.
- **Push Notifications** are a great way to draw attention to your stand at the ASM. When enabled on the conference app, they will pop up on the delegates phone, allowing you real time interaction. These are particularly effective if you are planning any special promotional activity
- **Logos on App** – Everyone will have their description next to their company name on the app so why not stand out from the crowd by including your logo? A great way to draw the eye to your information, building brand awareness and encouraging people to visit your stand
- **Party tickets** – want to network with delegates and vendors in a more social environment? You're welcome to purchase party tickets that will get you in the door to our private function along with two free drinks, nibbles and a great night of live entertainment.



## GOLD STATUS

### There are three ways to be upgraded to Gold Status:

- If you exhibited in 2017 will be automatically upgraded in 2018
- Purchasing two or more stand spaces
- Purchasing one stand and one of the “Gold” add-ons below

The add-ons that a Gold exhibitor can purchase are unique items that will only have a limited number of sponsors attached so get in quick to secure your items:

- **Water bottles** – one sponsor can brand the water bottles all delegates receive. The reusable sports bottles are an ideal way to ensure your company travels home with our delegates and becomes a staple in their household, whether for winter sports or beating the summer heat.
- **Lanyards** – one sponsor can have their name on all delegate and support staff lanyards. A cost-effective way to make yourself highly visible at the ASM.
- **Pens** – one sponsor can have their name attached to the most used and reused item at the ASM. Your brand will be seen during the ASM and also travel home with delegates to offices and places of business to ensure continuing exposure long after the event.

- **Pads** – all delegates receive a writing pad in their goodie bag so why not be the one sponsor whose name is on all of these? You’ll be linked to all of the notes our delegates take and go back to the office with them.
- **Floor decals** – limited numbers of decals are available to lead exhibitors to your stall. You can place these on the floor in a variety of shapes to attract delegates and promote your brand.

### Gold exhibitors will also receive the following at no cost:

- More prominent digital advertising
- Receiving the prospectus one week prior to general release for the 2019 exhibition
- Option to receive quarterly editions of Pain News for 12 months

Gold exhibitors will receive the same benefits as Silver exhibitors and can purchase from the Silver menu.



## PLATINUM STATUS

### There are two steps to becoming a Platinum Exhibitor and gaining the benefits that come with this.

Firstly, you need to purchase two or more stands.

Secondly, you will purchase one of our exclusive, Platinum options:

- **Satellite Session** – spend a dedicated hour promoting your products and services during a dedicated time slot on the conference agenda
- **Registration Sponsor** – this prestige opportunity will mean you get your branding on display at the registration space at the event as well as on all registration documents and online pages. Everyone has to register so it's a guarantee that you will be seen
- **Charging Zone Sponsor** – nobody wants to deal with a flat battery! New to 2018, we have a dedicated area for delegates to charge their devices. You will not only have your branding there but will be able to man the station, taking the opportunity to interact with delegates

- **App Sponsor** – By sponsoring the conference app you will have an extensive digital presence, being prominent on the landing page of the app and referenced when we are communicating about the app. A great way to gain traction with the digitally savvy
- **Bag Sponsor** – all delegates get a goodie bag when they register so why not put your company on it? Our delegate bags are ideal for continued use long after the ASM, meaning continuing exposure.

Only Platinum exhibitors have access to these options guaranteeing a prestige element to your package.

### Platinum exhibitors will also receive the following at no cost:

- The most prominent advertising, including the ability to display "51st ASM Platinum Sponsor" on their stands
- Receiving the prospectus two weeks prior to general release for the 2019 exhibition
- Priority stand space selection
- Priority bookings for Education Slots and Satellite Sessions

Platinum exhibitors will receive the same benefits as Gold and Silver members and can purchase from the both menus.



# TIMETABLE



## Tuesday 1st May 2018

08:30 - 18:00	Registration desk open
08:30 - 18:10	Technical Exhibition open
08:30 - 09:00	Coffee on arrival, registration and viewing the technical exhibition
09:00 - 09:10	Welcome
09:10 - 09:50	Prof Jeffrey Mogil - Pat Wall Lecture
09:50 - 11:20	Parallel sessions on addiction, diagnostic uncertainty, healthcare economy, pain education, acute pain and cancer pain.
11.20 - 12.00	Dr David Armstrong
12.00 - 13.00	Lunch
13.00 - 13.40	Prof Kate Seers
13.40 - 14.40	Annual General Meeting Non-members networking
14:40 - 15:30	Poster viewing and coffee
15:30 - 16:30	Special Interest Group business meetings
16:30 - 17:10	Dr Eloise Carr
17:10 - 18:10	Satellite meetings
	End
19:30 - late	BPS Social Event

## Wednesday 2nd May 2018

08:00 - 18:30	Registration desk open
08:30 - 18:00	Technical exhibition open
08:30 - 09:10	Dr Amanda Williams
09:10 - 10:40	Parallel sessions on opioids, older people, injuries in the armed forces, medicolegal aspects, headache, and radicular pain
10:40 - 11:00	Coffee
11:00 - 11:40	Prof John Cryan
11:40 - 13:10	Parallel sessions on opioids, pain management at end of life, pain disrupting life, pelvic pain plus practical workshops on self-hypnosis and research for trainees
13:10 - 14:10	Lunch
14:10 - 15:10	Abstract Plenaries
15:10 - 15:40	Poster viewing and coffee
15:40 - 16:40	Special Interest Group business meetings
16:40 - 17:30	Prof Blair Smith followed by poster awards



## **BOOKING PROCESS**

To book your exhibition space, please fill in the Technical Exhibition and Sponsorship Booking Form on the next page.

## **EARLYBIRD SPECIAL**

You can secure your booking with a 50% deposit if you book prior to 30 January 2018. The balance of the account can be settled at any point prior to 31 March 2018. Registrations made after 30 January 2018 will need to pay in full.

## **CANCELLATION POLICY**

For cancellations made prior to 30 January 2018, 50% of the booking fee will be retained. For cancellations made after 30 January 2018, the full amount will be retained on cancellations made after this date.

In the event a booking is made prior to 30 January 2018 and a 50% deposit is paid, and there is a cancellation after 30 January 2018, the balance will still be invoiced.

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# **ATTENDING THE SCIENTIFIC PROGRAMME**

Should you wish to attend any of the plenary sessions or workshops, you can register as a delegate, using the online registration system on our website: <https://www.britishpainsociety.org/mediacentre/evets/2018asmbrighton>

## **SPECIAL OFFER**

This year, exhibitors who register as delegates receive a 20% discount, paying only £420!

# TECHNICAL EXHIBITION & SPONSORSHIP BOOKING FORM

## HOW TO GET THE MOST OUT OF THE ASM

As an exhibitor, you will have access to hundreds of medical professionals. All you need to do is follow our step by step guide for booking your place at the 2018.

1

### STEP ONE: ALL ABOUT YOU

Fill in your contact information so we know how to reach you.

BLOCK CAPITALS PLEASE

Company Name	
Contact Name	
Job Title	
Address for Correspondence	
Telephone	
Mobile	
Fax	
Email	

Then let us know who will be attending the 51st ASM<sup>1</sup> so we can create your ID. If you are unsure of who will be attending at this point, please note that details will be confirmed later. We do require this by Thursday 29 March 2018.

	Forename	Surname
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

Two exhibitors can attend the ASM at no cost. Any extra people after this will incur a charge of £70 each.

<sup>1</sup>Identifying name badges are a requirement of the ASM and are proof of registration.

# 2

## STEP TWO: PICK YOUR SPACE

Some stands will naturally see more foot traffic and provide you with increased visibility. Take control over where you would like to be placed in the exhibition by reviewing the event map below and requesting your location. The earlier you register, the more likely you are to secure the best spot.

Remember, you can have more than one stand to generate more attention. We'll even discount the price the more you order and remember, more than one stand is one way to qualify you for a status upgrade.

### Stand Space Required

Please indicate number of 3m x 2m stand space(s) required

### Space Allocation

For your preferred choices please indicate stand number(s) in boxes (see Floor Plan)

1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice
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**One stand** £2,550

**Two stands** £4,900

**Four stands** £9,700

If you would like more space than this, please get in touch with the Society and we will quote a special price.

# 3

## STEP THREE: DESIGN YOUR STAND

Would you like one of our custom-made shell scheme blocks or would you prefer to build your own? Let us know your preference in the tables below.

### Do you require a Shell Scheme or will you Self-Build?

Please refer to the Exhibitor & Sponsorship Prospectus for details of each.

Please select:	Shell scheme	Self-Build
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Each stand comes with a trestle table and two chairs. Please indicate below if you do not want these.

### Furniture Option

One trestle table and two chairs per 3mx2m stand are provided free of charge.

If you DO NOT require furniture please tick these boxes	no chairs	no table(s)
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### Electrical Package Option

One 500 -watt power socket and two spotlights are provided free of charge per 3m x 2m stand. **If you DO NOT require the electrical package please tick this box**

**Please note:** if you require any additional furniture or have any other stand requirements, these need to be ordered directly from Joe Manby Ltd.

# 4

## STEP FOUR: CUSTOMISE YOUR EXPERIENCE

Looking for extra promotional opportunities? Perhaps you'd like to ensure all delegates receive your material personally? Want to be visible in a tech-savvy way? All exhibitors qualify for our Silver status by purchasing a single-stand package for £2550<sup>2</sup>, receiving a complimentary listing on the conference app the option to purchase any of the silver membership benefits<sup>1</sup>.

After reading our prospectus you might want to upgrade to Gold or Platinum to further meet your objectives and activate your presence? Let us know below what you're interested in or alternatively, it would be our pleasure to assist you in putting together a tailor made package for you.

Name	Price	Required
Satellite Session	£10,000	
Satellite Ad	£100	
Registration Sponsor	£2,500	
Charging zone sponsor	£2,500	
Education slot	£2,000	
App Sponsor	£3,500	
Bag Sponsor	£1,500	
Personalised app icon	£1,000	
App banner ad	£600	
Bag insert	£500	
Water bottles	£600	
Lanyards	£350	
Pens	£300	
Pads	£300	
Floor decals	POA	
Push notifications	£200	
Logos on app	£75	
Extra staff	£80	
Party tickets	£20	

**These will sell out so get in early to avoid disappointment!**

<sup>2</sup>All prices are VAT exclusive

<sup>3</sup> Charity stands are welcome to purchase all items from the "silver" menu

# 5

## STEP FIVE: REGISTER!

Now you've made your decisions about how your custom designed package will look, fill in the xxx.

Below is a handy checklist to make sure you have completed everything you need to ensure your place at Brighton. Remember, if you would like to discuss your options or get some support pulling together the perfect package, just get in touch with Casey on 020 7269 7842 or [asm@britishpainsociety.org](mailto:asm@britishpainsociety.org)

### Checklist - Have you:

<input type="checkbox"/>	filled out your contact information in Page 1?
<input type="checkbox"/>	identified how many and who will be attending on page 1?
<input type="checkbox"/>	noted how much space you would like and indicated your stand location preferences on page 2?
<input type="checkbox"/>	indicated the type of stand you would like and noted furniture and electrical requirements on page 3?
<input type="checkbox"/>	requested your promotional items on page 4?

### Congratulations! You're all set for Brighton 2018.

Just post this form to:

The British Pain Society  
Third Floor, Churchill House  
35 Red Lion Square, London WC1R 4SG

Or scan and email it to [asm@britishpainsociety.org](mailto:asm@britishpainsociety.org)

### CONTACT INFO

Please return your completed forms with your payment to:

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

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London, WC1R 4SG.

VAT registration number 203 1783 42  
Stand bookings and all promotional  
extras will be invoiced through our trading  
company BPS Pain Business Ltd.

