ANNUAL CONGRESS
EDINBURGH

SPONSORSHIP & EXHIBITION OPPORTUNITIES

EDINBURGH INTERNATIONAL CONFERENCE CENTRE

23-25 SEPTEMBER 2015

www.annualcongress.org
Welcome

It’s my great pleasure to invite you and your company to attend our 49th Annual Congress taking place in Edinburgh between 23 - 25 September 2015.

Last year’s conference in Harrogate was a huge success with 815 delegates registered over the three day meeting. For our Annual Congress in Edinburgh, we are hoping to welcome over 900 delegates. Edinburgh is a vibrant and exciting city, with accessible transport links. We are confident our 2015 meeting is going to be our biggest and best to date, with delegates from all corners of the globe.

The exhibitions at AAGBI meetings are essential to the delegate experience. The support given by industry allows us to invest more funds in creating an outstanding scientific programme that consists of engaging and high profile speakers.

Please have a browse through this brochure. We have designed sponsorship opportunities at different levels with varying company budgets in mind. Please remember, if you do take up any sponsorship elements, your company will be entitled to priority booking on your exhibition space.

There has never been a better time to exhibit and sponsor, get your brand noticed and put your products and services in front of the people that really matter.

I look forward to meeting you there!

Dr Matthew Checketts
Chair of the AAGBI Education Committee
VENUE INFORMATION: CITY OF FESTIVALS, HISTORY AND CULTURE

When it comes to inspirational cities, few can rival Edinburgh. Centuries of history meet a vibrant, cosmopolitan city in an unforgettable setting. The blend of UNESCO World Heritage architecture and world-class entertainment make Edinburgh a must-visit on anyone’s list. It has great transport links so you explore the rest of Scotland too. For instance, you could take a trip to the Borders, the Highlands, or St Andrews - the home of golf.

Venue: EICC, The Exchange, Edinburgh, EH3 8EE, Scotland

Situated at the heart of Scotland’s elegant and historic capital city, the EICC is one of the world’s outstanding venues for conferences, conventions and exhibitions.

The EICC is Scotland’s greenest convention centre and the AAGBI are committed to working with them to make the 2015 AAGBI Annual Congress their most environmentally friendly to date. We challenge you to Go for Green and think about using recycled paper when printing or reusing any materials you have in stock already.

Travelling to Edinburgh by Train
Edinburgh has two railway stations - Waverley and Haymarket. Waverley is the main station and has direct routes to many cities across the country, including over 25 daily departures from London. For more information on the rail network within the UK visit www.eastcoast.co.uk or www.nationalrail.co.uk.

Travelling to Edinburgh by Plane
Edinburgh has one of the UK’s fastest growing airports and new flights are always being added. The EICC have the luxury of being located right in the heart of the city and within 10km (6 miles) of Edinburgh International Airport. EICC also benefits from the Edinburgh Tram Network which runs from the airport right to the centre of town. For more information on which airlines and destinations connect to Edinburgh visit www.edinburghairport.com.
KEY REASONS TO SUPPORT ANNUAL CONGRESS

- Network with over 800 delegates from the UK and around the globe
- Get access to consultants who have influence on the products and services their departments use
- Raise your company’s visibility in the field
- Strengthen long-term business relationships
- Support the profession and education for anaesthetists

EXHIBITION OPPORTUNITIES

Exhibition opportunities start from £1,245

All catering breaks will take place within the industry exhibition area. There is an additional opportunity for industry to network with delegates on the Wednesday evening when the AAGBI will be hosting a drinks reception in the exhibition area.

Shell scheme exhibition spaces start at 2 x 2 metres (4m²)

Package includes:
- Logo and hyperlink on Annual Congress website
- Logo on Annual Congress conference app
- Logo and company description in Annual Congress conference booklet
- Delegate list (name and hospital only)
PARTNERSHIP OPPORTUNITIES

Satellite Symposium £6,000

Satellites are an ideal opportunity for your company to provide a speaker/s of your choice to present an educational lecture to the delegates. Content and speakers are subject to approval from the AAGBI Education Committee.

Package includes:
- Acknowledgement and logo on the Annual Congress website and in the conference booklet
- Either a one page advertisement in the conference booklet or an insert into the delegate bag
- Two complimentary one day registrations for your speakers at Annual Congress (please note: registration, accommodation and travel costs for Satellite Symposium speakers must be covered by the industry partner)
- Advertising of the industry seminar to delegates through AAGBI channels (inc. enews, posters, Twitter & app)
- Opportunity to get named contacts and even email addresses of attendees by scanning delegate badges on arrival to symposium

If you would like to discuss additional services such as catering or the filming of your symposium, please contact nicolebates@aagbi.org

NEW Headline programme supporter £1,500

You are invited to support the educational programme by contributing to an international speaker fund. Your support will go towards funding the attending international speakers however, your company will not be attributed to one specific speaker. The AAGBI will look after all communication with speakers including invitations, travel and accommodation.

Package includes:
- Acknowledgement and logo on the Annual Congress website and in the conference booklet
- Either a one page advertisement in the conference booklet or an insert into the delegate bag

Industry seminars £1,500 for one or £3,500 for three

Industry seminars run for 20 minutes during the refreshment breaks and provide a great opportunity for your company to market your products and services to registered delegates.

Package includes:
- Acknowledgement and logo on the Annual Congress website and in the conference booklet
- Either a one page advertisement in the conference booklet or an insert into the delegate bag
- Advertising of the industry seminar to delegates through AAGBI channels (inc. enews, posters, Twitter & app)
- One complimentary one day registration for your speaker at Annual Congress – three or more seminars only (please note: registration, accommodation and travel costs for Industry Seminar speakers must be covered by the industry partner)

If you would like to discuss additional services such as catering, scanning of delegate badges or the filming of your seminar, please contact nicolebates@aagbi.org

Workshops £2,575

Support one of our practical workshops and get active promotion through hands-on use of equipment or with a display to promote products. For a list of workshops, visit www.annualcongress.org or contact the AAGBI events team.

Package includes:
- Acknowledgement and logo on the Annual Congress website and in the conference booklet
- Either a one page advertisement in the conference booklet or an insert into the delegate bag
- Logo on all signage relating to the workshop during the conference
- Active promotion through either hands-on use of equipment or with a display to promote products
- Handout literature to delegates attending workshops

(All prices are subject to VAT)
BRANDING OPPORTUNITIES PRINT

Delegate bag £2,500

Highly visible, long life item containing official meeting materials given to all delegates on arrival.

Package includes:
• Company name and logo printed on every delegate bag in prominent location next to meeting logo
• Acknowledgement and logo on the Annual Congress website and in the conference booklet
• An insert of printed information into every delegate bag

Name badges and lanyards £3,000

Get your company’s brand in the minds of all delegates with your company logo printed on every delegate lanyard and name badge. Delegates are required to wear their badge for the duration of the conference.

Package includes:
• Company logo on every delegate badge
• Company logo on every delegate lanyard (one colour print)
• Acknowledgement and logo on the Annual Congress website and in the conference booklet
• Either a one page advertisement in the conference booklet or an insert into the delegate bag

Name badges only £1,750
Lanyards only £1,750

NEW Charging stations (PowerHub) sponsorship £1,750

There will be a charging station for phones, tablets and laptops. Your company has the opportunity to associate their brand with this station which has a constant stream of delegates.

Package includes:
• Invitation to place a freestanding pull up banner for display in the vicinity of the charging station
• Invitation to place company logo on charging station (artwork to be supplied by industry partner)
• Acknowledgement and logo on the Annual Congress website and in the conference booklet

(All prices are subject to VAT) Please consider the environment. Go for Green
BRANDING OPPORTUNITIES ONLINE

**Conference app £3,500**

Our official Smartphone app allows delegates to keep up-to-date with essential conference information and plan their personal itinerary. At Dublin’s Annual Congress in 2013, 2,041 people downloaded the app making it an essential part of the delegates, speakers and fellow exhibitors’ conference experience.

**Package includes:**
- Logo and hyperlink on every page of app
- Logo on splash screen
- Two push notifications per day (up to 140 characters long)
- Acknowledgement and logo on the Annual Congress website and in the conference booklet

**NEW Online delegate registration page £1,750**

Exclusive opportunity to have your brand displayed on the Annual Congress delegate registration page. Every single delegate will visit this page as it is where they will go to book their place at the conference.

**Package includes:**
- Invitation to place company logo, hyperlink and short message on delegate registration page
- Acknowledgement and logo on the Annual Congress website and in the conference booklet
- Half page advert in conference booklet

**NEW Wi-Fi sponsorship £2,000**

Free Wi-Fi will be made available throughout the conference venue. When delegates connect to Wi-Fi through their phone, tablet or laptop, this will be courtesy of you.

**Package includes:**
- Hyperlink to company page of your choice once delegate has been connected to the Wi-Fi
- Acknowledgement and logo on the Annual Congress website and in the conference booklet

(All prices are subject to VAT)
ADVERTISING OPPORTUNITIES

Annual Congress conference programme

All adverts for the conference booklet must adhere to the following specifications and be supplied by the company by a specified date.

- A4 landscape (full page)/A5 portrait (half page)
- Allow 3mm bleed
- Artwork to be supplied in hi-res (300 dpi) PDF

Outside back cover £1,400
Inside back cover £1,000
Full page advert £850
Half page advert £460

Delegate bag insert £950

Inclusion of an A4 or A5 insert in the delegate bags. Inserts must reach the AAGBI by the specified date prior to the meeting.

The AAGBI and the EICC are working together to make this the greenest Annual Congress to date. We are printing all our conference materials on FSC (Forest Stewardship Council) paper. We encourage you to use FSC or recycled paper if printing any conference inserts or marketing collateral. For more info on FSC visit www.fsc-uk.org.

We would be happy to work with you on finding a sponsorship opportunity that suits your needs and budget.

Contact Nicole Bates on +44 (0)20 7631 8854 or nicolebates@aagbi.org

(All prices are subject to VAT)