It’s my pleasure to invite you and your organisation to participate at the AAGBI’s Annual Congress 14-16 September 2016, where the UK and international anaesthesia community come together to learn, discover and network over three busy days.

In fact there’s never been a better time to take part! Following the success of last year’s Congress in Edinburgh and a record attendance at our Winter Scientific Meeting in London earlier this year, the Annual Congress 2016 in Birmingham looks set to be our biggest and most exciting yet, with:

- delegates attending from the UK, Ireland and internationally
- a first-class scientific programme and high-profile keynote speakers
- practical hands-on workshops and more

And of course, the trade exhibition continues to be an integral part of the delegate experience. Exhibiting at the Annual Congress 2016 is a great way to raise your organisation’s profile and develop new business opportunities with key influencers within the anaesthetic specialty.

Booking to secure your exhibition space for the Annual Congress 2016 will open on 13 April 2016. You can further enhance your participation as an exhibitor by taking advantage of exclusive sponsorship opportunities. As a sponsor partner you’ll receive priority booking on 7 April 2016 to secure exhibition space in advance of the official booking date.

We value your participation and support, as it allows the AAGBI to continue to invest in creating outstanding scientific programmes that engage and educate the anaesthetic specialty in the UK and internationally. Please take a look through this brochure to choose your preferred exhibition and sponsorship package. To book your exhibition space, please contact the Events Team on +44 (0)20 7631 8863 or email events@aagbi.org. For sponsorship bookings, please contact Stephanie Addington on +44 (0)20 7631 8854 or stephanieaddington@aagbi.org.

**Prof Steve Yentis**  
*Chair of the AAGBI Education Committee*
ABOUT THE ANNUAL CONGRESS 2016

The AAGBI’s Annual Congress is the place were over 800 representatives of the UK, Ireland and international anaesthesia community meet each year to learn, share ideas, network and keep up to date with the latest in the anaesthetic specialty.

GREAT REASONS TO EXHIBIT

✓ Raise your company profile within the UK, Ireland and international anaesthetic community
✓ Meet with consultants who influence the purchase of anaesthetic products and services
✓ Strengthen long-term business relationships and create new business opportunities
✓ Keep up to date with the profession and the competition
✓ Support the profession and education of anaesthetists
✓ Get an inside track on the anaesthetic speciality from the AAGBI Council by taking part in the Annual Congress 2016 Exhibitor Question Time (Wednesday 14 September at 11:20-11:50)

The AAGBI encourages all exhibitors to join in the efforts to go green at the Annual Congress 2016, to use less paper and produce less waste. We challenge any company to look into inventive environmental ideas for their merchandise and give aways on stands. There will be a prize for the most creative and environmentally friendly ideas, which will be judged by a selection of the AAGBI officers. The winner will be announced during the prize session to all delegates at Annual Congress 2016, a great way to get your brand promoted at the conference. All companies wishing to enter should email events@aagbi.org with their product idea, which will be judged at the conference.
EXHIBITING AT THE ANNUAL CONGRESS 2016

Exhibition options start from £1,400

Join the many organisations who exhibit at the AAGBI Annual Congress. The trade exhibition is an integral part of the conference programme for delegates, and all refreshment and lunch breaks will take place within the exhibition area, ensuring high delegate traffic on the exhibition floor.

Shell scheme exhibition space starts at 2 x 2 metres (4m²).

Your exhibitor package includes:

1. Your organisation’s name and logo on the exhibitor listing featured on the Annual Congress 2016 website.
2. Your organisation’s name and logo on the exhibitor listing featured in official Annual Congress 2016 conference App.
3. Your organisation’s name and logo on the Annual Congress 2016 programme booklet.
4. Complimentary lunch (see Exhibitor Booking Form at the back for details). If you book the shell scheme option, this includes a standard electrical package, a table and 2 chairs.
5. Receive the delegate list of those who attend the Annual Congress 2016 (name and hospital only).
6. You can also hire electronic scanners to capture the contact details of delegates visiting your stand.
7. You are also invited to meet and discuss anaesthetic specialty matters with the AAGBI Council at the Annual Congress 2016 Exhibitor Question Time (Wednesday 14 September at 11:20-11:50).

Booking for the Annual Congress 2016 exhibition opens 13 April 2016. Priority exhibition booking for sponsor partners opens a week earlier on 7 April 2016. To book your exhibition stand please contact the AAGBI: call +44 (0)20 7631 8863 or email events@aagbi.org.

(All prices are subject to VAT)
SPONSORSHIP OPPORTUNITIES

As an exhibitor you can further enhance your participation at the Annual Congress 2016 by taking advantage of sponsorship opportunities. As a sponsor partner, you’ll receive priority booking on 7 April 2016 to secure your exhibition space. There are sponsorship options to suit different budget levels. Please contact Stephanie Addington for more information. Telephone +44 (0)20 7631 8854 or email stephanieaddington@aagbi.org.

Satellite Symposium – £6,600

Satellite Symposia provide an excellent opportunity for your organisation to provide a speaker(s) of your choice to present an educational lecture to the Annual Congress 2016 delegates.

Package includes:
• Sponsors acknowledgements and logo on the Annual Congress 2016 website and conference booklet
• One page advertisement in the conference booklet
• Promotion of the Satellite Symposium through planned AAGBI visitor marketing activity (e-newsletter, App push notification, website and social media)
• Two complimentary one day registrations for the Annual Congress 2016 for your chosen speakers. Please note that registration for all days of the Annual Congress 2016, accommodation and travel costs relating to the Satellite Symposium must be covered by the sponsor
• Receive the contact details of all delegates who attend the Satellite Symposium (name and hospital only)
• N.B. Content and speakers of the symposium are subject to approval from the AAGBI Education Committee

Host your own workshop – £2,750

Raise your brand and ensure delegates get hands-on practical use of your organisation’s equipment by hosting your own workshop at the Annual Congress 2016.

Package includes:
• Your company logo on the Annual Congress 2016 website
• A half a page advert in the conference programme
• Access to the workshop delegate list (name and hospital only)

Industry Seminars (£1,650 for one, £2,800 for two or £3,850 for three seminars)

Raise awareness of your brand and give delegates hands on experience of your products by create your own Industry Seminar during the refreshment breaks.

Package includes:
• Opportunity to host your own 20 minute Industry Seminar (held during a refreshment break at the Annual Congress 2016)
• Promotion of your seminar through planned AAGBI delegate marketing activity (e-newsletter and website)
• Book more than one seminar and your speaker will receive a complimentary one day registration for the Annual Congress. Please note that registration for all days of the Annual Congress 2016, accommodation and travel costs related to the Industry Seminar must be covered by the sponsor
SPONSORSHIP OPPORTUNITIES

**Official conference App – £5,000**

Sponsor the official conference App used by delegates attending the Annual Congress 2016.
- Branding on every page of the conference App (Apple and Android), downloaded by delegates attending Annual Congress 2016
- Your logo will appear on the joining instructions email sent to delegates registered to attend the Annual Congress 2016
- You will also be able to send two push notifications per day during the Annual Congress 2016
- Sponsors acknowledgements and logo on the Annual Congress 2016 website and conference programme

**Delegate bag – £3,500**

Your brand printed on a highly visible long-life item given to all delegates on arrival.
- Your company name and logo printed on every Annual Congress 2016 delegate bag
- Your company brochure/flyer inserted into every Annual Congress 2016 delegate bag
- Sponsors acknowledgements and logo on the Annual Congress 2016 website and conference programme

**Delegate bag insert – £950**

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

**Name badges and lanyards – £3,300**

Prominent branding on name badges and lanyards worn by all delegates attending the Annual Congress 2016.
- Your company logo on the front of every name badge given to delegates
- Your company logo on every lanyard given to delegates
- Sponsors acknowledgement in the conference booklet

**Advertising in conference programme**

- Outside back cover £1,540 (SOLD)
- Inside back cover £1,100
- Full page advert £935
- Half page advert £505

**Floor tiles – £500 per tile**

There are a limited number of directional floor tiles around the conference venue. Use these floor tiles to add your own company logo and message to make sure your branding follows the delegates throughout the conference centre and encourages them to your stand. Floor tiles are 1x2m.

**Mall Monolith Screens – £225 per screen / per day**

Promote your organisation on the ICC exclusive large format electronic monolith screens, ideally placed to capture the heavy footfall that passes through the Mall to the conferencing venue.

We would be happy to work with you on finding a sponsorship opportunity that suits your needs and budget. Please contact Stephanie Addington on +44 (0)20 7631 8854 or email stephanieaddington@aagbi.org.

(All prices are subject to VAT)

*SOLD*
EXHIBITOR BOOKING FORM

Company Name (used in all meeting literature) ............................................................................................................................................................
Company Address ...........................................................................................................................................................................................................
........................................................................................................................................................................................................
Postcode ...............................................................................................................................................................................................................
Telephone ...........................................................................................................................................................................................................
Fax ..................................................................................................................................................................................................................
Contact name ...........................................................................................................................................................................................................
E-mail ..................................................................................................................................................................................................................

ANNUAL CONGRESS 2016 EXHIBITOR BOOKING FORM

Stand choices – please add your stand preferences
First choice ........................................ Second choice ........................................ Third choice ........................................
(It is advisable to telephone to check stand availability before sending your booking form)

Stands must be manned during key exhibition times (including refreshment and lunch breaks). With the exception of ‘free build/space only’ stands, all exhibition stands come equipped with shell scheme including company name panel/facia and an electrical package (one 500 watt power socket and two spotlights)

Shell Scheme: I do not require a shell scheme ◯

Free Build: I require a space only stand and will have a stand built externally ◯ (Stand build plans will need approval before the exhibition)

Furniture: I do not require a table and chairs ◯ One 6ft trestle table and two chairs are included in the stand prices. Please remember to bring your own table covering. Additional furniture can be hired and further details will be sent to you in your exhibitor pack.

Stand Number | Size | No of lunch tickets per day | Price of stand | 50% Deposit required at time of booking
---|---|---|---|---
5, 6, 54, 55, 56, 69, 70, 71 | 2x2m | 2 | £1,400 + VAT | £700 + VAT
1, 2, 3, 4, 7, 8, 15, 16, 17, 18, 19, 22, 23, 25, 26, 27, 28, 29, 30, 31, 32, 34, 35, 36, 37, 39, 40, 41, 42, 43, 44, 45, 46, 47, 49, 50, 52, 53, 57, 58, 59, 66, 67, 72, 73, 74, 75 | 3x2m | 2 | £2,100 + VAT | £1,050 + VAT
9, 10, 11, 12, 13, 14, 20, 21, 22, 33, 38, 60, 61, 62, 63, 64, 65 | 3x3m | 3 | £3,150 + VAT | £1,575 + VAT
24, 48, 51 | 6x3m | 4 | £6,300 + VAT | £3,150 + VAT

Lunch (Hot-fork Buffet): Lunch tickets per day are allocated as shown in the table above.

Any further lunch tickets that you may require can be purchased at a cost of £21.80 + VAT per day, which is the direct cost from the venue.

I require ………………… extra lunch ticket/s on Wednesday  I require ………………… extra lunch ticket/s on Thursday
I require ………………… extra lunch ticket/s on Friday

Please note you will be able to purchase these tickets at the enquiries desk at the conference, if you are unsure of how many extra tickets you require in advance.

Our preferred method of payment is by BACS. Please contact the AAGBI for details.

Reservations may be made by telephone to the AAGBI Events Department on +44 (0)207 631 8863, but this form and a cheque/BACS payment for the deposit should be forwarded to confirm the booking.

Cancellation policy:
In the event of cancellation, the deposit fee will be forfeited; any cancellations made on or after Monday 01 August 2016 will be liable for the full stand hire cost.

PLEASE ENSURE THAT ALL SECTIONS OF THE FORM ARE COMPLETED.

PLEASE NOTE: WE REQUIRE FULL PAYMENT BEFORE THE CONFERENCE. YOU WILL NOT BE PERMITTED TO EXHIBIT IF YOU HAVE NOT PAID IN FULL

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