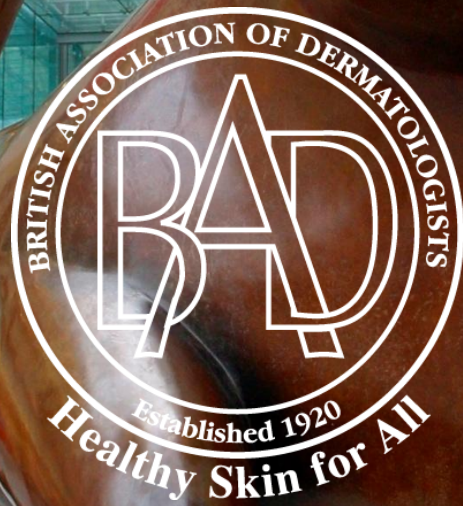


92<sup>nd</sup> Annual Meeting

The British Association of Dermatologists

ICC, Birmingham 3<sup>rd</sup> – 5<sup>th</sup> July 2012

BIRMINGHAM 2012



Exhibitor Information

Dear Colleague,

The 92<sup>nd</sup> Annual Meeting of the British Association of Dermatologists and the 22<sup>nd</sup> Annual Meeting of the British Dermatological Nursing Group will take place at the ICC Birmingham on **July 3<sup>rd</sup> to 5<sup>th</sup> 2012**.

Details of the venue can be found at: <http://www.theicc.co.uk/>

As per previous years we will be holding a site visit and then stand spaces will go on sale the following week.

The site visit will take place at the ICC Birmingham on **Tuesday 25<sup>th</sup> October 11:00**.

A tour will be undertaken around the site and we will then have a Q & A session.

If you would like to come on the site visit please let me know by replying to this email with your company name and representative(s).

Please note that all companies whether they attend the site visit or not will be emailed with the exhibition plan and a booking form in time for the sale of stand spaces on **Tuesday 1<sup>st</sup> November at 10:00am**.

You are under no obligation to attend the site visit and no preference in space allocation will be given to those that do.

If you have any questions regarding the Annual Meeting or the site visit please let me know.

If you are no longer the company contact please let me know or forward to the correct person.

Kind regards,

Chris

Chris Garrett  
Conference & Event Services Manager  
British Association of Dermatologists  
4 Fitzroy Square  
London W1T 5HQ

Direct Dial: +44 (0)20 7391 6354

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[www.bad.org.uk](http://www.bad.org.uk)

## General information

Exhibition spaces will go on sale from **Tuesday 1<sup>st</sup> November 2011 at 10:00am.**

PLEASE DO NOT SEND THE BOOKING FORM BEFORE THIS TIME AS IT WILL NOT BE CONSIDERED.

**ALL BOOKINGS SHOULD BE SENT VIA EMAIL TO: [conference@bad.org.uk](mailto:conference@bad.org.uk)**

Please try and vary the position of your choices to give you more options and a better chance of getting one of your selections.

### SITE VISIT

The site visit will take place at 11:00 on October 25<sup>th</sup> 2011. Please confirm if you wish to attend and you will be sent an agenda for the day. Companies are not obliged to attend and all companies will be sent the stand plans prior to booking opening.

### Venue

The meeting will be held at the ICC Birmingham. Further information about the venue can be found at <http://www.theicc.co.uk/>. The exhibition will be located in hall 3 along with the catering, patient support groups (indicated by the PSG areas), the Poster exhibition will be in Hall 4.

The exhibition has been carefully designed to ensure maximum usage of the space given and we hope to be able to offer a wide variety of stands to accommodate the range of exhibitors that the meeting attracts.

### Timings

The meeting will keep with the 201 format, with two days build for the exhibition and three open days. The Tuesday reception will be a welcome reception and be open to all attendees. This will take place in the poster hall (hall 4).

To encourage delegates to attend the exhibition, the BAD delegates will have a 'session free' lunch on Tuesday 3<sup>rd</sup> July and the BDNG delegates will have a 'session free' lunch on Thursday 5<sup>th</sup> July. Company Symposia will continue with three offered on Wednesday lunchtime, 2 at breakfast and one evening one. The popular focus sessions will be 45 minutes long and take place on Thursday to encourage delegates to remain for the duration of the conference.

Lunches will not be provided at either the Symposia or Focus sessions, although companies will be able to book their own lunch for their symposia.

### EXHIBITION BUILD-UP

Sunday 1<sup>st</sup> July 2012, 09:00 – 18:00 (Space Only stands)

Monday 2<sup>nd</sup> July 2012, 08:00 – 20:00 (Space & Shell Scheme stands)

### EXHIBITION OPEN DATES

Tuesday 3<sup>rd</sup> July 2012, 10:00 – 17:30

Wednesday 4<sup>th</sup> July 2012, 08:30 – 17:30

Thursday 5<sup>th</sup> July 2012, 08:30 – 15:30

### EXHIBITION BREAKDOWN

Thursday 5<sup>th</sup> July 2012, 16:30 – 23:30

## Feedback

75% of exhibitors offering feedback felt that the Overall Standard of the 2011 BAD Annual Meeting was either Good or Excellent

'thanks to the delegates who made an effort to approach the stand and were generally very interested'

– 2010 exhibitor

'This was our first visit to BAD and we were impressed by the actual delegates themselves who appeared very open to discussion and sharing of views'

– 2008 exhibitor

## EXHIBITION PRICES

2012 prices frozen since 2007

### SPACE ONLY

Exhibition space will be charged at £490 per m<sup>2</sup> + VAT and includes:

- 1 exhibitor badge per 2m<sup>2</sup> of exhibition space purchased
- Trestle table and two chairs (if required)

### SHELL\_SCHEME

We will be offering a shell scheme option, this will just be the shell scheme with a name fascia panel and carpeted floor, it will NOT include lighting and electrics. Shell Scheme space applications will be charged at a cost of £525 per m<sup>2</sup> + VAT and will be installed within the space purchased via the Contractor appointed by the Conference & Event Services from the BAD.

### PAYMENT

Your space choice will be provisionally reserved and an invoice for the non-refundable deposit will be issued. The balance of the total cost will be invoiced on February 1st 2012. Please note that by booking an exhibition stand you agree to abide to the terms and conditions as established by the BAD.

## SPONSORSHIP OPPORTUNITIES

### Satellite Symposium

We will be offering six symposia slots:

#### Mini Symposia

- Slot 1 – Wednesday 4<sup>th</sup> July - 08:00 – 08:45 – Hall 9 (capacity 285)
- Slot 2 – Wednesday 4<sup>th</sup> July - 08:00 – 08:45 – Hall 11 (capacity 345)
- Slot 6 – Wednesday 4<sup>th</sup> July - 18:15 – 19:00 – Hall 9 (capacity 285)
- Slot 7 – Wednesday 4<sup>th</sup> July - 18:15 – 19:00 – Hall 11 (capacity 345)

The cost of holding a mini symposium will be **£4,500** + VAT.

#### Main Symposia

- Slot 3 – Wednesday 4<sup>th</sup> July - 13:15 – 14:15 – Hall 9 (capacity 285)
- Slot 4 – Wednesday 4<sup>th</sup> July - 13:15 – 14:15 – Hall 10 (capacity 205)
- Slot 5 – Wednesday 4<sup>th</sup> July - 13:15 – 14:15 – Hall 11 (capacity 345)

The cost of holding a main symposium will be **£9,000** + VAT.

Audio-visual equipment and speaker preview facilities are included. Please note there will be no sandwich lunches provided by the BAD.

Proposals for Satellite Symposia should be submitted by February the 24<sup>th</sup>.

Template for proposals and guidelines available on request.

### Advertisements – Final Programme

Full page A4 **colour advert** in the BAD and/ or BDNG Programme

- BAD programme **£750** + VAT per page
- BDNG programme **£350** + VAT per page

## London 2011



### Delegate badges inserts

All delegates and attendees are required to wear a badge for entry. Include your brand on the badge inserts or lanyard.

Price **£1,000 + VAT**

### Hospitality Suites

Dedicated room within the conference centre for the duration of the conference.

**£1,500 + VAT**

### Inserts into delegate bags

Supplied and delivered by the sponsor and inserted in the delegate bag.

BAD delegate bags **£750 + VAT**

BDNG delegate bags **£750 + VAT**

Provide a company sponsored pen for all bags **£250 + VAT**

Provide a company sponsored A4 note pad **£250 + VAT**

### Lanyards

All delegates and attendees are required to wear a badge for entry. Include your brand on the lanyard. Company must supply the lanyard to the specification of the BAD.

Price **£1,000 + VAT**

### Registration

As the first point of call for over 1,000 delegates, this area is a highly visible and strategic area. Make the most of this busy area – include an advert or flyers on the registration desks, supply branded pens or sweets. Discreet branding can also be featured behind the registration desks and panels.

Price **£1,500 + VAT**

### Scanners

Capture full details of visitors to your stand with a non-contact scanner. Qualify your leads using simple barcodes and download your data. Invaluable for post show marketing campaigns.

Price **£500 + VAT**

If you have your own suggestion regarding sponsorship or to discuss any of the above activities, contact me on 020 7391 6354 or email [christopherg@bad.org.uk](mailto:christopherg@bad.org.uk)

Please note first choice on some opportunities will be offered to companies that have sponsored an aspect of the meeting for a number of years.

## CONTACT DETAILS

### Conference & Event Services

#### British Association of Dermatologists

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[conference@bad.org.uk](mailto:conference@bad.org.uk)

[www.bad.org.uk/ces](http://www.bad.org.uk/ces)

## Delegate stats 2011

