

BACO INTERNATIONAL 2018

Innovation and Collaboration in ENT
4-6 July 2018, Manchester Central, UK

Exhibition & Sponsorship PROSPECTUS



Dear Colleague

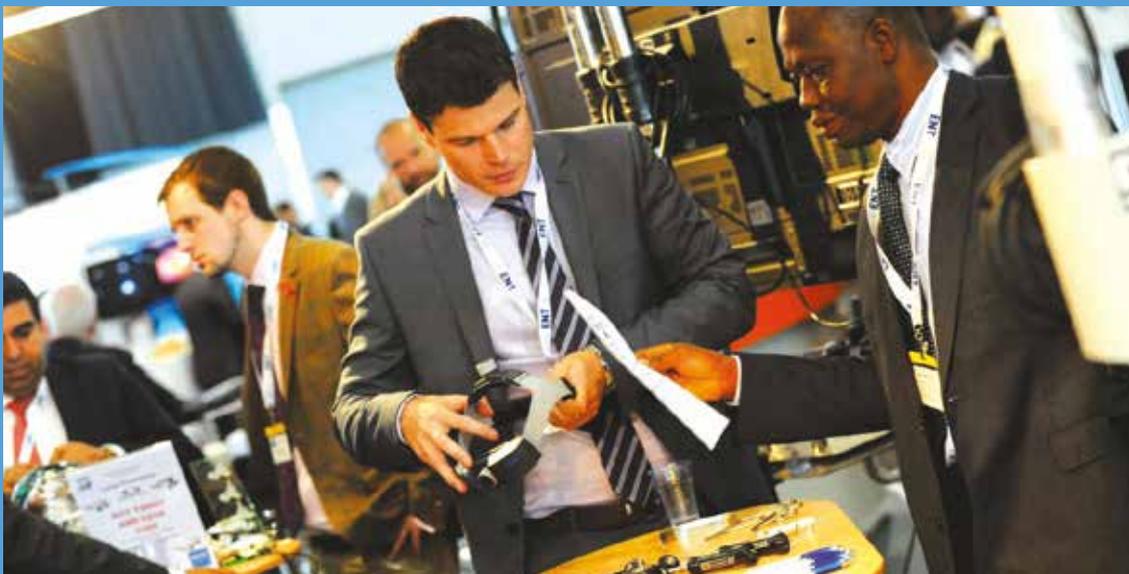
On behalf of the Organising Committee we are delighted to invite you to participate in ENT UK's BACO International Conference 2018 (BACO International 2018) by exploring the sponsorship and exhibition opportunities available in this prospectus.

BACO International 2018 will provide sponsors and exhibitors with access to engage with delegates who have the capacity to influence the selection of products and equipment within their organisations. The meeting not only provides you with the opportunity to demonstrate your support and commitment to the field of ENT, but participating in our sponsorship programme will extend your visibility beyond the exhibition hall to achieve maximum exposure at the meeting.

This meeting provides a number of sponsorship and advertising opportunities which offer excellent branding and networking with all the participants. All our opportunities are designed to work around and support your marketing objectives. We are offering Platinum, Gold, Silver and Bronze sponsorship packages which offer excellent value. Used in the right way, these flexible sponsorship packages can clearly help to define and focus your messages in association with ENT UK and BACO International 2018.

Your support is key to the success of our meeting and we would urge you to consider the excellent opportunities enclosed in this prospectus. If the packages and opportunities detailed do not necessarily meet your company's specific marketing objectives, please don't hesitate to contact the organisers to discuss tailor-made packages.

Professor Valerie Lund (BACO Master, 2018)
University College Hospital; Royal National Throat, Nose and Ear Hospital
On behalf of BACO International 2018 Conference Committee



ABOUT ENT

ENT UK is a registered charity whose principal aims are:

- The advancement for the public benefit of education, training and research in the fields of Otorhinolaryngology – Head and Neck Surgery; and
- The relief of patients suffering from diseases in the ear, nose and throat and related areas.

ENT UK came into operational existence on 1 October 2008 when it formally took over the activities, assets and liabilities of the former incorporated charity, the British Academic Conference in Otolaryngology (BACO) and the former unincorporated charity, the British Association of Otorhinolaryngologists - Head & Neck Surgeons (BAO-HNS).

BACO International 2018 is the main event in the organisation's calendar. This now biennial meeting features a programme delivered by a distinguished faculty from the UK and overseas.

ABOUT BACO INTERNATIONAL 2018

THE EVENT

BACO International 2018 will take place at Manchester Central, UK from 4-6 July 2018. BACO 2018 will bring together over 1500 ENT doctors, nurses, specialist consultants and care professionals for three days of keynote, plenary and instructional sessions from a leading International and UK faculty. Key features of this conference will be the practical surgical demonstrations, cadaveric sessions and the very popular clinical skills training centre alongside an extensive trade exhibition and electronic poster display.

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ACADEMIC PROGRAMME

The theme for BACO International 2018 is "Innovation and Collaboration in ENT". The councils of the sub-specialist societies within ENT UK and the academic committee have arranged a truly outstanding programme <http://bacointernational.org/programme/> with a world class International faculty - <http://bacointernational.org/invitedfaculty/>. Brazil and India have been chosen as the guest countries, with dedicated symposia led by their specialist societies.

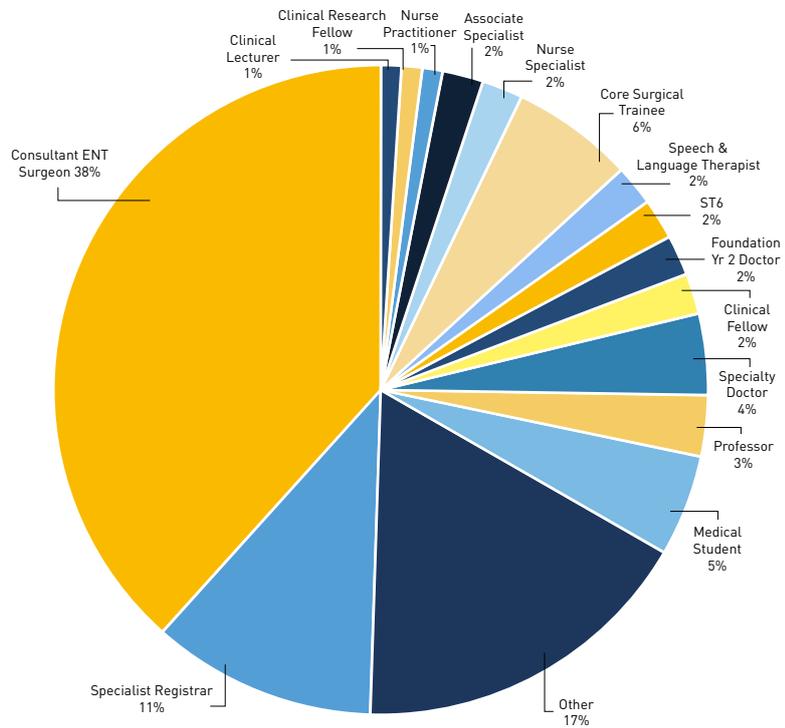
VENUE AND LOCATION

Manchester Central is a spectacular world class venue situated in the heart of the city. The exhibition and catering will be located in the Central Hall which will be entered into immediately after registration at the main foyer. The catering, posters and clinical skills centre will also be in the hall enhancing the footfall across the exhibition area.

DELEGATES

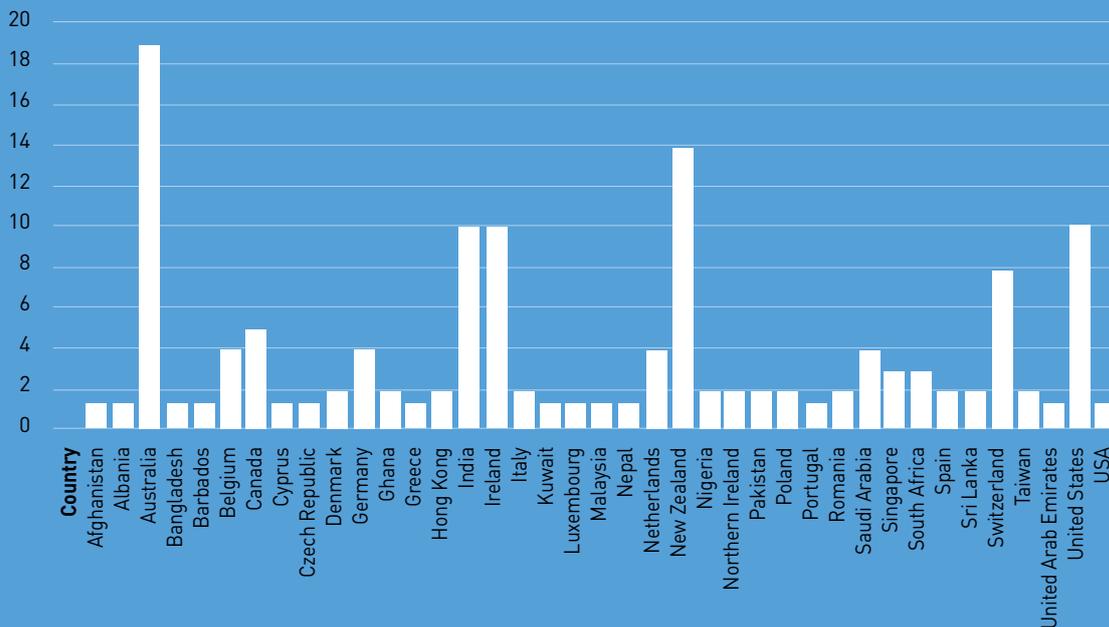
We aim to attract over 1500 delegates from the UK and other countries. Our target audience will include ENT doctors, nurses, specialist consultants and care professionals.

BREAKDOWN OF DELEGATES BY JOB TITLE FROM BACO 2015

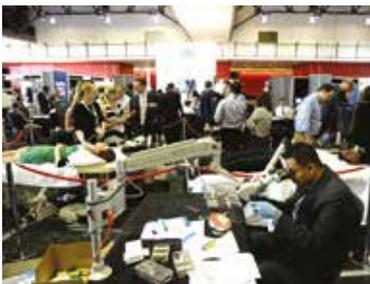
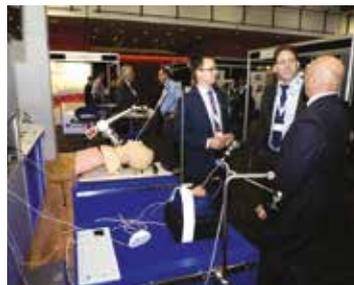
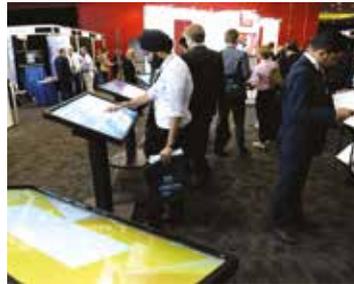


In 2015, 1100 delegates were from the UK with remaining delegates from 39 different countries

BREAKDOWN OF DELEGATES BY COUNTRY FROM BACO 2015



2015 PHOTO GALLERY



DELEGATES

SOCIAL EVENTS

The social events will include:

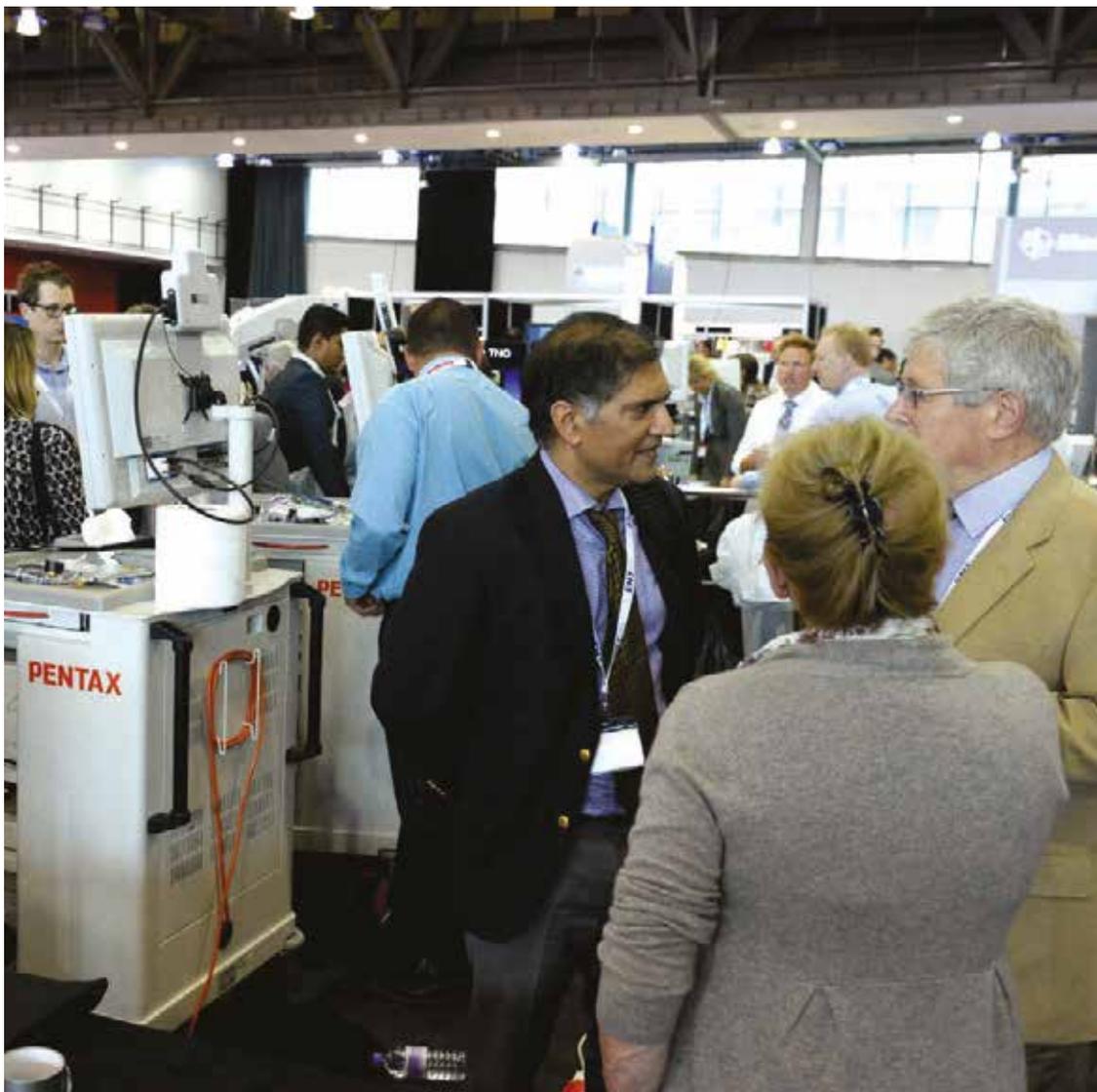


- a drinks reception held at Manchester United Football Club
- a Gala Party in Manchester Central's Exchange Hall

All participants are invited to attend these events.

ACCOMMODATION

BACO International 2018 is working with the Manchester Convention Bureau who are managing accommodation bookings for an allocation of rooms at negotiated rates in a wide variety of hotels close to the conference centre. Accommodation bookings can be made via the conference website <http://bacointernational.org/>



COMMITTEES

The programme has been devised by an experienced faculty of ENT UK Members.

ORGANISING COMMITTEE

Professor Valerie Lund, Master BACO 2018

Mr Brian Bingham, President, ENT UK

Mr Carl Philpott, Research Lead and Hon Secretary ENT UK

Mr Chris Potter, Honorary Treasurer, ENT UK

Ms Catherine Spinou, BACO 2018 Treasurer and project lead

Professor Vinidh Paleri, BACO 2018 Academic Committee Lead

Professor Tim Woolford, BACO 2018 Local Organiser

Supported by Master Elect Gerry O'Donoghue (Master Elect for BACO 2020) and Lyndy Pullan, General Manager, ENT UK

ACADEMIC COMMITTEE

Professor Vin Paleri, BACO 2018 Academic Committee Lead

Mr Steven Powell, Secretary to BACO 2018 Academic Committee

Mr Raj Bhalla, BACO 2018, Cadaver Dissection Session Lead

Professor Neil Tolley, BACO 2018 Clinical Skills Sessions Lead

Mr Christopher Aldren, President of British Society of Otology

Mr Patrick Axon, President of British Skull Base Society

Professor Martin Birchall, President of British Laryngological Association

Mr Sean Carrie, President, British Rhinological Society

Mr Alwyn D'Souza, President of Facial Plastic Surgery UK

Mr Benjamin Hartley, British Association of Paediatric Otolaryngology

Mr Paul Pracy, President of ENT UK Head and Neck Society

Professor Kim Ah-See, Chair ENT Scotland

Miss Natalie Bohm, evidENT

Mr Peter Clarke, Member, Head and Neck Committee

Mr Mat Daniel, Member, British Association for Paediatric Otorhinolaryngology

Mr Jeremy Davis, Chair, SAC in Otolaryngology

Mr Jayesh Doshi, Chair, Student and Foundation trainee in Otolaryngology UK

Mr Jonathan Fishman, Meeting Secretary, President of British Laryngological Association

Miss Angela Griggs, Royal College of Nursing ENT

Professor Musheer Hussain, President, Otolaryngology Section Council, Royal Society of Medicine

Mr Tony Jacobs, Editor, ENT UK

Mr Christopher Jennings, British Rhinological Society

Dr Ted Killan, Vice Chair, British Society of Audiology

Mr Sanjiv Kumar, Member, Global Health

Mr Sid Nagala, Secretary, Association of Otolaryngologists in Training

Mr Carl Philpott, Honorary Secretary, ENT UK

Mrs Janice Provan, Chair, Specialty and Associate Specialist Doctors Committee

Mr Andrew Robson, Chair, ENT UK Education and Training Committee

Dr Justin Roe, Specialist Advisor, Royal College of Speech and Language Therapists

Professor Anne Schilder, President, Otorhinolaryngological

Research Society

Mr Neil Weir, President, British Society for the History of ENT

Miss Victoria Ward, Editor-in-Chief, e-lefENT

Mr Matthew Yung, Member, BSO

CONFERENCE PROGRAMME

WEDNESDAY 4 JULY 2018							
08:00 - 09:00	Refreshments						
09:00 - 10:00		Symposia					
	Innovation Rahul Kanegaonkar	Young Consultant Otolaryngologists & Head and Neck Surgeons					
10:00 - 10:15	Masters Welcome, Professor Valerie Lund, Professor of Rhinology at the Ear Institute, University College London, UK						
10:15 - 11:00	Keynote - Hugh Montgomery, Professor of Intensive Care Medicine, UCL, London, UK						
11:00 - 11:45	Morning coffee break, exhibition and poster viewing						
11:45 - 13:15	Symposia	Dissection	Specialty Keynote	Specialty Keynote	Collaborative Session	Collaborative Session	Specialty Keynote
	Royal Society of Medicine session with Yearsley Lecture	Cadaver Dissection	Facial Plastic Surgery	British Association for Paediatric Otorhinolaryn- gology	Lead Head & Neck Invitee: British Rhinological Society	Lead: British Society of Otolary ngology Invitee: British Skull Base Society	British Laryngological Association
13:15 - 14:15	Lunch, exhibition and poster viewing						
14:15 - 15:15	Symposia	Dissection	Update Session	Symposia	Symposia	Symposia	Symposia
	Lionel Colledge 1 {Head and Neck}	Cadaver Dissection	British Association for Paediatric Otorhinolaryn- gology	British Otorhinolaryngol- ogy and Allied Sciences Research Society	History of ENT	British Society of Otolaryngology	British Rhinological Society
15:15 - 16:15	Symposia	Dissection	Update Session	Symposia	Symposia	Symposia	Symposia
	Head and Neck	Cadaver Dissection	British Laryngological Association	Elefant {E-learning for ENT}	British Cochlear Implant Group	Facial Plastic Surgery	British Association for Paediatric Otorhi- nolaryngology
16:15 - 16:45	Afternoon tea, exhibition and poster viewing						
16:45 - 17:45	Instructional Sessions						

THURSDAY 5 JULY 2018

08:00 - 09:00	Refreshments						
08:00 - 09:00	Symposia	Symposia	Symposia				
	Medicolegal	Speciality and Associate Specialist Doctors	Women in ENT				
09:00 - 10:00	Keynote - Mr Lawrence McGinty						
10:00 - 11:00	Symposia	Dissection	Update Session	Symposia	Symposia	Symposia	Symposia
	Undergraduate ENT	Cadaver Dissection	British Rhinological Society	British Skull Base Society	British Society of Otolaryngology	British Laryngological Association	British Association for Paediatric Otorhinolaryngology
11:00 - 11:45	Morning coffee break, exhibition and poster viewing						
11:45 - 13:15	Specialty Keynote	Dissection	Symposia	Collaborative Session	Collaborative Session	Collaborative Session	Symposia
	British Rhinological Society	Cadaver Dissection	Specialist Advisory Committee in Otolaryngology/ National Programme Directors ENT	Lead: British Association for Paediatric Otorhinolaryngology Invitee: British Society of Otolaryngology	Lead: Facial Plastic Surgery Invitee: Head and Neck	Lead: British Skull Base Society Invitee: British Laryngological Association	Royal College of Speech and Language Therapists
13:15 - 14:15	Lunch, exhibition and poster viewing			University Challenge			
14:15 - 15:15	Symposia	Dissection	Update Session	Symposia	Symposia	Symposia	Symposia
	Lionel Colledge 2 (Rhinology)	Cadaver Dissection	Head and Neck	Global Health	Facial Plastic Surgery	British Society of Audiology	British Skull Base Society
15:15 - 16:15	Symposia	Dissection	Update Session	Symposia	Symposia	Symposia	Symposia
	Head and Neck	Cadaver Dissection	British Skull Base Society	British Rhinological Society	British Society of Otolaryngology	British Laryngological Association	Indian ENT Society International Meeting
16:15 - 16:45	Afternoon tea, exhibition and poster viewing						
16:45 - 17:45	Instructional Sessions						

FRIDAY 6 JULY 2018

08:00 - 09:00	Refreshments						
08:00 - 10:00	Symposia						
	Independent Practice						
09:00 - 09:45	Keynote - Professor Sir Michael Marmot, Director, Institute of Health Equity						
10:00 - 11:00	Symposia	Dissection	Update Session	Symposia	Symposia	Symposia	Symposia
	Head and Neck	Cadaver Dissection	British Society of Otolaryngology	Brazilian ENT Society	British Rhinological Society	British Association for Paediatric Otorhinolaryngology	Association of Otolaryngologists
11:00 - 11:45	Morning coffee break, exhibition and poster viewing						
11:45 - 13:15	Specialty Keynote	Dissection	Specialty Keynote	Collaborative Session	Specialty Keynote	Collaborative Session	
	British Society of Otolaryngology	Cadaver Dissection	British Skull Base Society	Lead: British Laryngological Association Invitee: British Association for Paediatric Otorhinolaryngology	Head and Neck	Lead: British Rhinological Society Invitee: Facial Plastic Surgery	
13:15 - 14:15	Lunch and close of exhibition						
14:15 - 15:15	Update Session	Dissection	Symposia	Symposia	Symposia	Symposia	Symposia
	Facial Plastic Surgery	Cadaver Dissection	Royal College of Nursing ENT	British Voice Association	British Laryngological Association	ENT Scotland	TWJ (Otolaryngology)
15:30 - 16:00	Closing Ceremony						



SPONSORSHIP PACKAGES

The sponsorship items detailed below are available on a first-come, first-served basis.

All rates quoted are exclusive of Value Added Tax (VAT), which will be charged where applicable at the prevailing rate at point of invoicing.

Please note that sponsorship of print items, including all text and advertisements are subject to the approval of the Organising Committee, and receipt of content by specified deadlines.

In addition to stand alone sponsorship of individual items, this year we are pleased to include four different levels of sponsorship to maximise your exposure to delegates and support your marketing objectives – the benefits of each are summarised below:

BENEFIT	Platinum SOLD	Gold £25,000 + VAT	Silver £15,000 + VAT	Bronze £7,500 + VAT
Complimentary Exhibition Space	36sqm's	18sqm's	18sqm's	9sqm's
Sponsorship items to the total value of*		£4500	£2500	£1000
Acknowledgment as sponsor on all print items	✓	✓	✓	✓
Website link	✓	✓	✓	✓
Bag insert	✓	✓	✓	✓
Advert in final programme	Back Cover Full Colour	Full Page Full Colour	Half Page Full Colour	Half Page Full Colour
Final programme - company profile	250 words	200 words	150 words	100 words
Logo on exhibition floor plan in final programme	✓	✓	✓	✓
Invitation to BACO Party	4	2	1	-
Company Representative Passes	8	4	4	2
*Items can be selected from the list of items on pages 15-18 allowing you to build your own sponsorship package				

PLATINUM SPONSORSHIP (sole sponsorship opportunity)

SOLD

We are delighted to offer this package exclusively to one company:

- Exhibition space totalling 36sqm (additional space can be purchased at a discounted rate of £330 + VAT per square metre)
- **Your choice of sponsorship items to the value of £5500 plus the following:**
- Acknowledgement as the Platinum Sponsor of BACO International 2018 on all print items
- Your company logo, website link and brief company description on BACO International 2018 conference website www.bacointernational.org (from date of confirmation of order)
- A4 insert in delegate bag which will be distributed to all attendees at the conference (Maximum one sheet – A4 double sided page)
- A4 full colour advert on the back page of the conference programme
- 250 word company profile in the Final Programme
- Inclusion of company logo on the exhibition floor plan
- 4 invitations to the BACO Party
- 8 company representative passes which include lunch and refreshments

GOLD SPONSORSHIP (sole sponsorship opportunity)

£25,000 + VAT

We are delighted to offer this package exclusively to one company:

- Exhibition space totalling 18sqm (additional space can be purchased at a discounted rate of £330 + VAT per square metre)
- **Your choice of sponsorship items to the value of £4500 plus the following:**
- Acknowledgement as the Gold Sponsor of BACO International 2018 on all print items
- Your company logo, website link and brief company description on BACO International 2018 conference website www.bacointernational.org
- A4 insert in delegate bag which will be distributed to all attendees at the conference (Maximum one sheet – A4 double sided page)
- A4 full colour advert in the conference programme
- 200 word company profile in the Final Programme
- Inclusion of company logo on the exhibition floor plan
- 2 invitations to the BACO Party
- 4 company representative passes which include lunch and refreshments

SILVER SPONSORSHIP (available to two companies)

£15,000 + VAT

We are delighted to offer this package exclusively to a maximum of two companies:

- Exhibition space totalling 18sqm (additional space can be purchased at a discounted rate of £330 + VAT per square metre)
- **Your choice of sponsorship items to the value of £2500 plus the following:**
- Acknowledgement as a Silver Sponsor of BACO International 2018 on all print items
- Your company logo, website link and brief company description on BACO international 2018 conference website www.bacointernational.org
- A4 insert in delegate bag which will be distributed to all attendees at the conference (Maximum one sheet – A4 double sided page)
- Half-page full colour advert in the conference programme
- 150 word company profile in the Final Programme
- Inclusion of company logo on the exhibition floor plan
- 1 invitation to the BACO Party
- 4 company representative passes which include lunch and refreshments

BRONZE SPONSORSHIP

£7,500 + VAT

We are delighted to offer this package to an unlimited number of companies:

- Exhibition space totalling 9sqm (additional space can be purchased at a discounted rate of £330 per square metre)
- **Your choice of sponsorship items to the value of £1000 plus the following:**
- Acknowledgement as a Bronze Sponsor of BACO International 2018 on all print items
- Your company logo, website link and brief company description on BACO International 2018 conference website www.bacointernational.org
- A4 insert in delegate bag which will be distributed to all attendees at the conference (Maximum one sheet – A4 double sided page)
- Half-page full colour advert in the conference programme
- 100 word company profile in the Final Programme
- Inclusion of company logo on the exhibition floor plan
- 2 company representative passes which include lunch and refreshments

SCIENTIFIC PROGRAMME SPONSORSHIP ITEMS

CONFERENCE APP

£12,000 + VAT

With smartphone usage rates surging, this makes mobile marketing increasingly attractive to companies looking for more exposure. The ENT UK's BACO International Conference 2018 event app is a great way to give your company the exposure you seek for an extended time - it will be available prior to the conference, and post-conference, will continue to be used as a reference tool to access speaker content, abstracts and exhibitor information.



This sponsorship opportunity is offered to a single sponsor to give your brand the opportunity to get more attention and achieve higher conversion rates. Exclusive sponsorship provides high-exposure placement in the app in order to drive traffic to your company's onsite presence or website.

The ENT UK's BACO International Conference 2018 app will combine all the information traditionally captured in a printed programme and more. Packed full of useful tools, the attendees will enjoy a great interactive app experience. Personalised programmes, what's on now, interactive maps, delegate to delegate networking, live audience polling, speaker and panel Q&A, are just a few of the extensive range of features to be included.

- Custom branding of app for ENT UK's BACO International Conference 2018 with the Sponsoring company's branding on the welcome page
- Full agenda listing
- All abstract content for reference throughout the conference and post event for up to one year
- Personalised schedules - attendees can browse around or search for sessions by keyword. Personal schedules keep them on track.
- Profiles of all speakers
- Incorporate your social media channels
- Direct Notification - targeted messages and alerts to select groups of attendees
- Attendee Networking - Foster connections among attendees with interactive profiles and private in-app messaging
- Live Polling, Surveys and Session Evaluation - Gain valuable feedback and engage attendees. Create session feedback questionnaires, ask speakers questions and use session polls with live results
- Sponsor and Exhibition Information - a brilliant showcase for exhibitors with their profiles, location, and full contact details.
- Exhibition Floorplan - an interactive map of the exhibition, including pin drop for exhibition booths
- Document upload - attach files to sessions, exhibitions and speaker profiles before, during and after the event.
- Analytics - attendee tracking and simple engagement metrics.

SPONSORSHIP OF AN EXISTING SCIENTIFIC SESSION

The opportunity to support scientific sessions by means of an educational grant. The sponsor's support will be acknowledged in the Final Programme and on the conference website alongside the session information as "Supported by an Educational Grant from ...". In addition the sponsor's name and/or logo (one colour) will be displayed on lectern signage during the sponsored session.

POA

SPONSORSHIP OF SPEAKERS

The opportunity to sponsor the travel and/or accommodation of high profile speakers at the event. The programme and speakers will be decided by the committee. This option will be available once the outline programme is confirmed in September 2017. The sponsor's support will be acknowledged in the Final Programme alongside the session information as "Supported by an Educational Grant from ...".

POA

FUNDING & EDUCATIONAL GRANTS

ENT UK welcomes any additional funding or educational grants which will support delegate attendance or enhance the quality of ENT UK's BACO International Conference 2018. If your company or charitable arm would like to assist the meeting by offering this type of support, please contact sales@conferencecollective.co.uk

E-POSTER AREA

Scientific posters (approximately 600) will be displayed in dedicated e-poster areas in the exhibition hall for the duration of the meeting. The poster area is a major feature of the meeting and is a crucial networking and learning opportunity for the participants. As a sponsor you will be aligning your company with new scientific research and will benefit from strong branding to a captive and engaged audience. The sponsor's name and/or logo will be prominently displayed on the plasma screens at regular intervals throughout the conference.

£3,500 + VAT



ON SITE SPONSORSHIP ITEMS

DELEGATE BAGS

This is a high profile and much sought-after item. Delegate bags will be distributed at the event to all registered delegates, committee members, speakers and exhibitors. The sponsor's name and/or logo will be printed (one colour) on the outside of each delegate bag (also to include meeting logo). Each bag will contain the Final Programme, an Abstract booklet, pad, pen, tourist information & other relevant information.

£5,000 + VAT

INTERNET CAFÉ



There will be an internet café equipped with workstations where attendees may check emails and print travel documents etc. The sponsor's name and/or logo will be prominently displayed on signage advertising the Internet café area. There is also an opportunity to:

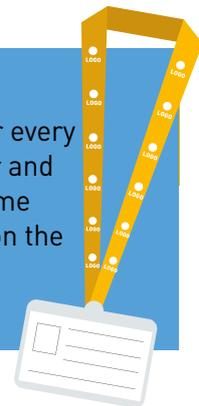
- display company logo on the screen saver and screen background
- distribute mouse pads and related promotional gifts from the Internet café (provided by sponsor)
- supply printer paper with your logo for the Internet café's printers

£3,500 + VAT

BADGE LANYARDS

Lanyards will be provided for every registered delegate, speaker and exhibitor. The sponsor's name and/or logo will be printed on the badge lanyard (one colour).

£2,500 + VAT



DELEGATE PADS

Distributed in the delegate bag, this is a unique opportunity to highlight your name and company logo. Pads will contain unlined A5 Paper & the outside cover will be printed with the sponsor's name and/or logo (one colour), the cover will also include the meeting name, date and logo.

£1,800 + VAT

DELEGATE PENS

Delegate pens will be provided for every registered delegate and speaker. This is a unique opportunity to highlight your name and company logo on an item which will see continuous use throughout the meeting and afterwards. Pens will be printed with sponsor's name and/or logo (one colour).

£1,800 + VAT

COMBINED PACKAGE OF DELEGATES PADS AND PENS @ £3250 + VAT



SIGNAGE (Sole Sponsorship)

There will be extensive general directional signage throughout the venue. Sponsorship of the signage will be limited to general signage including welcome banners outside the venue, and will not include signage requested by individual sponsors, or any signs in the conference auditorium. The sponsor's name and/or logo prominently displayed in one colour on the bottom right-hand corner of every conference sign.

£4,500 + VAT

VOLUNTEER T-SHIRTS

All volunteers will wear your logo as they carry out their duties for the duration of the conference. Sponsors logo (one colour) will be prominently displayed, along with conference logo, on the volunteers T-Shirts.

£850 +VAT

SPORTS WATER BOTTLES

Keeping hydrated during the conference will aid learning! Each delegate will be given a sports water bottle that can be regularly refilled during the conference and taken away for future use. Bottles are available in a variety of colours to suit your company brand. The sponsor's name and/or logo (one colour) will be printed on the logo and the water towers will also be branded with your logo.

£4,500 + VAT

PRINT RELATED SPONSORSHIP ITEMS

LIST OF DELEGATES

A list of delegates including names, cities and countries (**registered by Friday 17th June 2018**) will be displayed in the exhibition hall. Your Company will be acknowledged as the sponsor of the List of Delegates. Exclusive sponsorship – no other advertisements will be included in the List of Delegates.

£1100 +VAT

DELEGATE BAG INSERT

The major sponsorship packages include a delegate bag insert. Other companies may have a single insert, maximum A4 sheet of promotional literature, to be included in each delegate bag provided for delegates and speakers. Flyer to be provided by the sponsor (Inserts will be subject to approval **before printing** by Organising Committee).

£400 + VAT

ADVERTISING IN THE FINAL PROGRAMME

The Final Programme will be available to all registered delegates, invited speakers, exhibitors and company personnel at the meeting. It will contain the full scientific programme, including all invited speakers and presenters of free communications, together with a list of all poster presentations. The Final Programme will also contain a list of all sponsors and exhibitors, together with general information on the conference.

Advertising Rates:

Outside back cover (full colour)

£1600+ VAT

Full page inside programme (full colour)

£750+ VAT

Inside front cover (full colour)

£1100 + VAT

Half page inside programme (full colour)

£425 + VAT

Inside back cover (full colour)

£1100 + VAT

ONLINE SPONSORSHIP ITEMS

WEBSITE LINK

The conference website will continue to operate after the conference and will provide full details of all aspects of the conference. The website will be listed on all the major search engines as well as the main medical meeting listing sites. A link from the conference website to your company's website will be placed on the exhibitors' page. Links will go live as soon as they are confirmed and will remain on the site until after the conference giving your company more than one year of advertising.

£385 + VAT

SPONSORED EMAIL

This is a fantastic opportunity for you to utilise our database either pre or post conference with your personal message. Let delegates really know what you have on offer and why they should visit your stand. For more engagement, include details of your company's special offers or competitions taking place at BACO International Conference 2018. Email will be sent out by the Conference Secretariat. Sponsor must provide email design, texts, pictures etc two weeks prior to the date the email is due to be sent out. **Limited to 5 sponsors.**

£450 + VAT

DELEGATE JOINING INSTRUCTIONS

Joining instructions are distributed electronically to all delegates two weeks prior to the meeting and provide them with details of their registration and useful information about the conference and venue. This is an excellent way for your message or offer to reach delegates before they arrive at the meeting. The sponsor's name and/or company logo will appear prominently at the top of the page, together with 50 words of text and link to your own website within the joining instructions. **This is limited to 3 sponsors.**

INDIVIDUAL PACKAGES TAILORED TO YOUR REQUIREMENTS

In addition to the opportunities listed in this pack, please don't hesitate to enquire about further ways of increasing your visibility and enhancing delegate engagement.

Please feel free to contact the Conference organisers to discuss your requirements at sales@conferencecollective.co.uk

SPONSORSHIP TERMS AND CONDITIONS

The terms and conditions of sponsorship are included in this prospectus on page 23. Please note that signing and/or returning of the sponsorship booking form and contract indicates acceptance of these terms and conditions and shall be considered a commitment to purchase items.

EXHIBITION

The Exhibition will be held in Central Hall. The Exhibition floor plan is on page 9. The Exhibition area will consist of exhibition stands, tea, coffee & lunch stations, e-poster display boards and a seating area, to enhance the footfall to all exhibition stands and allow your key sales team to interact with all delegates during the various breaks in the conference sessions

Exhibitors may purchase multiple stands. If you wish to book a smaller stand please contact the Conference Organisers, **+44 (0) 20 8977 7997** or email **sales@conferencecollective.co.uk**

N.B. Hire of exhibition space **DOES NOT** include any shell scheme, furniture hire, flowers, lighting, audio visual equipment, portering services or internet connection. These services can be ordered through our exhibition contractor closer to the event.

The Exhibition build will take place on Tuesday 3rd July 2018: 10.00 – 17.00 hrs

Exhibition breakdown will commence on Friday 6th July 2018 at 14.30hrs

EXHIBITION OPENING TIMES

(subject to change depending on final programme schedule)

Wednesday 4th July 2018: 09.00 – 17.00hrs

Thursday 5th July 2018: 09.00 – 18.00hrs

Friday 6th July 2018: 09.00 – 14.20 hrs

NETWORKING OPPORTUNITIES WITHIN THE EXHIBITION HALL

- Tea and coffee breaks
- Lunch each day
- Exhibition
- Scientific posters and Poster Tours

EXHIBITION SPACE

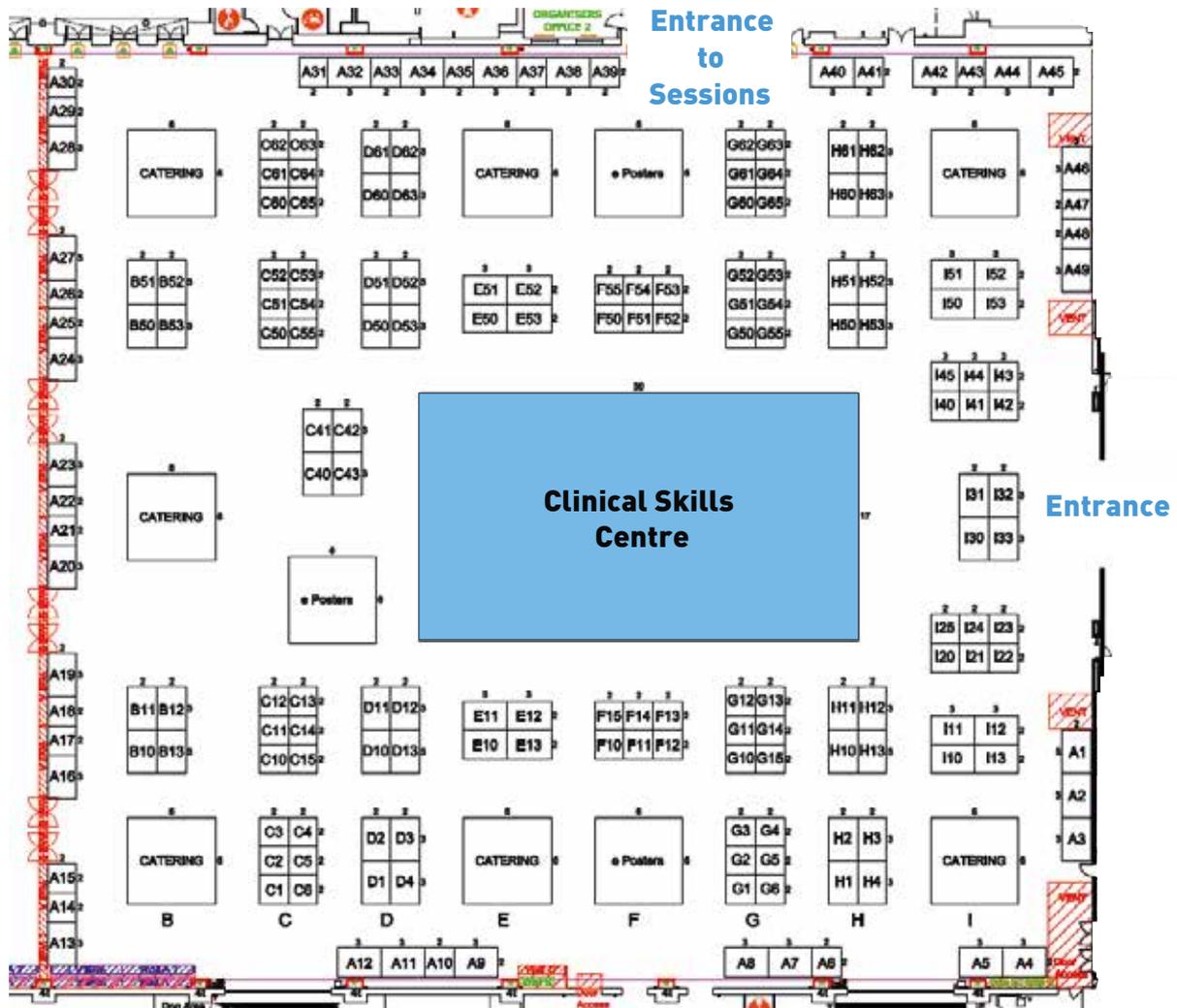
£380 + VAT per square metre

The stand fee is inclusive of the following items:

- Provision of stand space
- Daily cleaning of walkway area
- Lunch & refreshments for 2 company representatives on the exhibition stand
- Access to scientific sessions
- Acknowledgement of company in the Final Programme to include a 75 word company biography.



EXHIBITION FLOORPLAN



ALLOCATION OF EXHIBITION SPACE

Space will be allocated on a "first come, first served" basis. A completed Exhibition Booking Form and Contract should be posted / emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form and Contract, space will be confirmed and an invoice for the full amount due will be sent to the booker. Please note that three alternative choices should be clearly indicated on the booking form. Space allocations will be made in the order in which booking forms are received.

EXHIBITION TERMS AND CONDITIONS

The terms and conditions of exhibiting are included in this prospectus. Please note that signing of the exhibition booking form and contract indicates acceptance of these terms and conditions. The exhibition booking form will be held as a valid liable contract, by which both parties will be bound.

BACO 2018 SPONSORSHIP & EXHIBITION BOOKING FORM

Contact name:

Company name:

Company name (as to appear in all meeting publications):

Address:

City: Post/Zip code:

Country:

Telephone: Fax:

Email: Website:

Twitter: Facebook:

VAT Number: Purchase order number:

EXHIBITION SPACE

We hereby apply to book exhibition space, the cost of which is £380 + VAT per square metre:					
Choice	Stand No	Shell scheme (tick if applicable)	Space only (tick if applicable)	No of square metres	Total Price
1st choice					£
2nd choice					£
3rd choice					£

Special Notes: Please indicate if your stand must be located adjacent to or opposite any other exhibiting companies, or if special configuration is needed.

We wish to order the following shell scheme and electrics (1 x 500w socket and 2 spot lights) package:		
Shell Scheme Package	Price	✓
4 sq metres – to include shell scheme, 1 x 500w socket and 2 spot lights	£165 +VAT	
6 sq metres – to include shell scheme, 1 500w socket and 2 spot lights	£195 + VAT	
8 sq metres – to include shell scheme, 1 500w socket and 2 spot lights	£230+ VAT	
10 sq metres – to include shell scheme, 1 500w socket and 4 spot lights	£340 + VAT	
12 sq metres – to include shell scheme, 1 500w socket and 4 spot lights	£375 + VAT	

We wish to book the following Sponsorship Package: (please tick)	
<input type="checkbox"/> Platinum Sponsorship SOLD	<input type="checkbox"/> Silver Sponsorship £15,000+ VAT
<input type="checkbox"/> Gold Sponsorship £25,000 VAT	<input type="checkbox"/> Bronze Sponsorship £7,500+ VAT

EXHIBITION

Please print your company name here:

We wish to book the following sponsorship items: (N.B. if you have booked a Sponsorship package, please indicate below which items you wish to include. See page 5 for details of sponsorship items value entitlements)

SPONSORSHIP ITEM	PRICE	✓	SPONSORSHIP ITEM	PRICE	✓
Existing scientific session	POA		Conference App	£12,000+VAT	
Sponsorship of Speakers	POA		Delegate list	£1100 +VAT	
Poster Area	£3500 +VAT		Delegate bag insert	£400 +VAT	
Delegate bags	£5000 +VAT		Outside back cover (full colour) in final programme	£1600 +VAT	
Lanyards	£2500 +VAT		Inside front cover (full colour) in final programme	£1100 +VAT	
Delegate Pads	£1800 +VAT		Inside back cover (full colour) in final programme	£1100 +VAT	
Delegate Pens	£1800 +VAT		Full page (full colour) in final programme	£750 +VAT	
Delegate Pads and Pens	£3250 +VAT		Half page (full colour) in final programme	£425 +VAT	
Internet Café	£3500 +VAT		Website link	£385 +VAT	
Signage	£4500 +VAT		Sponsored Email	£450 +VAT	
Volunteer T-Shirts	£850 +VAT		Delegate Joining Instructions	£900 +VAT	
Water Bottles	£4500 +VAT		SPONSORSHIP TOTAL		

TOTAL DUE – please complete	Amount Due (Excl. VAT)
Exhibition Spaces	£
Sponsorship Package	£
Shell Scheme Package	£
Sponsorship Items	£
TOTAL	£

Signature Date

EXHIBITION TERMS & CONDITIONS

By returning this booking form, you accept the contract terms and conditions (listed in this Sponsorship and Exhibition Prospectus) and agree to abide by the terms and conditions for the Conference. The person named above is authorised to book this space on behalf of the applicant/company. The Exhibition Booking Form will be held as a valid liable contract, by which both parties will be bound.

Each Stand Space Includes: Exhibition space, 2 company representatives on the exhibition stand, lunches & refreshments on Wednesday, Thursday and Friday & conference materials.

Please complete this form and return to:

BACO 2018 c/o The Conference Collective Limited, 8 Waldegrave Road, Teddington, Middlesex, TW11 8GT, UK
Tel: +44 (0) 20 8977 7997 **Email:** sales@conferencecollective.co.uk

TERMS AND CONDITIONS

Agreement

The Booking Form constitutes only an offer by the Sponsor or Exhibitor to exhibit at/ sponsor BACO International 2018 on these terms and conditions only. The Organisers reserve the right to accept or refuse such offer at its sole discretion.

In the event that the Organisers accept the Sponsor's/Exhibitor's offer, the Organiser will provide written confirmation of the booking and this will create a legally binding contract between the Sponsor and the Organiser on these terms and conditions only to the exclusion of all others (this 'Agreement').

All bookings of exhibition packages, promotional marketing opportunities, advertising and sponsorship are administered on a first-come, first-served basis. Each stand includes complimentary registrations for the conference to include access refreshments at official Conference break times & conference materials. A completed Sponsorship/Exhibition Booking Form and Contract should be posted / emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form and Contract, space will be confirmed and an invoice will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms are received.

Payment

On providing such written confirmation to the Sponsor/Exhibitor, the Organiser will issue its invoice to the Sponsor/Exhibitor in respect of the Sponsorship/Exhibitor Fee. The Sponsor/Exhibitor shall make full and final payment to the Organiser no later than 30 days following receipt of the invoice.

The Sponsorship/Exhibitor Fee is exclusive of VAT. Payments should be made in Pounds Sterling and made payable to 'ENT UK'.

Terms

This Agreement commences on the date of the Organiser's written confirmation of the booking, and shall terminate at the end of BACO International 2018 except when expressly provided otherwise in these terms.

Cancellation clause

Cancellation of Sponsorship/Exhibition Booking must be made in writing to The Exhibition and Sponsorship Manager, BACO International 2018, c/o The Conference Collective, 8 Waldegrave Road, Teddington, Middlesex TW11 8GT and can be emailed to sales@conferencecollective.co.uk. If the Sponsor/ Exhibitor cancels

this Agreement, the Organiser shall refund (subject to any costs as set out below) to the Sponsor/Exhibitor a percentage of the fees determined in accordance with the following:

If cancellation/reduction is received up to and including 1 September 2017, the organisers shall retain 10% of the agreed package amount; if cancellation/reduction is received between 2 September 2017 and 1 February 2018, the organisers shall retain 50% of the agreed package amount, and if cancellation/reduction is received after 1 February 2018, the organisers shall retain 100% of the agreed package. The sponsorship/exhibition fee (where applicable) will be refunded after the conference.

The Organiser shall be entitled to retain from any refunded fees a sum equivalent to its actual administration expenses, the costs of materials and any costs to which the Organiser has committed when the Sponsor/Exhibitor cancels this Agreement.

If the conference is cancelled by the Organiser (other than as a result of events beyond the reasonable control of the Organiser), the Organiser shall refund the fee paid by the Sponsor/Exhibitor.

Insurance

While every precaution is taken to protect your property during the event, the Organisers are not responsible for any loss or damage and we strongly recommend that you take out appropriate insurance cover. The Organisers accept no responsibility for any loss sustained by exhibitors from theft, fire damage or any third party.

Exhibitors are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition to this exhibitors should protect their expenditures against abandonment and cancellation or curtailment of the event due to reasons beyond the Organiser's control.

Security

The Organisers cannot be held responsible for the loss or damage to exhibitors' property. Exhibitors are advised not to leave their stand unattended at any time especially if there are portable and valuable items on the stand.

Exhibition set up and breakdown

Exhibitors must ensure that their stand is set up and dressed by the times specified in the Exhibitor Manual. The only activities permissible on the day of the Conference are displaying brochures or the set up of any valuable equipment, which for security reasons you do not want to leave

unattended overnight. Exhibition stands must not be broken down before 14.30 on Friday 6 July 2018, the last day of the Conference.

Exhibitors' responsibilities

All exhibiting companies are responsible for their stand. Due consideration must be given to the safety of the stand throughout the event and that any actions or inactions do not give rise to accidents, injuries or an unsafe working environment so far as is reasonably practicable.

Accessibility

The current EU regulations state that disabled persons must be afforded the same opportunities as able-bodied persons. This includes the ability to attend exhibitions and view any exhibits. To this end, exhibitors are advised to ensure that their stand is easily accessible to visitors in wheelchairs.

Liability clause

The Organiser shall not be liable for any failure to fulfill this contract where failure is caused by supervening circumstances including weather, fire, flood, earthquake, travel, transport delays, war, riots, acts of terrorism or events which, without fault of either party, render fulfillment impossible.

The Organiser's obligations

The Organiser will:

• Organise the BACO International 2018 conference to a high standard and to the best of its ability

• Ensure the Sponsor/Exhibitor benefits from all elements of the confirmed Sponsorship/Exhibition Package

• Not do or knowingly permit to be done anything which is prejudicial to the good image of the Sponsor/Exhibitor

Sponsor's/exhibitor's obligations

Stands must be staffed during key exhibition times, including refreshment breaks, lunch breaks and poster viewing sessions.

Companies wishing to offer hospitality in addition to the Conference social programme must contact the Organisers (email: sales@conferencecollective.co.uk). Any additional social events must not clash with the official Conference Social Programme and is subject to the agreement of the Organiser.

The Sponsor/Exhibitor (including its officers, employees, contractors and agents) and the Sponsor's exhibition stand must comply in all respects with all applicable laws, regulations, and rules and conditions of the Venue relevant to it, and with any relevant trade codes of practice.



BACO International 2018
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