

19th United Kingdom
Continence Society
Annual Scientific Meeting 2012



UKCS
2012

St Georges Hall
Liverpool
18th – 20th April 2012



Exhibition and
Sponsorship Prospectus

UKCS 2012 Conference Secretariat
c/o Index Communications Meeting Services,
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www.ukcsconferences.com

Dear Exhibitor,

It is a great pleasure to invite you to participate in the UK Continence Society 19th Annual Conference. The UKCS initiative continues to celebrate the development and advances of the management and promotion of continence and creates a great opportunity to bring a wide range of skills, techniques and debate for the advancement of our specialty, to improve the quality of care and quality of life for our patients.

The 2012 Conference will focus very much on education in our specialty reflecting the training needs of delegates to update on skills and information. The Conference will encourage research leading up to the event to then be reported on via free paper

presentation and posters. Detailed information can be found in the programme section of the Website.

The Conference expects to attract between 250 and 300 delegates (this reflects earlier conference numbers) and confirms the importance of this event to all grades of staff working in the field for the promotion of continence both a hospital and primary care levels, bedside nursing to audit management to surgery and physiotherapy, community and primary care support and confirms the event's significance for contact with specialists and the promotion of equipment and services.

A major section of the Conference is the contribution of companies to the goals of the

event – updating on skills and information by contributing to teaching sessions and sponsoring educational events throughout the event.

I invite your company to become involved early in the planning of the event to gain maximum benefit from your firm's association with the Conference.

In return, your firm's products and services will receive high profile and contribute to your marketing initiatives.

All members of the Organising Committee look forward to your participation and will welcome you to Liverpool.

Venue : St George's Hall, St George's Place Liverpool . L1 1JJ

To view the Hall visit:
http://www.stgeorgesliverpool.co.uk/organise/rooms/Great_Hall/index.as

General Information

Applications

Application for space and facilities must be made on the enclosed Exhibition Application Form, which should be signed and returned, together with the payment to: UKCS (Management) Ltd
C/o Index Communications Meeting Services, Crown House, 28 Winchester Road, Romsey, Hampshire SO51 8AA, U.K.
T : +44 (0)1794 511331
F : +44 (0)1794 511455,
E-mail: ukcs@indexcommunications.com

Exhibition Areas

The exhibition will be located in the Great Hall in St Georges Hall designed for exhibitions and adjacent to the main session Theatre. To encourage flow of delegates, poster displays, and a delegate lunches options, coffee and tea all being planned to be served in these areas and will be available throughout the Conference.

The plan for the use of the building is to encourage delegates to relax, meet colleagues and corporate executives during the event.

The exhibition space in the St Georges Hall is a large 'grand space' with shell scheme being included in the package and depending on the size of the area, electrical sockets will be offered within the rates.

Cancellation and Refunds

Notification of cancellation or reduction of stand space must be submitted in writing. Cancellation or reduction of stand space will be accepted until 1st February 2012 with a refund of the total fee less 25% administration fee. No refunds will be made for cancellations or reductions after 1st February 2012.

Please refer to the terms & conditions with the booking form and on the website.

Space Fee Order

Exhibition Packages will be made up of two sections ; the Attendance Fee and the Space Fee – Please refer to floor plan for stand costs.

Charges for space is set at £240 per sqm plus VAT and include

- Company logo posted on: Final Announcement (deadline dependant) and Website
- Editorial in the Programme catalogue and Website
- Cleaning of gangways and common area
- Shell scheme & Name board
- Power socket & Two spot lights

The Attendance Fee of £475 plus VAT will include the following:

- Registration to the Conference for 2 Executives each including delegate bag, Abstract and Programme, Delegate List, Invitation to the Welcome Reception, Lunch and refreshment breaks.

Medal Investors (for investments in addition to stand space)

MEDAL Investors will receive additional profile and benefits in association with this event: before, during and after the event. Such benefits include acknowledgment on stage banners, 15% discount on listed sponsorship items over the minimum sponsorship along with more traditional marketing benefits. A separate sheet with suggested packages is available from the Secretariat:-

Levels of investment:

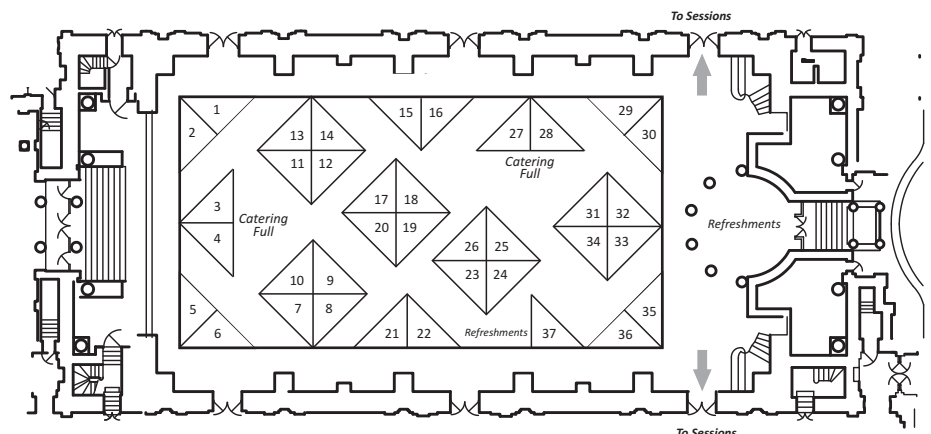
Platinum Medal donation of £8,000 plus a minimum sponsorship of £10,000

Gold Medal donation of £5,000 plus a minimum sponsorship of £8,000

Silver Medal donation of £3,000 plus a minimum sponsorship of £5,000

Bronze Medal minimum of £5,000

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Stand areas are approximately 5sqm with a 4.5m wide frontage.

Each Stand Fee is £1,215 +VAT plus an Attendance Fee of £475 +VAT
Multi booking is welcomed.

Pre Conference Activity

The UKCS wishes to be more proactive with regards the returns available to companies supporting the UKCS Annual Scientific Meeting. The UKCS intends to profile further committed sponsors and exhibitors on the website by not only including the company logo but introduce from the start an editorial profiling you firm plus a link to any particular product.

We will ask your firm to participate in promoting the conference in newsletters and company websites both in the UK and amongst your affiliates.

On booking we will ask you to send:

- a current high resolution file of the company logo plus
- an editorial for posting on the UKCS ASM 2012 website (on receipt of payment).
- details of where the conference maybe promoted through your company networks and mailing lists.

Webcast

To reach more professionals the Liverpool Committee would like to plan ahead and fund a webcasting project. The webcast will record the plenary sessions throughout the three days of the conference. This will be made available to UKCS Members free of charge and to non members on a pay per view basis depending on corporate support. The UKCS invites your company's participation in supporting the webcast project by purchasing an advertisement and link option associated with the cast at the time of booking your stand.

The plan is to have an advertisement page for all those visitors entering the site to view. The cast will be available for at least 11 months from the date of the meeting

Webcast of Talks

To enable greater access to the Conference content the UKCS is considering the recording and distribution of talks via the UKCS website. The on demand download will be available long after the Conference and it is hoped that the clinical departments nationally will be able to hold small meetings and download the presentations.

One or more sponsors are invited to support this initiative. Full and appropriate acknowledgements will be given in association with the broadcast

For this profile opportunity a fee of £350 plus VAT for those exhibiting

In return there will be:

- Advertisement banner (moving or static)
- Link to advertiser website
- Held for 11 months on the site from the date of the meeting.

ABPI Code of Practice

Medical Device Industry Compliance and UK Bribery Act 2010

Developing a compliance framework.

The UKCS and ICMS are keen work with companies such that all parties can not be subject to criticism or accusation for inappropriate conduct under the voluntary codes of practice described by the ABPI or legally under the UK Bribery Act 2010.

Sponsorship of items, sessions and the Conference as a whole; The UKCS and ICMS believe that products and services presented in this pack are in proportion to the needs of delegates and the Conference without causing adverse issues for companies under the codes. Both the UKCS and ICMS acknowledge that each company will have its own in house protocols and that they wish to work with companies to ensure compliance.

For instance sponsorships of scientific sessions will be declared and the contents of such sessions will be designed independently of executives of the sponsoring company.

Company Sessions are permitted in the Programme and must be of education value to delegates and offer state of the art opinion and research published or otherwise. The opinions expressed in both sponsored sessions and company sessions will not represent those of the UKCS.

Delegates Sponsorship: The support of delegates to attend such educationally important Conferences by commercial companies is very important. Such financial support enables many without financial means either personal or by employers to enhance their knowledge and achieve CPD objectives. National Conferences such as the UKCS Annual Scientific Meeting represent excellent value and proportionately a more acceptable use of company funds to support delegates. The UKCS is prepared to accept financial support from companies with the specific purpose for awarding travel, accommodation, registration grants to

delegates to facilitate their attendance. Such company support can be paid direct to UKCS (Management) Ltd, where the members of the UKCS professionals can award funds based on applications from potential delegates. This works towards company compliance.

Supporting companies will be acknowledged as giving unconditional grants to UKCS for the purpose of use to facilitate delegate attendance.



PR & Social Events

This year the Organisers wish to provide a special atmosphere to encourage networking between delegates and companies and education. Much scientific and networking benefit is gained from a conference during the social events. The Conference has arranged for a Welcome Reception and Conference Dinner. The support of such events by companies will create much goodwill. Support given will be reasonable and not contravening code of practice.

Code of Practice: acknowledgement and input from any commercial sponsor will be handled in accordance to the ABPI Code of Practice.

Welcome Reception and Poster Viewings

Grand Hall, St Georges Hall
Wednesday 20th April 2012 £2,500

On the first night of the Conference, delegates will be hosted to a Welcome Reception in the Exhibition Hall. Light refreshments will be offered. Sponsors will be able to profile themselves within the venue.

Gala Dinner

Contemporary Urban Centre
Thursday 19th April 2012

Following a drinks reception, dinner will be served and then all guests will be invited to take part in this, until late.

The highlight of the social events.

Reception prior to the Dinner £2,250
Band/ Entertainment £3,500

Dinner tickets are complementary for delegates within the Registration Fee. A company wishing for higher profile may wish to obtain acknowledgement in the menu, by sponsoring the pre-dinner reception.

For the host company a dedicated and branded table of 10 places for your company & guests including 2 complementary tickets for company personnel.

This year the Committee would like to heighten the profile of these events, which raise an opportunity for the involvement of high-profile sponsors.

Scientific Programme Investments & Marketing Options

UKCS Free Paper and Poster Awards 2012

£1,200 each

For 2012, the Scientific Committee will be networking departments and research units around the UK to encourage a wide range of reporting of research, clinical lessons and case histories.

Awards will be offered to reflect the multi disciplinary nature of promotion of continence; companies will be able to sponsor the award and have the company name associated with the promotion of the awards into departments around the UK.

Best Free Paper Awards

Awards for the Best Papers submitted either generally or for a specific interest area. Your company's name will be associated with your selected award and publicised in the Programme Book and at the presentation of the award.

The award will be a £200 cheque, plus Registration to the Conference and Gala Dinner, with the remainder subsidising the Conference.

Best Poster Prizes

Awarded for the Best Poster submitted either generally or for a specific interest area. Your company's name will be associated with your award and publicised in the Programme Book and at the presentation of the award. The award will be a £200 cheque.

Best Clinical Lesson Award

Awarded for the Best Clinical Lesson submitted and incorporated into the Scientific Programme. Your company's name will be associated with your award and publicised in the Programme Book and at the presentation of the award. The award will be a £200 cheque.

The companies associated with these awards will be seen to encourage good research and reporting of clinical lessons and its communication for the benefit of patients.

Sponsored Sessions including Debate and Medico-Legal Scenarios

The Scientific Committee will prepare a 'topic' The use of the old courts at St Georges Hall will provide a realistic back drop to a mock medicos legal care run by a local firm of solicitors.

please contact secretariat to discuss further

Satellite Symposia

Company supported education Satellite Symposia opportunities have been planned for (times approximate):

Wednesday 18h April 2012	11.30 – 12.30 12.45 – 13.45 17.30 – 18.30
Thursday 19th April 2012	13.15 – 14.00 17.30 – 18.30
Friday 20th April 2012	08.00 – 09.00

In order to be considered by the Scientific Committee, applications to hold a Satellite Symposium or Interactive workshop, including a preliminary topic and a Chairman, should reach the Conference Secretariat before 1st February 2012 for it to be included in the Preliminary Programme.

Satellite Symposia can be booked in two ways:

Traditional Package:

Companies have to undertake the management of their Symposium independently of the Conference, to include inviting their speakers and chairperson's, arranging print and mailings, branding the stage and marketing on site.

UKCS Satellite Organised Package:

The UKCS along with Index Communications Meeting Services will undertake the management of the Symposium to include taking a brief, preparing a budget, inviting chosen speakers and chairperson's, arranging design and print and mailings, branding the stage and marketing on site. Fee £7,000

Speaker costs for travel, accommodation and registration are excluded from the Symposium Fee.

Please contact ICMS directly to discuss your requirements.

Fee £9,750

excl: postage, print, materials etc. extra.

WiFi Suite

£1,200

The WiFi Suite – your company will have the option to rename this room, eg. ABC's WiFi Laptops will be set up with constant internet access. Delegates will be able to access abstracts and other programme pages and be able to access the complementary WiFi from their own laptops. The home page will go straight through to your chosen company url address.

Marketing Options

Additional Activity to enhance your company's attendance. Exhibiting should be an integral part of a Conference for the delegates, be fun, proactive and commercially beneficial.

We would like to encourage participating companies to contact the Organisers well in advance to discuss what they need to achieve and how they would like to achieve it. Please inform the Organisers of your initiatives in order to achieve maximum publicity.

Banner Advertising

Due to the space opportunities in the venue, planned 'banner' advertising is being offered. Artwork is to be provided by the advertiser. The charge includes locating of the roller banner or hanging banner at the selected positions. Space subject to availability and excludes materials and manufacture.

Location	Rate
Foyer	£250
Registration	£250
Entrance to Sessions	£250

The organisers can source the materials at extra cost

Programme Advertisements

The Programme to be published will contain local information and guidance for the duration of the Conference. Sponsors are invited to place full colour advertisements

Advertising Rates,	Full colour, Full Page
Inside front cover	£550
Inside back cover	£550
Rear cover	£650
Inside publication	£400

Logo Stopper

£150

Supply your logo for it to be placed next to your Programme Editorial

New Product Highlight

£250

If your company has launched a new product within 3 months of the Conference a flag will be placed next to your Exhibition listing on both the Website and Editorial in the Programme Book

Conference Bag

£2,500 + Cost of Bags

To make sure your company name is 'up front' throughout the Conference. A Delegate Bag displaying the conference logo along with the sponsoring company logo.

Insert in the Conference Bag

£800

To ensure every delegate receives your product literature an insert or cd may be placed in the conference bag.

Delegate Badges

350 Badges @ £800

Have your company logo or name printed on all the delegates' badges. This acts as a constant reminder to delegates of your company's support during the event and is one of the highest profile items to take up.

List Of Delegates For Commercial Mailshot

Set Of Labels @ £250

(250 Approx Names & Addresses)

To make the most of your attendance at the Conference, send a targeted letter to delegates registered, inviting them to meet with you during the Conference.

Sponsored Lanyards

Investment of £800 plus costs of lanyards

Ensure that all delegates have your company name on them at all times – sponsor lanyards that will provide high profile throughout the duration of the Conference.

Conference Notepad and Pen for Conference Bag

£700

Supplied by sponsor with name/logo of company and UKCS Conference logo (on exclusivity basis).

Conference Coffee Mug

£950

A coffee mug is of high customer retentive value. This promotional gift will ensure increased activity to your stand and gets your company's name back to the delegate's office. Printed with the Conference logo and the purchasing company logo (product name may not be printed). Order for 500 units - white mugs with one colour printed.

Corporate Branded Water For Delegate Bags

Investment of £650 + cost of production

Conference means long days and long periods of concentration. A familiar request from delegates is water. So why not get ahead of the game and provide corporate branded water bottles for the Delegate Bags. These will prove to be very popular with all delegates. Supplied by conference with name/logo of company and UKCS Conference logo (on exclusivity basis).

First Announcement

£2,000

This will include outline programme and details of the Conference. The sponsor of the First Announcement will be able to advertise using a strap advertisement on the rear page

Final Announcement

£3,500

This will include full programme and details of the Conference. The sponsor of the Final Announcement will be able to advertise using up to half a page, 2-colour advertisement on the rear cover or a strap advertisement on the front cover.

Signs

£1,700

Sponsorship required covering the cost of conference banner, and internal conference centre signs. The sponsorship company's logo to be placed on all internal signs.