



# THE APM'S SUPPORTIVE & PALLIATIVE CARE CONFERENCE 2019

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Exhibitor & Sponsorship Opportunities

Phone: 01329 448264

Email: [admin@aspconference.org.uk](mailto:admin@aspconference.org.uk)

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## Introduction

The Association for Palliative Medicine of Great Britain and Ireland (APM) is hosting its Annual Supportive and Palliative Care Conference (ASP Conference) in March 2019 at the Harrogate Conference Centre (HCC), Yorkshire. Past ASP events have attracted around 500 delegates from all over the world and from a diverse multi-disciplinary background.

The aim of the Conference is to promote evidence-based compassionate care through the presentation and discussion of new research findings, showcasing new approaches to patient care and “state of the art” approaches to common palliative care problems. As well as the multi-professional academic programme, the Conference will feature many practical workshops, as well as updates on political and ethical issues relating to the specialty of Supportive & Palliative Care.

The varied programme should ensure a high number of delegates from all the different disciplines and sectors, including doctors, nurses and allied health professionals from academia, primary care, secondary care and the third sector. We are expecting over 500 delegates from around the world to attend the Conference.

The trade exhibition will be housed in Studio One at the HCC, where refreshments and lunch will also be served and posters will be presented. We see the trade exhibition as complementary to the programme and we are seeking support from organisations and companies we think are of relevance and interest to prospective delegates.

I hope you will join us for this very important Conference and we look forward to seeing you in Harrogate next March.



Dr Jason Boland  
Conference Chair

# Venue

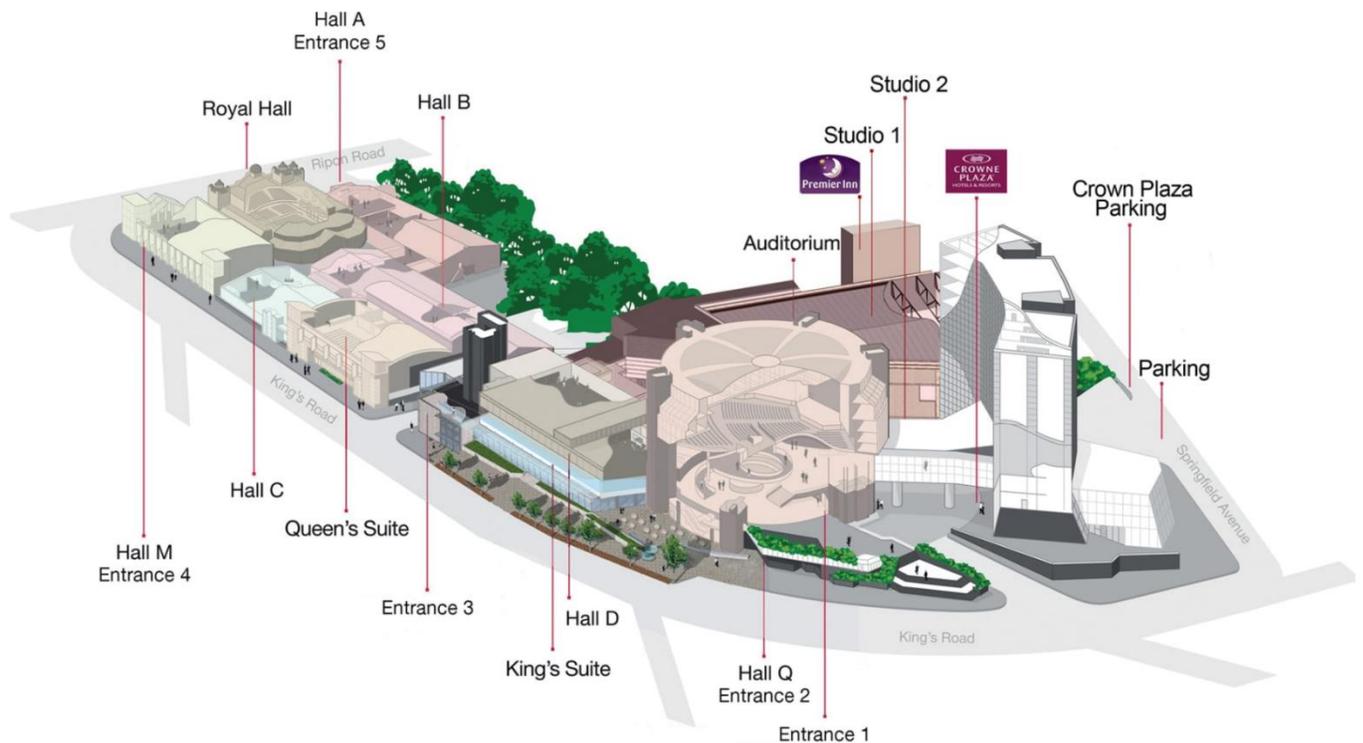
## Harrogate Convention Centre

Harrogate Convention Centre  
Kings Road  
Harrogate  
HG1 5LA

01423 500500 (main reception)



@HgtConventions

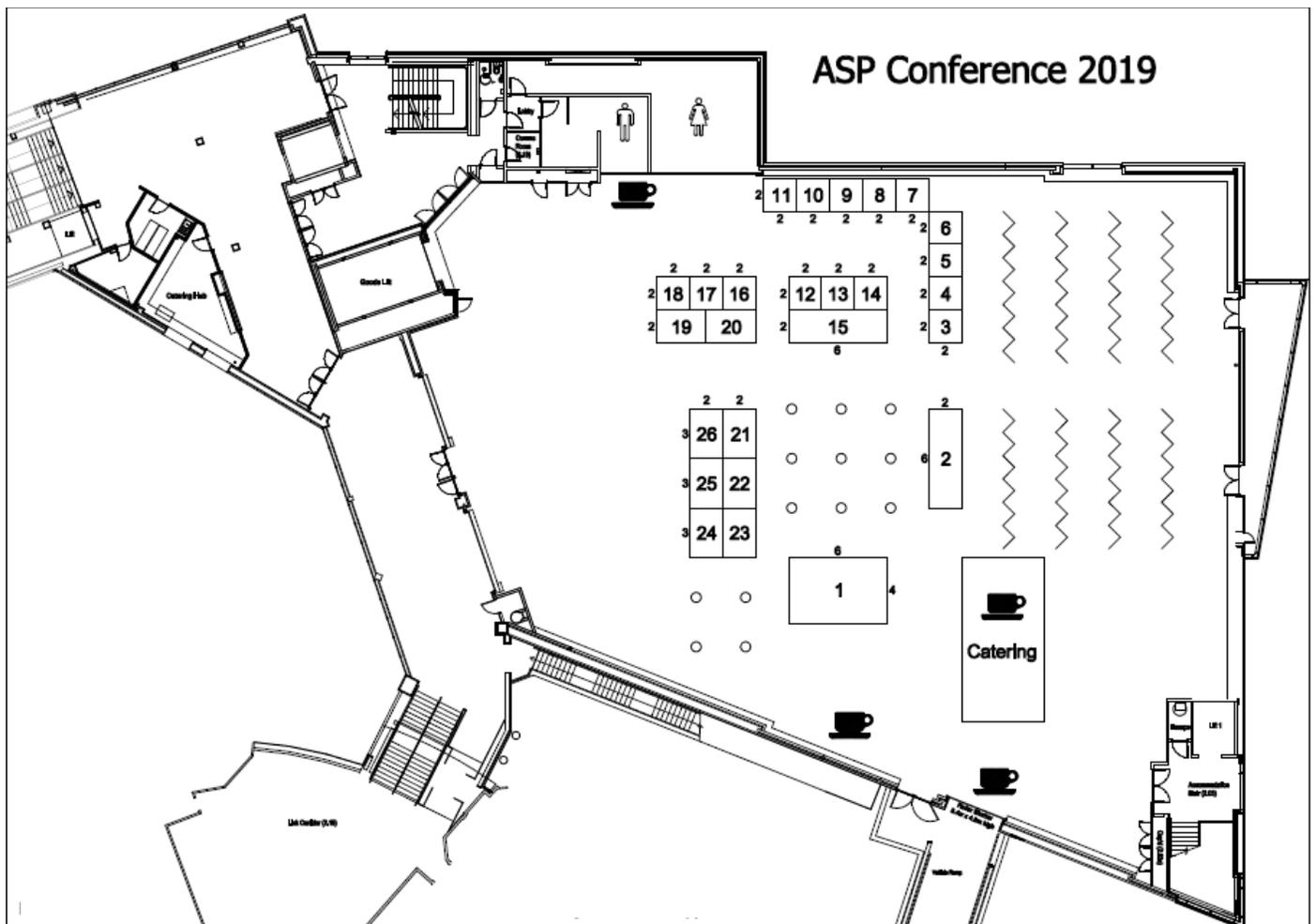


## Exhibition Space

### Sponsor and exhibitor location: Studio One

Studio One will also be used for catering and poster presentations. The exhibition plan has been designed to ensure the maximum flow of delegates amongst the exhibition stands. The programme is also being specifically designed to allow networking, exhibition and poster viewing time, which should increase delegate flow in the exhibition space.

## Exhibition Plan



# Sponsorship Opportunities

## **Become a sponsor of the APM's Supportive & Palliative Care Conference**

The Conference will be an excellent way for your company to show its commitment to palliative care education, research and treatment throughout the world. The Conference gives you direct and personal access to over 400 multi-disciplinary palliative care specialists and decision makers from the UK and overseas.

## **Platinum and Gold Sponsors**

As a sponsor of the Conference, you will have the opportunity to host a sponsored symposium or breakfast masterclass. Your chosen option will allow you to organise an educational session on a topic of your choice (with agreement from the Conference Organising Committee).

## **Inclusions and Benefits**

In addition to hosting a sponsored session within the main programme, please refer to *page 9* for the full list of inclusions and benefits of the sponsorship packages.

## **Alternative Sponsorship Options**

We acknowledge your sponsorship needs may not be met by the packages offered in this brochure. We invite you to talk to us about your requirements to see if there is a bespoke package we can put together for you.

To discuss the possibilities, in the first instance please contact our event organiser, Kate Smith, via email at [admin@aspconference.org.uk](mailto:admin@aspconference.org.uk)

# Delegate Engagement

## Our commitment to you

### Design of the exhibition space

We are aware how important face to face delegate engagement is to all our sponsors and exhibitors and we have worked hard to design the exhibition space with you in mind. The poster display and main catering station have deliberately been placed at the rear of the exhibition hall to ensure delegates pass through the exhibition stands during both the refreshment breaks and lunch periods.

### The Exhibition Quiz and Prize Draw

The Organising Committee has discussed ways to further encourage delegate engagement with exhibitors at ASP in 2019 and is delighted to announce there will be an *Exhibition Quiz*, which will require delegates to answer a question about each stand holder who would like to participate. Winners will be selected from those people who correctly complete the quiz and to encourage participation the Committee is delighted to confirm the following prizes will be offered;

**First prize** 1 complimentary place at the 2020 ASP Conference

**Second prize** 1 complimentary place on the Thursday of the 2020 ASP Conference

**Third prize** 1 complimentary place on the Friday of the 2020 ASP Conference.

## What our delegates say

### Interactivity and engagement



From speaking with Conference delegates and in reviewing their feedback to us, we would like to share our thoughts on how our delegates prefer to interact and engage with exhibitors during the ASP Conference.

Having something interactive on your stand is a great way to encourage delegates to visit - and stay. People do like to get involved and the more engaging the idea, the more people will remember you. You could consider an interactive game, a challenge for people to solve, a live social media wall, or a unique photo point that will invite people to take a picture in/of your stand and remember you.

## Catering



Do consider having some sort of catering on your stand, delegates are much more likely to linger if they've been offered a drink, a chocolate or a sweet treat. The catering team at the Harrogate Convention Centre will be able to help with this, or you could keep it simple and bring your own tubs of sweets/chocolates.

## Giveaways and messages



When it comes to giveaways, it's all about your brand and what will best help you generate leads. There is no point in giving something away for free or having a feature that doesn't really reflect your brand or help you collect valuable contacts.

Practical giveaways work well and can be cost effective, or you could try an interactive giveaway, which provides a deeper understanding of your brand. Cleverly branded bags and thought provoking messages also work well and encourage discussion long after people have left your stand.

## Invitations



Creating a captivating stand is great, so why not tell delegates about it rather than waiting for them to pass by. Engage with attendees before they've even visited your stand. Share some snippets about you, your brand and what you will be sharing with them on your stand when they visit you. For a small marketing fee, we will be happy to include your bespoke invitation in the delegate bags.

Whatever you decide to use to attract people to your stand, always make sure your branding and messaging is consistent and any activity you do is aimed at generating and engaging leads.

# Sponsor and Exhibitor Package Benefits

## Platinum Sponsor | POA

### Platinum sponsor benefits

- One hour sponsored symposium session, scheduled within the main conference Programme
- Up to 6m x 4m exhibition space available for your custom build stand (*this will be the largest exhibition space permitted*) or a 6m x 4m shell scheme stand if you prefer, with two tables and five chairs
- Prominent presence on the Conference App; a logo banner with embedded link to your website on every page, top entry on the dedicated *Sponsor* page and the top entry on the *Exhibitors* page
- 600-word entry in the conference brochure with company logo and contact details
- Company name and logo listed on the conference website as platinum sponsor
- A link to the company's own website can be included on the page. The page will be written by the sponsor and approved by the APM
- Your logo on the holding slides at the Conference
- Complimentary item in the delegate bags
- Complimentary attendance for up to five members of staff per day. Additional staff can be registered as paying sponsors, see *page 15*
- Refreshments, including lunch, for up to five members of staff per day.

**Available Stand:** Number 1, see Exhibition Plan on *page 5*.

## Gold Sponsor | Fee £10,000

### Gold sponsor benefits

- One hour sponsored session, scheduled within the main conference Programme
- 6m x 2m shell scheme stand, including two tables and four chairs
- Presence on the Conference App; a logo banner with embedded link to your website on the homepage, entry on the dedicated *Sponsor* page, prominent entry on the *Exhibitors* page
- A 400-word entry in the conference brochure with company logo and contact details
- Company name and logo listed on the Conference website as a gold sponsor
- Complimentary item in the delegate bags
- Complimentary attendance for up to four members of staff per day. Additional staff can be registered as paying sponsors, see *page 15*
- Refreshments, including lunch, provided for up to four members of staff per day.

**Available Stands:** Numbers 2 and 15, see Exhibition Plan on *page 5*.

## Silver Level Exhibitor | Fee £2,500

### Silver level exhibitor benefits

- 3m x 2m shell scheme stand with one table and two chairs
- Listing on the *Exhibitors* page of the Conference App, with an embedded link to your website
- A 200-word entry in the conference brochure
- Company name listed on the conference website as an exhibitor
- Complimentary attendance to all open sessions for up to two members of staff each day
- Additional staff can be registered as paying delegate(s), see *page 15*
- Refreshments, including lunch, provided for up to two members of staff each day

**Available Stands:** Numbers 19, 20, 21, 22, 23, 24, 25 and 26, see Exhibition Plan on *page 5*.

## Bronze Level Exhibitor | Fee £750 (*registered charities only*)

### Bronze level exhibitor benefits

- 2m x 2m shell scheme stand with one table and two chairs
- Listing on the *Exhibitors* page of the Conference App, with an embedded link to your website
- A 100-word entry in the conference brochure
- Company name listed on the conference website as a charity exhibitor
- Complimentary attendance to all open sessions for up to two members of staff each day
- Additional staff can be registered as paying delegate(s), see *page 15*
- Refreshments, including lunch, provided for up to two members of staff each day

**Available Stands:** Numbers 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 16, 17 & 18, see Plan on *page 5*.

# Advertising

## Brochure Adverts

All attendees will receive a copy of the Conference Brochure in their delegate bag. Adverts will be in colour and will be placed by the conference organiser. The number of adverts will be strictly limited.

### FEES

Quarter page	£250	Inside back cover half page	£750
Half page	£500	Inside back cover full page	£950

## Delegate Bag Inclusion

Communicate directly with delegates by including a single sheet leaflet, flyer or Stand Invitation in the delegate bags (*maximum size A4*). A bag will be issued to all attendees at registration.

Larger items can be considered and will be priced according to weight. Please contact Kate Smith via [admin@aspconference.org.uk](mailto:admin@aspconference.org.uk) for a quotation. Larger items received for inclusion without a quotation will be invoiced accordingly.

### FEES

Company	£180	<i>(per single A4 sheet insert)</i>
Charity	£150	<i>(per single A4 sheet insert)</i>

### DELIVERY ADDRESS

MunroSmith Associates Limited  
25 Barnes Wallis Road | Fareham | Hampshire | PO15 5TT

Inserts must be with the conference organiser **no later than Friday 15 March 2019**. Items arriving after this date may not be included but will still be charged. The number of inserts required will be confirmed by 1 February 2019.

# Exhibition Schedule

## Set-up

Date	Wednesday 20 March 2019
From	15:00 hrs to 20:00 hrs
Location	Studio One

All stands must be set-up by 08:00 hrs on Thursday 21 March 2019.

## Exhibition Hours

Date	Thursday 21 March 2019
From	Exhibition live from 08:00 – 20:00 hrs

Date	Friday 22 March 2019
From	Exhibition live from 08:00 to 16:20 hrs.

## Dismantling

Date	Friday 22 March 2019
From	15:10 hrs

The conference will close at 16:20 hrs on Friday 22 March 2019.

All exhibitors' equipment and materials must be packed and ready for shipping from the exhibit area on Friday 22 March by 23:59 hrs.

## Booking Process

All sponsors, exhibitors and those taking advantage of an advertising opportunity are required to complete an online booking form using the links provided below:

[Platinum and Gold Sponsor Booking Form](#)

[Silver and Bronze Exhibitor Booking Form](#)

[Advertising Booking Form](#)

### Site Visits

Sponsors and exhibitors wishing to visit the Harrogate Convention Centre in advance of the Conference should contact the conference organiser, Kate Smith via [admin@aspconference.org.uk](mailto:admin@aspconference.org.uk)

### Stand Locations

Exhibit space will be assigned according to the date on which payment is received, the availability of any requested area, any special needs and the compatibility of the exhibitor's products in relation to neighbouring stands.

The APM reserves the right to assign a stand other than the choice(s) requested, if necessary, and to rearrange the exhibition plan and/or to relocate any exhibits.

Please see the Exhibition Plan on *page 5* for an outline of all stand locations. The exhibition will be held in Studio One (formerly Hall H).

### Bespoke Stand Space

The opportunity to construct a custom build stand may be possible, depending on the exhibition space available at the time of your request. To discuss the possibilities please contact the event organiser, Kate Smith, via email at [admin@aspconference.org.uk](mailto:admin@aspconference.org.uk)

# Payment and Cancellation Policy

## Payment

To secure your preferred stand location, payment is due immediately upon the receipt and processing of your booking form. An Invoice will be issued, with payment listed as due by return. Your choice of stand is not confirmed until payment is received, and stands will be allocated on a first come, first served basis.

### **Payment Method**

All payments should be made by online bank transfer. Bank account details will be provided within the Invoice.

## Cancellation

All cancellations must be received in writing and addressed to:

MunroSmith Associates Limited

*Before 31 July 2018:* Suite 8e, Funtley Court, 19 Funtley Hill, Fareham Hampshire PO16 7UY

*From 1 August 2018:* 25 Barnes Wallis Road, Fareham Hampshire PO15 5TT

Or via email to Kate Smith via [admin@aspconference.org.uk](mailto:admin@aspconference.org.uk)

Should any sponsor or exhibitor fail to settle payment, the APM reserves the right to cancel the contract between the parties.

### **Sponsors (Platinum and Gold)**

Cancellation will automatically incur a 100% cancellation fee, unless an equivalent sponsor can be signed. In the case of an equivalent sponsor being signed, the cancellation fee may be discussed on a case-by-case basis.

### **Exhibitor (Silver and Bronze) and Advertising Bookings**

For cancellations received prior to and including Friday 14 December 2018 a cancellation fee of 50% of the total fee will apply. For bookings cancelled between Saturday 15 December 2018 and Friday 11 January 2019 inclusive, a cancellation fee of 75% will apply. Cancellations received from Saturday 12 January 2019 onwards will incur 100% of the total booking cost.

# Sponsor and Exhibitor Conference Registration

## Sponsor Registrations (Platinum and Gold)

### Complimentary sponsor registrations

The Platinum sponsor will be entitled to five complimentary attendee places for their members of staff, per day. Gold level sponsors will be entitled to four such complimentary places per day. Different members of staff may attend on each day, up to this maximum.

### Additional sponsor registrations

Any additional members of staff in attendance, over and above the relevant complimentary limit, as noted above, must register and pay the 'Paying Sponsor' registration rate at a cost of £110 per person, per day.

Each badge holder will have free admission to all open sessions and will be provided with refreshments, including lunch.

## Exhibitor Registrations (Silver and Bronze)

### Complimentary exhibitor registrations

As a silver or bronze level exhibitor, you will be entitled to two complimentary exhibitor places per stand, per day. Different members of staff may attend on each day, up to a maximum of two people per stand per day.

### Additional exhibitor registrations

Any members of staff in attendance over and above the complimentary daily limit, as noted above, must register and pay the appropriate delegate rate.

Each badge holder will have free admission to all open sessions and will be provided with refreshments, including lunch.

## Organising Association

This Conference is being organised and underwritten by the Association for Palliative Medicine of Great Britain and Ireland (APM).



**Association for  
Palliative Medicine**

Association for Palliative Medicine  
of Great Britain & Ireland



APM Supportive & Palliative Care Conference

## Event Organiser

MunroSmith Associates Limited

*Until 31 July 2018:*

Suite 8e, Funtley Court, Funtley Hill, Fareham Hampshire PO16 7UY

Phone: 01329 448264

Email: [admin@aspconference.org.uk](mailto:admin@aspconference.org.uk)

*From 1 August 2018:*

25 Barnes Wallis Road, Fareham Hampshire PO15 5TT

Phone: 01489 883254

Email: [admin@aspconference.org.uk](mailto:admin@aspconference.org.uk)

*Pharmaceutical companies will sponsor this event via the provision of an exhibition stand  
and will be present at the Conference*