

# Winter Scientific Meeting

**8-10 January 2020**

**QEII Centre, Westminster, London**

## **Exhibition and sponsorship pack**

**Contact us today**

**Call: +44 (0)20 7631 8844**

**NEW**

Complimentary speaking slot in 'Latest from Industry' session at WSM 2020



**Association  
of Anaesthetists**



# Winter Scientific Meeting 2020



## Welcome

As Education Committee Chair of the Association of Anaesthetists, it's my pleasure to invite you and your organisation to join us for the 32<sup>nd</sup> Winter Scientific Meeting, 8-10 January 2020 at the QEII Centre Westminster, located in the heart of London.

For over three decades, Winter Scientific Meeting (WSM) is the annual scientific conference where the UK and international anaesthesia community comes together to learn, share and network over three productive days.

- A first-class scientific programme with high-profile keynote speakers
- 900 anaesthetists attending from the UK, Ireland and internationally
- Providing excellent education, CPD and practical hands on experience for all delegates
- NEW! Complimentary slot in the 'Latest from Industry' session at WSM 2020.

The popular industry exhibition continues to be a key part of the WSM programme; giving delegates the opportunity to try out the latest technology and meet with leading suppliers; adding exceptional educational value to their visit.

### Priority exhibition booking

Exhibitor booking will open on **Thursday 5 September 2019**. As is customary with all our conferences, if you also purchase sponsorship you will be able to secure your stand space as soon as you receive this pack.

To avoid missing out on your preferred stand space and sponsorship opportunities, please contact Dael Hughes today on **+44 (0)20 7631 8844**. Please note that exhibition space and sponsorship is available on a first-come, first-served basis, and only sponsor organisations are able to book their stand space before general booking opens.

I look forward to welcoming you to the Winter Scientific Meeting 2020.

Best wishes

**Prof William Fawcett**

*Chair, Education Committee, Association of Anaesthetists*



# Where the anaesthesia community meets

Winter Scientific Meeting (WSM) is the UK's leading annual conference for anaesthetists and industry alike. Each year leading companies choose to return to WSM as exhibitors. Exhibiting at WSM is a cost-effective way to see a return on your investment, to showcase your organisation's products and services to consultant anaesthetists, specialty doctors and trainees from the UK, Ireland and internationally.

## Five great reasons to exhibit at WSM 2020

1. **Raise your company profile** at the UK's leading anaesthesia meeting
2. Meet with the individuals who **influence the purchase** of anaesthetic products and services
3. Strengthen **long-term business relations** and create new business opportunities
4. **Get the inside track** on the anaesthetic specialty
5. Support the profession and the **education of anaesthetists**

## Who exhibits?

Manufacturers, technology, pharmaceuticals, diagnostics, monitoring, blood management, publishers, financial management companies and non-profit organisations.



## Go green at WSM 2020

The Association of Anaesthetists encourages all exhibitors to join in the efforts to go green at WSM 2020, to use less paper and produce less waste. We challenge all exhibiting organisations to look into inventive environmental ideas for their merchandise and give aways on stands.

# New from the Association of Anaesthetists, we will be holding for the first time a 'Latest from Industry' session at WSM 2020.

This session will offer your organisation a platform to briefly introduce new advances or points to note that can be expanded on later in the exhibition hall at your stand.

The 'Latest from Industry session' is available to all exhibitors on a first come first serve basis (slots are limited), at no extra cost to you.

- Separate parallel stream on the Wednesday (10:55am - prime time on the first day) of the conference which delegates can choose to attend.
- Delegates will be able to ask questions by Slido (these will be moderated by the chair).
- Each speaking slot will last for 5 minutes (we would encourage an industry partner presenter who knows your products and service well rather than a nominated clinician).
- Present your products, services and points of note which can then be followed up by delegates coming to your stand during the conference (all presentations will be subject to review and approval, by Association industry lead).

**Don't miss this new and exciting opportunity. Book\* your sponsorship/exhibition package to receive your complimentary slot. Hurry slots are limited and are available on a first come first serve basis.**

\*Your complimentary 'Latest from Industry' slot can be booked when you book your exhibition space and or sponsorship.



# Exhibiting at WSM 2020

Exhibition stand options start from £1,740 + VAT

Join the many organisations who exhibit at the Winter Scientific Meeting (WSM), by booking your stand space today.

The industry exhibition is an integral part of the conference programme, as all delegate refreshments and lunch breaks take place within the exhibition area, ensuring ample opportunity to network with anaesthetists.

## Your WSM 2020 exhibitor package includes:

1. Your organisation's name and logo on the WSM 2020 event page of the Association of Anaesthetists website and event app.
2. Your organisation's profile listing on the event app.
3. Shell scheme includes fascia board, a 500 watt power socket, 6ft table and 2 chairs.
4. Complimentary lunch on all three days for two representatives.

## Association and industry round table invitation

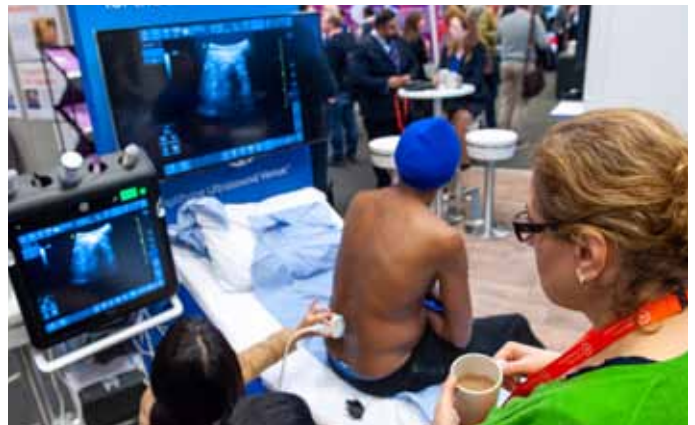
As an exhibiting partner you are also invited to meet and discuss anaesthetic specialty matters with the Association Council at the Industry Round Table Session, which takes place at WSM 2020.

## Important

Exhibitor booking will open on **Thursday 5 September 2019**. By taking advantage of sponsorship opportunities you will be able to secure your stand space now. To register your interest, please contact us today on:

Call: +44 (0)20 7631 8844

Email: [daelhughes@anaesthetists.org](mailto:daelhughes@anaesthetists.org)



(All prices are subject to VAT)

# Sponsorship opportunities

Enhance your exhibitor experience at WSM 2020 and maximise your return on investment by taking advantage of exclusive sponsorship and advertising opportunities.

Exhibitor booking will open on **Thursday 5 September 2019**. If you purchase any of the sponsorship opportunities, you will be able to secure your stand now.

There are sponsorship options to suit all budget levels. Please call Dael Hughes on **+44 (0)20 7631 8844** or email **daelhughes@anaesthetists.org** for further information.

## Delegate email sponsorship £1,500 + VAT

Let delegates know that you're exhibiting at WSM 2020 and get your organisation's brand in front of them by sponsoring the delegate emails. Each email will be sent to over 800 attendees.

- **Joining instructions email:** sent a week before WSM 2020
- **Evaluation emails:** sent at the end of each day of WSM 2020
- **Thank you for attending email:** sent within a week WSM 2020 ending

Your organisation's chosen digital banner and link will appear as the footer of each of the above emails. You will also receive sponsors acknowledgements on the WSM 2020 event web page and app.

## Sponsored drinks reception £3,000 + VAT

Sponsoring the Wednesday evening welcome drinks is a great opportunity to get your organisation's brand in front of the anaesthetists attending WSM 2020. Your organisation's logo will be credited on WSM 2020 event programme, planned delegate communications and signage in relation to the Wednesday's evening welcome drinks.

## Industry-sponsored workshops £3,300 + VAT

Host your own 30 minute workshop at WSM 2020 to take place during the planned refreshment breaks. The sponsored workshops are a popular and effective way to showcase your organisation's products or services to a smaller, engaged audience of anaesthetists. Delegate numbers are kept to a minimum to ensure the opportunity for networking. Included in the price is the hire of scanner to follow up on the delegates who have attended your workshop.

### Package includes:

- Sponsors acknowledgements and details of sponsored workshop on the WSM 2020 event web page and app.
- One complimentary one-day ticket to enable your invited guest speaker to attend WSM 2020 on the day of your planned workshop.
- Cost of standard room hire, AV and badge scanner is covered in the workshop price.
- Coffee and tea provided in room.

\*The Association of Anaesthetists reserves the right to amend sponsorship opportunities at any time.

(All prices are subject to VAT)

# Sponsorship opportunities

**Sponsored satellite symposia £8,400 each + VAT**

Align your organisation's activity to the WSM 2020 educational programme and enhance the delegate experience too. There are a limited number of opportunities for your organisation to host lunchtime industry satellite symposia at WSM 2020\*.

## Package includes:

- Details of symposium and sponsors acknowledgements on the WSM 2020 webpage and event app.
- Symposium listed in the joining instructions email sent to delegates a week before WSM 2020.
- Two complimentary one-day tickets for your invited guest speakers to attend WSM 2020 on the day of your planned symposium.
- The cost of standard room hire, AV and scanners are included in the price of hosting the symposium.
- Lunch provided for delegates, either in the room or outside of the room.
- A room that can hold over 100 delegates theatre style.

\*Content and speakers are subject to approval by the Education Committee of the Association of Anaesthetists. Aside from the two complimentary one-day tickets for guest speakers, the cost of any accommodation, travel and other expenses must be covered by the symposium sponsor.



**Contact us today to book your sponsorship and advertising opportunities.**

**Telephone: +44 (0)20 7631 8844**

**Email: [daelhughes@anaesthetists.org](mailto:daelhughes@anaesthetists.org)**

\*The Association of Anaesthetists reserves the right to amend sponsorship opportunities at any time.

# Advertising opportunities

## Event app advertising

The event app is integral to the delegate experience, offering quick and easy access to the latest information about WSM 2020. There are different options to suit your budget and strategy.

- **Banner advertising on the event app £788 + VAT (per banner).**
- **Push notification £525 + VAT (per notification) - these can direct people to your stand or link to your website.**

## Advertising in conference booklet - £490 + VAT

There are a limited number of full page advertising opportunities (A6 portrait) in the official conference programme booklet.

## Advertising in Anaesthesia News

As the official publication of the Association of Anaesthetists, *Anaesthesia News* is mailed each month to over 11,000 members\*, including:

- Consultant anaesthetists
- Specialty (SAS) doctors
- Anaesthetists in training

Working for the NHS or private practice (or both) in the UK, Ireland and overseas\*.



**Additional 10% discount** on *Anaesthesia News* advertising rates for companies exhibiting at WSM 2020. Offer valid for 30 days after WSM 2020.

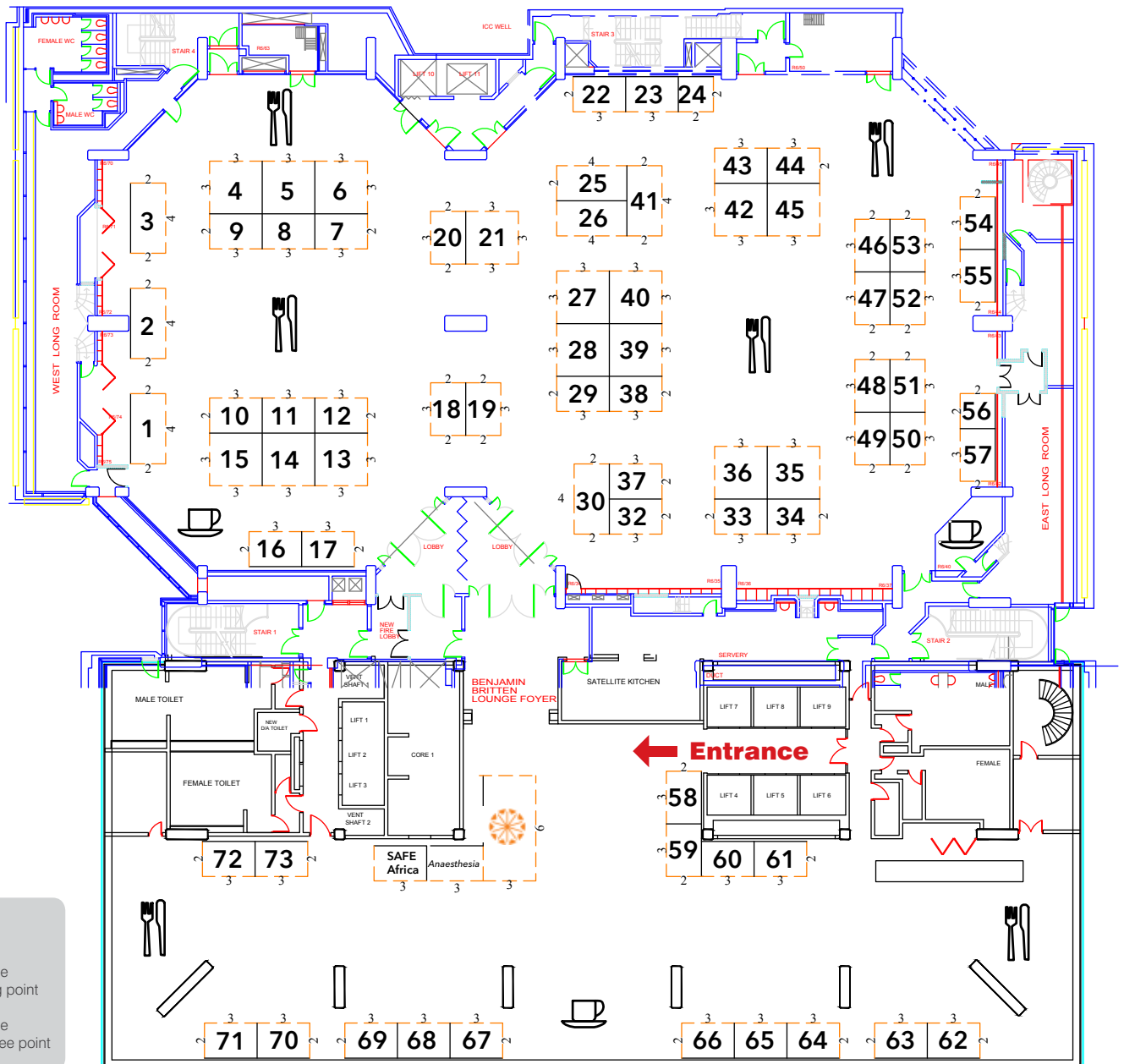
## Advertising rates 2019-2020

All prices shown are exclusive of VAT	One month	Two months	Three months	Six months	Twelve months
		10% Discount	10% Discount	15% Discount	25% Discount
Full colour					
Inside front cover	£1,482	£2,668	£4,001	£7,558	£13,338
Back cover	£1,781	£3,206	£4,809	£9,083	£16,029
Full page	£961	£1730	£2,595	£4,901	£8,649
Half page	£700	£1,260	£1,890	£3,570	£6,300
Quarter page	£353	£635	£953	£1,800	£3,177



# WSM 2020 exhibition floor plan

Stand Number	Size	Price
24, 56	2 x 2m	£1,740 (+VAT)
7, 8, 9, 10, 11, 12, 16, 17, 18, 19, 20, 22, 23, 29, 32, 33, 34, 37, 38, 43, 44, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73	3 x 2m	£2,610 (+VAT)
4, 5, 6, 13, 14, 15, 21, 27, 28, 35, 36, 39, 40, 42, 45	3 x 3m	£3,915 (+VAT)
1, 2, 3, 25, 26, 30, 41	4 x 2m	£3,480 (+VAT)



**Key**

- Delegate catering point
- Delegate tea/coffee point

\*The Association of Anaesthetists reserves the right to amend sponsorship opportunities at any time.

(All prices are subject to VAT)

# WSM 2020 Exhibitor booking form

Company name (used in all meeting literature).....

Company address .....

..... Postcode .....

Telephone..... Fax .....

Contact name .....

E-mail .....

Stand Number	Size	Price
24, 56	2 x 2m	£1,740 (+VAT)
7, 8, 9, 10, 11, 12, 16, 17, 18, 19, 20, 22, 23, 29, 32, 33, 34, 37, 38, 43, 44, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73	3 x 2m	£2,610 (+VAT)
4, 5, 6, 13, 14, 15, 21, 27, 28, 35, 36, 39, 40, 42, 45	3 x 3m	£3,915 (+VAT)
1, 2, 3, 25, 26, 30, 41	4 x 2m	£3,480 (+VAT)

## 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' stands, all exhibition stands come equipped with shell scheme including company name panel/face and an electrical package (one 500 watt power socket and two spotlights).

Please select one stand option from below

I require a shell scheme stand

I will have a free build stand (stand build plans will need approval before the exhibition)

### Furniture

I require a 6ft table and two chairs. 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.

I require a complimentary slot in 'Latest from Industry' session at WSM 2020.

**Lunch:** Each stand purchased will receive 2 lunch tickets per day.

Any further lunch tickets that you may require can be purchased at a cost of £42.00 +VAT per day, which is the direct cost from the venue. To organise this, please call **+44(0)207 631 8844** or email **daelhughes@anaesthetists.org**.

**Our preferred method of payment is by BACS. Please contact us for details.**

Reservations may be made by telephone to the events department on **+44 (0)207 631 8844** when the method of payment will be agreed. All sections of the reservation form must be completed.

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

### Cancellation policy:

Once the official booking form has been received at Association of Anaesthetists the exhibitor is liable for a cancellation fee. This is 50% of the full stand costs for cancellation before **8 November 2019**, rising to 100% for late cancellations after **8 November 2019**. We reserve the right to cancel your stand booking at any stage if payment is not received in full within 30 days of issuing the invoice.

