

Winter Scientific Meeting 2023

Thursday 12 - Friday 13 January 2023, QEII Centre, London



Exhibition and Sponsorship pack

Get in touch today!

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anaesthetists.org/winterscientificmeeting



Association
of Anaesthetists



Safer for everyone

Representing the life-changing, life-saving profession of anaesthesia.

About the Association of Anaesthetists

We represent the life-changing, life-saving profession of anaesthesia - by supporting, informing and inspiring a worldwide community of over 10,500 members.

Our work and members span the globe, yet our voice is local and personal. We stay in close contact with our members, look after their day-to-day wellbeing, and act as their champion. Our world-class conferences, journal and online resources educate and inform; our respected guidelines continually improve standards of patient safety. We preserve and learn from the history of anaesthesia. We use our heritage to inform the present, and facilitate vital research and innovation into the future of anaesthesia.

Free to speak - and be heard

As an independent organisation, we speak up freely and openly for the interests of anaesthetists and their patients. We influence policy, raise public awareness and are at the forefront of safer anaesthesia, across the world.

Trusted to guide

For 90 years, we have helped to set standards, share knowledge and support thousands of people in a vital profession. Our expertise matters, to our members and to the world.

Acting and reacting

We care about the future of anaesthesia and actively help to shape its future on behalf of our members - by listening, responding and innovating.



32,700 Twitter followers



8,018 Facebook followers



2,288 Instagram followers



10,500
Members



2,848 Podcast
downloads

About Winter Scientific Meeting (WSM)

Winter Scientific Meeting (WSM) is the UK's leading annual conference for anaesthetists and industry alike.

This year's WSM takes place 12-13 January 2023, with two packed days of essential anaesthesia education, networking and social events. WSM is a great way to enhance your organisation's profile amongst the anaesthetic community.

In 2023 we will be offering delegates the flexibility to choose between attending the conference venue, QEII London, or joining the event online through our virtual event platform. Delegates are being encouraged to make the most of the conference's engaging 3 streams, with exclusive physical stream, interactive workshops, and to interact with colleagues and our industry partners. We envisage over 500 will attend in person.

Those unable to attend face to face will have the opportunity to watch live online.

We are excited to once again be able to meet up at WSM, the first physical WSM in 3 years! 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 2023

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 and areas of interest and hot topics for our members
5. Support the profession and the education of anaesthetists

Exhibition showcase session

We will continue to provide this excellent resource to support your company in getting your products out there to our delegates.

Each exhibiting/sponsoring company will be offered the opportunity to provide PowerPoint slides around any new products or technology you wish to promote.

These will be presented during the exhibition showcase session, held on the first day in the physical stream, with the aim of increasing exposure and driving delegates to your stands.



Who exhibits?

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

Companies who have recently exhibited:



Go green at WSM 2023

The Association of Anaesthetists encourages all exhibitors to join in the efforts to go green at WSM 2023, to use less paper and produce less waste. We challenge all exhibiting organisations to look into inventive environmental ideas for their merchandise and give statements on stands.

Exhibiting at WSM 2023

Exhibition stand – from £1,840 +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.

See exhibition floor plan on page 10

Your WSM 2023 exhibition package includes:

1. Choose from a 2x2, 3x2, 3x3 or 4x2m stand space (multiple stands may be purchased – please indicate size and quantity on booking form).
2. Access to delegates during the extended and enhanced networking drinks reception with canapés and entertainment, which will be held in the exhibition hall and will be free for delegates and exhibitors to attend.
3. Shell scheme or free build options (please indicate on booking form).
4. Shell scheme includes - fascia board, a 500 watt power socket, 6ft table and 2 chairs and lighting.
5. Your organisation's name and logo on the WSM 2023 event page of the Association of Anaesthetists website.
6. Your organisation's name, logo, with a link to your preferred website on the virtual platform which is mobile enabled for those attending in person.
7. Product slide presented at 'Exhibition showcase' session.
8. Complimentary conference entry for two representatives, including lunch (if you require more than 2 representatives, lunch tickets are £61+VAT per day).
9. You also have the option (at extra cost) to hire scanners to capture the contact information of delegates visiting your stand. Please enquire if interested in a scanner.

Important

Exhibitor booking will open on 17 October 2022. By taking advantage of sponsorship opportunities you will be able to secure your stand space now. To register your interest, please contact Dael Hughes today on **+44 (0)7702 947 680** or email: **daelhughes@anaesthetists.org**

Sponsorship opportunities at WSM 2023

Enhance your exhibitor experience at WSM 2023 and maximise your return on investment by taking advantage of exclusive sponsorship and advertising opportunities.

Sponsor booking will open on 10 October 2022. 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.

Sponsored lunchtime symposia - £8,820+ VAT



Align your organisation's activity to the WSM 2023 educational programme and enhance the delegate experience too. There are a limited number of opportunities for your organisation to host lunchtime industry symposia at WSM 2023*.

Package includes:

- A room that can hold at least 100 delegates theatre style. There is a possibility that your symposium is in the main auditorium depending on the break times.
- 45 minutes, including Q&A time.
- Association of Anaesthetists to promote details of the industry sponsored symposium to delegates, through planned delegate communication.
- Symposia listed in the joining instructions email sent to delegates a week before WSM 2023.
- Two complimentary one-day tickets for your invited guest speakers to attend WSM 2023 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 a boxed or bagged lunch).

*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.

Have your symposia live streamed to the virtual delegates – additional £3,000+VAT

Depending on room availability, we can also offer you the chance to have your symposia live streamed to the virtual delegates and increase your exposure. Please enquire if this is of interest.

Sponsored breaktime symposia - £3,456 +VAT

Host your own 20 minute break time symposia at WSM 2023 to take place during the planned refreshment breaks.

Package includes:

- Room that will accommodate up to 70 delegates.
- A 20 minute industry sponsored symposium to take place during a tea and coffee break at WSM.
- Sponsors acknowledgements and details of sponsored workshop on the WSM 2023 event web page.
- One complimentary one-day ticket to enable your invited guest speaker to attend WSM 2023 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.

Timings for the symposium are TBC but can be discussed with the event organisers. Limited spaces are available. Book early to avoid disappointment!

Please note:

- Content and speakers are subject to approval by the Association's Education Committee.
- The cost of accommodation, travel and any other expenses for faculty must be covered by the sponsor.

Other sponsorship opportunities

Delegate email sponsorship - £1,500 +VAT

Let delegates know that you're exhibiting at WSM 2023 and get your organisation's brand in front of them by sponsoring the delegate bulletins, which will be sent out in the lead up and on the days of the event.

Your organisation's chosen digital banner and link will appear as the footer in each delegate bulletin.

You will also receive sponsors acknowledgements on the WSM 2023 event web page.

Sponsored drinks reception - £3,000 +VAT

Sponsoring the Thursday evening welcome drinks is a great opportunity to showcase your company as a flagship sponsor and get your organisation at the forefront of anaesthetists attending WSM 2023.

Your organisation's logo will be credited on WSM 2023 event programme, planned delegate communications and signage in relation to the Thursday's evening welcome drinks.

Session sponsorship - £2,095 +VAT

Sponsor one of the many sessions from our exciting scientific programme*.

Session sponsorship includes:

- 30 second video at the start of the session
- Link on the programme to a downloadable PDF document of your choosing
- Acknowledgment by chair of session
- 1x conference pass

*All requests for session sponsorship will be subject to internal approval.

Advertising opportunities

Pull up banner at QEII - £500 +VAT*

An opportunity for you to place a (standard size) pull up banner in our delegate registration area for the duration of the conference, where all delegates will enter and exit the conference.

* Note: does not allow priority selection of stand space.

WSM event virtual platform - prices on request

The event virtual platform will be an integral part of the WSM experience, offering delegates in person and online quick and easy access to key information (conference programme, speaker profiles, workshop timetable, exhibitor list, social events etc).

If of interest, please get in touch to enquire about advertising options on the platform and prices.

Email: daelhughes@anaesthetists.org

Advertising in *Anaesthesia News* magazine

As the official publication of the Association of Anaesthetists, *Anaesthesia News* is distributed each month to over 10,500 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*.

Advertising rates 2022-2023

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	£1,595	£2,871	£4,306	£8,134	£14,355
Inside back cover	£1,034	£1,861	£2,792	£5,273	£9,306
Back cover	£1,917	£3,451	£5,176	£9,777	£17,253
Full page	£1,034	£1,861	£2,792	£5,273	£9,306
Half page	£754	£1,357	£2,036	£3,845	£6,786
Quarter page	£380	£684	£1,026	£1,938	£3,420

We reserve the right to refuse any adverts that we feel may not be appropriate.



How can we support you in achieving your objectives?

We are keen to work with industry on further areas that might be of interest to you to sponsor. If you have any ideas of how we may support you further with your objectives, we would be happy to discuss what we can offer.

Other areas that might be of interest to sponsor include but are not limited to:

Sponsorship:

- **Conference badge lanyards** (co-branded with Association of Anaesthetists logo) Your logo will be printed on the lanyards worn throughout the conference.
- **Poster competition**
- **Dedicated conference Wi-Fi - branded landing page**
- **Product demonstrations**
- **Virtual sponsorship** make your presence known at WSM without the need to come in person!

(Prices available on request)

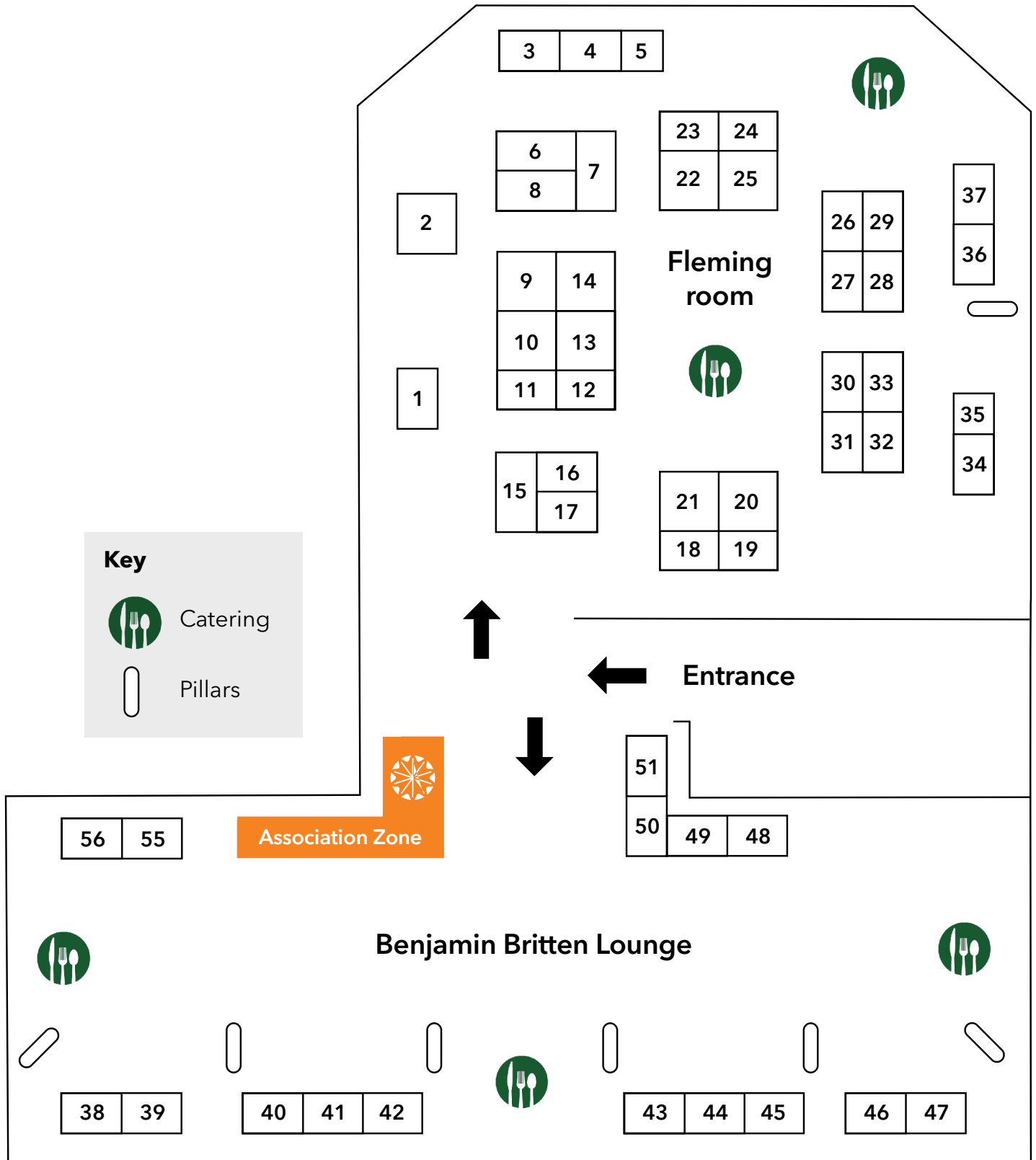
To book your sponsorship package or for further conference and exhibition details please contact:

Dael Hughes
+44 (0)7702 947 680
daelhughes@anaesthetists.org



Exhibition floor plan

Stand Number	Size	Price
5, 35	2x2	£1,840 +VAT
1, 3, 4, 11, 16, 17, 18, 19, 23, 24, 26, 27, 28, 29, 30, 31, 32, 33, 34, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 55, 56	3x2	£2,760 +VAT
2, 9, 10, 13, 14, 20, 21, 22, 25	3x3	£4,140 +VAT
6, 7, 8, 15	4x2	£3,680 +VAT



Company Name (to be used in all conference listings)

Company Address

..... Postcode

Telephone

Contact Name

E-mail

Stand choices - please add your stand number preferences

First choice Second choice Third choice

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/facia 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)

Quantity of stands

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 'Exhibition showcase' session at WSM 2023.

Lunch and refreshments: Each stand purchased will receive 2 lunch and refreshments tickets per day. Any further lunch and refreshments tickets that you may require can be purchased at a cost of £61+VAT per day, which is the direct cost from the venue. You can arrange by emailing daelhughes@anaesthetists.org.

Sponsored symposia

Please select any of the options below that you would like to purchase:

- Sponsored lunchtime symposia - £8,820+ VAT
- Sponsored breaktime symposia - £3,456+VAT

Sponsorship and advertising opportunities

Please select any of the options below that you would like to purchase:

- Delegate email sponsorship - £1,500 + VAT
- Pull up banner at QEII - £500 +VAT*
- Sponsored drinks reception - £3,000 + VAT
- Advertising in *Anaesthesia News* magazine
- Session sponsorship - £2,095 +VAT
- WSM event virtual platform - prices on request

Payment: 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)20 7631 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 2022 rising to 100% for late cancellations after 8 November 2022. 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.

