

Winter Scientific Meeting 2022

13-14 January 2022, online



Sponsorship and exhibition packages

Contact us today

Call: +44 (0)7702 947680

Email: daelhughes@anaesthetists.org



Association
of Anaesthetists

anaesthetists.org/WinterScientificMeeting

A virtual conference for all anaesthetists

We are excited to bring you the sponsorship and exhibition packages for Winter Scientific Meeting (WSM), the UK's largest annual anaesthetic and peri-operative medicine conference. WSM 2022 will take place on 13-14 January 2022. Following the success of last year's event, which attracted nearly 1,800 delegates from 34 countries, WSM will once again be delivered as an exciting and innovative **virtual conference**.

A record breaking online WSM

In January 2021 we ran WSM for the first time as a fully virtual conference. This became our largest ever conference, attracting:

- **1,774** delegates from **34** countries



- **23** exhibitors and sponsors, including **7** sponsored symposia



Building on this success, WSM 2022 will also be delivered online:

- Offering you and your organisation the opportunity to experience all the great networking and business development opportunities that a virtual conference has to offer.
- You will also be able to further raise your profile by taking advantage of our **exclusive sponsored symposia packages**.

Join us online for WSM 2022

Our WSM 2022 virtual platform will provide innovative features that allow you to gain maximum exposure for your brand and engage with anaesthetists.

- **Engage with a much higher number of anaesthetists** than at a face-to-face meeting.
- **New networking opportunities:** The online format will provide your organisation with more targeted conversations with anaesthetists through live chat, video chat and networking.
- More opportunities to align your brand with WSM's **exciting educational programme**; including session sponsorship and increased capacity for sponsored symposia.
- **Extended business opportunities:** The online WSM 2022 platform and content will go live before WSM 2022 and will remain LIVE for **three months** after the conference. Allowing you to continue networking with anaesthetists over a longer period of time.
- **New for WSM 2022 - Exhibition Showcase:** Present your organisation's products and services during a session in the morning of the first day of the conference.
- **Understand your engagement better** through insightful key metrics that an online event can offer.
- **Affordable and fully measurable solutions:** no travel costs, so you can focus your time and budget on your prospects.

Who exhibits at WSM?

Manufacturers, technology, pharmaceuticals, diagnostics, monitoring, blood management, publishers, financial management companies and not-for-profit organisations.

Previous WSM exhibitors include:

3M

Ambu
Ideas that work for life

Armstrong
Medical

Dräger

Edwards

Fisher & Paykel
HEALTHCARE

flexicare
TOTAL QUALITY - TOTAL CARE

FLYNN
PHARMA
LTD

FUJIFILM
Value from Innovation
SonoSite

GETINGE



INTERSURGICAL
COMPLETE RESPIRATORY SYSTEMS
Quality, innovation and choice

STORZ
KARL STORZ - ENDOSKOPE

MEDOVATE
Developing Innovator

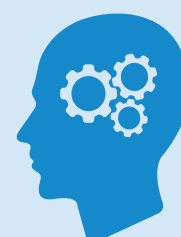
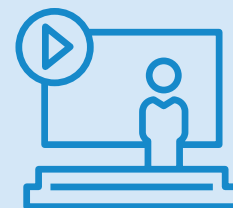


Medtronic

PHARMACOSMOS
Committed to Quality

Why sponsor or exhibit?

- **Access to a larger global audience of anaesthetists:** our popular and accessible virtual platform means that delegates can join the event from anywhere in the world. Meet the key players across the speciality, nationally as well as internationally. For WSM 2021 we had our largest ever conference with **1,774** delegates from **34** countries.
- **Be part of the programme by running a sponsored symposium.** We are offering you the opportunity to engage with delegates on a topic of your choosing through a sponsored symposium session. At WSM 2021, on average, each sponsored symposia received over **600** live views and over **250** direct lead retrievals.
- **Take part in the Exhibition Showcase.** Present your organisation's products and services at the Exhibition Showcase for WSM 2022, open to all exhibitors and sponsors.
- **More insightful key metrics** to better understand your delegate engagement and gain a transparent measure of your marketing spend. This includes:
 - o Your unique exhibitor page views (At WSM 2021, companies received up to **281** unique page views).
 - o Number of clicks on content items within your page (At WSM 2021, companies received up to **371** clicks across **6** content tiles).
 - o Lead retrieval on those who visited your page and opted into exhibitor/ sponsor communication (At WSM 2021, companies gained up to 60 unique leads for content tile clicks on their page).
- **Extended time to reach target audiences:** The WSM 2022 platform and content will go live before the conference and will remain live for three months after the conference, allowing you to start networking with anaesthetists before the event and over a longer period than previously.



New to WSM 2022!



- **Video chat functionality with delegates.** Set up video chat (including group chat) to communicate with the delegates who visit your page, or create groups within the networking page to live chat.
- **Optimise your lead retrieval** by tracking who clicks on links within your exhibition page. This is a recent update, before only videos and documents could track this data.
- **A new improved programme layout** so delegates can find symposia details easier and clearer!
- **Take part in the Exhibition showcase session** to demonstrate the best products and services that your company has to offer.

Exhibition showcase session

Showcase your organisation's products and services at this new and exciting exhibition showcase session at WSM 2022.

Each exhibiting/sponsoring company will be offered the opportunity to provide a PowerPoint slide including a photograph with brief text (and speaker notes) to showcase a new innovative product that they wish to highlight to the delegates. The slides will be edited and presented by Association Council member(s) to delegates in a session on the first day of the conference to increase exposure and drive interest which can be further explored by delegates.

About our virtual conference providers - Live Group

The providers of our virtual conference platform, [Live Group](#), are leaders in the field, with a wealth of experience and a robust infrastructure. The Association of Anaesthetists have an established relationship with Live Group having already worked with them on Winter Scientific Meeting 2021, Trainee Conference 2021 and Annual Congress 2021. They have been trusted by the UK Government and a host of FTSE 100 companies to run virtual conferencing over many years.



Exhibiting at WSM 2022

Virtual exhibition package - £995 + VAT

The WSM 2022 virtual exhibition provides the perfect opportunity to showcase your company, connect with delegates and engage in new business conversations. Each exhibition page will be made live two days before the conference.

Virtual exhibition page

Our conference production team will work with you in creating your exhibition page and can advise on how to customise your page to maximise engagement.

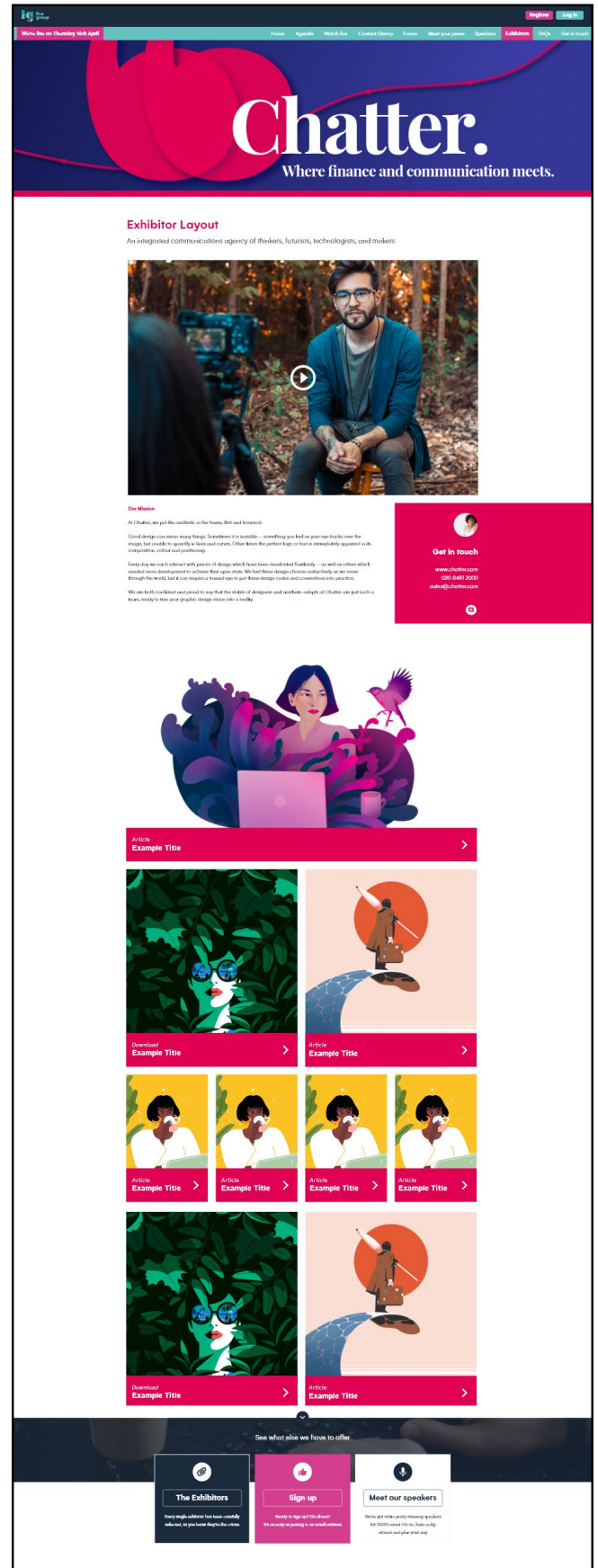
- ✓ Introductory video at the top of your exhibition page
- ✓ Branded page banner
- ✓ Get in touch box (includes your website URL, phone number and email)
- ✓ Live chat function
- ✓ Social media links
- ✓ Visitor metrics (number of page hits, duration of visit etc.)
- ✓ Lead retrieval*
- ✓ Product slide presented at exhibition showcase session
- ✓ 9x content links - these can either be URL's, MP4s or PDFs.
 - o 1x large
 - o 4x medium
 - o 4x small

*When a delegate clicks on a content link (containing a PDF, link or MP4 file) on your exhibition page, you will have access to that data (first name, last name, hospital name and email address). Note - this will only be applicable for delegates who agree to share their data during the registration process.

This mock-up example gives you a flavour of how your exhibition page could look.

Your package also includes:

- **2 exhibitor passes** to access all platform content (worth £780).
- **A small logo** grouped under the exhibitor category on the sponsor and exhibitor page.
- **Technical support and briefings on live chat functionality will be available for all exhibitors** - Sponsors and exhibitors will receive support in building the exhibition page from a dedicated Live Group representative. Technical support for exhibitors will be available throughout the conference.
- **Scavenger hunt** - This is an activity offering prizes to delegates as they explore and interact with the conference platform. We will ask you to provide a question to add to the scavenger hunt that will be available to find on your exhibitor page (companies will need to opt-in to take advantage of the scavenger hunt).
- **Exhibition showcase session** - You will be offered the opportunity to provide a PowerPoint slide to showcase your new innovative products to delegates at this session on the first day of WSM 2022.



Sponsoring at WSM 2022

At WSM 2022 we are offering three levels of sponsorship. The table below details what is included in each package. Our Gold and Silver packages offer maximum levels of exposure with sponsored symposia sessions. At WSM 2021, on average each sponsored symposia received over **600 live views** and over **250 direct lead retrievals**.



Bronze - £4,050 +VAT



Silver - £8,100 +VAT



Gold - £15,150 +VAT

	Bronze	Silver (Limited number)	Gold (Limited number)
Exhibition page (see detail on page 5 for what this includes)	✓	✓	✓
When is content launched on the platform?*	Available 1 week ahead of the conference	Available 2/3 weeks ahead of the conference (End Dec)	Available at launch of the platform (Mid Dec)
Exhibitor passes - Access to all aspects of the event platform	2x (worth £780)	4x (worth £1,560)	10x (worth £2,340)
Exhibitor page lead retrieval	✓	✓	✓
Delegate passes	2x (worth £780)	5x (worth £1,950)	10x (worth £3,900)
Exhibition listing logo	Small exhibitor image	Medium exhibitor image	Large exhibitor image
Sponsors and exhibitors page listing position	Bottom placement	Middle placement	Top placement
Logo placement on the platform homepage	Logo grouped on the homepage	Logo grouped on the homepage	Logo linked directly to your page
Virtual product demonstration - All faculty to present Virtually - 5 to 10 minutes (no Q&A) - 30 second video at start of the session - Max. 1 speaker (must be a recorded video)	✓	n/a	n/a
Sponsored symposium followed by a live Q&A - Break time slot - 20 minutes (inc Q&A) - 30 second video at start of the session - Max of 2 speakers (inc Chair) - Pre-record option available at additional cost	n/a	✓	n/a
Sponsored symposium followed by a live Q&A - Lunch time slot - 50 minutes (inc Q&A) - 30 second video at start of the session - Max of 3 speakers (inc Chair) - Pre-record option available at extra cost - Use of recording for own use	n/a	n/a	✓
Symposium lead retrieval	n/a	✓	✓
30 second video played at the start of another session	n/a	n/a	✓
Product slide presented at exhibition showcase session	2 slides	2 slides	2 slides
Logo on delegate communications	n/a	Logo on one email to delegates ahead of the conference.	Logo and link to exhibition page or your own website included on all delegate communications

*provided content is produced in line with agreed deadlines.

Sponsoring at WSM 2022

Sponsors and exhibitors page

As a sponsor or exhibitor at WSM 2022, your company logo with a link to your exhibition page will be included in the sponsor and exhibitor listings.

Gold - A large tile in the top position of the sponsor and exhibitor page.

Silver - A medium tile in below the gold sponsors on the sponsor and exhibitor page.

Bronze - A small tile below the silver sponsors on the sponsor and exhibitor page.

Logo placement on the homepage

All sponsors will have their company logo included on the homepage ensuring they are one of the first things delegates see when they visit the conference platform. The gold sponsor package includes a large logo with a link through to the exhibition page. The silver and bronze package includes grouped logos on the homepage and a prompt for delegates to visit the exhibition.

Virtual Industry Symposium

The main objective of a virtual industry symposium is the communication of scientific material to enhance the knowledge of attendees. The symposium will sit in the scientific programme streams and will be broadcast and displayed on a watch live page accessible from the main menu.

There are two symposium formats available:

- The **silver package offers a 20 minute symposium.**
- The **gold package includes a 50 minute symposium.**

Please note that there will be limited spaces for the sponsored symposia and will be available on a first come first serve basis. Please get in touch to discuss your options to run your sponsored symposium at WSM 2022.



Please refer to the appendix section on page 10 for more T&Cs on the symposium.

Additional sponsorship opportunities

Session sponsorship - £1,995 + VAT

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

Session sponsorship includes:

- 30 second video at the start of the session
- Placement of logo on session title slides and programme
- Link on the programme to a downloadable PDF document of your choosing
- Acknowledgment by chair of session
- 1 x online conference access pass
- 1 x Polls (Slido)

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

Extend your visibility - £1,500 + VAT

Raise your profile further by taking advantage of additional sponsorship opportunities on the WSM 2022 platform. In addition we are offering the opportunity to add your logo and unique URL to other pages on the platform. You can use this to direct more delegates to your exhibition page or to your own website. Pages open for sponsorship include:

- E-posters page
- Networking page
- Content library



Booking

Booking for WSM 2022 will open at **10:00 on Wednesday 30 September 2021** for both sponsors and exhibitors. Please note that sponsorship slots are limited and will be available on a first come first serve basis.

Call: +44 (0)7702 947680

Email: daelhughes@anaesthetists.org

Winter Scientific Meeting 2022 booking form

Company Name (to be used in all conference listings)

Company Address

..... Postcode

Telephone

Contact Name

E-mail

Sponsorship package selection

Gold - £15,150 +VAT

Please select your preferred sponsored symposium slot

Thursday 13 January 2022

Friday 14 January 2022



Silver - £8,100 +VAT

Please select your preferred sponsored symposium slot

Thursday 13 January 2022 (AM) (PM)

Friday 14 January 2022 (AM) (PM)



Bronze - £4,050 +VAT



Session sponsorship - £1,995 +VAT

Virtual exhibition package - £995 +VAT

Extend your reach

Please select any of the extend your reach options that you would like to purchase

Abstract page - £1,500 +VAT

Content library page - £1,500 +VAT

Networking page - £1,500 +VAT

Our preferred method of payment is by BACS. please contact us for details. Reservations may be made by telephone to the Association of Anaesthetists events department on **+44 (0)7702 947680** when the method of payment will be agreed. All sections of the reservation form must be completed.

PLEASE NOTE: WE REQUIRE FULL PAYMENT BEFORE YOUR EXHIBITION PAGE IS CREATED BY LIVE GROUP. YOUR EXHIBITION PAGE MAY NOT BE CREATED IF FULL PAYMENT IS NOT RECEIVED.

Cancellation policy:

Once the official booking form has been received at the Association of Anaesthetists the sponsor/exhibitor is liable for a cancellation fee. This is 50% of the full package costs for cancellation before 8 November 2021, rising to 100% for late cancellations after 8 November 2021. We reserve the right to remove or stop work on your exhibition page if payment is not received in full in accordance with the payment terms on the invoice.

Please return this form by email to daelhughes@anaesthetists.org



Appendix

Symposia content

You will be able to choose your speakers and topics, however please note that this will be subject to the final approval of the Education Chair at the Association of Anaesthetists.

Pre-recording your symposia

We would advise pre-recording with the technical team in order to avoid technical failure. Please note that if you wish to pre-record there will be a small additional cost.

Delegate access

Symposium organisers have the possibility to choose for pre-registration of participants and will receive in advance the list of pre-registered people who agree to share their data.

Accessibility & compliance

Your symposium will be accessible to registered delegates during WSM 2022. The video will remain live on the platform for 3 months and the symposia will be promoted once in a post event email to all delegates.

Alignment with compliance regulations when delivering content for an online industry symposium is the responsibility of the sponsor.

Chairpersons & speakers information and guidelines for technical support

Industry has to inform us if a speaker does not agree to be filmed and visible during the session and the recording after.

Lead retrieval

Gold and silver industry sponsored symposia organisers will receive general statistics (number of viewers), as well as the following details:

- Delegate list of those registered (first name, last name and hospital)
- Delegate feedback summary and scores
- Details of attendees who give permission to be contacted after the symposium (first name, last name, hospital and email address)

30 second video played at the start of a session

Engage delegates with a featured 30 second video to be played at the start of one of the main WSM 2022 sessions. Timings are dependant on the conference content and running order but can be discussed with the event organisers.