



Royal College of
General Practitioners

SAPC

Annual Primary Care Conference 2012

In partnership with
the Society for Academic Primary Care
Annual Conference, 3-4 October



GLOBAL GENERAL PRACTICE

3-6 October 2012
SECC, Glasgow



Exhibitor Information

www.rcgp.org.uk/annualconference

Early booking discount
until 29 February
2012!

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The Conference

The RCGP Annual Primary Care Conference is the largest professional general practice and primary care conference in the UK. Launched in 2007, the event has become the leading professional primary care event in the UK - a key activity for College members and other UK practitioners, attracting over 1200 delegates.

The Conference programme offers a diverse range of keynote speakers, training seminars, concurrent sessions and workshops, attracting general practitioners, as well as GP trainees, practice managers, practice nurses and physicians assistants.

New format for 2012

Further to feedback from exhibitors and delegates, the 2012 event will take a new format to ensure exhibitors get maximum value from their time at the show and to allow additional set up time. The exhibition will now open on Wednesday 3 October at 16.00 and close at 16.45 on Friday 5 October. Exhibitors will be able to set up their stands from Tuesday afternoon and all day on Wednesday. The conference programme will continue on Saturday morning.

The exhibition

The exhibition is an integral part of the event, enabling delegates to explore and compare a vast array of products and services, meet new and existing suppliers and help exhibitors with market research and information.

Stands will be located in Hall 5 at the SECC together with poster presentations, refreshments and the internet café.

Why should I exhibit?

- Meet, network and build new partnerships with over 1200 key stakeholders and senior level professionals in primary care.
- Increase sales, generate new contacts and build a quality database.
- Raise the profile and industry awareness of your company, products and services.
- Meet competitors and learn about primary care changes and developments.
- Conduct market research to keep up to date with the needs of primary care customers.
- Pre-event integrated PR and marketing campaign to ensure you meet the right audience.
- Participate in a range of unique and exclusive sponsorship opportunities.
- Year round marketing support via the virtual exhibition on www.rcgp.org.uk/annualconference.
- Complimentary 100 word entry in the conference handbook.

The event offers further networking opportunities via the programme of evening activities including Conference social events and exhibitor wine reception, and by attending conference sessions.

An extensive marketing communications campaign will ensure a high quality audience and will also offer exhibitors exposure in promotional material targeted at the Colleges' 44,000 members as well as other non-member GP practices.

Exhibition timetable

| | |
|----------------------------|--|
| Tuesday 2 October | 08.00-18.00 (Exhibition build) |
| Wednesday 3 October | 08.00-15.30 (Exhibition build) 16.00-19.00 (Show opens with wine reception) |
| Thursday 4 October | 08.30-16.45 |
| Friday 5 October | 08.30-16.45 16.45-23.00 (Exhibition breakdown) |

(Timings are approximate and may be changed at the discretion of the organisers)



Who will I meet?

The event will attract over 1200 key buyers and decision makers consisting of the whole primary care team.

Breakdown of 2011:

| | |
|-----------------------------------|-----|
| Academic Fellows/Research Fellows | 1% |
| Associates in Training (AiT) | 16% |
| Consultant | 1% |
| Directors/Clinical/Medical | 5% |
| GP's | 54% |
| Lecturers | 1% |
| Medical students | 8% |
| Other | 11% |
| Practice Managers/Managers | 2% |
| Practice Nurse/Specialist Nurse | 1% |

Who exhibits?

The exhibition is relevant to all organisations committed to primary care including:

- Charities and not-for-profit organisations
- Dermatological products
- Educational institutions
- Financial services
- Legal advice medical specialists
- Medical equipment manufacturers and suppliers
- Medical software and technology providers
- NHS Trusts and PCTs
- Nutritional products
- OTC products
- Pharmaceutical companies
- Private healthcare providers
- Professional bodies
- Recruitment and staffing services
- Training service providers
- Vaccine manufacturers
- Wound care products



Stand information

Stands include:

- Velcro compatible shell panels
- Fascia nameboard
- Carpet
- Spotlights x 2
- Power socket x 1
- Stand cleaning and security
- Lunch and refreshments for stand personnel
- 100 word company profile in the conference handbook
- Inclusion in the virtual exhibition on www.rcgp.org.uk/annualconference
- Registration of stand personnel
- Full conference collateral

Stand sizes and prices

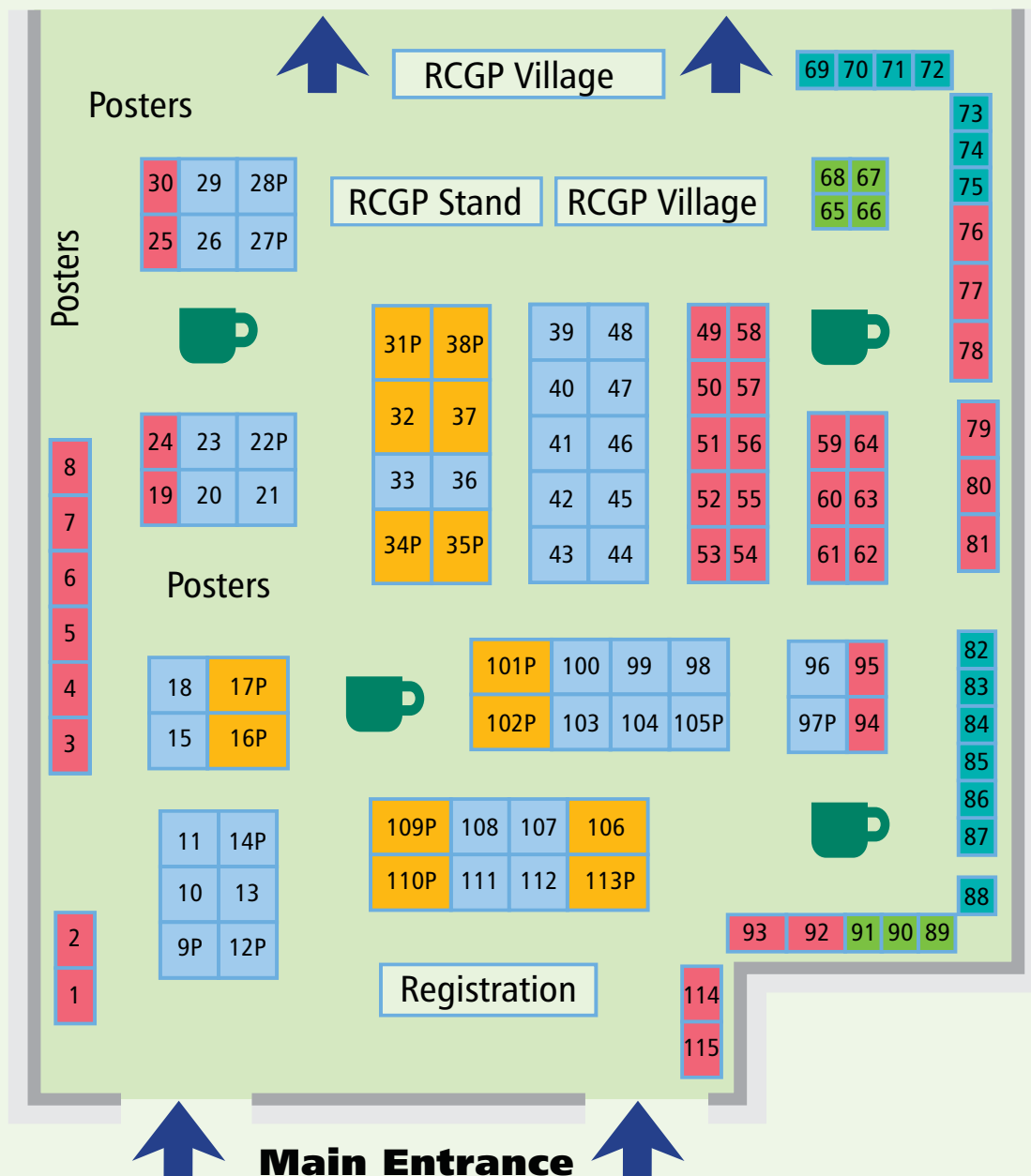
We are offering discounted rates on space booked **before 29 February 2012**. Stands are allocated on a first come first served basis so book early to benefit from reduced rates and to secure your preferred location.

Premium stands A number of stands are 'premium stands' and are indicated by a 'p' on the exhibition plan. These stands are subject to a 10% surcharge on the rates below.

Larger stands and space only options are available for your own creative design.

| | Before 29 February 2012 | From 1 March 2012 |
|-----------------------|-------------------------|-------------------|
| 2m x 2m | £2195 | £2295 |
| 3m x 2m | £2795 | £2895 |
| 3m x 3m | £3295 | £3395 |
| 4m x 3m | £3895 | £3995 |
| Charity stands (2x2m) | £795 | £895 |

Lunch





Sponsorship opportunities

GLOBAL GENERAL PRACTICE

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The RCGP Annual Conference offers a wide range of unique and creative opportunities enabling you to demonstrate dedication and investment in the primary care sector and to stand out as a leader. Sponsorship offers the means to portray key messages to a focussed, influential audience, leaving a strong and lasting impression of your brand.

Conference sponsors will benefit from year round marketing support via prominent exposure on advertisements, the conference website, marketing leaflets and e-newsletters as well as considerable presence in event literature and during the event itself.

Past sponsors have included Astra Zeneca, Barclays Bank, BMI Healthcare, univadis®, MDDUS, Novo Nordisk, Danone, ABPI, Abbott Laboratories, Novartis, Ysonut Laboratories, GSK, Roche, Sanofi-Pasteur MSD and the Medical Protection Society (MPS).

There are three levels of sponsorship available:

| PRINCIPAL SPONSORSHIP £40,000 + VAT | SILVER SPONSORSHIP £20,000 + VAT | BRONZE SPONSORSHIP £10,000 + VAT | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|---|---------------------|-------|---|-------|-------------------|-------|-------------------------------|-------|---------------|-------|----------------------------------|-------|-----------------------------------|---|---|-------|-------------------------------------|-------|----------------|-------|---------------------|-------|---------------|-------|
| <ul style="list-style-type: none"> ● Opportunity to run a satellite symposia ● Complimentary 6m x 3m exhibition space ● Complimentary insert in delegate bags (inserts to be supplied by sponsor) ● Opportunity to host a private reception ● Full page colour advert on the outside back cover of the conference handbook ● Logo on front page of conference app and 100 word company editorial on sponsors section ● Exclusive pre-event mailing to all conference delegates ● Logo and 100 word company editorial in conference marketing leaflets x 1 ● Logo on all conference advertisements ● Logo, hotlink and 100 word company editorial on the conference website ● Logo on front cover of onsite conference handbook ● Logo and 100 word company editorial on sponsors page in the onsite conference handbook ● Logo and 200 word company editorial on the exhibitor listing in the conference handbook ● Logo on stage set in main conference room ● Logo on delegate, speaker and exhibitor name badges ● Logo on conference stationery ● Logo on delegate bags ● Five complimentary tickets to the principal social event ● Five complimentary delegate passes ● Unlimited exhibition visitor tickets for clients, guests and colleagues | <ul style="list-style-type: none"> ● Opportunity to run a satellite symposia - time and logistics to be agreed ● Complimentary 3m x 3m exhibition space ● Complimentary insert in delegate bags (inserts to be supplied by sponsor) ● Logo on conference marketing leaflets x 1 ● Logo on front page of conference app and 100 word company editorial on sponsors section ● Logo on all conference advertisements ● Logo, hotlink and 50 word company editorial on the conference website ● Logo on front cover of onsite conference handbook ● Logo and 50 word company editorial on sponsors page in the onsite conference handbook ● 100 word company editorial on the exhibitor listing in the conference handbook ● Two complimentary delegate passes ● Unlimited exhibition visitor tickets for staff, guests and colleagues | <ul style="list-style-type: none"> ● Complimentary 3m x 2m exhibition space ● Complimentary insert in delegate bags (inserts to be supplied by sponsor) ● Logo on conference marketing brochures x 1 ● Logo on front page of conference app and on sponsors section ● Logo on all conference advertisements ● Logo and hotlink on the conference website ● Logo on front cover of onsite conference handbook ● Logo and 50 word company editorial on sponsors page in the onsite conference handbook ● 100 word company editorial on the exhibitor listing in the conference handbook ● Unlimited exhibition visitor tickets for staff, guests and colleagues | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>The above packages can be tailored to specific requirements, Please contact us to discuss further.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <h3>ADDITIONAL SPONSORSHIP ITEMS</h3> <table border="1"> <tbody> <tr> <td>Conference handbook</td> <td>£5000</td> </tr> <tr> <td>Wifi access for delegates with link on conference app</td> <td>£4500</td> </tr> <tr> <td>Delegate lanyards</td> <td>£2800</td> </tr> <tr> <td>Delegate registration wallets</td> <td>£2000</td> </tr> <tr> <td>Pads and pens</td> <td>£2000</td> </tr> <tr> <td>Wine reception in the exhibition</td> <td>£4500</td> </tr> <tr> <td>60th Anniversary conference party</td> <td>£10,000 exclusive sponsorship or £2500 for multiple</td> </tr> <tr> <td>Poster presentations and abstract publication</td> <td>£4000</td> </tr> <tr> <td>Abstract submission site and prizes</td> <td>£2500</td> </tr> <tr> <td>Wine reception</td> <td>£2000</td> </tr> <tr> <td>Conference stewards</td> <td>£2000</td> </tr> <tr> <td>Water coolers</td> <td>£2000</td> </tr> </tbody> </table> | | | Conference handbook | £5000 | Wifi access for delegates with link on conference app | £4500 | Delegate lanyards | £2800 | Delegate registration wallets | £2000 | Pads and pens | £2000 | Wine reception in the exhibition | £4500 | 60th Anniversary conference party | £10,000 exclusive sponsorship or £2500 for multiple | Poster presentations and abstract publication | £4000 | Abstract submission site and prizes | £2500 | Wine reception | £2000 | Conference stewards | £2000 | Water coolers | £2000 |
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| Wifi access for delegates with link on conference app | £4500 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Delegate lanyards | £2800 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Delegate registration wallets | £2000 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pads and pens | £2000 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wine reception in the exhibition | £4500 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 60th Anniversary conference party | £10,000 exclusive sponsorship or £2500 for multiple | | | | | | | | | | | | | | | | | | | | | | | | | |
| Poster presentations and abstract publication | £4000 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Abstract submission site and prizes | £2500 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wine reception | £2000 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Conference stewards | £2000 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Water coolers | £2000 | | | | | | | | | | | | | | | | | | | | | | | | | |

All prices are subject to VAT at the current rate.

Marketing opportunities

To increase your profile at the event a number of additional marketing opportunities are available, enabling you to reach each and every delegate.

Delegate bag inserts

Each delegate will be provided with an attractive delegate bag, which will contain information about the conference and promotional materials. Inserts will need to be supplied to the organisers at least two weeks prior to the event.

One item £845

Two items £1145

*max size per item A4, 8 pages

Conference handbook and Conference mobile app

Launched in 2011 the Conference mobile app is compatible with Android and iPhone handsets. The Conference mobile app will mirror the Conference handbook and will include full details of the programme, speakers, abstracts, posters, sponsors and the exhibition. Each exhibitor will be given 100 words of complimentary editorial in the handbook and mobile app as part of their stand package. Exhibitors can upgrade their entry to 200 words with company logo, or if you have a stronger message to convey you can purchase advertising space.

| | Handbook only | Handbook and app |
|--------------------------------|---------------|------------------|
| Handbook upgrade | £295 | £495 |
| DPS colour advert | £1995 | £2995 |
| Full page colour advert | £1295 | £2195 |
| Half page colour advert | £895 | £1695 |

Conference mobile app

We are delighted to offer exhibitors the opportunity to feature their logo and a weblink on the conference mobile app.

Featured logo and weblink £500

Conference organisers

Profile Productions Ltd, Northumberland House, 11 The Pavement, Popes Lane, London W5 4NG
Tel: 020 8832 7311 **Fax:** 020 8832 7301
Email: rcgp@profileproductions.co.uk
Web: www.rcgp.org.uk/annualconference



Venue information

Scottish Exhibition and Conference Centre (SECC)

The Scottish Exhibition and Conference Centre (SECC) is a world-class conference and exhibition venue. Situated by the River Clyde with easy access to the attractions of Glasgow city centre, the SECC benefits from three onsite hotels and its own railway station.



The 3,000 seat, Clyde Auditorium, self-contained Lomond Suite, 30 breakout rooms and five exhibition halls offer impressive facilities catering for a diverse range of exhibitions, conferences and events. For further details please visit www.secc.co.uk

Accommodation

There are three hotels adjacent to the SECC offering a convenient choice of accommodation. A wide range of other hotels and guest houses are within easy reach of the SECC and Glasgow city centre.

Glasgow Convention Bureau together with Profile Productions, have negotiated special rates for exhibitors. Full details will be available on receipt of a booking form.

Getting to the SECC

Glasgow's international airport is a 15 minute drive from the SECC and provides direct access to and from major cities in the UK and the rest of the world.

By road, the centre is located just off Junction 19 of the M8 motorway and by train Glasgow city sits on the nation-wide transport system with fast rail access to all the UK's principal cities and a direct link to the SECC.

There is a large car park onsite with parking at £5 per day.

RCGP One-day Essentials

Launched in 2011, this series of one-day clinical conferences have to date, been highly successful attracting an average of 150 delegates from around the UK. The events offer organisations unique sponsorship and exhibition opportunities. The 2012 calendar is as follows:

| Date | Topic | City |
|--------------------------|----------------------------|------------|
| Tuesday 21st February | Gastrointestinal disorders | London |
| Tuesday 20th March | Obesity | London |
| Thursday 29th March | Addiction | Edinburgh |
| Tuesday 17th April | Dermatology | London |
| Thursday 14th June | Diabetes | Manchester |
| Wednesday 26th September | Pain Management | London |
| Tuesday 24th October | Women's Health | London |
| Wednesday 14th November | Cancer | London |
| Tuesday 20th November | MSK | Leeds |
| Wednesday 5th December | Cardiovascular | London |
| Wednesday 12th December | Diabetes | London |

For further details please contact us on 020 8832 7311

Exhibitor Booking Form

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Exhibitor details

Name _____

Position _____

Organisation _____

Address _____

Postcode _____

Tel _____ Email _____

Website _____

Product/service _____

Invoice address details (if different from above)

Name _____ PO Number _____

Organisation _____

Address _____

Postcode _____

Tel _____ Email _____

Stand size

2x2m 3x2m 3x3m 4x3m + P

Stand number

1st choice _____ 2nd choice _____ 3rd choice _____

Delegate bag inserts

1 item £895

2 items £1145

Conference handbook and Conference mobile app Handbook only Handbook and app

Handbook upgrade £295 £495

DPS colour advert £1995 £2995

Full page colour advert £1295 £2195

Half page colour advert £895 £1695

All prices subject to VAT at the prevailing rate.

Conference mobile app

Featured logo and weblink £500

Total amount of booking £ _____ + VAT

Contractual agreement

By signing this booking form I confirm I understand this is a legally binding contract and have read and agree to the terms and conditions overleaf.

Signature _____ Date _____

Please return this form to:

Profile Productions Ltd, Northumberland House,
11 The Pavement, Popes Lane, London W5 4NG
Tel: 020 8832 7311 Fax: 020 8832 7301 www.profileproductions.co.uk





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Terms and conditions

1. Definitions

In these Standard Terms and Conditions the word 'Sponsor/Exhibitor' means any company, organisation or person who has applied for space allocation in an exhibition and/or to sponsor an event, or their agent, contractor or employee. The word 'Organiser' means the Royal College of General Practitioners or their contractor.

2. Stand bookings

Sponsors/Exhibitors must complete sign and return the booking form. Provisional bookings can be held for 14 working days; however no application will be considered valid until a signed booking form and full payment is received. The Organiser reserves the right to refuse any bookings at any time without stating a reason. A booking is only confirmed when accepted by the Organiser in writing.

3. Payment terms

An invoice will be raised on receipt of a booking form and should be paid in full within 21 days of the invoice date. Where the invoice amount is not paid within the prescribed time, stands and sponsorship packages may be reallocated and any loss incurred by the Organiser by such non-payment shall be claimed from the defaulting Sponsor/Exhibitor.

4. Cancellation

All cancellations must be made in writing and are subject to a 25% administrative cost withheld from the original payment for the stand or package. Cancellations made within 60 days of the opening of the event will be liable to a further 50% cancellation fee. Cancellations made within 30 days of the opening of the event will be liable for payment of the total invoice amount for the original booking.

5. Amendment of exhibition floor plan

While every endeavour is made to retain the published plan of the exhibition, the Organiser shall be entitled to vary the layout if it believes such variation to be in the general best interests of the exhibition as a whole.

6. Security and insurance

Neither the Organiser nor its contractors shall be responsible for the safety and security of the exhibit or of any other property of any Sponsor/Exhibitor, its agents or employees, or for the loss, damage or destruction by theft or fire, or from any other cause, to such exhibits or other property, or for loss, damage or injury sustained by any Sponsor/Exhibitor or any other person save where proved to be caused by the negligence or breach of duty of the Organiser. The Sponsor/Exhibitor shall indemnify the Organiser and its contractors against any liability incurred by the Organiser or its contractors to third persons, as a result of any act or omission of the Sponsor/Exhibitor, its employees or agents. The Sponsor/Exhibitor should effect its own insurance against the risk of any loss, damage or injury or liability.

7. Postponement or abandonment

The Sponsor/Exhibitor shall have no claim against the Organiser or its contractors in respect of any loss or damage caused by the prevention, postponement or abandonment of the event, for reasons beyond the control of the Organiser or its contractors.

8. Subletting and sharing of stands

The Sponsor/Exhibitor shall neither share with, nor part with possession of the whole or any part of the stand allocated to it, to another organisation, company or person without the written consent of the Organiser.

9. Stand fittings regulations

Under no circumstances may the Sponsor/Exhibitor alter or add to the external structure of the exhibition stands. Further interior design fittings, lighting and decoration may be added at the Sponsor/Exhibitor's expense subject to the compliance with current regulations, and any requirements of the local or other authority at the time. The Sponsor/Exhibitor is deemed to have knowledge of such requirements and regulations and is to be bound thereby, and shall indemnify the Organiser and its contractors against any claim, action, loss or liability occasioned by any breach thereof. The Sponsor/Exhibitor and its contractors may not interfere with the exhibition building in any way whatsoever, and any damage caused by their acts of negligence shall require them to indemnify the Organiser and its contractors against any claim arising from such damage.

10. Access and stand displays

The Sponsor/Exhibitor must ensure that its stand is ready before the opening of the exhibition each day. Stands must be fully staffed and stocked at all times. The Sponsor/Exhibitor must comply with build up, breakdown and delivery times, as set out in the Sponsor/Exhibitor manual. Late build up and early breakdown creates problems in exhibition halls, contravenes health and safety regulations and is discourteous to other Sponsor/Exhibitors. If late setup is unavoidable, a suitable time slot will be allocated by the Organiser at its discretion. Exhibits are not to be removed until the exhibition is closed, and any Sponsor/Exhibitors closing the stand before that time without the permission of the Organiser will be liable for an early closing fee of 25% of the total invoice amount. The Sponsor/Exhibitor must vacate its stand, and ensure that all exhibit items are removed from the premises, within the time specified for exhibition breakdown. An Sponsor/Exhibitor failing to do so will be liable for additional rental costs.

11. Undesirable activities

If it appears to the Organiser that the Sponsor/Exhibitor may be engaged in activities which it considers to be contrary to the best interests of the Exhibition or event or which appear unethical or unlawful, the Organiser may without being under any liability to refund or reduce any costs, cancel any stand booking or sponsorship package and require the Sponsor/Exhibitor to vacate the event forthwith and to refuse the Sponsor/Exhibitor the right to participate further in the event. Canvassing for orders, except by the Sponsor/Exhibitor on his own stand in the normal course of his business is strictly prohibited and in any such case the right to expulsion referred to above will be exercised at once. The distribution or display of printed or other placards, flyers or circulars or other articles except by the Sponsor/Exhibitor on its own display space is prohibited, except by prior written agreement with the Organiser.

12. Sampling consumables

If the Sponsor/Exhibitor wishes to sample consumables it must ensure that it complies with sampling regulations as laid out by the venue's contract and caterers. Consumables may be subject to corkage.

13. Health & safety at work act

It is the responsibility of the Sponsor/Exhibitor to ensure that its contractors' employees' and agents', displays and exhibits comply with current legislation regarding Health & Safety at Work.

14. Disposal of waste

It is the responsibility of the Sponsor/Exhibitor to ensure that all debris and waste material arising from its own stand fitting is completely removed from exhibition area prior to the opening of the exhibition. Failure to comply with this procedure shall render the Sponsor/Exhibitor liable for the cost of clearance by the Organiser.

15. Special hazards

Any exhibit that may be regarded as constituting a special risk or hazard must be notified to the Organiser at least one month in advance of the opening of the exhibition. The Sponsor/Exhibitor must at its own expense, comply with any conditions or safety precautions the Organiser, venue licensor or local authority may impose.

16. Sponsor/exhibitor badges

Please note that Sponsor/Exhibitor badges will not grant the Sponsor/Exhibitor access to any of the conference sessions. Individual employees, agents, or contractors from sponsoring/exhibiting companies or organisations who wish to attend the conference sessions must register as full conference delegates.

17. Delegate numbers

Whilst the Organiser will make every effort to secure a high level of attendance of delegates, there can be no guarantee of delegate numbers and no discounts or refunds are available if delegate numbers do not reach the projected levels.

18. Agreement

These Standard Terms and Conditions, together with the booking form, printed sales material, letter of confirmation and any subsequent agreed variations in writing and signed by the Organiser shall represent the entire Agreement between the Organiser and the Sponsor/Exhibitor and shall supersede any previous agreements or representations whether written or oral.

19. General conditions

The Organiser reserves the right to change these Standard Terms and Conditions at any time without prior notice. Any variation to these terms and conditions shall only be valid if set out by the Organiser in writing and delivered to the Sponsor/Exhibitor. These terms and conditions shall be governed by and construed in accordance with the laws of England and Wales. Disputes shall be exclusively subject to the jurisdiction of the courts of England and Wales. Agreement to these terms and conditions include specific agreement to the information provided by you on behalf of your organisation being recorded and used to communicate with you about commercial opportunities from the Royal College of General Practitioners.

NB. The Royal College of General Practitioners upholds the ABPI Code of Practice for the Pharmaceutical Industry in force at the relevant time.