ANNUAL PRIMARY CARE CONFERENCE
EXHIBITION AND SPONSORSHIP OPPORTUNITIES

Future Proof? RESILIENCE IN PRACTICE
ACC LIVERPOOL • 2-4 OCTOBER 2014

www.rcgp.org.uk/annualconference
BENEFITS OF EXHIBITING

The RCGP Annual Primary Care Conference is the must attend primary care event of the year. The 2013 conference is our biggest yet with over 1,600 GPs and practice team colleagues pre-registered. The conference showcases the latest clinical and policy developments across the UK and brings together an impressive range of national and international speakers. The programme features specialist concurrent sessions, over 400 poster presentations and one of the largest primary care exhibitions in the UK.

Feedback from 2012 exhibitors showed that:

- 90% of exhibitors achieved their objectives
- 87% met their target audience
- 84% of exhibitors believe the event is value for money

Join us at the RCGP Annual Primary Care Conference 2014 and benefit from:

- A unique opportunity to engage and network with over 1,500 GPs and practice team members
- 100 word company profile in the conference handbook and mobile app
- Listing on the conference website with hotlink to the exhibitors’ website
- Full shell scheme and electrics package
- Access to a wide range of exclusive sponsorship opportunities
- All refreshments and lunch served within the exhibition hall to maximise flow of delegates
- Increase sales and generate new contacts
- Raise the profile and awareness of your company, products and services
- Stay ahead of your competitors and learn about industry updates and developments
- Conduct market research to identify the current issues and needs of primary care health professionals

WHO WILL I MEET?

Over 1,600 delegates pre-registered for the 2013 conference:

- GP/GP Locum/Partner/Principal 39%
- GP Trainee/AiT 19%
- Student 17%
- Unspecified 6%
- Director 3%
- First5 2%
- Lecturer/Professor 2%
- Academic Clinical Fellow 1%
- Associate Advisor 1%
- Chair 1%
- Chief Executive 1%
- Consultant 1%
- Dean 1%
- Fellow 1%
- Manager 1%
- Nurse 1%
- Physician 1%
- Researcher 1%
- Counsellor <1%
- Editor <1%
- President <1%

Figures correct as of 25 September 2013
KEY ATTRACTIONS FOR DELEGATES

Feedback from delegates indicates that the RCGP Annual Conference continues to meet the needs of today’s GPs.

Key highlights for delegates include:
- Free access to one of the UK’s largest primary care exhibitions
- First class programme of renowned UK and international speakers
- The conference is fully RCGP accredited allowing delegates to add CPD points to their portfolios for revalidation
- Free mobile app with full programme information and ability to build ‘my programme’
- Interactive workshops and skills updates
- Access to over 400 poster presentations
- Unique opportunity to network and engage with over 1,500 like-minded professionals

“Useful, interesting and wide range of exhibitors”
“The effort made by exhibitors is commendable”

CONFERENCE PROMOTION AND MARKETING

A sophisticated and extensive year round marketing communications campaign using a wide range of print and online media will reach the RCGP’s membership of over 49,000 GPs as well as other non-member GPs and primary care team members, ensuring a large, quality audience.

RCGP has adopted the use of social media such as Facebook and Twitter to increase awareness and stimulate debate – before, during and after the Conference.

The Conference website provides a user friendly, one stop shop for all Conference information in the lead up to the event with improved search engine optimisation to attract more traffic.

The free mobile app introduced in 2011 offers participants a new platform to view Conference information and the ability for delegates to build their own programme. The app also enhances the experience of exhibitors and sponsors through additional listings, click-throughs and branding opportunities.

EXHIBITION TIMETABLE

| Exhibition build | Wednesday 1 October (space only exhibitors) 07.00 – 19.00 | Wednesday 1 October (all exhibitors) 13.00 – 19.00 |
| Exhibition open days | Thursday 2 October 08.00 – 18.30 | Friday 3 October 08.00 – 16.00 |
| Exhibition breakdown | Friday 3 October 16.00 – 00.00 |

Please note, conference sessions only continue on Saturday 4 October.

“Good range of stands to help improve equity of healthcare provision”
“Wide variety, something for everyone!”
STAND PRICES

Stand prices are frozen at 2013 prices!

<table>
<thead>
<tr>
<th>Stand Size</th>
<th>Charity (2x2m)</th>
<th>2x2m</th>
<th>3x2m</th>
<th>3x3m</th>
<th>4x3m</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£795 £895</td>
<td>£2,295 £2,395</td>
<td>£2,895 £2,995</td>
<td>£3,395 £3,495</td>
<td>£3,995 £4,095</td>
</tr>
</tbody>
</table>

before 28 Feb 2014 From 1 March 2014

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 above.

All stands come complete with:
- Velcro compatible shell panels
- Carpet
- Fascia nameboard
- One power socket
- Two spotlights
- 100 word entry in the conference handbook and mobile app
- Listing on the conference website with hotlink to the exhibitors' website
- Complimentary registration for stand personnel
- Complimentary refreshments and lunch for stand personnel
- Attendee list (subject to data protection)

EXHIBITION PLAN
SPONSORSHIP OPPORTUNITIES

The RCGP Annual Conference offers a wide range of unique and creative opportunities enabling you to demonstrate dedication and investment in the primary care industry 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 in 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, The MDU, Almirall, Barclays Bank, BMI Healthcare, Univadis©, MDDUS, Novo Nordisk, Danone, ABPI, Abbott Laboratories, Novartis, Reckitt Benckiser, Edwards Lifesciences, 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

- 60 minute satellite symposium
- 6m x 3m exhibition space
- Insert in delegate bags (inserts to be supplied by sponsor)
- Full page colour advert on the outside back cover of the conference handbook
- Pre-event mailing to all conference delegates
- Logo and 100 word company editorial in conference marketing leaflet
- 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 and 100 word company editorial on sponsors’ section of the conference app
- 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 conference dinner
- Five complimentary delegate passes

**Silver sponsorship**
£22,500 + VAT

- 60 minute satellite symposium
- 3m x 3m exhibition space
- Insert in delegate bags (inserts to be supplied by sponsor)
- Logo on conference marketing leaflet
- 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
- Logo and 100 word company editorial on sponsors’ section of the conference app
- 100 word company editorial on the exhibitor listing in the conference handbook
- Two complimentary delegate passes

**Bronze sponsorship**
£11,500 + VAT

- 3m x 2m exhibition space
- Insert in delegate bags (inserts to be supplied by sponsor)
- Logo on conference marketing leaflet
- Logo on sponsors’ section of conference app
- Logo on all conference advertisements
- Logo and hotlink on the conference website
- Logo and 50 word company editorial on sponsors’ page in the onsite conference handbook
- Logo and 50 word company editorial on the exhibitor listing in the conference handbook
- 100 word company editorial on the exhibitor listing in the conference handbook
MARKETING OPPORTUNITIES

To enhance 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 three weeks prior to the event.

| One item | £895  
| Two items | £1,195 |
| *max size per item A4, 8 pages |

Conference handbook and mobile app advertising

The Conference app 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 conference handbook and conference 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.

| 200 word upgrade | £295  
| DPS colour advert | £1,995  
| Full page colour advert | £1,295  
| Half page colour advert | £895  
| Quarter page colour advert | £695  
| Conference app advert | £995  

THE VENUE

The ACC Liverpool is a uniquely flexible venue. It houses the award-winning BT Convention Centre with facilities including a 1,350 seat auditorium, 18 breakout rooms and 7,000m2 of exhibition space – plus the 11,000 capacity Echo Arena.

The venue sits at the heart of the city on Kings Waterfront, alongside the Grade I listed Albert Dock and adjacent to the World Heritage site at Pier Head.

ACC Liverpool is also one of the most sustainable venues in Europe.

For further information visit www.accliverpool.com

ADDITIONAL SPONSORSHIP ITEMS

| Conference handbook | £4,500 |
| Wifi access for delegates | £4,000 |
| Mobile app | £3,000 |
| Delegate lanyards | £2,500 |
| Delegate registration wallets | £2,000 |
| Pads and pens | £2,000 |
| Poster presentations and abstract publication | £3,000 |
| Abstract submission site and awards | £2,500 |
| Conference stewards T-shirts | £1,500 |

All prices are subject to VAT at the prevailing rate.
# Exhibitor Booking Form

## Exhibitor Details

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Organisation</th>
<th>Address</th>
<th>Postcode</th>
<th>Tel</th>
<th>Email</th>
<th>Website</th>
</tr>
</thead>
</table>

**Product/service**

**Invoice address details (if different from above)**

<table>
<thead>
<tr>
<th>Name</th>
<th>PO Number</th>
<th>Organisation</th>
<th>Address</th>
<th>Postcode</th>
<th>Tel</th>
<th>Email</th>
</tr>
</thead>
</table>

## Stand Details

Shell scheme stands include Velcro compatible walling, power socket, spotlights, carpet and nameboard. If booking space only, exhibitors must appoint a contractor to build their stand and purchase accessories and electrical items separately. Furniture is not included with any stand.

- [ ] Shell scheme
- [ ] Space only

**Stand size**

- [ ] 2x2m
- [ ] 3x2m
- [ ] 3x3m
- [ ] 4x3m
- [ ] 5x3m
- [ ] 6x3m
- [ ] 6x4m

**Stand number(s)**

1st choice .................................................. 2nd choice .................................................. 3rd choice ..................................................

## Handbook and Conference App Advertising

- 200 word upgrade with logo .......................................................... £295
- DPS colour advert ........................................................................... £1,995
- Full page colour advert ................................................................. £1,295
- Half page colour advert ................................................................. £895
- Quarter page colour advert ......................................................... £695
- Conference app advert ................................................................. £995

## Sponsorship

I would like to sponsor (please state item) .................................................. @ £ ..................................

## Total Amount of Booking

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.

Signature .................................................. Date ..........................................

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Please return this form to:

**Profile Productions Ltd**, Exchange Plaza, 58 Uxbridge Road, London W5 2ST

Tel: 020 3725 5840  Fax: 0844 507 0578  Email: rcp@profileproductions.co.uk  Web: www.rcgp.org.uk/annualconference
Sponsor/Exhibitor failing to do so will be liable for additional rental costs.

liable for an early closing fee of 25% of the total invoice amount. The Sponsor/

a suitable time slot will be allocated by the Organiser at its discretion. Exhibits

If late setup is unavoidable, The Sponsor/Exhibitor must comply with build up, breakdown and delivery times, which may be notified to the Organiser at least one month in advance of the opening of the exhibition. Any exhibit that may be regarded as constituting a special risk or hazard must be notified to the Organiser.

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, 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 shall 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 not share with, nor part possess with 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 ST AND 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.

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