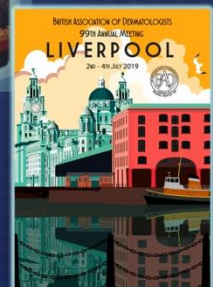
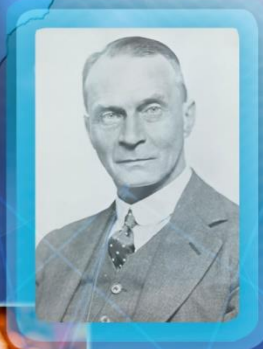
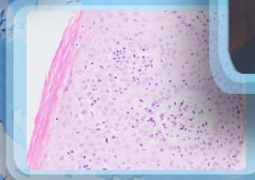
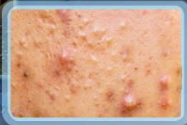


# Exhibition Details & Sponsorship Opportunities

## BRITISH ASSOCIATION OF DERMATOLOGISTS 100TH ANNUAL MEETING



### VIRTUAL MEETING

Dear BAD Exhibitor,

As you will now be aware due to the COVID-19 situation the 100<sup>th</sup> Annual Meeting of the British Association of Dermatologists will be a virtual rather than physical meeting. You will be contacted and issued with a refund on all previously paid invoices for exhibition space.

We hope to replicate as many of the aspects of the proposed July meeting as possible, with a pre-recorded CPD accredited programme, sponsored symposia, and e-posters. In terms of the exhibition we have discussed and looked at various options for a virtual exhibition. Unfortunately, none of them proved to be financially viable for the BAD or individual exhibitors.

Instead we have put together some more costs effective options outlined in this brochure to enable each of the exhibitors to participate in the Virtual Meeting. Thank you for your support of the meeting in these extraordinary times.

## IMPORTANT DATES

### Registration & Sponsorship Opportunities

On-line registration opens	4 <sup>th</sup> May 2020
Pre-Launch registration deadline	31 <sup>st</sup> August 2020
Post-Launch registration from	1st September 2020
Bookings Open for Exhibitors	10:00am on 12 <sup>th</sup> May 2020

### Sponsored symposia (pre-accepted)

Confirmed and invoiced	1 <sup>st</sup> June 2020
Deadline for final programme submission	8 <sup>th</sup> June 2020
Recorded presentation submission	1 <sup>st</sup> July 2020

## KEY CONTACTS

### Official Website

[www.badannualmeeting.co.uk](http://www.badannualmeeting.co.uk)

### British Association of Dermatologists (Conference Organisers)

Christopher Garrett  
Conference & Event Services Manager  
Tel: +44 (0)20 7391 6354  
Email: [conference@bad.org.uk](mailto:conference@bad.org.uk)

### TF Group

Lower Ground Floor, Cranmer House  
39 Brixton Road,  
London  
SW9 6DZ  
UK  
Email: [BADvirtual@tfigroup.com](mailto:BADvirtual@tfigroup.com)

## WHY EXHIBIT

An educational conference, the Annual Meeting of The British Association of Dermatologists is a great opportunity to meet with key decision makers and be visibly present at the largest UK dermatology conference.

The British Association of Dermatologists annual conference will be held virtually. Please help us celebrate our 100 year centenary.

### Reasons to participate

- Raise the profile of your company, products and services
- Excellent networking opportunities: build new partnerships with key stakeholders in Dermatology
- Create new business opportunities, increase sales and build a quality database
- To show your commitment to the profession
- Share and communicate science

### Who will attend?

#### Registration data 2019 British Association of Dermatologists Annual Meeting, Liverpool, 2 – 4 July 2019

Participant by Category	Total
Ordinary Member	502
Non-Member	291
Exhibitor	61
Trainee/Associate trainee Member	223
Overseas Member	18
Allied Healthcare Members	3
Associate Member	88
Retired Member	22
Honorary Member	24
Student Member	8
Research Scientist	21
Medical Student with accepted paper	19
ILDS & Guest Society members	8
<b>TOTAL</b>	<b>1310</b>

### Booking Exhibition Packages

Booking for the exhibition packages will be aimed at the pre-booked exhibitors for the originally planned July meeting. Subject to the uptake this may be increased to include other companies.

**Please return the booking form to secure participation – opens at 10:00 on Tuesday 12<sup>th</sup> May 2020.**

**ALL BOOKINGS SHOULD BE SENT VIA EMAIL TO: [conference@bad.org.uk](mailto:conference@bad.org.uk)**

Due to the revised timelines, we will aim to invoice for your full package as soon as possible. Our payment terms are 30 days and all invoices should be paid prior to the launch of the virtual meeting. If payment is not received your company may not be featured in the virtual meeting. Payments can be made by bank transfer only.

### Cancellation Policy

All cancellations must be sent in writing by email ([conference@bad.org.uk](mailto:conference@bad.org.uk)). A cancellation fee is charged according to the below policy:

- Any Exhibitor cancelling after **1st June 2020** will be liable for the total cost of their booking.

*For special invoice requirements or changes of invoicing address, please contact the organisers [conference@bad.org.uk](mailto:conference@bad.org.uk)*

## EXHIBITION PACKAGES

### LEVEL 1

- Exhibitor Directory Listing
- Company Name & Logo
- Company / Product Description (50 words)
- Company Contact details: Email, telephone, address
- Website Link
- Delegate list
- 1 free full registration for medically trained representatives

**COST £500 + vat**

### LEVEL 2

- Exhibitor Directory Listing
- Company Name & Logo
- Company / Product Description (100 words)
- Company Contact details: Email, telephone, address
- Website Link
- Additional link
- Delegate list
- Chat function with registered delegates logged onto the app
- 2 free full registration for medically trained representatives

**COST £1,000 + vat**

### LEVEL 3

- Exhibitor Directory Listing
- Company Name & Logo
- Company / Product Description (150 words)
- Company Contact details: Email, telephone, address
- Website Link
- 2 Additional links
- PDF document upload on directory entry
- Delegate list
- Chat function with registered delegates logged onto the app
- Delegate Details button – option for delegates to provide their contact details directly
- 3 free full registration for medically trained representatives
- Targeted email to all pre-launch registrants sent on company behalf by the BAD.

**COST £2,000 + vat**

## SPONSORED SYMPOSIA

We have already reviewed all the symposium proposals submitted for the originally planned July meeting.

Package includes:

- Pre-recorded session as part of the programme available to all registered delegates
- 45 minutes to 1hour session
- Technical support with the recording (if required)
- Page in final online programme
- Page on the meeting app
- PDF information upload on app page
- A PDF advertisement notice specified for inclusion in Associations email mailshot preceding the conference
- Waived faculty registrations for invited speakers (maximum of 4)

**COST £5,000 + vat**

# SOLD OUT

## PHARMA PRESENTATION ZONE – HOT TOPIC AREAS

15 minute pre-recorded presentation to be available to all registered delegates (limited to 1 per company)  
6 companies in total:

**COST £1,000 + vat**

# SOLD OUT

## FINAL PROGRAMME ADVERT

The final programme is a complete document, downloadable PDF. The flipbook will be available online pre, during and post the Annual Meeting. Full colour page advertisement in final programme

**Deadlines**

# SOLD OUT

Final Programme only	1st July 2020
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**COST £750 + vat**

## APP BANNER ADVERTISING

The BAD Annual Meeting App will be the platform used by all registered delegates to navigate the meeting and view the educational content, presentations, symposia, e-posters and exhibitor directory.

We are offering 5 companies the opportunity to be one of the rotating banners at on the landing page of the app, with a clickable link to your company site. This is a great mechanism and provides high exposure placement in the app to drive traffic to your company's website before, during and after the event.

**COST £2,000 + vat**

# SOLD OUT

100TH ANNUAL MEETING OF THE BRITISH ASSOCIATION OF DERMATOLOGISTS

# VIRTUAL MEETING