

Exhibition Details & Sponsorship Opportunities



IMPORTANT DATES

Registration	
On-line registration opens	January 2022
Early registration deadline	13 May 2022
Standard registration deadline	17 June 2022
Online registration closes	17 June 2022
Exhibition	
Site-visit	25th November 2021
Exhibitor application opens	11:00am on 6 th December 2021
Exhibition technical manual on-line	January 2022
Deadline for receipt of final balance of payments	4th March 2022
Stand build	3 rd + 4 th July 2022
Exhibition open	5 th – 7 th July 2022
Exhibition break down	7 th July 2022
Sponsored symposia	
Application deadline	28 th February 2022
Deadline for final programme submission	8th April 2022
Deadline for receipt of payment	29 th April 2022
Conference scientific session abstracts	
On-line abstract submission opens	October 2021
Deadline for main meeting abstracts	7th January 2022
Deadline for special interest groups abstracts	4th February 2022

KEY CONTACTS

Official Conference Website

www.badannualmeeting.co.uk

Congress Venue

Scottish Event Campus

Glasgow

G3 8YW

UK

www.sec.co.uk

British Association of Dermatologists (Conference Organisers)

Christopher Garrett

Conference & Event Services Manager

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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.

FORMAT

We are delighted to be returning to a physical in person meeting, but also wish to retain the benefits that delegates have experienced with the virtual meetings. The plan is that the educational content of the meeting will be available on a virtual platform (as per the 2020 & 2021 meetings) post conference for a 6 month duration. The Virtual platform will be sold as a post-meeting registration option separately.

Please note the added ROI that we would like to offer to our Exhibitors and Sponsors:

- Virtual Platform Directory – All exhibitors booking a physical stand will be given a FREE directory entry on the virtual Post-meeting platform.
- Sponsored Symposia – All in person sponsored symposia will have the option to have their content captured and available for 6 months on the virtual platform.
- Virtual Sponsored Symposia – there will be opportunities for companies to submit proposals for virtual only sponsored symposia.

THINK GREEN

In an effort to make the return to physical meetings as environmental as possible we are implementing the following measures:

- Reduction in printed material, incl no printed programme
- Review of catering, including vegetarian lunch option only
- Suggested request for overseas speakers to present remotely or send a pre-recorded (please notify us if you wish to have speakers present virtually).

As an exhibitor, we would strongly encourage you to think about all aspects of your participation at the meeting, including travel, stand materials and catering. With the British Association of Dermatologists continued efforts to promote and encourage sustainability across their ever-increasing programme of events, the 2022 Annual meeting in Glasgow is a perfect platform for Exhibitors to showcase not only their messages, but also highlight their own position on this incredibly important issue.

Many Venues, Suppliers, Exhibition Stand Designers and Contractors will already be aware of the importance of recycling and sustainability.

Here are a few simple elements which could be introduced to prospective designs;

- o Choose a long-lasting, reusable modular stand
- o Re-use bespoke elements for multiple shows
- o Lay fibre-mixed carpets that can be recycled, or put down carpet tiles that can be re-used
- o Choose other materials for your displays, such as plastics and cardboard, that can be recycled
- o Use timber and paper materials from well-managed forests (with Forest Stewardship Council approval)
- o Install low-wattage lighting or LED energy-efficient lighting
- o Use organic compound-free adhesives
- o Look for “green”, water-based paints

Also, where possible, try not to produce tons of printed marketing materials - email your brochure to potential clients or use scannable QR codes. Promote your green credentials and spread the word about sustainability!

The SEC Glasgow is at the forefront of promoting - and practising sustainability. Click on their website for more information: Responsible Visitor Charter | SEC

Reasons to participate

- Raise the profile of your company, products and services
- Excellent networking opportunities: build new partnerships with over 1,000 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 2nd - 4th July 2019. Last in person BAD Annual Meeting.

Participant by Category	Total
Ordinary Member	472
Non-Member	350
Exhibitor	72
Trainee/Associate trainee Member	223
Overseas Member	7
Allied Healthcare Members	3
Associate Member	75
Retired Member	25
Honorary Member	22
Student Member	12
Research Scientist	10
Medical Student with accepted paper	11
TOTAL	1281

EXHIBITION

The exhibition is an integral part of the BAD Annual Conference and will take place in Hall 5 of the Exhibition centre. The exhibition will comprise of a mixture of space and shell scheme stands. The layout of the exhibition hall has been designed to maximise flow around the hall, the inclusion of 2 hot topics areas, a Wellbeing area, E-posters - plus catering points, make the exhibition hall a focal point for delegates, giving exhibitors the chance to forge strong personal links with new and existing clients in a professional yet relaxed, atmosphere.

Exhibition opening times

Tuesday 5th July 10:00 – 17:00

Wednesday 6th July 08:30 – 17:00

Thursday 7th July 08:30 – 14:00

Exhibition Rates

Shell scheme stands

£525 (+VAT) per m2

Fascia name board

Full company contact details and profile listed in final programme and conference app

Space only stands

£500(+VAT) per m2

Space in Hall to the dimensions & positions chosen

Full company contact details and profile listed in final programme and conference app

Not included:

Exhibitors are kindly requested to note that the costs stated do not include furniture and/or equipment such as electricity. For this purpose, please refer to the Exhibition Technical Manual which will be available on the website in January 2022.

Booking Exhibition Space & Payment Policy

Booking for the exhibition space will **open at 11:00am on Monday 6th December 2021**. Please do not send the booking form before this time as it will not be considered.

ALL BOOKINGS SHOULD BE SENT VIA EMAIL TO: conference@bad.org.uk

All bookings for exhibition space will be considered on a '**first come first served**' basis. Please try and vary the position of your choices to give you more options and a better chance of getting one of your selections. You may book combinations of stands as one single choice, but please do not choose the PSG stands (Patient Support Groups). The organiser, where possible will respect the exhibitor's preference.

A deposit invoice of 25% payable within 30 days is sent to the company upon booking and a balance invoice will be sent in February 2022 also payable within 30 days. For bookings taken after these deadlines a full payment is required. Confirmed spaces may be released without prior notification if the exhibitor fails to settle any invoice in due time. Payments can be made by bank transfer only.

For special invoice requirements or changes of invoicing address, please contact the organisers conference@bad.org.uk

Cancellation Policy

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

- Cancellations received before the close of business on **4 March 2022** will receive a full refund of monies paid, less the 25% plus VAT deposit.
- Any Exhibitor cancelling after **4 March 2022** will be liable for the total cost of the space plus VAT.

Exhibitor & Complimentary Passes

Exhibitor passes:

Exhibitors receive 1 badge per 2m² of exhibition space purchased. These passes will allow access to the exhibition hall only. The badges display the exhibiting company name only so that they can be exchanged between staff for the duration of the conference. If you do not need all the passes that you are allocated, please indicate this on the requirements form which will be available on the website in March 2022. If you require any additional passes, these will be charged at **£75 (+VAT) per person**.

Complimentary passes:

In addition, as part of your stand booking there will be full complimentary passes at the following scale:

- 4-8sqm = 1 free registration
- 9-16sqm = 2 free registrations
- 17-30sqm = 3 free registration
- 31 sqm+ = 4 free registrations

These passes will need to be applied for by completing the relevant form which will be available on the website from March 2019. The deadline for receiving this form is **17th June 2022**. We advise that you adhere to this deadline otherwise passes will have to be organised onsite.

Exhibitors are kindly requested to note that these passes are strictly for industry staff and can **not** be used to invite dermatologists as guests of the company.

SPONSORED SYMPOSIA

Organised by the sponsor, the satellite symposia take place on-site at the congress venue with the option to have them included on the post meeting virtual platform.

Location	Room	Date	Capacity	Price
SEC Glasgow	Alsh	Wednesday 6th July, 07:45 – 08:30	300	£4,000 + VAT
SEC Glasgow	Boisdale	Wednesday 6th July, 07:45 – 08:30	300	£4,000 + VAT
SEC Glasgow	Alsh	Wednesday 6th July, 12:45 – 13:45	300	£17,500 + VAT
SEC Glasgow	Boisdale	Wednesday 6th July, 12:45 – 13:45	300	£17,500 + VAT
SEC Glasgow	Carron	Wednesday 6th July, 12:45 – 13:45	255	£17,500 + VAT
SEC Glasgow	Alsh	Wednesday 6th July, 18:15 – 19:00	300	£4,000 + VAT
SEC Glasgow	Boisdale	Wednesday 6th July, 18:15 – 19:00	300	£4,000 + VAT
SEC Glasgow	Alsh	Thursday 7th July, 07:45 – 08:30	300	£4,000 + VAT
SEC Glasgow	Boisdale	Thursday 7th July, 07:45 – 08:30	300	£4,000 + VAT
Virtual Platform only	N/A	At launch of Post Meeting platform	n/a	£5,000 + VAT

The following are included in the price:

- Provision of a room at the Exhibition centre
- Option to have recorded and available of post meeting virtual platform
- Supply of basic technical equipment as set up per a scientific session
- Access to speaker preview room
- Publication of programme in advance of the conference in the second announcement, conference website and mobile application
- Publication of programme in the printed programme
- A PDF advertisement notice specified for inclusion in Associations email mailshot preceding the conference

Time slots are assigned by the scientific committee based on the proposal submitted. Proposals for Satellite Symposia should be submitted by **Friday 28th February 2022**. Template for proposals and guidelines available on request. Please email conference@bad.org.uk

Satellite Symposium Badge

Each company will be allocated 10 satellite symposium badges. The badges are only valid for one day and provide access only to the satellite.

Exhibiting companies must agree to not hold any unofficial satellite meetings within a 5-mile radius of the conference venue for the duration of the meeting open days. This should include time taken to transport delegates to evening social events.

PHARMA PRESENTATION ZONE – HOT TOPIC AREAS

Excellent opportunity for companies to showcase their products and services, the zone is located in the Hot Topic Areas in the main exhibition hall. Note only exhibiting companies can book a slot. Slots available on:



Tuesday 5 July:

12:30 – 12:45 – PPZ1

12:45 – 13:00 – PPZ2

Thursday 7th July:

12:30 – 12:45 – PPZ3

12:45 – 13:00 – PPZ4

Costs: £1,000 (+VAT)

SPONSORSHIP OPPORTUNITES

Delegate badge & lanyard branding

Every participant receives a lanyard with a badge. Include your brand on the badge or lanyards. The company must supply the lanyard to the specification of the BAD.

Costs: Badge: £1,000 (+VAT), Lanyard: £1,000 (+VAT)

Scanners

Flexible and intuitive, exhibitors can scan visitors to the stand or satellite symposium via the delegates badge. The RFID scanners will be installed and individually set up via iPad rental devices.

Rental of RFID badge scanner includes:

One iPad rental device (installed and set up)

One data export after the conference*

Option to have a set-up automated email that will be sent to each delegate who scan their badge

No internet connection required

*The delegate data received will include name and postal address. Emails will only be received if the delegate has specified consent in the registration process.

Cost: £400 per scanner (+VAT)

Programme advertising

The second announcement, emailed to all members at the end of April and available on the conference website, is a complete document detailing all sessions and general information. The second announcement is a key tool for participants to organise their schedule.

The final programme is a complete document printed and given to each participant on arrival at the conference centre.

Deadlines

Second Announcement only	11th March 2022
Second Announcement & Final programme	11th March 2022
Final Programme only	6th May 2022

Costs: Full colour page advertisement in second announcement: £750 (+VAT)

Full colour page advertisement in final programme: £750 (+VAT)

Full colour page advertisement in second announcement and final programme: £1,000 (+VAT)

Well-being Zone

Located in the heart of the exhibition hall, D-Stress & Go will provide a relaxation hub for delegates and exhibitors.

'Our team of therapists are able to provide a wide variety of therapies which include Shiatsu, Reiki, Seated Acupressure Massage, Indian Head Massage and Thai Yoga Massage. Included with each therapist we provide a Reflexology Foot Massage Machine/Chi Machine. This enables delegates/exhibitors waiting for their session to further enjoy the relaxation experience.'

As a sponsor of the area you will be able to provide branded t-shirts for all the therapists, branded pull up banners and a rigged banner above the well-being zone.

Cost: Price on application

Conference Wi-Fi

There are several ways in which the Wi-Fi at the SEC Glasgow is available for sponsoring. Please contact the conference organisers to discuss this further.

Cost: Price on application

Mobile App

The conference app is a great mechanism by which delegates choose sessions to attend and navigate around the conference venue and exhibition. Exclusive sponsorship provides high exposure placement in the app to drive traffic to your company's on-site presence before, during and after the event.

Exclusive sponsorship: Price on application

Conference Website Advertisement

Display your advert on the conference website for maximum pre and post conference exposure. Your advert will be prominently featured on the conference website interior pages from the time we receive your advert through to the end of the conference.

Cost: Price on application

Advertisement opportunities at the SEC Glasgow

Increase your visibility at the BAD Annual Conference with a selection of advertising opportunities within the venue. Please contact Christopher Garrett (conference@bad.org.uk) for further details.

If you have your own suggestion regarding sponsorship or to discuss any of the above opportunities, contact Christopher Garrett on 020 7391 6354 or email conference@bad.org.uk



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