The Association of Anaesthetists of Great Britain & Ireland

ANNUAL CONGRESS
BOURNEMOUTH
Bournemouth International Centre

Exhibitor Invitation Pack

www.annualcongress.org
Dear Exhibitor,

AAGBI Annual Congress, 19 - 21 September 2012
Bournemouth International Centre (BIC)

You are cordially invited to exhibit at AAGBI Annual Congress 2012 which is being held at the Bournemouth International Centre (BIC). Over the past few years, this meeting has increased in both delegate participation and medical company involvement. We are in no doubt that the Annual Congress is the annual meeting for all anaesthetists in Great Britain and Ireland.

At Annual Congress 2011, we had over 779 delegates attend the meeting. We’re also delighted to announce that we have taken the decision to freeze the exhibition stand prices for this year, which is the 4th year in a row we have managed to do this. We are aware of the current financial constraints companies are operating under so as always we aim to make the meeting accessible and offer good value for money.

Please find included the stand booking form and exhibition floor plan and sponsorship opportunities flyer. The exhibition will be run over all three days with the exhibition taking place in the Windsor Hall on the ground level of the conference centre, where all complimentary catering will be served. Sponsors of the AAGBI Annual Congress will be entitled to priority booking from Wednesday 6 June 2012 from 10.00 and open to the rest of industry on Monday 11 June 2012.

To avoid missing out on your desired space, please call Oliver Kingham on 0207 631 8863 to reserve your stand. Bookings are taken on a first come first served basis.

The exhibition will open at 08:30 on Wednesday 19 September (with set-up all day Tuesday 18 September) and closes at 14:30 on Friday 21 September (break-down from 14:45). We have also ensured there are plenty of opportunities for you to network with the delegates. We shall be providing a shell scheme, one 500watt power socket, one table and two chairs per stand. The AAGBI will try to accommodate any special requests, however exhibitors are reminded that they are not entitled to request/agree to any services (including catering) from the venue operators that has not been agreed with the AAGBI first.

Exhibitors are also invited to supply details of their company's products and any competitions or promotions available on their stand for inclusion in the conference programme. After the successful launch of the WSM 2012 Event App, we will be producing an App for this year's meeting. The App will be available for download on all smart phones so we will require a company profile, web address and company logo. Profiles must be limited to 200 words (black and white) and all details must be submitted to me by Friday 13 July 2012. All logos, profiles and contact details will be included on the App and in the final conference booklet.

Aside from booking stand space, there are additional sponsorship and promotional opportunities available to enhance your company's presence at these meetings. Please visit the sponsorship opportunities page on the annual congress website. Please contact Nicole Bates, nicolebates@aagbi.org, to discuss any sponsorship opportunities for the meeting.

Finally, if you are not responsible for exhibition bookings, I would be grateful if you could forward this letter onto the relevant person within your company.

Should you have any further questions regarding any element of the exhibition, please feel free to contact me on 0207 631 8863 or oliverkingham@aagbi.org.

Yours sincerely,

Oliver Kingham
Educational Events Co-ordinator
# Trade Exhibition Booking Form

**AAGBI Annual Congress 2012 Trade Exhibition**  
**19 - 21 September 2012, Bournemouth International Centre (BIC)**

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**Company Name (used in meeting literature)**  
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**Address**  
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               Postcode  \........................................................................................................................................................................
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**Telephone**  

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**Fax**  

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**Contact name**  

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**E-mail**  

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**PRICES HAVE BEEN FROZEN FOR THE FOURTH YEAR**

<table>
<thead>
<tr>
<th>Exhibition Stand Number</th>
<th>Size (m)</th>
<th>No of lunch tickets per day</th>
<th>Price of stand</th>
<th>Deposit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 18, 19, 23, 24, 27, 28, 30, 31, 32, 33, 37, 38, 39, 40, 43, 44, 45, 53, 54, 55, 56, 57, 58, 59, 60</td>
<td>3x2m</td>
<td>2</td>
<td>£1650 plus VAT</td>
<td>£990</td>
</tr>
<tr>
<td>11, 12, 13, 14, 15, 16, 17, 21, 22, 25, 26, 34, 35, 41, 42, 46, 47, 48, 49, 50, 51, 52</td>
<td>3x3m</td>
<td>3</td>
<td>£2475 plus VAT</td>
<td>£1485</td>
</tr>
<tr>
<td>20, 36</td>
<td>4x6m</td>
<td>8</td>
<td>£6600 plus VAT</td>
<td>£3960</td>
</tr>
<tr>
<td>29</td>
<td>6x6m</td>
<td>12</td>
<td>£9900 plus VAT</td>
<td>£5940</td>
</tr>
</tbody>
</table>

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**PLEASE NOTE: WE REQUIRE FULL PAYMENT BEFORE THE CONFERENCE. YOU WILL NOT BE PERMITTED TO EXHIBIT IF YOU HAVE NOT PAID IN FULL**

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**First choice of stand...... (second choice ................. third choice ........... )**

*(It is advisable to telephone to check stand availability before sending your booking form)*

**Shell Scheme:** I **do** require a shell scheme  

**DEPOSIT ENCLOSED £.............**

Stands must be manned during key exhibition times (including refreshment and lunch breaks). With the exception of ‘space-only’ stands, all exhibition stands come equipped with one shell scheme with company name panel/facia; one electrical package (one 500 watt power socket and two spotlights); and one furniture package (one 6ft trestle table and two chairs). You will also get complimentary registration for up to two company representatives.

**Furniture:** I would like to reserve ........ chairs and ........ tables. One table and two chairs are available at no extra charge. Please remember to bring your own table covering. Additional furniture can be hired and further details will be sent to you in your exhibitor pack.
**Lunch (Hot-fork buffet):** Lunch tickets per day are allocated as shown in the table above.

Any further lunch tickets that you may require can be purchased at a cost of £24.00 + VAT per day.

I require........ extra lunch ticket/s on Wednesday @ a cost of £24.00 + VAT each
I require........ extra lunch ticket/s on Thursday @ a cost of £24.00 + VAT each
I require........ extra lunch ticket/s on Friday @ a cost of £24.00 + VAT each

Please note you will be able to purchase these tickets at the enquires desk at the conference, if you are unsure of how many extra tickets you require in advance.

<table>
<thead>
<tr>
<th>Date</th>
<th>Number of Additional Tickets</th>
<th>Cost per Ticket</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td></td>
<td>£24.00 + VAT</td>
</tr>
<tr>
<td>Thursday</td>
<td></td>
<td>£24.00 + VAT</td>
</tr>
<tr>
<td>Friday</td>
<td></td>
<td>£24.00 + VAT</td>
</tr>
</tbody>
</table>

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

Please make your cheque payable to the ‘Association of Anaesthetists’ and send it with this form to:

Oliver Kingham, Association of Anaesthetists, 21 Portland Place, London W1B 1PY. Fax: 020 7631 4352.

You will be invoiced for the balance plus VAT at a later date.

Reservations may be made by telephone to the AAGBI Events Department on 020 7631 8863 and this form with a cheque for the deposit should be forwarded to confirm the booking. In the event of cancellation, the deposit fee will be forfeited; any cancellations made on or after 09 August 2012 will be liable for the full stand hire cost.

**PLEASE ENSURE THAT ALL SECTIONS OF THE FORM ARE COMPLETED**
Annual Congress
19-21 September 2012, Bournemouth

This year’s Annual Congress comes to Bournemouth, one of England’s most vibrant and cosmopolitan seaside resorts. We will welcome over 800 working anaesthetists from a variety of clinical and scientific backgrounds.

Exhibitor package – Cost: from £1180
Shell scheme exhibitor spaces start at 2x2 meters. All exhibitors will receive a delegate list (names and hospital only), an acknowledgement and logo on the AAGBI website and a listing in the final programme.

Additional opportunities

Satellite Symposia – Cost: £7,000-£10,000
Satellites are an ideal opportunity for your company to provide a speaker/s of your choice to present an educational lecture to the delegates. These can take place before the conference (1.5 hr slot), at lunchtime (1 hr slot) or in the evening (1.5 hr slot). Catering can be arranged during or after your Satellite.

Keynote lecture sponsorship – Cost: £7,000
The keynote speaker is a high-profile speaker or an expert in the field invited by, and approved by the sponsoring company and the AAGBI.

Industry seminars – £1,500 for one, £3,500 for three
Industry seminars run for 20 minutes during the refreshment breaks and provide a great promotional opportunity for you to market your products and services to registered delegates.

Conference app - Cost: £2,500
Our official smartphone app allows delegates to keep up to date with essential conference information and plan their personal itinerary. Sponsor the app and get prominent branding on every page and two push notifications per day.

Workshops - Cost: £2,500
Sponsor one of our practical workshops and get active promotion through hands-on use of equipment or with a display to promote products.

Speaker abstract USB memory stick – Cost: £2,500
A USB memory stick is given to all delegates and contains speaker abstracts, key references and PowerPoint presentations. Include a logo on the memory sticks, up to five pages of educational content and a hyperlink to your company website.

Delegate bag - Cost: £2,000
Your company logo will also be printed on all the bags given to each delegate upon arrival.

Delegate bag insert - Cost: £800
Insert printed information inside the delegate bags.

Advertising – Cost: £460 for a half page/£750 for a full page
Advertise in our conference programme.

Branded conference lanyard - Cost: £700
Have your company logo printed on the badge lanyards, issued to every delegate.