

Invitation to Annual Society Meeting Partners and Exhibitors

# British Society for Haematology 57th Annual Scientific Meeting

Monday 27 March – Wednesday 29 March 2017  
Brighton Centre, Brighton, UK

 [@BritSocHaem](https://twitter.com/BritSocHaem)    [www.bshconferences.co.uk](http://www.bshconferences.co.uk)



## Welcome

Dear Colleagues,

It is with great pleasure that we invite you to join us at the BSH Annual Scientific Meeting 2017, which will take place at The Brighton Centre, Brighton, 27 - 29 March 2017.

This meeting is an excellent opportunity for you to engage with your target market and the UK haematology community. Industry involvement is an integral part of the meeting.

The BSH 2017 Annual Scientific Meeting will cater for all haematology specialists with an excellent scientific and educational programme covering the latest research and best practice.

The three main days will be packed with more than 36 sessions and will open with a joint BSH/ASH session and close with a summary of key information from the meeting in the take-home messages. In between will be 27 educational sessions, 3 plenary lectures and 12 satellite symposia as well as free communication and 'meet the expert' sessions.

There are various opportunities for promotion and exhibiting and this prospectus should provide you with all the information you require, however if you wish to discuss a bespoke package, we would welcome your suggestions.

We very much look forward to working with you and look forward to welcoming you to Brighton in 2017.

**Tim Littlewood**  
BSH President

**Paddy Carrington**  
Chair, BSH Programme Committee

“ We would be delighted if your company would support this innovative and exciting meeting, bringing together the very best in the field of Haematology. ”

## Contents

About BSH	4
Dates and Venue for 2016	5
Proposed Scientific Programme	6
What To Do Next	7
Exhibition Opportunities	8
Sponsored Symposia	9
Onsite Branding Opportunities	10
Print Partner Opportunities	12
Technical Partner Opportunities	13
Opportunities to Partner on Something Different	14

## About Us

The British Society for Haematology (BSH) has been bringing haematology professionals together since 1960 to transform the care we provide to patients. With over 1600 members worldwide, we are the largest UK organisation concerned with haematology and the only society to cover all aspects of the speciality.

### Further information

For more information or membership enquiries, please contact:

British Society for Haematology  
100 White Lion Street  
London  
N1 9PF  
T: 020 7713 2090  
W: [www.b-s-h.org.uk](http://www.b-s-h.org.uk)

For membership details please visit [www.b-s-h.org.uk/3\\_Membership.html](http://www.b-s-h.org.uk/3_Membership.html)

### Annual Scientific Meeting Secretariat

MCI UK Ltd  
Suite 4.1  
Turnberry House  
175 West George Street  
Glasgow  
G2 2LB  
E: [BSH2017@mci-group.com](mailto:BSH2017@mci-group.com)

### BSH 2017 Programme Committee

Paddy Carrington

Kris Bowles

Tim Littlewood

Charlie Craddock

Rebecca Auer

Gordon Cook

Jamie Cavenagh

Tamara Everington

Adele Fielding

Stephen Kitchen

Andrew McMillan

Mary Frances McMullin

Laura Meehan

David Rees

David Roberts

Huw Rowswell

## Dates

British Society for Haematology 57th Annual Scientific Meeting takes place at the Brighton Centre from Monday 27 March – Wednesday 29 March 2017.

### Key Deadline Dates

Friday 4 November 2018	Launch of Registration & Abstracts
Friday 16 December 2016	Abstract Submission Deadline
Friday 6 January 2017	Early Bird Registration Deadline
Thursday 2 February 2017	Notification of Abstract Acceptance
Friday 10 March 2017	Pre Annual Meeting Registration Deadline
Monday 27 March – Wednesday 29 March 2017	BSH 2017

## Venue

The British Society for Haematology 57th Annual Scientific Meeting will take place within the Brighton Centre. The Brighton Centre is one of the largest purpose built Annual Meeting and exhibition centres in the South of England. Complimented on the light, airy and spacious interiors, the venue is located on the beachfront with panoramic sea views and is a stone's throw away from Brighton's major hotels and restaurants.

Brighton Centre  
King's Rd  
Brighton  
BN1 2GR  
T: 01273 290131  
W: [www.brightoncentre.co.uk](http://www.brightoncentre.co.uk)

### Brighton

Brighton is a vibrant and creative city known for its atmosphere, culture and seaside location, it is a city that is constantly on the move, with a packed social calendar all year round, with its diversity, culture and strong history there is no city like it.

For more information on what Brighton has to offer, please visit [www.visitbrighton.com](http://www.visitbrighton.com)

## Proposed Scientific Programme

### Monday 27 March 2017

09:30 – 10:45	Plenary Session
10:45 – 11:15	Refreshment Break
11:15 – 12:45	Concurrent Sessions
12:45 – 13:30	Plenary Session
13:30 – 14:30	Lunch
14:30 – 16:00	Concurrent Sessions
16:00 – 16:30	Refreshment Break
16:30 – 19:15	Satellite Symposia and Meet the Expert Sessions

### Tuesday 28 March 2017

07:15 – 10:00	Concurrent Sessions
10:00 – 10:30	Refreshment Break
10:30 – 12:00	Concurrent Sessions
12:00 – 13:15	Plenary Session
13:15 – 14:15	Lunch
14:15 – 15:45	Concurrent Sessions
15:45 – 17:15	Satellite Symposia and Meet the Expert Sessions
17:30 – 20:00	Poster Moderation and Networking Drinks

### Wednesday 29 March 2017

08:30 – 10:00	Concurrent Sessions
10:00 – 10:30	Refreshment Break
10:30 – 12:00	Concurrent Sessions
12:00 – 12:15	Refreshment Break
12:15 – 13:15	Plenary Session
13:15 – 14:30	Lunch and close of exhibition
14:30 – 16:00	Concurrent Sessions
16:00 – 16:30	Close

### Why Get Involved?

Reasons why your company should support BSH 2017:

- Fantastic networking opportunities
- Excellent rates to suit a range of budgets, organisations and requirements
- Relevant and engaging scientific content
- World class speakers
- Accessible and exciting location

## What To Do Next

We would be delighted to welcome you to BSH 2017. To join us for this exciting event, please complete, sign and return the enclosed industry booking form, detailing your preferred Annual Scientific Meeting partnership and/or exhibition space options. Only booking forms which have been signed will be accepted.

Once you have returned the form, a member of the Annual Scientific Meeting team will be in touch. Should you wish to discuss your requirements or check the availability of any of the opportunities, please contact the Annual Meeting Secretariat, MCI UK Ltd using the contact details highlighted below.

**Note:** a booking form in word format accompanies this prospectus and will also be available to download from the dedicated Annual Meeting website at [www.bshconferences.co.uk](http://www.bshconferences.co.uk)

### Contact Information

BSH 2017 Annual Scientific Meeting  
C/o Annual Scientific Meeting Secretariat, MCI UK Ltd  
Suite 4.1, Turnberry House, 175 West George Street, Glasgow, G2 2LB  
P: +44 (0) 141 202 2888  
E: [BSH2017@mci-group.com](mailto:BSH2017@mci-group.com)  
W: [www.bshconferences.co.uk](http://www.bshconferences.co.uk)

**Annual Scientific Meeting Industry Booking Form**

Please tick your preferred item(s) for Annual Meeting partners longer be available, we will contact you to discuss an alternative.

**Sponsored Symposium**  
Sponsored Symposium - Monday 27th March: 16:30 - 17:30  
Sponsored Symposium - Monday 27th March: 17:45 - 19:00  
Sponsored Symposium - Tuesday 28th March: 16:15 - 17:30

**Onsite Partner Branding Opportunities**  
Registration Area (1 partner only)  
Poster Boards (1 partner only)  
Refreshment Area / Tea & Coffee (1 partner only)  
Branded Delegate Bags (1 Partner only) **Book by 24th**  
Delegate Lanyards (1 Partner only)

**Print Partner Opportunities**  
Pocket Programme Book (1 Partner only) **Book by 24th**  
Printed Programme Book (1 Partner only) **Book by 24th**

**CcTechnical Partner Opportunities**  
Mobile App (1 partner only)  
Audio Visual (1 partner only)  
IT Charging Station (1 partner only)  
Wi-Fi Partner (1 partner only)  
Portable Power Bank (1 partner only)  
USB Partner (1 partner only)

**Opportunities to Partner on Something Different**  
Webcast of Key Educational Sessions  
Educational Grant to support Pitfalls Meeting

Note: VAT is charged at the prevailing rate, if applicable.

**Annual Scientific Meeting Industry Booking Form**

Company name: \_\_\_\_\_  
Contact name: \_\_\_\_\_  
Address for correspondence: (confirmation letter etc) \_\_\_\_\_  
Telephone: (including country and area dialling code) \_\_\_\_\_  
Mobile: (including country and area dialling code) \_\_\_\_\_  
Email: \_\_\_\_\_  
Company website: (this will be hyperlinked from the Annual Meeting site) \_\_\_\_\_  
Company Twitter name: \_\_\_\_\_  
Address for invoicing: (if different from the above) \_\_\_\_\_  
PO Number: \_\_\_\_\_

2

1

@BritSocHaem www.bshconferences.co.uk

## Exhibition Opportunities

The exhibition will take place in Auditorium 1 at The Brighton Centre. Tea, coffee and lunch will be served within the exhibition area.

### Exhibition Space Only (PER SQUARE METRE) **£625 + VAT per sqm**

Exhibition space includes:

- 2 x exhibitor registrations including tea, coffee and lunch for the duration of the Annual Meeting per 9sqm of space booked
- Acknowledgement on the dedicated BSH 2017 Annual Scientific Meeting website and event app

### Exhibition Shell Scheme (6sqm) **£5,000 + VAT**

Shell scheme space includes:

- Shell scheme fixture; 2m high white panels, full ceiling grid and fascia panels with name board displaying exhibitor name and stand number
- 1 x table and 2 x chairs
- 1 x 500w square pin socket outlet
- 2 x 120w track mounted spotlights
- 2 x exhibitor registrations including tea, coffee and lunch for the three main programme days
- Acknowledgment on the BSH 2017 Annual Scientific Meeting website and event app

### Additional Exhibitor Registrations **£150 each + VAT**

Exhibitors are welcome to purchase additional exhibitor registrations should more be required above entitlement (2 passes per 6sqm shell scheme or 2 passes per 9sqm space). Each additional registration is priced at £150 + VAT for the duration of the Annual Scientific Meeting and can be booked via the industry booking form if required.

Exhibitor registrations include access to the exhibition hall only and will not be permitted into any scientific sessions. Lunch, tea and coffee is included for exhibitors for the duration of the Annual Scientific Meeting.



## Sponsored Symposia

### 75 Minute Sponsored Symposium

£19,000 + VAT

- Monday 27 March: 16:30 - 17:45
- Monday 27 March: 18:00 - 19:15
- Tuesday 28 March: 16:15 - 17:30

SOLD OUT  
SOLD OUT  
SOLD OUT

All sponsored symposia receive the following with their package:

- E-shot mail out to delegates (combined email advertising all symposia)
- Inclusion of session in programme (in app and on website)
- Standard audio visual package
- Branding opportunities within the room
- Full control of format of symposium

**\*Note:** The symposia have been allocated so that there is no clash of topics at the same time. To find out what topics have already been booked, please contact us on BSH2017@mci-group.com

## Onsite Branding Opportunities

BSH 2017 provides our partners with a number of different opportunities for onsite branding throughout the Annual Scientific Meeting venue. Included below is further detail on ways in which you can engage with every visiting delegate.

### Registration Area (1 partner only)

**£5,000 + VAT**

A key Annual Scientific Meeting partnership item, this is the first area delegates and speakers visit on their arrival, as well as being the first port of call for information and service for delegates throughout the Annual Scientific Meeting. Partnership of this item would include:

- Acknowledgement with company logo on the branded registration desks
- Registration area branding in the form of space for two pop-up banners (to be provided by the partner)
- Acknowledgement with company logo on the dedicated Annual Scientific Meeting website
- Acknowledgement with logo printed in Annual Scientific Meeting printed programme
- Acknowledgement with company logo on the Annual Scientific Meeting mobile app

### Poster Boards (1 partner only)

**£6,000 + VAT**

The posters will be housed just outside of the exhibition hall. Around 300 posters will be on display during the Annual Scientific Meeting. This opportunity aligns your company branding alongside the latest innovations in the field of Haematology. Annual Scientific Meeting partnership of this item would include:

- Company logo on all poster directional signage, poster desk and poster floorplan
- Opportunity to brand the poster area
- Acknowledgement with company logo on the dedicated Annual Scientific Meeting website
- Acknowledgement with logo printed in Annual Scientific Meeting printed programme
- Acknowledgement with company logo on the Annual Scientific Meeting mobile app

### Refreshment Area / Tea & Coffee (1 partner only)

**£4,250 + VAT**

A natural opportunity for delegates to network and share ideas during the proceedings is the coffee breaks throughout the duration of the Annual Scientific Meeting. This partnership opportunity affords you the chance for maximum exposure of your company identity on one of the most densely populated locations. Partnership of the refreshment area includes:

- Acknowledgement with company logo at the coffee break areas
- The opportunity to provide additional branding, such as branded napkins and/or coffee cups (subject to approval)
- Acknowledgement with company logo on the dedicated Annual Scientific Meeting website
- Acknowledgement with logo printed in Annual Scientific Meeting printed programme
- Acknowledgement with company logo on the Annual Scientific Meeting mobile app

### Branded Delegate Bags (1 Partner only)

**£6,000 + VAT**

Each delegate will receive a BSH 2017 bag with your logo emblazoned on the side. A great exposure opportunity, your logo would be seen all over the city of Brighton. Partnership of this item would include:

- Delegate bag branding
- Acknowledgement with company logo on the dedicated Annual Scientific Meeting website
- Acknowledgement with logo printed in Annual Scientific Meeting printed programme
- Acknowledgement with company logo on the Annual Scientific Meeting mobile app

**Book by 24th February**

## Onsite Branding Opportunities

### Delegate Lanyards (1 Partner only)

**SOLD**

Branding of the lanyards that all delegates, speakers and exhibitors will wear.

A fantastic opportunity to see your logo on an item that all delegates will use for the duration of the event.

Partnership of this item would include:

- Delegate lanyard branding
- Acknowledgement with company logo on the dedicated Annual Scientific Meeting website
- Acknowledgement with logo printed in Annual Scientific Meeting printed programme
- Acknowledgement with company logo on the Annual Scientific Meeting mobile app

### Visual Branding Opportunities within Venue

**Price Upon Request**

There are a variety of branding opportunities around the Brighton Centre which are available to showcase your brand. If you are interested in any of these, please contact us to discuss.

These include, but are not limited to:

- Front Entrance Banner
- Ground Floor Foyer Pillars
- Marble Staircase
- Wall Mounted HD Plasma Screens
- Poster Sites in corridors

## Print Partner Opportunities

### Pocket Programme Book (1 Partner only)

£8,000 + VAT

The mini programme is a pocket sized Annual Scientific Meeting overview/exhibition plan that conveniently fits into the back of the delegate's badge. All delegates will receive this item upon collection of their badge. The pocket programme is used as a handy daily reference tool.

Sponsors will receive

- Sponsorship of this item would include an advertisement or your company logo on the back page
- Acknowledgement with logo on the dedicated Annual Scientific Meeting website
- Acknowledgement with logo on the dedicated Annual Scientific Meeting mobile app
- Acknowledgement with logo printed in Annual Scientific Meeting programme

**Book by 24th February**

**\*Note:** sponsor must provide their own print ready artwork. Specification and deadlines to be advised in the technical manual.

### Conference Programme (1 partner only)

£10,000 + VAT

Delegates will all receive the opportunity to purchase a copy of the printed conference programme upon arrival at the conference. This document will also be available for download from the dedicated conference website as a PDF document in the lead up to the conference and post conference. Conference partnership of this item would include:

- Acknowledgement with logo on the dedicated Annual Scientific Meeting website
- Acknowledgement with logo on the dedicated Annual Scientific Meeting mobile app
- Acknowledgement with logo printed in Annual Scientific Meeting programme
- Full page advertisement within the printed programme

**Book by 24th February**

## Technical Partner Opportunities

Our technical partner options provide you with myriad ways to interact with delegates both onsite during the Annual Scientific Meeting and offsite through the mobile app.

### Mobile App (1 partner only)

**SOLD**

This is a fantastic opportunity which offers delegates the chance to view the Annual Scientific Meeting materials at the touch of a button. The partner of this item will see their banner included on the dedicated Mobile App for this meeting. The app will be used by all delegates and will be the only source of information for areas such as abstracts, speaker biographies and exhibitor profiles. Partnership of this item would include:

- Acknowledgement with company logo on the dedicated Annual Scientific Meeting website, hyperlinked to your company website
- Acknowledgement with logo printed in Annual Scientific Meeting printed programme
- Company banner displayed on the Mobile App
- Up to three 'push notifications' to Mobile App users
- Dedicated e-shot promoting app launch

### Audio Visual (1 partner only)

**£7,500 + VAT**

The partner of this item will see their logo included on the holding slide which will be displayed in every session room on the screens before and after each session. The holding slide, and therefore the partner's logo, is an image that resonates throughout the Annual Scientific Meeting. Partnership of this item would include:

- Acknowledgement with company logo on the dedicated Annual Scientific Meeting website
- Acknowledgement with logo printed in Annual Scientific Meeting printed programme
- Acknowledgement with company logo on the Annual Scientific Meeting mobile app
- Company logo on the Annual Scientific Meeting holding slide
- Branding of the speakers' preview room with company logo

### Charging Station (1 partner only)

**£3,000 + VAT**

A charging station may be available onsite for delegates to use to re-charge their laptops, phones, tablets etc. Partnership of this item would include:

- Acknowledgement with company logo on the dedicated Annual Scientific Meeting website
- Acknowledgement with logo printed in Annual Scientific Meeting printed programme
- Acknowledgement with company logo on the Annual Scientific Meeting mobile app
- Partner logo to be included on charging station signs and branding (one colour only)
- Opportunity to provide additional branding (subject to approval)

### Wi-Fi Partner (1 partner only)

**£6,000 + VAT**

All attendees will access the wireless internet during BSH 2017. The wireless access partner will have the opportunity to engage with those professionals every time they do so. Align your company with this opportunity if you are looking for high volume contact and a chance to drive brand awareness.

- Your logo on the landing page of the dedicated BSH 2017 Wi-Fi network

### Portable Power Bank (1 partner only)

**£8,000 + VAT**

A fantastic opportunity to provide branded mobile power packs for all delegates. This can be a great way to increase footfall to your stand.

- Delegates will be given a ticket within their arrival pack which are to be exchanged at your exhibition stand for the power bank

### USB (1 partner only)

**£5,000 + VAT**

A fantastic opportunity to provide branded USBs containing all the congress abstracts for all delegates. This can be a great way to increase footfall to your stand.

- Delegates will be given a ticket within their arrival pack which can be exchanged at your exhibition stand for the USB.

## Opportunities to Partner on Something Different

BSH 2017 also provides companies the chance to partner with the Annual Scientific Meeting on a few less traditional items. Listed in this section are some different opportunities. We are open to suggestions big and small so if there is an opportunity that has not been included in this prospectus or you would like to explore different options, please contact us using the details on page 7.

### Webcast of Key Educational Sessions

Price Upon Request

Attending all educational sessions at a conference is impossible and therefore there is a growing need to share knowledge and educational opportunities beyond the dates of the actual event. High quality webcasting helps meet this substantial educational need. Support will be recognised on the webcast page with 'Supported by', followed by your company logo and a hyperlink to your website.

### Educational Grant to support Pitfalls Meeting

Price Upon Request

The Pitfalls meeting, which will take place on Sunday 26th March 2017, in Brighton is now in its ninth year. This popular education day, aimed chiefly at trainees, will focus on "Pitfalls in Managing Cancer" and promises to deliver exciting and relevant content. Support will be recognised on the BSH 2017 website and on the mobile app and an opportunity to have a presence at the session.