

British Geriatrics Society
Improving healthcare for older people

BCS

Sponsorship and exhibition opportunities

From £750 + VAT



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BGS Spring and Autumn Meetings

Feedback from attendees

96% agreed that attending developed their knowledge and understanding

93% would highly recommend this event to others

Overview

The British Geriatrics Society is committed to fostering research and providing continuing professional development (CPD). The aims of our annual meetings are to highlight current clinical practice; provide a platform to present current research outcomes and showcase successful service delivery. The conferences accept abstracts from researchers around the world and welcome multi-disciplinary audiences. Each meeting focuses on key themes in the healthcare of older people and is built around our central CPD programme to address knowledge gaps, explore solutions to critical issues and to address the changing needs of today's ageing population. The conferences feature plenary sessions with internationally renowned invited speakers, as well as parallel sessions devoted to special interest areas and clinical developments. The in-depth programme is devised with input from our Special Interest Groups and expert members, attracting over 600 delegates across 3 days.



Who attends our events?

The British Geriatrics Society is a multidisciplinary membership organisation of over 3,000 healthcare professionals who specialise in the care of older people in a variety of hospital and community settings.

The event delegates include:

- Consultants and Professors of Geriatric Medicine
- Specialty Doctors
- Specialist Registrars (StRs) in Geriatric Medicine and related specialties
- Nurse Consultants, Nurse Specialists and Advanced Nurse Practitioners
- GPs and GP Trainees
- Physiotherapists, Occupational Therapists and Allied Health Professionals
- Researchers into ageing and age-related conditions
- Core Medical Trainees and Foundation Year Doctors
- Medical Students

Why participate?

- Benefit from attending a flagship event for healthcare of older people and demonstrate your brand to over 3,000 members
- Understand key issues, concerns and challenges facing healthcare specialists working with older people
- Extend your message and raise the profile of your brand amongst the healthcare professionals
- Raise awareness of your company as a leader in the care of older people
- Map new networks of key figures and opinion leaders and gather direct feedback from medical professionals
- Build stronger relationships based upon a clear understanding of different stakeholder perspectives
- Become more involved in planning and preparing for future healthcare needs and demands of an ageing society
- Benchmark with competitors

BGS Spring and Autumn Meetings

Feedback from attendees

93% were confident that attending helped them to improve patient care

89% agreed that the meeting strongly met their educational needs

Who do we reach?

The ageing population is stimulating extensive NHS service redesign to deal with the challenge of caring for larger numbers of older people both in and out of hospitals. The BGS spring and autumn meetings are the largest in the UK focused on healthcare of older people. They offer an opportunity to interact with a professional body of specialists developing services, improving quality and delivery of the healthcare of older people in the United Kingdom.

Each conference is marketed to the entire membership of over 3,000 health professionals, as well as reaching over 19,000 non-members from the healthcare field via e-bulletins and social media. Marketing campaigns are run with relevant organisations such as AGE UK, Acute Frailty Network, National Institute of Health Research (NIHR), and the RCN.

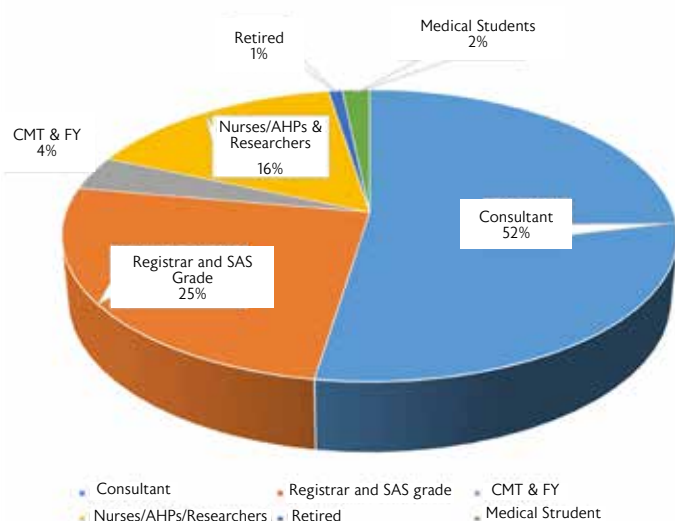
Sponsors will be promoted via direct e-marketing campaigns, the BGS website and other relevant organisations' websites, search engine optimisation, Google Ad-Word, campaigns and print media. Delegate interaction is facilitated by software such as slido.com.

- The population is projected to continue ageing, with the average (median) age rising from 40.0 years in 2014 to 40.9 years in mid-2024 and 42.9 by mid-2039.
- By mid-2039, more than 1 in 12 of the population is projected to be aged 80 or over
- The number of people aged 75 and over is projected to rise by 89.3%, to 9.9 million, by mid-2039.
- The number of people aged 85 and over is projected to more than double, to reach 3.6 million by mid-2039 and the number of centenarians is projected to rise nearly 6 fold, from 14,000 at mid-2014 to 83,000 at mid-2039.
- This increase in the numbers of older people means that by mid-2039 more than 1 in 12 of the population is projected to be aged 80 or over.

Source Office for National Statistics, May 2016

Composition of Delegates

BGS AUTUMN MEETING ATTENDANCE 2016



Previous supporters include:



Partnership Packages

There are five sponsor packages slots. Successful sponsors will be able to present an educational programme relevant to the themes of the meeting, subject to discussion and approval from the BGS Meetings Committee. Partnership packages can be tailored to your company's own needs. All delegates attending will be encouraged to attend the symposia and visit the exhibition stands.

Gold Partner Package 1 only (£23,000 plus VAT)

- Satellite symposium A - 60 minutes* including hire of standard stage set AV equipment, and staff to assist session
- Educational partner package – Filmed sessions to be hosted with logo and acknowledgement to sponsor in an online learning platform for delegates to access following the conference
- 8 delegate places for BGS members and 5 corporate places and all event documentation
- Catering and refreshments prior to the symposium
- Electronic copy of delegate list (where consent from attendees given)
- Up to 6m x 4m exhibition stand
- Full page advert in inside cover of the electronic programme and A4 insert in delegate pack
- Full acknowledgement in conference announcements, webpage, signage and electronic programme (Further details on application)
- Priority for other sponsorship opportunities

To tailor a package or enquire about symposia-only sponsorship please contact: Geraint Collingridge at conferences@bgs.org.uk



Silver Partner Package (£18,000 plus VAT)

- Satellite symposium - 60 minutes* including hire of standard stage set AV equipment, and staff to assist session
 - Catering and refreshments prior to the symposium
 - Staff to assist with sponsored symposium
 - Up to 4m x 3m exhibition space
 - 4 delegate places for BGS members and 5 corporate places
 - A4 insert in delegate pack
 - Full acknowledgement in conference announcements, webpage, signage and ½ page electronic programme advert
- Further details on application**

Bronze Partner Package (£15,000 plus VAT)

- Satellite symposium - 60 minutes* including hire of standard stage set AV equipment, and staff to assist session
 - Hire of standard conference stage set and audio-visual equipment
 - Up to 4m x 3m exhibition space
 - A5 insert in delegate pack
 - 3 delegate places & 5 corporate places
 - Full acknowledgement in conference announcements, webpage, signage and electronic programme
- Further details on application.**

*Thursday and Friday lunch symposia are each 45 minutes.

Stands

The exhibition and poster presentations are a key part of our conferences. Stands will be organised in layouts designed to maximise footfall to stands. Catering points, posters, and seating will be included across the exhibition space to better draw attendees to interact with you.

Exhibition space 3m x 2m

(£3,000 plus VAT)

- Two complimentary registrations for the conference to include access to all sessions, lunches/coffees/tea for all 3 days and all conference materials
- Central location at conference
- Ideal for 3m x 2m pop-up stand or similar
- Access to 13 amp electricity supply is included
- (Additional mains supply must be ordered through the electrical contractor.)

Table top 2m x 1m

(£2,000 plus VAT)

- Two corporate personnel to man the stand and access to exhibition area, lunches/coffees/tea for all 3 days and all conference materials
- Suitable for banner stand or similar
- Access to 13 amp electricity supply is included
- (Additional mains supply must be ordered through the electrical contractor.)

Trust Stand

(£1,500 plus VAT)

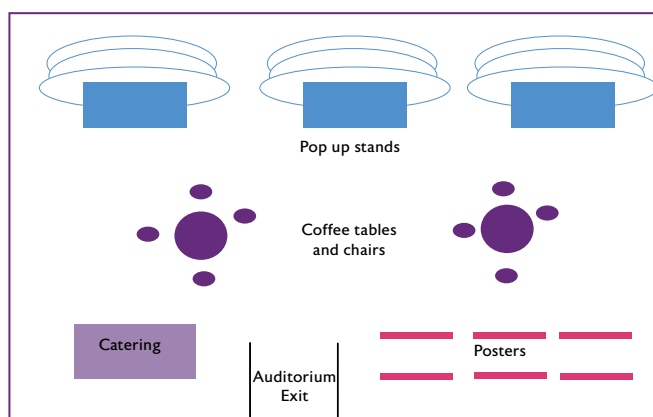
- Two Trust personnel to man the stand and access to exhibition area, lunches/coffees/tea for entire conference and all conference materials
- Suitable for banner stand or similar with 2 poster boards supplied to allow material to be displayed
- Access to 13 amp electricity supply is included (Additional mains supply must be ordered through the electrical contractor.)
- A5 insert in delegate bag listing job opportunities



Demonstration Stand 2 only

(£5,000 plus VAT)

- Exhibition stand and demonstration area
- 2 company personnel
- Complimentary A5 insert in delegate pack
- Programme adverts (Further details on application)



In recognition of commitment to multiple events in one booking, the British Geriatrics Society will offer the following price reductions

- 2 events – 10% overall reduction
- 3 events – 12.5% overall reduction
- 4 events – 15% overall reduction

Special Interest Group Events

The British Geriatrics Society holds several specialty meetings each year, on a range of core competencies and on emerging areas of geriatric medicine and healthcare of older people. These meetings provide a forum for education in specific sub-specialty areas.

Event calendar	
Trainees' Weekend	February (2 days)
Movement Disorders Section Meeting	February
Cardiovascular Section	January and September
Peri-Operative Care of the Older Patient	March (2 days)
BGS & RCN Joint Meeting	October
Falls and Postural Stability Meeting	September
Improving Continence in Older People	October
Onco- Geriatrics Meeting	December

Special Interest Groups with sessions at Spring and Autumn meeting
Dementia and Related Disorders
Community Geriatrics/ Integrated Care
Nutrition and GI Health
Telecare and Telehealth
Ethics and Law
Diabetes in Older People
Pain
Frailty and Sarcopenia

Partner package: Exhibition space 3m x 2m (2 only, per event)
 £1,500 - £3,000 plus VAT
 depending on the event:

- Logo and acknowledgement on preliminary and final programme and event webpage
- Two complimentary registrations for the conference to include access to all scientific sessions, lunches/ coffees/ tea and all conference materials
- Central location in catering & poster space at conference
- Suitable for 3m x 2m pop-up stand (not a shell scheme stand)
- A full delegate list post event (includes delegate names, location and organisations).
- Access to 13 amp electricity supply is included (Additional mains supply must be ordered through the electrical contractor.)

Exhibitor
 Table top 2m x 1m
 £750 - £1,500 plus VAT
 depending on the event:

- Two corporate personnel to man the stand and access to exhibition area, lunches/coffees/tea for all days and all conference materials
- Suitable for banner stand or 2x1m table top pop up stand
- Access to 13 amp electricity supply is included (Additional mains supply must be ordered through the electrical contractor.)

For detailed information on the individual events, please email conferences@bgs.org.uk

Supporter packages

The BGS welcomes opportunities to discuss, with potential partners, ways in which we might collaborate on opportunities beyond the conference.

Educational Partner Package

(£5,000 plus VAT)

Presented material will be recorded and put online following the event. All parallel sessions will be filmed and hosted in an online learning platform for delegates to access at their convenience. Following the conference, selected content can be released by the sponsor to a wider community via the BGS website. Acknowledgement to the sponsor will be added to the video creating a wide-reaching branding opportunity for sponsors.

WiFi Package (£1,000 plus VAT)

With this package the sponsor will provide all delegates with access to the internet via wi-fi. A full acknowledgement to the sponsor will be given in the main room of the event and on the programme.

Other opportunities

- Dedicated meeting room hire
- Personalised invitations to the event
- Branding opportunities

Details upon application



British Geriatrics Society Website

(Details on application)

In addition to guidance on best practice, ranging from good discharge from hospital to specific conditions found in older age, the website advertises courses, events and job vacancies which would be of interest to site visitors.

British Geriatrics Society Newsletter - Up to 3 Adverts Per Issue

Opportunities are available for a full or half page colour advert in the BGS newsletter. This is published bi-monthly and sent to over 3,000 members of the Society.

Adverts from quarter to full page in size are priced from as little as £250 +VAT.

BGS Friends Scheme

The friends of the BGS scheme offers a platform for your organisation to demonstrate support of our mission to promote better health in old age.

Through our friends and supporter programmes, we aim to build better relationships with organisations who are looking to support the BGS's work to promote better health in old age.

Become a Friend

Friends of the BGS benefit from a higher profile as stakeholders in improving the health of our ageing society.

In addition to this increased exposure you will have unique networking opportunities with key audiences for collaboration on future projects.

Benefits

The following benefits are offered; this list is not exhaustive and the BGS is willing to discuss any alternative suggestions:

- Bi-annual meetings between the company and the senior BGS trustees to discuss educational programmes and other initiatives in the coming year
- Year round acknowledgement as contributor via the BGS website
- Year round acknowledgement as contributor in printed bi-monthly BGS Newsletter, distributed to all 3,000+ members, as well as published online and electronically distributed
- Contact via senior BGS secretariat staff to discuss future projects on case-by-case basis
- Managed access through the secretariat to BGS disease champions and key opinion leaders for advice on areas of geriatric medicine
- Priority for major sponsorship (symposia and stands) at the 2 annual conferences
- Priority for sponsorship at relevant Specialist Interest Group (SIG) meetings
- Opportunities to sponsor e-learning and other educational resources – video recordings of events, leaflets etc

Further information

Contributions from this scheme will be used to help supplement the funding for the activities of the BGS and to develop new initiatives and working parties, where relevant and upon approval from the BGS Trustees. The Society's independence is key to its activities and all relationships are governed by our Fundraising and Sponsorship Ethics and Guidelines. We are committed to transparency and that there exist no undeclared conflicts of interest.

For more information about any of these programmes, or other ways of working with the BGS, contact Geraint Collingridge, Director of Learning and Professional Development, via conferences@bgs.org.uk or telephone: 020 7608 8573.