

# Sponsorship & Exhibition Prospectus



## BASL2018

British Association for the Study of the Liver  
Incl BLTG Transplant Meeting & BASL Nurse Forum Meeting



University of York  
18-21 September 2018

# Annual Meeting Report

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**BASL2018** is the highlight of the BASL calendar and the main liver meeting in the UK and will take place at the University of York from 18-21 September 2018.

**BASL2018** incorporates 3 separate meetings: the BASL Annual Meeting, BLTG Transplant Meeting and the British Liver Nurses Association (BLNA) Nurse Meeting. We hope to attract in excess of 500 delegates throughout the week, bringing together clinicians, nurses, scientists and all those interested in liver disease and liver transplantation.

The **BASL Annual Meeting** will have eminent UK and overseas speakers converge to deliver an informative and exciting meeting over 2½ days and being part of the event will provide an exceptional opportunity to reach influential groups with your organisation's message and increase awareness of your products and services.

The **BLTG Transplant Meeting** integrates the meetings previously organised by each individual transplant centre and extends to the many individuals working out of liver transplant centres with an interest in liver transplantation. With lectures delivered by carefully selected leading speakers from the UK the meeting offers an ideal platform to network with those operating in or with a strong interest in the field of liver transplantation.

The meeting lasts for 1½ days but has a standalone exhibition on **Tuesday 18<sup>th</sup> September ONLY** and there are a number of opportunities to support the BLTG Meeting only as well as an overall package that incorporates both meetings.

The **BLNA Nurse Meeting** takes place on the middle day of the BASL Annual Meeting, which for 2018 will be on Thursday 20<sup>th</sup> September. A full day's educational programme is delivered and offers a fantastic networking opportunity to all who attend.

In total there are three high profile events highlighting specific areas within the world of liver that you can support either individually or as part of a joint package.

Participating at the conference provides a unique opportunity to be part of this exciting and vibrant event and we have a range of opportunities to get delegates to have awareness of your brand including exhibition areas that create footfall past your stand at every available opportunity. Speaking to delegates from your stand is just the beginning - your stand can act as a focal point for your overall presence. It is the most direct way to explain the work of your company, enable you to talk to all delegates and introduce your products and services to the multitude of the media that attend Conference.

If there are any opportunities not shown that you would like to discuss then we are always happy to work with you to provide a bespoke package that meets your individual needs.

Please contact the BASL Event Managers on [steve@basl.org.uk](mailto:steve@basl.org.uk) for further information.



# Primary Sponsorship Opportunities

GOLD PACKAGE		£20,000 + vat
	<ul style="list-style-type: none"> <li>▪ 45 mins sponsored satellite meeting promoted on BASL website *</li> <li>▪ Online sign-up to satellite meetings at point of registration</li> <li>▪ 1 pre-annual meeting mailer 1 week before to registered delegates</li> <li>▪ 1 post-annual meeting mailer 1 week after to registered delegates (content to be provided by sponsor and approved by BASL for any mailer)</li> <li>▪ Stand space only 6x2m in prime position with electric supply *</li> <li>▪ 8 free delegate registrations</li> <li>▪ 4 complimentary stand personnel</li> <li>▪ 2 places at the Annual Dinner</li> <li>▪ Company write-up in Annual Meeting programme up to 500 words</li> <li>▪ Full page advertisement in the Annual Meeting Programme (Front and back pages incur an additional cost)</li> <li>▪ Inclusion in satellite symposia guide</li> <li>▪ Logo on Annual Meeting programme available for download on BASL website</li> <li>▪ Acknowledgment of sponsorship within the Annual Meeting programme</li> <li>▪ Acknowledgement of sponsorship on projection holding slides</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul>	
Max 5	<b>First Come First Served</b> <b>Symposium slot &amp; stand position will be offered in order that your signed booking form is received</b>	
SILVER PACKAGE		£12,500 + vat
	<ul style="list-style-type: none"> <li>▪ Stand space only 3x2m with electric supply *</li> <li>▪ 4 free delegate registrations</li> <li>▪ 2 complimentary stand personnel</li> <li>▪ 2 places at the Annual Dinner</li> <li>▪ Company write-up in Annual Meeting programme up to 350 words</li> <li>▪ Half page advertisement in the Annual Meeting Programme (Front and back pages incur an additional cost)</li> <li>▪ Logo on Annual Meeting programme available for download on BASL website</li> <li>▪ Acknowledgment of level of sponsorship within the Annual Meeting programme</li> <li>▪ Acknowledgement of sponsorship on projection holding slides</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul>	
	<b>Stand position will be offered in order that your signed booking form is received</b>	
BRONZE PACKAGE		£7,500 + vat
	<ul style="list-style-type: none"> <li>▪ Stand space only 3x2m with electric supply *</li> <li>▪ 2 free delegate registrations</li> <li>▪ 2 complimentary stand personnel</li> <li>▪ Company write-up in Annual Meeting programme up to 200 words</li> <li>▪ Quarter page advertisement in Annual Meeting programme (Front and back pages incur an additional cost)</li> <li>▪ Logo on Annual Meeting programme available for download on BASL website</li> <li>▪ Acknowledgment of level of sponsorship within the Annual Meeting programme</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul>	
	<b>Stand position will be offered in order that your signed booking form is received</b>	



# BASL Annual Meeting Opportunities

EXHIBITOR PACKAGE		£2,000 + vat
	<ul style="list-style-type: none"> <li>Stand space only 3x2m with electric supply</li> <li>1 complimentary stand personnel</li> <li>Company write-up in Annual Meeting programme up to 150 words</li> <li>Acknowledgment of level of sponsorship within the Annual Meeting programme</li> <li>Complimentary refreshments at the event</li> <li>Free Wi-Fi</li> </ul>	
<b>Stand position will be offered in order that your signed booking form is received</b>		

ADVERTISING IN CONFERENCE BROCHURE		From £400 + vat
	<p>Upon arrival each delegate is given a conference brochure to assist them to navigate the conference. It contains the full programme and exhibition guide along with an exhibitor list and profiles.</p> <p style="text-align: center;">Outside Back Cover - £1,250.00 + vat *</p> <p style="text-align: center;">Inside Front Cover - £1,000 + vat *</p> <p style="text-align: center;">Inside Back Cover - £1,000 + vat *</p> <p style="text-align: center;">Full Page - £750.00 + vat</p> <p style="text-align: center;">Half Page - £400.00 + vat</p> <p>Deadline for artwork - Friday 17<sup>th</sup> August 2018</p>	
<p>* Available on a first come first served basis</p> <p><b>Advert design subject to approval by BASL Event Managers</b></p>		

SPONSORSHIP OF CONFERENCE BAGS		£2,500 + vat
	Place your company logo on the conference bags that are handed out to all attending delegates.	
<b>Max 1</b>	<b>First Come First Served</b>	

LITERATURE IN CONFERENCE BAGS		£300 + vat
	One piece of advertising literature inserted into all conference delegate bags - Max A4 size	
	Date of Delivery at venue - Monday 18 <sup>th</sup> September 2017	
<b>Unlimited</b>	<b>Literature provided by sponsor and design subject to approval by BASL Event Managers</b>	

LOGO ON ANNUAL MEETING NAME BADGES		£500 + vat
	The sponsor will have their logo positioned on all delegates name badges.	
<b>Max 1</b>	<b>First Come First Served - Logo position at the discretion of the BASL Events Managers</b>	

LOGO ON ANNUAL MEETING LANYARDS		£500 + vat
	Attendees will receive your branded lanyard with their name badge during registration.	
<b>Max 1</b>	<b>First Come First Served</b>	



# BASL Annual Meeting Opportunities

<b>SPONSORS BRANDED NOTEPADS</b>		<b>£500 + vat</b>
	The sponsor can provide their own branded notepads to replace the meeting branded items. The sponsor will also have the opportunity to use the event logo on the items if they so wish.	
<b>Max 1</b>	<b>First Come First Served</b> Notepads provided by sponsor and design subject to approval by BASL Event Managers	
<b>SPONSORS BRANDED PENS</b>		<b>£350 + vat</b>
	The sponsor can provide their own branded pens to replace the meeting branded items. The sponsor will also have the opportunity to use the event logo on the items if they so wish.	
<b>Max 1</b>	<b>First Come First Served</b> Pens provided by sponsor and design subject to approval by BASL Event Managers	
<b>SPONSORSHIP OF BOTTLED WATER</b>		<b>£750 + vat</b>
	BASL branded bottled water is included in each delegate conference bag and also readily available for the duration of the event. The sponsor will have their logo on each bottle of water.	
<b>Max 1</b>	<b>First Come First Served</b>	
<b>SPONSORSHIP OF BASL FOOTPRINTS</b>		<b>£250 + vat</b>
	BASL branded footprints are strategically placed on the floor to guide delegates in the right direction The sponsor will have their logo on each footprint.	
<b>Max 1</b>	<b>First Come First Served</b>	
<b>BRANDED SCREEN WIPES</b>		<b>£750 + vat</b>
	Microfibre cloths are a great way to advertise your brand/company and can be used to clean your mobile phone, mp3 player, tablet, laptop screens as well as glasses and camera lenses. <b>If taken</b> , each delegate will receive a promotional cloth in their conference bag.	
<b>Max 1</b>	<b>First Come First Served</b> Cloth design subject to approval of the BASL Event Managers	
<b>BRANDING IN REGISTRATION AREA</b>		<b>£1,000 + vat</b>
	The sponsor will have the opportunity to place a roll-up banner and literature in a prime location within the registration area.	
<b>Max 1</b>	<b>First Come First Served</b> Placement of branding will be at the discretion of the BASL Event Managers	



# BASL Annual Meeting Opportunities

SPONSORSHIP OF POSTER VIEWING		£5,000 + vat
	<p>The sponsor will have their logo on every poster board and e-Poster displays for the duration of the conference.</p> <p>The sponsor will also have the opportunity to place a roll-up banner and literature at the dedicated poster viewing social event on Wednesday evening which includes drinks and nibbles.</p>	
Max 1	<p><b>First Come First Served</b></p> <p>Placement of branding at the function will be at the discretion of the BASL Event Managers</p>	

SPONSORSHIP OF POWER BANKS		£5,000 + vat
	<p>The perfect way to keep a delegate's tablet, smartphone or other USB powered device going all day.</p> <p><b>If taken</b>, each delegate will receive a Power bank with your logo/advertising in their conference bag.</p>	
Max 1	<p><b>First Come First Served</b></p> <p>Placement of branding at the function will be at the discretion of the BASL Event Managers</p>	

SPONSORSHIP OF ABSTRACT USB STICKS		£500 + vat
	<p>Copies of all abstracts on USB sticks will be made available for every delegate and will be included in each delegate conference bag. The sponsor will have sole branding on all USB sticks and will have an introductory page with company information uploaded on to the stick.</p> <p>Logo and company description will be included on the sponsors page of the conference brochure.</p>	
Max 1	<p><b>First Come First Served</b></p>	



# BLTG Transplant Meeting Opportunities

18<sup>th</sup> September - 19<sup>th</sup> September (am)

BLTG PREMIER DUAL PACKAGE *	£8,500 + vat
	<p>BLTG Transplant Meeting - 18-19 September</p> <ul style="list-style-type: none"> <li>▪ 45 mins sponsored industry symposium on <b>Tuesday 18<sup>th</sup> September</b> - Promoted on BLTG page of BASL Annual Meeting website <a href="http://www.baslannualmeeting.org.uk">www.baslannualmeeting.org.uk</a></li> <li>▪ Online sign-up to industry symposium at point of registration</li> <li>▪ Stand space only 3x2m in prime position with electric supply on <b>Tuesday 18<sup>th</sup> September ONLY</b></li> <li>▪ 4 free delegate registrations for <b>BLTG Transplant Meeting ONLY</b></li> <li>▪ 2 complimentary stand personnel</li> <li>▪ 2 places at the Transplant Dinner</li> <li>▪ Acknowledgment of sponsorship within the BLTG section of the programme</li> <li>▪ Company write-up in BLTG section of the annual meeting programme up to 500 words</li> <li>▪ Logo on BLTG Meeting programme available for download on BASL website</li> <li>▪ Acknowledgement of sponsorship on projection holding slides</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul> <p>BASL Annual Meeting - 20-22 September</p> <ul style="list-style-type: none"> <li>▪ Stand space only 3x2m in prime position with electric supply</li> <li>▪ 2 free delegate registrations</li> <li>▪ 2 complimentary stand personnel</li> <li>▪ Write-up in Annual Meeting sponsors section of the BASL programme up to 150 words</li> <li>▪ Logo on BASL Meeting programme available for download on BASL website</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul>
	<b>First Come First Served</b>

BLTG PREMIER PACKAGE *	£7,500 + vat
	<ul style="list-style-type: none"> <li>▪ 45 mins sponsored industry symposium on <b>Tuesday 18<sup>th</sup> September</b> - Promoted on BLTG page of BASL Annual Meeting website <a href="http://www.baslannualmeeting.org.uk">www.baslannualmeeting.org.uk</a></li> <li>▪ Online sign-up to industry symposium at point of registration</li> <li>▪ Stand space only 3x2m in prime position with electric supply on <b>Tuesday 18<sup>th</sup> September ONLY</b></li> <li>▪ 4 free delegate registrations for <b>BLTG Transplant Meeting ONLY</b></li> <li>▪ 2 complimentary stand personnel</li> <li>▪ 2 places at the Transplant Dinner</li> <li>▪ Acknowledgment of sponsorship within the BLTG section of the programme</li> <li>▪ Company write-up in BLTG section of the annual meeting programme up to 500 words</li> <li>▪ Logo on BLTG Meeting programme available for download on BASL website</li> <li>▪ Acknowledgement of sponsorship on projection holding slides</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul>
<b>Max 2</b>	<b>First Come First Served</b>

\* **NOTE:** There are only a total of two BLTG Dual or Premier Packages available



# BLTG Transplant Meeting Opportunities

18<sup>th</sup> September - 19<sup>th</sup> September (am)

BLTG KEY SUPPORTER PACKAGE		£2,500 + vat
	<ul style="list-style-type: none"><li>▪ Stand space only 3x2m in prime position with electric supply on <b>Tuesday 18<sup>th</sup> September ONLY</b></li><li>▪ 4 free delegate registrations for <b>BLTG Transplant Meeting ONLY</b></li><li>▪ 2 complimentary stand personnel</li><li>▪ 2 places at the Transplant Dinner</li><li>▪ Acknowledgment of sponsorship within the BLTG section of the conference brochure</li><li>▪ Company write-up in BLTG section of the annual meeting conference brochure up to 500 words</li><li>▪ Logo on BLTG Meeting programme available for download on BASL website</li><li>▪ Acknowledgement of sponsorship on projection holding slides</li><li>▪ Complimentary refreshments at the event</li><li>▪ Free Wi-Fi</li></ul>	

BLTG EXHIBITOR PACKAGE		£1,000 + vat
	<ul style="list-style-type: none"><li>▪ Stand space only 3x2m with electric supply on <b>Tuesday 18<sup>th</sup> September ONLY</b></li><li>▪ 1 complimentary stand personnel for <b>BLTG Transplant Meeting ONLY</b></li><li>▪ Company write-up in Annual Meeting programme up to 150 words</li><li>▪ Acknowledgment of level of sponsorship within the Annual Meeting programme</li><li>▪ Complimentary refreshments at the event</li><li>▪ Free Wi-Fi</li></ul>	

* BLTG DUAL SUPPORTER PACKAGE		£750 + vat
	<ul style="list-style-type: none"><li>▪ Stand space only with electric supply on <b>Tuesday 18<sup>th</sup> September</b></li><li>▪ 2 free delegate registrations for <b>Tuesday 18<sup>th</sup> September</b></li><li>▪ 2 complimentary stand personnel (Exhibitor or Bronze level) OR 4 complimentary stand personnel (Silver level and above)</li><li>▪ Additional write-up in Annual Meeting BLTG sponsors section of the BASL programme up to 150 words</li><li>▪ Logo on BLTG Meeting programme available for download on BASL website</li><li>▪ Complimentary refreshments at the event</li><li>▪ Free Wi-Fi</li></ul>	
* Package only available to sponsors of BASL Annual Meeting 2018		





# BLNA Nurse Meeting Opportunities

20<sup>th</sup> September

## BLNA EXCLUSIVE SPONSOR

£10,000 + vat

Exclusive sponsor of the BLNA Nurse Meeting – Use of the strapline ‘supported by ...’ or ‘sponsored by ...’  
Recognition on the holding slides at the BLNA Meeting – Choice of words to be agreed by sponsor  
Recognition to be placed on all meeting programmes with the use of the above agreed strapline  
Recognition of sponsorship to be tweeted and promoted on relevant meeting promotion  
Recognition of sponsorship on BLNA section of the BASL2018 flyers to be sent out electronically and also as hard copy  
Exclusive promotion within the meeting room - Sponsor will be able to promote themselves around the entrance and inside the BLNA Meeting auditorium as they wish  
BASL will produce 4 x BLNA Meeting roll up banners for use at the meeting – Artwork to be approved by sponsor and location of banners to be agreed by both parties  
Full recognition within the BLNA section of the printed programme  
½ page advertisement within the BLNA section of the printed programme  
Promotional flyer within the BLNA conference bags  
Promotional flyer within the main BASL2018 conference bags

Max 1

First Come First Served

## SPONSORSHIP OF BLNA MEETING CONFERENCE BAGS

£350 + vat

Place your company logo on the conference bags that are handed out to all attending delegates.

Max 1

First Come First Served

## LITERATURE IN BLNA MEETING CONFERENCE BAGS

£150 + vat

BLNA Meeting delegates receive a separate conference bag.  
One piece of advertising literature inserted into all conference delegate bags - Max A4 size  
Date of Delivery at venue - Monday 17<sup>th</sup> September 2018

Unlimited

Literature provided by sponsor and design subject to approval by BASL Event Managers

## LOGO ON BLNA MEETING NAME BADGES

£150 + vat

The sponsor will have their logo positioned on all delegates name badges.

Max 1

First Come First Served - Logo position at the discretion of the BASL Events Managers

## LOGO ON BLNA MEETING LANYARDS

£150 + vat

Attendees will receive your branded lanyard with their name badge during registration.

Max 1

First Come First Served





**For further details please contact BASL  
BASL Event Managers  
City Wharf  
Davidson Road  
Lichfield  
Staffordshire  
WS14 9DZ  
Tel: +44 (0) 1543 442154**

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[@basl\\_events](https://twitter.com/basl_events)**

