



BRITISH SOCIETY OF
GASTROENTEROLOGY
E N D O S C O P Y

Endolive UK

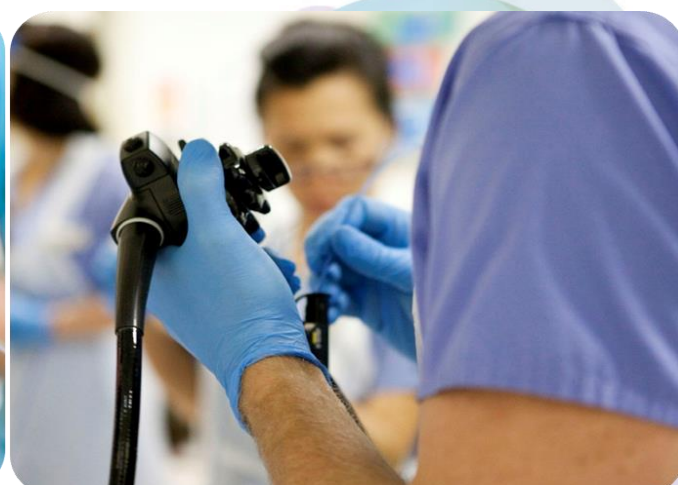


BRITISH SOCIETY OF
GASTROENTEROLOGY

2 – 3 March 2017

**The International Convention
Centre (ICC), Birmingham**

**Industry Invitation to
Sponsors and Exhibitors**



**For further information
please contact:**

**endolive2017@mci-group.com
www.endolive-uk.org.uk**

Endolive UK **2 – 3 March 2017, The International Convention Centre (ICC), Birmingham**

Dear Colleagues

Following the huge success of Endolive 2015, we invite you to the 2nd National Endolive meeting, to be held at the International Conference Centre (ICC) Birmingham on 2 and 3 March 2017.

This interactive meeting will showcase UK endoscopy at its best. Endolive UK is an excellent opportunity for you to engage with the UK clinical community (consultant gastroenterologists from across the UK, trainees interested in endoscopy, surgical colleagues and nurses) and to approach your target market.

Birmingham is Britain's second largest city which lies at the heart of the UK. The ICC (the UK's premier purpose built convention centre) is situated right in the heart of this friendly, bustling and thriving city.

We expect 500+ participants to join us at Endolive UK and industry involvement is an integral part of the meeting.

Highlights include:

- Live endoscopy via video link from St Mark's Hospital and Glasgow Royal Infirmary
- State of the art lectures covering endoscopic practice and innovation
- 'Meet the expert' sessions
- World-class invited speakers
- Free industry symposia
- 'Hands-on' endoscopy simulators
- Reduced registration rates for nurses and trainees

We would be delighted if your company would support this innovative and exciting meeting, bringing together the very best in endoscopy.

This prospectus should provide you with all of the information you require however, if you wish to discuss a bespoke package, we would welcome your suggestions. Further information on this meeting will be available from www.bsg.org.uk/endoscopy.


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

Conference Secretariat

Endolive UK Conference Secretariat
c/o MCI UK Ltd
Durford Mill
Petersfield
Hampshire
GU31 5AZ
Tel: +44 (0) 1730 715 244
Email: endolive2017@mci-group.com
Website: www.bsg.org.uk/endoscopy

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About Endolive UK

The UK now delivers some of the highest quality endoscopy, endoscopy training and research in the world. Endolive UK brings together the best of UK endoscopy into one national event. The meeting will mix live case demonstrations from leading UK experts with state of the art lectures and interactive workshops. Faculty will include the UKs leading endoscopists supported by leading international experts. The focus of the meeting will be on improving endoscopy practice and quality. We would encourage you to join us in this exciting new BSG venture showcasing the best of UK endoscopy.

George Webster
On behalf of the Endolive UK Organising Committee

Organising Committee

George Webster
Pradeep Bhandari
Laura Dwyer
Jayne Eaden
Gavin Johnson
John Morris
Kofi Oppong
Krish Rangunath
Colin Rees
Brian Saunders
Phil Smith
Siwan Thomas-Gibson

Venue

The International Convention Centre (ICC)
Broad Street
Birmingham
B1 2EA
Tel: +44 (0) 121 644 5025
Web: www.theicc.co.uk



Dates

The meeting will run for two full days on Thursday 2 and Friday 3 March 2017 with the conference dinner taking place on the evening of Thursday 2 March 2017.

Scientific Content

Please find details of the provisional programme below. Please note, the organisers reserve the right to amend this programme. Live links will take place from St Mark's Hospital and Glasgow Royal Infirmary.

Thursday 2 and Friday 3 March 2017

Full day of live case demonstrations, state of the art lectures and interactive workshops. Detailed programme will follow in due course.

Delegate Profile

It is expected that 500+ participants from the UK clinical community will attend Endolive UK including:

- Consultant gastroenterologists from across the UK
- Surgical colleagues
- Nurses
- Trainees interested in endoscopy

Why Get Involved?

- Fantastic networking opportunities to engage with your target audience
- Excellent interactive scientific programme with live endoscopy procedures
- One of the UK's most accessible cities, in a world class venue
- Branding opportunities in one convenient place throughout the ICC
- Opportunity to increase visibility within the market place and increase your return on investment
- All this, plus receive a discount on your BSG 2017 Annual Meeting exhibition space when you book for Endolive!!

What To Do Next

If you are interested in joining us at Endolive UK, please complete, sign and return the booking form at the back of this prospectus highlighting your preferred option(s).

Once received, a member of the Conference Secretariat will be in contact with you. Should you wish to discuss your requirements or check availability of any of the opportunities you are interested in, please contact the meeting organisers using the contact details below. Your booking form must be signed in order for the Conference Secretariat to be able to accept it.

Contact Information

Endolive UK Conference Secretariat
c/o MCI UK Ltd
Durford Mill
Petersfield
Hampshire
GU31 5AZ
Tel: +44 (0) 1730 715 244
Email: endolive2017@mci-group.com
Website: www.bsg.org.uk/endoscopy

Sponsorship Opportunities

Benefits afforded to all sponsors:

- Acknowledgement with logo on the BSG Endoscopy webpage
- Acknowledgement with logo in the printed meeting programme

Gold Sponsor (1 sponsor only) £60,000 plus VAT

- Exclusive Evening Symposium (60 minutes) on Thursday 2 March 2017 immediately following the main scientific programme
- Full control of the format and content of this symposium (subject to meeting guidelines and approval from the committee)
- Standard audio visual package within symposium room
- Branding opportunities within symposium room
- Your company logo acknowledging your status as the Gold Sponsor displayed on the meeting holding slide before and after each session for the duration of the meeting
- Complimentary 18sqm exhibition shell scheme (detailed on page 11) situated in a prime location within the exhibition hall with the opportunity to purchase further space at a discounted price
- 4 x full delegate registrations giving access to meeting sessions/lectures, a set of meeting materials, refreshment breaks and lunch
- Complimentary dinner table (seating up to eight guests) at the conference dinner on the evening of Thursday 2 March 2017
- Inside front cover colour advert in the printed meeting programme (sponsor to provide own artwork)
- 2 x complimentary delegate bag insert (sponsor to provide own inserts)
- Your company logo acknowledging your status as the Gold Sponsor and a link to your company website on the BSG Endoscopy webpage
- Your company logo and acknowledgement as the Gold Sponsor in the printed meeting programme
- Your company logo on the joining instructions
- **20% discount on BSG 2017 Annual Meeting exhibition space**

Silver Sponsor (4 sponsors only) £25,000 plus VAT

- Lunchtime Mini Symposium (30 minutes) on either Thursday 2 March 2017 or Friday 3 March 2017
- Full control of the format and content of this symposium (subject to meeting guidelines and approval from the committee)
- Standard audio visual package within symposium room
- Branding opportunities within symposium room
- Your company logo acknowledging your status as the Silver Sponsor displayed on the meeting holding slide before and after each session for the duration of the meeting
- Complimentary 9sqm exhibition shell scheme (detailed on page 11)
- 2 x full delegate registrations giving access to meeting sessions/lectures, a set of meeting materials, refreshment breaks and lunch

- Full page colour advert in the printed meeting programme (sponsor to provide own artwork)
- 1 x complimentary delegate bag insert (sponsor to provide own insert)
- Your company logo acknowledging your status as the Silver Sponsor and a link to your company website on the BSG Endoscopy webpage
- Your company logo and acknowledgement as the Silver Sponsor in the printed meeting programme
- **20% discount on BSG 2017 Annual Meeting exhibition space**

Bronze Sponsor (6 available) £10,000 plus VAT

- Host a 'Meet the Expert' breakfast session on Friday 3 March 2017:
 - Optimizing polyp detection
 - Polypectomy tricks and tips
 - ESD in the GI tract
 - Detecting early oesophageal neoplasia
 - Luminal stenting (oesophageal, colonic)
 - Improving selective cannulation at ERCP
 - Advanced UGI intervention (incl POEM, Zenckers)
 - Biliary stenting
 - Difficult stones (incl Cholangioscopy)
- Opportunity to introduce your company and the 'Expert' at the beginning of the session (five minutes allocated)
- Complimentary 9sqm exhibition shell scheme (detailed on page 11)
- 1 x full delegate registration giving access to meeting sessions/lectures, a set of meeting materials, refreshment breaks and lunch
- Half page colour advert in the printed meeting programme (sponsor to provide own artwork)
- 1 x complimentary delegate bag insert (sponsor to provide own insert)
- Your company logo acknowledging your status as a Bronze Sponsor displayed on the meeting holding slide before and after each session for the duration of the meeting
- Your company logo acknowledging your status as a Bronze Sponsor and a link to your company website on the BSG Endoscopy webpage
- Your company logo and acknowledgement as a Bronze Sponsor in the printed meeting programme
- **10% discount on BSG 2017 Annual Meeting exhibition space**

Meeting Features

Speaker Sponsor

£3,000 plus VAT

Sponsors will be given the opportunity to sponsor one of the speakers that will be participating in the conference. Sponsorship will be subject to approval from the committee. Sponsorship of this item will include:

- Acknowledgement with company logo printed in the conference programme alongside the speaker's session
- Acknowledgement on holding slide at beginning and end of speaker presentation
- 1 x full delegate registration giving access to meeting sessions/lectures, a set of meeting materials and refreshment breaks

Signage £3,000 plus VAT

Sponsors of this item will see their logo included on all signage displayed throughout the venue during the course of this two day meeting. Sponsorship of this item would include:

- Company logo on signage displayed throughout the venue
- Full page colour advert in the printed meeting programme

Speaker Preview Area (1 sponsor only) £2,500 plus VAT

This area provides an ideal base for speakers to take a quiet moment to update their presentations. This is a fantastic opportunity which will increase your visibility at the meeting. Your support of this item would include:

- Acknowledgement with your logo on all screens within this room
- Opportunity to brand this area with pop up banners (provided by your company)
- Acknowledgement on the conference website, hyperlinked to your company website

Branded Items

Conference Badge Lanyards (1 sponsor only) £1,500 plus VAT

All delegates, speakers and meeting staff will receive a name badge on a lanyard which must be worn throughout the meeting. The sponsor of this item would be entitled to have their logo appear on the meeting badge lanyards (one colour).

Branded Items, Provided by the Sponsor

Notepads (1 sponsor only) £750 plus VAT

The sponsor can provide their own branded notepads to replace the meeting branded items. The sponsor will have the opportunity to use the event logo if they so wish (finished product subject to approval).

Pens (1 sponsor only) £900 plus VAT

Pens are a well utilised item which delegates can, and do, retain; a sponsor can provide their own branded pens to replace the meeting branded items. The sponsor will have the opportunity to use the event logo if they so wish (finished product subject to approval).

Print items

Meeting Programme (1 sponsor only) £3,000 plus VAT

Every delegate and speaker will receive a copy of the printed meeting programme on their arrival at the meeting. This document will also be available for download from the dedicated meeting website as a PDF in the lead up to the meeting and post event. Sponsorship of this item would include:

- One full page colour advert on the inside back cover of the meeting programme
- Logo on the front cover of the meeting programme

Delegate Bag Inserts

£300 plus VAT

An insert can be included in every delegate bag and is an excellent way of putting information straight into the delegates' hands upon their arrival. Literature can be up to A4 in size with weight kept to a minimum and is subject to approval.

Meeting Programme Advertising (full colour)

from £125 plus VAT

- Inside Back Cover £500 + VAT (subject to availability)
- Full Page £250 + VAT
- Half Page £125 + VAT

Note: Advertisers will be responsible for designing their own print-ready advertisement and for providing the appropriate materials to the publisher within the specifications and timescales stated.

Networking Opportunities

Registration Area (1 sponsor only)

£3,000 plus VAT

A key sponsorship item; this is the first area delegates visit on their arrival at the meeting, as well as being the first port of call for information and service for the delegates throughout the meeting. Sponsorship of this item will include:

- Acknowledgement with logo on the registration desks
- Registration area branding in the form of space for up to two pop-up banners (provided by the sponsor)
- 1 x full delegate registration giving access to all meeting sessions/lectures, a set of meeting materials and refreshment breaks
- Half page colour advert in the printed meeting programme

Refreshment Area/Tea & Coffee Sponsors (4 sponsors available)

£1,250 plus VAT each

A natural opportunity for delegates to network and share ideas during the proceedings is the coffee breaks throughout the day. Sponsorship of the refreshments for a day would include:

- Acknowledgement with company logo at the coffee break areas
- Company logo will appear in the printed meeting programme as an acknowledgement alongside the coffee break listing
- The opportunity to provide additional branding, subject to approval

Exhibition Opportunities

The exhibition will take place in Hall 3 of the ICC. Tea, coffee and lunch will be served from the exhibition area to encourage a steady stream of delegates into the exhibition area.

Exhibition Space Only

£4,500 plus VAT

Exhibition space is available in space only in 9sqm spaces and includes:

- 2 x exhibitor registrations for the duration of the meeting per 9sqm of space booked including tea, coffee and lunch x 2
- Company acknowledgement in the printed programme
- Acknowledgment on dedicated meeting website
- 1 x meeting programme

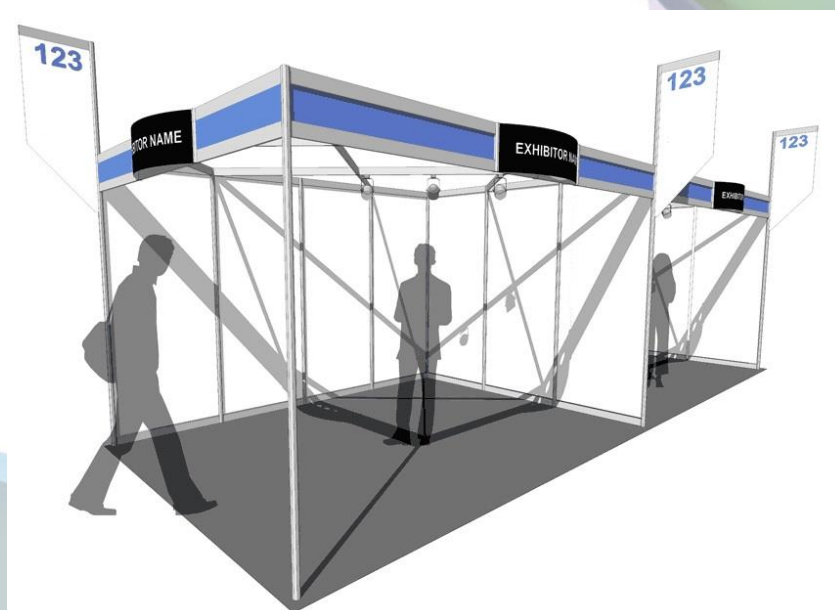
Exhibition Shell Scheme

£5,500 plus VAT

Shell Scheme is available in 9sqm blocks and 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 & 2 x chairs per 9sqm of space booked
- 1 x 500w square pin socket outlet per 9sqm of space booked
- 2 x 120w track mounted spotlights per 9sqm of space booked
- 2 x exhibitor registrations for the duration of the meeting per 9sqm of space booked including tea, coffee and lunch x 2
- Company acknowledgement in the printed programme
- Acknowledgment on dedicated meeting website
- 1 x meeting programme

Example of shell scheme space below:



Additional Exhibitor Registrations

£100 plus VAT

Exhibitors are welcome to purchase additional exhibitor registrations should more be required above the two per 9sqm entitlement. Each additional registration is priced at £100 + VAT for the duration of the meeting and can be booked via the industry booking form if required.

Exhibitor registrations include access to the meeting sessions/lectures, meeting programme, exhibition and poster areas and tea, coffee and lunch on both days.





BRITISH SOCIETY OF
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INDUSTRY BOOKING FORM



BRITISH SOCIETY OF
GASTROENTEROLOGY

Please use **BLOCK CAPITALS** when completing this form.

Contact Details

Company name:	
Contact name:	
Address for correspondence: <i>(confirmation letter etc)</i>	
Telephone: <i>(including country and area dialling code)</i>	
Mobile:	
Fax:	
Email:	
Company Twitter name:	
Address for invoicing: <i>(if different from the above)</i>	
PO Number:	

Sponsorship

Please tick your preferred item(s) for sponsorship and indicate the total cost below. Should your chosen item(s) no longer be available, we will contact you to discuss an alternative.

Item	Fee	(✓)
Gold Sponsor – 1 sponsor only	£60,000 + VAT	
Silver Sponsor	£25,000 + VAT	
Bronze Sponsor	£10,000 + VAT	
Speaker Sponsors	£3,000 + VAT	
Signage	£3,000 + VAT	
Conference Badge Lanyards – 1 sponsor only	£1,500 + VAT	
Notepads – 1 sponsor only	£750 + VAT	

Pens – 1 sponsor only	£900 + VAT	
Printed Meeting Programme – 1 sponsor only	£3,000 + VAT	
Delegate Bag Insert	£750 + VAT	
Registration Area - 1 sponsor only	£3,000 + VAT	
Refreshment Area/Tea & Coffee Sponsors	£1,250 + VAT	
Printed Meeting Programme Advertising:		
Inside Back Cover	£500 + VAT	
Full Page	£250 + VAT	
Half Page	£125 + VAT	
Total:	+ VAT	

Exhibition Packages

Please tick your requirements below and indicate the total cost.

	(✓)	Unit Cost	Qty	Total Cost
Space Only (9sqm)		£4,500 + VAT		£ + VAT
Shell Scheme (9sqm)		£5,500 + VAT		£ + VAT
	(✓)	Unit Cost (per registration)	Qty	Total Cost
Additional Exhibitor Registrations <i>(2 exhibitor registrations are included per 9sqm)</i>		£100 + VAT		£ + VAT
			Total:	

Note: VAT is charged at the prevailing rate.

Overall total of Sponsorship and Exhibition booking: £_____ + VAT

In signing this form you agree to the General Terms & Conditions contained within this prospectus, including the cancellation policy.

Name: _____

Signature: _____

Date: _____

Payment

Payment must be received within 30 days of the invoice being issued or prior to the meeting, whichever occurs first.

Those sponsors and exhibitors who have not paid for their items will not be granted access to their symposium room or stand location to build or dress the space. All payments must be made in pounds sterling (GBP £) and the sponsor/exhibitor must pay all transferring fees.

Please select how you will wish to pay (✓): Cheque Bank Transfer

❖ Cheques

Cheques should be made payable to BSG Ltd and sent to:

Endolive UK, c/o Conference Secretariat, MCI UK Ltd, Durford Mill, Petersfield, Hampshire, GU31 5AZ.

❖ Bank Transfer

Bank Transfer information will be provided with the invoice.

Please note: Full payment is required in order to secure your sponsorship item and/or exhibition space and our standard invoice terms are 30 days, however, for late bookings immediate payment may be required. Items will remain unsecured until full payment is made and should payment not be received within the timescales indicated, your items and/or space may be offered to another company. The organisers reserve the right to deny participation should full payment not be received within the timescales indicated.

This is a binding contract and becomes valid after the booking form is accepted by the Conference Secretariat, MCI UK Ltd, and a confirmed letter is issued. Please take time to read the general terms and conditions contained within this document. On receipt of this booking form, the organisers will send a letter of confirmation along with an invoice for the full amount due.

Please return this booking form to:

Endolive UK 2017
c/o Conference Secretariat, MCI UK Ltd
Durford Mill, Petersfield, Hampshire, GU31 5AZ
+44 (0) 1730 715 244
endolive2017@mci-group.com

GENERAL TERMS AND CONDITIONS FOR SPONSORSHIP AND EXHIBITION

1. INDUSTRY PROSPECTUS

This document provides the list of sponsorship and exhibition opportunities available to purchase along with featured, specific inclusions and entitlements.

2. ACCEPTANCE OF GENERAL TERMS

Those wishing to participate as a sponsor or exhibitor unreservedly accept, and undertake to comply with these general terms. The event organiser reserves the right to give notice should any new provisions, circumstances or changes in the interest of the event occur.

3. LETTER OF COMMITMENT

If you would like to be a sponsor or exhibitor, please complete, sign and return the booking form by fax, post, or email. Emailed copies must be a scanned version of the signed original. Fax or send the aforesaid completed forms to the following:

Endolive UK, c/o Conference Secretariat, MCI UK Ltd, Durford Mill, Petersfield, Hampshire, GU31 5AZ.

Tel: +44 (0)1730 821 969 Email: endolive2017@mci-group.com

Upon receipt of the completed booking form, MCI will then proceed to issue your company the necessary invoice with full payment instructions.

4. PAYMENT

100% of the entire sponsorship and/or exhibition money is to be paid to BSG Ltd in order to secure the opportunity, no later than 30 days from receipt of the official invoice. In the event of failure to pay within the payment terms, the organiser reserves the right to terminate the reservation at any time with immediate effect and without formalities.

5. CANCELLATION POLICY

We will consider a signed booking form as confirmation of your commitment and all cancellations must be detailed in writing to the Conference Secretariat. Upon receipt of a signed booking form, the sponsors/exhibitors will become liable to the organising committee for the amount committed as follows. For cancellations made:

up to and including 30 September 2016, 50% of the total package cost will be retained
after 30 September 2016, 100% of the total package cost will be retained.

6. RE-ASSIGNMENT

The commitment from a sponsor or exhibitor is non-transferrable to any other organisation without prior written consent by the organiser. No booking or space confirmed is permitted to be re-assigned or sub-let in any manner. It is not permitted for more than one organisation to share a booth space without prior consent from the organiser.

7. DAMAGE

Sponsors and exhibitors shall leave the shell scheme and hired equipment in the same good condition that it was found in and will be liable for any damage caused as a result of their facilities and decoration.

8. DISTRIBUTION OF MATERIALS

Any distribution of advertising materials, corporate leaflets, invitations or flyers may only be carried out from the exhibitors stand or within the pre-reserved meeting room.

9. EXHIBITION PLAN

The exhibition floor plan and the session schedules are compiled by the organiser which attributes the spaces on a first come, first served basis and takes into account insofar as possible, the preferences expressed by the sponsors and exhibitors. The organiser reserves the right to change the exhibition floor plan and the session schedules at any time with the sponsors and exhibitors waiving entitlement to make any claim in this respect and undertaking to comply with the decisions taken.

10. NON OCCUPANCY

The allocated exhibition spaces shall be occupied by the sponsor or exhibitor at all times during the conference opening hours and the exhibition session schedule published. Failing this, the spaces will be deemed available and may be otherwise attributed without the defaulting exhibitor being entitled to claim any form of indemnity or repayment.

11. LIABILITY FOR LOSS OR THEFT

Exhibitors, sponsors and participants are responsible for all equipment for which they are the custodians and, in particular, for the equipment which they are exhibiting and that which they are renting and which is present on their stand. The organiser does not accept any liability for loss, theft or damage to the equipment for which the participant is the custodian. The participant shall directly arrange specific insurance in this respect.

12. PRIORITISATION

In the event that more than one company is interested in sponsoring an item, the date on which we receive the booking form will decide on item assignment and will be based on a first-come, first-served basis.

13. UNSCHEDULED MEETINGS AND EVENTS

During the event, no participant, sponsor or exhibitor may organise, attend or favour meetings, gatherings or any other events, which shall not have been reported to, and approved by, the organising committee beforehand.

14. INTELLECTUAL PROPERTY

Unless otherwise provided for in writing, the copyright and other intellectual property rights held over all the organiser's offers, publications and other products or services shall remain its property. Any rights which may be granted by the organiser are destined for the participant's sole use and may not be assigned, transferred or granted under sub-licences without the organiser's prior agreement. Granted rights shall be non-exclusive. The participant shall not acquire any intellectual property right over the services and products offered by the organiser.

15. TRADEMARKS AND LOGOS

The sponsors and exhibitors shall be personally responsible for any authorisations relating to copyright or related rights, originating from the elements of any nature whatsoever which it provides or uses during the event. It shall hold the organiser harmless as regards any action in this respect. Moreover, the participant hereby expressly authorises the organiser to use the candidate's trademarks and logos within the strict framework of the event for its organisation and promotion.

16. INSURANCE

The sponsor and exhibitor undertakes to arrange a public liability insurance policy providing cover for any/all loss/damage caused to third parties for which it is liable (including all regular and temporary staff). The policy shall include a 'rental risks' clause to cover loss, theft, damage to all/any equipment that it is the custodian. Upon request, the organiser will be provided with copies of such policies.

17. FORCE MAJEURE

In the event that the congress does not take place owing to an event of force majeure, the participants undertake not to claim any indemnity from the organisers. The amounts still available following payment of all the expenses incurred shall be distributed to the participants on a pro-rata basis of the amounts paid.

18. EXCLUSION OF LIABILITY

The organiser may not be held liable for the conference attracting a lower than expected number of participants or for any lack of interest in the event as a whole.

19. DISPUTES

This contractual relationship is governed by the English Commercial Court, a sub-division of the Queen's Bench Division of the High Court of Justice. In the event of a dispute, the English Commercial Court shall have sole jurisdiction.