

BMUS

53rd Annual Scientific Meeting
of the British Medical Ultrasound Society

Exhibition and Sponsorship Opportunities



For further information
www.bmus.org

Ultrasound 2022

Leading Ultrasound into the future

6th-8th December 2022

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About BMUS

Membership of the society is drawn from a wide range of disciplines including medical and paramedical professions, physicists, engineers, nurses, midwives, technicians, general practitioners, vets and others with an interest in medical ultrasound both in the United Kingdom and overseas. The success of the society stems to a great extent from its multi-disciplinary nature, regular special topic meetings, Annual Scientific meeting and quarterly scientific journal 'Ultrasound'.

The British Medical Ultrasound Society's Annual Scientific Meeting and Exhibition is established as one of the UK's longest running medical imaging conferences and marks the highlight of the Society's year.

Cardiff City Hall is a prestigious venue to hold an event. The transport links are excellent and there is an abundance of hotels near by.

The 2022 Scientific Organising Committee is chaired by Dr Benjamin Stenberg. Ben is a Consultant Sonographer in the Newcastle upon Tyne Hospitals NHS Foundation Trust, where he has worked in ultrasound for the last 17 years. His role is varied but largely interventional, being involved in head and neck, transplant and abdominal procedures, with a particular interest in liver work both diagnostic (CEUS, liver biopsy, transplant assessment) and therapeutic (Microwave ablation and Irreversible electroporation under ultrasound, CEUS and fusion guidance). Ben is also a member of the BMUS Physics and Safety Committee.

BMUS Objectives

BMUS is a multi-disciplinary body whose objectives are:

- The advancement of the science and technology of ultrasonics as applied to medicine
- The maintenance of the highest standards in these fields
- The advancement of education and research in these areas, and dissemination of the results
- The provision of advice and information regarding ultrasound to the wider public
- More information can be found on the BMUS website: www.bmus.org

About Ultrasound 2022

The 2022 meeting at Cardiff City Hall promises to be an innovative and exciting programme. The superb venue and location is attractive to a wide geographical range of delegates.

As usual, the Conference is complimented by the highly regarded Technical Exhibition, the pre-eminent showcase for new and established ultrasound manufacturers and suppliers to showcase their equipment and services across a wide range of specialties. This is central to the programme, allowing purchasers to evaluate potential new equipment.

Speakers

An impressive range of specialist UK and international speakers will be leading sessions covering all areas of ultrasound practice. Ultrasound 2022 will be a great opportunity to see and hear the latest in ultrasound technology, clinical applications and practice through our programme of expert reviews, research sessions throughout the plenary sessions and 'education on the stand' in the technical exhibition.

Delegates will be able to enhance their practical knowledge and skills through our extended programme of hands-on Practical Training Sessions led by highly renowned specialists in the field of ultrasound.

Profile of Attendees

Radiologists, Sonographers/Radiographers, Physicists, Midwives, General Practitioners, Vascular Technologists, Anaesthetists, Emergency Physicians, Pre-hospital care, Urologists, Paediatricians, Obstetricians, Gynaecologists, Veterinarians and Physiotherapists

About the Venue

City Hall stands in the heart of Cardiff's civic centre, an area of impressive buildings, landscaped gardens and broad tree-lined avenues. City Hall has an unrivalled reputation for conference and meetings excellence in Cardiff. The city centre location is within walking distance of a large variety of hotels, a superb shopping centre, Cardiff Castle, the Principality Stadium and the National Museum. There is easy access to Cardiff Central Railway Station, Bus station and Cardiff International Airport.

This year the Lower Hall will be the home of our technical exhibition. Located on the ground floor, the Lower Hall enjoys excellent access from the main Entrance Hall. The room is given structure by a series of elegant pillars, yet offers a flexible space.

Delegate catering will take place within the Technical Exhibition in the Lower Hall. The hall is located a short distance from the registration area. The main plenary sessions will be held on the first floor with the Assembly Hall, Ferrier Hall and Syndicate rooms being used.

Venue Facilities

- To ensure exhibitor on-site experience is as stress free as possible, the venue offers a range of comprehensive services that are detailed in the Exhibitor's guide.
- Complimentary Wi-Fi available to all exhibitors and delegates.
- Security: the in-house security team are on site throughout the conference event from build up right through to break down.
- Housekeeping department provide a full clean at the end of the build up time.
- Bespoke catering services.

Why Exhibit

Attendees: approx 500 delegates, 90 speakers and 30 plus exhibitors

- High calibre list of experts and world-renowned speakers
- Post conference drinks in the exhibition area on Day One of the meeting
- Platinum, Gold, Silver and Bronze sponsors names & logos included on all pre-conference marketing
- Sponsor profiles included in both the conference app and the final programme for the conference (given to all delegates and speakers) and also listed on the conference website
- Opportunities to participate in specialised practical & training sessions
- The opportunity to provide delegates hands-on access to your products



Technical Exhibition

The Technical Exhibition, the hub of Ultrasound 2022, is an opportunity for the ultrasound industry to showcase the latest products and developments to an educated and informed audience. Opportunities range from pre-booked timetabled 'Education on the Stand' for the main sponsors, with further opportunities to contribute by showcasing products in our popular Practical Training Sessions.



Preliminary Timetable

Tuesday 6th December 2022

- Registration from 8:00am
- Exhibition from 8:30am - 6:00pm
- Scientific streams from 9:30am - 5:00pm
- Donald MacVicar Brown Lecture - 4.00pm
- Welcome Drinks Reception from 5:00pm
- Education on the Stand provided by one of our Gold Sponsors

Wednesday 7th December 2022

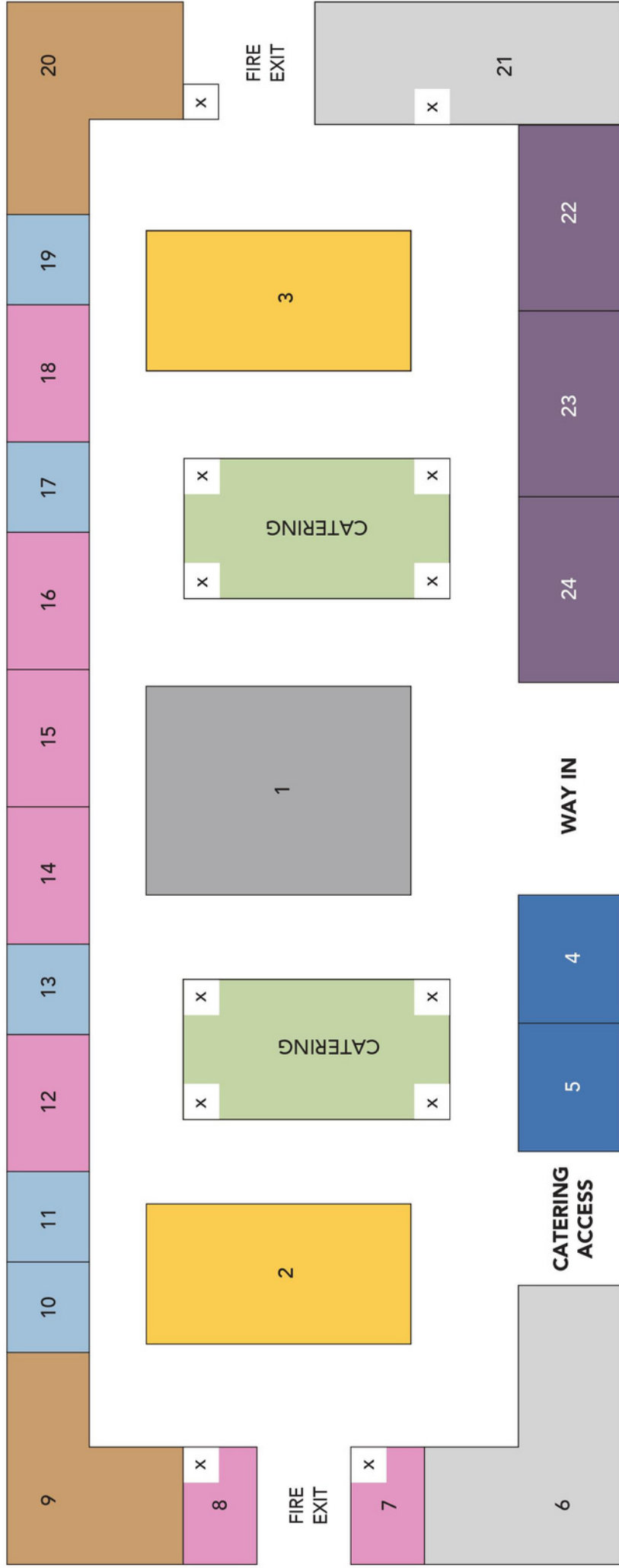
- Registration from 8:00am
- Exhibition from 8:30am - 4.30pm
- Scientific streams from 8.30am - 4.30pm
- Annual Gala Dinner & Awards Ceremony
- Education on the Stand provided by our Platinum Sponsor

Thursday 8th December 2022

- Registration from 8:30am
- Exhibition from 8:30am - 2:00pm
- Scientific streams from 9:00am - 4:00pm
- Education on the Stand provided by one of our Gold Sponsors

FLOOR PLAN

Lower Hall (Ground Floor)



	STAND NUMBER(S)
Platinum (6m x 6m)	1
Gold (7m x 3m)	2, 3
Silver (27 Sq m)	6, 21
Bronze (19 Sq m)	9, 20
Shell Scheme (4m x 3m)	22, 23, 24
Shell Scheme (3m x 3m)	4, 5,
Shell Scheme (3m x 2m)	7, 8, 12, 14, 15, 16, 18
Shell Scheme (2m x 2m)	10, 11, 13, 17, 19 in marble hall 25, 26, 27, 28

ULTRASOUND 2022

The 53rd Annual Scientific Meeting of the British Medical Ultrasound Society

Cardiff City Hall

6th-8th December 2022

Sponsorship Opportunities 2022

Technical Exhibition - a pre-eminent showcase for new and established ultrasound manufacturers and suppliers

Platinum Sponsor £15,500 (1 available) Individual cost £27,300

- Premium 36m² island Exhibition Space (6x6)
- Includes allocated 30 minute 'Education on the Stand' session during the lunch break on Day 2 conference - this education will be listed within the main Scientific Program
- Prime full page of advertising on the back page of the Final Programme
- Advertisement carried in the Conference App over all 3 days
- Insert (provided by sponsor) included in delegate bag.
- One item of sponsor's equipment included in each of the following Practical Training sessions - MSK, Liver Elastography, Liver Segmental Doppler, Obstetric and Renal doppler.
- Sponsor of Annual Gala Dinner & Awards Ceremony and the Welcome Reception
- Sponsor of Stewards T Shirts
- Sponsor of delegate lanyards
- Advertising spot (105mm x 105mm) on the A1 BMUS 2020 wallplanner. The planner will be an insert in the delegate bag and distributed to all BMUS members/Ultrasound journal subscribers (circa 2000) with November 2019 Ultrasound Journal and to the Ultrasound Heads of Departments in 400 hospitals in the UK.
- Company table at the Annual Gala Dinner (10 guest places)
- Sponsor's logo included in all pre-event marketing i.e. quarterly BMUS Newsletter to all members; 'Ultrapost' (monthly news e-mail) to 2,000 potential delegates; and all other media advertising.
- Sponsor's logo will also be carried in a prominent position on Ultrasound 2019 website home page with hyperlink to sponsor's site.
- Receive 12 complementary lunch tickets. Additional tickets can be purchased
- Access to a private room at the venue
- 1 lecture pass for each day

Gold Sponsor £12,500 (2 available) Individual cost £14,150

- Premium 21m² island Exhibition Space (7m x 3m)
- Includes allocated 20 minute 'Education on the Stand' session during the lunch break on Day 1 or Day 3 conference - this education will be listed within the main Scientific Program.
- Prime full page of advertising (inside front cover1 / Page 4) in the Final Programme
- Advertisement carried in the Conference App over all 3 days
- Insert (provided by sponsor) included in delegate bag.
- One item of sponsor's equipment included in each of the following Practical Training sessions - Bowel, DVT Lower and Upper Limb, Head and Neck Practical, MSK Workshop 1 and 2
- Sponsor of delegate lunch & refreshments on day one/day two
- Advertising spot (105mm x 105mm) on the A1 BMUS 2023 Wall Planner. The planner will be an insert in the delegate bag and distributed to all BMUS members/Ultrasound journal subscribers (circa 2000) with November 2018 Ultrasound Journal and to the Ultrasound Heads of Departments in 400 hospitals in the UK.
- Company table at the Annual Gala Dinner (10 guest places)
- Sponsor's logo included in all pre-event marketing i.e. quarterly BMUS Newsletter to all members; 'Ultrapost' (monthly news e-mail) to 2,000 potential delegates; and all other media advertising. The logo will also be carried in a prominent position on Ultrasound 2022 website home page with hyperlink to sponsor's site.
- Receive 7 complementary lunch tickets. Additional tickets can be purchased
- Access to a private room at the venue
- 1 lecture pass for each day

Silver Sponsor £11,500 (2 available) Individual cost £13,400

- Prime 27m² of island Exhibition Space
- Full page advertising in the Final Programme
- Insert (provided by sponsor) included in delegate bag.
- One item of sponsor's equipment included in each of the following Practical Training sessions - Bowel, DVT Lower and Upper Limb, Head and Neck Practical, MSK Workshop 1 and 2
- Advertisement carried in the Conference App over all 3 days
- Single advertisement (105mm x 105mm) on the A1 BMUS 2023 wall planner. The planner will be an insert in the delegate bag and distributed to all BMUS members/ Ultrasound journal subscribers (circa 2000) with November 2022 Ultrasound journal and to the Ultrasound Heads of Departments in 400 hospitals in the UK
- Company table at Annual Gala Dinner (10 guest places)
- Sponsor's logo included in all pre-event marketing i.e. quarterly BMUS Newsletter to all members;
- 'Ultrapost' (monthly news e-mail) to 2,000 potential delegates.
- Sponsor's logo will also be carried in a prominent position on Ultrasound 2022 website homepage with hyperlink to sponsor's site
- Receive 9 complementary lunch tickets. Additional tickets can be purchased
- 1 lecture pass for each day

Bronze Sponsor £8,000 (2 available) Individual cost £9,050

- Premium 19m² of island Exhibition Space
- Half page of advertising in Final Programme
- Insert (provided by sponsor) included in delegate bag
- One item of sponsor's equipment included in each of the following Practical Training sessions - Bowel, DVT Lower and Upper Limb, Head and Neck Practical, MSK Workshop 1 and 2
- Advertising spot (105mm x 105mm) on the A1 BMUS 2023 wall planner. The planner will be an insert in the delegate bag and distributed to all BMUS members/ Ultrasound journal subscribers (circa 2000) with November 2022 Ultrasound journal and to the Ultrasound Heads of Departments in 400 hospitals in the UK
- Company table at Annual Gala Dinner (10 guest places)
- Sponsor's logo included in all pre-event marketing i.e. quarterly BMUS Newsletter to all members; 'Ultrapost' (monthly news e-mail) to 2,000 potential delegates.
- Sponsor's logo will also be carried in a prominent position on Ultrasound 2022 website homepage with hyperlink to sponsor's site
- Receive 6 complementary lunch tickets. Additional tickets can be purchased
- 1 lecture pass for each day



Advertising space in final programme	<p>Outside back cover - £1,750</p> <p>Inside Front cover - £1,600</p> <p>Inside Back cover or Page 4 - £1,500</p> <p>Full page advertising - £1,150</p> <p>Half page advertising - £700</p>
Ultrasound 2022 conference website £250	To include sponsor's logo and hyperlink to sponsor's website on the homepage of the conference website.
Conference dinner and awards ceremony £2500	Exclusive branding and thanks across the key social event on Wednesday 7th December 2022. Sponsor's logo on event tickets. Sponsor will be thanked during awards ceremony
BMUS 2023 wall planner £600 per spot	8 spots of 105mm x 105mm available. An opportunity to have your company profile on the A1 BMUS 2023 wall planner, which will be carried as an insert in the delegate bag and distributed to all BMUS members (circa 2000) with Nov 2022 Ultrasound
Delegate bags £3000/£1000*	Opportunity to provide the delegate bag, with sponsor's logo on front of bag and can include up to 3 pieces of marketing from sponsor.
Delegate Signage £1500.	Daily/directional signage bearing company name/logo prominently displayed throughout the venue for the duration of the conference.
Delegate bag inserts £500	Sponsors to provide 800 copies of their insert. Weight not to exceed 26gm. Maximum of eight inserts are available.
Education on the Stand £350	Advertised within the Final Programme, a 20-minute Education session within one of the refreshment breaks.
Practical Session Machine Space One session £350/Two sessions £600/Five sessions £1000	Opportunity to have your company's equipment used for training equipment in one of the Practical Training Sessions. Each training session will last for a minimum of 90 minutes, and are marketed as standalone education
Keynote lecture sponsorship £1000 per lecture	Opportunity to sponsor the Keynote Donald MacVicar Brown (DMB) lecture on Tuesday 6th December 2022.
Lanyards £3000/£1000*	Sponsor's logo/name carried on delegate lanyards. This cost can be reduced if lanyards are supplied by sponsor.
Lunch & Refreshments £1750 per day	An opportunity to sponsor delegate lunch & refreshments. Sponsor will be mentioned in the final programme and tannoy announcements thanking sponsor and mentioning stand number during lunch/refreshment break. Sponsor to supply paper napkins with company logo.

Pads/Pens for Delegate Packs £550 per item	Opportunity to provide writing pads and pens which will be inserted in each delegate bag.
Poster Boards £750	Sponsor's name will be linked with all mention of the Scientific Poster Exhibition including website and final programme. Poster boards will be branded with company name and logo.
Sponsorship of lecture recording £250 per lecture	Opportunity to sponsor lecture recording for BMUS members, lectures will be available to BMUS members after the event.
Stewards T shirts £1600/£600*	Opportunity to sponsor the stewards T Shirts. T Shirt to carry sponsors logo and, wherever possible, will be in their company's base colour.
Welcome reception £1750	The drinks reception will take place on Tuesday 6th December 2022 at 5pm. The sponsor's name will be on the event ticket, all publicity material related to the Welcome Reception, including final printed programme. A tannoy announcement will be made thanking the sponsor and mentioning stand number during reception.
Conference App advertising £1500 all 3 days/£600 per day	Opportunity to advertise in the conference app provision, with ability to include marketing information over all 3 days of event or on a daily basis.
Young Investigator Session/Award £1500	Opportunity to sponsor this Plenary Session and the winner's prize - an expenses paid trip to 2023 Euroson Congress. The winner is announced at the Annual Dinner and the sponsor will be mentioned during the award ceremony



Exhibition Opportunities 2022

Exhibition Space

An alternative to sponsorship is to have an exhibition stand at the event. A stand is a great way to showcase your products and services to the delegates who may or may not know who you are or what you do.

The costs for exhibiting at Ultrasound 2022 are:

Shell scheme: £300 per square metre. Each shell scheme stand comes with:

- Flush Fitting Walls
- Fascia Board
- Single Spotlight (dependent on position) or fluorescent fitting
- Double Electrical Socket (500w)
- Requirements above those provided require to be purchased separately

Space only: £300 per square metre (applicable to stand sizes 15 sq metres and above)

Please note that the exhibition hall is carpeted. Piped services, furniture and other requirements require to be ordered from the official event scheme builder/furniture supplier. BMUS accepts no responsibility for exhibitors' failure to order services, furniture or their fascia board, details of how to order these are available within the exhibitor guide which is listed on the conference website www.bmus.org/ultrasound-2022/

Exhibitors will be able to distribute unlimited complimentary passes to allow guests to attend the exhibition, these need to be pre-ordered from the BMUS office. Should you wish to provide catering for your guests, this needs to be ordered and paid for beforehand.

Complimentary exhibition only passes will not be available at the event therefore please ensure that you use the form within the exhibitor pack.

Exhibition passes are not available for commercial scoping purposes.

Education Sessions/Scanning on the Stand:

To avoid conflict with the published Scientific Programme, exhibitor education sessions or scanning on the stand is only permitted with prior approval from BMUS. It should be noted that Platinum and Gold sponsors have allocated timetabled sessions during refreshments and lunch-breaks over the 3 days. The remaining breaks are available, should you wish to take advantage of this opportunity, please contact emma@bmus.org who will supply a booking form for this purpose.

All live models are required to have signed a scanning consent form (included in the Exhibitor Guidelines) and their details must be submitted to the BMUS office (Tracey@bmus.org) a minimum of 10 days prior to the event.

Terms & Conditions 2022

- **DEFINITIONS:** In these Standard Terms and Conditions the word 'Sponsor/ Exhibitor' means any company, organisation or person who has applied for space allocation in an exhibition and/or to sponsor an event, or their agent, contractor or employee. The word 'Organiser' means British Medical Ultrasound Society.
- **STAND BOOKINGS:** Sponsors/Exhibitors must complete sign and return the booking form. Provisional bookings can be held for 14 working days; however, no application will be considered valid until a signed booking form and payment is received. The Organiser reserves the right to refuse any bookings at any time without stating a reason. A booking is only confirmed when accepted by the Organiser in writing.
- **PAYMENT TERMS:** An invoice will be raised on receipt of a booking form with 33% of booking due within 14 days of placing the order; the 2nd stage payment is due on 6th September 2022, with the final payment of 33% due on 6th November 2022. Where the invoice amount is not paid within the prescribed time, stands and sponsorship packages may be re-allocated and any loss incurred by the Organiser by such non-payment shall be claimed from the defaulting Sponsor/Exhibitor.
- **CANCELLATION:** All cancellations must be made in writing and are subject to a 25% administrative cost withheld from the original payment. Cancellations made within 60 days of the event will be liable to a further 50% cancellation fee. Cancellations made within 28 days of the event will be liable for payment of the total invoice amount for the original booking.
- **AMENDMENT OF EXHIBITION FLOOR PLAN:** While every endeavour is made to retain the published plan of the exhibition, the Organiser shall be entitled to vary the layout if it believes such variation to be in the general best interests of the exhibition as a whole.
- **SECURITY AND INSURANCE:** Neither the Organiser nor its contractors shall be responsible for the safety and security of the exhibit or of any other property of any Sponsor/Exhibitor, its agents or employees, or for the loss, damage or destruction by theft or fire, or from any other cause, to such exhibits or other property, or for loss, damage or injury sustained by any Sponsor/Exhibitor or any other person save where proved to be caused by the negligence or breach of duty of the Organiser. The Sponsor/Exhibitor shall indemnify the Organiser and its contractors against any liability incurred by the Organiser or its contractors to third persons, as a result of any act or omission of the Sponsor/Exhibitor, its employees or agents. The Sponsor/Exhibitor should effect its own insurance against the risk of any loss, damage or injury or liability.
- **POSTPONEMENT OR ABANDONMENT:** The Sponsor/Exhibitor shall have no claim against the Organiser or its contractors in respect of any loss or damage caused by the prevention, postponement or abandonment of the event, for reasons beyond the control of the Organiser or its contractors.
- **SUBLETTING AND SHARING OF STANDS:** The Sponsor/Exhibitor shall neither share with, nor part with possession of the whole or any part of the stand allocated to it, to another organisation, company or person without the written consent of the Organiser.
- **STAND FITTINGS REGULATIONS:** The Sponsor/Exhibitor and its contractors may not interfere with the exhibition building in any way whatsoever, and any damage caused by their acts of negligence shall require them to indemnify the Organiser and its contractors against any claim arising from such damage.
- **ACCESS AND STAND DISPLAYS:** The Sponsor/Exhibitor must ensure that its stand is ready before the opening of the exhibition each day. Stands must be fully staffed and stocked at all times. The Sponsor/Exhibitor must comply with build-up, breakdown and delivery times, as set out in the Sponsor/Exhibitor manual. Late build up and early breakdown creates problems in exhibition halls, contravenes health and safety regulations and is discourteous to other Sponsor/Exhibitors. If late setup is unavoidable, a suitable time slot will be allocated by the Organiser at its discretion. Exhibits are not to be removed until the exhibition is closed, and any Sponsor/Exhibitors closing the stand before that time without the permission of the Organiser will be liable for an early closing fee of 25% of the total invoice amount. The Sponsor/Exhibitor must vacate its stand, and ensure that all exhibit items are removed from the premises, within the time specified for exhibition breakdown.
- **UNDESIRABLE ACTIVITIES:** If it appears to the Organiser that the Sponsor/Exhibitor may be engaged in activities which it considers to be contrary to the best interests of the Exhibition or event or which appear unethical or unlawful, the Organiser may without being under any liability to refund or reduce any costs, cancel any stand booking or sponsorship package and require the Sponsor/ Exhibitor to vacate the event forthwith and to refuse the Sponsor/Exhibitor the right to participate further in the event. Canvassing for orders, except by the Sponsor/Exhibitor on his own stand in the normal course of his business is strictly prohibited and in any such case the right to expulsion referred to above will be exercised at once. The distribution or display of printed or other placards, flyers or circulars or other articles except by the Sponsor/Exhibitor on its own display space is prohibited, except by prior written agreement with the Organiser.
- **SAMPLING CONSUMABLES:** If the Sponsor/Exhibitor wishes to sample consumables it must ensure that it complies with sampling regulations as laid out by the venue's contract and caterers. Consumables may be subject to corkage.
- **HEALTH & SAFETY AT WORK ACT:** It is the responsibility of the Sponsor/Exhibitor to ensure that its contractors' employees' and agents', displays and exhibits comply with current legislation regarding Health & Safety at Work.
- **DISPOSAL OF WASTE:** It is the responsibility of the Sponsor/Exhibitor to ensure that all debris and waste material arising from its own stand fitting is completely removed from exhibition area prior to the opening of the exhibition. Failure to comply with this procedure shall render the Sponsor/Exhibitor liable for the cost of clearance by the Organiser.
- **SPECIAL HAZARDS:** Any exhibit that may be regarded as constituting a special risk or hazard must be notified to the Organiser at least one month in advance of the opening of the exhibition. The Sponsor/Exhibitor must at its own expense, comply with any conditions or safety precautions the Organiser, venue licensor or local authority may impose.
- **SPONSOR/EXHIBITOR BADGES:** Please note that Sponsor/ Exhibitor badges will not grant access to any of the conference educational sessions. Individual employees, agents, or contractors from sponsoring/exhibiting companies or organisations who wish to attend the conference sessions must register as full conference delegates. • **DELEGATE NUMBERS:** Whilst the Organiser will make every effort to secure a high level of attendance of delegates, there can be no guarantee of delegate numbers and no discounts or refunds are available if delegate numbers do not reach the projected levels.
- **AGREEMENT:** These Standard Terms and Conditions, together with the booking form, printed sales material, letter of confirmation and any subsequent agreed variations in writing and signed by the Organiser shall represent the entire Agreement between the Organiser and the Sponsor/Exhibitor and shall supersede any previous agreements or representations whether written or oral.