



Ultrasound 2015

47th Annual Scientific Meeting of the
British Medical Ultrasound Society

Exhibition & Sponsorship Opportunities

9-11 December 2015
City Hall, Cardiff



About BMUS - Page 2
About Ultrasound 2015 - Page 3
Venue - Cardiff, Wales - Page 4
Technical Exhibition - Page 5
Preliminary Timetable - Page 6
Venue Floorplan - Page 7
Sponsorship Opportunities 2015 - Page 8
Miscellaneous - Page 13
Terms & Conditions - Page 14

About **BMUS**



Promoting Ultrasound for Healthcare Professionals

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. City Hall, Cardiff is simply an amazing location to hold an event. The transport links are excellent and there is an abundance of hotels close by.

The conference programme this year will be led by Dr Nick Dudley, co-author of the book 'BMUS Guidelines for the Regular Quality Assurance Testing of Ultrasound Scanners by Sonographers'. Nick is Physicist at Lincoln County Hospital, a serving member of BMUS Council and the current chair of the Science & Education 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 2015**



9 - 11 December 2015

City Hall, Cardiff



Speakers

An impressive range of specialist UK and international speakers will be leading sessions covering all areas of ultrasound practice.

Ultrasound 2015 at City Hall, Cardiff 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 half-day practical and Integrated Training Sessions led by highly renowned specialists in the field of ultrasound.

The 2015 meeting at City Hall, Cardiff promises to be an innovative and exciting programme. The superb venue and location is attractive to a wide geographical range of delegates. There are excellent transport links to all areas of the UK and Cardiff International Airport with daily European and International flights serving further afield.

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.

This year, following the success of the 2014 Manchester meeting, BMUS has included a number of innovative features to increase the opportunity for exhibitors / sponsors to mingle with delegates.

Venue - Cardiff, Wales



City Hall, Cardiff, Wales

Cathays Park, Cardiff CF10 3ND

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 and Gold sponsors names & logos included on all pre-conference marketing
- Sponsor profiles included in final programme for conference (given to all delegate and speakers) and listed on the conference website
- Opportunities to participate in specialised practical & training sessions
- The opportunity to provide delegates hands-on access to your products

Cardiff is one of Europe's fastest growing capital cities offering a vibrant and diverse mix of activities, attractions and events. In recognition of its strong regional identity and cultural excellence, Cardiff was awarded the accolade of Centre of Culture by the UK government in 2003.

City Hall stands in the heart of Cardiff. It is the centrepiece of one of the world's finest civic centres, an area of impressive buildings, landscaped gardens and broad tree-lined avenues. The design is inspired by English and French Renaissance architecture, but has in addition all the presence and confidence of the Edwardian period, when Cardiff's prosperity from the coal industry was at its height. City Hall is dominated by the 194 foot high clock tower, and the dome is surmounted by a Welsh dragon, sculpted by HC Fehr.

Located in the city centre in what has been acclaimed one of the finest civic centres in Europe, City Hall is situated close to Cardiff Castle, the Millennium Stadium, the National Gallery of Wales and is within walking distance of Cardiff's central train and bus stations and a large variety of hotels. December sees the city host a large bustling Christmas Market in the superb pedestrianised shopping centre. The venue has in recent years welcomed a variety of international conferences and high-profile events, including international software workshops, European Council Meetings and most recently was Rally Headquarters of the Wales Rally GB.

Technical Exhibition - Hub of Ultrasound



A superb platform to meet old and new customers

This year the programme is focussing on Quality, Governance and Professional Issues that are at the forefront of clinical practice. Renowned invited speakers will be taking part in several debates on issues that are impacting on daily practice and improving decision making and diagnosis.

The Technical Exhibition 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 to 'Masterclass' sessions as well as showcasing products in our popular half-day practical and Integrated Training Sessions.

Profile of our attendees:

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

Previous Exhibitors:

Alliance Medical, Asterol, Barts Health, B K Medical, Bracco, Cae Healthcare, Casmed, Care UK, CDI Partnership, Chison, D&P Medical Imaging, Delta Surgical, DeSMIT Medical, Esaote Europe BV, Fujifilm Sonosite, G E Healthcare, Global Locums, HCL Healthcare, Hitachi Medical Systems, ID Medical, Imaging Equipment, Imaging First, InHealth, Kirkham Young, Limbs & Things, Medaphor Ltd, Medrad Eurobe BV, Mindray, MIS, Multi-Medix Ltd, Murray Equipment, Nottingham University Hospitals NHS Trust, Northern Physics, OKB Medical, Olympus KeyMed, Philips Medical Systems, Physiological Measurements Ltd, Sanctuary Personnel, SCOR, Sonoscape Ltd, Southern Scientific, Supersonic Imagine, Teeside University, Toshiba Medical Systems, Tristel Solutions, UK Medical, Ultrasonix, University of Hertfordshire, Wisepress Online Book Shop, Zonare Medical Systems.

Preliminary **Timetable**



A scientific programme suitable for practitioners from all fields

Wednesday 9th December 2015:

Registration from 8:00am

Exhibition from 8:30 - 6:00pm

Scientific streams from 9:30 - 15:15

Donald MacVicar Brown (DMB) Memorial Lecture

4:00 - 4.45pm

Welcome Drinks Reception from 4.45pm

Thursday 10th December 2015:

Registration from 8:30am

Exhibition from 8:30am - 5:00pm

Scientific streams from 9:00am - 5:00pm

Friday 11th December 2015:

Registration from 8:30am

Exhibition from 8:30am - 3:00pm

Scientific streams from 9:00am - 5:00pm

Peter Twining Memorial Lecture

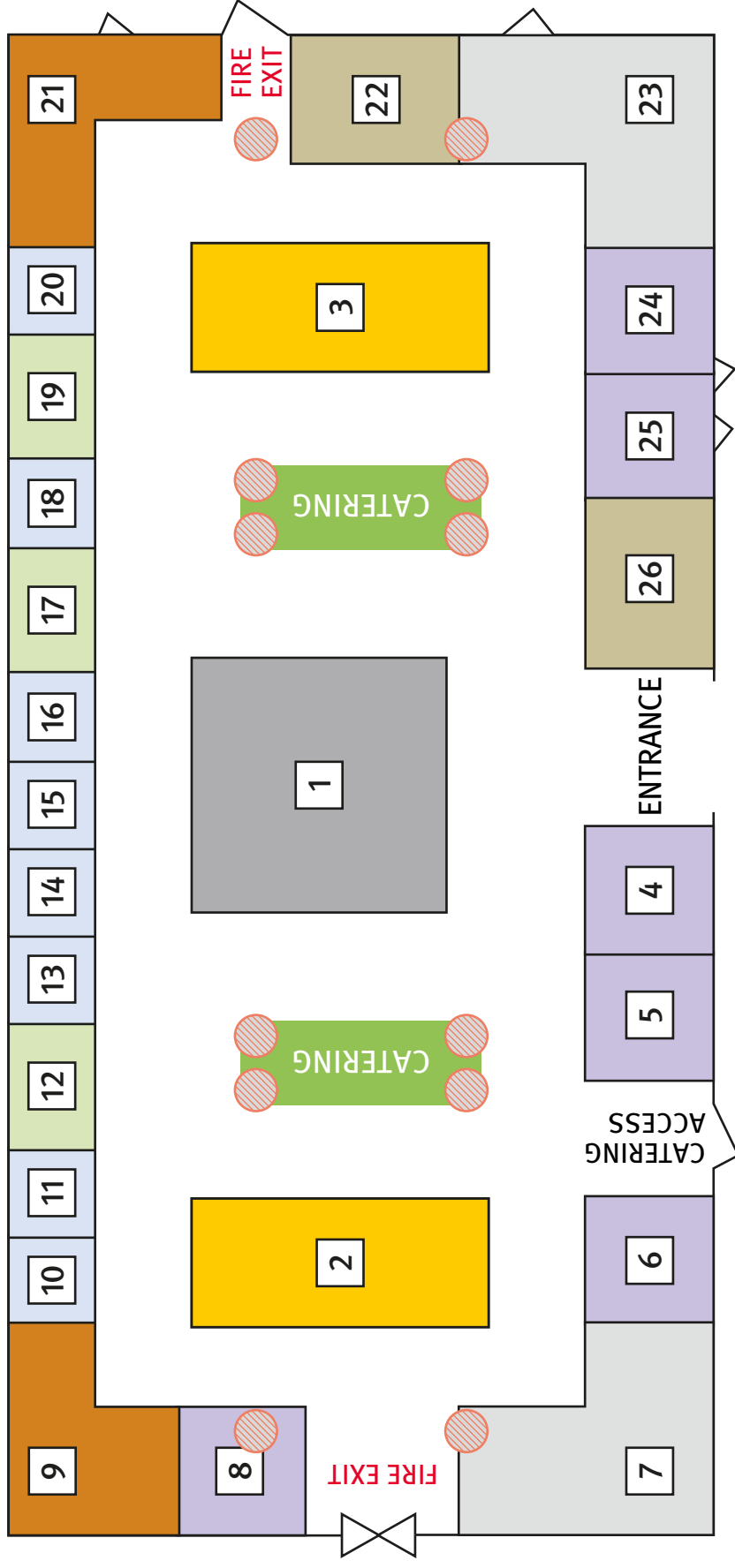
Venue facilities

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.

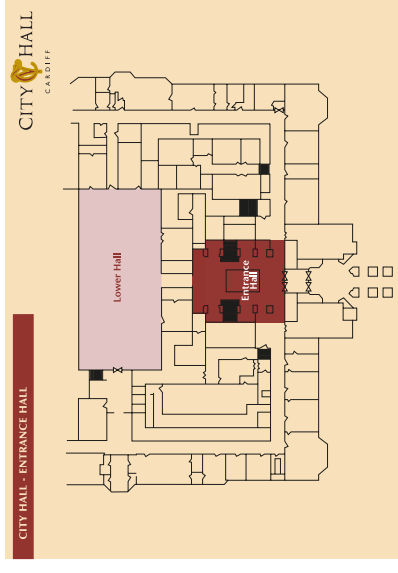
- Telephones, faxes, ISDN and broadband connections available throughout the whole building with complimentary wifi available to all exhibitors and delegates.
- Security: the in-house security team are on site throughout the conference event from build up right through to break down.
- Housekeeping department provide a full clean at the end of the build up time and can provide last minute emergency cleaning on the opening morning of the event.
- Bespoke catering services

Ultrasound 2015

The 47th Annual Scientific Meeting of the British Medical Ultrasound Society



Stand and floor plan: City Hall, Cardiff 9th – 11th December 2015



	Stand No	Stand No
Platinum – 36m ²	1	22 & 26
Gold – 21m ²	2 & 3	4 - 6, 8, 24 & 25
Silver – 24m ²	7 & 23	12, 17 & 19
Bronze – 16m ²	9 & 21	10 & 11, 13 - 16, 18 & 20

Sponsorship Opportunities 2015



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



Platinum Sponsorship Package - £15,500 (1 available)

Individual cost £18,390

- Premium Exhibition Space (6x6)
- Timetabled 75 minute lecture session on Day 1 of the meeting
- Includes allocated 'Education on the Stand' pre-bookable opportunities - during the lunch break and the refreshment 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
- Insert (provided by sponsor) included in delegate bag.
- One item of sponsor's equipment included in each of the 5 Integrated Training sessions (DVT, Head & Neck, Quality & Governance, MSK Fundamentals & Advanced MSK)
- Sponsor of Annual Gala Dinner (includes company table for 10)
- Sponsor of delegate lunch & refreshments on Day One
- Sponsor's logo included in all pre-event marketing i.e. quarterly BMUS Newsletter to all members; 'Ultrapost' (monthly news e-mail) to 5,000 potential delegates; and all other media advertising. The logo will also be carried in a prominent position on Ultrasound 2015 website home page with hyperlink to sponsor's site.

Sponsorship Opportunities 2015



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



Gold Sponsorship Package - £10,950 (2 available)

Individual cost £13,140

- Premium Exhibition Space (7x3)
- Sponsor of Welcome Reception¹/ Young Investigator session²
- Includes allocated 'Education on the Stand' pre-bookable opportunities - during one of the lunch breaks and one of the refreshment breaks on Day 1 or Day 3 - this education will be listed within the main Scientific Program
- Prime full page of advertising on inside front page or 1st left page of the Final Programme
- Insert (provided by sponsor) included in delegate bag.
- One item of sponsor's equipment included in each of the 5 Integrated Training sessions (DVT, Head & Neck, Quality & Governance, MSK Fundamentals & Advanced MSK)
- Sponsor of delegate lunch & refreshments on Day 2 or Day 3
- Sponsor's logo included in all pre-event marketing i.e. quarterly BMUS Newsletter to all members; 'Ultrapost' (monthly news e-mail) to 5,000 potential delegates; and all other media advertising. The logo will also be carried in a prominent position on Ultrasound 2015 website home page with hyperlink to sponsor's site.

Sponsorship Opportunities 2015



Opportunities to give delegates hands-on access to your company's products

Silver Package - £8,500 (2 available)

Individual cost £10,100

- Premium Exhibition (24 sqm) shell scheme
- Full Page advertising in Final Programme
- One item of sponsor's equipment included in each of the 5 Integrated Training Sessions (DVT, Head & Neck, Quality & Governance, MSK Fundamentals & Advanced MSK)
- Insert (provided by sponsor) included in delegate bag.
- Sponsor's logo included in all pre-event marketing i.e. quarterly BMUS Newsletter to all members; 'Ultrapost' (monthly news e-mail) to 5,000 potential delegates. The logo will also be carried in a prominent position on Ultrasound 2015 website home page with hyperlink to sponsor's site

Bronze Package - £5,300 (2 available)

Individual cost £6250

- Premium Exhibition (16 sqm) Shell Scheme
- Half page advertising in Final Programme with option to upgrade to full page for an additional £200
- Insert (provided by sponsor) included in the delegate bag
- Sponsor's logo included in all pre-event marketing i.e. quarterly BMUS Newsletter to all members; 'Ultrapost' (monthly news e-mail) to 5,000 potential delegates. The logo will also be carried in a prominent position on Ultrasound 2015 website home page with hyperlink to sponsor's site

Sponsorship Opportunities 2015 - continued

Advertising space in Final Programme

Outside back cover - £1,750
Inside Front cover - £1,600
Inside Back cover - £1,500
Full page advertising - £1,150
Half page advertising - £700

Ultrasound 2015 Conference Website

£250

To include sponsor's logo and hyperlink to sponsor's website on the homepage of the conference website

Conference Dinner & Awards Ceremony - £1,950

Exclusive branding and thanks across the key social event on Thursday 10th Dec 2015. Sponsor's logo on event tickets. Sponsor will be thanked during awards ceremony.

BMUS 2015 Wallplanner

£750

8 spots of 105mm x 105mm available. An opportunity to have your company profile on the A1 BMUS 2015 wallplanner, which will be carried as an insert in the delegate bag and distributed to all BMUS members (circa 2000) with Nov 2015 Ultrasound journal

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 Bag Insert

£500

Sponsors to provide 800 copies of their insert. Weight not to exceed 26gsm. Maximum of six inserts are available.

Delegate Signage

£1,500

Daily/directional/digital signage bearing company name/logo prominently displayed throughout the venue for the duration of the conference

Education on the Stand

£100

Advertised within the Final Programme a 30 minute Education session within morning/lunch/afternoon refreshment break

Integrated Session Machine Space

One session £300/Two sessions £450

Five sessions £1000

Opportunity to have your company's equipment used for training equipment in one of the Integrated Training Sessions. Each training session will last for a minimum of 3 hours, and are marketed as stand alone education.

Keynote lecture sponsorship

£1000 per lecture

Opportunity to sponsor one of the two Keynote lectures - Donald MacVicar Brown (DMB) on Wed 9th December 2015 or the Peter Twining Memorial Lecture on Fri 11th December 2015

Sponsorship Opportunities 2015 - continued

Lanyards £3000/£1,000*	Sponsor's logo/name carried on delegate lanyards. This cost can be reduced if Lanyards are supplied by sponsor
Lunch & Refreshments £1,750 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.
Masterclass Session Sponsorship £450	Opportunity to sponsor a Masterclass Session. Sponsor's equipment used throughout the session with the sponsor's logo prominently displayed during training. Session chair will additionally thank sponsor at beginning of session. A powerpoint including the sponsor's company logo will also be displayed prior to session beginning and at break time. Sponsor's name & logo carried on all pre-conference advertising and in Conference programme.
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 delegates, lectures will be added to BMUS website & Ultrasound 2014 website after the event.
Stewards T Shirts £1,750/£500*	Opportunity to sponsor the stewards T Shirts. T Shirt to carry sponsors logo and will be in their company's base colour.
Welcome Reception £1,750	The drinks reception will take place on Wednesday 9th December 2015 at 4.45pm. 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.
Wi-fi Sponsorship £1,400 all 3 days/£500 per day	Opportunity to sponsor wi-fi provision, with ability to include marketing information over all 3 days of event or on a daily basis.
Young Investigator Session/Award £1,500	Opportunity to sponsor this Plenary Session and the winner's prize - an expenses paid trip to 2015 Euroson Meeting in Leipzig. The winner is announced at the Annual Dinner and the sponsor will be mentioned during the award ceremony

* cost of sponsorship if item is provided by the sponsor

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 2014 are :

- **Shell scheme** : £300 per square metre
Each shell scheme stand comes with:
 - Flush Fitting Walls
 - Fascia Board
 - Single Spotlight
 - Double Electrical Socket (500w)
 - Requirements above those provided require to be purchased separately
- **Space only** : £290 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.bmus2015.org

Exhibitors will be able to distribute unlimited complimentary delegate passes to allow guests to attend the exhibition, these can be pre-ordered from the BMUS office. However, catering for your guests needs to be ordered and paid for beforehand. Exhibition only passes will not be available at the event therefore please ensure that you arrange your requirements on the form within the exhibitor pack. Exhibition passes are not available for commercial purposes.

Education/Scanning on the Stand:

Please note education or scanning on the stand is only permitted with prior approval from BMUS to avoid conflict with the published Scientific Programme. Platinum and Gold sponsors are entitled to one 30 minute lunch session and one refreshment break over the 3 days - each session is available on a first come, first served basis. Should you wish to take advantage of this opportunity, please contact joy@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 Heather in the BMUS office (heather@bmus.org) a minimum of 10 days prior to the event.

Terms & Conditions

1. **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.

2. **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.

3. **PAYMENT TERMS:** An invoice will be raised on receipt of a booking form and should be paid in full within 21 days of the invoice date. Where the invoice amount is not paid within the prescribed time, stands and sponsorship packages may be Reallocated and any loss incurred by the Organiser by such non-payment shall be claimed from the defaulting Sponsor/Exhibitor.

4. **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.

5. **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.

6. **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.

7. **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.

8. **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.

9. **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.

10. **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.

11. **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.

12. **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.

13. **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.

14. **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.

15. **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.

16. **SPONSOR/EXHIBITOR BADGES:** Please note that Sponsor/Exhibitor badges will not grant access to any of the conference 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.

17. **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.

18. **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.