

BMUS 

49th Annual Scientific Meeting of the  
British Medical Ultrasound Society

## **Ultrasound 2017**

**6 - 8th December 2017, Cheltenham Racecourse**

---

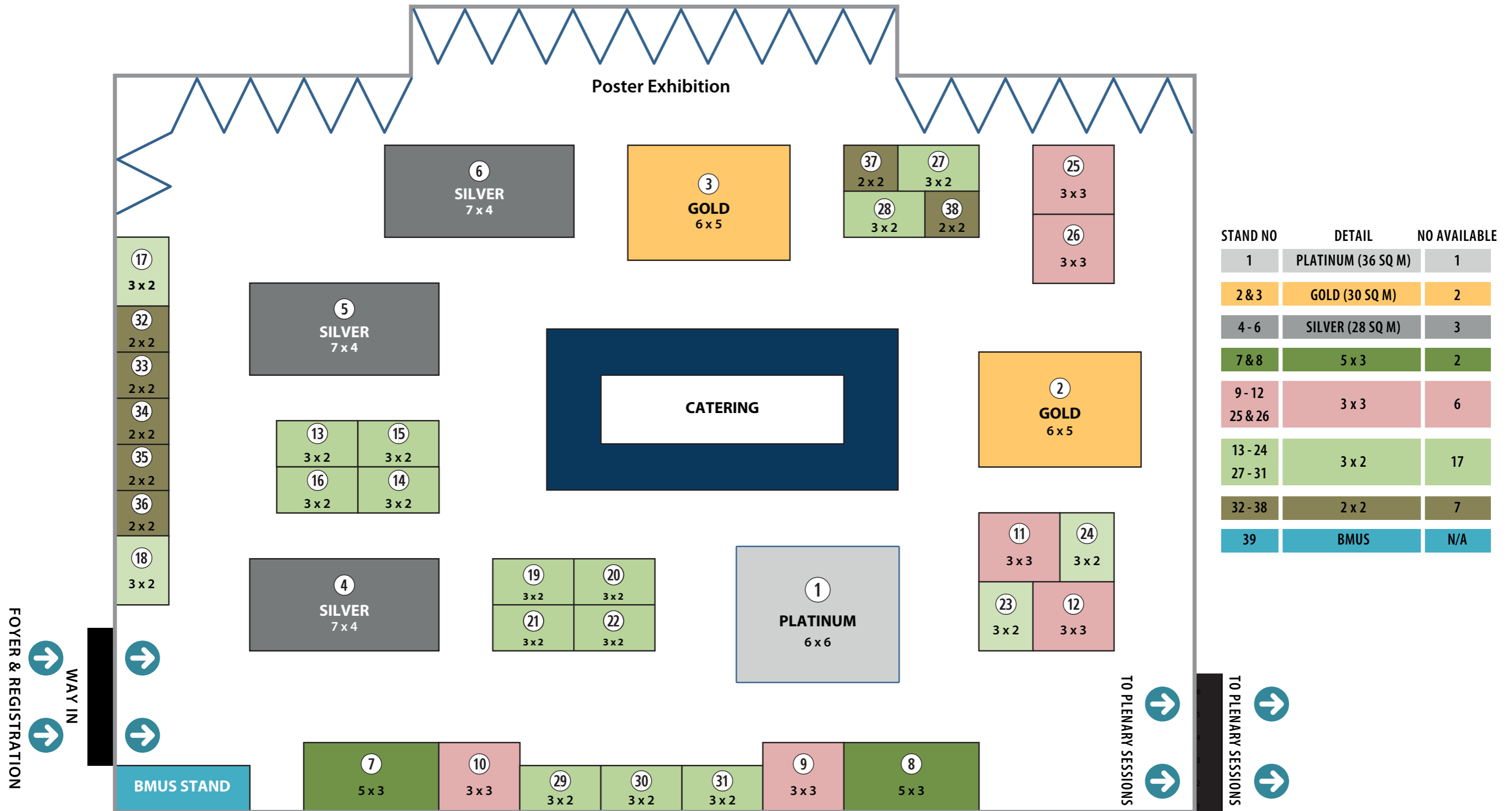
# **Exhibition & Sponsorship Booking Form**



# Ultrasound 2017

The 49th Annual Scientific Meeting of the British Medical Ultrasound Society

Stand and floor plan: Cheltenham Racecourse, Cheltenham



## Sponsorship Opportunities:

### ADVERTISING IN FINAL PROGRAMME

OUTSIDE BACK COVER	£1,750 (1 AVAILABLE)	<input type="checkbox"/>
INSIDE FRONT COVER	£1,600 (1 AVAILABLE)	<input type="checkbox"/>
INSIDE BACK COVER	£1,500 (1 AVAILABLE)	<input type="checkbox"/>
PAGE 4	£1,500 (1 AVAILABLE)	<input type="checkbox"/>
FULL PAGE ADVERTISING	£1,150	<input type="checkbox"/>
HALF PAGE ADVERTISING	£700	<input type="checkbox"/>
<b>2018 BMUS WALLPLANNER</b>	<b>£600 PER ADVERT</b>	<input type="checkbox"/>
<b>CONFERENCE APP ADVERTISING</b>	<b>£3,500 ALL 3 DAYS</b>	<input type="checkbox"/>
	<b>£1,200 PER DAY</b>	<input type="checkbox"/>
	<b>£500 PER PAGE</b>	<input type="checkbox"/>
<b>CONFERENCE GALA DINNER &amp; AWARDS</b>	<b>£2,500</b>	<input type="checkbox"/>
<b>CONFERENCE WEBSITE</b>		
LOGO & HYPERLINK TO SPONSOR'S WEBSITE	£250	<input type="checkbox"/>
<b>DELEGATE BAGS</b>	<b>£3,000 / £1000*</b>	<input type="checkbox"/>
<b>DELEGATE BAG INSERT</b>	<b>£500 PER ITEM</b>	<input type="checkbox"/>
<b>DIRECTIONAL SIGNAGE</b>	<b>£1,500</b>	<input type="checkbox"/>
<b>EDUCATION ON THE STAND</b>	<b>£350 PER SESSION</b>	<input type="checkbox"/>
<b>INTEGRATED TRAINING MACHINE SPACE</b>		
ONE SESSION	£350	<input type="checkbox"/>
TWO SESSIONS	£600	<input type="checkbox"/>
FOUR SESSIONS	£1,000	<input type="checkbox"/>
<b>KEYNOTE LECTURE SPONSORSHIP</b>		
DMB LECTURE	£1,000	<input type="checkbox"/>
PETER TWINING LECTURE	£1,000	<input type="checkbox"/>
<b>LANYARDS</b>	<b>£3,000 / £1000*</b>	<input type="checkbox"/>
<b>LUNCH &amp; REFRESHMENTS PER DAY</b>	<b>£1,750</b>	<input type="checkbox"/>
<b>MASTERCLASS SESSION SPONSORSHIP</b>	<b>£450 each</b>	<input type="checkbox"/>
<b>PADS / PENS FOR DELEGATE BAGES</b>	<b>£550 PER ITEM</b>	<input type="checkbox"/>
<b>POSTER BOARD SPONSORSHIP</b>	<b>£750</b>	<input type="checkbox"/>
<b>SPONSORSHIP LECTURE RECORDING</b>	<b>£250 PER LECTURE</b>	<input type="checkbox"/>
<b>STEWARDS T SHIRTS</b>	<b>£1,600 / £600*</b>	<input type="checkbox"/>
<b>WELCOME RECEPTION</b>	<b>£1,750</b>	<input type="checkbox"/>
<b>YOUNG INVESTIGATOR AWARD</b>	<b>£1,500</b>	<input type="checkbox"/>

\* cost if item provided by sponsor

£ ..... Sponsorship Total

*For bookings & enquiries please contact Joy Whyte  
Tel : 020 7636 3714 or e-mail : joy@bmus.org*

## Exhibition Packages :

**PLATINUM SPONSORSHIP** £15,750

(36 sq m space only package – see page 9 of media pack)

**GOLD SPONSORSHIP** £12,500

(30 sq m space only package – see page 10 of media pack)

**SILVER SPONSORSHIP** £9,750

(28 sq m space only package – see page 11 of media pack)

**BRONZE SPONSORSHIP** £7,650

(21 sq m space only package – see page 11 of media pack)

## Stand & Build Requirements :

Space required \_\_\_\_ x \_\_\_\_ Shell Scheme  or Space Only   
*Please choose one option*

Stand Number(s) \_\_\_\_\_ 1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice

## Booking Total :

Stand Total (a) £ \_\_\_\_\_ from above

Sponsorship Total (b) £ \_\_\_\_\_ from Sponsorship Page

**TOTAL ORDER** (a+b) £ \_\_\_\_\_

**Please note all orders are subject to VAT at 20%**

**This form constitutes your agreement and  
must be returned to complete your booking**  
You can post or fax this form back to:  
**Joy Whyte, BMUS, 27 Old Gloucester Street, London WC1N 3AX**  
**Fax : 020 7323 2175**  
**Alternatively scan to :joy@bmus.org**

*For bookings & enquiries please contact Joy Whyte  
Tel : 020 7636 3714 or e-mail : joy@bmus.org*

## Company Details :

Name:

---

Position:

---

Company Name:

---

Invoice Address:

---

---

Purchase Order Number

---

Tel:

---

Fax:

Email:

---

Finance e-mail:

Signed:

---

### TERMS AND CONDITIONS

1. Please note the booking form should be returned within **14 working days** with a 33% booking deposit to reserve your order, a further 33% (66% of booking) should be paid by **5<sup>th</sup> September 2017**.
2. Full payment should be received by **30<sup>th</sup> October 2017**, outstanding debtors will not be admitted to the meeting.
3. Please note all charges are exclusive of VAT and chargeable at the prevailing rate of 20%.
4. Booking cancellations must be made in writing to Joy Whyte at the address above or by e-mail to [joy@bmus.org](mailto:joy@bmus.org). No other form of cancellation is accepted.
4. Written cancellations received 28 days prior to conference will be subject to a 66% cancellation fee, and cancellations post 28 days prior to conference are subject to the full charge.

Full Terms and Conditions at rear of document.

#### Payment Details

Bank : Unity Trust Bank

Sort Code No : 08-60-01      Account Number : 20237031

IBAN : GB93 NWBK 6002 3571 4180 24      SWIFT : NWBKGB2L

Please quote the booking reference on your remittance

*For bookings & enquiries please contact Joy Whyte  
Tel : 020 7636 3714 or e-mail : [joy@bmus.org](mailto:joy@bmus.org)*

## Terms and 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 etup 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.