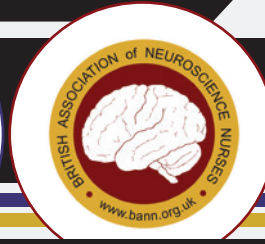


# 11<sup>TH</sup> EANN QUADRENNIAL CONGRESS & SBNS SPRING MEETING

19 – 22 MARCH  
2019



in partnership  
with **BANN**

Manchester Central Convention Complex

## SPONSORSHIP PROSPECTUS

Dear Industry Colleagues,

The Society of British Neurological Surgeons (SBNS) and The European Association of Neurosurgical Nurses have come together for a 3 day meeting to be held at Manchester Central Convention Centre. This is a purpose built conference centre with everything we need to run a successful combined meeting with our colleagues. The Exchange Hall is a spacious exhibition area which we intend to use to its full potential by using it to host our Welcome Reception, for maximum exhibitor exposure.

We are writing to invite you to support this event; we have many sponsorship opportunities including, Exhibition Space, The Meeting App, Talking Slides and Breakfast Seminars. There are more details on all these opportunities below. We have a strong academic programme planned for our delegates including The Life Long Learning session on Wednesday morning on Neuro Oncology.

We have two social events planned. The Welcome Reception on Wednesday evening will be held within the Exchange Hall, where you will have more time and opportunity to mingle with delegates and colleagues and The Gala Dinner on Thursday Evening will be held at the Principal Hotel in the heart of Manchester.

Thank you in anticipation for your support of our joint meeting, it is greatly appreciated. We look forward to seeing you in Manchester.

Catherine Gilkes and Mark Wilson  
SBNS Meetings and Communications Secretaries

Elaine Pearce  
BANN Secretary

For further details on the programme, registration and accommodation visit the website: <http://www.neuro2019.org/>

### PROPOSED TIMINGS

(these are subject to change)

#### Set up timings:

Tuesday 19th March  
08:30 – 17:30

Wednesday 20th March  
08:00 – 09:30

#### Exhibition Opening Hours:

Wednesday 20th March  
09:00 – 21:30

Thursday 21st March  
10:00 – 16:30

Friday 22nd March  
10:00 – 14:00

#### Dismantling/Breakdown Timings:

Friday 22nd March  
14:30 – 17:30

### FURTHER INFORMATION

A manual giving further general and technical information, advice and full details about the exhibition and venue will be circulated in **December 2018**

# SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Sponsors will be recognised at the meeting and on all meeting materials according to the total support provided.

## SPONSORSHIP LEVELS

In order to find out how you will be acknowledged (if “Gold”, “Silver”, “Bronze” or simply “Sponsor”), please follow the steps below:

STEP 1: Select your sponsorship opportunities

STEP 2: Select your stand package

STEP 3: Work out the total amount due

STEP 4: Check in the chart below which sponsorship level your company falls within

Total Support Provided	Sponsorship Level	Additional Benefits
Over £12,500	Gold Sponsor	<ol style="list-style-type: none"> <li>1. Sponsors logo on the meeting website with hyperlink to a website of their choice</li> <li>2. 4 additional exhibitor badges and Gala Dinner Tickets</li> </ol>
Over £9,500	Silver Sponsor	<ol style="list-style-type: none"> <li>1. Sponsors logo on the meeting website</li> <li>2. 2 additional exhibitor badges and Gala Dinner Tickets</li> </ol>
Over £7,500	Bronze Sponsor	<ol style="list-style-type: none"> <li>1. Sponsors logo on the meeting website</li> </ol>
Less than £6,000	Sponsor	

In addition all sponsors will receive the following benefits:

- The right to use the meeting logo, subject to the Committee approval
- Acknowledgement on sponsor boards on-site
- Acknowledgement on the meeting app



## SCIENTIFIC OPPORTUNITIES

### 2 x Breakfast Seminars (1 hr): £2,500 + VAT

Thursday 21st and Friday 22nd March 2019

There will be 2 breakfast seminars held each morning. The breakfast seminars will be held on Thursday and Friday morning at approximately 08:00 to 09:00 in the Charter Suite. Companies sponsoring the breakfast seminars will receive the following benefits:

- Seminar details on the meeting app
- Seminar Programme on the meeting website
- Seminar invitation in the meeting bag (1 sheet only, max A4 format)
- Invitations emailed to registered delegates 1 week before the start of the meeting
- Room Hire
- Technical Assistance
- Standard AV package (to be confirmed in guidelines)
- Sponsoring companies will cover costs (Accommodation and Travel) for their speakers

Sponsors of the Breakfast Seminars will provide breakfast for the delegates. Applications must be submitted by **November 2018**.

## ADVERTISEMENT ON THE MEETING APP

### Home screen widget: £600 + VAT (Included in package A)

Home screen widget is a company logo on the home screen. This is the first section all delegates will view. It also has the main features of the app on it. By clicking on this widget it will take the delegate through to the exclusive partners section of the app.

### Company Logo on the Navigation Menu: £400 + VAT (Only 2 available)

When clicked it can either go to your profile within the app or an external web page.

### Company Logo throughout the main academic programme: £400 + VAT (Only 3 available)

This is a banner ad which will appear within the main academic programme.

The banner can either link to your profile within the app or a 'pop-up' image or overlay screen, the image will appear when users click on the ad. If more than 1 company chooses this option then they will be evenly distributed and rotate every 15 seconds.

### Banner ads: £300 + VAT (only 4 available)

This is 1 banner (company logo) in 4 different locations. These will be located in 'Speakers', 'Sponsors', 'Attendees' sections and on top of the menu bar within the app. These banners will be evenly distributed and rotate every 15 seconds.

Banners can have different causes to action. It can link to either:

- Sponsor's profile page within the app
- Any external website
- Custom - A 'pop-up' or overlay screen with the custom ad will appear when users click on the ad
- Image - A 'pop-up' or overlay screen with the image will appear when users click on the ad

### Sponsored Alerts: £99.00 + VAT (only 4 available)

Sponsored Alerts will be sent to each delegate within the app and also to their email address. This can include images and a message with links to internal (within the app) or to an external destination.

## DELEGATE BAG INSERTS

### Inserts: £305.00 + VAT

To be placed inside the delegate bags (1 sheet only, max A4 format, subject to approval by Scientific Committee).

## REGISTRATION ITEM OPPORTUNITIES

### Lanyards: Cost of production or provided in kind

Name badge cords are a perfect opportunity for a company wishing to gain high profile exposure at the meeting. All delegates will be given a sponsor company branded Lanyard when they register at the Meeting.

### Meeting Bags: Cost of production or provided in kind

An opportunity which offers exposure far beyond the meeting, the bags will include all meeting print material and will be handed to delegates when they register. The Sponsor company logo will be printed on the bag.

### Notepads: Cost of production or provided in kind

An opportunity to brand the writing pads that will be included in the delegate bags for use during the meeting. Sponsor will provide A4 notepad blocks or folders, which may be branded with their company logo.

### Pens: Cost of production or provided in kind

An opportunity to brand the pens that will be included in the delegate bags for use during the meeting as well as on the registration desks. Sponsor will provide good quality pens, which may be branded with their company logo.

## TALKING SLIDES

We are continuing to record all presentations throughout the meeting; they will be published on line and accessible to all members of our association for **twelve months** on the Talking Slides platform <http://sbns.talkingslideshd.com/home>. There is an opportunity for your logo to be on the front page of this site as a hyperlink directly to your website.

This is a very popular service for delegates and will offer a great opportunity for further brand awareness from our sponsors, not only to delegates who attended the conferences but also those who did not.

We have two levels of sponsorship that last for 12 months:

- **Gold £250.00 + VAT** (maximum of 4 available) your logo will appear at the top of the web page as people log on
- **Silver £150.00 + VAT** (maximum of 6 available) the logo swaps from the bottom of the page to the top after each refresh



## EXHIBITION OPPORTUNITIES

### Exhibition Stand Packages

The cost of stand space has been divided into packages (A-G) as follows, **there is going to be no shell scheme offered at this venue.**

**PLEASE NOTE:** All power provision will need to be booked through the venue; no provision is included in the stand cost for this meeting. Contact Ian Ellis [iellis@ges.com](mailto:iellis@ges.com) to get a quote

Stand Package	A	B	C	D	E	F	G	Table Top (Charity Stands only)
Available	2	2	4	8	6	10	4	11
Stand Space	32sqm	24 sqm	16 sqm	12 sqm	9 sqm	6 sqm	4 sqm	table
Number of company, name badges (lunch, tea & coffee included)	6	5	4	4	3	2	2	2
Number of tickets for the Welcome Reception*	6	5	4	4	3	2	2	2
Number of tickets for the Gala Dinner**	6	5	4	4	3	2	2	0
Editorial entry on Meeting App (unlimited text)	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Home Screen of Meeting App	✓	X	X	X	X	X	X	X
1 power point slide***	✓	✓	✓	✓	✓	✓	✓	✓
Joint Sponsorship of the Welcome Reception	✓	✓	✓	✓	✓	✓	✓	✓
<b>Cost</b>	<b>£13,312.00 + VAT</b>	<b>£9,988.00 + VAT</b>	<b>£7,344.00 + VAT</b>	<b>£5,508.00 + VAT</b>	<b>£4,178.25 + VAT</b>	<b>£2,802.50 + VAT</b>	<b>£1,955.00 + VAT</b>	<b>Free</b>

\* Welcome Reception, Wednesday 20th March 2019 at Manchester Central. \*\* Gala Dinner, Thursday 21st March 2019 at the Principal Hotel

\*\*\* Power point slide to be shown in the main Auditorium on a loop system during the breaks

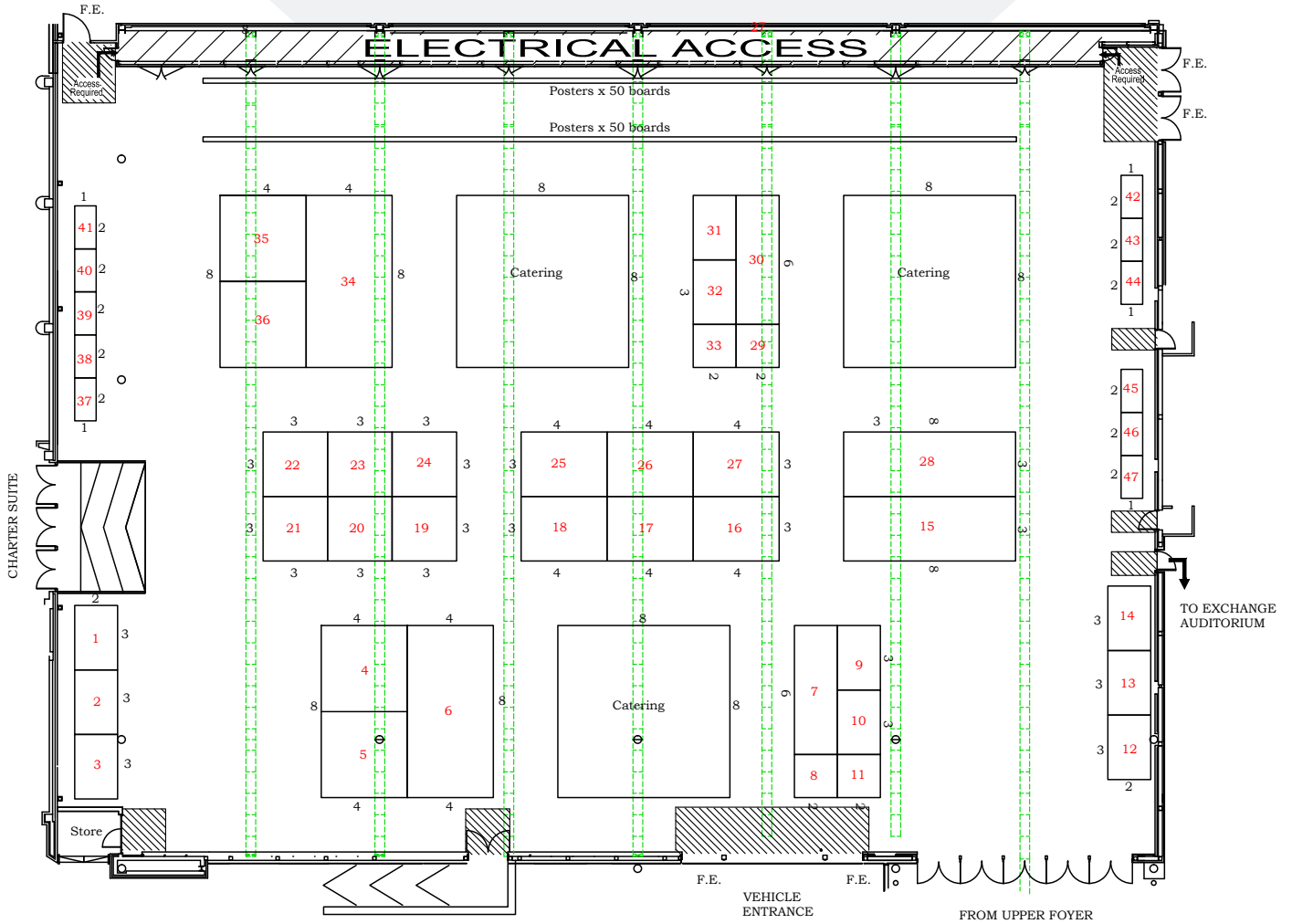
### THE BUILD-UP HEIGHT FOR ALL STANDS IS A MAXIMUM OF 2.6 METRES

Additional Social Event tickets are available to purchase:

- Welcome Reception tickets at £45.00 + VAT
- Gala Dinner tickets at £62.50 + VAT
- Additional Exhibitor badges are available to purchase at a cost of £50.00 + VAT per person

# EXHIBITION PLAN (SUBJECT TO CHANGE)

Application for Stand Packages and Sponsorship Items should be made on the enclosed booking form and should be signed and either faxed or emailed back to Alix Gordon.



## KEY

- FIRST AID ROOM
- GENTS
- LADIES
- DISABLED
- CLOAKROOM
- BAR AREA
- FIRE HYDRANT
- AREA TO BE LEFT CLEAR
- PUBLIC PAY PHONE
- RESTAURANT
- LIFT
- SECURITY
- STAIRS
- ESCALATOR
- BABY CHANGE



## TERMS OF PAYMENT

The contract should be signed and returned to Alix Gordon together with full payment. Stand package and location will be confirmed when full payment is received.

### Payment may be made by the following methods:

- Cheque or banker's draft in pounds sterling only, drawn on a UK bank, made payable to:  
*The Society of British Neurological Surgeons*
- Bank Transfer to The Society of British Neurological Surgeons (details will be on your invoice)

### Cancellation Policy

All cancellations must be made in writing. The SBNS shall retain:

- 10% of the contract price if the cancellation is made before 14th November 2018
- 50% of the contract price if the cancellation is made between 14th November 2018– 2nd January 2019
- 100% of the contract price if the cancellation is made between 2nd January 2019 – 19th March 2019

If the stand package or sponsorship item is resold a full refund will be made less a 10% administration charge.

### Insurance

In accordance with the terms and conditions contained within this prospectus it is recommended that insurance be affected with minimum delay.

### Terms and Conditions

Attention is drawn to the Exhibition Terms and Conditions contained in this prospectus. Signature of the Exhibition and Sponsorship Contract implies acceptance of these conditions.



# EXHIBITION PACKAGE AND SPONSORSHIP FORM CONTRACT

## SBNS & EANN MEETING 2019 • MANCHESTER CENTRAL • 20th – 22nd MARCH 2019

Please note that all acknowledgements of your Company and listing of Company name and address will be generated from the following information. Please complete and return to:

**Alix Gordon, SBNS, 35-43 Lincoln's Inn Fields, London, WC2A 3PE**

**T: +44 (0)20 7869 6887, F: +44 (0)20 7869 6888, E: admin2@sbns.org.uk**

COMPANY NAME .....  
(for invoicing)

COMPANY NAME .....  
(for exhibition listing and sponsor acknowledgement)

CONTACT PERSON .....

MAILING ADDRESS.....

POST CODE ..... COUNTRY .....

TEL ..... FAX .....  
Including country and area codes Including country and area codes

EMAIL ..... WWW .....

### Exhibition - I wish to apply for the following Stand Package:

Stand Package	Number	Total Cost
A - £13,312.00 + VAT		
B - £9,988.00 + VAT		
C - £7,344.00 + VAT		
D - £5,508.00 + VAT		
E - £4,178.25 + VAT		
F - £2,802.50 + VAT		
G - £1,955.00 + VAT		
Table top - Free – Charities Only		

Preferred Stand Numbers: 1st Choice ..... 2nd Choice ..... 3rd Choice .....



**Sponsorship – I wish to sponsor the following items:**

Sponsorship Item	Number / Day/ Level	Total Cost
Breakfast Seminar 21st March or 22nd March - £2,500 +VAT		
Delegate Bag Inserts - £305 + VAT		
Home Screen Widget - £600 + VAT		
Company Logo on Navigation Menu or In all sessions - £400 + VAT		
Banner Advert - £300 + VAT		
Sponsored Alert - £99 + VAT		
Talking Slides: Gold - £250 + VAT, Silver - £150 + VAT		

**I also wish to purchase additional items as follows:**

Additional Item	Number	Total Cost
Exhibitor Badge - £50.00 + VAT per person		
Welcome Reception Ticket - £45.00 + VAT per person		
Gala Dinner Ticket - £62.50 + VAT per person		

<b>Total overall cost excluding VAT</b>	
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- Enclosed is our cheque made payable to 'The Society of British Neurological Surgeons'
- A Bank Transfer will be made to 'The Society of British Neurological Surgeons' (details will be available in the invoice)

Signature .....:..... Date.....

An invoice will be issued on receipt of this Application Form and Contract. Signature of this Application Form and Contract for exhibition space confirms acceptance of the Terms and Conditions of Exhibiting.

## TERMS AND CONDITIONS OF EXHIBITING AT SBNS & EANN 2019

### 1. Definitions

In these Regulations the term Exhibition in all cases refers to the aforesaid Trade Exhibition, being held in conjunction with the aforesaid Meeting. The term Exhibitor/Sponsor includes any person, firm, company or corporation and its employees and agents to whom space(s) has been allocated for the purpose of exhibiting at the Exhibition or sponsorship items have been sold. The term Organisers means The Society of Neurological Surgeons. The term Premises refers to those portions of the stated venue licensed to the Organisers.

### 2. Installation and Removal of Exhibits

Exhibitor/Sponsors will be advised of when they may commence installation of exhibits. Exhibitor/Sponsors are prohibited from commencing such installation until the time nominated to them. The Organisers will use their best endeavours to adhere to the nominated date for the commencement of Exhibitor/Sponsors work but will accept no responsibility for any costs, claims or expenses arising from any variation to such date. Exhibits which do not reasonably satisfy the Organisers shall be modified forthwith by the Exhibitor/Sponsor in such manner and within such time as the Organisers may require and in default the Organisers may remove such exhibits at the expense of the Exhibitor/Sponsor who shall forfeit all sums paid by way of deposit, rental or otherwise. No Exhibitor/Sponsor shall erect any sign, stand, wall or obstruction, which in the opinion of the Organisers interferes with or over shadows an adjoining Exhibitor/Sponsor. The Exhibitor/Sponsor is responsible for the safety of his products, display and stand. During breakdown period NO material should be left unattended at anytime. It is the responsibility of the Exhibitor/Sponsor to leave his stand space clean and tidy during the Exhibition and after dismantling. All exhibits, displays, stand fittings and materials must be removed from the Premises by the time and date stated by the Organisers. Removal of exhibits and dismantling may not commence until after the official closing time. Any special arrangements for installation or removal of exhibits must be made in consultation with the Organisers.

### 3. Stand Construction and Services

For insurance and to adhere to regulations stipulated by the stated venue the Organisers will appoint an official contractor for marking out stand areas and all electrical services, NO other contractors will be permitted to undertake any of this work without prior consent of the Organisers.

### 4. Application

The Organisers reserve the right to refuse any application or prohibit any exhibit without assigning any reason for such refusal or prohibition. An Exhibitor/Sponsor may not, except by express written permission of the Organisers display directly or indirectly, advertise or give credits to any products other than his own or his named principals. The display of acknowledgement or credit indicating membership of organisations or Trade Associations is not allowed except by express written permission of the Organisers. The Organisers reserve the right to have masked or removed from the Premises any product or sign violating this regulation. The Organisers reserve the right to postpone the Exhibition from the set dates, and to hold the Exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organisers. The Organisers reserve the right to change the exhibition floor layout if necessary. The Organisers reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor/Sponsor undertakes to agree to any alteration to the site or the space reallocated by the Organisers.

### 5. Cancellation

Cancellations must be made in writing. In the event of the stand being re-let and the exhibition is fully sold or sponsorship being resold, 90% of the contract price will be refunded. The Organisers shall retain 10% of the contract price if the cancellation is received more than 12 months prior to the Exhibition. 50% of the contract price if the cancellation is accepted after that time. 100% of the contract price if the cancellation is accepted within 3 months prior to the Exhibition Opening.

### 6. Bankruptcy or Liquidation

In the event of an Exhibitor/Sponsor becoming bankrupt or entering into liquidation (other than voluntary liquidation for the purpose of amalgamation or reconstruction) or having the Receiver appointed, the contract with such an Exhibitor/Sponsor will terminate forthwith, the allotment of stand space will be cancelled and all sums paid by the Exhibitor/Sponsor under contract shall be forfeited.

### 7. Occupation and Payment of Stand Space

The Exhibitor/Sponsor, his servants, agents, employees and contractors may enter the building at a time which will be nominated to them for the purpose of stand dressing and fitting. In the event of an Exhibitor/Sponsor failing to take possession of his stand the Organisers have the right to reallocate the stand and all monies paid shall be forfeited. No Exhibitor/Sponsor shall occupy his stand space in the Exhibition until all monies owing to the Organisers by the Exhibitor/Sponsor are paid in full.

### 8. Obstruction of Gangways and Open Spaces

Exhibitor/Sponsors will not be allowed to display exhibits in such a manner as to obstruct the light or impede or affect the displays of neighbouring Exhibitor/Sponsors. Exhibitor/Sponsors will not be allowed to project onto the gangways, ceilings or walls, which are not part of their stand. Gangways must at all times be kept clear and free for passage. All emergency exits and access to service areas are to be kept clear at all times. They must not be restricted or rendered unrecognisable. Public gangways shall remain the means of escape even during installation and dismantling periods. Any Exhibitor/Sponsor who continues to cause obstruction or nuisance after notice has been given will be liable to have his stand closed by the Organisers at the Exhibitor/Sponsors expense and risk.

### 9. Conduct of Exhibitor/Sponsors and

Representatives Annoyance: The Organisers reserve the right to stop any activity on the part of any Exhibitor/Sponsor that may cause annoyance to other Exhibitor/Sponsors or visitors. Business must be conducted only from the Exhibitor/Sponsors own stand and under no circumstances may this be carried out from a gangway or elsewhere within the Exhibition. Microphones/Audio Visual Equipment: The use of microphones/audio visual equipment is permitted, but the volume must not be such as to cause annoyance to other Exhibitor/Sponsors. The Organisers reserve the right to prohibit their use if in the Organisers opinion any annoyance is being caused. Publicity Material: Any publicity material shall be displayed and /or given away only from the Exhibitor/Sponsors own stand.

## 10. Trade Union Labour

All stand fitting, construction or display work should be carried out by members of the appropriate Trade Unions recognised by the Exhibition Industry at the rates of pay and overtime and conditions in accordance with the Terms of the Working Rules Agreement currently in force.

## 11. Electrical Requirements

Power services will be available to the Exhibitor/Sponsor through the official electrical contractor. A schedule of these services will be available once application has been made. Exhibitor/Sponsors may provide their own electrical fittings where such fittings are in the form of made up units, showcases and / or signs complete and ready for connection to the mains supply. Electrical devices, which interfere with radio or television systems, must be switched off immediately if requested by the Organisers. The use of electrical appliances such as coffee machines, etc. shall only be permitted if they conform to the conditions concerning electrical appliances as laid down by the appropriate authority and other statutory bodies. Before such appliances are used, permission must be obtained from the Organisers. The use of immersion heaters and electric heaters with unguarded elements are not permitted.

## 12. Dangerous Materials and Exhibits

The Exhibitor/Sponsor must conform to the conditions concerning explosives and dangerous combustible materials as laid down by the appropriate authority and other statutory bodies. Any material or exhibit not approved by the appropriate authority or by the Organisers must be removed from the building at the request of the Organisers.

## 13. Fire Precautions

In accordance with the requirements of the appropriate authority, all material used in construction work, display materials etc. must be effectively fire proofed or made of non-flammable materials in accordance with the standards of every appropriate authority. Fire extinguishers will be provided by the Organisers in the display areas and placed as regulations require. The Exhibitor/Sponsors must comply with any reasonable instructions given by the appropriate authority or the Organisers to avoid the risk of fire.

## 14. Damage to the Premises

No nails, screws or other fixtures may be driven into any part of the Premises including floors; nor may any part of the premises be damaged or disfigured in any way. Should any such damage occur, the Exhibitor/Sponsor responsible would be invoiced for any reparation charges incurred.

## 15. Cleaning

The Organisers will arrange for the daily cleaning of the aisles outside the Exhibition open hours. Exhibits will not be cleaned.

## 16. Storage

There are no storage facilities available within the Exhibition area or premises (unless space has been purchased from the Organiser prior to the Exhibition and only if available). Exhibitor/Sponsors are advised to make their own arrangements for removal and storage of packing cases, etc. Under no circumstances may packing materials of any kind be left in the aisles or on the stands.

## 17. Liability

Whilst the Organisers will endeavour to protect exhibition property whilst on display at the Exhibition, it must be clearly understood that the management of the Premises and the Organisers cannot accept liability for any loss or damage sustained or occasioned from any cause whatsoever. Exhibitor/Sponsors will be responsible for all damage to property and for any loss or injury caused by them or their agents or employees and will indemnify the Organisers against all claims and expenses arising there from. In the event of it being necessary for any reason whatsoever for the Exhibition to be abandoned, postponed or altered in any way in whole or in part, or if the Organisers find it necessary to change the dates of the Exhibition or vary the hours the Exhibition is open, the Organisers shall not be liable for any expenditure, damage or loss incurred in connection with the Exhibition. The Organisers shall further not be liable for any loss, which the Exhibitor/Sponsor or Exhibition Contractors may incur owing to the intervention of any authority, which prevents or restricts the use of the Premises or any part thereof in any manner whatsoever.

## 18. Insurance

Exhibitor/Sponsors are required to take the appropriate insurance and ensure the Organisers are sent a copy of the documents. Particular attention is drawn to the need for the following: Abandonment Insurance: Exhibitor/Sponsors will have seen from paragraph 19 above that the Organisers are not obliged to return any monies paid for space in the event of cancellation or restriction of the Exhibition. Stand, Fixtures and Similar Insurance: All risks on loss or damage to Exhibitor/Sponsors property, fixtures, fittings and all other property of a similar nature such as personal effects of directors, principals and employees whilst on the Premises and transit risks from the Exhibitor/Sponsors premises to the Exhibition and return. Public Liability: Liability to the public may arise out of the Exhibitor/Sponsors activities and should be covered by insurance.

## 19. General Conditions

The Organisers are responsible for the control of the Exhibition area. Exhibitor/Sponsors are responsible for the control and supervision of their own stands. The decision of the Organisers is final and decisive on any question not covered in the foregoing regulations. The Organisers may from time to time add to or vary these rules and regulations and do anything at their sole discretion they deem desirable for the proper conduct of the Exhibition, provided that such amendments or additions do not operate to diminish the rights reserved to the Exhibitor/Sponsor under this agreement and shall not operate to increase the liabilities of the Organisers. Exhibitor/Sponsors must comply in all respects with the requirement of every appropriate authority, with the Terms of Agreement by which the Organisers may occupy the Premises and with the policies of insurance effected by the Organisers. Signature of the Exhibition Contract implies acceptance of these Conditions