



# **Intensive Care Society**

## **Industry Membership Scheme**

**2010**

**"New Partnership Initiatives in Critical Care"**

## **The Intensive Care Society**

The industry membership remains an important part of the Society with, we hope, clear benefits for both. The charitable aims of the ICS are underpinned by a clear obligation to provide education and research in critical care. We are therefore indebted to our industry colleagues for their continued commitment to the Society through the Industry Membership Scheme. The support we receive from our industry partners not only increases Society revenues, but greatly enhances our scientific meetings via the exhibitions that maintain an important link between our industry and ordinary members.

**Bob Winter**  
**ICS President**

In the ten years since its launch by our patron, HRH The Princess Royal, in 1998, the Industry Membership Scheme has grown and evolved and in 2010 offers an even wider range of benefits to companies involved in intensive care. As in previous years the revenue generated by the scheme is very important to the ICS as it provides a regular and quantifiable income to the Society's research and education initiatives. Many companies operating in the intensive care arena have now joined the scheme and it continues to be a central part of the Society's relationship with industry. Indeed all ICS members are actively encouraged to contact and maintain a dialogue with our industry partners, particularly at exhibitions. Our common goal remains improvements in patient treatment and we hope that this shared aim will ensure the continued success of the Society's relationship with its industry partners.

Outlined in the following pages are our plans for the Industry Membership Scheme for 2010. As Chair of the Industry Membership Committee please do let me know if you have any questions, comments or suggestions either directly or via our Head of Secretariat, Pauline Kemp. In the meantime I look forward to working with you again in 2010.

**Professor Monty Mythen**  
**Chair, Industry Membership Committee**

## **History and Development**

The Intensive Care Society (ICS) was founded in 1970 as the first national society of intensivists to be established anywhere in the world. Its objective was to bring together those clinicians whose main interest was caring for critically ill patients with the primary aims of education and research.

Over the years the Society's professional membership has grown to more than 2400, including over 1200 consultant opinion leaders in intensive care. Medical membership includes anaesthetists, surgeons and physicians, whilst the growing non medical element is centred on nurses and allied healthcare professionals. The trainee element is especially encouraged.

The Intensive Care Society is now the primary professional organisation in the UK that focuses on clinical standards, patient safety and professional development in intensive care. In addition to setting standards and supporting health care professionals who work in intensive care units, the ICS has an outstanding track record in leading the effort to improve the quality of intensive care in the UK.

HRH The Princess Royal is the Patron of the Society and has been consistently active in its development.

## **Influence**

Intensive Care is a vital medical area that is multi-professional but also a key discipline in its own right, with influence across the whole spectrum of patient care. Critical care medicine has a central role within the hospital environment accounting for up to 20% of a hospital's drug budget. The quantity and variety of drugs and equipment used is high, inevitably influencing practice and treatment elsewhere in the hospital. A patient throughput of over 100,000 per annum allows for early and innovative use of new drugs, techniques and equipment. Intensive care is at the leading edge of medical developments that are then taken up in operating theatres, cardiac areas and many other departments of the hospital.

The Society deals with many external bodies regarding its speciality, including:

- Department of Health
- Royal Colleges
- Intercollegiate Board for Training in Intensive Care Medicine
- Intensive Care National Audit & Research Centre
- Nursing organisations.

## Activities

The breadth and depth of the ICS's activities have consistently increased over the years but are still centred on research and education in Critical Care. A full time secretariat works under the direction of the Council and its committees, coordinating a wide range of services for all individual and company members.

The ICS is a vibrant and outward looking society whose activities now encompass the following:

- Major scientific conferences – two of these are held each year, a 2/3 day Spring meeting in the North of England and a 2 day 'State of the Art' Winter meeting in London.
- Seminars – a series of these are held throughout the year at Churchill House, the main ICS building in Red Lion Square, London, covering a rolling programme of key intensive care issues. Regional seminars are also being rolled out in 2010.
- Specialised workshops – these are held on key subjects at regular intervals.
- Publications – including the Journal of the Intensive Care Society (JICS).
- E newsletters to all members highlighting activities and developments.
- Information based website – this is being continually developed with additional functionality for members.
- Grants to aid research.
- Critical Care Patient Liaison Committee.
- Medical Insurance provision.
- Trainee support and assistance.
- Liaison with influential external bodies.

## **Intensive Care Foundation**

The ICS supports the Intensive Care Foundation (ICF) financially in delivering its research objectives. Industry members have also been very supportive.

The ICF exists to save lives by funding research into new treatments for critically ill patients. The Foundation is committed to funding research that focuses on developing the most effective methods for restoring the critically ill to full health. Through medical research the Foundation intends to significantly reduce the number of preventable deaths and enable people to enjoy a higher quality of life after treatment on Intensive Care Units.

The ICF is working towards a network of ICUs that actively contribute to its research programme and ensure that subsequent learning and outcomes from research can be applied locally, regionally and internationally. The Foundation receives no government support however as it covers many diseases that afflict adults, thus putting it outside the remit of many conventional funding sources. To meet the need for coordinated pioneering research, the ICF needs to raise approximately £1 million. In order to achieve this goal the ICF will embark on a new funding initiative in 2010 which will include increased benefits for the Platinum ICS sponsorship package to encourage more ICS industry members to offer support at this level.

In addition each year the ICF organise a number of fund raising initiatives including their **Xtreme Snowdonia Challenge: "Sea to Summit"**. In this over 30 teams take on a beautifully scenic walk through Snowdonia, from the seashore to the magnificent summit of Snowdon itself. 4 different routes are available to reflect varying levels of ability, fitness and ambition: Ultra Challenge, Intermediate, Ordinary, Family. Industry sponsorship opportunities are also available. In 2009 participants raised over £26,000, which has been put towards existing research initiatives. If you have any questions please contact: Dr Saxon Ridley ([saxon@ics.ac.uk](mailto:saxon@ics.ac.uk) or 020 7280 4350)

The Industry team and Foundation Board would welcome any additional help and input from Industry to support the ICF in its aims.

## **2010 ICS Industry Membership Scheme**

To provide the best possible treatment for patients during their stay in intensive care it is vital that an integrated process is established and maintained. This depends on good communication with the diagnostic, medical equipment and pharmaceutical industries. To help achieve this, an Industry Membership Scheme (IMS) was launched in 1998 to bring companies and the profession closer together to mutually develop

relationships and hence patient care. The Scheme has flourished and grown year on year since its inception.

The IMS was re-launched in 2008 and then further developed with an improved benefits package in 2009. Building on the success of the IMS in 2009 we are delighted to offer enhancements for 2010 based directly on Industry feedback.

- Fee level maintained at 2009 level for those companies who sign up before end December 2009 (Bronze - £1,050; Silver - £3,675; Gold - £7,350)
- Fee level can be frozen at 2009 level for companies who sign up for 2 years' membership (2010 and 2011).
- Introduction of a new Gold+ level offering enhanced benefits at a very competitive price.
- Continued input to the congress, symposium and seminar programme from industry, including changes to symposium timings to boost delegate numbers and reduce conflicts.
- Further improvements in exhibition layout to improve delegate flow particularly at meal and break times.
- Increased numbers of free industry delegate places for exhibitors.
- Provision of extra sponsorship opportunities including sponsored breakfasts, refreshment breaks, banners, internet café and drinks reception.
- WiFi access in exhibition hall at State of the Art 2010 Meeting to increase delegate contact time.
- A dedicated industry membership survey as well as scheduled Industry feedback sessions at both major conferences.
- Product information placement in ICS monthly e-newsletter for Silver as well as Gold members.
- Use of congress programme and e-newsletter by each exhibitor to tell delegates briefly why they should visit their stand.
- Expanded seminar programme to include regionally based events (Birmingham already booked).

Perhaps the key benefit of the scheme however is its provision of unparalleled access to ICS members, information and plans that enable industry partners to form relationships with critical care practitioners and make full use of ICS resources.

## IMS Membership

There are four levels of membership available:

Bronze – For those seeking a structured, positive relationship with the ICS allowing on demand access to those elements of ICS activity of interest but not encompassing exhibiting at either of the two national meetings.

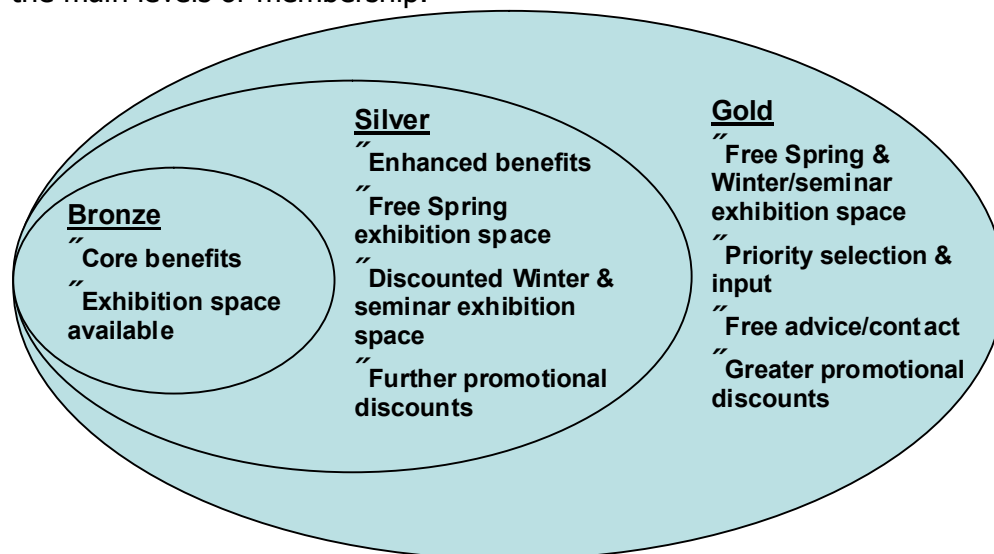
Silver – For those seeking a fully interactive relationship with the Society with access to all activities and including exhibition space at the Spring meeting or seminars.

Gold – For industry members wanting a key partnership with the ICS in all areas of activity including premium exhibition space at both national meetings.

Gold+ – Offering Gold level industry members a cost-effective way of further boosting their exposure and image at the key national and regional meetings.

Platinum – This level provides recognition of a company's consistent financial support of the ICS/Intensive Care Foundation and its aims. It is only available by invitation and is conditional on Gold membership being maintained on an ongoing basis.

The diagram below and attached chart shows the benefits and costs of the main levels of membership.



A minimum of bronze membership is required to take part in ICS activities, including exhibitions at ICS scientific meetings.

The ICS views Industry Membership as an important and prestigious partnership and thus all new members must be approved by the Industry

Liaison Council Representative and then ratified at the following Council meeting.

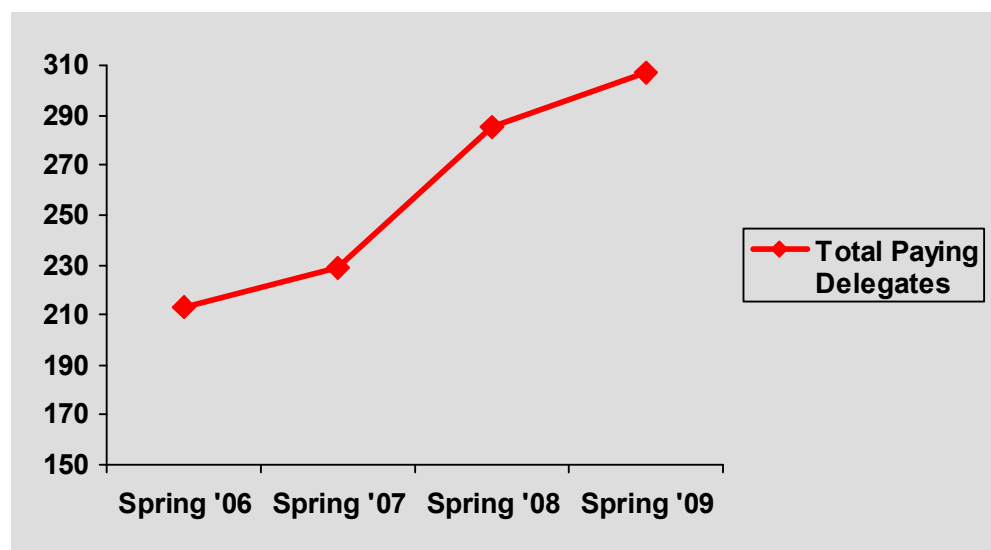
## Participation

The key to gaining full value from membership is participation. Although the two main conferences (Spring and Winter) with their exhibitions are important opportunities to display, discuss and meet, there are many other ways to interface with the Society and its members. These range from meeting with selected members of the Council via Industry Liaison Meetings, through to links on the ICS website, use of the ICS logo and the ability to carry out market research with ICS members. The schedule attached gives the broad headings of activity available to Industry Members, but the Society is always prepared to discuss ideas and initiatives. 2009 continued to see several members significantly enhance their interaction with the Society via a programme of activity discussed and agreed with the Industry Liaison team. Please contact either Anna Wong in the Secretariat or our Industry Liaison Manager, Graham Piercy, to discuss your ideas further (contact details at the end of the pack). Graham will also be in contact with members throughout the membership year to address any queries and discuss opportunities.

## 2010 ICS Events

The ICS annual meetings are a prime opportunity to develop relationships and demonstrate/ introduce products and services to the ICS membership.

The **Spring Meeting** (17-19 May, 2010) has developed into a major educational conference with increasing attendance every year. This will be developed still further in 2010, embracing the core educational programme and the Annual Members' Meeting for all members of the Society.



The venue will be the Royal Armouries in Leeds which provides an easily accessible central UK venue as well as a wide range of conference and hotel accommodation. All Gold and Silver members will receive an allocation of 6 sqm of exhibition floor space within their membership fee. Additional Shell scheme frames, furniture and electrics can be ordered via the ICS.

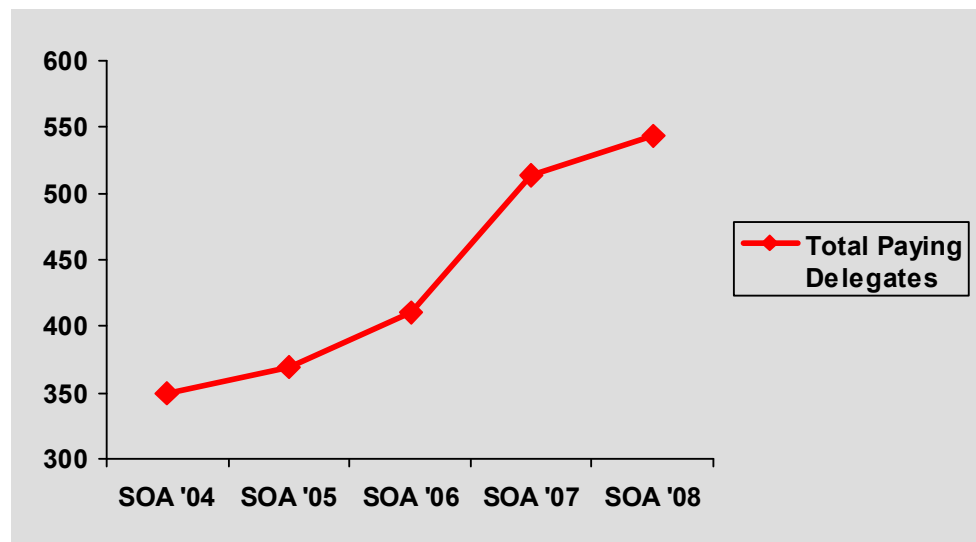
Additional sponsorship opportunities are also available, over and above the free delegate bag insert, for those companies wishing to make the maximum impact. Examples include:

- delegate bag or name badge branding
- symposia
- international or local speaker
- delegate handbook, advert or extended flyer
- welcome drinks reception
- delegate breakfast, lunch and coffee breaks
- bar food tables
- raffle prizes
- exhibitor logo banners
- Internet café.

In addition a sole-sponsored practical seminar is being planned for Monday 17th May is being explored.

Further details of this and other opportunities will be circulated closer to the meeting. The most effective route to maximum impact is to discuss the opportunities for each meeting with the Industry team who will be happy to help you develop an activity plan.

The **Winter Meeting**, also known as “The State of the Art” (SOA) meeting, focuses particularly on Intensive Care developments and research. The number of attendees has grown substantially to well in excess of 500 reflecting the quality of speakers, content and organisation.



The venue will again be the Hilton Metropole, Edgware Road, London which has proved to be a popular venue over past years. Gold members will receive an allocation of 6 sqm floor space within their membership fee whilst Silver members will be given first priority on any remaining space available and a 20% discount. This is a very popular event and space is limited so we would recommend early requests for any additional spaces required when the details are released in 2010. Further sponsorship opportunities will also be available in line with the Spring Meeting above.

During 2008 a series of **Seminars** were introduced to deliver specialist training and education on specific topics to smaller targeted audiences. These seminars have proved to be very popular for both delegates and industry alike and will be expanded further, and regionally, in 2010 (see below). Industry are encouraged to be involved in the development of subject matter for these seminars and sponsorship also allows companies to attend and have an exhibition stand.

The venue for most of these is Red Lion Square in London, the headquarters of the ICS. As these seminars develop further, locations will be identified outside of London and a seminar in Birmingham for example has already been booked. In cases when an Industry Member feels that the seminars may be a more appropriate event for their participation than an exhibition at one of the two national meetings, the ICS is happy to discuss this alternative.

4 February 2010

ICS Seminar - Preparing for the Consultant Post. Churchill House, London

24 March 2010

ICS Seminar - Update in Trauma Care. Churchill House, London

9 April 2010

ICS Seminar - Acute Kidney Injury. Churchill House, London

20 April 2010

ICS Seminar-Topic TBC. Birmingham City Hospital, Birmingham

9 June 2010

ICS Seminar - An Introduction to Chest Ultrasound for Intensivists.  
Churchill House, London

14th July 2010

Nurse & AHP Seminar. Churchill House, London

7 September 2010

ICS Seminar - Ventilation Update. Churchill House, London

22 November 2010

ICS Seminar Resuscitation. Churchill House, London

### **Industry Liaison Meetings**

Industry Members have a valuable opportunity to meet with Council members five times a year at Industry Liaison Meetings to discuss their existing products, development programme or ask for advice on any other topics. These meetings, held between 6-8pm in Churchill House, give unrivalled value in offering dedicated time with the acknowledged leaders in the field. The meetings are held in a closed door format and Council will treat all discussions in confidence. Normal attendance would be 6 – 8 Council members and Industry Members have the opportunity following the meeting to take the Council members out for Dinner should they so wish.

The guideline charges are:

Fixed Fees:

Donation to the Intensive Care Foundation	-	£2,000
Administration	-	£500 + VAT

Variable Fees:

Hotel accommodation per Council member	-	£145 + VAT
Time per Council member (donated to ICS)	-	£500 + VAT
Room hire, catering, equipment hire	-	Number Dependent

Please contact Anna Wong to discuss further.

### **ICS contact details**

Intensive Care Society  
Churchill House  
35, Red Lion Square  
London  
WC1R 4SG  
+44 (0)207 280 4350  
[www.ics.ac.uk](http://www.ics.ac.uk)  
[anna@ics.ac.uk](mailto:anna@ics.ac.uk)

### **Key Contacts**

Anna Wong: Industry Liaison and Events Associate  
Email: [Anna@ics.ac.uk](mailto:Anna@ics.ac.uk)

Pauline Kemp: Head of Secretariat  
Email: [Pauline@ics.ac.uk](mailto:Pauline@ics.ac.uk)

Shaba Haque: Educational Events Team Manager  
Email: Shaba@ics.ac.uk

Paola Battisegola: Deputy Educational Events Team Manager  
Email: Paola@ics.ac.uk

Robina Ellis: Educational Events Co-ordinator  
Email: Robina@ics.ac.uk

Graham Piercy: Industry Liaison Manager  
Tel: 07831 203923  
Email: [graham@jpa-group.com](mailto:graham@jpa-group.com)

### Industry Membership Scheme Packages 2010 (including new 2010 costs)

	<b>Bronze (£1,070)</b>	<b>Silver (£3,750)</b>	<b>Gold (£7,500)</b>
<b>Spring Meeting</b> - Exhibition space (additional cost for shell scheme stand)	£2,610 for 6 sqm space only (£510 upgrade to shell scheme)	Free 6 sqm space only (or 2 free seminar sponsorships)	Free 6 sqm space only, with priority position
Spring Meeting – exhibition delegates	✘	2 free company delegates (+1 per additional stand space)	4 free company delegates (+2 per additional stand space)
Spring Meeting – sponsored symposia	✘	Second priority selection	First priority selection
Spring Meeting – delegate bag insert	£400 each	One free	One free
Spring Meeting – stage banner logo	✘	✓	✓
<b>Winter Meeting</b> – Exhibition space (additional costs for shell scheme stand)	£2,610 for 6 sqm space only (£510 upgrade to shell scheme)	6 sqm space only - 20% discount	Free 6 sqm space only, with priority position
Winter Meeting – exhibition delegates	✘	2 free company delegates (+1 per additional stand space)	4 free company delegates (+2 per additional stand space)
Winter Meeting – input to programme	✘	✘	✓
Winter Meeting – sponsored symposia	✘	Second priority selection	First priority selection
Winter Meeting – entertainment of speakers before meeting	✘	Available	Available
Winter Meeting – stage banner logo	✘	✓	✓



Winter Meeting - pre/ post meeting workshop	x	Available	Available
<b>Seminar</b> sponsorship (stand + 2 free exhibitor tickets) - TBC	Available	Discount available (or 2 free sponsorships in lieu of Spring meeting exhibition)	Discount available
Seminar design/planning input	x	✓	✓
Speaker/trials/product advice (£250ph)	Available	Available	Free
Industry Liaison Meetings	Available	Available	Available
Advertising in JICS	10% discount	10% discount	20% discount
Membership surveys	Available	10% discount	20% discount
ICS website listing	Listing	Logo	Link to company site/ industry news page linked to ICS eNewsletter
ICS website sponsorship	x	Available	Available
Industry liaison meetings	Available	Available	Available
ICS treatment guidelines input	x	Available	Available
Marketing materials endorsement	x	Available	Available
JICS supplement (non-endorsed)	x	Available	Available
ICS database access	Available	Available	Available



e-newsletter subscription	✓	✓	✓
e-newsletter product information placement	✗	✓	✓
Free copy of ICS publications	✓	✓	✓
ICS logo usage (by agreement)	✓	✓	✓

✓ = Included in package with no additional cost

✗ = Not included in package

### **Gold+ sponsorship (£8,625)**

All the benefits of Gold level membership plus:

- A free table top at a seminar of your choice in 2010 (please view pages 10-11 for event listings)
- An expanded 120 word company profile for both Spring and State of the Art's delegate handbook
- Choice of one of the following sponsorship options at either Spring or State of the Art meetings (allocated on a strictly first-come first-served basis):
  - Delegate badge sponsorship
  - Delegate handbook sponsorship
  - Extended flyer sponsorship
  - Tall table sponsorship
  - Wireless internet sponsorship (State of the Art meeting only)



## **Platinum sponsorship**

- Recognises a substantial unrestricted investment to the ICS or Intensive Care Foundation. For example for £30,000 a company could fund the Co-directors of the Foundation each year.
- Must already be a Gold member
- Recognised on banners etc as a Platinum sponsor
- Honoured with a meeting with Princess Anne (Patron of ICF)
- Reviewed every 3 years



## **Industry Members**

### **Does the Intensive Care Society have your correct contact details?**

In order to ensure we have your correct contact details, please complete and submit the following:

Name of organisation:

\_\_\_\_\_

#### **Industry Membership Scheme contact details (relating to benefits etc):**

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Tel / email: \_\_\_\_\_

#### **Industry invoicing contact details (relating to payment enquiries etc):**

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Tel / email: \_\_\_\_\_

#### **Exhibitor contact details (relating to exhibition space requirements etc):**

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Tel / email: \_\_\_\_\_

#### **Exhibitor invoicing contact details (relating to payment enquires etc):**

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Tel / email: \_\_\_\_\_

Please complete and return this form to:

**Anna Wong, Industry and Events Associate, Intensive Care Society, Churchill  
House, 35 Red Lion Square, London, WC1R 4SG  
Tel: +44 (0)20 7280 4350 Fax: +44 (0)20 7280 4369  
[anna@ics.ac.uk](mailto:anna@ics.ac.uk)**

## **Become an ICS Industry Member**

If you would like to join the ICS Industry Membership Scheme, please complete and submit the following:

Name of organisation: \_\_\_\_\_

Membership level:

Gold+	(£8,625 + vat)	<input type="checkbox"/>
Gold	(£7,500 + vat)	<input type="checkbox"/>
Silver	(£3,750 + vat)	<input type="checkbox"/>
Bronze	(£1,070 + vat)	<input type="checkbox"/>

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel / email: \_\_\_\_\_

Purchase order no.: \_\_\_\_\_

**Please note: All new membership applications are subject to approval by the Industry Liaison Council Representative and then ratification at the following Council meeting. See Page 7 above.**

**For office use:**

**Approved by Industry Liaison Council Representative: Y / N**

**Date approved by ICS Council: \_\_\_\_\_**

Please complete and return this form to:

**Anna Wong, Industry and Events Associate, Intensive Care Society, Churchill House, 35 Red Lion Square, London, WC1R 4SG**  
**Tel: +44 (0)20 7280 4350 Fax: +44 (0)20 7280 4369**  
[anna@ics.ac.uk](mailto:anna@ics.ac.uk)  
(version 7)