



Industry Partnership Scheme

2011

The industry partnership scheme continues as an important component of the Intensive Care Society (ICS) with significant benefits for both industry and members. 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 Partnership Scheme. The support we receive from our industry partners not only increases Society revenues, but enhances our scientific meetings through the exhibitions that foster major links between industry and our members.

Dr Bob Winter
ICS President

In the ten years since its launch by our patron, HRH The Princess Royal, the Industry Partnership Scheme has grown and evolved and in 2011 offers a wider range of benefits to companies involved in intensive care. The revenue generated by the scheme provides funding for the Society's research and education initiatives and more than 50 companies operating in the intensive care arena are part of this initiative creating a pivot for the Society's relationship with industry. All of the ICS members are actively encouraged to contact and maintain an active dialogue with our industry partners, particularly at exhibitions.

Whilst the finance is important for development and education our common goal remains to improve the care and treatment of critically ill patients 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 Partnership Scheme for 2011. 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 Industry Relations and Events Associate, Anna Wong. In the meantime I look forward to working with you again in 2011.

Dr Max Jonas
Chair, Industry Membership Committee

The ICS

The Intensive Care Society (ICS) was founded in 1970 as the first national society of doctors specialising in intensive care medicine to be established in the world. Its objective was to bring together those clinicians who cared for critically ill patients with the primary aims of maintaining standards through education and research.

Over the years the Society's professional membership has grown to more than 2700, including over 1300 consultants. The medical membership includes anaesthetists, surgeons and physicians, with a growing membership of nurses and allied healthcare professionals. Intensive care trainees are actively encouraged to join and form a vibrant group within the Society.

The ICS is the professional organisation in the UK representing professionals working in critical care and focuses on clinical standards, patient safety and professional development in intensive care. In addition the ICS has an outstanding track record in leading the effort to improve the quality of intensive care in the UK.

Sphere of Influence

Intensive care is a multi-professional discipline with influence across the whole spectrum of patient care and providing a central pivotal role within the hospital in the provision of acute and emergency care. Intensive care is at the leading edge of medical developments that are then taken up in other areas of the hospital, including new drugs and technology.

The Society provides expert advice and representations on intensive care to other external bodies including:

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

Activities

The ICS is a vibrant and outward looking society whose activities include:

- Major scientific conference – a 3 day 'State of the Art' Winter meeting is held in London in December each year with Key opinion Leaders both nationally and internationally educating, inspiring and entertaining delegates.
- 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. Further regional seminars are also being rolled out in 2011.
- 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.

2011 Industry Partnership Scheme (IPS)

In line with the economic climate and in response to industry feedback we have revised the 2011 IPS scheme to respond to the changing requirements of our stakeholder partners. The package now includes:

- A single major congress offering industry sponsorship opportunities and exhibition space at a 'world-class' meeting.
- A new congress centre offering a highly desirable London location and excellent exhibition and congress facilities.
- A simplified IPS offering a compelling benefits package at a very competitive fee level.
- A new Industry Liaison Day providing an update on new developments in intensive care and excellent networking opportunities with senior ICS members.
- Continued high-level input to the congress, symposium and expanded seminar programme from industry.

The key benefit of the scheme remains 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.

2011 ICS Events

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

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 is expected to increase substantially to well in excess of the current figure of 700 reflecting the quality of international speakers, content and organisation. We expect this number to grow further over time as it will be the only major ICS meeting each year.

This is a very popular event and space is limited so we would recommend early requests for any additional exhibition spaces required when the details are released in Winter 2010.

Additional sponsorship opportunities are also available, for those companies wishing to make the maximum impact and gain maximum exposure. Examples include:

- delegate bag or name badge branding
- industry symposiums
- international or local speaker
- delegate handbook, advert or extended flyer
- welcome drinks reception
- delegate breakfast, lunch and coffee breaks
- Internet café

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

A new **Industry Liaison Day** will be introduced in 2011 to allow Industry Partners to have direct access to ICS Council Members. This is likely to be held at Red Lion Square in the summer following an ICS Council Meeting. It will provide an excellent opportunity for Industry Partners to update themselves on new developments in the field of intensive care as well as networking with senior ICS members. The update session will involve presentations from ICS Council Members on developments in the NHS, new trends in ITU care and current/future gaps and opportunities in the provision of intensive care in the UK. One-on-one meetings with ICS Council Members will also be provided as well as an open forum on how the ICS can best serve its Industry Partners.

During 2011 the **Seminar series** (see below) will be further enhanced 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 industry are encouraged to be involved in the development of subject matter for these seminars. Sponsorship also allows companies to attend and have a table-top exhibition at these meetings.

The venue for most of these is Red Lion Square in London, the headquarters of the ICS.

2011 FORTHCOMING EVENTS

23 MARCH 2011

ICS Update in Trauma Care

ICS Headquarters, London

19 APRIL 2011

ICS Microbiology for Intensivists

ICS Headquarters, London

26-27 MAY 2011

Two Day Joint CME Update Meeting

ICS Headquarters, London

2 JUNE 2011

Core Training and CPD Update in ICM 3

ICS Headquarters, London

10 JUNE 2011

Who Benefits from Intensive Care?

ICS Headquarters, London

23 JUNE 2011

ICS & ACTA Joint Seminar - Extreme Organ Support

Robinson College, Cambridge University

19 SEPTEMBER 2011

ICS An Introduction to Chest Ultrasound for Intensivists

ICS Headquarters, London

22 SEPTEMBER 2011

Core Training and CPD Update in ICM 4

ICS Headquarters, London

8 NOVEMBER 2011

Core Training and CPD Update in ICM 5

ICS Headquarters, London

Industry Partnership Scheme 2011

Annual sponsorship - £5,000 + vat

Benefits of joining the ICS Industry Partnership Scheme include:

- Increased opportunities to differentiate yourself from your competitors and to raise the profile of your company and products with a key target customer group.
- Opportunities for direct access to ICS Council Members to discuss issues such as service levels and product launches.
- A 6 sqm exhibition space only at the ICS annual State of the Art Meeting at which you can network with ICS members.
- 4 delegate passes per company to attend the ICS annual State of the Art Meeting.
- A Free delegate bag promotional insert at the ICS annual State of the Art Meeting.
- An invite to the ICS Industry Liaison Day which will provide an excellent opportunity for Industry Partners to update themselves on new developments in the NHS and in intensive care as well as addressing questions to senior ICS members.
- An invitation to promote your latest products and technologies to ICS members via the monthly ICS e-newsletter which is emailed out to all 2,700 members.
- Free subscription to the ICS quarterly journal, the *Journal of the Intensive Care Society* with a readership of over 2,700 members offering the latest articles in intensive care, all written by renowned medical experts in the field.
- A 15% discount offered on exhibition table tops at all ICS seminars.
- A 10% discount offered on advertising and insert rates in the *Journal of the Intensive Care Society*, seminar delegate packs and the annual State of the Art Meeting's delegate handbook.
- Use of the ICS Logo as an Industry Partner on company business cards, advertising and stationery (subject to approval by the ICS).
- Your company logo (with web link) and a short company profile featured on the ICS website.
- Your company support recognised in all copies of the *Journal of the Intensive Care Society* and ICS promotional materials.
- Opportunity to conduct membership surveys for industry to gather relevant information on their products and equipments.

- The opportunity to include product and company details in the pre-event emails to all registered delegates for the annual State of the Art Meeting.
- Invitation to attend Industry Open Session at the State of the Meeting to discuss the annual partnership scheme in detail.
- A framed ICS Industry Partnership certificate will be presented to all partners signed by the President and Committee Members.

Research Partner (£2,500 optional)

In addition Research Partner status is available to any member willing to make a contribution of £2,500 or more to the research aims of the Intensive Care Foundation (ICF). 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. Members who become Research Partners will receive special recognition.

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. Each year the ICF organise a number of fund raising initiatives including their **Xtreme Snowdonia Challenge: "Sea to Summit"** and **The Annual 3 Peak Challenge**. The Industry team and Foundation Board would also welcome any additional help and input from Industry to support the ICF in its aims. This could include:

- Adopting the Foundation as your company's designated charity for the year.
- Making the Foundation the beneficiary of Payroll Giving if you have this scheme.

If you have any questions or suggestions please contact: Dr Saxon Ridley at saxon@ridley.waitrose.com or Paola Battisegola via paola@ics.ac.uk or 020 7280 4350.

ICS Key Contacts details:

Intensive Care Society
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www.ics.ac.uk anna@ics.ac.uk

Anna Wong: Industry Relations and Events Associate
Email: Anna@ics.ac.uk

Pauline Kemp: Head of Secretariat
Email: Pauline@ics.ac.uk

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

Industry Partnership
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 Partnership 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 Relations 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**

Become an ICS Industry Partner

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

Annual Industry Partnership Scheme rate: £5,000 + vat

Name of organisation:

Contact name:

Address:

Tel / email:

Purchase order no.:

Please note: All new partnership 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 Relations and Events Associate, Intensive Care Society,
Churchill House, 35 Red Lion Square, London, WC1R 4SG
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