

State of the Art Meeting 2011
Monday 12 – Wednesday 14 December
ExCeL, London

OPPORTUNITIES TO SUPPORT THE STATE OF THE ART 2011 MEETING

The Intensive Care Society State of the Art Meeting 2011 has attracted an audience of approximately 600 attendees in the past. With a dedicated international marketing campaign and a new 4-track programme this year we're expecting the delegate numbers to reach over 800. The majority of delegates are senior consultants in intensive care making day to day decisions about patient treatment and product/equipment use in their units.

The State of the Art Meeting delivers cost-effective marketing exposure and branding of your company to your target audience:

- Promote your company as key ICS Industry Partners
- Increase your pre-meeting exposure through pre-event emails via the ICS, website coverage and inclusion in promotional materials
- Raise your profile above your competitors
- Increase recognition and drive traffic to your exhibition stand
- Have face-to-face meetings with your best prospects
- Create new alliances
- Develop relationships through new networking opportunities

In addition to the opportunities below, we also encourage you to support the meeting by an unrestricted educational grant which will be allocated to a specific area in running the meeting. You will have the opportunity to decide whether your company name/logo is to be associated with this allocation.

LANYARD SPONSORSHIP – exclusive to one Industry Partner on a first-come first-served basis only

Put your company logo in the hands of every attendee by sponsoring the official State of the Art 2011 Meeting's lanyard which is attached to each badge and distributed at all registration points. Your company logo will be prominent as conference delegates network and meet other industry representatives in the exhibition area and in the conference sessions. Ensure that every visitor is aware of your presence at the meeting.

Industry Partner: £2,500 + VAT

ICC EXCEL STAIRCASE BANNER DOUBLE-SIDED – **NEW**

Advertise your company logo on both sides of the ICC ExCeL banner as delegates and visitors use the stairs to reach the registration area, conference rooms and exhibition areas. This is a great opportunity to increase your organisation's presence and exposure throughout the conference.

Industry Partner: £2,500 + VAT (Includes Hire, Installation and Production)

WELCOME BOARD (1500mm Overall Height) – NEW

Advertise your company logo on both sides of the Welcome Board as delegates and visitors walk through the main doors to reach the registration area, conference rooms and exhibition areas. This is a great opportunity to increase your organisation's presence and exposure throughout the conference.

Industry Partner: £350 + VAT (Single-Sided - Includes Hire, Installation and Production)

Industry Partner: £500 + VAT (Double-Sided - Includes Hire, Installation and Production)

DELEGATE BAG

Each delegate will receive a delegate bag which holds our delegate handbook and other meeting materials. Delegate bags will be branded with the supporter name/logo providing an advertising opportunity with high retention value. Approximate guide prices are as follows:

Please note final costs are dependent on the preferred type of print.

Industry Partner: £3,000 + VAT

Deadline to send in booking form: Monday 24th October

REFRESHMENTS/LUNCHES ON STANDS - NEW

This year the catering format has changed and delegates will be purchasing items for lunch and refreshments near the two main catering points. Companies are very welcome to offer complimentary beverages and lunches on their stands at ExCel to delegates and customers. Please contact Anna Wong at anna@ics.ac.uk to discuss various options and packages.

SPEAKERS' DINNER – exclusive to one Industry Partner on a first-come first-served basis only

Your company could be the main Speakers Dinner sponsor, which will be highly attended by all over 50 influential speakers and intensive care specialists. Support will be acknowledged with signage in the registration area, dinner menu, scientific programme and the ICS website.

You will also receive two complimentary tickets to the Dinner.

Industry Partner: £1,000 + VAT

BREAKFAST SPONSORSHIP – exclusive to one Industry Partner on a first-come first-served basis only

This breakfast will bring together more than 400 potential and long-standing customers (numbers may increase/decrease closer to the event) in a relaxed setting in the exhibition hall, making networking easier than ever. It will be held on Tuesday 13th December from 08.00 – 09.00. Your exclusive support of this breakfast will be noted with signage outside the exhibition hall and the main catering points in the centre of the hall as well as acknowledgement in the scientific programme and on the ICS website.

Cost available on application

An invoice for 50% of the costs will be sent to the supporting company a week prior to the meeting and then the remaining 50% post event.

SPONSORSHIP OF TALL TABLES

A total of 10 tall tables will be located near the catering points in the exhibition hall for delegates to put their food and drink whilst networking with their colleagues, your company will have the opportunity to support these highly visible tall tables across the room. Your company name and logo will be featured at the top of the tall table helping you to build and reinforce your company's branding. Please note that the ICS and ExCel will be responsible for distribution of the tall tables.

Industry Partner: £48 per table + VAT

POSTER VIEWING AND WELCOME DRINKS RECEPTION

The welcome reception will be held on Monday 12th December. There is an opportunity for one or more companies to support our drinks reception. Your company branding will be displayed inside the exhibition area next to the main catering points and you will receive acknowledgement in the scientific programme, delegate handbook and ICS website.

Industry Partner: £1,020 + VAT

HAMPERS RAFFLE - exclusive to one Industry Partner on a first-come first-served basis only

The raffle at our State of the Art 2009 Meeting in December was a great success and we would again like to offer your company the opportunity to support a Christmas hamper from the celebrated store, Fortnum and Mason which will be raffled out to raise money for the Intensive Care Foundation. The hamper will be branded with your company name and logo and will be handed out in the exhibition hall on Monday 13th December.

Industry Partner: £360 + VAT

INTERNATIONAL OR LOCAL SPEAKER

Supporting an international or local speaker is a very simple and effective way of promoting your organisation. Your company name/logo will be displayed on the holding slide when the speaker is introduced at the meeting and listed in the delegate handbook and programme. **Costs are dependent on the geographical location of speaker and are available on request.**

DELEGATE HANDBOOK

All delegates are provided with a delegate handbook which provides all the relevant information required. Your company logo will be printed on the front cover and you will also be entitled to place one A4 full-page, full colour advert of your choice in the delegate handbook.

Industry Partner: £1,835 + VAT

Deadline to send in booking form: Monday 3rd October

HANDBOOK ADVERTISEMENTS

Your company will be entitled to place one A4 full-page, full colour advertisement in our delegate handbook. Specific positioning of adverts is available on request.

Industry Partner: £970 + VAT

Please contact Christine Bishop via christine@stanstednews.com if you are interested in placing an advert in the delegate handbook.

Deadline to send in booking form: Monday 7th November

ADDITIONAL PROMOTIONAL INSERTS

All Industry Partners will receive a free branded item which will be placed in all delegate bags. This excludes external attachments to bags. Please state which item you will be supplying; *leaflet - booklet - CD - note pads – pens* (subject to approval by the ICS).

Additional inserts can be booked in.

Industry Partner: £410 + VAT

All prices are subject to VAT at the rate of 20%

If you have any other ideas that you would like to explore at the State of the Art Meeting 2011 please contact us and we will be happy to look into costs.

Anna Wong, Industry and Events Associate – anna@ics.ac.uk

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