



Association of Stoma Care Nurses UK

# ASCN UK Annual Conference 2018

Sunday 9th to Tuesday 11th September | ICC, Birmingham

## Exhibition & Sponsorship Prospectus



**ICC Birmingham**

**Sunday 9<sup>th</sup> September – Tuesday 11<sup>th</sup> September 2018**

**[www.ascnuk.com](http://www.ascnuk.com)**

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## Introduction

A very warm welcome to my hometown and the 6th annual conference of the Association of Stoma Care Nurses UK (ASCN UK), which will take place at the International Conference Centre (ICC), Birmingham from Sunday 9<sup>th</sup> September to Tuesday 11<sup>th</sup> September 2018.

This year's conference promises to provide many engaging discussions and opportunities for meeting with your Stoma Care colleagues and peers. The programme will be organized around the theme '*Breaking Barriers and Enhancing Relationships*' which will focus on the many critical issues surrounding healthy relationships for all who are affected by and operate within, the stoma care community. The Conference will be comprised of keynote speakers and presentations on the latest research and innovative practice to address stoma healthcare. We are also privileged to have the support of our industry colleagues, charity and voluntary partners again, who will join us to create the UK's largest exhibition of stoma care products and services.

The 2018 Conference will once again begin with an afternoon of Specialist Workshops and a Specialist Seminar, followed by a Welcome Reception and the official exhibition opening on the Sunday evening. A comprehensive programme of presentations will then take place on Monday and Tuesday, featuring the latest political updates, topical keynote talks and a selection of clinical case studies. Further Industry Symposia will be held on Monday and Tuesday mornings, with the Conference Dinner scheduled for Monday evening to be held at the ICC.

The 6th Annual Conference will provide an opportunity to meet with nurses and industry professionals from diverse organisations and disciplinary backgrounds to focus on a common interest. If your company is interested in stoma care nursing practice, the 2018 Conference provides a unique marketing opportunity. We are confident that your involvement as a sponsor will provide your company with exceptional business rewards. Details on the opportunities available follow below. For further information please contact the Conference Secretariat who will be pleased to assist.

We look forward to seeing you in Birmingham!

**Maddie White (Chair ASCN UK)**

On behalf of the ASCN UK Conference, Organising Committee - ASCN UK

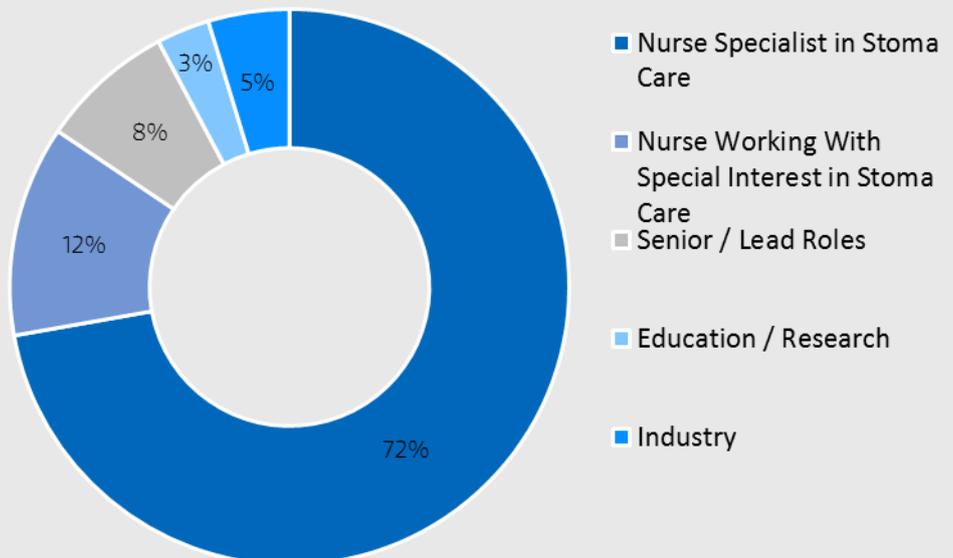
## Delegate Demographics

Past conference location and attendance numbers

Year	Location	Delegates
2018	Birmingham	500 ( <i>expected</i> )
2017	Glasgow	554
2016	Bournemouth	520
2015	Birmingham	541
2014	Harrogate	428
2013	Wales	441

### Delegate Job Role and Location

At the 2017 conference in Glasgow, of 554 delegates the job role breakdown was 72% Nurse Specialists in Stoma Care; 12% were Nurses Working with Specialist Interest in Stoma; 8% were Senior/Lead Roles; 5% were Industry (Non-clinical role) and 3% were Education/Research.



Additionally, 95% of delegates were from England, Scotland, Wales and Northern Ireland, 3% were from Ireland, 2% were from Australia and New Zealand and the remainder from other international countries.

## Why attend ASCN UK 2018?

Conferences are rich with sponsorship opportunities and can offer exciting benefits such as the opportunity to strengthen your organisation's reputation in the industry, promote your products and services to a specialized audience and create an interesting pipeline for new partnerships.

ASCN UK's Annual Conference offers all this, but also something that sets it apart from other conferences: it is the largest Stoma Care Nurse (SCN) conference in the UK and the community spirit that comes with the Conference, really sets it apart from its competitors. This means that as an exhibitor or sponsor, you can play a significant and very active role before, during and after the conference by enhancing your relationship with the SCN community. It also means that you and your organisation have the opportunity to highly contribute to and influence, further development and enhancement of stoma care in the UK.

In ensuring a positive impact and return on investment for your organisation, your participation will enable you to take advantage of the Conference's unique benefits:

- **Participate in the largest stoma care conference in the UK** - attended by 500+ stoma care nurses and professionals; be there, be seen!
- **Meet the stoma care community, all under one roof** – professionals, specialist associations and industry all united for 3-days to achieve mutual goals and promote the specialism of stoma care
- **A programme created by Stoma Care Nurses, for Stoma Care Nurses** – hear the most recent innovative practices, helping to improve and shape specialist practice and patient outcomes
- **Connect with the stoma care community** – face-to-face at Conference and via the Conference mobile app that allows for direct delegate interaction
- **National sharing of best practice** – be at the forefront of shaping and challenging stoma care best practice
- **Efficiently connect with your target market** – Over 80% of last year's attendees were stoma care nurses

The ASCN 2018 Conference is pleased to confirm it is compliant with the [MedTech Europe Code of Ethical Business Practice](#).

## Organisation

The 2018 Annual Association of Stoma Care Nurses UK (ASCN UK) Conference will be led by the ASCN UK Conference Organising Committee:

Chair	Maddie White
Vice Chair	Angie Perrin
Honorary Treasurer	Gill Little
Honorary Education Officer	Wendy Osborne
Honorary Secretary	Jackie McPhail

### Conference Secretariat

In Conference Ltd  
 Unit 1, Q Court,  
 Quality Street, Edinburgh, EH4 5BP, UK  
 Tel: +44(0) 131 336 4203  
 Email: [ascnuk@in-conference.org.uk](mailto:ascnuk@in-conference.org.uk)  
 Web: [www.ascnuk.com](http://www.ascnuk.com)

## Venue

The International Convention Centre (ICC) is a custom-built conference centre ideally located in the heart of Birmingham and is within walking distance of many hotels giving a huge choice of hotels to suit all budgets. The ICC is located just a short 10-minute walk from Birmingham New Street Station.

### The ICC Birmingham

Broad Street  
 Birmingham  
 B1 2EA  
 United Kingdom  
 W: <http://www.theicc.co.uk/>  
 T: +44 121 644 5025



## Dates to Remember

1<sup>st</sup> June 2018      Abstract Submission Deadline

13<sup>th</sup> July 2018      Notification to Authors

20<sup>th</sup> July 2018      Early Registration Deadline

## Conference Theme

'Breaking Barriers and Enhancing Relationships'

## Outline Programme

Saturday 8 <sup>th</sup> September	
08.00 – 22.00	Exhibition Build
Sunday 9 <sup>th</sup> September	
08.00 – 16.00	Exhibition Build
14.00 – 19.30	Registration Open
15.30 – 16.30	ASCN UK Specialist Workshop
16.45 – 17.45	ASCN UK Specialist Seminar & Workshop (Repeat)
18.00 – 19.30	Official Welcome Reception & Opening of the Exhibition
Monday 10 <sup>th</sup> September	
07.00 – 17.30	Registration Open
07.30 – 17.30	Poster Viewing
07.30 – 08.15	Industry Breakfast Symposium
08.45 – 17.30	Conference Sessions
19.30 - Midnight	Conference Dinner
Tuesday 11 <sup>th</sup> September	
07.00 – 16.00	Registration Open
07.30 – 16.00	Poster Viewing
07.30 – 08.15	Industry Breakfast Symposium
08.45 – 16.00	Conference Sessions
14.00 – 18.00	Exhibition Breakdown
16.00	Close of Conference

## Sponsorship & Exhibition Booking

To book your exhibition and sponsorship items, please contact [barbara@in-conference.org.uk](mailto:barbara@in-conference.org.uk) with the name and email address of the contact who will be booking your exhibition stand to set them up with login details to access the Exhibition Portal. This person will be the main point of contact for all communications related to exhibition at the conference.

Once a login has been created, an email with booking instructions will be sent to the contact details provided.

In the Exhibition Portal, you will be able to book, review and manage your own exhibition stand and sponsorship items for the conference. You will be prompted with a Live Floorplan which will enable you to select available stands and see which stands are remaining in real time.

Please be advised that when booking your sponsorship items, some items have limited availability and will be allocated on a first come, first served basis. Your acknowledgement email will confirm your registered interest and once all bookings have been reviewed and confirmed, an official confirmation email along with your invoice will be sent whereby you will be notified of eligibility for your requested sponsorship items.

Once your booking has been submitted please allow for up to five working days for this to be processed. Once your booking has been processed you will be sent a confirmation email along with an invoice. Payment must be made up to 14 days after invoice issue date.

If you have any queries, please contact Barbara from In Conference at [barbara@in-conference.org.uk](mailto:barbara@in-conference.org.uk) or +44 (0) 131 336 4203.



## Sponsorship & Exhibition Opportunities Overview

Description	Cost	
Exhibition		Page
Exhibition Space	Minimum 3m x 2m (up to the first 3m x 3m charged at £250 per sq. metre; additional space charged at £300 per sq. metre.)	10
Programme Sponsorship		
Industry Breakfast Symposium x 2	£2,000 per workshop	11
Promotional Opportunities		
Photo Mirror Booth x 1	£2,000	11
Charging Station x 1	£1,500	11
Directional Signage x 1	£1,500	12
Delegate Folder Insert	£500	12
Advertising in Final Programme	£500/£300	12
Conference App Advert x 2	£500	13
Push Notification via Conference App	£150 per notification (limited to one per company)	13
Pre-Conference Mailings	£500 (limited to one per company)	13
Additional Items		
Lead Management App	£750	14
Storage Room	£500 per day	14

## Exhibition Information

### Conference & Exhibition Venue

The main lecture room will be located in Hall 4 while the exhibition will be held in Hall 3 where the posters and catering points will also be located. The registration foyer will be located in the middle foyer between the two different halls. All are located on Level 5.

### Set Up/Build

Saturday 8<sup>th</sup> September: 08.00 – 22.00

Sunday 9<sup>th</sup> September: 08.00 – 16.00

All exhibitors are required to ensure that all sides of their stand are fully dressed for public viewing, including the outside back and side walls of the stands/construction. All stands must be fully completed by 16.00 on Sunday in order for Health & Safety and Structural approval for the official exhibition opening at 18.00.

Further information regarding access for offloading and delivery of materials will be included in the Exhibitor Manual, which will be issued after your booking confirmation.

### Exhibition Opening Hours

Sunday 9<sup>th</sup> September 18.00 – 19.30

Monday 10<sup>th</sup> September 09.00 – 17.00

Tuesday 11<sup>th</sup> September 09.00 – End of lunch break, approx. 14.00

*\*Please be advised that opening hours may be subject to change.*

Please see the draft programme for timings of all tea/coffee and lunch breaks, when delegates will attend the exhibition hall.

### Breakdown

Tuesday 11<sup>th</sup> September End of lunch break – 18.00

## Exhibition and Sponsorship Opportunities

*\*Please note that all costs quoted are exclusive of VAT*

The following exhibition and sponsorship opportunities have been created to allow organisations the opportunity to showcase their products and/or services, according to their budget. All opportunities will be allocated on a first come, first served basis. Please contact the Conference Organisers to discuss tailor made packages.

### Exhibition Space

Cost £300 per sq. metre

(Min. stand size 3m x 2m. First 3m x 3m charged at £250 per sq. metre).

Please note double height stands are not permitted.

All exhibitors are required to ensure that all sides of their stand are fully dressed for public viewing, including the outside back and side walls of the stand/construction.

Exhibition space bookings must be made via the ASCN UK 2018 Exhibitor Portal ([click here](#)) and spaces will be allocated on a first come, first served basis. Please refer to the provisional floorplan for the exhibition at the end of the brochure.

The exhibition hall will be carpeted, however please note that no shell scheme stand structures are included in the space provided. Exhibitors will be provided with access to one 13-amp electrical point per stand, two complimentary exhibitor passes and one complimentary scientific session pass per exhibition space. Larger stands are allocated one complimentary exhibitor pass per every three-square metres and one complimentary scientific session pass per every fifteen-square metres. Please be advised that exhibitor passes do not include access to the scientific programme and exhibitors wishing to attend scientific sessions must circulate the allocated scientific passes among their stand personnel. Additional exhibition stand personnel will each be charged at £40 (inc. VAT) per person per day which include catering on the day although these passes will not have access to the scientific programme. Additional scientific passes may be purchased at the standard delegate rate.

All exhibitors will benefit from their company logo, a 50-word profile and web link being featured on the Conference Website, Mobile App and Final Programme.

### Industry Breakfast Symposium

Cost £2,000 per workshop

Industry workshops are a unique opportunity to reach out to attendees with a tailored presentation at times that do not conflict with other plenary sessions. These sessions usually attract a high attendance, in 2017 the Breakfast Symposiums had over 120 attendees. They are an important part of the overall educational experience at the conference. All workshops are **45-minutes** in duration, should not be predominately product oriented and must fit the essence of the conference to raise the education level of delegates.

A summary of up to 300 words along with a proposed title, proposed speakers and themes of the workshops and a minimum of two learning objectives of up to 30 words must be submitted by the 1<sup>st</sup> June 2018 for approval by the ASCN UK Committee before any workshop is fully confirmed. Industry workshop sponsorship offers your organisation the opportunity to align with the continued professional development of the stoma care profession. To submit an abstract for the Industry Breakfast Symposium, please click [here](#).

### Photo Mirror Booth

Cost £2,000

Delegates always love photos and this sponsorship item is certain to generate a lot of traffic and enthusiasm from attendees. For a sponsor, this is an opportunity for a creative and easy way to have your organisation's brand associated with the great time delegates have at the conference's social events as they share their good memories and photos instantly via social media. This opportunity includes photo mirror hire, set-up and technician. Your company branding would be on the sides and back of the mirror skins. For more details on this opportunity, please contact the organisers.



### Charging Station

Cost: £1,500

With an increasing use of technology especially with the ASCN UK Mobile app, delegates always depend on outlets for charging their electronic devices. By sponsoring this item, delegates will see your branding every time they recharge their phones, tablets or laptop at the charging station located in the registration foyer.

### Directional Signage

Cost £1,500

Directional signage is a form of assisting delegates to find their way around the conference centre, meeting rooms and exhibition areas. Signage can include floor stickers in the conference venue, signage for catering points in the exhibition hall and signage from the main travelling stations towards the ICC Birmingham. Your logo will appear on the directional signage and all signage must be designed and produced by the sponsoring company while setting up services of these must be hired from venue (additional charges may apply subject to your requirements). The design for the signage must be sent to the organisers by 10<sup>th</sup> August 2018 for approval from the ASCN UK committee prior to going to print.

Please be advised that signage must clearly be branded for the ASCN UK conference with the ASCN UK logo given prime positioning. Sponsor logos may not appear larger than the ASCN UK logo. If using floor vinyls, please ensure adhesive is being used to ensure no residue or damage is left on the floors. Damaged remains will incur a charge from the venue. The directional signage sponsor's logo and website link will also be carried on the conference website and app on the sponsors' page.

### Delegate Folder Insert

Cost: £500

One A5/A4 double sided promotional flyer will be inserted into each delegate folder which all participants will receive upon arrival at the conference. All inserts need to be approved by the ASCN UK committee prior to being sent for print and inclusion.

Inserts must solely be product or stand activity related and should not publicise company organised events. Please be advised that only **one** insert per company may be accepted.

### Advertising in Book of Abstracts/Final Programme

Cost from £300

Limited advertising space will be available in the abstract book/final programme which all participants will receive on arrival at the conference in the delegate folders. All advertisements will be carried in full colour. All adverts must be approved by the ASCN UK Committee prior to inclusion in the printed programme. The advertiser's logo and website link will also be carried on the conference website.

Inside front cover & outside/inside back cover  
Internal page

Price: £500

Price: £300

### Conference App Advert

Cost: £500

The Conference App will include all required conference materials including abstracts, exhibition floorplan, programme, exhibitor and delegate list, direct messaging and many more features. With such delegate activity via the mobile app, having a footer advertisement/company logo within the app will provide significant brand exposure. This is limited to two companies.

### Push Notification in Mobile App

Cost: £150

This is an opportunity to promote your message or stand activity through a timed pop-up notification message during the conference to all attendees. This will be a max. of 50-word message which can include a link to add details to delegates' calendars or redirecting to your website. Please be advised mailings are limited to one per company.

### Pre-Conference Mailings

Cost: £500

Pre-conference mailings ensure you can directly send your messages to all registered delegates. This is an opportunity to be creative and create interest and excitement in regard to your stand and stand activities before the conference even starts. Mailings will be sent via the conference organisers and must be approved by the ASCN UK committee. Designs can be made by your company and sent to the organisers via HTML or the organisers can design this for an additional fee. Please be advised mailings are limited to one per company and subject to availability on a first come, first served basis.

## Additional Items

### Lead Management App

Introductory Rate: £750

Purchasing the lead management app means companies can have detailed information about those who visited your stands. You can set-up questionnaires, enable an automated thank you email and collate all details as you desire. This is all set-up prior to the conference and all scanning and data collection is made via your exhibitor personnel's smartphone and/or tablets.



### Storage Rooms

Cost: £500 per day

You can hire storage rooms from Saturday to Tuesday to store any additional stand stocks, stand build materials or for any other requirements. Hire of storage rooms can be made from either Saturday or Sunday but must then hire for the full duration of the conference. You will have exclusive access to your allocated room and one key per room will be given to companies to be shared among all personnel. There are limited numbers of rooms and allocations will be made on a first come, first served basis.

## Terms & Conditions

### Exhibition

#### **Amendments to exhibition layout**

While every effort is made to preserve the published layout of the exhibition, the Organisers shall be entitled to vary the layout if this is in the general interest of the exhibition.

#### **Build up**

No one under the age of sixteen (16) will be permitted in the exhibition during build-up or dismantling.

#### **Maximum stand height**

The maximum height for any part of any stand will be 4m from the ground.

#### **Disruption to other exhibits**

The Organisers reserve the right to restrict exhibits, which, because of noise, method of operation, materials or any other reason, become objectionable to other exhibitors or to delegates. No microphones or loud speakers are to be used on the exhibition floor.

#### **Give-aways and distribution of printed materials**

All stand activities (any form of food and drink included) and giveaways must be sent to In Conference to be sent to the ASCN UK committee for approval prior to the conference. If any items on any stands have not been given advance approval by the committee, regardless of what they are, they will be removed. All items must be requested no later than one month prior to the conference. Please note that the stand number used to book your exhibition space will not be your final stand number allocate. Please therefore do not include this reference number on any promotional materials.

#### **Disclaimer**

The acceptance of a product or service for exhibition does not in any manner constitute an endorsement by the Organisers. Each exhibitor and/or sponsor is responsible for the material and information they make available at the Conference. Exhibitors and sponsors should only present material and information which has been approved by their legal departments and which is in compliance with the legislation of the host country of the Conference.

It is the responsibility of exhibitors and sponsors to address these issues and any conflicts arising from such matters directly among themselves as the Organisers will not arbitrate in any way in legal issues of this nature.

#### **Liability**

##### **Other events**

Other events should not be arranged for delegates

The Organisers cannot accept responsibility for damage caused by an exhibitor nor for loss sustained by an exhibitor. Exhibitors or their agents must not damage or deface the exhibition facility or the booths and equipment of other exhibitors. When such damage occurs, the exhibitor is solely responsible and is liable to the owner of the property. Exhibitors must make provision for the safeguarding of their goods, materials, equipment, and displays at all times.

#### **Security and insurance**

The Organisers will not be held responsible for any loss or damage to exhibitors' goods and exhibitors are reminded that they should take out their own insurance to cover for this.

#### **Health and Safety at Work Regulations**

It is the responsibility of the exhibitor to ensure that their contractor, employees, displays and exhibits comply with the latest legislation regarding Health and Safety at Work regulations.

### General

#### **Payment**

Full payment of all invoices is required within 14 days of receipt.

#### **Cancellations**

Cancellations and changes to your original booking must be made in writing to the ASCN UK Conference Secretariat at [ascnuk@in-conference.org.uk](mailto:ascnuk@in-conference.org.uk)

For cancellations or reductions made up to 26 weeks prior to the Conference start date 50% will be charged.

After that date no refunds will be made.

#### **Agent**

Sponsorship and floor space booking will be confirmed by our Organiser, In Conference Ltd. In Conference Ltd will act on behalf of ASCN UK as a partner on any sponsorship agreements. Any payments will be made to ASCN UK.

#### **ASCN UK logo**

The ASCN UK logo may only be used with permission of the Organisers, In Conference

during the scientific programme (including the Sunday ASCN UK Workshops and Breakfast/Lunch symposia).

Transportation to other events must not depart during the official programme.

**Postponement or abandonment**

The Organisers will not be held responsible in the case of any postponement or abandonment of the exhibition for reasons beyond their control.

**Acceptance of applications**

The Organisers reserve the right to refuse applications

from organisations not meeting standard requirements or expectations and reserve the right to curtail or to close exhibits, wholly or in part, that reflects unfavourably on the character and the purpose of the Conference.

**Amendments to Terms and Conditions**

The Organisers reserve the right to alter, amend or add to any of these Terms and Conditions.

## General Conditions of Participation, Exhibition & Sponsoring

General Conditions of Participation, Exhibition and Sponsoring of the ASCN UK 2018 Conference

ASCN UK  
c/o In Conference Ltd.  
Unit 1, Q Court, Quality Street, Edinburgh, EH4 5BP, UK  
Tel: +44(0) 131 336 4203

### 1. General

Registration for exhibition and sponsoring has to be carried out by sending the official booking form within the given deadline. Sending in the booking form is binding, every alteration of the contract has to be made in writing. Approval for exhibition and sponsoring will be made in writing. In Conference Ltd. reserves the right to refuse applications for any reason. Abandonment of booked floor space to third parties is not allowed. Where an exhibition be limited, transferred, or cancelled no claims of the exhibitor will arise against ASCN UK. For special reasons ASCN UK can change allocated floor spaces after publication of the floor plan.

### 2. Payment

Requirement for stand set-up or the right to receive sponsoring benefits is dependent on payment of the invoice within the given payment period, without any deductions. Charges for additional services will be invoiced separately.

### 3. Insurance, Liability

ASCN UK assumes no liability for any damage to persons or property as well as no liability to exhibited goods. Exhibitors are liable for damages caused by the exhibitor and his contractors.

Provisional Floorplan - *subject to change*

