

# BRITISH MATERNAL & FETAL MEDICINE SOCIETY 14<sup>th</sup> ANNUAL CONFERENCE

Thursday 10<sup>th</sup> – Friday 11<sup>th</sup> June 2010

The Sage Gateshead, UK



## EXHIBITION AND SPONSORSHIP PACK

### CONFERENCE SECRETARIAT

Hampton Medical Conferences Ltd  
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This conference is being organised by Hampton Medical Conferences Ltd on behalf of the British Maternal and Fetal Medicine Society.

## GENERAL INFORMATION



The British Maternal and Fetal Medicine Society provides a forum where issues of relevance to Obstetricians and other professionals involved in pregnancy care are discussed. In particular the Society seeks to disseminate knowledge, promote research and audit, encourage the interface with industry to promote technological advances, establish good quality training programmes, encourage development of clinical guidelines and ultimately to encourage and improve standards of pregnancy care.

An integral part of the Society's calendar is its annual Conference which has established itself as a benchmark of academic excellence consistently offering a comprehensive scientific programme blending high quality clinical and basic science, the hallmark of the Society.

### DELEGATE PROFILE

The audience will consist of fetal/maternal medicine specialists, consultant obstetricians, neonatologists, specialist registrars, neonatal nurses and nurse managers, midwives, and all those with an active interest in the field of maternal and pregnancy care

### VENUE AND LOCATION

The British Maternal and Fetal Medicine Society 14<sup>th</sup> Annual Conference will be held at:

#### The Sage Gateshead

St Mary's Square  
Gateshead Quays  
Gateshead, NE8 2JR  
Tel: +44 (0)191 443 4666  
Website: [www.thesagegateshead.org](http://www.thesagegateshead.org)



Occupying one of the most dramatic urban sites in Europe, The Sage Gateshead is a magnificent Norman Foster building which opened in December 2004. The Sage Gateshead is situated in the heart of the city centre, walking distance from Newcastle Rail/Metro Station and with easy access by road, rail, air and sea.

The exhibition and catering will be located on the balcony areas located near the main auditorium. This is an excellent opportunity to increase your brands profile among the delegates.

### SOCIETY RECEPTION AND DINNER, GREAT NORTH MUSEUM, HANCOCK

The Society Reception and Dinner will take place on Thursday 10<sup>th</sup> June at the Great North Museum Hancock which has recently reopened after a 26 million refurbishment. Guests will be able to access the museum during the reception to view exhibits which include artefacts from Ancient Greece and Egypt and major displays showing the wonder and diversity of the animal and plant kingdom.

Please note that the cost of the Society dinner and drinks reception is not included in the Exhibitor's Fee.

### TRAVELLING TO NEWCASTLE UPON TYNE

#### By car

Newcastle/Gateshead is situated on the A1(M) and has excellent access to the national motorway network. The A1(M) links the area to London and the South of England and across the country via the M62.

The Sage Gateshead has its own car park with lift access situated directly behind the building to the south. Spaces are offered on a first come first served basis and charged as follows: first 30 minutes are free, then 70p per hour for the first 4 hours and then £1.00 per hour for each additional hour. Parking overnight is charged at £2.10 for any length of time between 17.00 – 06.00 hours.

#### By train

The Sage Gateshead is minutes away from the city centre and Newcastle Central Station which is served by Great North Eastern Railways, Virgin Cross Country and Regional Railways. Direct train services operate from most cities in Britain to Newcastle's Central Station. For further information call National Rail Passenger Enquiries: 08457 48 49 50.

#### By air

Newcastle International Airport is a 25 minute drive from The Sage Gateshead and is also linked to the heart of the city by Metro services. Newcastle International provides direct services to major UK and European cities. For further information call Newcastle International Airport: 0870 122 1484

#### Taxi Services

There is a taxi rank and a drop off and pick up area at the west entrance of The Sage Gateshead.

THURSDAY 10<sup>th</sup> JUNE 2010

08.00 – 09.20	<i>Registration and Coffee</i>
09.20 – 09.30	Official Opening Professor Stephen Robson (President of the Society)
<b>SESSION 1</b>	<b>FETAL MEDICINE</b> Chairs: Dr Bill Martin and Dr Leanne Bricker
09.30 – 10.10	<b>SOCIETY LECTURE</b> <b>Management of Fetal Growth Restriction</b> Professor Torvid Kiserud (Bergen, Norway)
10.10 – 10.45	Submitted Abstracts
10.45 – 11.30	<i>Coffee, Exhibition and Poster Viewing</i>
11.30 – 12.06	Submitted Abstracts
12.06 – 12.36	<b>Hot Topic: 3D/4D Ultrasound</b> Dr Paul Moran (Newcastle upon Tyne)
12.36 – 14.30	<i>Lunch, Exhibition, Poster Viewing and Meet the Experts Sessions</i>
13.20 – 14.20	<b>MEET THE EXPERTS SESSION (lunchtime sessions)</b>  <b>Outpatient induction of labour:</b> Dr Kirsty Dundas (Edinburgh) and Ms Julie Hogg (London) <b>HIV/infection:</b> Dr Kate Harding (London), Professor Steve Green (Sheffield) and Ms Sue Alston (Sheffield) <b>Late termination:</b> Mr Bertie Lee (London), Professor Donald Peebles (London) and Ms Veronica Donovan (Birmingham)
<b>SESSION 2</b>	<b>MATERNAL MEDICINE</b> Chairs: Dr Jason Waugh and Professor Fionnuala McAuliffe
14.30 – 15.00	<b>KEYNOTE ADDRESS</b> <b>Proteinuria in pregnancy</b> Dr Laura A. Magee (Vancouver, Canada)
15.00 – 15.36	Submitted Abstracts
15.36 – 16.06	<i>Tea, Exhibition and Poster Viewing</i>
16.06 – 16.42	Submitted Abstracts
16.42 – 17.12	<b>Hot Topic: Dermatoses in pregnancy</b> Dr Samantha A. Vaughan Jones (Chertsey)
17.15 – 18.00	Annual General Meeting
19.30	<b>Society Reception and Dinner</b> <b>Great North Museum Hancock, Newcastle upon Tyne</b>

**SESSION 3**

**LABOUR AND DELIVERY**

Chairs: Dr Tracey Johnston and Dr Kate Harding

09.00 – 09.30

**KEYNOTE ADDRESS**

**Decision to delivery**

Dr Steve Yentis (London)

09.30 – 10.06

Submitted Abstracts

10.06 – 11.05

*Coffee, Exhibition and Poster Presentations*

11.05 – 11.41

Submitted Abstracts

11.41 – 12.11

**Hot Topic: Fetal monitoring**

Professor Peter Brocklehurst (Oxford)

12.11 – 13.10

*Lunch, Exhibition and Poster Viewing*

**SESSION 4**

**PREGNANCY OUTCOME**

Chairs: Dr Myles Taylor and Dr Richard Smith

13.10 – 13.40

**KEYNOTE ADDRESS**

**Long term implications of occult and clinical hypothyroidism in pregnancy and preventative strategies**

Dr Erik K. Alexander (Boston, USA)

13.40 – 14.16

Submitted Abstracts

14.16 – 14.46

*Tea, Exhibition and Poster Viewing*

14.46 – 15.22

Submitted Abstracts

15.22 – 15.52

**Hot Topic: Hypoxic brain injury**

Speaker to be confirmed

15.52 – 16.00

Presentation of Abstract Prizes

16.00 – 16.30

**DEBATE:**

**'This house believes that one to one midwifery care would improve outcome more than 24 hour consultant cover on the delivery suite'**

Chair: Professor Stephen Robson

Dr Maggie Blott:

AGAINST the motion

Ms Cathy Warwick:

FOR the motion

16.30

Close of Conference

## EXHIBITION SPACE

Exhibition space will be provided within the main exhibition and catering areas located on the balcony areas of the Sage Gateshead, ensuring maximum advertising exposure and contact with delegates during the scheduled refreshment breaks. **Please note that this venue is not suitable for large stand builds.**

The exhibition set up will commence early on the morning of Thursday 10<sup>th</sup> June and must be completed by 10.00 hours in time for the morning refreshment break. The exhibition will be open to delegates during dedicated times on Thursday 10<sup>th</sup> and Friday 11<sup>th</sup> June 2010. Breakdown will be from 15.00 hours on Friday 11<sup>th</sup> June.

Payment of the exhibition fee will provide the exhibitor with:

- ❖ An area of the required size on which to build an exhibition stand (see enclosed floor plan)
- ❖ Cleaning of exhibition stand area
- ❖ Overall heating and lighting in the exhibition area
- ❖ Basic 13 amp electrical supply
- ❖ Table(s) and Chair(s)
- ❖ Tea, coffee and buffet lunch for two company representatives on the stand
- ❖ Access to all scientific sessions and conference materials for two company representatives on the stand
- ❖ Full acknowledgement in the conference programme
- ❖ Wifi

Hire of the exhibition space does **not** include:

- ❖ Hire of flowers and audiovisual equipment
- ❖ Stand light fittings
- ❖ Shell scheme (available at an additional cost)
- ❖ Porterage (available at an additional cost)
- ❖ Telephone/ISDN (available at an additional cost)\*
- ❖ Wired internet (available at an additional cost)\*

\* An order form will be sent to you with the Exhibitor Manual.

Companies wishing to book exhibition space should take note of the following information:

All stands are sold as a space-only. Shell-scheme is **NOT** available for these stands unless specifically requested (at an additional charge). Companies interested in shell scheme should contact the Secretariat for further information.

### Location of Exhibition Space:

#### **HALL 2 FOYER – LEVEL 1**

Stands 1 & 2 (3m x 2m)

Stand 23 (3m x 1m)

#### **HALL 1 FOYER – LEVEL 1**

Stands 3 – 5 (3m x 2m)

Stands 16 – 22 (3m x 1m)

#### **HALL 1 FOYER – LEVEL 2**

Stands 6 – 8 (3m x 2m)

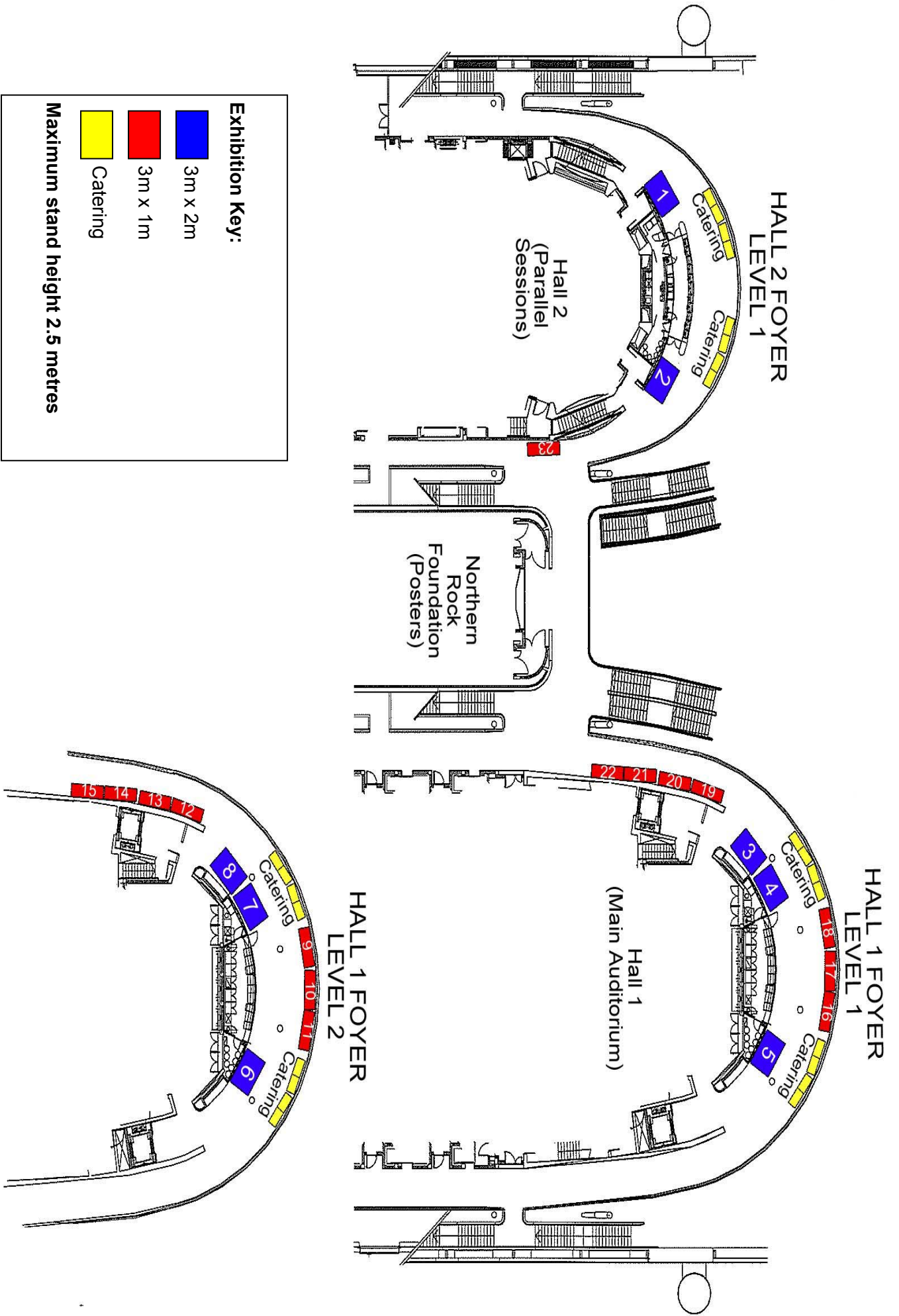
Stands 9 – 15 (3m x 1m)

### Cost of Exhibition Space:

Stands measuring 3m x 2m space only      **PRICE ON APPLICATION**

Stands measuring 3m x 1m space only      **PRICE ON APPLICATION**

# EXHIBITION FLOOR PLAN



## Exhibition Key:

- 3m x 2m
- 3m x 1m
- Catering

Maximum stand height 2.5 metres

## SPONSORSHIP OPPORTUNITIES

The sponsorship items detailed below are available on a first-come, first-served basis.

All rates quoted are exclusive of Value Added Tax (VAT), which will be charged where applicable at the prevailing rate.

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### SPONSORED SESSIONS

Sponsored sessions are plenary, with no other sessions held in competition, and all delegates are encouraged to attend every part of the meeting, thus ensuring an excellent attendance for all sessions.

#### Sponsorship Benefit:

- Acknowledgement on the conference website (including a link to company's own website)
- Delegate bag insert
- PowerPoint holding slide with the Company logo displayed at the beginning and end of the sponsored session
- Complimentary registration for three company personnel to attend the meeting

**Sponsorship Cost:                    PRICE ON APPLICATION**

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### FINAL PROGRAMME AND ABSTRACT BOOK – JOURNAL SUPPLEMENT

The Final Programme and Abstract Book will be available to all registered delegates, invited speakers, exhibitors and company personnel at the meeting. It will contain the full scientific programme, including all invited speakers and free communications, together with a list of all poster presentations. The Final Programme and Abstract Book will be published as a supplement of the journal Archives of Diseases in Childhood (Fetal and Neonatal edition).

#### Sponsorship Benefit:

- A two colour advertisement printed on the outside back cover of the A4 book. Sponsorship is on a sole-sponsor basis.

**Sponsorship Cost:                    PRICE ON APPLICATION**

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### MESSAGE BOARD

A Message Board will be situated in the reception area of the Conference Centre.

#### Sponsorship Benefits:

- The sponsor's name and/or logo displayed prominently on the Message Board.

**Sponsorship Cost:                    PRICE ON APPLICATION**

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### DELEGATE BAG INSERT

Companies will have the opportunity to have a open page insert (A4 size or smaller), into the delegate bags which will be provided to every registered delegate and speaker.

**Sponsorship Cost:                    PRICE ON APPLICATION**

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### DELEGATE PENS

Conference pens will be provided for every registered delegate and speaker.

#### Sponsorship Benefit:

- The sponsor's name and/or logo printed on each pen (one colour).

**Sponsorship Cost:                    PRICE ON APPLICATION**

# SPONSORSHIP OPPORTUNITIES

## LIST OF DELEGATES

A list of delegates registered by 7<sup>th</sup> June 2010 will be provided for all delegates, speakers, organisers, exhibitors and company personnel on arrival at the conference.

### Sponsorship Benefits:

- Company name or logo positioned on the front page of the List of Delegates. The logo will be printed in black.
- Exclusive sponsorship – no other advertisements will be included in the List of Delegates.

**Sponsorship cost: PRICE ON APPLICATION**

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## LANYARDS

Lanyards will be provided, if sponsored before the 3<sup>rd</sup> May 2010, for every delegate.

### Sponsorship Benefit:

- The sponsor's name and/or logo printed on the lanyard (one colour)

**Sponsorship Cost: PRICE ON APPLICATION**

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## DELEGATE WALLETS

Conference wallets will be provided for every registered delegate and speaker. Wallets will contain the Final Programme, pad, pen, list of delegates, tourist information/guides and other relevant information.

### Sponsorship Benefit:

- The sponsor's name and/or logo printed on the outside of each wallet (one colour).

**Sponsorship Cost: PRICE ON APPLICATION**

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## DELEGATE PADS

A4 conference pads will be provided for every registered delegate and speaker. There is the opportunity to sponsor the pads. Every page of the pad will be printed with the appropriate logo or company name (one colour).

### Sponsorship Benefit:

- The sponsor's name and/or logo printed on every page of the pad (one colour).

**Sponsorship Cost: PRICE ON APPLICATION**

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Please note the opportunities presented within this pack are not exhaustive and we would be willing to discuss with you further your individual requirements.

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For further information on exhibition and sponsorship, please contact:

Joanna Prendergast  
Hampton Medical Conferences Ltd,  
113-119 High Street, Hampton Hill, Middlesex, TW12 1NJ  
Tel: +44 (0) 20 8783 2239 Fax: +44 (0) 20 8979 6700  
Email: [jprendergast@hamptonmedical.com](mailto:jprendergast@hamptonmedical.com)

# EXHIBITION & SPONSORSHIP BOOKING FORM

British Maternal and Fetal Medicine Society 14<sup>th</sup> Annual Conference  
10<sup>th</sup> – 11<sup>th</sup> June 2010  
The Sage Gateshead, Newcastle, UK

## COMPANY DETAILS

Company Name:	
Contact Name:	
Address:	
Postcode:	
Tel:	Fax:
Mobile:	
E-mail:	

## EXHIBITION SPACE

*Full payment is required in advance of the meeting in order to reserve stand space*

	Stand Number	Cost plus VAT
First choice		£
Second choice		£
Third choice		£

	Number required
Table x 1	
Chair x 2	
13 amp power	

<b>SOCIETY RECEPTION AND DINNER</b>		
	<b>Number of tickets</b>	<b>Cost plus VAT</b>
Society Reception and Dinner		

<b>SPONSORSHIP OPPORTUNITIES</b>			
Lanyards:	<input type="checkbox"/>	Final Programme:	<input type="checkbox"/>
Message Board:	<input type="checkbox"/>	Sponsored Session:	<input type="checkbox"/>
List of Delegates:	<input type="checkbox"/>	Delegate Bag Inserts:	<input type="checkbox"/>
Delegate Wallets:	<input type="checkbox"/>	Delegate Pens:	<input type="checkbox"/>
Delegate Pads:	<input type="checkbox"/>		

<b>SUMMARY OF PAYMENT</b>	
Exhibition Space	£
Society Reception and Dinner	£
Sponsorship Opportunities	£
<b>NET TOTAL</b>	<b>£</b>
<b>VAT</b>	<b>£</b>
<b>TOTAL plus VAT</b>	<b>£</b>
<p><input type="checkbox"/> <b>Please send an invoice quoting Purchase Order No.....</b>            Payment must be received within 30 days of the invoice date, or prior to the commencement of the conference, whichever is the sooner. Please state billing address if different from company details:            .....            .....</p> <p><input type="checkbox"/> <b>Please find enclosed a cheque payable to 'Hampton Medical Conferences Re: BMFMS'</b>            (A VAT receipt will be automatically issued)</p>	

**PLEASE RETURN THIS FORM TO:**

*BMFMS Conference Secretariat - For the Attention of Joanna Prendergast  
 Hampton Medical Conferences Ltd, 113 – 119 High Street,  
 Hampton Hill, Middlesex, TW12 1NJ, UK  
 Tel: +44 (0)20 8783 2239 Fax: +44 (0)20 8979 6700*

<p>This conference is being organised by Hampton Medical Conferences Ltd on behalf of the British Maternal and Fetal Medicine Society.</p>
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