



The British Maternal & Fetal Medicine Society

20th Annual Conference

19th – 20th April 2018

Hilton Brighton Metropole Hotel, Brighton, UK

Exhibition & Sponsorship



For more information please contact:

Email: BMFMS@hamptonmedical.com Telephone: +44 (0)1920 885 162 Website: www.bmfmsconference.ukevents.org

BMFMS 2018

About the Event:

The British Maternal & Fetal Medicine Society's Annual Conference provides a unique opportunity to discuss important issues of relevance to Obstetricians and other professionals involved in pregnancy care. It facilitates dissemination of knowledge, promotes research and audit whilst encouraging the interface with industry to promote technological advances.

The Meeting 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.

After the very successful BMFMS 2017 in Amsterdam, the conference is coming back to the UK and will be hosted in the lively and versatile city of Brighton. Set on an eclectic, vibrant seafront, Hilton Brighton Metropole perfectly captures the character of this much-loved city and retains a Victorian elegance and charm.

Easily accessible just an hour from London, the conference venue is within walking distance from the train station and of all that Brighton has to offer. With accommodation offered onsite we expect the networking opportunities to be extended. We are extremely excited to be bringing BMFMS 2018 to such a unique city.

With well over 700 attendees in Amsterdam 2017, we are expecting a hugely successful and popular 2018 annual conference in Brighton and hope to retain a good proportion of our overseas delegates.

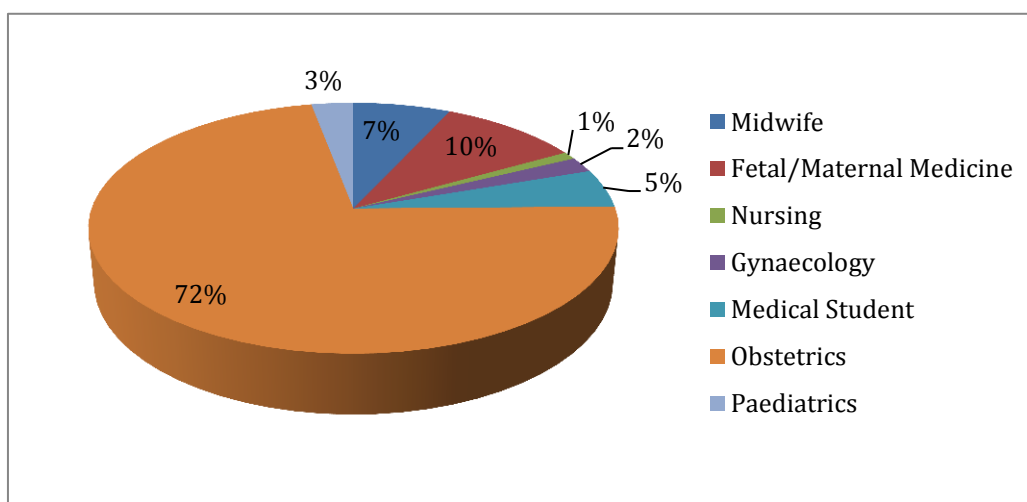
Benefits of Attending:

- Use the event as a platform to launch/showcase new technologies
- Develop current customer relationships
- Get ahead of your competitors
- Increase/enhance company profile with key figures
- Promote existing products to a new audience
- Reach an expected 500 attendees, both national and international
- Meet, network and influence key decision makers within the community
- Engage with delegates and speakers to share hands-on experience
- Attend the presentations and disseminate knowledge back to co-workers

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. Over the last four years the event has attracted an average of 550 attendees.

Typical Delegate Statistics



SPONSORSHIP

Sponsor Star System

We recognise the individual marketing needs within the industry and are pleased to offer this star package system. The system is intended to allow organisations to select and tailor the package that best suits their marketing objectives and investment.

HOW TO USE THE SPONSOR STAR SYSTEM:

Step One

Select which level of sponsorship suits your budgetary requirements.

Step Two

Once you have selected your desired level of representation, choose your items from the list to the value of stars available at that level. For example, if you select the Gold package worth three stars you can choose to sponsor the delegate pens (two stars) and delegate pack inserts (one star) in addition to the items already included as standard in the package.

Step Three

Select your preferred exhibition stand location (see page 6 for floor plan).

Tailor-made Packages

We fully recognise that this system may not meet every company's requirements. Should this be the case, we encourage you to contact us to discuss where we can assist you to maximise the return on your investment and create a successful package for your organisation.

Any further ideas on how to promote your products or services will be welcomed for consideration.

To discuss the sponsorship and exhibition opportunities at BMFMS 2018, please contact:

Alice Cavassa
Project Manager

Hampton Medical
E: bmfms@hamptonmedical.com
T: +44 (0)1920 885 162
F: +44 (0)1920 885 102

Gold Package

Up to 3x Available



The fee for GOLD Sponsorship includes:

Value: £8,500 plus applicable VAT

- Three full conference delegate places
- 1 x 3x2m exhibition stand space * (includes 2 exhibitor places which don't include access to the technical sessions). Size upgrade available
- Listed as a 'Gold Sponsor' in event marketing material (schedule dependant)
- Listed as a 'Gold Sponsor' on the event website along with company logo and URL hyperlink
- Breakfast/lunch symposium slot** (45mins)
- 3 stars to spend on additional sponsorship items
- Inclusion as a 'Gold Sponsor' on the AV holding slides as well as an acknowledgement in the conference opening and closing remarks
- Listed as a 'Gold Sponsor' on the Conference App along with a logo, URL hyperlink, contact details and a brief description of the company
- Acknowledgement in final programme

Silver Package

Up to 4x Available



The fee for SILVER Sponsorship includes:

Value: £5,750 plus applicable VAT

- Two full conference delegate places
- 1 x 3x2m exhibition stand space* (includes 2 exhibitor places which don't include access to the technical sessions). Size upgrade available
- Listed as a 'Silver Sponsor' in event marketing material (schedule dependant)
- Listed as a 'Silver Sponsor' on the event website along with company logo and URL hyperlink
- 2 stars to spend on additional sponsorship items
- Inclusion as a 'Silver Sponsor' on the AV holding slides as well as an acknowledgement in the conference opening and closing remarks
- Listed as a 'Silver Sponsor' on the Conference App along with a logo, URL hyperlink, contact details and a brief description of the company
- Acknowledgement in final programme

Bronze Package

6 x Available



The fee for BRONZE Sponsorship includes:

Value: £3,000 plus applicable VAT

- One full conference delegate place
- 1 x 2x2m exhibition stand space* (includes 2 exhibitor places which don't include access to the technical sessions). Size upgrade available
- Listed as a 'Bronze Sponsor' in event marketing material (schedule dependant)
- Listed as a 'Bronze Sponsor' on the event website along with company logo and URL hyperlink
- 1 star to spend on additional sponsorship items
- Inclusion as a 'Bronze Sponsor' on the AV holding slides
- Listed as a 'Bronze Sponsor' on the Conference App along with a logo, URL hyperlink, contact details and a brief description of the company
- Acknowledgement in final programme

* Please note shell scheme options are available at an additional cost. Please contact us for details.

** Gold Package Sponsored Symposia timings are:

Thursday 19 April 2018 - during lunchtime (exact timing tbc)

Friday 20 April 2018 - prior to the first plenary session (exact timing tbc)

Friday 20 April 2018 - during lunchtime (exact timing tbc)

Additional Sponsor Star Items



Individual stars can be added to the package to purchase additional sponsored items. Each star comes at a cost of £750.00 + applicable VAT. For example, if you receive one star in your sponsorship package but wish to sponsor the delegate notepads (2 stars) you may purchase the additional star at the cost of £750 + applicable VAT.

Sponsorship Item	Star Value
• Conference dinner & drinks reception (exclusive)	*****
• Delegate bag (exclusive and subject to availability)	****
• Conference app (exclusive)	***
• Delegate wallets A4* (exclusive and subject to availability)	***
• Delegate lanyards* (exclusive)	***
• Final programme sponsor (exclusive)	***
• Delegate notepads* (exclusive)	**
• Delegate pens* (exclusive)	**
• List of delegates (exclusive)	**
• Advert in final programme	**
• Delegate pack insert	*

*These items would normally be supplied by the sponsor; however, we can produce them for you at an additional cost.

For more information on each of the above items please contact the conference Secretariat.

Exhibition Spaces

The conference exhibition will take place in Cambridge & Durham Rooms located with the catering facilities and below the Poster Gallery, so as to maximise exposure to conference delegates during the breaks. Exhibition spaces available:

A. 5m x 2m

Value: £3,000.00 plus applicable VAT

B. 3m x 2m

Value: £1,800.00 plus applicable VAT

C. 2m x 2m

Value: £1,350.00 plus applicable VAT

5m x 2m space includes:

- Two Exhibitor registrations for your stand representative (doesn't include access to the technical sessions)
- Company logo on the conference website with a hyperlink to your own site
- Acknowledgement in the final programme
- Inclusion in the conference App
- Unsupported wifi
- Copy of the delegate list

3m x 2m space includes:

- Two Exhibitor registrations for your stand representative (doesn't include access to the technical sessions)
- Company logo on the conference website with a hyperlink to your own site
- Acknowledgement in the final programme
- Inclusion in the conference App
- Unsupported wifi
- Copy of the delegate list

2m x 2m space includes:

- Two Exhibitor registrations for your stand representative (doesn't include access to the technical sessions)
- Company logo on the conference website with a hyperlink to your own site
- Acknowledgement in the final programme
- Inclusion in the conference App
- Unsupported wifi
- Copy of the delegate list

Shell Scheme

Please note shell scheme options are available at an additional cost. Please contact us for details.

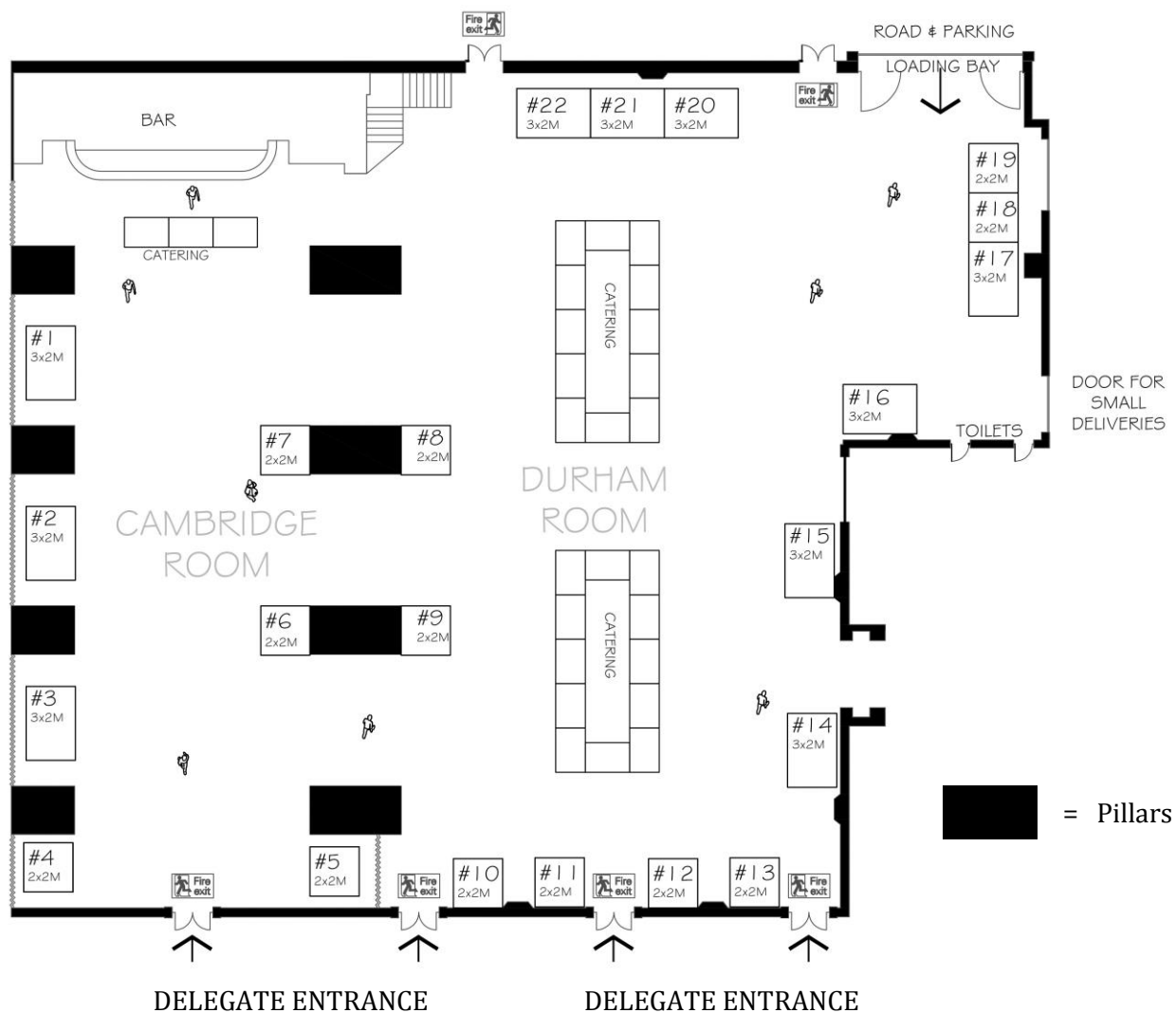
Furniture

A table and two chairs will be available free of charge. If you require other furniture please contact us.

Power

If you require power at your stand, this will be available at an extra cost of **£25**.

BMFMS 2017 Floor Plan



Stands 1, 2 & 3 may be increased to 5m x 2m, please refer to page 5 for details and costs.

Stands 6, 7, 8 & 9 are reserved for Charity exhibitors (1.9m x 2m).

Should you be interested in shell scheme, please contact the Secretariat for further details and bookings.

If you would like to discuss the floorplan options with us please contact us. Some of the stands spaces can be flexible in size.

Please note that the loading bay doors will be closed once the exhibition opens and access won't be available until the close of exhibition.

Please note the floor plan is subject to amendments

Sponsorship & Exhibition Booking Form

Booking Procedure: Please note that all packages and additional sponsor star items (including exhibition spaces and sponsorship items) will be allocated on a 'first come first served' basis and ONLY upon receipt of the completed booking form. Bookings will be confirmed upon full payment.

Contact name:

Company:		Product:
Address		
		Postcode:
Telephone:	Fax:	Email:

Sponsorship Package(s) Requested	
1.	£
2.	£
Sponsor Star Items Included In Package Entitlement	Star value per item ****
1.	
2.	
3.	
Additional Sponsor Star Items	Star value per item ****
2.	
3.	
4.	
Total cost of additional star items (<i>individual stars £750</i>)	£

Exhibition Stand - Please reserve the following stand space	1 st choice / 2 nd choice
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There may be a possibility to purchase extra stand space – please contact the Conference Secretariat for more details.

Size of area required m x m

5x2m - £3,000.00 + applicable VAT	<input type="checkbox"/>	£.....
3x2m - £1,800 + applicable VAT	<input type="checkbox"/>	£.....
2x2m - £1,3500 + applicable VAT	<input type="checkbox"/>	£.....

Additional Items:

Shell Scheme POA	<input type="checkbox"/>	Contact Secretariat
Electricity: £25 + applicable VAT	<input type="checkbox"/>	£.....
Table and Chairs: Free of charge	<input type="checkbox"/>	Free of charge
Additional exhibitor passes: £50.00 + VAT per pass per day. Please state the number required each day:	Thursday	Friday £.....
Conference Dinner attendance (Thursday 19 April): £50.00 + VAT	No. required	£.....

NET AMOUNT PAYABLE: £..... plus VAT: £..... **TOTAL £.....**

Hampton Medical will invoice your company upon receipt of the booking form. All payment details and methods of payment will be detailed on the invoice.

Your Purchase Order No:

IMPORTANT: Please ensure that Purchase Orders are made out to Hampton Medical Conferences

Name and address to which invoices should be sent:

Accounts Payable Contact Details:

Name:

Email address:

Telephone number:

Payment terms:

Payments must be received **within 30 days of the invoice date** or **prior to the commencement of the conference**, whichever is sooner. All packages, exhibition spaces and sponsorship items can only be confirmed upon full payment.

I confirm that I:

1. Have read the terms and conditions attached and agree to be bound by them.
2. Understand the cancellation charges stated in the terms and conditions.
3. Am authorised to sign this document for and on behalf of the Company named above.
4. I understand that, whilst every endeavour will be made to adhere to the published layout of the exhibition, the organisers shall be entitled to vary the layout depending on final exhibition sales if, in their opinion, this is in the best interests of the exhibition.

Signature

Printed name

Date

Please return this form to:

Alice Cavassa, BMFMS 2018, c/o Hampton Medical Conferences, 4-6 Crane Mead, Ware, Hertfordshire, SG12 9PW, UK
T: +44 (0)1920 885 162, F: +44 (0)1920 885 102 E: bmfms@hamptonmedical.com

Terms & Conditions

Venue: Hilton Brighton Metropole Hotel, Brighton, UK
Organiser: Hampton Medical Conferences on behalf of The British Maternal and Fetal Medicine Society

1. GENERAL DESCRIPTION

- 1.1 The scientific programme of the Conference will consist of plenary and parallel talks by invited speakers and oral and poster presentations based on refereed abstracts.
- 1.2 Satellite symposia will be held by the Sponsors of the Congress in conjunction with the main conference scientific programme. The scientific content of the satellite symposia will be reviewed by the Scientific Committee to ensure the symposia complement the content of the main Conference, are ethically acceptable and of an appropriate scientific standard.
- 1.3 The Organiser will invite pharmaceutical and scientific companies to participate in an accompanying trade exhibition, which will complement the main meeting.
- 1.4 Delegate pack inserts must be sent electronically to the conference secretariat for approval before they are included.

2. The ORGANISER undertakes the following:

- 2.1 to provide a core scientific conference programme relevant to the theme of the conference;
- 2.2 to book the Venue and deal with all correspondence and arrangements regarding the Venue in accordance with the standard terms and conditions applicable to the Venue;
- 2.3 to invite to the meeting suitable qualified chairmen and speakers;
- 2.4 to send invitations to suitable potential delegates, to publicise the meeting on its website, and to deal with all further correspondence with delegates;
- 2.5 to obtain insurance cover for the Conference to the reasonable satisfaction of the Sponsor under the headings of Cancellation, Abandonment, Public Liability, and Employers Liability (a copy of the policy to be made available upon request).
- 2.6 to make due credit for sponsorship in the Delegate Packs.
- 2.7 to organise the conference in conformity with the current edition of the Code of Practice for the Pharmaceutical Industry (ABPI Code) and any other relevant code, regulation, act or other legislation from now or from time to time in force.

3. The SPONSOR undertakes the following:

- 3.1 to pay to the Organiser a Sponsorship Fee detailed on the booking form within 30 days of the invoice.
Please note: UK VAT (at the prevailing rate) is applicable on the Sponsorship and Exhibition space rates.
- 3.2 to pay all costs which it incurs (or which are incurred by the Organiser on behalf of the Sponsor where the Sponsor has agreed in writing to pay such costs including VAT where applicable) in the supply, delivery, erection and dismantling of the Sponsor's exhibition stands and displays.
- 3.3 to discuss and submit all plans for the Symposium to the Organiser for approval and to obtain the approval of the Organiser before speakers are either informally approached or officially invited to participate, such approval not to be unreasonably withheld. All print items relating to the symposium, including flyers, programme and/or Abstract CDs must be submitted to the Organiser for prior approval before printing. The name, date and venue for the Conference must be included in such material.
- 3.4 to discuss and submit all plans for press coverage before, during and after the Conference to the Organiser for approval, such approval not to be unreasonably withheld;
- 3.5 to ensure that materials prepared for the satellite symposium delegates and containing the Programme and/or Abstracts should be scientific and not commercial in nature;
- 3.6 not to organise social events or other scientific meetings, the timing of which would result in delegates missing the official Conference sessions or social events
- 3.7 to ensure that neither it nor any third party hired by it will erect any exhibitions, stands or displays within the venue or alter or amend any exhibitions, stands or displays without the Organiser's prior written consent such consent not to be unreasonably withheld;
- 3.8 to obtain the Organiser's written consent such consent not to be unreasonably withheld to use all materials brought to the Venue in connection with the Conference including the installation of any mechanical or electrical equipment on the Venue premises supplied by the Sponsor or via a third party hired by the Sponsor and to comply with all regulations relating to the Venue;
- 3.9 to indemnify the Organiser against all claims in respect of the installation or supply of any mechanical or electrical equipment supplied by the Sponsor or via a third party hired by the Sponsor whatsoever and howsoever arising including claims for consequential loss provided there has been no negligence or omission on the part of the Organiser;
- 3.10 to ensure that its employees, contractors and agents will at all times act in accordance with the reasonable directions of the Organiser and will at all times conduct themselves in an orderly manner at the Conference and in full compliance with the reasonable directives and requirements of the Venue management and with all applicable laws, ordinances and regulations.
- 3.11 to effect adequate insurance in respect of public liability (£5 million British Pounds) and shall on request provide the Organiser with satisfactory evidence that adequate insurance is in force.

4. TERMINATION

- 4.1 If either party shall commit any material breach of any clause of this Agreement and fails to remedy such breach (in the case of a breach capable of being remedied) within 21 days of receipt of written notice from the other party requiring the same to be remedied and giving particulars of the breach, the other party shall be entitled forthwith to terminate this Agreement.
- 4.2 If this Agreement is terminated by the Sponsor for reasons of material breach by the Organiser under clause 5.1 the Organiser will refund to the Sponsor the sponsorship fee in full or if only a portion of the fee has been paid that portion of the fee which has been paid.
- 4.3 If this Agreement is terminated by the Organiser for reasons of material breach by the Sponsor under clause 5.1 or is terminated by the Sponsor for any reason whatsoever other than for reasons of breach by the Organiser under clause 5.1 the Sponsor shall pay the Organiser a termination fee in accordance with the following schedule:
termination on or after signing the agreement –
On or before Friday 8th December 2017 - 75% of the total cost of the sponsorship/exhibition fee
After Friday 8th December 2017 - 100% of the total cost of the sponsorship/exhibition fee
- 4.4 The liability of each of the parties hereto to the other shall be limited to the payment of an amount equal to the termination fee or refund as appropriate.

5. CANCELLATION OF CONFERENCE

- 5.1 If the Conference can be postponed or rearranged to a date suitable for the Sponsor, the contract shall be binding on all parties. In the event that the Conference is cancelled or abandoned by the Organiser with no intention to rearrange at a future date the Sponsor shall be entitled to a refund of the sponsorship fee in full. This Agreement shall not be binding on the Sponsor if the Conference shall take place more than three months after the agreed term, at another location (other than the Hilton Brighton Metropole Hotel) or a non-equivalent Venue.

6. FORCE MAJEURE

- 6.1 Neither party shall be liable for damages for any failure to carry out its obligations hereunder arising out of causes beyond its reasonable control, and without its fault or negligence, including but not limited to government intervention, strikes, labour disputes, accidents, terrorist attacks, Acts of God, national or local disasters, war, or embargoes.

7. VARIATIONS

- 7.1 No oral representations or arrangements are recognised by the Organiser or the Sponsor and the terms of this Agreement can be modified only by a Supplementary written Agreement signed by authorised signatories of both parties.

8. CHOICE OF LAW AND FORUM

- 8.1 Both parties hereby agree that any dispute or question of interpretation arising out of this Agreement shall be submitted for resolution by an independent arbitrator agreed by both parties.
- 8.2 Failing resolution through independent arbitration, any dispute or question of interpretation arising out of this Agreement shall be decided in accordance with English Law and shall be submitted to the exclusive jurisdiction of the courts of England and Wales.

9. PAYMENTS

- 9.1 All payments due by the Sponsor shall be due for payment in full within 30 days of receipt of an invoice by the Organiser. All payments shall be made by UK cheque or bank transfer.
- 9.2 In the event that payments have not been made in accordance with 9.1 here to, interest at the rate of 3% above the base rate of Barclays Bank plc. from time to time shall become payable on any amount so due.

10. ASSIGNMENTS

- 10.1 Neither party shall be entitled to assign this contract or any right thereunder without the prior written consent of the other.

11. CONFIDENTIALITY

- 11.1 Both parties shall treat as confidential and properly safeguard both during and after the termination of this Agreement any and all information, documents, papers, programs, plans, and ideas relating to the other party or any of its Affiliates or any of its products.

12. PARTIAL INVALIDITY

- 12.1 If a provision or portion of this Agreement is held to be invalid under any applicable statute or law, it is to that extent to be deemed omitted from the Agreement and shall not affect the validity of the remaining terms and conditions of the Agreement which shall be interpreted as though the invalid clauses did not appear.

EXHIBITION STANDS

1. The Exhibitor agrees to pay for exhibition space at the rate detailed on the booking form.
2. The Exhibitor agrees to erect their stand and dismantle their stand at the specified times within the exhibitor manual, which is distributed before the conference.
3. Payment for exhibition space shall be made by the Exhibitor within 30 days of an invoice being issued by the Organiser, or BEFORE the conference if booked less than 30 days before that date.
4. No nails screws or other fixtures may be attached to any part of the Venue including floors and ceilings. No painting of any part of the Venue is to be carried out. The Exhibitor shall be responsible for any charges incurred by the Venue for any damage or disfigurement caused by the Exhibitor or its agents.
5. The Exhibitor will ensure that its employees and contractors will at all times act in accordance with the reasonable directives of the Organiser and will conduct themselves in an orderly manner and in full compliance with the reasonable directives and requirements of the Venue management and with all applicable laws ordinances and directives.
6. The Organiser shall not be liable for any claims arising from loss or damage from any cause whatever in respect of any property brought to the Venue by the Exhibitor or by a third party hired by the Exhibitor. The Exhibitor shall indemnify the organiser for any claims arising from death, bodily injury or damage to property arising in connection with the installation or supply of any mechanical equipment or exhibit or stand supplied by the Exhibitor or anything permitted omitted or done thereon. The indemnity shall include any claim for consequential loss and all actions, proceedings, costs and demands for each and every claim.
7. The Exhibitor shall effect adequate insurance in respect of public liability (£5 million British Pounds) and shall on request provide the organiser with satisfactory evidence that adequate insurance is in force.
8. In the event of postponement or cancellation of the Exhibition for any cause not within the control of the Organiser, the Organiser shall not be liable to the Exhibitor in respect of any actions claims costs or expenses including claims for consequential losses. If the Exhibition can be postponed or rearranged the contracts for space shall be binding on all parties. In the event that the Exhibition is cancelled or abandoned by the Organiser with no intention to rearrange at a future date the Exhibitor shall be entitled to a refund of the Exhibition Fee. This Agreement shall not be binding on the Exhibitor if the Conference shall take place more than three months after the agreed term, at another place (other than the Hilton Brighton Metropole Hotel) or a non-equivalent Venue.
9. The Exhibitor may increase the size of the exhibition stand area after signing this agreement at the same rate per square metre as previously agreed but subject to the further availability of suitable exhibition space at the Venue.
10. If the Exhibitor withdraws from the exhibition after signing and returning the booking form they will be liable to pay the following cancellation fees:
On or before Friday 8th December 2017 - 75% of the total cost of the sponsorship/exhibition fee
After Friday 8th December 2017 - 100% of the total cost of the sponsorship/exhibition fee
11. A pre-condition of your being allowed to set up your exhibition stand is that you provide us with a copy of your Health & Safety documentation no later than 7 days prior to the set up day.