BSPD2017
MANCHESTER
Creative Collaboration

SPONSORSHIP PROSPECTUS

Annual Scientific Meeting
19th - 22nd September
The Lowry, Manchester
#BSPD2017
BSPD 2017

The BSPD conference 2017 theme is Creative Collaboration. In keeping with our commitment to creativity, we have introduced lots of new sponsor benefits for 2017, including a conference app. We hope that we have demonstrated how much we value collaboration with you by listening to your feedback. We are providing the following (among many more) because this is what you said you wanted:

• Opportunity to host 15 minute presentations
• Opportunity for instant communication with delegates via the app chat facility and push notifications
• Become a part of the BSPD media and social media platforms
• Send direct advanced mailings to registered delegates

We are delighted to have secured The Lowry at Salford Quays as our conference venue. We believe that this superb, 21st century venue provides an excellent backdrop for your company and products. We invite you to work collaboratively with us in 2017 so we can all achieve our aim of improving the oral health of children.

Who will you meet?
Delegates will travel from the UK and overseas. Primarily involved in the provision of oral care for children and adolescents many also provide a teaching role to both under and post graduate students. Academic attendees will also be involved in research very often at both national and international levels. Delegates are working within the NHS and academic arena’s frequently take responsibility for service and product budgeting.

Your collaboration will provide the opportunity to liaise with the people who use your products whilst also allowing the opportunity to showcase your company to those planning service developments.

Delegate registration numbers for previous National Meetings are as follows:
2013: 360
2014: 368
2015: (BSPD Hosted IAPD)
2016: 388

Venue
The National meeting will be held at The Lowry Manchester, located at the Quays Bar.
Address: The Quays, Lowry Outlet, Pier 8, The Quays, Salford, M50 3AZ.

Follow us on social media:
@BSPDconf
@bspd2017
BSPD 2017 Conference App
BSPD 2017 Conference App will be launched by early February 2017. We would love to include our Sponsoring Partners as part of the launch to maximise exposure!

Sponsorship Opportunities
Sponsorship promotion will start when the signed booking form is returned to the Secretariat. Don’t miss out on all the exciting promotional activities and book early.

SPONSORSHIP PACKAGES

Platinum Package – £1000 (Limited to 2 Companies)

Registration & Exhibition
- Two complimentary registration places for the conference
- Exhibition space in the table top exhibition, including catering for two exhibitors. (Platinum sponsors receive first choice stand location. Sponsors will receive all additional exhibitor benefits)

Programme Features (NEW FOR 2017)
- Two advanced mailings emailed pre-conference to all registered delegates. The email content is created by the sponsor and sent to the Secretariat by an agreed date
- One 15 minute presentation. The session will feature within the main conference programme alongside the company logo. The session will run during a refreshment break (Time slot to be confirmed in line with the overall conference programme)

APP Benefits (NEW FOR 2017)
- Sponsor logo recognition on the app launch page
- One Home Page Rotating Advertisement (company to create and provide the banner to the Secretariat based on banner specifications provided by app developer)
- Access to the delegate chat facility. Registered delegates will have a profile within the app, which enables communication (PN: Access pin protected)
- Two push notifications sent to all app users (one pre-conference and one during the conference)
- Enhanced exhibition profile directory

Sponsor Recognition
- Company name and logo will appear on the BSPD 2017 website, BSPD 2017 app and programme
- Company logo will appear on the holding slide before and after lectures
- 250 word text entry on the App (Excluding exhibitor text allocation)
- 2 Bag inserts in delegate packs

Social Media coverage (NEW FOR 2017)
- Regular recognition of sponsorship via Facebook and Twitter both in the coming months and over the course of the conference reflecting a Platinum level of commitment.
Gold Package – £750 (Limited to 3 Companies)

Registration & Exhibition
- Two complimentary registration places for the conference
- Exhibition space in the table top exhibition, including catering for two exhibitors. (Sponsor will receive all additional exhibitor benefits)

Programme Feature (NEW FOR 2017)
- One advanced mailing emailed pre-conference to all registered delegates. The email content is created by the sponsor

APP Benefits (NEW FOR 2017)
- Sponsor logo recognition on the app launch page
- Two push notifications sent to all app users (one pre-conference and one during the conference)
- Access to the delegate chat facility. Registered delegates will have a profile within the app, which enables communication (PN: Access pin protected)
- Enhanced exhibition profile directory

Sponsor Recognition
- Company name and logo will appear on the BSPD 2017 website, BSPD 2017 app and programme
- 150 word text entry on the App (Excluding exhibitor text allocation)
- 1 Bag insert in delegate pack

Social Media coverage (NEW FOR 2017)
- Regular recognition of sponsorship via Facebook and Twitter both in the coming months and over the course of the conference reflecting a Gold level of commitment.
Silver Package – £500

Registration & Exhibition
- Two complimentary registration places for the conference
- Exhibition space in the table top exhibition, including catering for two exhibitors. (Sponsor will receive all additional exhibitor benefits)

APP Benefit (NEW FOR 2017)
- Sponsor logo recognition on the app launch page
- Access to the delegate chat facility. Registered delegates will have a profile within the app, which enables communication (PN: Access pin protected)
- Enhanced exhibition profile directory

Sponsor Recognition
- Company name and logo will appear on the BSPD 2017 website, BSPD 2017 app and programme
- 100 word text entry on the App (Excluding exhibitor text allocation)
- 1 Bag insert in delegate pack

Social Media coverage (NEW FOR 2017)
- Regular recognition of sponsorship via Facebook and Twitter both in the coming months and over the course of the conference reflecting a Silver level of commitment.

SOCIAL MEDIA BENEFITS

BSPD is already an active and engaged participant on Facebook and Twitter. Conference sponsors will have their commitment recognised through a regular flow of posts and comments commensurate with their sponsorship level.

Additionally, the conference photographer will be briefed to take photographs of all sponsors’ stands and these will be posted to Facebook during the conference. The higher the level of sponsorship, the more online recognition you will receive.

All posts will reflect the support of the company but product endorsement will not be a feature.
NEW ‘ADD ON’ OPPORTUNITIES

BSPD App Advertising

Please Note: The design of an advert is not included within the fees below. Advertisements must be designed by the sponsor based on app specifications provided by the app developer.

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Description</th>
<th>Fee &amp; Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary app landing page launch</td>
<td>Full page advert before accessing the app home page.</td>
<td>£300 (Limited to 1 company. Available to sponsors only)</td>
</tr>
<tr>
<td>Full Page pop up advertisement</td>
<td>Ability to advertise in specific areas of the app. For example, the advert will pop up when delegates click onto the programme section.</td>
<td>£300 (Pop up locations will be available on first come basis. Available to sponsors only)</td>
</tr>
<tr>
<td>Home page, full page revolving advertisement</td>
<td>Company advert will appear as the background of the home page.</td>
<td>£250</td>
</tr>
<tr>
<td>Push Notification pre &amp; during Conference</td>
<td>Push notifications are similar to text messages. Companies can send messages at agreed intervals.</td>
<td>£150 (Per notification)</td>
</tr>
</tbody>
</table>

Demonstration Presentations – £300 (available to sponsors only)

We would like to offer Sponsors the opportunity to host their own 15 minute sessions. These sessions will be organised and ran by the company and can be tailored to a target group. A space will be offered to host the session, and details of the session will feature in the main programme, on the app and website.

- Please note this opportunity is only available to sponsors and there is a maximum of 2 sessions per day available
- A maximum of two sessions per company is allocated
- Session details (including title/speaker) to be confirmed to Secretariat by 1st August 2017 in keeping with print deadlines

Wednesday 20th September
- Lunch break – 1st session
- Lunch break – 2nd session

Thursday 21st September
- Lunch break – 1st session
- Lunch break – 2nd session

*Times to be confirmed in line with overall programme.
**Sponsorship Items (quantities confirmed by 21st August)**

**Delegate bags** £600 (company logo will appear on the bags)

**Lanyards** £400 (or sponsor can supply lanyards, approved by Secretariat)

**Notepads & Pens** £400 (or sponsor can supply pads and pens)

**Bag Insert** £200 (to be included within the delegate packs)

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**Provision of “gift” in delegate bags** (Please contact the Secretariat for further information)

A long-standing BSPD tradition is to offer exciting goodies in the delegate bags. If you have a ‘gift’ item, we would be happy to include it in the bag.

**Deadline for informing the Secretariat is 21/8/17.**

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**Sponsor a Lecture – £500**

While companies have no control over session content, they will be acknowledged as a sponsor by having the following:

- Company logo or still advert (jpeg format) will appear on the holding slide
- Company logo will be appear next to the lecture in the programme
- Opportunity to hand out flyers to attendees at the beginning or end of session

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**Sponsor Prizes**

If you would like to sponsor a BSPD Prize, please contact the Secretariat for more information. BSPD prize categories can be found here: [http://bspd.co.uk/For-Dentists/Awards-and-Prizes](http://bspd.co.uk/For-Dentists/Awards-and-Prizes)
EXHIBITION OPPORTUNITIES

There is limited space available for organisations to exhibit. The 15 stands will be sold on a first come basis.

The exhibition will run on Wednesday 20th and Thursday 21st September 2017 only.

Please Note: Due to the nature of the venue, there will be a concert performance running within the Quays Bar space on Wednesday evening. For this reason, exhibition stands will have to break down on Wednesday from 1700 hours. A secure storage room will be available. Exhibitors will have access from 0800 hours on Thursday 21st September to rebuild their exhibition stand.

BUILD: Wednesday 20th September 0830-0930 hours
BREAKDOWN: Thursday 21st September 1600-1800 hours

Exhibition Only Package – £400

- Exhibition stand to include table and two chairs
- 1 electrical outlet
- Refreshments each day for two stand staff
- 50 word entry on the BSPD 2017 conference programme and app
- Exhibitor Passport competition recognition

Exhibitor Passport: An exhibitor passport will be issued to delegates. This incentive encourages delegates to visit all stands. If a delegate visits all stands and has the passport signed, they will be put in a draw to win a monetary prize.
Floor plan
Exhibition stands will be allocated on a first come, first serve basis. Sponsors will receive first choice.

Programme
A copy of the programme outline will be emailed separately, when it becomes available.

Accommodation
If you would like information about accommodation, please contact Joanne Paterson on Joanne@meetingmakers.co.uk.

To make a sponsorship or exhibition booking, please contact:
Sharleen Geddes
Sponsorship & Exhibition Secretariat
BSPD 2017 Annual Conference
c/o Meeting Makers Ltd
Block 4, Unit 4, Kelvin Campus
West of Scotland Science Park
2317 Maryhill Road
Glasgow, G200SP
Tel: +44 (0) 141 945 6880
Fax: +44 (0) 141 945 6899
Email: Sharleen@meetingmakers.co.uk

Payment
Bookings made prior to 6th March 2017
A 20% deposit is due when a booking is made and payment must be received 4 weeks. An invoice for the remaining balance will be issued in April.

Bookings made after 6th March 2017
An invoice will be issued for the full amount and payment will be due within 4 weeks.

If payment is not made within the relevant timescales, the booking may be declared void and the exhibition space or sponsorship item may be released for sale to other parties. Should any amount remain outstanding at the time of the meeting, neither company personnel, nor contractors will be allowed access to the exhibition space or meeting until payment is received.

Cancellations
Cancellations before 17th April 2017
The deposit will be retained.

Cancellations after 17th April 2017
The full amount of the commitment will be due unless the exhibition space or sponsorship item can be sold to another party.
2017 SPONSORSHIP & EXHIBITION BOOKING FORM

Company/Organisation: ____________________________________________________________

Address: _________________________________________________________________________

Telephone: ________________________________________________________________________

Contact Name: _____________________________________________________________________

Email: ____________________________________________________________________________

Sponsorship Levels

Platinum £1000 £ ________

Gold £750 £ ________

Silver £500 £ ________

Exhibition only £400 £ ________

(Please list sponsored items below on the line available)

Sponsorship Items: ___________________________________________________________ £ ________

App Items: ________________________________________________________________ £ ________

15 Minute Presentation: ___________________________________________________ £ ________

Total Sponsorship / Exhibition £ ________

Signature: _______________________________________________________________________

Name: __________________________________________________________________________

Date: __________________________________________________________________________

Please return this booking form to Sharleen Geddes: Sharleen@meetingmakers.co.uk

Please note: an invoice for payment will be issue on receipt of the booking form. See payment schedule for further details.