



British
Thoracic
Society



**Exhibit at the British Thoracic
Society Winter Meeting**

Exhibitor Prospectus 2024

"Each year, thousands of respiratory professionals from across the multi-professional respiratory team attend the BTS Winter Meeting. From showcasing the latest research and product innovations, to facilitating discussions with colleagues, exhibiting at the Winter Meeting is an invaluable opportunity to showcase our work towards better lung health for all. Book your stand and join us at this year's Winter Meeting."

Professor James Chalmers
Chair, BTS Science & Research Committee

The British Thoracic Society (BTS) is delighted to invite all BTS Approved Companies to join us at the 2024 Winter Meeting.

Dates: Wednesday 27 to Friday 29 November 2024 (set-up on Tuesday 26 November 2024)

Location: QEII Centre, London, SW1P 3EE

The Winter Scientific Meeting is the highlight of our professional calendar and is a great opportunity to showcase the very best of UK and international respiratory medicine. The programme aims to cover the breadth of the specialty and to highlight the latest advances in clinical, translational and basic science, providing superb science and education for all healthcare professionals and scientists who are working hard to improve the care of people with respiratory disease.

Along with the outstanding science, the Meeting provides an invaluable opportunity to network with colleagues old and new, from across the UK and internationally.

Book your stand now and be a part of this amazing event. Showcase the very best that your company has to offer, and make the most of opportunities for those all-important one-to-one interactions with clinicians, allied health professionals and scientific colleagues.

The exhibition hall will also include refreshment points and a snack bar, as well as the abstract poster boards, in order to maximise footfall to the stands.

DELEGATE NUMBERS

The Winter Meeting is usually attended by between 2,000 and 2,500 delegates, with the 2023 Winter Meeting attracting nearly 2,370 participants across the three days. Delegates comprise consultants and specialty trainees, medical students, nurses, physiotherapists, physician associates, research scientists, speech and language therapists, physiologists, general practitioners and pharmacists.



THE EXHIBITION

The exhibition will be held in the Whittle and Fleming rooms and Britten lounge on the 3rd floor of the QEII Centre, where refreshments will also be served.

The floor plan of the exhibition area is available separately via [this link](#).

EXHIBITION TIMINGS (provisional)

Set-up:	Tuesday 26 November 2024 – 8.00am to 7.00pm (at scheduled times)
Exhibition open:	Wednesday 27 November – 8.00am to 5.30pm Thursday 28 November – 8.00am to 5.45pm Friday 29 November – 8.00am to 2.30pm
Conference ends:	Friday 29 November – 5.00pm
Break-down:	Friday 29 November – 2.30pm to 7.00pm (at scheduled times)

STAND SPACE, SHELL SCHEME AND SPACE ONLY

- In the Fleming and Whittle, a maximum of 4 stands may be adjoined to make one larger space. In the Britten, stands may not be adjoined and are not suitable for complex stand builds.
- Stands 5 to 44 will be supplied and built with shell scheme.
- Stands 45 to 55 are only available to book by micro companies and are table-tops only.
- Stands B to M in the Britten are table-tops only and are reserved for charity/non-commercial exhibitors and may not be booked by commercial companies.

Note: The maximum height of stands in the F&W is 3.20m and in the Britten is 2.44m.

STANDARD RATE SPACE ONLY STANDS

For space-only stand numbers 1 to 4, and those standard rate companies choosing not to have the supplied shell scheme, appropriate walls must be built by contractors to separate adjoining stands. Full drawings for bespoke stands must be submitted by 1 October 2024 to: cathryn@csconferences.co.uk Further information will be provided closer to the event in the Exhibitors' Manual.



STAND RATES

Standard rates:

- Stands 1 and 2 (5m x 4m, space only): £27,500 plus VAT per stand
- Stands 3 and 4 (6m x 4m, space only): £33,000 plus VAT per stand
- Stands 5 to 44 (3m x 2m, shell scheme): £6,600 plus VAT per stand

*Reduced rate stands:

Stands 45 to 55 (table-tops only): £3,300 plus VAT per stand

*Reduced rate stands are only available to micro companies, as currently (January 2024) defined by the UK Government, as follows:

- Staff Headcount: Under 10
- Annual turnover: Under £2million
- Balance Sheet Total: Under £2million

ALL STAND RATES INCLUDE:

- Admission to the conference sessions for personnel staffing the exhibition stands. Any additional exhibition personnel must register and pay the standard delegate rate.
- Refreshments during programmed break times for a maximum of four exhibition staff per day per company (lunch is not included).
- Access to the President's Reception on the Thursday evening, for a maximum of four staff per stand.
- One clothed trestle table and two chairs.
- Company information included in the Winter Meeting final programme PDF, which will be published as a supplement to the journal, Thorax.
- Company information included in the conference App, with pin drops to show stand locations.
- Log-in credentials for the conference App, including access to the "Who's Here" tab.

STANDARD STAND RATE ALSO INCLUDES:

- Ten exhibitor registrations **per company**, regardless of the size of the stand.
- Shell scheme complete with company name board (excluding stands 1 to 4, which are space-only).
- One 13-amp electrical socket and two spotlights for shell scheme stands.



REDUCED STAND RATE ALSO INCLUDES:

- Four exhibitor registrations per company, regardless of the size of the stand;
- One 13-amp electrical socket.

NB: Mains electrical supply, electrical sockets and spotlights are NOT included for standard rate space-only stands or those standard rate companies choosing not to use the shell scheme. These must be ordered and paid directly to the official electrical contractor.

BOOKING INFORMATION

Stand bookings are open from 10am on Tuesday 13 February 2024. All stands will be allocated on a first-come, first-served basis, so you are advised to book quickly, especially as the 'prime' locations are sold extremely quickly. The floor plan of the exhibition area is available separately via [this link](#).

Bookings must be made via email only to the BTS Conference Manager: cathryn@csconferences.co.uk.

Your email must include the following information:

- First choice stand number
- Second choice stand number
- Third choice stand number
- Fourth choice stand number
- Fifth choice stand number

EMAIL APPLICATIONS SENT BEFORE 10AM ON 13 FEBRUARY WILL NOT BE ACCEPTED.

If you do not receive an acknowledgement within two working days of returning the booking email, please contact the Conference Manager (cathryn@csconferences.co.uk).



ADDITIONAL SPONSORSHIP OPPORTUNITIES



APP ADVERTISING

Have your company logo included in a prominent position on the App. Logos will run on a loop in a banner beneath the BTS logo in the main menu. They will also display on the 'Who's Here' and 'Exhibitor' pages of the App.

Cost: £2,200

PHONE CHARGING STATIONS

Phone charging stations have become an integral part of the delegate event experience, and provide a highly visible branding option. One charging locker and four charging tables will be located in the exhibition hall, with options to apply vinyl branding and card signage.

Cost: £3,300 per table / locker

CONFERENCE BAGS

Conference bags still prove very popular with delegates and we will therefore continue to provide a limited number of environmentally responsible cotton tote bags. The bags may be printed with one or more company logos added and provide an eye-catching option from the moment delegates walk into the venue, throughout the event and beyond!

Cost: £11,000 for 2,000 bags

PRIVATE MEETING ROOMS

A variety of meeting rooms are available to hire throughout the Winter Meeting.

Cost:

- **Burton Room, 2nd floor: £16,500 for 3 days**
- **West Room, 3rd floor: £16,500 for 3 days**
- **Room 3/12 & Guild, 3M & 3rd floors: £16,500 for 3 days**
- **Wordsworth, Shelley, Keats, Burns, 4th floor: £9,900 each for 3 days**

All rooms must be booked for the full three days. Rates include access on the set-up day and standard in-house furniture. Catering and audio-visual equipment must be ordered and paid for separately, using the in-house catering and audio-visual departments. Floor plans and images of the rooms are available via: <http://www.qeicentre.london/rooms>

***Please note: The Society DOES NOT allow sponsored symposia.**

COMPANY SPONSORED DELEGATE PLACES

We are grateful to companies who make group bookings of delegate places. For further information on group bookings, please contact bookings@brit-thoracic.org.uk.

PLASMA SCREEN ADVERTISING ONSITE

There are a number of plasma screens located throughout the QEII Centre, most of which are available to hire for company advertising. The screens will show multiple pages, which will include conference information, directions, session details, etc. Companies wishing to advertise may choose from a single plasma screen or multiple screens around the Centre. A number of different advertisements may be shown on any one screen on a rolling loop.

Advertisements will need to be submitted in an upload-ready format (details to be confirmed nearer to the time) by 1 October 2024 at the latest and will, of course, need to comply with ABPI and associated industry regulations. Advertisements will be on display for all three days of the conference.

Cost:

- **One plasma screen: £440/screen**
- **All available plasma screens: £17,600**
- **Exclusive advertising on all screens £22,000**

THORAX ADVERTISING - CONFERENCE ISSUE & FINAL PROGRAMME SUPPLEMENT

The Winter Meeting Programme is published as a supplement to the Society's journal, Thorax, and is distributed electronically to all conference delegates plus all subscribers to the journal. Either exclusive sponsorship or single page advertisements are available for this supplement. There are also opportunities to place individual advertisements in the special conference issue of Thorax.

For all Thorax advertising, please contact Sophie Fitzsimmons at the BMJ directly via: sfitzsimmons@bmj.com

MEDIA WALL ADVERTISING ONSITE

The media wall is located in the main foyer and directly faces delegates as they enter the venue and is used by BTS to highlight particular sessions each day. Advertisements may be included on part of the media wall providing high visibility to the advertising companies. A number of different advertisements may be shown on the media wall on a rolling loop.

Advertisements will need to be submitted in an upload-ready format (details to be confirmed nearer to the time) by 1 October 2024 at the latest and will, of course, need to comply with ABPI and associated industry regulations. Advertisements will be on display for all three days of the conference.

Cost:

- **One advertisement: £1,100**
- **Exclusive advertising: £5,500**

ADVERTISING ON THE LIFTS ONSITE

Advertisements may be placed on the lifts at the venue, using full height vinyl graphics. There are six lifts in the main lift lobby and a further three lifts in a second lobby. This lift branding gives a great visual effect and provides excellent exposure for your company.

Advertisements will need to be provided as complete ready-to-print artwork (details to be confirmed nearer to the time) by 1 October 2024 at the latest and will, of course, need to comply with ABPI and associated industry regulations. Advertisements will be on display for all three days of the conference.

Cost:

- **Main lift lobby (all 6 lifts): £6,600**
- **Second lift lobby (all 3 lifts): £2,200**

GENERAL INFORMATION

CONFIRMATION OF BOOKING/ACCEPTANCE OF TERMS AND CONDITIONS

As soon as you have confirmed your stand choice, your company is liable to our payment and cancellation terms and agrees to comply with all rules in the Exhibitors' Manual.

PAYMENT AND PURCHASE ORDERS

Payment in full must be made no later than 8 weeks prior to the Meeting, i.e., by 1 October 2024. If a Purchase Order number is required for the invoice, then the Purchase Order form must be submitted within one week of the stand booking being made. We will not allocate space to any company that owes the Society money from previous years' Meetings.

GENERAL CANCELLATION POLICY

The Society's general cancellation policy is as follows: from the date of our confirmation email up to 8 weeks before the event takes place (i.e., 1 October 2024), companies will be liable to pay BTS 50% of the quoted stand price if they cancel their reserved stand. After that date, companies will be liable for 100% of the quoted stand price if they cancel. Furthermore, we will not allocate space to any company that owes the Society money from previous years' Meetings.

COVID-19 AMENDMENTS AND CANCELLATION POLICY

In the event that this onsite event has to be cancelled due to Government guidelines, companies will be offered the opportunity to exhibit at an online event instead, at 50% of the onsite exhibition stand cost. If the company does not wish to accept an online exhibition stand, then the company may cancel their onsite stand without penalty.

PLEASE NOTE

- All costs are plus VAT.
- Acceptance of exhibition stand bookings and sponsorship is at the discretion of BTS.
- BTS does not allow sponsored symposia.
- BTS does not permit sole sponsorship of events, nor for events to be perceived as such.

All details are correct at the time of offering.

Please see the separate document for BTS Terms & Conditions for Exhibitors.

CONTACT INFORMATION

For further information on the exhibition or to reserve a stand or sponsorship, please contact:

Cathryn Stokes, BTS Conference Manager

Tel: 020 7831 8778 ext 1002

Mobile: 07961 538 856

Email: cathryn@csconferences.co.uk

DATES OF FUTURE MEETINGS

BTS SUMMER MEETING 2025



BTS WINTER MEETING 2025



BTS HEAD OFFICE & REGISTERED ADDRESS

17 Doughty Street, London, WC1N 2PL

Tel: 020 7831 8778

www.brit-thoracic.org.uk