



British  
Thoracic  
Society



# Exhibit at the British Thoracic Society Summer Meeting

## Exhibitor Prospectus 2024

*“The annual BTS Summer Meeting brings together respiratory professionals from across the multi-professional respiratory team to share knowledge, learn about opportunities for development and improve service delivery. The Exhibition gives delegates a chance to share knowledge with industry colleagues and discover more about the latest pharmaceutical evidence and innovative investigative and therapeutic equipment. Book your stand to be part of this fantastic event”.*

**Alison Armstrong**  
**Chair, BTS Education & Training Committee**

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

**Dates: Thursday 20 & Friday 21 June 2024 (set-up on Wednesday 19 June 2024)**

**Location: Manchester Central Convention Complex, M2 3GX**

The Meeting provides a comprehensive, clinically grounded programme, delivering a wide range of topics that deliver for the whole respiratory team. It emphasises the value of meeting colleagues, sharing experiences and having those one-to-one interactions that are so important.

We encourage the entire respiratory MDT to attend, learn, discuss and network.

Join us in June 2024 to be part of this fantastic learning opportunity, to interact with colleagues, old and new, to showcase the very best that your company has to offer, and to network with like-minded participants.

The exhibition hall will also include all catering and the abstract prize poster screens, in order to maximise footfall to the stands.

## **DELEGATE NUMBERS**

The Summer Meeting is usually attended by between 450 and 600 delegates, with the 2023 Summer Meeting attracting nearly 630 participants across the two days. Delegates comprise consultants and specialty trainees, nurses, physiotherapists, physician associates, research scientists, speech and language therapists, physiologists, general practitioners and pharmacists.



# THE EXHIBITION

The exhibition will be held in Exchange Hall, where all refreshments will also be served. The floor plan of the exhibition area is available separately [here](#).

## EXHIBITION TIMINGS (provisional)

|                  |  |
|------------------|--|
| Set-up:          | Wednesday 19 June 2024 – 8.00am to 6.00pm                                |
| Exhibition open: | Thursday 20 June – 8.30am to 6.00pm<br>Friday 21 June – 8.00am to 2.30pm |
| Conference ends: | Friday 21 June – 5.15pm  |
| Break-down:      | Friday 21 June – 2.30pm to 6.00pm  |

## STANDARD RATE SPACE ONLY STANDS

For those 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 10 May 2024 to:

[cathryn@csconferences.co.uk](mailto:cathryn@csconferences.co.uk).

Further information will be provided closer to the event in the Exhibitors' Manual.

## STAND RATES

There are two stand rates available:

- Standard rate (Stands 1-28): £3,300 plus VAT
- \*Reduced rate (Stands 29-38): £1,650 plus VAT

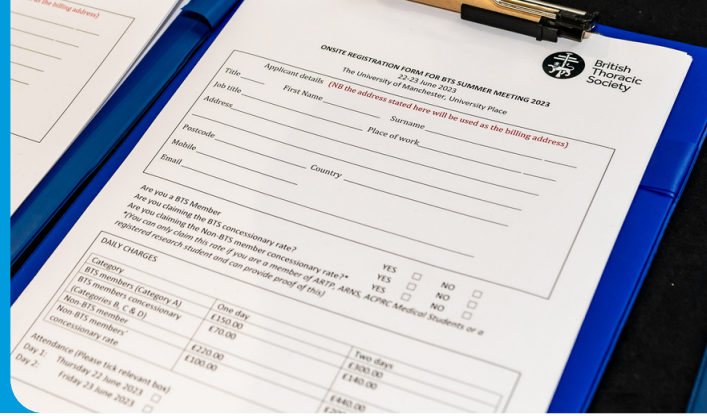
\* The Reduced rate is available to micro companies, as currently (January 2024) defined by the UK Government, as follows:

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

## BOTH 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.
- Access to the President's Reception on the Thursday evening, for a maximum of four staff per stand.
- Company information included in the Summer Meeting final programme PDF.
- 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:

- Four exhibitor registrations per company, regardless of the size of the stand;
- A two-course lunch, for a maximum of four exhibition staff **per company**, on both days of the Meeting;
- Shell scheme complete with company name board, where specified. **A maximum of four shell scheme stands may be booked together to make one larger bespoke space.**
- One 13-amp electrical socket and two spotlights for shell scheme stands.

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

## REDUCED STAND RATE ALSO INCLUDES:

- Two exhibitor registrations per company, regardless of the size of the stand.
- A two-course lunch, for a maximum of two exhibition staff per company, on both days of the Meeting.
- One clothed trestle table and two chairs.
- One 13-amp electrical socket.

## 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 exhibition floor plan is available [here](#).

**Bookings must be made via email only to the BTS Conference Manager: [cathryn@csconferences.co.uk](mailto: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](mailto: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: £3,300 for 600 bags**

## THORAX ADVERTISING - CONFERENCE ISSUE

The BMJ publishes a special Conference Edition of Thorax. For Thorax advertising only, please contact Sophie Fitzsimmons at the BMJ directly. ([sfitzsimmons@bmj.com](mailto:sfitzsimmons@bmj.com))

## PLASMA SCREEN ADVERTISING ONSITE

There are a number of plasma screens located throughout Manchester Central, 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 7 May 2024 at the latest and will, of course, need to comply with ABPI and associated industry regulations. Advertisements will be on display for both days of the conference.

**Cost:**

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



## ADVERTISING IN WASHROOMS

The door of each toilet cubicle includes an A3 panel suitable for an advertising poster, with a total of 17 poster panels in the Exchange areas. This branding provides great 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 7 May 2024 at the latest and will, of course, need to comply with ABPI and associated industry regulations. These toilet cubicles are not accessible to the general public.

**Exclusive advertising: £11,000**

## 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](mailto:bookings@brit-thoracic.org.uk).

## 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 8 April 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., 8 April 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](mailto:cathryn@csconferences.co.uk)

## DATES OF FUTURE MEETINGS

### BTS WINTER MEETING 2024



### BTS SUMMER MEETING 2025

