

# Annual Conference 14–17 April 2014

## EXHIBITOR & PROMOTION GUIDE



The **SGM Annual Conference 2014** is set to welcome over **1,000 delegates** from **20 countries** to the Arena and Convention Centre Liverpool (ACC), 14–17 April 2014.

It will provide the perfect opportunity for you to meet influential researchers and scientists from all areas of microbiology. See the programme [online](#) for full details. Opportunities exist to exhibit, sponsor materials and host stand-alone satellite symposia, giving you the chance to engage with individuals involved in the very latest aspects of microbiology.

## EXHIBITION

The main exhibition area will be located in Hall 2 which will also feature:

- Refreshments and lunch-break space throughout the conference
- Drinks reception and poster viewing (*Monday, Tuesday and Wednesday evenings*)

### **What's included?**

- 3 x 2 m floor space
- Basic shell scheme
- 1 x 500 W power point
- Panel for exhibitor name
- Full conference registration, including lunch and refreshments for two exhibitors
- Conference packs and all literature, e.g. *Programme Book/Abstracts Book*
- Delegate list (post-event)
- 100 word entry and logo in the Programme Book
- Listing on the SGM website, with a link to the exhibitor's website

**Early bird bookings** – 10% discount for bookings and invoice paid by **Friday 31 January 2014**.

**Cost** – £540 per day per 6 m<sup>2</sup>

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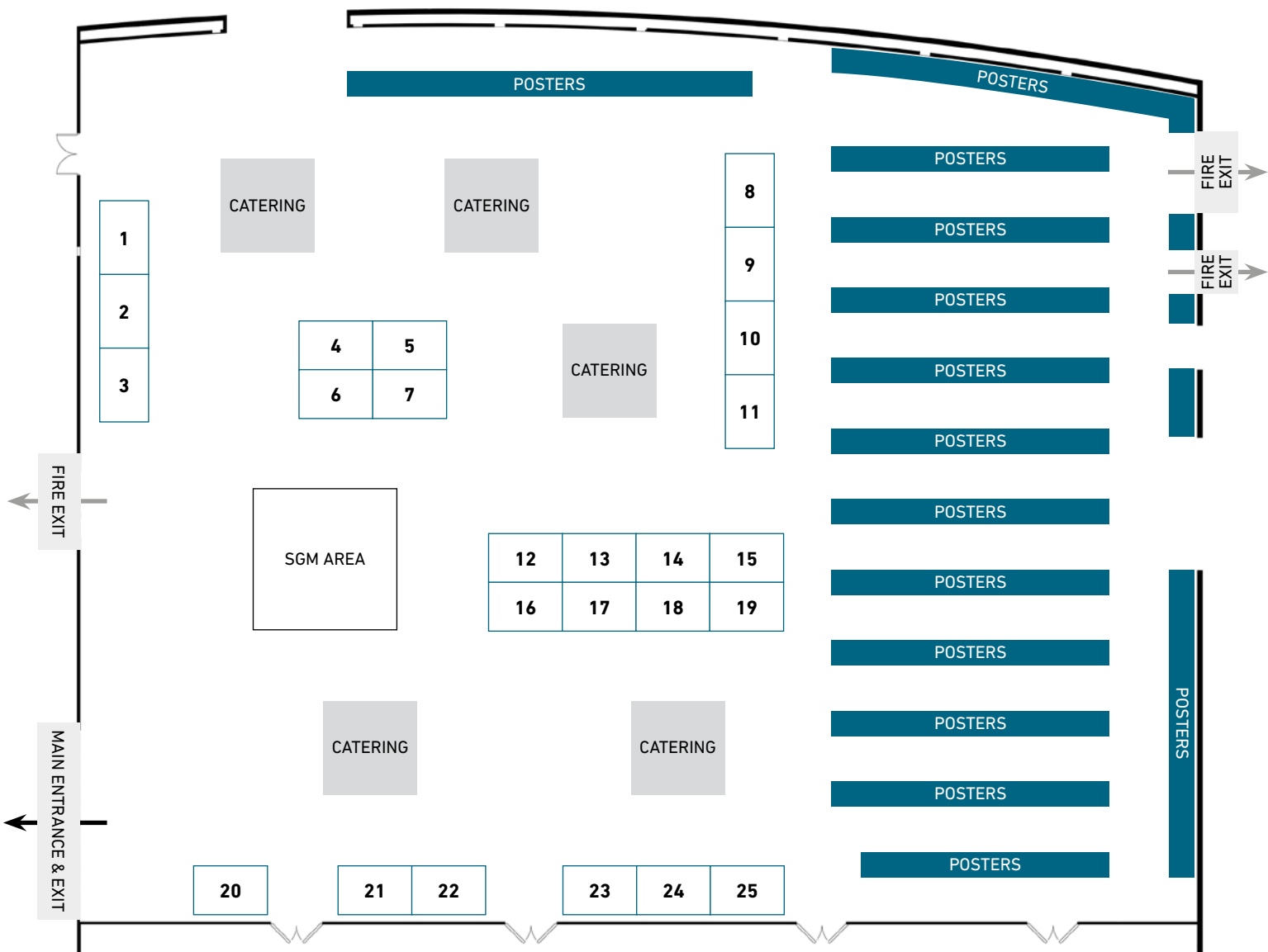
## MAXIMISING FOOTFALL – PASSPORT TO PRIZES

The Society is committed to providing the very best opportunities for delegate and sponsor interaction. The *Passport to Prizes* competition is just one way we seek to do this. All exhibitors are invited to participate by providing a prize in the competition. The prize offered is left to your discretion, but examples have included chocolates, Amazon vouchers, iPod Nano, etc. Please indicate on the booking form if you wish to take part.

### **How the competition works**

- On registration at the conference, delegates are provided with a 'passport' (card) containing the list of questions.
- Delegates then visit the participating exhibitors, find the answer to the questions and enter a prize draw at each participating exhibitors stand.
- Exhibitors then collect the contact details of the delegate at their stand and place these into a draw.
- Exhibitors stamp the delegate's passport (we will provide a sticker for this) the delegate keeps the passport.
- Exhibitors draw the winner from the entries at the end of the exhibition and contact the winner to arrange delivery of the prize.

# FLOOR PLAN – HALL 2



### BOOKED STANDS

1	Available	8	Available	15	Available	22	Available
2	Available	9	Available	16	Available	23	Available
3	Available	10	Available	17	Available	24	Available
4	Available	11	Available	18	Available	25	Available
5	Available	12	Available	19	Available		
6	Available	13	Available	20	Available		
7	Available	14	Available	21	Available		

## PROMOTIONAL OPPORTUNITIES

### SATELLITE SYMPOSIUM SPONSORSHIP PACKAGE

Opportunities exist to talk directly to delegates via a Satellite Symposium session. Space is available on Tuesday 15 April and Wednesday 16 April from 17:35 until 18:10.

#### *What's included?*

- Room hire
- Standard AV – PA system, LCD projector, screen and laptop
- Display of posters and banners advertising the session\*
- 6 m<sup>2</sup> exhibition space for 4 days
- 2x full page colour adverts in the *Programme Book*
- Acknowledgement on published materials and website
- Full conference registration, including lunch and refreshments for two exhibitors
- Acknowledgement on in-room holding slides and throughout the *Programme Book*

**COST**                      **£6,000 PER SYMPOSIUM**

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### PROGRAMME BOOK

The *Programme Book* contains all logistical and programme information, and is distributed to all delegates for use throughout the conference. Opportunities exist to advertise (full colour) within it.

<b>COST</b>	<b>INSIDE FRONT COVER</b> £700	<b>OUTSIDE BACK COVER</b> £700
	<b>INSIDE BACK COVER</b> £500	<b>INSIDE PAGE</b> £300

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### DELEGATE PACK INSERTS\*

Delegate packs will be available to all attendees. Companies will be able to include an insert (flyer or sample, maximum size A3 folded to A4) within the delegate bags (subject to approval by SGM).

**COST**                      **£250 PER INSERT**

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### DISPLAY TABLE LITERATURE\*

Literature will be displayed in the exhibition area. Sponsors will be able to display A4/A5 literature (subject to approval by SGM) to all delegates attending the conference.

**COST**                      **£200 PER INSERT**

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*\*It is the sponsor's responsibility to provide these materials.*

## GENERAL INFORMATION

### EXHIBITION OPEN TIMES

The Exhibition Hall will be open to delegates as follows:

Monday 14 April to Wednesday 16 April	10:00–19:00
Thursday 17 September	10:00–16:00

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### ALLOCATION OF SPACE

Stand space will be allocated on a first come first served basis for those booking for 3 days or more. One- or two-day bookings will be allocated after Friday 7 March.

A plan of the exhibition area can be found on page 3. An online version of the plan will be updated regularly as space is allocated.

Please complete the [Exhibition booking form](#) on page 6 and return it to the SGM Conferences Office.

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### CANCELLATION AND REFUNDS

Cancellations and changes to space requirements **MUST** be notified in writing. Cancellations received by **Friday 28 February** will be entitled to a full refund less 15% handling charge. No refunds will be given for cancellations notified after this date.

## EXHIBITION BOOKING FORM

Company name (for invoicing purposes) \_\_\_\_\_

Company name (for promotional purposes - this will be used for the website, Programme Book etc.) \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_ Country \_\_\_\_\_

Contact name (Title, forename and surname) \_\_\_\_\_

Position \_\_\_\_\_

Tel. \_\_\_\_\_ Email \_\_\_\_\_

**We wish to book a 3x2 m<sup>2</sup> stand space for the following days:**

Monday (£540 per day)  Tuesday (£540 per day)  Wednesday (£540 per day)  Thursday (£540 per day)

*Book for 3 days – Monday, Tuesday & Wednesday – and get Thursday free!*

Monday–Thursday inclusive (£1,620)

**Earlybird bookings:**

10% discount for bookings and invoices paid by **Friday 31 January 2014**

**Passport to Prizes** competition:

We would like to participate in the *Passport to Prizes* competition. Our question for delegates is (1–2 short sentences):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

We do not wish to participate in the Passport to Prizes competition.

Please indicate preferred stand number (see plan). List 3 in ranked order:

1  2  3

*VAT at the current UK rate will be added to above costs. An invoice will be issued once your space allocation has been confirmed.*

Please complete the separate form on page 7 if you are interested in promotional items.

Please send the completed form to: **Alex Coppin/Elsa Montes, Conferences Office**; Email [conferences@sgm.ac.uk](mailto:conferences@sgm.ac.uk)

## PROMOTIONAL ITEMS BOOKING FORM

Company name (for invoicing purposes) \_\_\_\_\_

Company name (for promotional purposes - this will be used on the website, etc.)

Address \_\_\_\_\_

Postcode \_\_\_\_\_ Country \_\_\_\_\_

Contact name (Title, forename and surname) \_\_\_\_\_

Position \_\_\_\_\_

Tel. \_\_\_\_\_ Email \_\_\_\_\_

*We are interested in the following promotional items:*

<i>Item</i>	<i>Cost</i>
<input type="checkbox"/> Satellite Symposium sponsorship package	£6,000
Programme Book advert	
<input type="checkbox"/> Inside front cover	£700
<input type="checkbox"/> Outside back cover	£700
<input type="checkbox"/> Inside back cover	£500
<input type="checkbox"/> Inside page	£300
<input type="checkbox"/> Delegate pack inserts	£250
<input type="checkbox"/> Display table literature	£200
<b>Total to pay</b>	<b>£ _____</b>

VAT at the current UK rate will be added to above costs. An invoice will be sent to you by email.

Please send the completed form to: **Alex Coppin/Elsa Montes, Conferences Office**; Email [conferences@sgm.ac.uk](mailto:conferences@sgm.ac.uk)