

# **Autumn Conference**

## **2–4 September 2013**

### Exhibitor & Promotion Guide



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The **SGM Autumn Conference 2013** is set to welcome over **400 delegates** from **20 countries** to the University of Sussex, 2–4 September. It will provide the perfect opportunity for you to meet influential researchers and scientists from areas of microbiology including Mycology, Clinical microbiology, Diagnostics, Cell biology, Immunology, Phage biology, Drug discovery and Gene regulation.

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 the Arts Marquee\* which will also feature::

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

### What's included?

- 3 x 2 m floor space
- 6 ft trestle table
- 2 x chairs
- Full conference registration, including lunch and refreshments for two exhibitors (*additional exhibitors will be charged at £45 per day*)
- 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

*\*The exhibition area will be hosted in a temporary marquee. While every effort will be made to ensure the floor is level, this cannot be guaranteed.*

**Early bird bookings** – 10% discount for bookings and invoice paid by **Friday 28 June**.

**Cost** – £450 per day per 6 m<sup>2</sup>

## Maximising footfall – Passport to Prizes

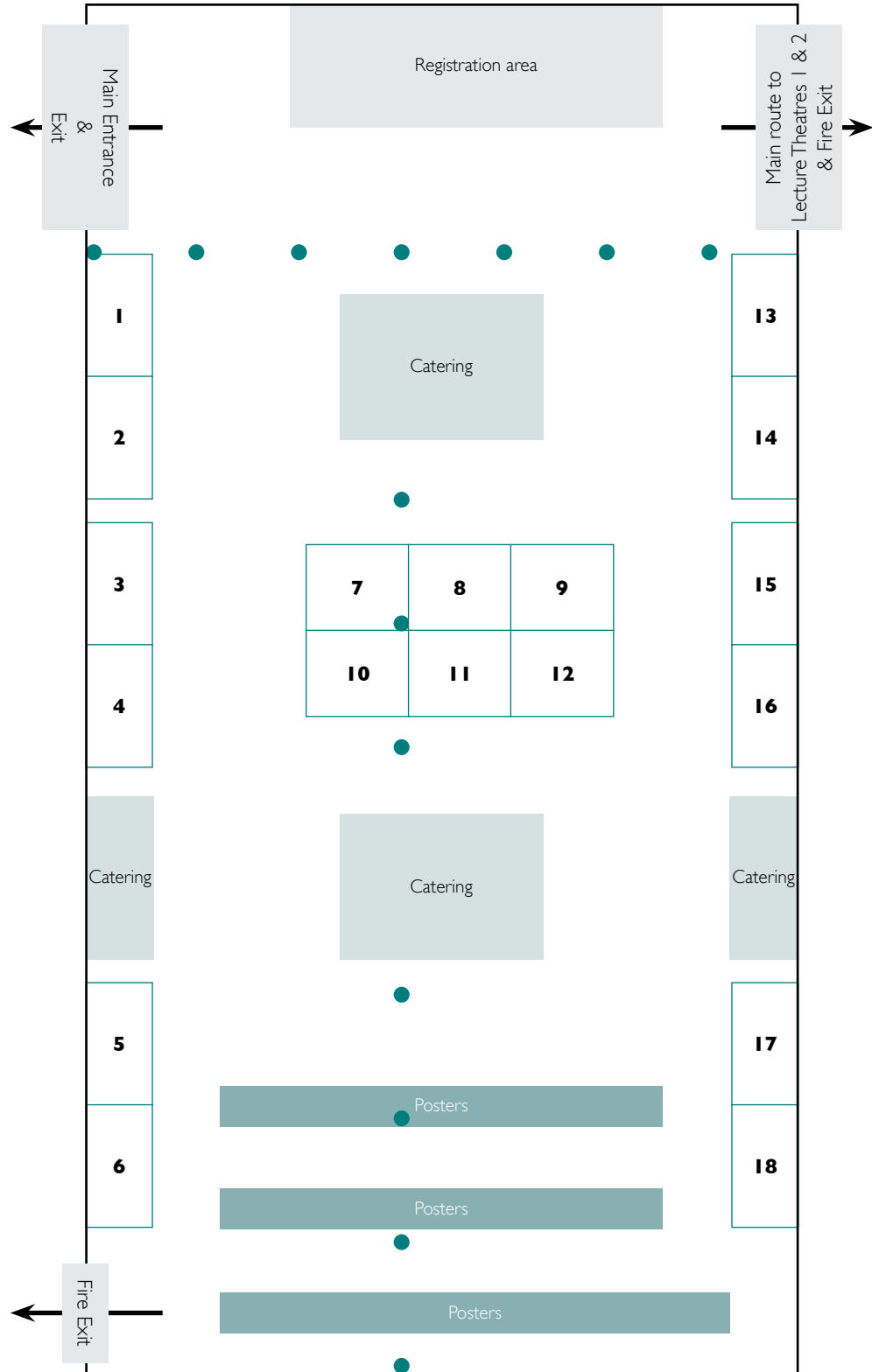
The Society is committed to providing the very best opportunities for delegate and sponsor interaction. The **Passport to Prizes** competition is just one way we seek to do this. All exhibitors are invited to participate by providing a prize in the competition. The prize offered is left to your discretion, 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 – Arts Marquee\*



### Booked stands

1	Available	7	Available	13	Available
2	Available	8	Available	14	Available
3	Available	9	Available	15	Available
4	Available	10	Available	16	Available
5	Available	11	Available	17	Available
6	Available	12	Available	18	Available

\*Please note – the exhibition area will be hosted in a temporary marquee. While every effort will be made to ensure the floor is level, this cannot be guaranteed.

## Promotional opportunities

### Satellite Symposium sponsorship package

Opportunities exist to talk directly to delegates via a Satellite Symposium session. One session is available on Monday 2 September and on Tuesday 3 September from 17:40 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 2 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** – £3,000 each

### Programme and Abstract books

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.

#### Cost

Inside front cover	£400
Outside back cover	£600
Inside back cover	£600
Inside page	£200

### 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

### 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

\*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:

Sunday 1 September	Closed
Monday 2 September	10:00–19:00
Tuesday 3 September	10:00–19:00
Wednesday 4 September	10:00–15:45

### Allocation of space

Stand space will be allocated on a first come first served basis for those booking for 3 days. One- or two-day bookings will be allocated after Friday 2 August. 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.

### Cancellation and refunds

Cancellations and changes to space requirements **MUST** be notified in writing. Cancellations received by **Friday 28 June** 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 (£450 per day) ☐ Tuesday (£450 per day) ☐ Wednesday (£450 per day)

**Additional items:**

☐ Double gang electrical socket (£90)

**Earlybird bookings:**

☐ 10% discount for bookings and invoices paid by **Friday 28 June 2013**

**Passport to Prizes** competition:

☐ We would like to participate in the *Passport to Prizes* competition.

Our question for delegates is (1–2 short sentences):

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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:**

Susan Wong, Conferences Office

SGM, Marlborough House, Basingstoke Road, Spencers Wood, Reading

RG7 1AG, UK [Fax +44 (0)118 988 5656; 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	£3,000
Programme Book advert	
<input type="checkbox"/> Inside front cover	£400
<input type="checkbox"/> Outside back cover	£600
<input type="checkbox"/> Inside back cover	£600
<input type="checkbox"/> Inside page	£200
<input type="checkbox"/> Delegate pack inserts	£250
<input type="checkbox"/> Display table literature	£200

**Total to pay** £ \_\_\_\_\_

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:**

Susan Wong, Conferences Office

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