

SPONSORSHIP & EXHIBITION PROSPECTUS

Invitation to Participate



International Cambridge Conference on Breast Cancer Imaging

West Road Concert Hall
Cambridge

Tuesday 2 – Wednesday 3 July 2019

Welcome Invitation

On behalf of the Organising Committee we are delighted to invite companies with an interest in the field of breast cancer imaging to attend the **International Cambridge Conference on Breast Cancer Imaging** as exhibitors and sponsors by exploring the sponsorship and exhibition opportunities available in this prospectus. The conference will be held at **West Road Concert Hall** in the centre of historic Cambridge UK, from **Tuesday 2 – Wednesday 3 July 2019**.

This conference is held every two years, and we are fortunate to have world renowned experts in the field of breast imaging covering a wide range of highly topical issues. As in previous years there will be an emphasis on interactive and inter-disciplinary discussion that will be lively and thought provoking. The conference venue, West Road Concert Hall provides significant space for both delegates and exhibitors, allowing us to make this a truly interactive event. The venue is also ideally situated just minute's walk from King's College for our spectacular evening dinner on Tuesday 2 July.

The **International Cambridge Conference on Breast Cancer Imaging** will provide a number of sponsorship and advertising opportunities which offer excellent branding and networking with all the participants. All of our opportunities are designed to work around and support your marketing objectives.

Your support is key to the success of our meeting and we encourage you to consider the excellent opportunities enclosed in this prospectus. If the packages and opportunities detailed do not necessarily meet your companies specific marketing objective, please don't hesitate to contact the organisers to discuss tailor made packages.

We look forward to seeing you in Cambridge in July 2019.

Kind regards

The Cambridge Committee



Dr Fleur Kilburn-Toppin, Professor Fiona Gilbert, and the Cambridge Committee

General Information

Accommodation

Accommodation is available in Caius College Halls of Residence, located next to West Road Concert Hall, Cambridge. To book your accommodation visit the link: caiusbnb.cai.cam.ac.uk and enter the discount code: **12094/010719**. The prices below include a full English/continental buffet breakfast.

- Single rooms: **£93.00** (including VAT) per room per night subject to availability.
 - Twin/Double rooms: **£117** (including VAT) subject to availability.
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Delegates

The Conference will be host to approximately 200 delegates, primarily from the UK. The conference will be of interest to the following groups:

- Breast Clinicians
 - Breast Surgeons
 - Oncologists
 - Radiologists
 - Radiographers
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Organising Committee

- Dr Fleur Kilburn-Toppin, Consultant Radiologist, Addenbrooke's Hospital, Cambridge, UK
 - Professor Fiona Gilbert, Consultant Radiologist, Addenbrooke's Hospital, Cambridge, UK
 - Dr Nuala Healy, Consultant Radiologist, Addenbrooke's Hospital, Cambridge, UK
 - Dr Penelope Moyle, Consultant Radiologist, Addenbrooke's Hospital, Cambridge, UK
 - Dr Ruchi Sinnatamby, Consultant Radiologist, Addenbrooke's Hospital, Cambridge, UK
 - Dr Helen Taylor, Consultant Radiologist, Addenbrooke's Hospital, Cambridge, UK
 - Mrs Kathryn Taylor, Consultant Radiographer, Addenbrooke's Hospital, Cambridge, UK
 - Dr James Tanner, Consultant Radiologist, Addenbrooke's Hospital, Cambridge, UK
 - Dr Matthew Wallis, Consultant Radiologist, Addenbrooke's Hospital, Cambridge, UK
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Travelling to Cambridge

Cambridge is situated in the East of England. Excellent road and rail links ensure the city is accessible from all parts of the UK (London is just over an hour away by train, www.nationalrail.co.uk) London Stansted Airport (served by EasyJet and Ryanair) is 30 miles south of the city, with easy access by train, car or coach.

West Road Concert Hall is situated in the centre of Cambridge, approximately 10-15 minutes by taxi from the main railway station and the bus station (terminus for the airport coaches). Full directions can be found on www.visitcambridge.org, www.westroad.org and www.cambridgebci.org.

Venue and Location

West Road Concert Hall

11 West Road, Cambridge, CB3 9DP, UK

Tel: +44 (0) 12 2335 1184

Web: www.westroad.org

Scientific Programme Sponsorship Items

Sponsored Symposium – Tuesday 2 July 2019 – £4,750 + VAT

Exhibiting companies are invited to contribute to the conference content through a satellite symposium. This session offers a highly relevant opportunity to showcase the scientific value of your company. Your symposium will be exclusive and not held in parallel to any other sessions. Sponsorship will allow your company to present a scientific programme relevant to the main theme of the meeting, subject to the approval of Organising Committee, who will be happy to advise on the structure of the proposed programme. All delegates attending the conference (whether or not sponsored by the major sponsors) will be encouraged to attend your session.

- 07.00am – 07.15am – Light Continental Breakfast
- 07.15am – 08.15am – Main Symposium

*Times to be confirmed once programme has been finalised.

The fee will include:

- Hire of an auditorium to include standard conference stage set (top table, lectern, standard lectern signage).
- Standard audio-visual equipment (data projection for PowerPoint presentations, full sound system, lighting, speaker preview facilities, technical assistance). Additional equipment will be charged separately if required.
- Staff to assist with sponsored symposium (to include handing out programmes/abstract books, microphone duties).
- Five complimentary registrations for speakers, company personnel, including personnel staffing exhibition stand, staff of sponsored symposium organising company, PR company, exhibition organising company etc. for the day the satellite symposium is scheduled.
- The opportunity of including a flyer in the delegate bags (either of a promotional nature or to advertise the sponsored symposium).
- The sponsor's logo will be featured on the Directory of Sponsor's/Exhibitor's page within the final programme. The sponsor's logo will also be on the General Information page next to Symposium details.
- Sponsor's logo to appear on the www.cambridgebci.org website with a link to the sponsor's website.
- Details of the content of the symposium will be featured on the conference website, circulated to all delegates with joining instructions, and included in the final programme.
- The opportunity to have the presentation slides available for download on the International Cambridge Conference on Breast Cancer Imaging conference website after the event.

Terms and Conditions

The symposium may only be booked by International Cambridge Conference on Breast Cancer Imaging 2019 exhibitors. The sponsoring company is responsible for their speaker costs including travel, accommodation and honorarium.

***NEW FOR 2019 – Pre-Conference Workshop – £2,500 + VAT**

If your company is interested in hosting a practical workshop on Monday 1 July 2019 prior to the start of the International Cambridge Conference on Breast Cancer Imaging please contact the Secretariat on bci@conferencecollective.co.uk. **Limited to 1 sponsor only**

Sponsorship Benefit:

The sponsor will benefit from a dedicated workshop to an engaged audience for an hour and a half (a mutual timing to be agreed with the Secretariat between 09:00am-17:30pm). Additional benefits include an A4 or A5 double sided insert in the delegate bags (if sponsored), feature of the sponsor's logo on the Directory of Sponsor's/Exhibitor's within the final programme and acknowledgement on the www.cambridgebci.org website with a link to the sponsor's website.

***NEW FOR 2019 – Sponsorship of Poster Session – £1,000 + VAT**

Scientific posters will be displayed on poster boards in a dedicated area for the duration of the meeting. The poster area is a major feature of the meeting and is a crucial networking and learning opportunity for delegates. **Limited to 1 sponsor only**

Sponsorship Benefit:

As a sponsor you will be aligning your company with new research and will benefit from strong branding to a captive and engaged audience. The sponsor's name and/or logo will be prominently displayed in the top-left of every poster board (one colour). The sponsor's company logo will also be on the Directory of Sponsor's/Exhibitor's page within the final programme. The sponsor will also have acknowledgment on the www.cambridgebci.org website with a link to the sponsor's website.

Sponsorship of Speakers – POA

This will provide the opportunity to sponsor the travel and/or accommodation of high-profile speakers at the event. The committee welcome any suggestions that may enhance the programme. The final decision on content will be made by the committee. **This option will be available once the outline programme is confirmed.** Please contact the Secretariat to discuss this option further on bci@conferencecollective.co.uk.

Sponsorship Benefit:

The sponsor's support will be acknowledged in the final programme alongside the session information as "Supported by an Educational Grant from ...". The sponsor's company logo will also be on the Directory of Sponsor's/Exhibitor's page within the final programme. The sponsor will also have acknowledgment on the www.cambridgebci.org website with a link to the sponsor's website.

On-site Sponsorship Items

The following sponsorship opportunities are available for companies wishing to provide support for this educational event, whilst increasing their profile at the Conference. The sponsorship items detailed below are available on a first-come, first-served basis. All rates quoted are exclusive of VAT, which will be charged where applicable at the prevailing rate.

Conference Reception and Dinner – £2,360 + VAT

The conference reception will be held on the Back Lawn of King's College and dinner will be held in the Historic Hall on Tuesday. This is a rare opportunity to enjoy the surroundings of the world-famous College, from where the Christmas Eve service is broadcast to millions around the globe.

Limited to 1 sponsor.

Sponsorship Benefit:

The sponsor to have their name prominently displayed during the drink's reception on signage and on the menus as well as acknowledgment in the final programme. This package also includes a table of 10 for the sponsor's invited guests. The sponsor's company logo will also be on the Directory of Sponsors/Exhibitors page within the final programme. The sponsor will also have acknowledgment on the www.cambridgebci.org website with a link to the sponsor's website.

Delegate Bags – Sponsorship Cost: £1,790 + VAT

Delegate bags (if sponsored) will be given to registered delegates, invited speakers, Organising Committee members and exhibitors at the conference. Bags will contain the final programme, pad, pen, tourist information/guides and other relevant information.

Sponsorship Benefit:

The sponsor's name and/or logo prominently printed on the outside of each bag (one colour). The sponsor's company logo will also be on the Directory of Sponsors/Exhibitors page within the final programme. The sponsor will also have acknowledgment on the www.cambridgebci.org website with a link to the sponsor's website.

Delegate Pads – Sponsorship Cost: £1,050 + VAT

The outside cover will be printed with the sponsor's name and/or logo (one colour), the cover will also include the meeting name, date and logo. Delegate bags will be given to every registered delegate and speaker and will include an A5 notebook.

Sponsorship Benefit:

The sponsor's name and/or logo (one colour) on every pad cover. The sponsor's company logo will also be on the Directory of Sponsors/Exhibitors page within the final programme. The sponsor will also have acknowledgment on the www.cambridgebci.org website with a link to the sponsor's website.

***Combined package of delegate pads and pens @ £1,575 + VAT**

Delegate Pens – Sponsorship Cost: £1,050 + VAT

Delegate bags will be given to every registered delegate and speaker and will include a branded pen.

Sponsorship Benefit:

The sponsor's name and/or logo (one colour) will be printed on every pen. The sponsor's company logo will also be on the Directory of Sponsors/Exhibitors page within the final programme. The sponsor will also have acknowledgment on the www.cambridgebci.org website with a link to the sponsor's website.

***Combined package of delegate pads and pens @ £1,575 + VAT**

Delegate Bag Inserts – Sponsorship Cost: £420 + VAT

Companies will be permitted to include one A4 or A5 double sided insert in the delegate pack/bags (if sponsored).

Sponsorship Benefit:

Companies will benefit from reaching all delegates with their company message and/or product. The sponsor's company logo will also be on the Directory of Sponsor's/Exhibitor's page within the final programme. The sponsor will also have acknowledgment on the www.cambridgebci.org website with a link to the sponsor's website.

Final Programme – Sponsorship Cost: £1,365 + VAT

The final programme will be available to all registered delegates, invited speakers, organising committee members and exhibitors at the conference. It will contain the full scientific programme and abstracts, together with names of speakers and exhibitors.

Sponsorship Benefit:

A full colour advertisement printed on the outside of the A4 booklet. Sponsorship is on a sole-sponsor basis. The sponsor's company logo will also be on the Directory of Sponsor's/Exhibitor's page within the final programme. The sponsor will also have acknowledgment on the www.cambridgebci.org website with a link to the sponsor's website.

Lanyards – Sponsorship Cost: £500 + VAT (supply only) or £800 + VAT (supplied by BCI)

Lanyards will be provided for every registered delegate, speaker and exhibitor. The sponsor's name and/or logo will be printed on the badge lanyards (one colour). Branding on lanyards supplied by the sponsoring company will be subject to the approval of the Organising Committee.

Sponsorship Benefit:

All delegates and speakers will be given a lanyard. The sponsor's logo will be printed on every lanyard (if supplied by Breast Cancer Imaging.) The sponsor's logo will also be on the Directory of Sponsor's/Exhibitors page within the final programme. The sponsor will also have acknowledgment on the www.cambridgebci.org website with a link to the sponsor's website.

Exhibition

A trade exhibition will be held in conjunction with the Conference and the Organisers invite the participation of companies with an interest in **Breast Cancer Imaging**. The exhibition will be located in the West Road Concert Hall Foyer.

Set up will take place on Monday 1 July (09:00-17:30pm). All tea/coffee breaks and lunches will be held in the exhibition area. Please see the floor plan on the next page.

| Stand No | Stand Size | Cost (excl VAT) |
|-----------------------|------------|-----------------|
| Stands 2 - 3 | 2m x 1m | £830 |
| Stands 4,5,6,9 | 4m x 1m | £1,660 |
| Stands 1,7,8,10,11,12 | 3m x 1m | £1,245 |

Payment of the exhibition fee will provide the exhibitor with:

- An area of the required size on which to build an exhibition stand
- Tea, coffee and buffet lunch for two company representatives
- Access to all scientific sessions and conference materials for two company representatives
- Basic 13-amp electrical supply (for spotlights, computers, videos) - *Please note only 13-amp power is available in the Exhibition Area*
- One 6ft table and two chairs (please provide your own baize to cover your table)
- Cleaning of exhibition stand area
- Overall heating and lighting in the exhibition area

Hire of exhibition space does **not** include:

- Shell scheme on stands
 - Porter services
 - Hire of furniture, flowers, audio visual equipment
 - Internet connections
 - Table coverings
-

Booking of Space

Exhibition stand space and sponsorship items will be allocated on a strict 'first-come, first-served' basis. If you would like to book an exhibition space or take up a sponsorship item, please complete the Booking Form enclosed with this prospectus and return it to the Conference Secretariat as soon as possible.

Terms and Conditions

The terms and conditions of exhibiting are included in this prospectus. Please note that returning of the exhibition booking form indicates acceptance of these terms and conditions. The exhibition booking form will be held as a valid liable contract, by which both parties will be bound.

Exhibition Floorplan

Stand Sizes and Costs

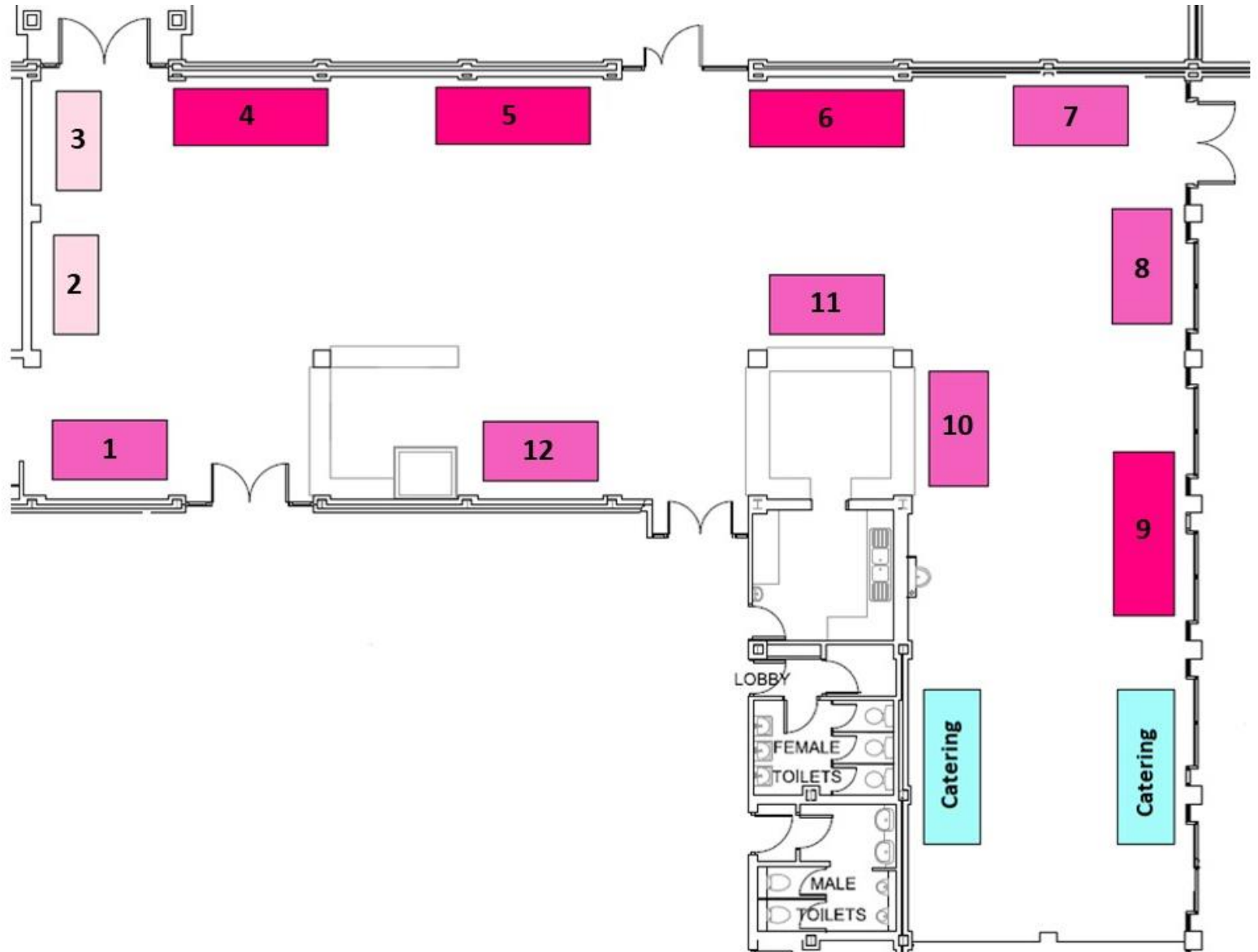
● 4m x 1m £1,660 (+ VAT)



● 3m x 1m £1,245 (+ VAT)



● 2m x 1m £830 (+ VAT)



Exhibition and Sponsorship Booking Form

| Company Details | |
|--------------------------|---------|
| Contact Name: | |
| Position within Company: | |
| Company Name: | |
| Address: | |
| | |
| | |
| Postcode: | |
| Tel: | Mobile: |
| Email: | |
| Registration VAT Number: | |

| On-Site Sponsorship Items | | |
|--|--------------|--------------|
| Item: | Cost: | Please Tick: |
| Conference Reception and Dinner | £2,360 + VAT | |
| Delegate Bags | £1,790 + VAT | |
| Delegate Pads | £1,050 + VAT | |
| Delegate Pens | £1,050 + VAT | |
| Delegate Pads and Pens Combined | £1,575 + VAT | |
| Delegate Bag Inserts | £420 + VAT | |
| Final Programme | £1,365 + VAT | |
| Lanyards supplied by Sponsor | £500 + VAT | |
| Lanyards supplied by Breast Cancer Imaging | £800 + VAT | |

| Scientific Programme Sponsorship Items | | |
|--|--------------|--------------|
| Item: | Cost: | Please Tick: |
| Sponsored Symposium | £4,750 + VAT | |
| *NEW FOR 2019 – Pre-Conference Workshop | £2,500 + VAT | |
| *NEW FOR 2019 – Sponsorship of Poster Session | £1,00 + VAT | |
| Sponsorship of Speakers | POA | |

| Exhibition Space | | |
|------------------|---------------|-------|
| Choice | Stand Number: | Cost: |
| First Choice | | |
| Second Choice | | |
| Third Choice | | |

| Company representatives attending meeting |
|---|
| 1. |
| 2. |
| <i>Please specify which day, if appropriate</i> |

| Additional Catering Requirements | | |
|--|--|---|
| <i>The exhibition stand space fee includes lunch/tea/coffee for 2 stand personnel. The cost of lunch/tea/coffee for any additional stand personnel is £35.00 + VAT per person per day.</i> | | |
| | | No. of additional lunches required |
| Tuesday 2 July 2019 | | |
| Wednesday 3 July 2019 | | |

| Conference Dinner – Tuesday 2 July 2018 | |
|---|-----------------------|
| <i>The Conference dinner will take place in the historic surroundings of King’s College. Tickets are £53.00 + VAT each.</i> | No. of Tickets |
| Special Dietary Requirements: | |
| <input type="checkbox"/> Vegetarian <input type="checkbox"/> Other (please specify) | |

| Invoicing Details |
|---|
| Please send me a VAT invoice quoting Purchase Order No (if required)..... |
| Company name and invoice address if different from overleaf: |
| Payment terms: Payment must be received within 30 days of the invoice date, or prior to the commencement of the conference, whichever is the sooner. |
| Please return this form to: Vera Hide, Secretariat, BCI 2019 The Conference Collective Ltd, 8 Waldegrave Road, Teddington, TW11 8HT T: +44 (0) 20 8977 7997 E: bci@conferencecollective.co.uk |

| Total for Invoice | | |
|-------------------------------------|--|----------|
| Stand (insert number) | | £ |
| Sponsored items (if applicable) | | £ |
| Additional catering (if applicable) | | £ |
| Dinner tickets (if applicable) | | £ |
| Total (ex VAT) | | £ |

SPONSORSHIP AND EXHIBITION TERMS AND CONDITIONS

Agreement

The Booking Form constitutes only an offer by the Sponsor or Exhibitor to exhibit at/sponsor International Cambridge Conference on Breast Cancer Imaging 2019 on these terms and conditions only. The Organisers reserve the right to accept or refuse such offer at its sole discretion. In the event that the Organisers accept the Sponsor's/Exhibitor's offer, the Organiser will provide written confirmation of the booking and this will create a legally binding contract between the Sponsor and the Organiser on these terms and conditions only to the exclusion of all others (this 'Agreement').

All bookings of exhibition packages, promotional marketing opportunities, advertising and sponsorship are administered on a first-come, first-served basis. Each stand includes complimentary registrations for the conference to include access to all Conference sessions, refreshments at official Conference break times & conference materials. A completed Sponsorship/Exhibition Booking Form should be posted / emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form, space will be confirmed and an invoice will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms are received.

Payment

On providing such written confirmation to the Sponsor/Exhibitor, the Organiser will issue its invoice to the Sponsor/Exhibitor in respect of the Sponsorship/Exhibitor Fee. The Sponsor/Exhibitor shall make full and final payment to the Organiser no later than 30 days following receipt of the invoice. The Sponsorship/Exhibitor Fee is exclusive of VAT. Payments should be made in Pounds Sterling and made payable to 'International Cambridge Conference on Breast Cancer Imaging'.

Terms

This Agreement commences on the date of the Organiser's written confirmation of the booking and shall terminate at the end of the International Cambridge Conference on Breast Cancer Imaging 2019 except when expressly provided otherwise in these terms.

Cancellation Clause

Cancellation of Sponsorship/Exhibition Booking must be made in writing to The Exhibition and Sponsorship Manager, International Cambridge Conference on Breast Cancer Imaging 2019, c/o The Conference Collective, 8 Waldegrave Road, Teddington, Middlesex TW11 8GT and can be emailed to bci@conferencecollective.co.uk. If the Sponsor/ Exhibitor cancels this Agreement, the Organiser shall refund (subject to any costs as set out below) to the Sponsor/Exhibitor a percentage of the fees determined in accordance with the following:

If cancellation/reduction is received up to and including 4 January 2019, the organisers shall retain 10% of the agreed package amount; if cancellation/reduction is received between 5 January 2019 and 1 March 2019, the organisers shall retain 50% of the agreed package amount, and if cancellation/reduction is received after 2 March 2019, the organisers shall retain 100% of the agreed package. The sponsorship/exhibition fee (where applicable) will be refunded after the conference.

The Organiser's Obligations

The Organiser will:

Organise the International Cambridge Conference on Breast Cancer Imaging 2019 to a high standard and to the best of its ability.

Ensure the Sponsor/Exhibitor benefits from all elements of the confirmed Sponsorship/Exhibition Package.

Not do or knowingly permit to be done anything which is prejudicial to the good image of the Sponsor/Exhibitor.

Sponsor's/Exhibitors Obligations

Stands must be staffed during exhibition times, including refreshment breaks, lunch breaks and poster viewing sessions.

The Organiser shall be entitled to retain from any refunded fees a sum equivalent to its actual administration expenses, the costs of materials and any costs to which the Organiser has committed when the Sponsor/Exhibitor cancels this Agreement. If the conference is cancelled by the Organiser (other than as a result of events beyond the reasonable control of the Organiser), the Organiser shall refund the fee paid by the Sponsor/Exhibitor.

Insurance

While every precaution is taken to protect your property during the event, the Organisers are not responsible for any loss or damage and we strongly recommend that you take out appropriate insurance cover. The Organisers accept no responsibility for any loss sustained by exhibitors from theft, fire damage or any third party.

Exhibitors are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition to this, exhibitors should protect their expenditures against abandonment and cancellation or curtailment of the event due to reasons beyond the Organiser's control.

Security

The Organisers cannot be held responsible for the loss or damage to exhibitors' property. Exhibitors are advised not to leave their stand unattended at any time especially if there are portable and valuable items on the stand.

Exhibition Set Up and Breakdown

Exhibitors must ensure that their stand is set up and dressed by the times specified in the Exhibitor Manual. The only activities permissible on the day of the Conference are displaying brochures or the set-up of any valuable equipment, which for security reasons you do not want to leave unattended overnight. Exhibition stands must not be broken down before (14:30pm) on Wednesday 3 July 2019, the last day of the Conference. Please note, the above time is subject to change.

Exhibitors' Responsibilities

All exhibiting companies are responsible for their stand. Due consideration must be given to the safety of the stand throughout the event and that any actions or inactions do not give rise to accidents, injuries or an unsafe working environment so far as is reasonably practicable.

Accessibility

The current EU regulations state that disabled persons must be afforded the same opportunities as able-bodied persons. This includes the ability to attend exhibitions and view any exhibits. To this end, exhibitors are advised to ensure that their stand is easily accessible to visitors in wheelchairs.

Liability Clause

The Organiser shall not be liable for any failure to fulfill this contract where failure is caused by supervening circumstances including weather, fire, flood, earthquake, transport delays, war, riots, acts of terrorism or event which, without fault of either party, render fulfilment impossible.

Companies wishing to offer hospitality in addition to the Conference social programme must contact the Organisers (email bci@conferencecollective.co.uk). Any additional social events must not clash with the official Conference Social Programme and is subject to the agreement of the Organiser.

The Sponsor/ The Sponsor/Exhibitor (including its officers, employees, contractors and agents) and the Sponsor's exhibition stand must comply in all respects with all applicable laws, regulations, and rules and conditions of the Venue relevant to it, and with any relevant trade codes of practice.

A delegate list including attendees' names and organisations will be circulated to all attendees and exhibitors on the day of the event. This is solely for reference use and to aid networking.

Exhibition 2017

