

Royal College of Emergency Medicine Sponsorship pack 2022



What do our current sponsors think of RCEM events?

“Engaging delegates - happy and interested to talk to us”

“A very professional, well organised and slick operation”



“The delegates were a good audience for us”



“Good business interaction with customers and good socialising opportunities”



Welcome

It gives us great pleasure to invite you to the Royal College of Emergency Medicine's (RCEM) 2022 conferences and study days. These events are integral to the ongoing professional development of top emergency physicians and allied health professionals in the UK.

Our Spring CPD and Annual Scientific Conferences in 2022, held in Bournemouth and Belfast respectively, are flagship events for the speciality with attendees from across the UK, Ireland, and around the world. We're excited to announce that these will both be hybrid events, bringing together our onsite and virtual audiences for the very first time.

We are keen to work with sponsors and exhibitors using our range of carefully designed packages designed to provide maximum visibility for your business, your key objectives and to provide an educational experience for our delegates. We will work with you to ensure you can exhibit in the heart of our venues, taking advantage of a range of services co-ordinated by our experienced events team.

We are also delighted to open up our smaller conferences and study days to our sponsors. These more intimate events provide you with opportunities to target your business to key decision makers and special interest groups in emergency medicine practice. Many of our study days are held at our events centre, Octavia House, in central London and we have a number of smaller conferences across the UK. Alongside these face-to-face events, we will continue to hold virtual study days too as we know from feedback from our members they enjoy the accessibility these events offer.

Our events team can provide details on our regular sponsorship packages or provide a bespoke service around your needs for physical space, facilities, technology, logistics and more.

With all our events, our aim is to provide a platform for the presentation of best practice in clinical care and ground-breaking research from our growing and dynamic specialty, whilst also creating an environment in which our delegates, sponsors and exhibitors enjoy the opportunities to network and celebrate our mutual passions for emergency care.

We hope that you are excited about this opportunity to partner with RCEM, and that you will join us in 2022 as we celebrate the cutting edge of Emergency Medicine.

Professor Simon Carley

RCEM CPD Director and EM Consultant, Central Manchester NHS Foundation Trust



Location of 2022 events

Annual Scientific Conference

4 - 6 October
Waterfront, Belfast



Spring CPD Conference

29 - 31 March
Bournemouth International Centre



Scottish conferences and ACP Conference

Throughout the year
Venues in Scotland and Liverpool



Study days

Throughout the year,
RCEM Events and Exams Centre,
Octavia House,
London



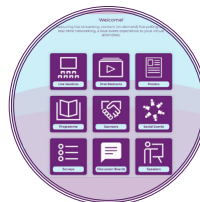
Virtual events

Throughout the year

Who attends

RCEM Study Days

- 27% consultants and associate specialists
- 64% staff grade and trainees
- 11% other, including ACPs, nurses and paramedics



Scottish conferences

- 50% consultants and associate specialists
- 44% staff grade and trainees
- 6% students

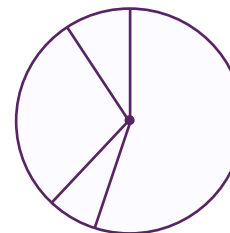
“Inspirational speakers, good presentations, great venue - **wonderful conference!**”



60% of delegates for our Spring CPD conference* are consultants or SAS grade doctors



Annual scientific conference



- 40% consultants and associate specialists
- 51% staff grade and trainees
- 4% Other including nurses and paramedics
- 5% students

All data from 2021 conferences and events

Spring CPD Conference and Annual Scientific Conference

We are excited to launch the first of our hybrid conferences in 2022 bringing together both onsite and virtual audiences. Emergency medicine clinicians have not met at an RCEM national conference since 2019 so we expect an uplifting atmosphere onsite at events in 2022.

The Spring CPD Conference is a one-track conference with the aim to give emergency medicine clinicians updates on areas of practice that are rapidly changing, pose frequent clinical dilemma or occur with a rarity that warrants regular review. We expect approximately 500 delegates onsite and a further 250 virtual delegates to attend this conference.

The Annual Scientific Conference explores cutting-edge research in the field of emergency medicine and is a multi-track event drawing delegates from across the multi-disciplinary team. We expect approximately 650 delegates onsite at this conference with a further 250 virtual delegates.

Item	Cost
Email bulletin supporter	£1250
Logo to be included in each days' delegate welcome email for both onsite and virtual audiences	
3m x 2m stand onsite and virtual stand	£4200
Onsite: 2 stand passes including access to the virtual platform, table, chairs, socket Virtual: hosted video content, 3 uploaded documents, links to external channels, open text box for company / production information. All virtual stand items will remain on the platform for 12 months after the live dates.	
Delegate list including name, email and organisation	
6m x 2m stand onsite and virtual stand	£6000
Onsite: 4 stand passes including access to the virtual platform, table, chairs, socket Virtual: hosted video content, 3 uploaded documents, links to external channels, open text box for company / production information. All virtual stand items will remain on the platform for 12 months after the live dates.	
Delegate list including name, email and organisation	

Additional onsite stand passes with access to virtual platform	£120 per day
Logo on lectern	
Plenary	£1950
Breakout* <i>Only available at Annual Scientific Conference</i>	£1250
Logo on badges	£1750
Logo space on delegate badges. Available to a maximum of two sponsors. All logos to be suitable for print and approved by RCEM.	
Lanyards	£1750
Logo space on delegate lanyards. Available to a maximum of two sponsors. All logos to be suitable for print and approved by RCEM.	
Roller banners at registration desk	£1500
Available to a maximum of two sponsors, must be supplied by the sponsor and approved by RCEM.	

Talk to us about other sponsorship opportunities including:

- Branded barista and coffee point
- Onsite massage therapist bringing more delegates to your stand
- Branding opportunities around the venue including logo projections, floor graphics and glass transfers
- Sponsored specialist rooms including speaker preview and family rooms
- Branded photobooth
- Charging points
- Branded wi-fi landing pages

Once you have reached the thresholds outlined below, you will be designated as a platinum, gold or silver sponsor and unlock extra items.

£13200*	£9900	£6000
20-minute, uncontested speaking slot in the programme <i>All content must be signed off by RCEM's CPD Director</i>	Logo on programme	Logo on virtual platform homepage
1st choice of stand space**	Logo on virtual platform homepage	1 delegate pass with access to sessions
1st sponsor on virtual platform listings**	2 x Tweets from RCEM Events	Logo on holding slides
Logo on programme	1 delegate pass with access to sessions	
Logo on virtual platform homepage	Logo on holding slides	
3 x Tweets from RCEM Events		
2 delegate passes to access sessions		
Logo on holding slides		

*Maximum of two platinum sponsor slots available.

**If two platinum sponsors are confirmed, this will be offered on a first-come, first-served basis.

Other conferences

This includes our Scottish EM Clinical Conference and our Advanced Clinical Practitioners Conference which attract approximately 200 delegates, as well as our larger study days for 120 delegates. These events have the buzz of a large conference with the intimacy of a study day. In 2022 we will be focussed on holding these events face-to-face, bringing together the EM community after such difficult period apart.

Standard package, £750

- Stand, trestle table, 2 x chairs
- Logo on programme
- Two reps on site including lunch and refreshments
- Advert in the on the day guide, 1 side, full colour, A5
- Logo on holding slide
- Delegate list including name, email and organisation

Extra representatives, £85



Study days

In 2022, RCEM are going to deliver a mix of virtual and face-to-face study days. Lecture-based days will remain virtual given the increased accessibility they offer our delegates and the positive feedback we have had since starting them in 2020. Practical, hands-on or group-work based days will mainly be held at the RCEM venue, Octavia House. These days attract delegates from a range of roles in the emergency department team and give you the opportunity to speak to your audience in a relaxed setting.

Face-to-face study day package, £550

- Stand, trestle table, 2 x chairs
- Logo on programme
- Two reps on site including lunch and refreshments
- Advert in the on the day guide, 1 side, full colour, A5
- Logo on holding slide

Extra representatives, £80

Virtual study day package, £550

- Virtual stand including:
- Hosted video content
- 3 uploaded documents
- Links to external channels
- Open text box for company/production information
- Two representative passes allowing you to chat with delegates across the live event via chat forums and on an individual level.

All virtual stand items will remain on the platform for 6 months after the live dates.

Support our work by becoming a charity sponsorship partner

Become a corporate partner

As a charitable organisation, RCEM depends on the funding we receive from our members and from the generous support of donors, trusts and sponsors. Whatever the size of your business or the level of commitment you can give, you can work with us to support our charitable aims.

There are many benefits to a corporate sponsorship:

- Increased awareness of your product or service to an audience of emergency medicine clinicians, ranging from early-stage trainees to senior consultants
- Advertising opportunities in newsletters and communications to our membership
- Access to an environment for product feedback and development
- Raise company and brand visibility through inclusion of your logo and acknowledgment in RCEM course literature and RCEM programmes
- Enhance your company image through your partnership with our internationally recognised institution
- Raise company and brand visibility through promotion within our global membership

We offer many tiers of sponsorship opportunities and will work with you to create a bespoke package. Opportunities include:

- RCEM conferences whether as a headline sponsor, day sponsor or session sponsor
- Sponsoring an RCEM award
- Provision of course materials or equipment for use at events and conferences
- Provision of our wellbeing support services for members and staff

Make us your charity of the year

By choosing RCEM to be your company's charity of the year we will work closely with you to ensure you achieve your goals, however big or small. Together we will deliver fundraising activities and strengthen emergency medicine awareness for your colleagues and customers.

Make a donation

Would you like to opt in to place a suggested donation to your purchase today which directly supports our charity? We rely on donations to support our core charity areas, funding support for emergency medicine staff through wellbeing services, improving patient care through quality improvement programmes and research, funding essential medical research, and providing training for emergency medicine staff overseas in low and middle-income countries promoting equality in healthcare.

Your support makes this work possible and allows us to have the greatest impact in shaping the future of emergency medicine. We have suggested donations dependent on the tier of sponsorship package you are interested in.

If you would like to talk to us about becoming a fundraising sponsorship partner, please get in touch with Bethany Mossop at bethany.mossop@rcem.ac.uk.



Booking form

We, the undersigned, express our wish to sponsor the items marked below in accordance with the terms described in the “Terms and Conditions”.

Name of event:

Sponsoring company name:

Main contact name & job title:

Email:

Phone number:

Finance contact name & job title:

Finance email:

Finance phone number:

Purchase order number:

Address (to send invoice to):

Sponsorship item(s):

One-off donation to go to the RCEM charity

Total cost of items (not including VAT):

Signature: Date: / /

Terms and conditions

GENERAL DETAILS

We are committed to making the event a success for all our supporters. If you have a specific idea or request that does not fit into one of the packages detailed, please let us know. All prices shown are not including VAT.

The Royal College of Emergency Medicine is the academic body for Emergency Medicine in the UK. Our conferences and study days are of the major meeting points for these doctors, the majority of whom are purchasing decision makers. If booking relevant face-to-face event packages, all sponsors will exhibit in venues alongside event catering, ensuring a consistently high level of exposure to delegates for the duration of the event.

The College will provide name badges for sponsor representatives attending the event when names are given in advance, these can be collected from the registration desk. Please contact the College if additional audio visual and IT equipment are required. Please also confirm to the College if you require additional power sockets, and we will see if this can be catered for accordingly. Please note that there may be a charge for this.

Each package comes with an assigned number of company representative passes (6x2m = 4 passes, 3x2m = 2 passes).

Deadlines for files, set-up times and storage facilities will be confirmed on an event specific basis. If deadlines are not met by sponsors then the College cannot guarantee the relevant goods, service or sponsor item will feature as planned. If deadlines are missed then the College is unable to give a refund for missing items. Once a completed booking form and payment has been received sponsors will receive a full exhibition pack related to their event.

The College values its long standing relationships with other charitable and not-for-profit organisations. We are pleased to offer a 10% discount to charitable and not-for-profit organisations. Due to the intimate nature of the venue our commercial partners will be given first option for all sponsorship packages.

TERMS AND CONDITIONS

BOOKING AND PAYMENT

Please note that we require all invoices for sponsorship and exhibition to be paid within 30 days of invoice date or 3 working days before the event date, whichever is sooner. Sponsoring and exhibiting organisations agree to this when signing the booking page. A booking form is only deemed complete if all fields have been complete, until this has happened a sponsor will not be considered 'booked' and you may lose stand

preferences or limited item options. If payment has not been made, the College reserves the right to refuse entry to the exhibitor.

CANCELLATION

For a full refund, written cancellations must be received at least 12 weeks prior to the event. Replacement representatives are welcome at any time. The College reserves the right to cancel any event. In this case, the full fee will be refunded unless a mutually convenient transfer can be arranged. In the unlikely event that the College postpones an event and the sponsor/exhibitor is unable or unwilling to attend on the rescheduled date, they will receive a full refund of the fee paid. The College is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. The College shall assume no liability whatsoever if this event is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For the purpose of this clause, a fortuitous event shall include, but not be limited to: war, fire, strikes, extreme weather or other emergencies.

Please note that while speakers and topics are confirmed at the time of publishing, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, the College reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on the event's webpage as soon as possible.

SPECIAL REQUIREMENTS

Please note representative special requirements including dietarys and special access must be finalised at least 10 working days before the event takes place. Special requirement requests with respect to a sponsored item or exhibition stand, must be finalised at least 4 weeks before the event date. Requests and changes after this time, cannot be guaranteed.

All sponsorship bookings, are also covered by the Terms and Conditions of Booking found at www.rcem.ac.uk.

LIABILITY

The organisers do not accept liability for any injuries or losses of any nature incurred by delegates, representatives and/or accompanying persons, nor for loss or damage to their event items, luggage and/or personal belongings.

In connection to payment to the College (e.g. bank transfers), all bank charges are the responsibility of the payee.

RCEM reserve the right to reuse entry to any sponsor or representative to all our events.

To discuss how an RCEM event can help you achieve your objectives, call us now on +44 (0)20 7067 1263 or email events@rcem.ac.uk.



Royal College of Emergency Medicine

www.rcem.ac.uk
Tel: +44 (0)20 7404 1999
Incorporated by Royal Charter, 2008
Registered charity no. 1122689
Scottish charity no. SC044373
VAT no. 173205823