

Northern Ireland Stroke Conference 2016

A partnership between the UK Stroke Forum & NIMAST

Hosted by the Stroke Association



Sponsorship and Exhibition Prospectus

La Mon Hotel & Country Club, Castlereagh, Belfast
Tuesday 17 May 2016

The Northern Ireland Stroke Conference 2016

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The Northern Ireland Stroke Conference 2016

Dear Colleagues,

The UK Stroke Forum partners with NIMAST to present the 5th Northern Ireland Stroke Conference.

Hosted by the Stroke Association, the Northern Ireland Stroke Conference is the largest multidisciplinary meeting of stroke specialists and allied healthcare professionals in Northern Ireland.

The conference programme offers a varied range of innovative sessions chaired by well-renown stroke experts, practical seminars, poster presentations and exhibition.

In 2015 the conference attracted over 280 UK and Ireland stroke specialists including physicians, consultants, nurses, physiotherapists, occupational therapists, speech and language therapists, allied healthcare professionals, neurologists, researchers and commissioners.

The Northern Ireland Stroke Conference is committed to improving stroke care in Northern Ireland and with the support of our sponsors and exhibitors is growing year-on-year.

On behalf of NIMAST and the UK Stroke Forum we invite you to join us for our 5th Northern Ireland Stroke Conference.



UK STROKE FORUM

Hosted by
Stroke
association

Why support the Northern Ireland Stroke Conference?

The conference offers the unique opportunity to meet with stroke specialists all in one place and make new contacts. A presence at the conference will raise the profile of your organisation and brand as well as generates new business opportunities.

The conference attracts stroke care professionals from across Northern Ireland, Ireland and the UK. This is an unmissable opportunity to reach out to a wide range of stroke care professionals from the entire stroke care pathway.

Benefits include:

- Meeting key experts in stroke
- New business leads and contacts
- Raise the profile of your organisation
- Unique branding opportunities
- Meet competitors and benchmark
- Gain direct feedback about your products and services
- Exposure to a wider audience of stroke care professionals including 100 word summary in the conference programme



Exhibitors & Sponsors Profiles

The exhibition is relevant to:

- Pharmaceutical companies
- Healthcare
- Physiotherapy product/ service specialists
- Rehabilitation specialists
- Medical suppliers
- Service providers
- Nutrition specialists
- Continence care
- Publishers
- Public sector
- Charity Sector
- Universities and Research Groups



Why Exhibit?

Exhibition opportunities are available to showcase products and services, engage with a wide range of stroke professionals, investors and key decision makers.

The conference will also enable you to target your products or services in stroke prevention, research, technology to a broad range of healthcare professionals with opportunities to interact directly, thus building new relationships.

100% of respondents in 2014 attended for the type of audience in attendance.

93% of exhibitors in 2014 returned for the 2015 conference.

The layout of the exhibition arena has been designed to maximise footfall. Networking zones and refreshment stands will create additional traffic and interest, giving delegates more opportunity to view exhibition stands. The exhibition areas will host the following: over 20 exhibitors, lunch and refreshments and scientific abstract posters. The conference will offer bespoke advertising opportunities for your company to over 250 key players in stroke care.

"Our reason for coming on board as a sponsor was down to the calibre of speakers, targeted audience and networking opportunities available for us."

Sponsor



2015 in figures

What our 2015 exhibitors gained from the conference



Key

- Access to a relevant target audience
- networking opportunities
- Opportunity to launch a new product/service
- Access to a new target audience
- Sales leads

Delegates comments

99% 

would recommend the Conference to other professionals, stakeholders, researchers and many more external bodies...



95% 

learnt something new due to attending the forum.



Sponsorship and Exhibitors Packages

Conference sponsorship offers a wide range of benefits and exposure that help you demonstrate your company's commitment to being a leader in stroke.

Sponsorship packages can be tailored to your company's own needs and brand requirements.

Sponsorship packages and core benefits	Gold Sponsor £4,000 + VAT	Silver Sponsor £2,500 + VAT	Bronze Sponsor £1,000 + VAT	Stand only £800 + VAT
Exhibitor stand	6x2	6x2	6x2	6x2
Company logo on conference programme	✓	✓	✓	✓
Company logo on website sponsors page	✓	✓	✓	
Acknowledgment on plenary sessions' holding slides	✓	✓	✓	
Delegate bag inserts	✓	✓	✓	
Company logo printed on delegate bag	✓	✓		
Company logo on directional signage around the venue	✓	✓		
Parallel Session (Please indicate which one you would like)	✓	✓		
Plenary sessions	✓			
Sponsorship of the refreshment areas	✓			
Pre-conference and on the day E-Bulletins	✓			
Company advert inside the delegate programme	Full page	Half page		
Access all areas passes	2	2	2	
Exhibition only	2	1	1	1

Extra Tailored Benefits and Descriptors

Enhance your company profile at the conference

Advertising in programme book	Delegate Bag Inserts	Parallel Sessions
This new and unique opportunity allows companies to have a full page or half page colour advertising space in the conference programme.	Delegates will receive a bag with copies of the programme and a selected number of information leaflets. Companies have the opportunity to have their inserts in the bags (Max size is A4)	Sponsorship of a relevant parallel session is a great opportunity to increase your profile at the event. There will be four parallel sessions during the Northern Ireland Stroke Conference. Benefits would include: <ul style="list-style-type: none">• Company logo and acknowledgement on the holding slide• Branding opportunity at the entrance of the room where the session is held• Acknowledgement from the Chair• Acknowledgement in the Conference Programme• Opportunity to distribute promotional materials to attendees or to leave them on the seats Speakers and titles will be communicated by February 2016.
Cost per item (for exhibitors only) Half-page advert - £500 + VAT Full-page advert - £750 + VAT	Cost Exhibitors - £250 + VAT Non-exhibitors - £350 + VAT	Cost per parallel session Exhibitors - £500 + VAT

Exhibitors Information

How to book your stand

Please fill in the booking form outlining your exhibition preferences and return to: uksfsponsorship@stroke.org.uk opportunities will be allocated on a first come, first served basis.

Payment Schedule

Full payment will be invoiced to you on the receipt of the booking form. Please ensure that you notify the Exhibitions Manager of any purchase order or project reference numbers that must be included on the invoice prior to signing the agreement.

Cancellation policy

Notice of cancellation of support must be received in writing:

- Before 29 February, a 50% refund will be given.
- After 1 March, no refunds will be given.

Delivery of Goods to La Mon Hotel & Country Club

Deliveries will be accepted after 08:00 on Monday 16 May and must be made before 08:00 on Tuesday 17 May. The Stroke Association, UK Stroke Forum and NIMAST do not take responsibility for parcels and pallets delivered to La Mon Hotel.

Exhibition Stand Set-up

Monday 16 May 12:00 - 17:30 or
Tuesday 17 May 07:00 - 08:00

Exhibition Opening Times

Tuesday 17 May

08:00 - 09:00

Registration, Refreshments & Exhibition
10:30 - 11:15

Refreshments, Exhibition & Poster Viewing
12:30 - 13:00

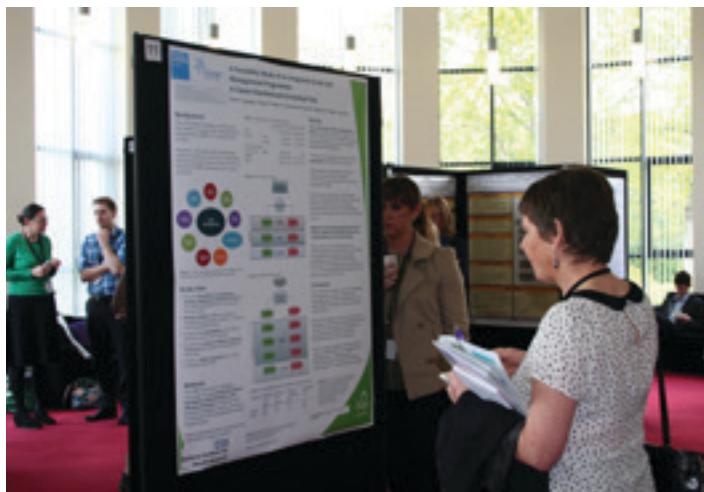
Lunch, Exhibition & Poster Viewing

15:00 - 15:30

Refreshments, Exhibition & Poster Viewing
15:30 - 18:00

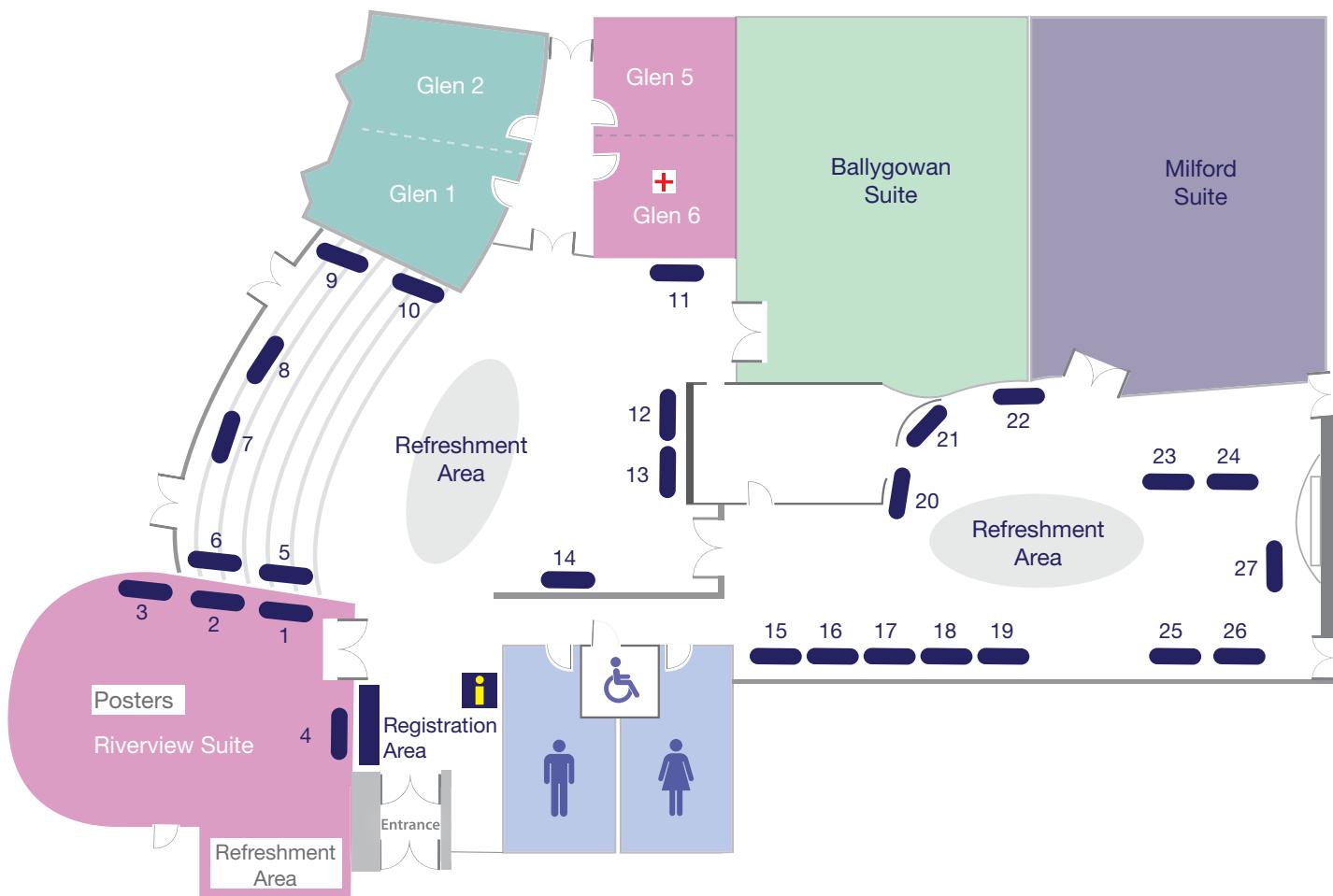
Breakdown Time

17:00 Conference ends



Exhibitors Floor Plan

Exhibition Stands



How to reach La Mon Hotel & Country Club



Where to Stay

If you require accommodation, you have a number of options available both in the immediate area and in nearby Belfast City Centre, just 10 minutes away.

Special La Mon rates available for conference attendees

£70 B&B Single
£90 Twin/double B&B

By Road

From M2

After entering Belfast, change onto the M3 for $\frac{1}{2}$ a mile, taking the next exit off for Bridge End. Go 0.4 miles onto Short Strand, following onto A20, continue for 0.2 miles then head straightforward onto the Castlereagh Road, joining the Ilygowan Rd. Travel for 4.5 miles, at Maryland Industrial Estate, take the next left onto the Gransha Rd and follow for 1 mile, La Mon is on the right.

From M1

After taking the exit for Stockmans Lane, follow onto Balmoral Avenue until the end where you will turn right onto the Malone Rd. At the roundabout continue left, pass through two sets of traffic lights & turn off onto the Knock Dual Carriageway. Continue along for 4 miles, once you pass Forestside shopping centre, on your left, turn right after the 4th set of traffic lights onto the Ballygowan Rd and continue for 4 miles. At Mayland Industrial Estate, take the next left onto the Gransha Rd and follow for one mile, La Mon is on the right.

Booking Form

Northern Ireland Stroke Conference 2016

Opportunities will be decided on a first come, first served basis.
Please email to: uksfsponsorship@stroke.org.uk or
call **0207 566 1547**.

Contact information

Company name	
Company address	
Contact Name	
Contact Number	
Contact Email	
Date	
Purchase Order No. (if needed)	

Conference sponsorship

	Sponsor package	Price	Stand Preference
<input type="checkbox"/>	Gold	£4000 + VAT	
<input type="checkbox"/>	Silver	£2500 + VAT	
<input type="checkbox"/>	Bronze	£1000 + VAT	

Exhibition

	Stand only	Price	Stand Preference	Extras Benefits
<input type="checkbox"/>	6 x 2	£800 + VAT		

Booking form continued

Parallel sessions

Session Preference	Price Exhibitor		Price Non Exhibitor	
	£500 + VAT	<input type="checkbox"/>	£750 + VAT	<input type="checkbox"/>
	£500 + VAT	<input type="checkbox"/>	£750 + VAT	<input type="checkbox"/>
	£500 + VAT	<input type="checkbox"/>	£750 + VAT	<input type="checkbox"/>
	£500 + VAT	<input type="checkbox"/>	£750 + VAT	<input type="checkbox"/>

Additional benefits opportunities

	Exhibitor Price	Preference	Non Exhibitor Price	Preference
Delegate bag insert	£250 + VAT	<input type="checkbox"/>	£350 + VAT	<input type="checkbox"/>
Additional delegate passes				
Exhibition only	£40 + VAT	<input type="checkbox"/>	£60 + VAT	<input type="checkbox"/>
Access to sessions	£70 + VAT	<input type="checkbox"/>	£90 + VAT	<input type="checkbox"/>
Advertisement in programme Price HALF Page	£300 + VAT	<input type="checkbox"/>	£500 + VAT	<input type="checkbox"/>
Advertisement in programme Price FULL Page	£500 + VAT	<input type="checkbox"/>	£700 + VAT	<input type="checkbox"/>
Parallel session	£500 + VAT	<input type="checkbox"/>	£800 + VAT	<input type="checkbox"/>

Agreement

I hereby agree to the terms and conditions for participating in the Northern Ireland Stroke Conference 2016.

Name _____

Position _____

Signed _____

Date _____

Cancellation notice must be received in writing, refunds will depend on when cancellation notice is received, please see terms and conditions for details.

Terms and Conditions

- In accordance with the Northern Ireland Stroke Conference identity guidelines, the UK Stroke Forum, NIMAST and Stroke Association branding must always be more prominent than the corporate partner's branding.
- Pull up stand and table cloth branding is allowed, any additional branding is to be confirmed with the organisers prior to the conference.
- Charity stands will be allocated a 6x2ft space with two chairs - due to limited floor space unfortunately no additional space will be available.
- All additional marketing activities by exhibiting companies are to be agreed with the conference organiser in advance, and all information and leaflets to be distributed will be subject to approval.
- Logos and acknowledgement wording for sponsorship must be sent by the deadline to ensure inclusion in the conference materials.
- Any additional meetings and satellite sessions have to be booked and/or agreed with the organisers at least 4 weeks prior to the meeting.
- All stands and other opportunities must be paid for at **least 4 weeks before the conference**. All bookings made after 1 April 2016 will need to be paid on receipt of the invoice.
- Notice of cancellation must be received in writing.
 - Before 29 February 2016, a 50% refund will be given.
 - After 1 March 2016, no refunds will be given.
- Stands should not exceed 2.25 metres in height.
- Deliveries to La Mon Hotel & Country Club cannot be made any sooner than **08:00 on Monday 16 May 2016** and must be delivered before **08:00 on Tuesday 17 May 2016**. La Mon and Stroke Association will not be responsible for the loss or damage of goods that your organisation has sent to the venue.
- Goods must be sent to the following address and be clearly marked with **the stand number and company name**:

Northern Ireland Stroke Conference Exhibition
La Mon Hotel & Country Club
41 Gransha Road
Castlereagh
Belfast
BT23 4RF
- Removal of all goods from La Mon must be completed by **18:00 on Tuesday 17 May 2016**.
- All stands are to be staffed during exhibition opening hours.
- It is the exhibitors' responsibility to ensure contractors receive and adhere to these guidelines.
- Full details of deadlines and additional ordering information will be issued to all confirmed exhibitors.

2016 Events

Not to be dismissed or missed! The Stroke Association is growing and more people are attending events each year to learn, share and help conquer stroke!



June 2016 UK Stroke Assembly

The UK Stroke Assembly is an annual two day event, that gives those affected by stroke a voice to talk about the issues that matter to them. Whether a stroke survivor, carer or family member this unique event is your opportunity to:

- share your story
- hear about the latest developments in stroke
- try something new and take action on stroke

UK Stroke Club Conference

September - October 2016 UK Stroke Club Conference

The UK Stroke Club Conference is an annual event that brings together those involved in running and volunteering at stroke clubs and groups. Each year the event has grown in success and numbers. Now in its tenth year this engaging and inspiring event is the highlight of the year for many club and group representatives. It is an opportunity to:

- network with like minded people
- hear the latest news from the stroke community
- share experiences and ideas and find out more about support available for groups and their members



TBC November 2016 UK Stroke Forum at ACC Liverpool

The UK Stroke Forum Conference is the largest multidisciplinary stroke event in the UK, attracting over 1400 delegates from across the stroke care pathway.

It's an unmissable event for anyone working in the field of stroke care.



Create your bespoke package for 2016!
Book to exhibit NOW and get 10% off!!

Northern Ireland Stroke Conference 2016

For more information please contact:
Anita Jethwa
Exhibitions Manager

Tel: 0207 566 1547
Email: Anita.Jethwa@stroke.org.uk

Visit: www.ukstrokefourm.org