



BRITISH SOCIETY OF GASTROENTEROLOGY

BSG Technical Manual

Sponsorship Information and Deadlines

17-20 June 2019, Glasgow, SEC



@BritSocGastro

#BSG2019



www.bsg2019.org

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Deadlines

The following is a summary of key deadlines, please adhere to the below dates and contact the Organisers with any further queries. Relevant forms are all included on the Sponsorship and Exhibition page of the conference website: www.bsg2019.org.

Deadline date	Requirements
On receipt of contract and deposit	Company logo and url (bronze, silver and gold partners only) to be submitted for inclusion on the website
On receipt of contract and deposit	Company logo and profile (exhibitors only) to be submitted for inclusion within the conference app
Sunday 17 February	Abstract submission deadline
Friday 18 March	Mobile app banner
Friday 18 March	Early bird delegate registration rate expires
Tuesday 15 April	Sponsored symposia title, description and speakers
Tuesday 15 April	Silent symposia title
Friday 26 April	Abstract notifications sent
Friday 26 April	Notepad and pen proof
Friday 26 April	Delegate bag insert proof
Friday 26 April	Submission of delegate digest advert
Friday 24 May	Text for sponsored push notifications
Friday 7 June	Delivery of branded items
Friday 7 June	Delivery of notepads and pens
Friday 7 June	Delivery of bag insert

Sponsorship Information

Pre Annual-Meeting Items Company Logo and Profile

Bronze, Silver, Gold Sponsor

Sponsors that have a bronze, silver or gold package will have their logos displayed on the Annual Meeting website – www.bsg2019.org. A logo and URL will be required at the time of confirming your package. Both the logo and URL will be added to the website.

Item	Format
Logo	jpeg and .eps
Url	url Link

E-shots

An e-shot to all registered delegates that have 'opted-in' to receive information from sponsors will be sent by the organisers on behalf of all gold sponsors and sponsors who have booked a symposia slot. Sponsors that have e-shots included within their package will be provided with a schedule detailing when their e-shot will be sent to delegates and when the artwork is required. Please send a high resolution JPEG or html of your e-shot to the Organisers by the date provided.

Delegate List

All sponsorship packages include a copy of the delegate list which will be emailed out one week prior to the Annual Meeting. The delegate list will include names, organisations, country of origin and email addresses for all delegates that have 'opted-in' to receive information from sponsors.





Sponsorship Information

Print Items

Branding opportunities

Sponsors that have added branding opportunities onto USB sticks, delegate bags, lanyards, water bottles and power banks are required to submit their logo in high resolution in EPS format by no later than 26 April 2019. The Organisers will be responsible for the design and production of these items. Approval of the final design will be sought by the sponsor prior to printing.

Notepads and pens

Sponsors that have booked branded notepads and pens are required to provide a minimum of 2,500 of each item, these will be placed in delegate bags. Artwork for items is to be submitted to the Organisers for approval by Friday 26 April 2019 to the official conference logistics contractor. The sponsor is responsible for sourcing a supplier, the production and delivery of the pads and pens.

Delivery must be made by 3 June 2019. Deliveries made to the venue should be clearly marked as follows;

Delegate bag notepads/pens
BSG 2019
GT House
25-27 Blackwell Drive
Springwood Ind. Estate
Braintree
Essex CM7 2PU

Delegate bag inserts

Please provide a minimum of 2,500 delegate bag inserts. The inserts must be finished or folded to no bigger than A4. The insert can be printed either single or double sided and should be printed in English. The content and format are to be approved in advance by the Organiser no later than 26 April 2019.

The sponsor is responsible for the production and delivery of the inserts to the official conference logistics contractor. The sponsor is responsible for sourcing a supplier, the production and delivery of the pads and pens.

Delivery must be made by 3 June 2019. Deliveries made to the venue should be clearly marked as follows;

Delegate bag notepads/pens
BSG 2019
GT House
25-27 Blackwell Drive
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Sponsorship Information

Delegates' Digest adverts

Please provide digital proofs in PDF or eps format (high resolution, all fonts embedded, with crop marks); Bleed: 3mm on all sides to the Organisers by 26 April 2019 for approval.

Full page advert

Image area = 186mm x 270 mm
Full bleed = 210 mm x 297 mm
Resolution = 216 mm x 303 mm

Half page advert horizontal

Image area = 190 mm x 133 mm

Pocket Programme advert

Please provide digital proofs in PDF or eps format to the Organisers by 26 April 2019 for approval.

Spec: 105 x 148 mm (high resolution, all fonts embedded, with crop marks)
Bleed: 3mm on all sides

Mobile App Sponsorship

The mobile app sponsorship includes a number of items:

App Splash Screen

The sponsor logo displayed on the mobile app splash screen, this screen will be designed by the organisers (CPI) and sent to the sponsor for approval prior to the app launch date.

Mobile App Banner

A promotional banner on the following pages of the app:

- Homepage
- Maps
- Social media

App banner spec

100px height x 700px width JPEG

The deadline for receipt of the banner artwork is 12 April 2019.



Sponsorship Information

Push Notifications

Up to four 'push notifications' to app users of up to 140 characters each. The text for the notifications will be produced by the sponsor. The organisers will produce an overall schedule of app notifications which will include these promotional notifications, this schedule will be shared with the sponsor prior to the conference.

The deadline for submission of notification text is Friday 24 May.

Onsite Digital Advert

Packages which include digital signage will have the opportunity to have their corporate advert displayed digitally throughout the conference venue.

A copy of your advert should be provided in a 16:9 high resolution jpeg format by Friday 24 May 2019.

Endoscopy Village

The endoscopy village will consist of up to ten stations (3m x 2m) located on the exhibition floor. Delegates will be able to book into one-to-one training sessions within the Endoscopy Village when registering or during the meeting itself.

Package Inclusions

- 3m x 2m shell scheme structure
- 1x trestle table (additional furniture can be ordered directly from Concept furniture).
- Grey carpet
- 2 x spotlights
- 1 x 500 w electrical socket (additional sockets can be ordered directly from Bill Moule & Sons).
- Opportunity to brand the area with pop-up banners or branding

Prominent Poster Banner

Alongside the central escalator, taking the delegates up to the Clyde Auditorium is a huge banner opportunity.

Produce a poster to display in this prominent position. The poster is facing oncoming delegate traffic as they enter the venue and head along the concourse towards registration and the exhibition hall.

The organisers will send further information about the specifications in due course.



Contacts

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Venue SEC Glasgow, SEC Glasgow, Exhibition Way, Glasgow G3 8YW

Website: www.sec.co.uk