29th Paediatric Intensive Care Society Annual Scientific Meeting
organised by
Birmingham Children's Hospital
in Association with
The Hospital for Sick Children, Toronto, Canada Alumni Meeting

14th – 16th September 2015
ICC, Birmingham, UK
Dear Exhibitor,

The 29th Paediatric Intensive Care Society Annual Meeting 2015 will provide sponsors with exposure and access to delegates who have the capacity to influence the selection of products, equipment and services within their departments.

This year’s meeting is quite special as Birmingham Children’s Hospital will be hosting the Hospital for Sick Children, Toronto, Canada Alumini Meeting. This adjunct event will contribute more internationally recognized speakers into the scientific programme and so attract more delegates.

The meeting also provides your firm with the opportunity to demonstrate support and commitment to education in the field Paediatric Intensive Care. By participating in our sponsorship programme your firm’s visibility will extend beyond the exhibition hall and prior to and after the Conference to achieve maximum exposure through your investment.

For this year PICS is introducing the opportunity for companies to book up skills workshops. Space adjacent to the exhibition area is available for companies to lead skills sessions where delegates can pre-book places to participate and learn new skills from simulations to diagnostics through to management skills. Please see below.

The free papers are important part of the Conference and we invite companies to submit papers for review via the Abstract Submission process. This is at no charge.

Of greater importance is the education companies can provide through support of sessions or indeed host their own satellite symposium. The Birmingham Committee is keen to receive your ideas.

Hosted in Birmingham, for this year the Scientific Committee has really opened up the Scientific Programme to incorporate plenary keynote speaker of international repute, ‘stump’ the expert – for lively access to the experts, challenging cases and short course. A new feature is the PICU Manual – a series of short presentations highlighting recent advances in the specialty.

And lastly – the PICS ASM should offer a return on your investment and we have offered greater profile at this meeting; before, during and after the meeting. Please contact members of the Committee or Peter Mainprice to discuss your requirements. Details are on the website.

Peter-Marc Fortune
Vice President of Paediatric Intensive Care Society
and Lynda Pittilla
PICS Corporate Liaison Officer

Peter-MarcFortune@cmft.nhs.uk
Lynda.Pittilla@nuth.nhs.uk

Delegates Attending PICS 2014

The PICS Conference attracts over 200 delegates from the full spectrum of specialists contributing to the PICU team so influencing the use of products and services in their units.

The mix: 2014
Intensivist/anaesthetists 52%
Nurses and Physiotherapists 47%
Undergraduates 1%

Promotional Activity for 2015. (tbc)

Associate societies, Royal College of Anaesthetists, Royal College of Paediatrics and Child Health, Royal Society of Medicine, British Association of Critical Care Nurses, the Intensive Care Society and overseas at European Society of Paediatric Neonatal Intensive Care and International Symposium on Intensive Care and Emergency Medicine will be approached to help promoting the Conference.

The PICS will be offering various bursaries specifically to specialist doctors and nurses who are ‘Young Investigators’ to encourage abstract submission and attendance.

General Information

Venue:
International Convention Centre
Broad Street, Birmingham, West Midlands B1 2EA
Tel: +44 (0)121 644 5025
www.theicc.co.uk

The goal of the PICS for this event is to establish a creative educational environment and to bring together all the specialities and commercial contributors involved in the promotion of excellence in PICUs. ICC lends itself to many opportunities for delegates to meet colleagues and corporate executives during the event.

Our Location

In the very heart of Birmingham, The ICC is ideally located to take advantage of everything Birmingham has to offer plus centrally located with all the country’s PICUs within a short travel time. The ICC with an international reputation for dedication, expertise, professionalism and quality since 1991, the event will benefit from an established purpose-built venue, experienced staff.
Exhibition Areas

The Halls 9, 10 and 11 at the ICC will be taken over by the PICS Conference and Exhibition. The Exhibition area is in Hall 11 and the Foyer close to the main auditorium and all exhibits will be in the one area along with poster viewing and catering.

To view the areas visit: www.theicc.co.uk

To encourage flow of delegates, there will be refreshments and poster displays in the exhibition area throughout the Conference.

Space Fee Order

Exhibition Only Packages (please make your booking by completing the Booking Form. To discuss your company needs please contact the Secretariat).

Space Fee charges will be based on a multiple of two stand sizes and on location within the space available at the venue and includes:

Benefits and Acknowledgements

It is the express intention of the Meeting Organising Committee to ensure that participating companies receive a return on the investment and their generous support.

General benefits will include the following:
• Acknowledgement, link and editorial on the meeting website pre and post conference dates
• Editorial in the Programme catalogue.
• Acknowledgement with company logo in the Final Programme and against sponsored item with own branding
• Use of meeting logo on company communications relating to the PICS Meeting 2015
• Quarter page advertisement in the Programme Book
• Cleaning of gangways and common area
• Complementary two tickets to the Welcome Reception

Charges for space is set at £460.00 per sqm plus VAT (this represents a large reduction in sqm rates from 2014). Minimum booth area available is 6sqm.

Floorplan

Sizes
1 - 11 3x2m
12-15 3x3m
F1-F4 3x2m
Medal Investors
(for investments in addition to stand space)
All MEDAL Investors will receive additional profile and benefits in association with this event: before, during and after the event. Such benefits include acknowledgment on stage banners, discounts on listed sponsorship items over the minimum investment along with more traditional marketing benefits.

Special requests
Tailored packages can be arranged to suit your objectives. Please feel free to contact Peter Mainprice to discuss your needs.

Medal Investor Example Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Platinum Benefits</th>
<th>Gold Benefits</th>
<th>Silver Benefits</th>
<th>Bronze Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£7,750.00</td>
<td>£5,200.00 up to £1,750</td>
<td>£3,600.00 up to £1,750</td>
<td>£3,000.00 up to £1,200</td>
</tr>
<tr>
<td>Stand</td>
<td>9sqm in premium location</td>
<td>9sqm in premium location</td>
<td>6sqm</td>
<td>6sqm</td>
</tr>
<tr>
<td>Product demonstration</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Webcast</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
</tr>
<tr>
<td>Logo Recognition</td>
<td>Logo on banners and interval slides</td>
<td>Logo on banners and interval slides</td>
<td>Logo on banners and interval slides</td>
<td>Logo on banners and interval slides</td>
</tr>
<tr>
<td>Company Listing editorial</td>
<td>Yes; 100 words</td>
<td>Yes; 100 words</td>
<td>Yes; 50 words</td>
<td>Yes; 50 words</td>
</tr>
<tr>
<td>Executive Registrations</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Medical Registrations</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Executive Reception Tickets</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Conference Dinner Tickets</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Discount off Marketing Opportunities</td>
<td>15%</td>
<td>10%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

Company Partner

Pre-conference Activity
PICS wishes to be more proactive with regards the returns available to companies supporting the PICS Annual Scientific Meeting. PICS intends to profile further committed sponsors and exhibitors on the website by not only including the company logo but introduce from the start an editorial profiling you firm plus a link to any particular product.

We will ask your firm to participate in promoting the conference in newsletters and company websites both in the UK and amongst your affiliates.

On booking we will ask you to send:
• a current high resolution file of the company logo plus
• an editorial for posting on the PICS ASM 2015 website (on receipt of payment).
• details of where the conference may be promoted through your company networks and mailing lists.

Webcast £2,500
To reach more professionals the Birmingham Committee would like to plan ahead and fund a webcasting project. The webcast will record the plenary sessions throughout the two days of the conference. This will be made available to PICS Members free of charge and to non members on a pay per view basis depending on corporate support.

The PICS invites your company’s participation in supporting the webcast project by purchasing an advertisement and link option associated with the cast at the time of booking your stand. The plan is to have an advertisement page for all those visitors entering the site to view. The cast will be available for at least 11 months from the date of the meeting.

Please contact the secretariat to view an exiting webcast to see how professional the product is.
Scientific Programme Investments

**PICS Free Paper and Poster Awards 2015**
£1,200 each

For 2015 there will be a wide range of awards acknowledging the spectrum of interests in the Conference and to encourage submissions. The Scientific Committee will be networking departments and research units around the UK to encourage a wide range of reporting of research, clinical lessons and case histories.

Awards will be offered to reflect the multi disciplinary nature within PICU; companies will be able to sponsor the award and have the company name associated with the promotion of the awards into departments around the UK.

Best Free Paper Awards in the following categories:
• Specialist in Training
• Best Clinical Lesson Award
• Best Basic Science Paper Award

Each award will be a Registration to PICS 2016 (Southampton) including the Conference and Dinner, with the remainder subsidising the Conference.

The companies associated with these awards will be seen to encourage good research and reporting of clinical lessons and its communication for the benefit of patients.

**Company Supported Education**

**Satellite Symposia**
Satellite Symposia can be up to 60 minutes long with up to three speakers plus chairperson. Held in the main hall a host can expect approximately 150 plus delegates to attend. These symposia will be plenary with no other session timetabled in.

* The supporting company in addition to the support fee must cover all speakers’ expenses including registration, accommodation and travel expenses. This also applies if the speakers have already been invited by the Meeting organisers.
Symposium details distributed via the secretariat to registered delegates 1 week before the event in addition to the promotion on the website.
Basic Audio Visual provisions will be made in your session room. Extra facilities can be requested and will be charged back to sponsor company.
• Position for roll up banner
• Advertisement in the programme Book for the Symposium
• Insert in the delegate wallet
• Listing in the Programme

Satellite Symposia can be booked in two ways:
**Traditional Package:** Companies have to undertake the management of their Symposium independently of the Conference, to include inviting their speakers and chairperson’s, arranging print and mailings, branding the stage and marketing on site. **Fee £6,500**

**PICS Satellite Organised Package:** The PICS along with Index Communications Meeting Services (ICMS) will undertake the management of the Symposium to include taking a brief, preparing a budget, inviting chosen speakers and chairperson’s, arranging design and print and mailings, branding the stage and marketing on site. **Fee £8,750** excl: postage, print, materials etc. extra.

*Please contact ICMS directly to discuss your requirements.*

---

**Sponsored Scientific Sessions including Debates and other scenarios organised by PICS**
£2,000

The Scientific Committee will prepare a ‘topic shopping list’ from which the companies can make a selection and propose the chairman for the Sponsored Sessions. The Scientific Committee will review the topic and chairman and give their approval or remarks.

**Sponsored Sessions including Debates and other scenarios organised by supporting company** To be negotiated

The Scientific Committee welcomes proposals from companies for the provision of educational sessions. Topics can range from scientific papers to product placement through to non clinical courses such as personal development such as presentation skills and team management.

**Hosted Product Demonstrations or Skills Sessions Scenarios organised by supporting company** To be negotiated

The Scientific Committee welcomes proposals from companies for the provision of product demonstrations and other educational sessions. Topics can range from scientific papers to product placement through to non clinical courses such as personal development such as presentation skills and team management.

For Company Sessions the facilities include:
• Timetable in Programme
• Demonstration room with power and furniture (AV not included in rate)
• Booking facility provided to register delegates (restrictions apply)
• Company name and logo on website
• Delegate bag insert to advertise your session
• Position for roll up banner
Marketing Options

Additional activity to enhance your company’s attendance. Exhibiting should be an integral part of a conference for the delegates, be fun, proactive and commercially beneficial.

We would like to encourage participating companies to contact the Organisers well in advance to discuss what they need to achieve and how they would like to achieve it. Please inform the Organisers of your initiatives in order to achieve maximum publicity.

Banner Advertising
Due to the space opportunities in the venue, planned ‘banner’ advertising is being offered. Artwork is to be provided by the advertiser. The charge includes locating of the roller banner at the selected positions. Space subject to availability and excludes materials and manufacture.

<table>
<thead>
<tr>
<th>Location</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foyer</td>
<td>£250</td>
</tr>
<tr>
<td>Registration</td>
<td>£250</td>
</tr>
<tr>
<td>Exhibition Foyer</td>
<td>£250</td>
</tr>
</tbody>
</table>

The organisers can source the materials at extra cost.

Mobile Device Voting and Communication Support
£1,800
Today’s delegate more often than not carries a smart mobile device. To be introduced at this conference will be the facility for delegates to communicate with the chairman (and speak) throughout a session. The range of communication will be from simple texting a comment to responding to ‘surveys’ with fast graphical displays or listings.

Programme Advertisements
The Programme to be published will contain local information and guidance for the duration of the Conference. Sponsors are invited to place advertisements.

Advertising Rates, Full colour
- Full Page - Inside front cover £550
- Inside back cover £550
- Rear cover £650
- Inside publication £400

Logo Stopper
Cost £150
Supply your logo for it to be placed next to your Programme Editorial.

New Product Highlight
Cost £250
If your company has launched a new product within 6 months of the Conference a flag will be placed next to your Exhibition listing on both the Website and Editorial in the Programme Book.

Conference Bag
Cost £750 + Cost of Bags
To make sure your company name is ‘up front’ throughout the Conference. A Delegate Bag displaying the conference logo along with the sponsoring company logo.

Insert in the Conference Bag
£300
To ensure every delegate receives your product literature an insert or cd may be placed in the conference bag.

Delegate Badges
@ 350 Badges £500
Have your company logo or name printed on all the delegates’ badges. This acts as a constant reminder to delegates of your company’s support during the event and is one of the highest profile items to take up.

Sponsored Lanyards
Investment of £400 plus costs of lanyards
Ensure that all delegates have your company name on them at all times – sponsor lanyards that will provide high profile throughout the duration of the Conference.

Conference Notepad and Pen for Conference Bag
£450
Supplied by sponsor with name/logo of company and PICS Conference logo (on exclusivity basis).

First Announcement
£1,500
This will include outline programme and details of the Conference. The sponsor of the First Announcement will be able to advertise using a strap advertisement on the rear page.

Final Announcement
£2,500
This will include full programme and details of the Conference. The sponsor of the Final Announcement will be able to advertise using up to half a page, 4-colour advertisement on the rear cover or a strap advertisement on the front cover.

Signage
£700
Sponsorship required covering the cost of conference banner, and internal conference centre signs. The sponsorship company’s logo to be placed on all internal signs.
Applications
Application for space and facilities must be made on-line using the Exhibition Booking Form: Invoices will be sent for payment that must be made to secure the space prior to the event.
PICS (Management) Ltd
C/o Index Communications Meeting Services, Crown House, 28 Winchester Road, Romsey, Hampshire SO51 8AA, U.K.
T: +44 (0)1794 511331  F: +44 (0)1794 511455, E-mail: picsuk@indexcommunications.com

Cancellation and Refunds
Notification of cancellation or reduction of stand space must be submitted in writing. Cancellation or reduction of stand space will be accepted until 1st May 2015 with a refund of the total fee less 25% administration fee. No refunds will be made for cancellations or reductions after 1st May 2015.

Exhibition Opening Times: (subject to final programme)
Pre-conference Sessions will be held on 14th September at Austin Court, close to the ICC.
ICC– Hall 11
Monday 14th September 2015 18.00 (Build up only)
Tuesday 15th September 2015 09.00 – 16.00
Wednesday 16th September 2015 09.00 – 14.00

To discuss Major Sponsorship opportunities, please contact:
Peter Mainprice at the Organisers Office on +44 1794 511331/2

Creative Ideas
We encourage all companies to discuss their ideas and options including their objectives for attending the meeting, so that we can support them in achieving greater returns on their time and investment.
Please contact Peter Mainprice at:
PICS 15 Conference Secretariat
Index Communications Meeting Services, Crown House, 28 Winchester Road, Romsey, Hampshire, SO51 8AA
Tel: + 44 1794 511331/2
E-mail: picsuk@indexcommunications.com

Additional Sponsorship Opportunities
Please contact the organisers offices for additional sponsorship opportunities. Further suggestions and propositions from your side will be welcomed and can be addressed directly to the Secretariat office at: +44 (0)1794 511331/2
All prices are excluding VAT

Hotel Accommodation
Block bookings have been made local to the Conference Centre. For further information please contact:
Index Communications Meeting Services, Crown House, 28 Winchester Road, Romsey, Hampshire, SO51 8AA UK
Tel.: +44 (0) 1794 511331/2
E-mail: picsuk@indexcommunications.com

Networking
This year the Organisers wish to provide a special ‘get together atmosphere to encourage networking between delegates and companies. Much scientific and networking benefit is gained from a conference during the social events. The Conference has arranged for a Welcome Reception and Conference Dinner. The support of such events by companies will create much goodwill.

Welcome Reception
Monday 14th September 2015
£2,400

On the first night of the Conference, delegates will be hosted to a Welcome Reception (venue to be confirmed). Light refreshments will be offered. Sponsors will be able to profile themselves within the venue.

Gala Dinner: Banqueting Suite, Birmingham
Tuesday 15th September 2015

Following a drinks reception, dinner will be served in the fantastic main hall. This will be very special celebratory evening and then all guests will be invited to take part in this.

We invite companies to support the highlight at the networking events. Please contact the secretariat to discuss options.

The highlight of the social events.
Reception prior to the Dinner £2,250
Band/ Entertainment £1,500

A company wishing for higher profile may wish to obtain acknowledgement in the menu, by sponsoring the pre-dinner reception.

For the host company a dedicated and branded table of 10 places for your company & guests including 2 complementary tickets for company personnel.

This year the Committee would like to heighten the profile of these events, which raise an opportunity for the involvement of high-profile sponsors.

Welcome Reception
Monday 14th September 2015
£2,400

On the first night of the Conference, delegates will be hosted to a Welcome Reception (venue to be confirmed). Light refreshments will be offered. Sponsors will be able to profile themselves within the venue.

Gala Dinner: Banqueting Suite, Birmingham
Tuesday 15th September 2015

Following a drinks reception, dinner will be served in the fantastic main hall. This will be very special celebratory evening and then all guests will be invited to take part in this.

We invite companies to support the highlight at the networking events. Please contact the secretariat to discuss options.

The highlight of the social events.
Reception prior to the Dinner £2,250
Band/ Entertainment £1,500

A company wishing for higher profile may wish to obtain acknowledgement in the menu, by sponsoring the pre-dinner reception.

For the host company a dedicated and branded table of 10 places for your company & guests including 2 complementary tickets for company personnel.

This year the Committee would like to heighten the profile of these events, which raise an opportunity for the involvement of high-profile sponsors.
The PICS and ICMS are keen to work with companies such that all parties can not be subject to criticism or accusation for inappropriate conduct under the voluntary codes of practice described by the ABPI or legally under the UK Bribery Act 2010.

Sponsorship of items, sessions and the Conference as a whole; The PICS and ICMS believe that products and services presented in this pack are in proportion to the needs of delegates and the Conference without causing adverse issues for companies under the codes. Both the PICS and ICMS acknowledge that each company will have its own in-house protocols and that they wish to work with companies to ensure compliance.

For instance sponsorships of scientific sessions will be declared and the contents of such sessions will be independently designed of executives of the sponsoring company.

Company Sessions are permitted in the Programme and must be of education value to delegates and offer state of the art opinion and research published or otherwise. The opinions expressed in both sponsored sessions and company sessions will not represent those of the PICS.

Delegates Sponsorship: The support of delegates to attend such educationally important Conferences by commercial companies is very important. Such financial support enables many without financial means either personal or by employers to enhance their knowledge and achieve CPD objectives. National Conferences such as the PICS Annual Scientific Meeting represent excellent value and proportionately a more acceptable use of company funds to support delegates. The PICS is prepared to accept financial support from companies with the specific purpose for awarding travel, accommodation, registration grants to delegates to facilitate their attendance. Such company support can be paid direct to PICS (Management) Ltd, where the members of the PICS professionals can award funds based on applications from potential delegates. This works towards company compliance.

Supporting companies will be acknowledged as giving unconditional grants to PICS for the purpose of use to facilitate delegate attendance.

www.picsmeetings.com