



2007 LONDON TRAUMA CONFERENCE

Notes for Exhibitors

Prepared by:

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1. Introduction

The 2007 London Trauma Conference is to be held at The Millennium Gloucester Hotel, London on 13th and 14th June 2007. The programme has been designed to deliver answers to key questions in the management of trauma patients in the first crucial phase after arrival in hospital. The programme has been devised by Dr Gareth Davies and Dr David Lockey who both work at London's Helicopter Emergency Medical Service (HEMS). They also work in Emergency Medicine and Intensive Care respectively. This will only be the 2nd multidisciplinary conference of its kind to be held in the UK focusing on the key questions in trauma management.

The speakers at this conference have been chosen for their formidable reputations, expertise and exceptional experience in medicine. Most of all they have been selected because they share a passion for the delivery of excellent clinical care for the victims of Trauma. Delegates will leave this conference with clear views on difficult and controversial areas of trauma which present all too regularly in practice..

2. Delegate Profile

The target audience is 250 senior clinicians involved in the care of victims of trauma, in particular those from emergency medicine, pre- hospital care, anaesthesia, intensive care and surgery. Marketing is via relevant websites, direct advertisements and mailshots across relevant publications in these sectors in addition to informal marketing through the extensive personal networks of the speakers, proactively supported by Medical Excellence Ltd, the conference organiser.

London HEMS has world-class status as an emergency helicopter operation and the standing of the 2 joint chairmen is reflected in the number of international speaking engagements which they are requested to undertake. The conference will be of interest throughout Europe and beyond and support is available (printed materials etc) from Medical Excellence for sponsors who wish to market the event (and their support of it) through their own networks.

Based on the number of current bookings & requests from potential delegates and sponsors, full attendance is anticipated at this best-in-class conference.

3. Sponsorship Options

3.1 Headline Sponsor

The Package:

- Positioning as headline sponsor on conference website
- Logo on Delegate Packs
- Literature included in delegate / speaker Packs (max size A4)
- Exhibition stand
- Banners in main conference auditorium, to be provided by the sponsor
- Option for electronic banner, to be provided by the sponsor
- Keynote speaker presentation top and tailed with logo and thanks
- Opportunity to provide branded Lanyards, notepads & pens.
- Delegate list including full contact details
- Stand catering and refreshments for 2 stand members
- Further opportunities to provide maximum visibility by negotiation

Fee: £6000 Plus VAT

3.2 Exhibition Stand

Package: 1 (10 stands available – one reserved for headline sponsor):

- Exhibition stand in lunch / coffee break areas (these are the same)
- Opportunity to distribute literature on stand.
- Literature included in delegate / speaker Packs (max size A4)
- Delegate list including full contact details
- Stand catering and refreshments for 2 stand members

Fee: £1500 Plus VAT

Notes on stands:

- Stands are provided space only with room for pop-up to a maximum approximate size 3m*4m.
- A table is provided approximate dimensions – 6ft*2ft.
- There are no specific power points next to stand areas, although it should be possible to provide power where required. Please indicate your requirements at the time of booking.

3.3 Signage Sponsorship

Package:2

- Logo on all directional signage at the event

Fee: £400 plus VAT

3.4 Seat Drop

Package:3

- Sales literature will be placed on seats in the lecture theatre at the beginning of the conference

Fee: £400 plus VAT

3.5 Lunch / Coffee Break Branding

Package:4

- Positioning of lunch/coffee break as 'sponsored by...'

Fee: £250 plus VAT

Other Opportunities

Potential sponsors who wish to discuss other discounted opportunities are invited to call Medical Excellence directly to discuss opportunities further.

4. Making a Booking

To discuss your requirements in more detail, please call Clodagh Withington at Medical Excellence +44(0)1526 354395. As soon as you are able to confirm your desire to proceed with a booking, Medical Excellence will raise a booking confirmation note and terms and conditions for your sign-off. The reservation will be held for 7 days. A booking will only be considered to be confirmed on receipt of the signed-off booking note, with payment due in full on 30 day terms.

5. About Medical Excellence Ltd

Medical Excellence Ltd is a company specializing in the provision of high quality healthcare conference and training services, focused in particular on trauma, pre-hospital care and major incident management, the latter including services for corporate (non-healthcare) clients.

