



BOA CENTENARY CONGRESS 2018

25th-28th September, ICC Birmingham

congress.boa.ac.uk

SPONSORSHIP OPPORTUNITIES

**OVER 80
EXHIBITORS**

**UP TO 2,000
DELEGATES**

**OVER 100
SPEAKERS**

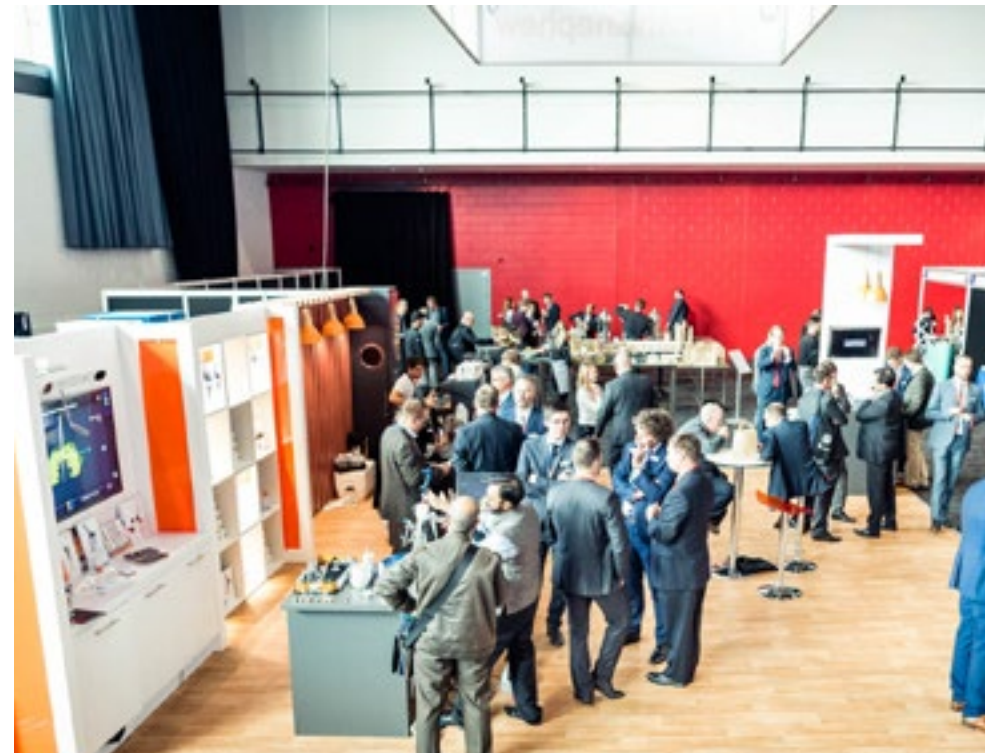
ABOUT THE CONGRESS

Founded in 1918, the British Orthopaedic Association will be celebrating its Centenary year in 2018. Over the past 100 years, the BOA has had a pivotal role in the trauma and orthopaedic surgical community both nationally and internationally. With the 2017 Congress attracting nearly 2,000 delegates, our Centenary Congress is set to be even bigger!

The information enclosed will provide you with sponsorship opportunities. For all glass transfers and banners the price includes the BOA logo, production and installation.



BEST COMPACT STAND 2017 - ARTHREX



BEST LARGE STAND 2017 - SMITH AND NEPHEW

SPONSORSHIP OPPORTUNITIES

FINAL PROGRAMME

Half page advert	£1,000
Full page advert	£1,500
Inside front cover	£2,000
Inside back cover	£2,000
Sole right to advertising	£12,000

POP-UP BANNER DISPLAY

This is a great opportunity to have your company banner displayed in a prominent position with high delegate traffic in the main foyer entrance - **£500**

POSTER BOARDS

This package gives you the opportunity to have your company logo at the top of each category. You will also receive one empty poster board per category for your advertisement. There are 15 categories in total - **£2,000** (for all poster boards) or **£350** per category

LANYARDS

Your company logo and name will be prominently featured on the lanyard alongside the BOA logo - **SOLD**

DELEGATE BAGS

Your logo will be printed on to each delegate bag - **£4,000**

POCKET PROGRAMME

Your company logo will be positioned on the front cover with an advert on the back page. The Pocket Programme will be provided in the delegate lanyards - **£1,500**

MEMORY STICK

Exclusive sponsorship of the memory stick containing all the abstracts, both podium and poster, presented at this year's Centenary Congress - **SOLD**

CONGRESS APP

Feature within three prominent sections of the BOA App with a full page width banner ad, linked through to company page of choice - **£1,000**

NOTEPADS

Your logo will be printed on to 2,000 hardback notebooks to celebrate the Centenary Congress - **£5,500**

PENS

Your logo will be printed on to every pen and included in each delegate bag - **£8,000** (exact figures to be confirmed)

DELEGATE BAG INSERTS

Double sided A4/5 single flyer will be inserted into each delegate bag with a maximum of six inserts - **£850**

SPONSORSHIP OPPORTUNITIES

Networking Sponsor

Joint Sponsorship Opportunity (Tuesday, Wednesday or Thursday)

- Upgraded snacks for networking breaks
- Corporate branding displayed predominantly in networking area (up to 4 x standard pop up Banners, corporate logo on Media Screen, corporate branding on Napkins*) *Subject to additional cost
- Acknowledgement of Sponsorship in session prior to welcome reception by session chair
- 2 x Complimentary delegate registration for day sponsored - **£3,500**

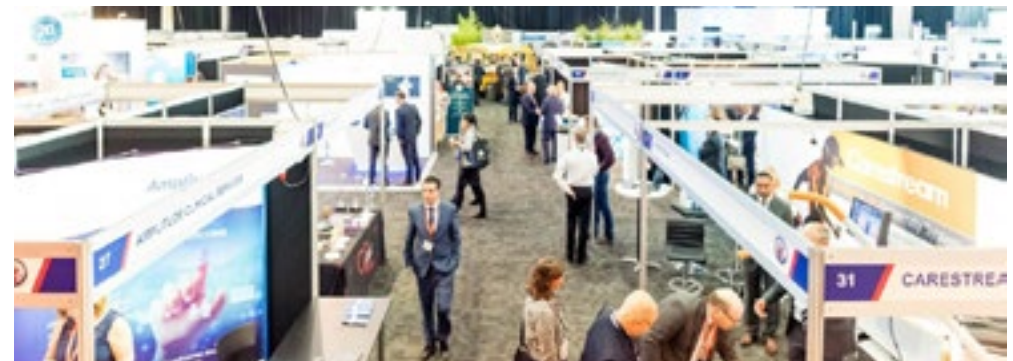
Welcome Reception Sponsor

Joint Sponsorship Opportunity

- Corporate branding displayed predominantly in welcome reception area (up to 4 x standard pop up Banners, corporate logo on Media Screen, corporate logo as Gobo*, corporate branding on Napkins*) *Subject to additional cost
- Opportunity to display promotional literature in the welcome reception area
- Acknowledgement of Sponsorship in Main plenary session prior to welcome reception by session chair
- 1 x Complimentary delegate registration for full Congress
- 1 x Complimentary tickets for Tuesday 25 September 2018 (Day of welcome reception) - **£5,000**



WELCOME DRINKS RECEPTION 2017



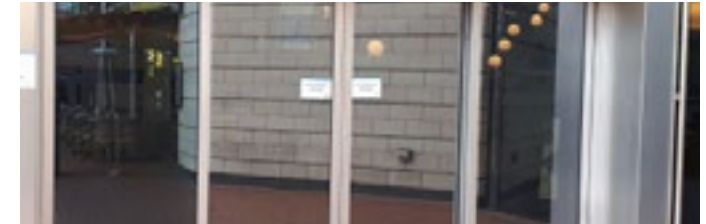
EXHIBITION 2017

SPONSORSHIP OPPORTUNITIES

EXTERNAL DOOR GRAPHICS (Centenary Square entrance)

Delegates will be walking through your brand, with your company logo on vinyl transfers, on two of the glass doors

- **£500** per panel (single sided)
- **£750** per panel (double sided)



EXTERNAL DOOR GRAPHICS (Brindley Place entrance)

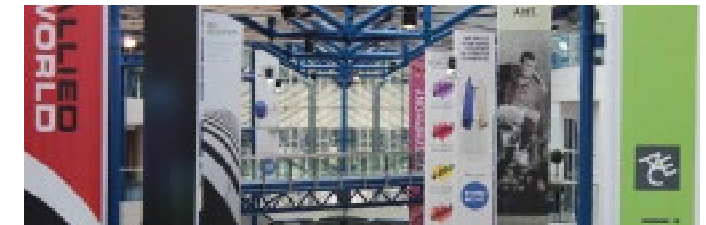
Your company logo will be displayed on two vinyl transfers on the Brindley Place entrance glass doors

- **£500** per panel (single sided)
- **£750** per panel (double sided)



MALL BANNERS

The Mall not only connects delegates to the Conference halls and meeting rooms, but links Birmingham's Brindley place and Convention Quarter to the rest of the City centre. With six sites (two single sided banners per site) your company logo will be in a prominent position - **SOLD TWO** (Four remaining) **£1,000** per site



MALL TOTEM

Two back to back LED panel digital video displays positioned in the middle of the Mall and raised to a height instantly visible to delegates when entering the ICC - **£2,200**



STAIR RISERS

Your logo will be on 10 of 20 steps which lead delegates from the Mall to the main Congress registration area - **SOLD**



SPONSORSHIP OPPORTUNITIES

ESCALATOR PANELS

Display your company logo on 12 single sided glass panels facing in towards the escalators

- leading to the registration area - **SOLD**
- leading from the registration area - **SOLD**

REGISTRATION WELCOME BANNER

Welcome banner displayed to the left of registration will be branded with your company logo - **£500**

GLASS BALCONY PANELS (overlooking reception - Level 4)

With 31 single sided glass panels to brand, this gives you the opportunity to have your brand overlooking the registration area, Mall and the right hand side of the Hyatt Hotel Bridge on level 4 of the ICC - **£3,000**

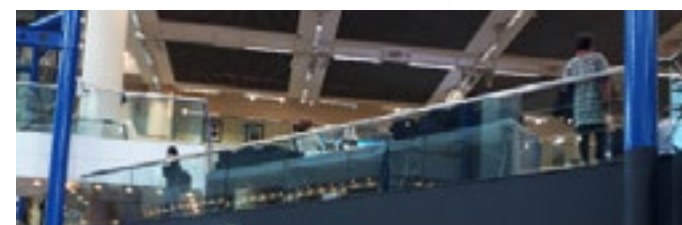
GLASS BALCONY PANELS (beside the media Wall, overlooking reception - Level 4)

With seven single sided glass panels to brand, this gives you the opportunity to have your brand to the right and left of the media wall and overlooking the registration area on level 4 of the ICC - **£700**

GLASS BALCONY PANELS (Level 3)

Single sided glass panels to brand, gives you the opportunity to have your company logo by the registration escalators on level 3 of the ICC

- right of registration escalators (40 panels) - **£4,000**
- left of registration escalators (8 panels) - **£800**



SPONSORSHIP OPPORTUNITIES

GLASS BALCONY PANELS (level 3 bridge before meeting rooms 5-8)

With eight single sided glass panels to brand, this gives you the opportunity to have your brand to the left of the registration escalators on level 3 of the ICC - **£700**



GLASS BALCONY PANELS (level 3 bridge before meeting rooms 1 and 6-11)

With six single sided glass panels to brand, this gives you the opportunity to have your brand to the left of the registration stairs and before the approach to meeting rooms 6-11 on level 3 of the ICC - **£600**



GLASS BALCONY PANELS (level 5 bridge link leading to registration)

With 28 single sided glass panels to brand, this gives you the opportunity to have your brand leading to registration on the level 5 bridge - **£2,800**



GLASS BALCONY PANELS (level 5 bridge link leading to meeting room 8)

With 26 single sided glass panels to brand, this gives you the opportunity to have your brand leading to registration and meeting rooms 5 and 8 - **£2,600**



GLASS BALCONY PANELS (panels on stairs from level 5 leading to registration)

With 33 single sided glass panels to brand, this gives you the opportunity to have your brand leading to registration via the glass lift and meeting rooms 5 and 8 - **£3,300**



WE WANT TO WORK WITH YOU!

As a sponsor you will automatically receive:

- Company logo and editorial on the Congress website
- Company logo and editorial in the programme book
- Company listing on the Congress App
- Social media posts



GET IN TOUCH



BritOrthopaedic #BOAAC



British Orthopaedic Association



BritOrthopaedic

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