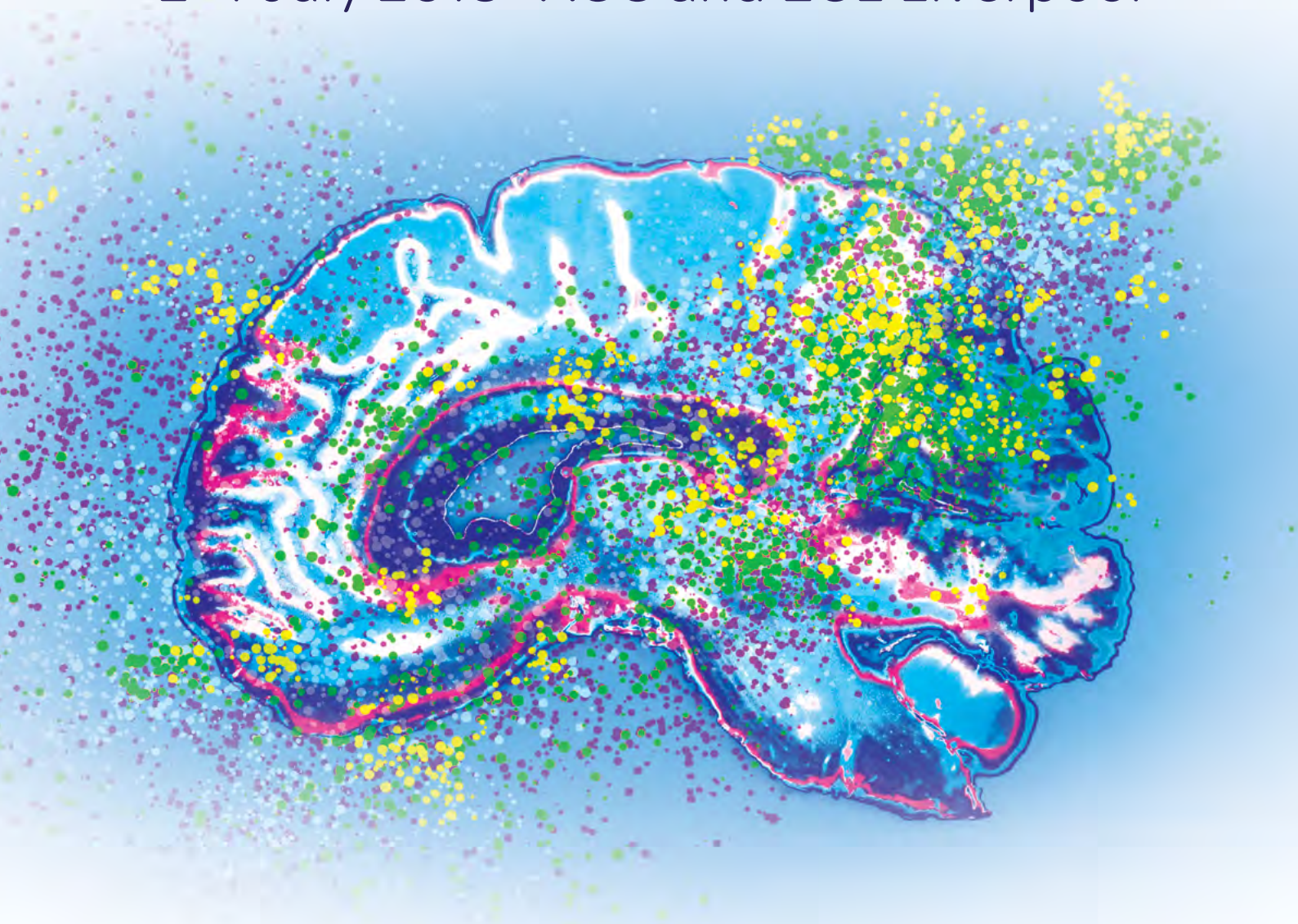


THE UK RADIOLOGICAL CONGRESS AND RADIATION ONCOLOGY CONGRESS



Disease and diversity

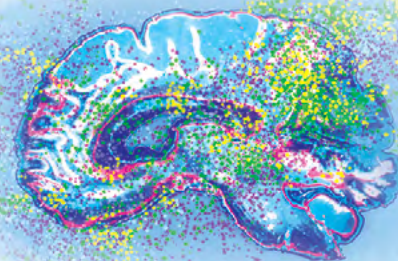
2-4 July 2018 • ACC and ECL Liverpool



EXHIBITOR INFORMATION



The British Institute of Radiology,
The College of Radiographers and
The Institute of Physics & Engineering in Medicine



UKRCO (UK Radiological and Radiation Oncology Congress) features the UK's largest and most comprehensive exhibition in medical imaging attracting over 100 exhibitors to showcase the very latest equipment, technology and services available in the radiological community.

The Congress offers an exciting and stimulating three day programme of events, jam packed with over 100 different clinical sessions designed to address the medical, scientific, educational and management issues relevant to all those involved in the diverse fields of diagnostic imaging, radiotherapy and allied radiological sciences.

UKRCO 2018 returns to Liverpool with the exhibition located in the Exhibition Centre Liverpool which offers over 8000 square metres of versatile exhibition space overlooking the estuary and close to many of the cities attractions.

The exhibition hall will include catering, poster presentations, workshop areas and demonstration spaces offering a more connected experience and to ensure maximum flow of delegates around stands.



NEW for 2018

- Schools engagement programme now on Tuesday 3 July
- A new multisystem disorders stream
- A dedicated day for PACs managers on Monday 2 July
- Day for Asset Managers on Wednesday 4 July
- Service delivery day in radiation oncology on Tuesday 3 July
- Six eponymous lectures
- New expert patient focus in radiation oncology

Benefits of exhibiting

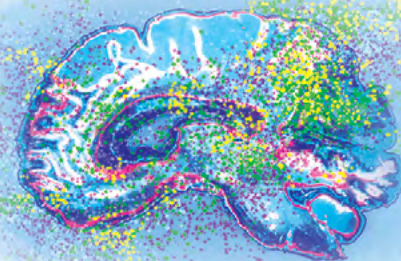
- Unique opportunity to engage with over 2,000 senior level radiological professionals and decision makers
- Free visitor tickets for clients, staff and guests
- Free networking reception in the exhibition hall on Monday 2 July
- 100 words and logo in the Congress guide, app and website
- Access to clinical sessions
- Participate in the unique 'Education on the stands' CPD initiative
- Host a session or live demonstration
- List of attendees (subject to data protection)
- Lead retrieval system for ease of capture of demographics and contact details
- Access to a wide range of creative sponsorship and branding opportunities



Who will I meet?

2,100 delegates attended the 2017 Congress in Manchester which included:

Radiographer (all levels)	23%
Radiologist (all specialities)	14%
Senior staff	4%
Consultant	2%
Manager level	6%
Trainee Radiologist/Registrar	7%
Researcher/Fellow	3%
Student Radiographer	2%
Physicist/Scientist/Engineer	4%
Doctor/Surgeon	5%
Lecturer/Professor	4%
Industry representative	5%
Industry buyer	1%
Sonographer/Mammographer	1%
Radiotherapy (all specialities)	2%
Oncologist	1%
Student	1%
Undisclosed	11%
Other	4%



Congress promotion and marketing

A carefully planned marketing strategy, using a wide range of print and digital media, will reach over 20,000 radiological professionals, ensuring a large, quality audience.

We use Facebook and Twitter to increase awareness, stimulate debate and build an online audience. Tweeting during the Congress is encouraged and is recognised as a valuable media for connecting with delegates and exhibitors alike.

The Congress website provides a user friendly, one stop shop for all Congress information and regular news updates. The free mobile app offers participants an additional digital platform to view Congress information and the ability for delegates to build their own programme, engage with other delegates, view interactive floor plans and more.

Key attractions for delegates

Feedback from past delegates indicates that the Congress continues to meet the needs of today's radiological and radiation oncology professionals.

- First class programme of renowned UK and international speakers, interactive workshops and skills updates
- Learning about the very latest imaging equipment, technology, products and services
- Free programme of industry supported sessions and live demonstrations
- Access to complimentary educational activities hosted by exhibitors on their stands
- Obtaining valuable CPD points
- Access to over 200 poster presentations and 300 ePosters
- Unique opportunity to network and engage with over 2,000 like-minded professionals

Feedback from exhibitors over the last three years tells us that:

90% of exhibitors achieve their objectives by attending UKRCO

91% met their target audience

89% feel there is sufficient exhibition time

91% of exhibitors feel it is important to exhibit at UKRCO

Exhibition timetable

Exhibition build

Saturday 30 June	07.00 – 22.00 (space only exhibitors)
Sunday 1 July	07.00 – 22.00 (all exhibitors)
Monday 2 July	07.00 – 09.00 (all exhibitors, stand dressing only)

Exhibition open days

Monday 2 July	09.00 – 18.00
Tuesday 3 July	09.00 – 17.30
Wednesday 4 July	09.00 – 15.00

Exhibition breakdown

Wednesday 4 July	15.00 – 00.00
Thursday 5 July	00.01 – 02.00

Stand prices

Space only (larger than 12sqm)
£325 +VAT per sqm

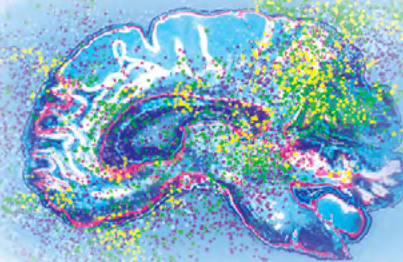
Floor space only

Shell (compulsory for 12sqm or less)
£345 + VAT per sqm

Includes Velcro compatible shell panels, carpet and fascia nameboard.

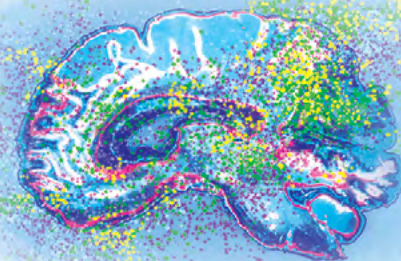
Electrics and furniture are not included with any stand space.

UKRCO 2018 Exhibition plan



UKRO Zone Partner Zone UKRC zone





Marketing opportunities

Delegate bag inserts

Each paying delegate will be given a delegate bag. Inserts will need to be supplied to the organisers at least three weeks prior to the event.

One item	£795
Two items	£995

*max size per item A4, 8 pages

Congress guide advertising

The Congress guide is given to all attendees and features programme details, abstracts and biographies, poster listings and exhibitor information.

200 word upgrade	£295
DPS colour advert	£1,995
Full page colour advert	£1,395
Half page colour advert	£895

Plasma advertising

Throughout venue there are a number of plasma screens in high traffic areas that we will be using to display Congress information. The screens offer a valuable branding opportunity and excellent visibility during the Congress. Exhibitor adverts will be displayed on a rotational basis for the full three days.

Cost per advert	£995
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Monthly e-newsletter

The monthly e-newsletter is circulated to over 5,000 radiological professionals. Your company name, logo and 20 words will be prominently displayed in each issue up until the Congress.

Cost per entry per newsletter	£695
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Education on the stands

Exhibitors are encouraged to participate in this hugely popular, unique free initiative and provide short educational activities of 10-15 minutes from their stand. This opportunity has proved extremely beneficial to an exhibitors experience at the Congress and is a big attraction for delegates who can use relevant opportunities to enhance their CPD portfolio.

Formal CPD recognition can be gained through application to the Society and College of Radiographers (please note that a fee may be charged for this service). Further details on how to participate will be sent to exhibitors in early 2018.

Demo zone

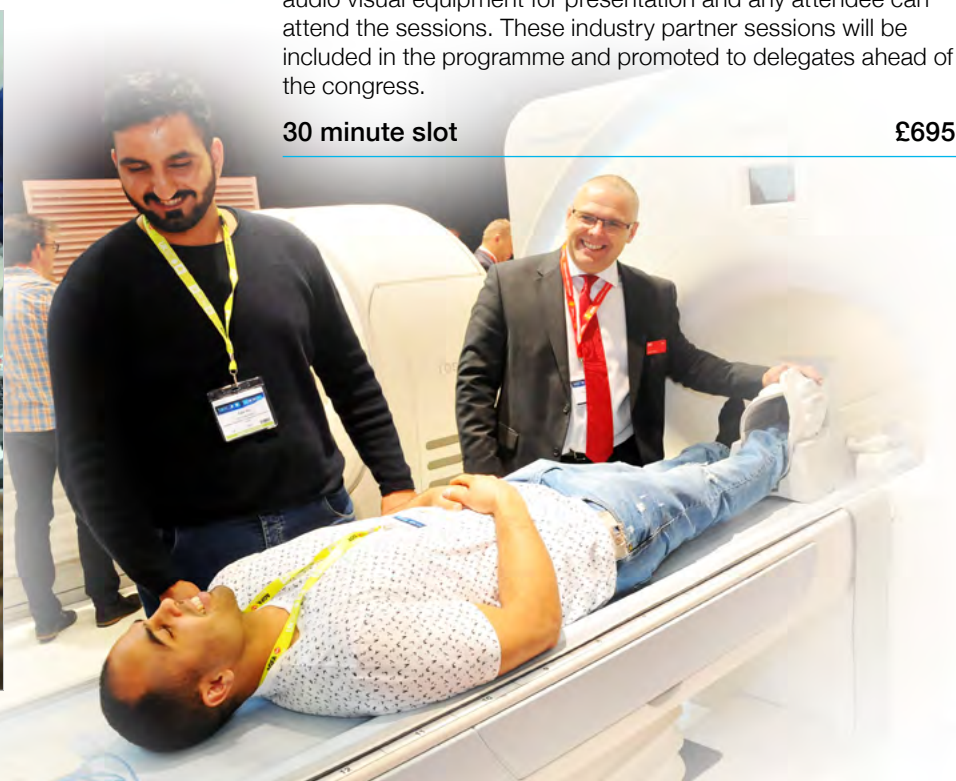
The Demo Zone in the exhibition hall is a popular space for exhibitors to book 15 minute slots for product demonstrations and launches, to share best practice, tips and techniques, research and other innovations. A full programme of times is available on request.

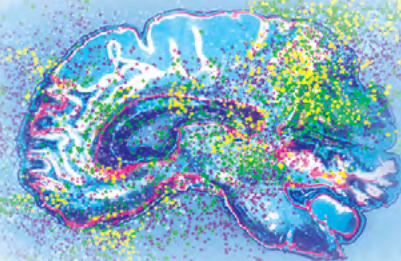
15 minute slot	£350
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Exhibition Theatre

The Exhibition Theatre in the exhibition hall is available to host 30 minute presentations. The theatre will be fully equipped with audio visual equipment for presentation and any attendee can attend the sessions. These industry partner sessions will be included in the programme and promoted to delegates ahead of the congress.

30 minute slot	£695
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Sponsorship opportunities

The organising committee are seeking to develop mutually beneficial relationships to help organisations reach their goals in education, training, professional standards, safety and best practice in the radiological sciences, and to enhance the experience for delegates at the UKRCO Congress.

Sponsorship offers unique branding and positioning opportunities that cannot be achieved through exhibiting alone. It enables your organisation to demonstrate its commitment to the radiological community by positioning your brand at the forefront. Congress sponsors will benefit from considerable exposure in print and online marketing and event materials, as well as significant presence during the event itself.

Signage £11,995

Logo detailed on directional signage, signs outside conference rooms and hanging banners around the venue (approximately 50 signs). Acknowledgement and logo on website, Congress guide and app.

Poster presentations £3,495

Logo and acknowledgement detailed on the website, Congress guide and app. Logo on each poster board

Delegate bags £5,495

Logo on all delegate bags, acknowledgement on the website, Congress guide and app, free insert in the bags.

Lunch vouchers £2,995

Logo on each lunch voucher given to paying delegates and speakers (approx. 1000 per day). Advert on reverse of each lunch voucher. Logo and acknowledgement on the website, Congress guide and app.



ePosters and internet zone £3,995

Logo and acknowledgement on the website, Congress guide and app. Logo on homepage of the ePoster site and on signage on the internet zone. Opportunity to brand screensavers on terminals.

Lanyards £3,095

Logo printed on congress lanyards with acknowledgement on the website, Congress guide and app

Stewards' T-shirts £1,795

Logo included on stewards' T-shirts with acknowledgement on the website, Congress guide and app

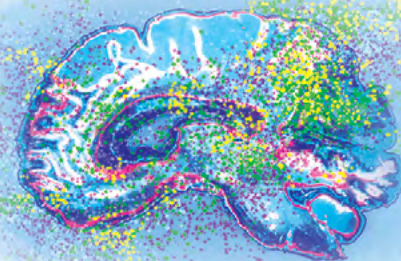
Delegate registration wallets £2,495

A5 advert on reverse of the wallets with acknowledgement on the website, Congress guide and app

Pads and pens £2,495

Logo on congress pads and pens with acknowledgement on the website, Congress guide and app

All prices quoted are subject to VAT.



Exhibition and sponsorship booking form

Exhibitor details

Name

Organisation

PO Number

Address

Tel

Email

Invoice address details (if different from above)

Name

Organisation

Address

Tel

Email

Exhibition space

Please list below your preferred THREE stand choices in order of preference:

1. Stand number/s _____ Stand size _____ sqm

2. Stand number/s _____ Stand size _____ sqm

3. Stand number/s _____ Stand size _____ sqm

☐ Shell scheme @ £345 + VAT per sqm

☐ Space only @ £325 + VAT per sqm
(must be greater than 12sqm)

Marketing opportunities

☐ 1 bag insert £795

☐ 2 bag inserts £995

☐ 200 word upgrade £295

☐ DPS colour advert £1,995

☐ Full page colour advert £1,395

☐ Half-page colour advert £895

☐ Plasma screen advert £995

☐ E-newsletter £695

Demos and exhibition theatre

☐ 15 minute demo £350

☐ 30 minute presentation £695

Sponsorship

I would like to sponsor (please state)

@ £

Total

Total amount of booking £ + VAT

Contractual agreement

I understand this is a legally binding contract and have read and agree to the terms and conditions overleaf.

Signature

Date

Please return to:

Profile Productions Ltd,
Boston House,
69 – 75 Boston Manor Road,
Brentford,
Middlesex TW8 9JJ.

Tel: +44(0)20 3725 5840

Fax: +44(0)844 507 0578.

Email: jointcongress@profileproductions.co.uk



Terms and conditions

1. DEFINITIONS

In these Standard Terms and Conditions the word 'Sponsor/Exhibitor' means any company, organisation or person who has applied for space allocation in an exhibition and/or to sponsor an event, or their agent, contractor or employee. The word 'Organiser' means Profile Productions Ltd.

2. STAND BOOKINGS

Sponsors/Exhibitors must complete sign and return the booking form. Provisional bookings can be held for 14 working days; however no application will be considered valid until a signed booking form and full payment is received. The Organiser reserves the right to refuse any bookings at any time without stating a reason. A booking is only confirmed when accepted by the Organiser in writing.

3. PAYMENT TERMS

An invoice will be raised on receipt of a booking form and should be paid in full within 21 days of the invoice date. Where the invoice amount is not paid within the prescribed time, stands and sponsorship packages may be reallocated and any loss incurred by the Organiser by such non-payment shall be claimed from the defaulting Sponsor/Exhibitor.

4. CANCELLATION

All cancellations must be made in writing. Cancellations made within 60 days of the event will be liable to a 50% cancellation fee. Cancellations made within 30 days of the event will be liable for full payment of the total invoice amount for the original booking.

5. AMENDMENT OF EXHIBITION FLOOR PLAN

While every endeavour is made to retain the published plan of the exhibition, the Organiser shall be entitled to vary the layout if it believes such variation to be in the general best interests of the exhibition as a whole.

6. SECURITY AND INSURANCE

Neither the Organiser nor its contractors shall be responsible for the safety and security of the exhibit or of any other property of any Sponsor/Exhibitor, its agents or employees, or for the loss, damage or destruction by theft or fire, or from any other cause, to such exhibits or other property, or for loss, damage or injury sustained by any Sponsor/Exhibitor or any other person save where proved to be caused by the negligence or breach of duty of the Organiser. The Sponsor/Exhibitor shall indemnify the Organiser and its contractors against any liability incurred by the Organiser or its contractors to third persons, as a result of any act or omission of the Sponsor/Exhibitor, its employees or agents. The Sponsor/Exhibitor should effect its own insurance against the risk of any loss, damage or injury or liability.

7. POSTPONEMENT OR ABANDONMENT

The Sponsor/Exhibitor shall have no claim against the Organiser or its contractors in respect of any loss or damage caused by the prevention, postponement or abandonment of the event, for reasons beyond the control of the Organiser or its contractors.

8. SUBLETTING AND SHARING OF STANDS

The Sponsor/Exhibitor shall neither share with, nor part with possession of the whole or any part of the stand allocated to it, to another organisation, company or person without the written consent of the Organiser.

9. STAND FITTINGS REGULATIONS

The Sponsor/Exhibitor and its contractors may not interfere with the exhibition building in any way whatsoever, and any damage caused by their acts of negligence shall require them to indemnify the Organiser and its contractors against any claim arising from such damage.

10. ACCESS AND STAND DISPLAYS

The Sponsor/Exhibitor must ensure that its stand is ready before the opening of the exhibition each day. Stands must be fully staffed and stocked at all times. The Sponsor/Exhibitor must comply with build, breakdown and delivery times, as set out in the Sponsor/Exhibitor manual. Late build up and early breakdown creates problems in exhibition halls, contravenes health and safety regulations and is discourteous to other Sponsor/Exhibitors. If late setup is unavoidable, a suitable time slot will be allocated by the Organiser at its discretion. Exhibits are not to be removed until the exhibition is closed, and any Sponsor/Exhibitors closing the stand before that time without the permission of the Organiser may be liable for an early closing fee of 25% of the total invoice amount. The Sponsor/Exhibitor must vacate its stand, and ensure that all exhibit items are removed from the premises, within the time specified for exhibition breakdown.

11. UNDESIRABLE ACTIVITIES

If it appears to the Organiser that the Sponsor/Exhibitor may be engaged in activities which it considers to be contrary to the best interests of the Exhibition or event or which appear unethical or unlawful, the Organiser may without being under any liability to refund or reduce any costs, cancel any stand booking or sponsorship package and require the Sponsor/Exhibitor to vacate the event forthwith and to refuse the Sponsor/Exhibitor the right to participate further in the event. Canvassing for orders, except by the Sponsor/Exhibitor on his own stand in the normal course of his business is strictly prohibited and in any such case the right to expulsion referred to above will be exercised at once. The distribution or display of printed or other placards, flyers or circulars or other articles except by the Sponsor/Exhibitor on its own display space is prohibited, except by prior written agreement with the Organiser.

12. SAMPLING CONSUMABLES

If the Sponsor/Exhibitor wishes to sample consumables it must ensure that it complies with sampling regulations as laid out by the venue's contract and caterers. Consumables may be subject to corkage.

13. HEALTH & SAFETY AT WORK ACT

It is the responsibility of the Sponsor/Exhibitor to ensure that its contractors' employees' and agents', displays and exhibits comply with current legislation regarding Health & Safety at Work.

14. SPECIAL HAZARDS

Any exhibit that may be regarded as constituting a special risk or hazard must be notified to the Organiser at least one month in advance of the opening of the exhibition. The Sponsor/Exhibitor must at its own expense, comply with any conditions or safety precautions the Organiser, venue licensor or local authority may impose.

15. SPONSOR/EXHIBITOR BADGES

Please note that Sponsor/Exhibitor badges will not grant access to any of the conference sessions. Individual employees, agents, or contractors from sponsoring/exhibiting companies or organisations who wish to attend the conference sessions must register as full conference delegates.

16. DELEGATE NUMBERS

Whilst the Organiser will make every effort to secure a high level of attendance of delegates, there can be no guarantee of delegate numbers and no discounts or refunds are available if delegate numbers do not reach the projected levels.