

UKIO

UK IMAGING & ONCOLOGY
CONGRESS 2019

Personalise & Humanise

10-12 JUNE 2019 ACC LIVERPOOL

Sponsorship Opportunities
& Exhibitor Information

ukio.org.uk

BIR
The British
Institute of
Radiology

CoR
THE COLLEGE OF
RADIOGRAPHERS

IPEM
Institute of Physics and
Engineering in Medicine

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



WELCOME TO UKIO

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UK IMAGING & ONCOLOGY
CONGRESS 2019



All new for 2019

Formerly known as UKRCO, the rebranded UKIO (UK Imaging and Oncology Congress) will be the largest gathering of radiologists, radiographers, radiotherapists and clinical oncologists ever seen in the UK. This three day event will also host the UK's largest, and most comprehensive exhibition in medical imaging, and will feature 120+ exhibitors all showcasing the latest equipment, services and technology available in the industry today.

The exhibition complements the 100+ different clinical sessions in the conference, 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.

The Congress is organised by ROC (Radiology Oncology Congresses), a charitable partnership of the British Institute of Radiology, The Institute of Physics and Engineering in Medicine and The College of Radiographers. With over 2,000 senior level HCPs expected to attend this flagship event, this is your opportunity to meet key influencers in your marketplace.

The inaugural UKIO Congress will be at the ACC Liverpool. This award-winning venue meets all the needs of this leading event in terms of location and world class facilities, with over 8,000m² of versatile exhibition space overlooking the Mersey and close to many of the city's attractions.

Key figures

3,200+
ATTENDEES

1,800+
DELEGATES

300+
SPEAKERS

140+
ON-STAND EDUCATION
SESSIONS

120+
EXHIBITION STANDS

Raising your profile

2019 also sees the introduction of bespoke sponsorship packages available for the first time - tiered to meet your commercial needs. Choose from Platinum, Gold, Silver and Bronze, or pick one of the numerous, dedicated sponsorship opportunities to complement your stand space in the exhibition.

Headline sponsors will benefit from considerable exposure in pre-event marketing in print and online materials, as well as a significant presence during the event itself.





Benefits for exhibitors and sponsors include:

- Free visitor tickets for clients, staff and guests
- Free networking reception in the exhibition hall on Monday 10 June
- Company profile and logo listed in the Congress guide, app and website
- Access to clinical sessions
- Participate in the unique 'Education on the stands' CPD initiative
- Opportunities to host a session or live demonstration
- List of attendees (GDPR compliant)
- Chance to hire scanners to capture contact details of all visitors to your stand, making lead retrieval immediately available and easy to manage
- Access to a wide range of creative sponsorship and branding opportunities.



Congress promotion and marketing

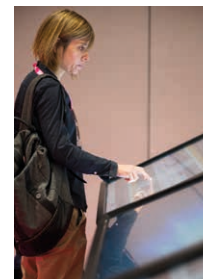
An intensive, sustained marketing strategy, using a wide range of print and digital media, will reach over 20,000 radiological professionals over the course of the campaign, ensuring a large, high quality audience at the Congress. Social media platforms including Facebook and Twitter will be utilised to drive the conversation and raise awareness in the community long before, during and after the event - we shout it out loud!

The Congress website provides a user friendly, one stop shop for all Congress information and regular news updates. The free Congress app offers participants an additional resource to view Congress information and allows users to build their own programme, engage with other delegates, view interactive floor plans, exhibitor and sponsor profiles and more.

Key features for delegates

Feedback from past delegates indicates that the Congress will continue 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
- Over 300 posters in the exhibition
- Access to over 50 poster presentations and 100 ePosters
- Unique opportunity to network and engage with over 2,000+ like-minded professionals.



Delegate demographics - who will I meet?

More than 2,200 conference delegates and visitors attended the UKRCO Congress in 2018 which included:



- Radiographers (all levels)
- Radiologists (all specialities)
- Managers
- Physicists/Scientists/Engineers
- Industry representatives
- Doctors/Surgeons
- Lecturers/Professors
- Radiotherapy (all specialities)
- Undisclosed
- Others

NEW

SPONSORSHIP PACKAGES

UKIO
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UKIO 2019 introduces a range of tiered sponsorship packages at the Congress - offering greater exposure of your brand, product or service as a key stakeholder in the event. With engaged participants, significant social media platforms and proprietary databases, you can access further awareness and marketing before, during and after the event to leverage your stand space in the exhibition.



Package	Platinum (1 only)	Gold	Silver	Bronze
Price	£28,000	£15,000	£12,000	£7,500
Exhibition stand space	20m ²	16m ²	12m ²	10m ²
Exclusive session in the main programme	✓			
Reduced rate (20%) on additional stand space	✓	✓		
Demo zone presentation	✓	✓		
Separate private meeting room	✓			
Reserved table in the exhibitors' restaurant	✓			
Your logo on the plenary top table and screen	✓	✓		
Your logo on intermission/holding slides	✓			
Your logo on all lanyards	✓			
Welcome advert on the entrance screens	✓			
Sponsor logo on all signage at the event	✓	✓	✓	
Dedicated podcast on the UKIO website	✓			
Dedicated Tweets acknowledging company sponsorship using Twitter handle	✓	✓		
Your logo on the homepage of website	✓	✓	✓	✓
Your logo splash on the Congress app	✓			
Advertising in the Congress guide	Full page OBC	Full page	Half page	Half page
Logo on delegate bags	✓			
A4 insert in delegate bags	✓	✓	✓	✓

(All prices exclude VAT)

ADDITIONAL SPONSORSHIP OPPORTUNITIES



The Congress organising committee is dedicated to developing mutually beneficial relationships to help exhibiting organisations fulfil their potential in education, training, professional standards, safety and best practice in radiological sciences, while also enriching the delegate experience at UKIO.

The following items offer unique branding and positioning opportunities that allow companies to identify the right platform to meet their own needs, resulting in greater brand exposure at the event, further enhancing their profile at the Congress.

Opportunity	Price
Signage	£10,000
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.	
NEW Exhibitors' reception	£7,500
Company logo projected onto the walls of the exhibition hall, company logo and branding also featured at catering points.	
Congress app (subject to Platinum sponsor booking)	£5,000
Company logo splash on Congress app, available as a free download to all participants at the event and includes the full conference agenda, speaker and presentation information, sponsor and exhibitor profiles and general Congress information.	
Delegate bags (Subject to Platinum sponsor booking)	£5,000
Logo on all delegate bags, acknowledgement on the website, Congress guide and app; free insert in the bags.	
Poster presentations	£4,000
Logo and acknowledgement detailed on the website, Congress guide and app. Logo on each poster board.	
Lanyards (Platinum sponsor gets preference)	£3,495
Logo printed on congress lanyards with acknowledgement on the website, Congress guide and app.	
Pads and pens	SOLD
Logo on congress pads and pens with acknowledgement on the website, Congress guide and app.	
Delegate registration wallets	£2,150
A5 advert on reverse of the wallets with acknowledgement on the website, Congress guide and app.	
ePosters	£2,000
Logo and acknowledgement on the website, Congress guide and app. Logo on homepage of the ePoster site and on screensavers on terminals.	
Congress guide advertising	£1,995 DPS
The Congress guide is given to all attendees and features programme details, abstracts and biographies, poster listings and sponsor and exhibitor information.	
	£1,395 Full page
	£895 Half page
	£295 200 word upgrade

Opportunity	Price
Stewards' T shirts	SOLD
Logo included on stewards' T-shirts with acknowledgement on the website, Congress guide and app.	
People's poster prize	£1,500
Logo will feature on set during the winner's announcement, on the winner's certificate and also credited on the website, Congress guide and app.	
Plasma screen advertising	£995 per advert
A number of plasma screens will be used in high traffic areas throughout the venue that will be used 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.	
Delegate bag inserts	£995 - 2 items
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.	
	£795 - 1 item
Monthly eNewsletter	£695
The monthly eNewsletter is circulated to over 5,000 radiological professionals. Your company name, logo and 20 words will be prominently displayed in each issue leading up to the Congress.	
Exhibition Theatre	£695 per 30 minute session
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.	
Demo Zone	£350 per 15 minute session
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.	

(All prices exclude VAT)

EXHIBITOR INFORMATION



NEW features for 2019 include:

- **Dedicated exhibitor only business lounge** - the perfect space for your all-important 121 meetings (managed by our onsite concierge service)
- **Exhibitor only restaurant in the heart of the exhibition** - open all day for your comfort and convenience
- **Partner Zone** - meet key representatives from host organisations
- **Association Zone** - meet key representatives from organisations offering services in this sector
- **Start up Zone** - connect with start up companies in the imaging industry.

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

Why exhibit?

- The UKIO Congress offers a unique opportunity to engage and network with over 2,000 key influencers and decision makers working within radiological sciences and radiation oncology, including:

- | | | |
|-------------------|------------------|----------------------------------|
| • Radiographers | • Physicists | • Academics and Researchers |
| • Radiologists | • Consultants | • Business Managers |
| • Radiotherapists | • Surgeons | • Hospital Managers |
| • Sonographers | • Oncologists | • Nurses |
| • PACS Managers | • Clinical Leads | • IT Managers |
| • Dosimetrists | • Technologists | • Purchasing and Supply Managers |

- As the largest medical imaging exhibition in the UK, UKIO will attract 120+ companies that manufacture equipment, products, software and services for the radiological and oncology healthcare community. The exhibition plan and Congress programme are expertly designed with catering, presentation and poster viewing areas incorporated amongst the exhibition stands. This ensures a continuous flow of visitor traffic that reaches all areas of the exhibition hall.
- Increase your reach and brand awareness
- Drive new revenue and profit opportunities
- Utilise this high-profile event as a launch platform for new products and services - this is YOUR marketplace
- Benefit from three full days of exhibition time, in addition to invitations to social functions including the exhibitors' reception, where all delegates are invited to attend.

Exhibition schedule

Exhibition build

Saturday 8 June	07.00 - 22.00 (space only exhibitors)
Sunday 9 June	07.00 - 22.00
Monday 10 June	07.00 - 09.00

Exhibition opening hours

Monday 10 June	09.00 - 18.00
Tuesday 11 June	09.00 - 17.30
Wednesday 12 June	09.00 - 15.00

Exhibition breakdown

Wednesday 12 June	15.00 - 00.00
Thursday 13 June	00.01 - 02.00



Stand prices

Space only (larger than 12m²)
£325 + VAT per m²
Floor space only

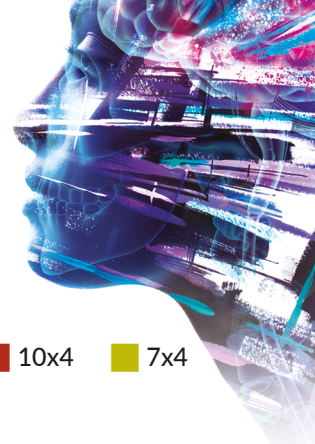
Shell (compulsory for 12m² and smaller)
£345 + VAT per m²
Includes Velcro compatible shell panels, carpet and fascia name panel.
Electrics and furniture and not included within stand prices.

2018 exhibitor feedback

Exhibitors were extremely satisfied with their attendance in 2018 resulting in the following data when polled:

- 86% plan to exhibit again in 2019
- 85% rate exhibiting as 'extremely important'
- 82% achieved their objectives
- 79% felt there was enough exhibition time
- 75% were satisfied with the delegate numbers and profile.

EXHIBITION FLOORPLAN



2x2 3x2 4x2 3x3 4x3 4x4 5x3 5x4 6x3 6x4 6x6 6x10 8x8 10x10 10x12 10x4 7x4



SPONSORSHIP AND EXHIBITION BOOKING FORM



Exhibitor details

Name _____

Organisation _____

PO Number _____

Address _____

Tel _____

Email _____

Invoice address details

(if different from above)

Name _____

Organisation _____

Address _____

Tel _____

Email _____

Sponsorship

I wish to purchase the following sponsorship package:

- | | | | |
|-----------------------------------|---------|---------------------------------|---------|
| <input type="checkbox"/> Platinum | £28,000 | <input type="checkbox"/> Gold | £15,000 |
| <input type="checkbox"/> Silver | £12,000 | <input type="checkbox"/> Bronze | £7,500 |

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)

Additional sponsorship opportunities

- | | | | |
|---|---------|---|--------|
| <input type="checkbox"/> Signage | £10,000 | <input type="checkbox"/> Congress guide advertising | |
| <input type="checkbox"/> Exhibitors' reception | £7,500 | <input type="checkbox"/> DPS | £1,995 |
| <input type="checkbox"/> Congress app
(subject to Platinum sponsor booking) | £5,000 | <input type="checkbox"/> Full page | £1,395 |
| <input type="checkbox"/> Delegates' bags
(subject to Platinum sponsor booking) | £5,000 | <input type="checkbox"/> Half page | £895 |
| <input type="checkbox"/> Poster presentations | £4,000 | <input type="checkbox"/> 200 word upgrade | £295 |
| <input type="checkbox"/> Lanyards
(Platinum sponsor gets preference) | £3,495 | <input type="checkbox"/> Stewards' T shirts | £1,795 |
| <input type="checkbox"/> Pads and pens | £2,495 | <input type="checkbox"/> People's poster prize | £1,500 |
| <input type="checkbox"/> Delegates' wallets | £2,150 | <input type="checkbox"/> Plasma screen advertising
per advert | £995 |
| <input type="checkbox"/> ePosters | £2,000 | <input type="checkbox"/> Delegates' bag inserts | |
| | | <input type="checkbox"/> 2 items | £995 |
| | | <input type="checkbox"/> 1 item | £795 |
| | | <input type="checkbox"/> Monthly eNewsletter | £695 |
| | | <input type="checkbox"/> Exhibition Theatres
per 30 minute session | £695 |
| | | <input type="checkbox"/> Demo Zone
per 15 minute session | £350 |

Total

Total value of booking: £ _____ + VAT

Contractual agreement

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

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: ukio@profileproductions.co.uk
Web: ukio.org.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.