



**Beat SCAD 2020 Conference**

**6 June 2020**

**UNIVERSITY OF BIRMINGHAM**

**EXHIBITION AND SPONSORSHIP  
PROSPECTUS**

# INVITATION TO PARTICIPATE

Beat SCAD is delighted to invite you to exhibit at the Beat SCAD 2020 Conference on 6 June 2020. Beat SCAD is pleased to offer space to commercial and not-for-profit exhibitors wishing to take advantage of the Beat SCAD Conference as a way to support the charity and engage with participants and healthcare professionals.

## WHAT IS Beat SCAD?

Beat SCAD's mission is to increase awareness of a coronary condition that is currently under-diagnosed. Spontaneous Coronary Artery Dissection (SCAD) has been reported across a wide age range (18-84 years) but the majority of cases are in young- to middle-aged women. SCAD patients have few or none of the traditional risk factors associated with heart disease (atherosclerosis). More **research** is needed to understand why fit, healthy people suddenly develop SCAD.

We also provide **support** to patients diagnosed with Spontaneous Coronary Artery Dissection (SCAD) and to their friends and family and raise money to further research into the causes and treatment of SCAD. Over the past few years, SCAD patients have been heavily involved in raising **awareness** through attending various events, including some organised by the [Leicester SCAD research project team](#) and we are determined to continue to spread the word and find answers.

# BEAT SCAD CONFERENCE 2020: BIRMINGHAM

Beat SCAD Conference 2020 will take place at the University of Birmingham.

The Beat SCAD Exhibitors will be located in The Alan Walters Building Foyer. Catering stations will be dispersed throughout the exhibition for service during lunch & breaks.

Birmingham is at the heart of the UK and can easily be reached by rail or by car. There will be free car parking available at the venue. Most cross-country services to Birmingham arrive at New Street Station. Up to six trains an hour depart for the University on the cross-city line (ten minutes to University station, final destination Longbridge or Redditch). The Alan Walters Building is a ten-minute walk from University Station.

There are two low cost hotel options based at the University and a huge range of hotels available in Birmingham City Centre.

# WHO SHOULD EXHIBIT AT BEAT SCAD 2020?

The exhibition consists of commercial, and not-for-profit exhibitors, including:

Wellbeing companies & suppliers, including herbal remedies, homeopathy treatments, Tai Chi, Yoga sessions etc.

Menopause symptom control companies

Health food companies

Mental health support groups

Insurance companies

Rehab and exercise companies

The schedule has been provided below. Please note that exact timings may be subject to change and will be reconfirmed before the conference.

SATURDAY 6 June 2020	
08:00-09:00	EXHIBITOR SET UP
09:00	EXHIBITION OPEN
09:00-10:00	WELCOME COFFEE
10:00-11:30	CONFERENCE SESSION
11:30-12:00	REFRESHMENT BREAK
12:00-13:30	CONFERENCE SESSION
13:30-15:30	LUNCH
15:00-16:30	CONFERENCE SESSION
16:30-17:30	NETWORKING & CONFERENCE CLOSE
17:30	EXHIBITION CLOSES

# COMMERCIAL & NOT-FOR-PROFIT PACKAGES

INCLUSIONS	COMMERCIAL £300.00	NOT-FOR-PROFIT £150.00
<b>Passes</b>	2 Conference Passes	1 Conference Pass
<b>Plenary Session</b> Logo displayed on PowerPoint slide at start of sessions.	✓	✗
<b>Conference Website</b> Company name, logo, business summary, contact details and weblink.	100-word business summary	50-word business summary
<b>Exhibition Space</b> Table top exhibit. <ul style="list-style-type: none"> <li>▪ 1 x rectangular table</li> <li>▪ 2 x chairs</li> <li>▪ Wi-Fi</li> </ul>	✓	✓

## ADDITIONAL NOTES

Full Conference Delegate Passes include entry to conference sessions, refreshments, lunches and attendance.  
Additional Delegate Passes can be purchased during online registration.

# SPONSORSHIP OPPORTUNITIES – DELEGATE COLLATERAL

Your company can sponsor items given to all delegates at registration. This will provide your company with a great opportunity to support the Beat SCAD charity and get your brand recognised. Further details about the artwork specifications and deadlines will be provided upon confirmation of sponsorship.

## **DELEGATE CONFERENCE SUSTAINABLE BAGS (PAPER OR COTTON) : 1 SPONSORSHIP AVAILABLE**

Your company logo will be printed onto one side of the delegate bag, with the Beat SCAD conference logo and details displayed on the other.  
**LOGO ONLY - £750.00**

## **DELEGATE BAG INSERTS: LIMITED AVAILABILITY**

Your company or product flyer can be included within the delegate conference bags. Inserts must be a single A4 (maximum size) page flyer, but can be printed on both sides. The production and shipping costs for the flyers are at the exhibitor's own expense. This opportunity is dependant on a sustainable bag sponsor being found.

**BAG INSERTS - £50.00**

## **DELEGATE PENS: 1 SPONSORSHIP AVAILABLE**

Your company website can be printed (one colour) onto the pens and distributed within the delegate bags.  
**Plastic Ballpoint Pens - £300.00**

## **DELEGATE LANYARDS: 1 SPONSORSHIP AVAILABLE**

Sponsorship of the lanyards can either be exclusive, showing only your company logo, or be partnered with Beat SCAD. If partnering with Beat SCAD, your company logo would be displayed alternately with the Beat SCAD logo.

**EXCLUSIVE - £price on application**

**PARTNERED - £price on application**

## **DELEGATE PAPER PADS: 1 SPONSORSHIP AVAILABLE**

Your company logo and details can be printed (full colour to one position) onto each page of the paper pads distributed upon registration.

**A5 Paper Pad - £price on application**

**A4 Paper Pad - £price on application**

### **ADDITIONAL NOTES**

The items above will be available on a first-come, first-served basis.

The costs displayed above include the cost for production, unless otherwise stated.

Artwork must be provided by the sponsor in the correct format by the specified deadlines. Any artwork alterations would be at the expense of the sponsor.

# CONFERENCE SPONSORSHIP & ADVERTISING OPPORTUNITIES

There are a number of additional sponsorship and advertising opportunities available. The opportunities listed below will allow you to increase your company and brand presence during the Beat SCAD 2020 Conference. Further details about the artwork specifications and deadlines will be provided upon confirmation of sponsorship.

## **COFFEE BREAKS: UP TO 2 SPONSORSHIPS AVAILABLE**

Delegate catering will be held in Foyer of the Alan Walters Building. Sponsorship of the coffee breaks would include banner stands detailing your company information being displayed at catering stations. Tent cards featuring your company logo would also be sited on the tables scattered throughout the foyer.

**All coffee breaks - £100.00**

## **PLENARY SEAT-DROPS: 3 OPPORTUNITIES AVAILABLE**

This year Beat SCAD would like to offer a limited number of seat-drops to exhibitors, to help get your company information directly into the delegates' hands. The cost of leaflet production is the responsibility of the exhibitor and enough copies must be provided for the entire capacity of the theatre.

**SEAT DROPS - £200.00**

## **WEBSITE PROMOTION: LIMITED NUMBER OF SPONSORSHIP OPPORTUNITIES AVAILABLE**

Website presence is available on the Beat SCAD website. Please contact Beat SCAD if you are interested in this opportunity and an information pack will be sent to you.

### **ADDITIONAL NOTES**

The items above will be available on a first-come, first-served basis.

The costs displayed above include the cost for production, unless otherwise stated.

Artwork must be provided by the sponsor in the correct format by the specified deadlines. Any artwork alterations would be at the expense of the sponsor.

# TERMS & CONDITIONS

The terms and conditions set out below relate to the exhibition for the Beat SCAD 2020 Conference, taking place in Birmingham, UK.

## APPLICATIONS

Exhibition packages and sponsorship opportunities are available on a first-come, first-served basis, as are all elements of the packages. Beat SCAD should receive all exhibition registrations by **01 April 2020** at the latest. Payment of exhibition fees should be made before **01 May 2020**.

## CANCELLATION

All cancellations must be made in writing no later than **01 April 2020** and are subject to a 15% cancellation fee. After **01 April 2020** no refunds can be given. Please note that, in the event of cancellation, all bank charges incurred by Beat SCAD will be charged on to the exhibitor.

## EXHIBITOR DETAILS

Supply of logos, company information and adverts for the conference website is the responsibility of the exhibitor. If files are not received in the required format, or by the stated deadline – 01 May 2020 – the meeting organisers bear no responsibility and any cancellations will be subject to the fees mentioned above.

## SHIPPING

All exhibitors are required to make their own arrangements for shipping/handling. Shipping information will be provided closer to the Conference. Shipping instructions must be followed and packages labelled properly to avoid any delay in locating your packages on-site, which can result in your leaflets being excluded from the delegate bags and equipment arriving to your booth/stand late.

## ARTWORK

All artwork should be provided in the correct format and by the deadline stated. The design of artwork and any amendments are the exhibitor's responsibility and subject to approval by Beat SCAD.

## Wi-Fi

Wi-Fi is provided free of charge to all delegates and exhibitors. Please note that if you rely on a high-speed Internet connection to show software or videos at your booth, we recommend purchasing a hard-wired Internet line to guarantee a high quality connection.

## Supporters

Beat SCAD thank their sponsors & exhibitors for their support. Beat SCAD do not endorse any of the individual services or products being offered by any of the sponsors & exhibitors.





Contact: Sarah Coombes - Trustee

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