

Sponsorship opportunities

About the BGS

The British Geriatrics Society is committed to fostering research and providing continuing professional development (CPD).

The aims of our meetings are to:

- highlight current good clinical practice;
- provide a platform to present current research outcomes
- showcase successful service delivery.

Exhibitions at events are an integral part of our meetings.

We accept abstracts from researchers around the world and welcome multi-disciplinary audiences, with the work showcased in the exhibition area.

Each meeting focuses on key themes in the healthcare of older people and is built around our central CPD programme to address knowledge gaps, explore solutions to critical issues and to address the changing needs of today's ageing population.

The conferences feature plenary sessions with internationally renowned invited speakers, as well as parallel sessions devoted to special interest areas and clinical developments.

Why sponsor BGS meeting?

- Benefit from attending the leading UK events for healthcare of older people and demonstrate your brand to over 3,900 members
- Understand key issues, concerns and challenges facing healthcare specialists working with older people
- Extend your message and raise the profile of your brand amongst the healthcare professionals
- Raise awareness of your company as a leader in the healthcare of older people
- Map new networks of key figures and opinion leaders and gather direct feedback from medical professionals
- Build stronger relationships based upon a clear understanding of different stakeholder perspectives
- Become more involved in planning and preparing for future healthcare needs and demands of an ageing society
- Benchmark with competitors

For detailed information on the individual events, or to tailor packages contact:

Geraint Collingridge

Director of Learning and Professional Development

g.collingridge@bgs.org.uk T: 020 7608 8573

See more details at <https://www.bgs.org.uk/sponsorship>

Who attend our events?

The British Geriatrics Society is a multidisciplinary membership organisation of over 3,900 healthcare professionals who specialise in the care of older people in a variety of hospital and community settings. Our event attendees mirror the membership composition but include both members and non members from across the UK:

- Consultants and Professors of Geriatric Medicine and related specialties
- Specialty Doctors
- Specialist Registrars (StRs) in Geriatric Medicine and related specialties
- Nurse Consultants, Nurse Specialists and Advanced Nurse Practitioners
- GPs and GP Trainees
- Physiotherapists, Occupational Therapists and Allied Health Professionals
- Researchers into ageing and age-related conditions
- Internal Medicine Trainees and Foundation Year Doctors
- Medical Students

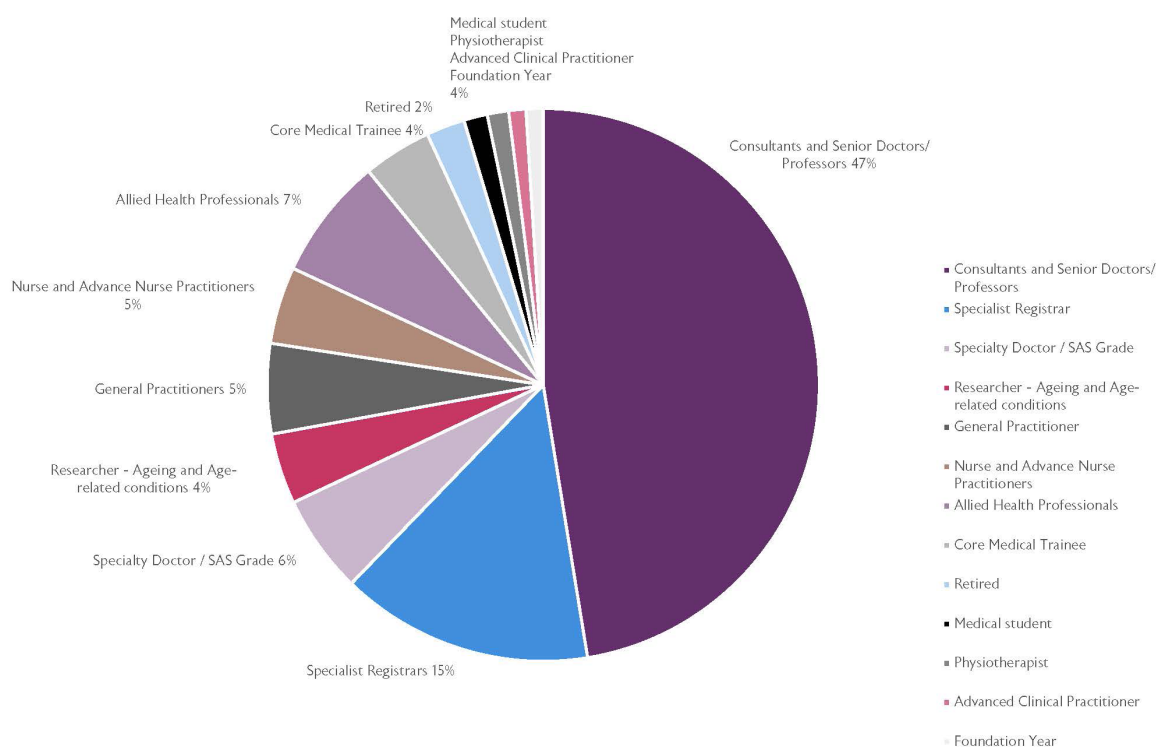
Spring and Autumn Partnership Packages

There are five symposia slots at the Spring and Autumn meetings. Successful sponsors will be able to present an educational programme relevant to the themes of the meeting, subject to review and guidance from the BGS Meetings Committee. Partnership packages can be tailored to your company's own needs. All delegates attending will be encouraged to attend the symposia and visit the exhibition stands.

In recognition of commitment to multiple events of the same scale in one booking, we can extend price reductions:

- 2 events – 10%
- 3 events – 12.5%
- 4 events – 15%

Autumn Delegate composition



SPRING AND AUTUMN PARTNERSHIP PACKAGES

Gold Partner Package 1 only (£23,000 plus VAT)

- Satellite symposium - 60 minutes* including hire of standard stage set AV equipment, and staff to assist session
- Educational partner package – Filmed sessions to be hosted with logo and acknowledgement to sponsor in an online learning platform for delegates to access following the conference
- 8 delegate places for BGS members and 5 corporate places
- Up to 6m x 4m exhibition stand
- Electronic copy of delegate list (where consent from attendees given)
- Full page advert in inside cover of the electronic programme and A4 insert in delegate pack
- Full acknowledgement in conference announcements, webpage, signage and electronic programme
- Priority for other sponsorship opportunities

Silver Partner Package (£18,000 plus VAT)

- Satellite symposium - 60 minutes* including hire of standard stage set AV equipment, and staff to assist session
- Staff to assist with sponsored symposium
- Up to 4m x 3m exhibition space
- 4 delegate places for BGS members and 5 corporate places
- A4 insert in delegate pack
- Full acknowledgement in conference announcements, webpage, signage and ½ page electronic programme advert

Bronze Partner Package (£15,000 plus VAT)

- Satellite symposium - 60 minutes* including hire of standard stage set AV equipment, and staff to assist session
- Hire of standard conference stage set and audio-visual equipment
- Up to 4m x 3m exhibition space
- A5 insert in delegate pack
- 3 delegate places & 5 corporate places
- Full acknowledgement in conference announcements, webpage, signage and electronic programme
The exhibition and poster presentations are a key part of our conferences. Stands will be organised in layouts designed to maximise footfall to stands. Catering points, posters, and seating will be included across the exhibition space to better draw attendees to interact with you.

‘Spotlight on’ Session - 5 only (£2,500 plus VAT)

- 15 minute presentations in exhibition area during coffee breaks including hire of standard stage set AV equipment
- Held during coffee breaks avoiding symposia and President’s poster round

**“Spotlight on” sessions require review by Meetings Committee, and to be educational in content.*

**Lunchtime symposia are 45 minutes in duration*

Symposia sessions require review by Meetings Committee, and to be educational in content.

SPRING AND AUTUMN EXHIBITION PACKAGES

Exhibition space 3m x 2m (£3,000 plus VAT)

- Two complimentary registrations for the conference to include access to all sessions, lunches/coffees/tea for all
- 3 days and all conference materials
- Central location at conference
- Ideal for 3m x 2m pop-up stand or similar
- Access to 13 amp electricity supply is included



Table top 2m x 1m (£2,000 plus VAT)

- Two corporate personnel to man the stand and access to exhibition area, lunches/coffees/tea for all 3 days and all conference materials
- Suitable for banner stand or similar
- Access to 13 amp electricity supply is included



NHS Trust Stand (£2,000 plus VAT)

- Two Trust personnel to man the stand and access to exhibition area, lunches/coffees/tea for entire conference
- Suitable for banner stand or similar with 2 poster boards supplied to allow material to be displayed
- Access to 13 amp electricity supply is included
- 6 week job opportunities listing on BGS website



Demonstration Stand 2 only (£5,000 plus VAT)

- Exhibition stand and demonstration area
- 2 company personnel
- Complimentary A5 insert in delegate pack



Key Achievements: 2018-2019

Membership growth

Total membership up by **13.3%** ↑
(on 2017-2018)

Membership diversity

GPs up by **66%**  AHPs up by **43%**
Nurses up by **52%**

Website



680,505 page views from
144,414 users in
183 countries

Twitter

Followers up by **38%** to **19,172**

Social media authority score of
855/1000 (NB: RCP's score is 877/1000)

BGS Autumn Meeting 2018 generated
46 million impressions globally via
#BGSconf



@GeriSoc tweeted **1,354** times **14-16 Nov 2018**

Blog

143 blogs published

Events

3,054 delegates (↑ **7%**) at **16** events

91% agreed
the event helped
them further improve
patient care

93%
would
recommend
the event
to a peer

94%
agreed
the event
developed their
knowledge,
understanding
& confidence



91%
agreed
the aims of
the event
were met

Age and Ageing



Impact Factor of
4.511
(up from 4.013 in 2017)

9th out of **53** journals
in the Si: Geriatrics and
Gerontology category

Grants

Grants of over **£58,481** awarded, including:

- **22** therapist study grants
- **26** nurse study grants
- **14** young doctors' education grants



Joint BGS/Dunhill Medical Trust
Doctoral Training Fellowship also launched

Publications

New **BGS publications and toolkits** included:



- Depression among older people living in care homes
- **Position statement on primary care for older people**
- Our priorities for the NHS 10 year plan
- **Hospital wide CGA**

Influence

'**BGS is central** to driving forward the **agenda for older people** and ensuring this is heard at national level'

'I believe that **improvements** in my own **clinical practice** have been as a **result of collaboration** with other professionals **within the BGS**'



- Member comments from BGS Strategy Survey, June 2019

Special Interest Group Partnership Packages

Several specialty meetings are held each year, on a range of core competencies and on emerging areas of healthcare of older people. These meetings provide a forum for education in specific sub-specialty areas.

In recognition of commitment to multiple events of the same scale in one booking, we can extend price reductions:

- 2 events – 10%
- 3 events – 12.5%
- 4 events – 15%

Gold Partner Package 1 only (£10,000 plus VAT)

- Satellite symposium - 30 minutes* including hire of standard stage set AV equipment, and staff to assist session
- Educational partner package – Filmed sessions to be hosted with logo and acknowledgement to sponsor in an online learning platform for delegates to access following the conference
- 8 delegate places for BGS members and 5 corporate places and all event documentation
- Catering and refreshments prior to the symposium
- Electronic copy of delegate list (where consent from attendees given)
- Up to 6m x 4m exhibition stand
- Full page advert in inside cover of the electronic programme and A4 insert in delegate pack
- Full acknowledgement in conference announcements, webpage, signage and electronic programme (Further details on application)
- Priority for other sponsorship opportunities

Silver Partner Package 1 only (£5,000 plus VAT)

- Educational partner package – Filmed sessions to be hosted with logo and acknowledgement to sponsor in an online learning platform for delegates to access following the conference
- 8 delegate places for BGS members and 5 corporate places and all event documentation
- Electronic copy of delegate list (where opted in)
- 3 x 2m exhibition stand
- Full page advert in inside cover of the electronic programme and A4 insert in delegate pack
- Full acknowledgement in conference announcements, webpage, signage and electronic programme
- Priority for other sponsorship opportunities

**SIG Lunchtime symposia are 30 minutes in duration*

Symposia sessions require review by Meetings Committee, and to be educational in content.

**For detailed information on the individual events,
or to tailor packages contact:**

Geraint Collingridge, Director of Learning and Professional Development
g.collingridge@bgs.org.uk
020 7608 8573

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SPECIAL INTEREST GROUP EXHIBITION PACKAGES

The exhibition and poster presentations are a key part of our conferences. Stands will be organised in layouts designed to maximise footfall to stands. Catering points, posters, and seating will be included across the exhibition space to better draw attendees to interact with you.

Exhibition stand 3m x 2m (£1,500 plus VAT)

- Logo and acknowledgement on preliminary and final programme and event webpage
- Two complimentary registrations for the conference to include access to all sessions, lunches/coffees/tea
- Central location at conference
- Ideal for 3m x 2m pop-up stand or similar
- Access to 13 amp electricity supply is included
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Table top 2m x 1m (£750 plus VAT)

- Two corporate personnel to man the stand and access to exhibition area, lunches/coffees/tea
- Suitable for banner stand or similar
- Access to 13 amp electricity supply is included



Wi-fi Package (£1,500 plus VAT)

- With this package the sponsor will provide all delegates with access to the internet via wi-fi.
- A full acknowledgement to the sponsor will be given in the main room of the event and on the programme

Company literature in delegate packs (£495 plus VAT)

- Company to supply insert and a maximum of A4 single sheet in size
- Alternatively to agree a takeaway item - pens, notepads, key-chain etc

Our nation and England region meetings are an important way for the BGS to assist members' professional development. With time pressure on study leave and the expense of travel and accommodation, events closer to members' places of home and work are valuable resources. Region meetings also provide an important way to forge local connections, which can further improve joined-up healthcare for older people and the strengthening of a professional multi-disciplinary community committed to improving older people's wellbeing and healthcare.

Partner stand 3m x 2m Full Day Meeting (£500 plus VAT)

- Logo and acknowledgement on preliminary and final programme and event webpage
- Two complimentary registrations for the conference to include access to all sessions, lunches/coffees/tea
- Central location at conference
- Ideal for 3m x 2m pop-up stand or similar
- Access to 13 amp electricity supply is included

Partner stand 3m x 2m Half Day Meeting (£350 plus VAT)

- Logo and acknowledgement on preliminary and final programme and event webpage
- Two complimentary registrations for the conference to include access to all sessions, lunches and coffees/tea break
- Central location at conference
- Ideal for 3m x 2m pop-up stand or similar
- Access to 13 amp electricity supply is included

Unrestricted grant amount (£ varies)

- With this package the sponsor will provide an unrestricted grant
- An acknowledgement to the sponsor will be given in the m of the event and on the programme

For detailed information on the individual events, or to tailor packages contact:

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