



# **BOPA** 21st SYMPOSIUM BIRMINGHAM 2018

## **Exhibition and sponsorship opportunities**

**12–14 October 2018**  
**The International Convention Centre  
(ICC), Birmingham**

If you are interested in a satellite symposium at this year's conference, please contact Anthony O'Rawe on +44 (0)1628 897940 or email: [anthony.orawe@succinctcomms.com](mailto:anthony.orawe@succinctcomms.com)

The pharmaceutical industry supports only the scientific part of this meeting, through sponsorship and the purchase of exhibition space.



Registered Charity No. 1065026

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## Introduction

Located right in the centre of Birmingham, The International Convention Centre (ICC) offers easily accessible conference facilities within walking distance of ample parking and a great selection of restaurants, bars and shopping. Its flexible, well-equipped environment has been the setting for conferences of all three major UK political parties, plus a G8 Summit and a meeting of NATO defence ministers. The ICC is proud to welcome BOPA for its 21st Annual Symposium.

The ICC,  
Broad Street, Birmingham, West Midlands B1 2EA  
[www.theicc.co.uk](http://www.theicc.co.uk)

## The Organiser

Succinct Medical Communications is a medical education and communications agency supporting the pharmaceutical industry and the NHS. Succinct specialises in oncology and haematology and provides numerous services, including strategic consultancy, KOL development, events and meetings management, publishing, e-media/digital services and market-access support. If you wish to discuss any of these services, please contact us:

**Succinct Medical Communications**  
**Main number: +44 (0)1628 897900**  
**[www.succinctcomms.com](http://www.succinctcomms.com)**



# Make a date at the front line of oncology pharmacy

## BOPA 2018: a key event for oncology

More than 500 oncology pharmacists will be attending the 21st Annual BOPA Symposium – hosted this year in Birmingham.

As the UK's largest oncology pharmacist conference, topics under discussion will include cutting-edge cancer research, the latest professional/practice issues, the implications of NHS reforms for cancer services and essential clinical updates across a wide range of oncology-related fields.

As in previous years, the Exhibition will be a central feature of the 3-day symposium, and the agenda will provide plenty of opportunities for delegates to learn about new treatments, devices, services and information on offer from Industry.

Make sure you do not miss this key date in the oncology calendar.



# Sponsorship opportunities

## Major sponsorship £10,000 + VAT

As a major sponsor of the 21st Annual BOPA Symposium, your company will enjoy significant exposure throughout the event. The package includes extensive benefits and branding opportunities for widespread visibility at the conference.

These benefits include:

- Recognition as a major sponsor of the BOPA Annual Symposium 2018
- Full-page colour advert in the symposium guide
- Corporate branding on all symposium holding slides – as major sponsor
- Corporate branding on the online registration site
- Logo on appropriate pages of the symposium literature
- Two complimentary full registration passes
- Company information distributed in the delegate bags (one insert per bag per company)
- Corporate branding on stage graphics and signage around the venue
- Highlighted entry on the floor plan in the symposium guide
- First refusal on sponsorship package for 2020

## Exhibition stands

As a symposium exhibitor, your company will have direct access to leading oncology experts, key decision makers, excellent networking opportunities and direct access to delegates. Exhibition rates are as follows:

Stand size	Price	Stand size	Price	Stand size	Price
2 m x 2 m	<b>£2,172</b>	4 m x 4 m	<b>£8,688</b>	Bespoke	Price on application
3 m x 2 m	<b>£3,258</b>	6 m x 6 m	<b>£17,136</b>		

**Non-corporate members will be charged an additional £500 + VAT on the above rates. Rates do not include telephone or internet connections.**

Exhibition space includes:

- Shell scheme build (not applicable to space only)
- Two transferable exhibitor badges\*
- Fascia board (applicable to the shell schemes only)
- 200 words of editorial (text only) to be included in the conference guide
- One 5 amp electric socket and two spotlights (applicable to shell schemes only)
- 4 ft trestle table and two chairs (optional)

Please note:

- Shell scheme – stands less than 16 m<sup>2</sup>
- Space only – stand of 32 m<sup>2</sup> will comprise of floor space only
- Stands of 16 m<sup>2</sup> will be given the option of shell scheme or floor space only (subject to availability)
- Tablecloths are not included and can be ordered from the ICC

\*Exhibitor badges entitle the holder to food and drink provided at catering breaks during the symposium. Those who wish to attend the scientific sessions and the gala dinner(s) will need to register as full delegates.

## Additional sponsorship opportunities\*

### Delegate bags £4,000 + VAT

Exclusive sponsorship of the delegate bags which will be given to all delegates on arrival and will contain important symposium information. Sponsor's logo will be printed on one side of the delegate bags and therefore offers visibility throughout the symposium and long-term potential as delegates will keep the bags for future use.

### Bottled water £3,500 + VAT

Exclusive sponsorship of the conference water available to delegates throughout the symposium as well as on all top tables. This is an exciting opportunity to increase your profile at the symposium. (Please note extra cost will be incurred should you wish Succinct to supply the conference water.)

### Lanyards £3,000 + VAT

Exclusive sponsorship of delegate lanyards (excluding exhibitors' badges). This sponsorship offers visibility throughout the symposium as delegates must wear badges at all times. Lanyards are often kept by delegates, so there is also a degree of longevity with this opportunity.

### Conference guide advert £1,000 + VAT

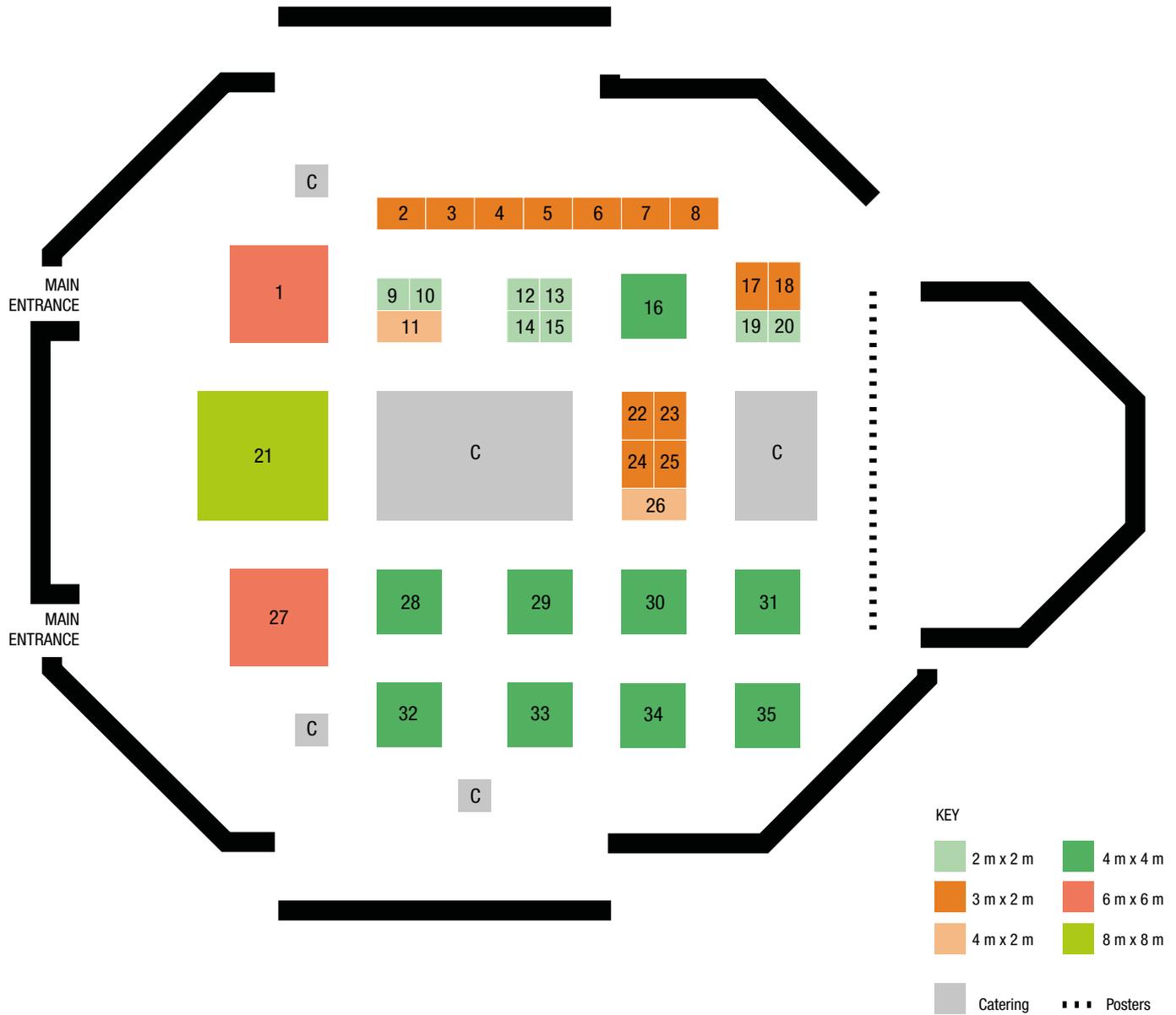
Why not enhance your company's presence at the symposium with a full-page colour advert in this year's symposium guide. This is a great way to create awareness and each delegate will have the guide with them for the duration of the symposium.

### Bag inserts £750 + VAT

Promote your company by providing an insert to be placed in each symposium delegate bag. The number of opportunities to provide inserts is limited and is based on a first-come, first-served basis.

**\*BOPA requires that all components of the meeting comply with the spirit of the ABPI Code of Practice.**

# Exhibition floor plan



## Accommodation

As in previous years, a choice of preferred hotels will be available; all attendees will be required to book their own accommodation with the Reservations Highway. Listed below are booking instructions and details of the hotels where we have an allocation of rooms at negotiated rates. Please note that the allocations are on a first-come, first-served basis, so be sure to book early.

Rates are per night and inclusive of English breakfast unless otherwise stated	Single occupancy	Twin/Double occupancy	Distance
<b>Hilton Garden Inn, Birmingham, Brindley Place</b> The hotel is located at Brindley Place, just off Broad Street. The light, fresh bedrooms have floor-to-ceiling windows, comfort cooling, 42-inch flat-screen HDTV and laptop-sized safes.	£135	£145	0.2 miles 3 minute walk approx
<b>Radisson Blu Birmingham</b> This landmark hotel is 39 floors of glass structure that offers a stylish twist. Offering a choice of styled rooms including a presidential suite.	£120	£130	0.5 miles 10 minute walk approx
<b>Crowne Plaza Birmingham City</b> The hotel has 312 bedrooms. All rooms feature one queen bed or two doubles with superb en suite, LCD televisions, large desks and internet access, offering the guest a chic design with a stylish twist.	£110	£130	0.2 miles 3 minute walk approx
<b>Jury Inn Birmingham</b> Located on Broad Street at the heart of the city, Jurys Inn offers close proximity to the ICC. The 445 bedrooms feature a large soft bed, well-lit work area, tea and coffee refreshment dock, en-suite bathroom with complimentary toiletries, free WiFi internet access, and flat screen TV with Freeview.	£95	£105	0.1 miles 2 minute walk approx

## How to book

To obtain the rates quoted, you **MUST** book all accommodation directly with Reservations Highway.

- A valid credit/debit card is required at the time of booking for the hotel to guarantee your reservation
- All rates are valid from 12–14 October 2018
- Rates are per night and inclusive of VAT and English breakfast
- Rates are subject to availability and are based on a first-come, first-served basis
- Once the preferential allocations are sold, the hotels reserve the right to offer their best available rate
- All rooms will only be held until 12 September 2018
- Bookings made after this date will be on a request basis and subject to availability, rates may vary
- Any unsold rooms after this date will be released back to the hotel so be sure to book early
- If you require multiple bookings, the hotels are able to send you a pro-forma invoice for your bookings
- To book your accommodation please click [HERE](#)

**If you wish to call the booking agent directly please call +44 (0)1423 525577.**

Additional hotels may be available through Reservations Highway. Please check the website for more details.

## Cancellation

- Once booked, individual rooms may be cancelled or changed 7 days prior to arrival without penalty
- Cancellations after this time, or in the event of a non-arrival or early check out, will be charged 100% cancellation fee for the entire stay
- Succinct Medical Communications is not able to book or hold rooms on behalf of attendees
- Succinct Medical Communications will not be held responsible for any cancellation, non-arrival or early check-out penalties imposed by hotels
- It is the responsibility of each attendee to communicate any changes and/or cancellations directly with their chosen hotel

**Please note that all hotels that are being used at this year's conference are NON-SMOKING. A penalty fee will be charged by the hotel to attendees who smoke on the premises.**

## Registration fees

Industry members wishing to attend the scientific sessions will need to register as a full delegate.

Delegate fees	Early-bird registration (if paid by 19 August 2018)	Late registration (if paid after 19 August 2018)
BOPA member (Fri–Sun)	<b>£200</b> (£240 incl. VAT)	<b>£325</b> (£390 incl. VAT)
BOPA non-member (Fri–Sun)	<b>£450</b> (£540 incl. VAT)	<b>£480</b> (£576 incl. VAT)

Your registration fee includes:

- Attendance as a BOPA delegate from Friday to Sunday
- All refreshments during the conference
- Attendance to the Buffet Supper on Friday evening and the BOPA Gala Dinner on Saturday evening

Please note:

- Delegate registrations are non-transferable at the conference
- A cancellation fee of 75% will apply for cancellations received after 14 September 2018
- To make an amendment to your registration relating to a session change, please email [bopa@succinctcomms.com](mailto:bopa@succinctcomms.com) with the details of the changes required, quoting your booking reference number

# Exhibition and sponsorship booking form

## 21st Annual BOPA Symposium

International Convention Centre (ICC), Birmingham, Friday 12 October – Sunday 14 October 2018

Company name: \_\_\_\_\_

Company address: \_\_\_\_\_

Contact name: \_\_\_\_\_

Job title: \_\_\_\_\_

Telephone no: \_\_\_\_\_ Fax no: \_\_\_\_\_

Email address: \_\_\_\_\_

PO number (if applicable): \_\_\_\_\_

Are you a BOPA corporate member? Yes  No  Membership no: \_\_\_\_\_

**Exhibition stand** – All prices are excluding VAT at the current rate of 20%.

Stand size	Area	Price	
2 m x 2 m	4 m <sup>2</sup>	£2,172	<input type="checkbox"/>
3 m x 2 m	6 m <sup>2</sup>	£3,258	<input type="checkbox"/>
4 m x 4 m	16 m <sup>2</sup>	£8,688	<input type="checkbox"/>
6 m x 6 m	Space only 36 m <sup>2</sup>	£17,136	<input type="checkbox"/>
Bespoke	–	Price on application	<input type="checkbox"/>

**Non-corporate members will be charged an additional £500 + VAT.**

My preferred stand number is (insert stand number):

1st \_\_\_\_\_ 2nd \_\_\_\_\_

3rd \_\_\_\_\_ 4th \_\_\_\_\_

Please do not position my stand close to the following competitors/companies: \_\_\_\_\_

Reservations are not confirmed until your booking form, a valid purchase order number and payment have been received. The floor plan is subject to change to reflect the requirements of exhibitors. You will be consulted if we require your stand space to be repositioned or the number of your stand has changed.

**Sponsorship opportunities** – Please tick below if you are interested in any of the opportunities.

Opportunities	Price		Opportunities	Price	
Platinum sponsor	£30,000	<input type="checkbox"/>	Lanyards	£3,000	<input type="checkbox"/>
Major sponsorship	£10,000	<input type="checkbox"/>	Topic of the year	£2,500	<input type="checkbox"/>
Delegate bags	£4,000	<input type="checkbox"/>	Conference guide advert	£1,000	<input type="checkbox"/>
Bottled water	£3,500	<input type="checkbox"/>	Bag insert	£750	<input type="checkbox"/>

I/We confirm that I/we have read, understood and accept Succinct Communications Limited's Terms and Conditions (the "Terms") for reserving exhibition space for the 21st Annual BOPA Symposium 2018 and agree to abide and fulfil my/our obligations under the Terms.

Signed by: \_\_\_\_\_

For and on behalf of: \_\_\_\_\_ Date: \_\_\_\_\_

Do you consent to being contacted and receiving information regarding the BOPA Annual Conference 2018? Yes  No

Which option would you like to pay by? Invoice request  BACS payment

**Please return by Friday 18 May 2018**

Anthony O'Rawe, Succinct Medical Communications, Morris Place, Liston Road, Marlow SL7 1DF

**Email: anthony.orawe@succinctcomms.com**



Registered Charity No. 1065026

**Contact Anthony O'Rawe on +44 (0)1628 897940 or email: anthony.orawe@succinctcomms.com**

# Terms and Conditions

**1. DATES OF OPENING** The exhibition for the 21st Annual BOPA Symposium 2018 will be held at the International Convention Centre (ICC), Birmingham. The exhibition will open at 09.30 hrs on Friday 12 Oct 2018 with scientific sessions commencing at 10.00 hrs. The exhibition and scientific sessions will close on Sunday 14 Oct 2018 at midday.

**2. APPLICATIONS FOR AND ALLOCATION OF STAND SPACE** Written applications will only be accepted if accompanied by a purchase order number on the booking form, which should be returned to Anthony O'Rawe at Succinct Communications Limited as soon as possible. Please note that the floor plan is subject to change to reflect the requirements of Exhibitors. The Exhibitor will be consulted if we require your stand space to be repositioned. A shell scheme will be in operation and 'space-only' stand areas are also available upon request.

**3. TERMS OF PAYMENT** Payment in full for your stand space will be invoiced upon receipt of your booking form, and bookings will not be confirmed until payment is received. Final payment of the balance is due no later than 31 July 2018. You will be unable to exhibit unless stand rental is paid in full prior to the opening of the meeting.

**4. CANCELLATION OR REDUCTION OF STAND SPACE** An Exhibitor cancelling their stand once their application has been received and acknowledged is liable for the total booking charge unless the stand space can be re-let by Succinct Communications Limited. In the event that the space can be re-let there will be a cancellation charge of 30% before 31 July 2018 or 50% thereafter.

**5. BANKRUPTCY OR LIQUIDATION** In the event of an Exhibitor failing to pay any sum due to Succinct Communications Limited on the due date or becoming bankrupt or entering into liquidation (other than voluntary liquidation for the purpose of amalgamation or reconstruction) or having a receiver of any description or an administrator appointed, the contract with such an Exhibitor will terminate forthwith, the allotment of stand space will be cancelled and all sums paid by the Exhibitor under the contract shall be forfeited.

**6. OCCUPATION OF STAND SPACE** The Exhibitor may enter the building from 14.00 hrs on Thursday 11 Oct 2018 for the purpose of stand fitting and dressing. Space-only Exhibitors may have access from 07.00 hrs on Thursday 11 Oct 2018. In the event of an Exhibitor failing to take possession of their stand, Succinct Communications Limited has the right to re-let the stand and all monies paid shall be forfeited. All exhibits, displays, stand fittings and materials must be removed from the building by 18.00 hrs on Sunday 14 Oct 2018.

**7. INSTALLATION AND REMOVAL OF EXHIBITS** Exhibitors may commence build up and arrangement of exhibits from 14.00 hrs on Thursday 11 Oct 2018. Exhibitors are prohibited from commencing such build up until the time nominated to them. Succinct Communications Limited will use all reasonable endeavours to adhere to the nominated date for the announcement of Exhibitors' work but will accept no responsibility for any costs, claims or expenses arising from any variation to such date. Exhibits may not be removed until the exhibition has been closed. Any special arrangements for installation or removal of exhibits must be made in consultation with Succinct Communications Limited. Succinct Communications Limited has full authority to remove any Exhibitor's material that it considers to be offensive or misleading.

**8. SHELL SCHEME SPECIFICATION** Shell schemes constructed from Standex satin aluminium exhibition system with flameproof nylon loop foamex panels will be used. They are coloured white and are 5 mm thick with walls based on 1 m modules. One name board is allocated per shell scheme stand. The inscription on this whiteboard is in navy ink (Helvetica medium uppercase, approx 36 characters, 50 mm high). The only permissible fixing is by hook velcro. The use of unauthorised fixings is expressly forbidden, and will result in the Exhibitor being charged for recovering/replacing damaged panels. Overall height: 2.44 m. Maximum internal height if ceiling beams are used: 2.39 m. Maximum height under fascia: 2.18 m. Graphic display areas 1 m wide panel: 2.39 m high x 0.95 m wide.

**9. VEHICLE ACCESS** Please note, specific time slots shall be given. This must be adhered to, failure to arrive at the allocated time shall result in refusal until the next available slot. Please note no loading bay can be used whilst the exhibition is open, Friday 12 Oct 2018 until 12.00 hrs on Sunday 14 Oct 2018.

**10. ELECTRICAL REQUIREMENTS** Lighting and power services will be available to the Exhibitor through the official electrical contractor. Exhibitors may provide their own electrical fittings where such fittings are in the form of made-up units, showcases and/or signs complete and ready for connection to the mains supply. Please note, it is the Exhibitor's responsibility to ensure that all electrical items brought onto site carry a valid portable appliance test certificate. Any items without a valid certificate are not permitted to be used on site.

**11. DANGEROUS MATERIALS AND EXHIBITS** The Exhibitor must conform to the conditions concerning explosives and dangerous combustible materials as laid down by Succinct Communications Limited and every appropriate authority, or the item will be removed from the building at the Exhibitor's risk and expense.

**12. FIRE PRECAUTIONS** In accordance with the requirements of every appropriate authority, all materials used in construction work, display material etc., must be effectively flameproofed or made of non-flammable materials. The Exhibitor must comply with all reasonable instructions given by Succinct Communications Limited or any appropriate authority to avoid the risk of fire.

**13. SECURITY** The exhibition hall will be locked each evening when the exhibition closes. Succinct Communications Limited asks that you take any valuable items with you when you leave the hall. Succinct Communications Limited and the ICC exclude all liability for any loss or damage whatsoever and howsoever caused to your property in the hall or any other part of the ICC at any time, unless any such loss or damage is attributable to the negligence of either Succinct Communications Limited and/or the ICC.

**14. DAMAGE TO PREMISES, FIXTURES, FITTINGS AND SHELL SCHEME** No nails, screws or other fixtures including Blu Tack, drawing pins, staples, adhesive tapes, sticky fixers, glue or double-sided pads, may be driven into any part of the shell scheme or premises, including floors, nor may any part of the shell scheme or premises be damaged or disfigured in any way. Should

any such damage occur, the Exhibitor concerned will be invoiced for any reparation charges incurred and shall pay the invoice within 14 days of receipt of the invoice.

**15. DELIVERY** Please note that in order to ensure safe delivery of any items to the ICC, this procedure MUST be followed: a. Notification should be given to Anthony O'Rawe, Succinct Communications Limited, should you be planning to deliver a large amount of boxes. b. All boxes should be clearly marked with the following information: contact name/company/21st Annual BOPA Symposium 2018, 12–14 Oct 2018, the ICC, Broad Street, Birmingham, West Midlands B1 2EA.

**16. STORAGE** There is no storage available at the ICC. Packages must be delivered to the ICC during the course of the conference (12–14 Oct 2018) or during the build-up day (Thursday 11 Oct 2018). Please ensure that all packages are removed by Sunday 14 Oct 2018 at the latest. The ICC reserves the right to dispose of your packages if they are not collected promptly.

**17. INSURANCE** Exhibitors are reminded of the need to consult their insurance company or insurance broker to cover themselves fully against all risks at the exhibition. Particular attention is drawn to the need for including and not limited to the following forms of insurance: ABANDONMENT INSURANCE – Exhibitors should note that Succinct Communications Limited is not obliged to return any monies paid for space in the event of cancellation or restriction of the exhibition. STANDS/FIXTURES AND SIMILAR INSURANCE – all risks on loss or damage to Exhibitors' property, fixtures, fittings and all other property of a similar nature, such as personal property of directors, principals and employees whilst on the premises and transit to and from the exhibition. PUBLIC LIABILITY – liability to the public may arise out of the Exhibitor's activities and should be covered by insurance. It is the sole responsibility of the Exhibitor to arrange suitable insurance coverage. Succinct Communications Limited shall accept no liability for the Exhibitor's failure to take out adequate insurance.

**18. LIABILITY** It must be clearly understood that the management of the premises and Succinct Communications Limited cannot accept liability for any loss or damage sustained or occasioned from any cause whatsoever, save that nothing in this contract shall be deemed to limit the liability of any person for death or personal injury caused by negligence. Succinct Communications Limited shall not be liable to the Exhibitor for: (i) loss of profits; or (ii) loss of business; or (iii) depletion of goodwill and/or similar losses; or (iv) loss of anticipated savings; or (v) loss of goods; or (vi) loss of contract; or (vii) loss of use; or (viii) loss or corruption of data or information; or (ix) any special, indirect, consequential or pure economic loss, costs, or (x) damages, charges or expenses. Exhibitors will be responsible for all damage to property and for any loss or injury howsoever caused by them or their employees, agents or contractors and will fully indemnify and will continue to indemnify Succinct Communications Limited against all claims and expenses arising there from. In the event of it being necessary for any reason whatsoever (including but not limited to the premises being or becoming unavailable for any reason whatsoever or the 21st Annual BOPA Symposium 2018 or the exhibition itself being prevented from taking place due to a reason beyond reasonable control of Succinct Communications Limited or due to breach of contract by a third party) for the exhibition to be abandoned, postponed or altered in any way in whole or in part or if Succinct Communications Limited finds it necessary to change the dates of the exhibition, then they shall not be liable for any expenditure, loss or damage resultant upon the lawful intervention of any third party which restricts the use of the premises in whole or in part in any manner whatsoever. Succinct Communications Limited shall have no liability to the Exhibitor under this agreement if it is prevented from or delayed in performing its obligations under this agreement or from carrying on its business by acts, events, omissions or accidents beyond its reasonable control, including strikes, lock-outs or other industrial disputes (whether involving the workforce of the Supplier or any other party), failure of a utility service or transport network, act of God, war, riot, civil commotion, malicious damage, compliance with any law or governmental order, rule, regulation or direction, accident, breakdown of plant or machinery, fire, flood, storm or default of suppliers or subcontractors.

**19. GENERAL CONDITIONS** Succinct Communications Limited is responsible for the control of the exhibition areas. Exhibitors are responsible for the control of their own stands. The decision of Succinct Communications Limited is final and decisive on any question not covered in the foregoing regulations. Exhibitors must comply in all respects with the requirements of every component authority, the terms of agreement by which Succinct Communications Limited may occupy the premises and with policies of insurance effected by Succinct Communications Limited so far as they relate to the activities of the Exhibitor under this contract and where any of them conflict with those regulations they shall override those regulations. Exhibitors will fully and effectively indemnify and keep Succinct Communications Limited indemnified against all costs, expenses, liabilities, claims and demands arising from: a. Breach of any of their obligations under this contract. b. Claims by third parties for including and not limited to a breach or infringements of any intellectual property rights, right of confidence or confidentiality or for libel or slander arising from the production, use or distribution of any document information or material (written or unwritten) provided, used or distributed by the Exhibitor during the course of its activities under this contract. c. Any liability of Succinct Communications Limited to third parties to the extent that it arises from any act, omission, negligence or default on the part of the Exhibitor. In particular and without limiting the above, Exhibitors will strictly observe and perform and give all notifications and information required by Succinct Communications Limited under the terms of the licence agreement and regulations under which the organiser is permitted to mount the exhibition.

**BOPA Secretariat, Succinct Medical Communications, Morris Place, Liston Road, Marlow SL7 1DF, UK. Tel: +44 (0)1628 897900 Fax: +44 (0)1628 486972. Email: bopa@succinctcomms.com**