

ABS Conference
17th & 18th May 2021
ICC Birmingham

Sponsorship Information



Introduction

The ABS is hoping that it will be possible to run its Conference in 2021. It is currently proposed that this is run as a reduced capacity meeting for attendees but to enable other delegates to attend online.

In the past the ABS Conference has been attended by between 800 and 900 delegates. If social distancing is still in place it is likely that the number of delegates attending the ABS Conference will need to be limited to 500. In 2020 the ABS has been running monthly webinars and to date over 600 individuals have attended one or more of these. This experience and interaction with potential delegates will be vital to the running of an effective online element to the meeting.

ABS Conference Format

The ABS Conference is currently being planned as an event in which social distancing will need to be in place. The exhibition floorplan has been provisionally designed with this in mind. In the event that the ABS Conference can be run without the need for social distancing the floorplan may be amended to include additional stands and the poster boards.

The programme is being designed so that it can be taken wholly online if it is not possible to meet in person. A decision will be taken in due course about the format of the meeting.

Sponsorship packages

The ABS is able to offer opportunities for sponsorship of its Conference in whatever format it ends up taking. We would be happy to discuss these options with potential sponsors in order to ensure that the opportunities meet their requirements.

Level 1 sponsorship: £3,000 + VAT

Package includes:	Conference at ICC with online presence	Virtual Event
3m x 2m shell scheme stand	Yes	No
Single slide promoting stand to be played on a plasma in the exhibition and poster areas	Yes	No
Reps attending the conference	1	2

Logo and 100 word company listing on the conference app	Yes	Yes
Entry in a promotional e-mail to be sent to all consenting delegates (Up to 200 words to be included with company logo in a single e-mail for all level 1 sponsors)	Yes	Yes
Virtual Exhibition booth*	Yes	Yes
Logo on a slide acknowledging the sponsors on the online stream	Yes	Yes
Resources available in the lobby area of the online stream	No	1

Level 2 sponsorship: £5,000 + VAT

Package includes:	Conference at ICC with online presence	Virtual Event
6m x 2m or 4m x 3m shell scheme stand	Yes	No
Single slide promoting stand to be played on a plasma in the exhibition and poster areas	Yes	No
Reps attending the conference	2	5
Logo and 150 word company listing on the conference app	Yes	Yes
Logo on the ABS Conference website page as a major sponsor	Yes	Yes
1 marketing e-mail to consenting delegates (Sent by ABS)	Yes	Yes
Virtual Exhibition booth*	Yes	Yes
Logo on a slide acknowledging the sponsors on the online stream	Yes	Yes
Single slide advert to be displayed in a break between sessions	No	Yes
Approved social media posting to be circulated on the ABS' twitter and LinkedIn accounts	No	Yes
Resources available in the lobby area of the online stream	1	2

Level 3 sponsorship: £7,500 + VAT

Package includes:	Conference at ICC with online presence	Virtual Event
6m x 2m or 4m x 3m shell scheme stand	Yes	No
Single slide promoting stand to be played on a plasma in the exhibition and poster areas	Yes	No
Reps attending the conference	2	5
Logo and 150 word company listing on the conference app	Yes	Yes
Logo on the ABS Conference website page as a major sponsor	Yes	Yes

1 marketing e-mail to consenting delegates (Sent by ABS)	Yes	Yes
Virtual Exhibition booth*	Yes	Yes
Logo on a slide acknowledging the sponsors on the online stream	Yes	Yes
Single slide advert to be displayed in a break between sessions	No	Yes
Approved social media posting to be circulated on the ABS' twitter and LinkedIn accounts	No	Yes
Resources available in the lobby area of the online stream	1	2

In addition during the course of the year:

A4 advert in the ABS Yearbook	Yes	Yes
Two e-shots to ABS members	Yes	Yes
Opportunity to meet ABS representatives to discuss future projects	Yes	Yes

Level 4 sponsorship: £15,000 + VAT

Package includes:	Conference at ICC with online presence	Virtual Event
6m x 2m or 4m x 3m shell scheme stand	Yes	No
Advert to be played on a plasma in the exhibition and poster areas	Yes	No
Reps attending the conference	2	10
Logo and 200 word company listing on the conference app	Yes	Yes
Logo on the ABS Conference website page and app as a main sponsor	Yes	Yes
Logo on the online webinar platform as a main sponsor	Yes	Yes
2 marketing e-mail to consenting delegates (Sent by ABS, one before and one after the event)	Yes	Yes
Virtual Exhibition booth*	Yes	Yes
Logo on a slide acknowledging the sponsors on the online stream	Yes	Yes
Online advert/ infomercial to be played during a break between sessions	Yes	Yes
Approved social media posting to be circulated on the ABS' twitter and LinkedIn accounts	Yes	Yes
Resources available in the lobby area of the online stream	2	4

In addition during the course of the year:

A4 advert in the ABS Yearbook	Yes	Yes
Two e-shots to ABS members	Yes	Yes

Annual meeting with ABS representatives	Yes	Yes
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*The ABS is looking at developing a virtual exhibition booth, which can be accessed through its app. Companies would be welcome to develop this themselves and for the ABS to link to it. However the ABS will be able to provide a page where it can upload information as follows:

- Company profile and link to company website
- Products – image and description to link through to further information on company website
- What's new – links to papers or educational videos
- Polls/ Surveys – ability to link to a survey/ questionnaire (survey monkey or similar)
- Enquiries – delegates to submit requests for further information/ conference giveaways.

Additional sponsorship opportunities for Level 3 & 4 sponsors

Sponsored symposium/ lunchtime session/ Online sponsored session	£15,000 + VAT
Focus group (in person or online)	£5,000 + VAT

Booking and contact information

If you wish to discuss the sponsorship opportunities for the ABS Conference please ring Lucy Davies on 020 7869 6852 or 07936 359533 or e-mail lucydavies@absghi.org.uk

If you wish to book a stand at the ABS Conference please return the booking form.