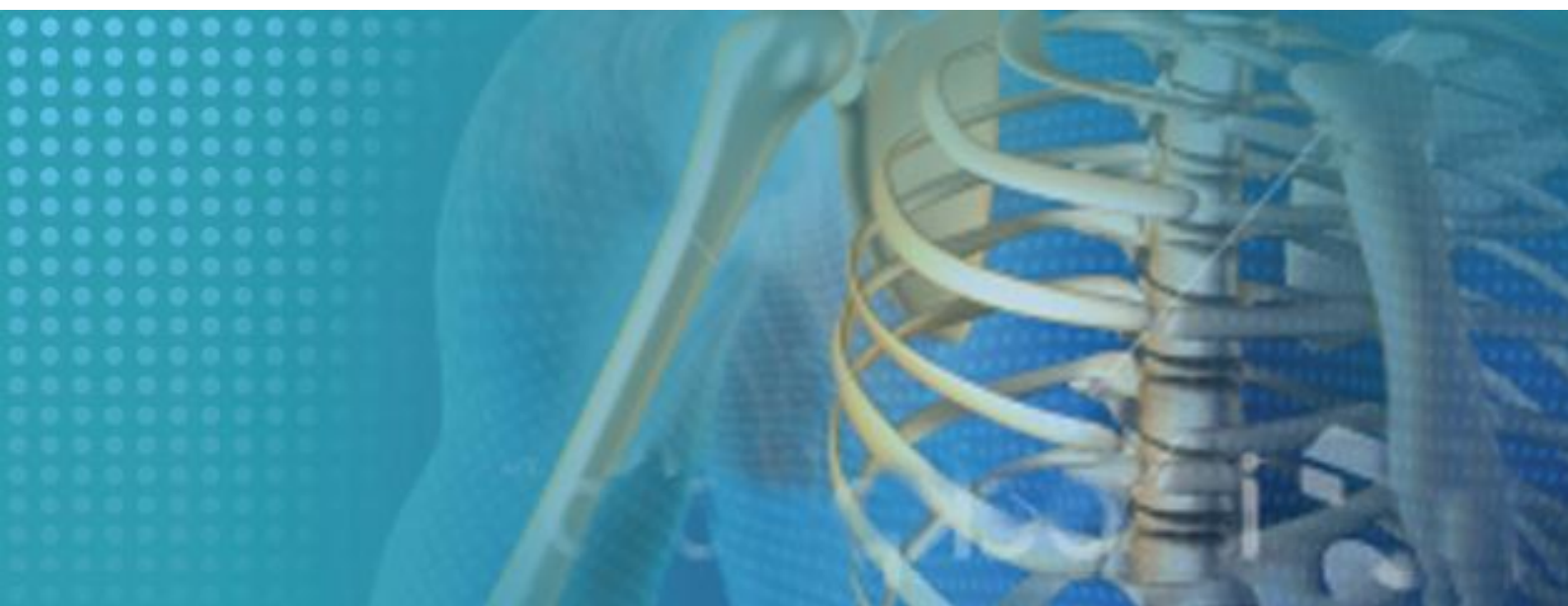


# UKRC 2012

25-27 June

Manchester Central



## Exhibition and sponsorship guide

## UKRC (United Kingdom Radiological Congress) 2012

UKRC 2012 is a joint event of The British Institute of Radiology, The Society & College of Radiographers, and The Institute of Physics Engineering in Medicine. This unique event is aimed at a multidisciplinary audience and encompasses the medical, scientific, educational and management issues which are of interest and relevance to all those involved in the diverse fields of radiological sciences.

As one of the premier European events in this field, UKRC provides a stimulating and exciting forum that brings together clinicians across the world to present and discuss the latest development and challenges in diagnostics imaging and allied radiological sciences.

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### Why should I exhibit?

The UKRC exhibition is the country's largest and most comprehensive exhibition in medical imaging, providing a unique and exclusive opportunity to meet and network with over 2000 key influencers and decision makers working within radiological sciences, whilst contributing to the close partnership between manufacturers and service providers.

- Meet and network with over 2000 attendees
- Increase sales, generate new contacts and build a quality database
- Complimentary 100 word company profile in UKRC2012 Congress guide
- Complimentary 100 word company profile and weblink on UKRC2012 website
- Free delegate registrations (1 per 6 sqm booked up to maximum of 6)
- Unlimited exhibition visitor invitations for staff and guests
- Opportunity to offer educational sessions from your stand
- Opportunity to host a satellite symposium within the exhibition hall
- List of attendees (subject to data protection)
- Opportunity to take advantage of a range of exclusive sponsorship opportunities
- Raise the profile and industry awareness of your company, products and services
- Meet competitors and learn about industry updates and developments
- Conduct market research to identify current issues and needs of radiological professionals
- Pre-event integrated PR and marketing campaign to ensure you meet the right audience

A programme of quality evening social activities offers further networking opportunities including the UKRC2012 Conference Party and President's Dinner.

An extensive year round marketing communications campaign will ensure a high quality audience and will also offer exhibitors exposure in promotional material targeted at over 20,000 radiological professionals.

## Who will I meet?

Over 2000 delegates and exhibition visitors will attend including:

- Academics
- Business Managers
- Engineers
- Hospital Managers
- Industrialists
- IT Managers
- Oncologists
- PACS Managers
- Physicists
- Purchasing and Supply Managers
- Radiographers
- Radiologists
- Radiotherapists
- Sonographers

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## Exhibition Timetable

Saturday 23 June	Exhibition Build
Sunday 24 June	Exhibition Build
Monday 25 June	08.00 – 17.30
Tuesday 26 June	08.00 – 17.30
Wednesday 27 June	08.00 – 14.00

*(Timings are approximate and may be changed at the discretion of the organisers)*

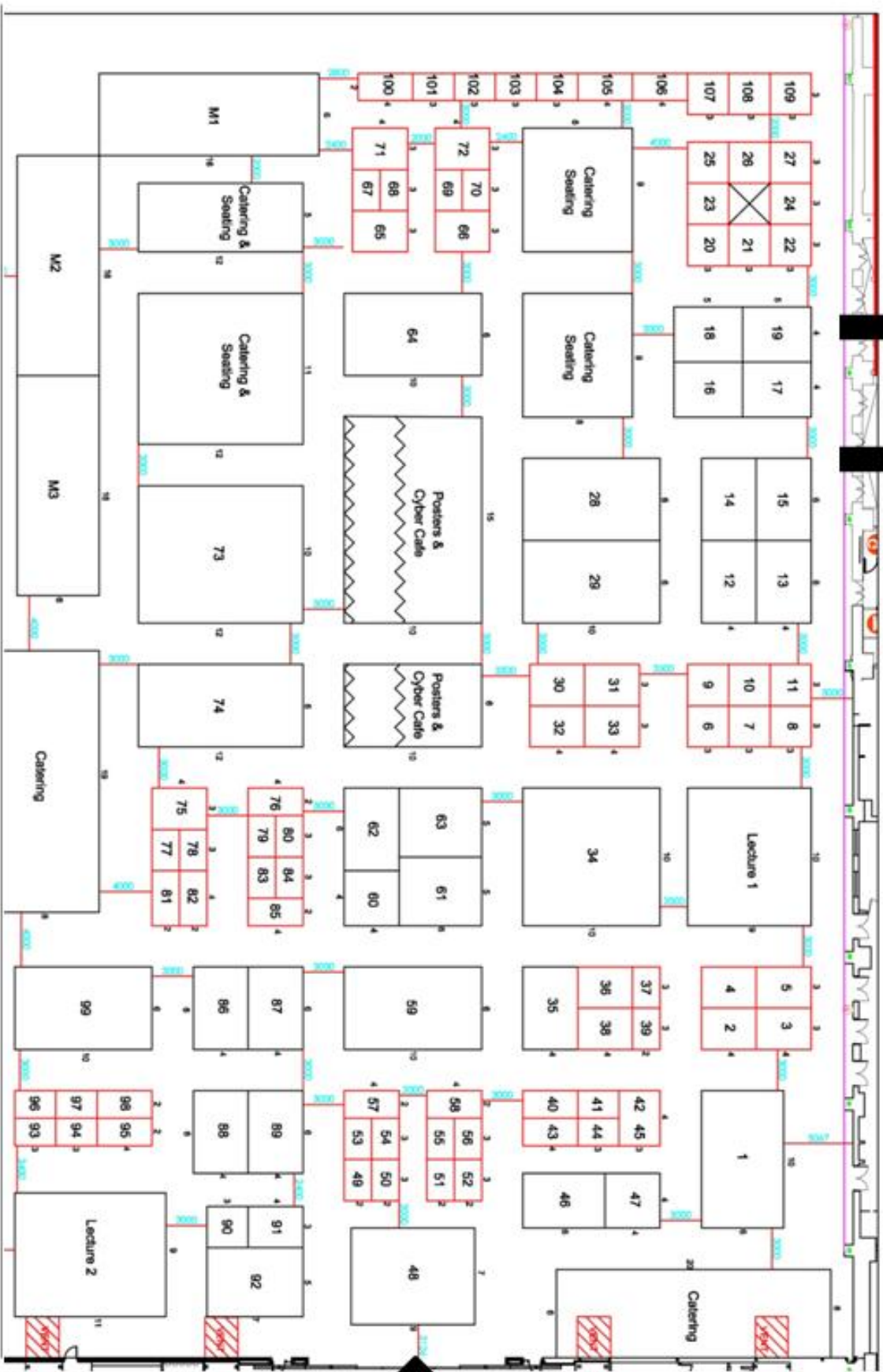
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## Stand Prices

Space only (more than 13sqm)	<b>£ 320 +VAT per m2</b>
Shell scheme	<b>£ 340 + VAT per m2</b>

*(Shell scheme package includes Velcro compatible shell panels, carpet and fascia nameboard. Lighting and electrics are to be ordered and paid for separately).*

Concurrent sessions



Main entrance

## Marketing Opportunities

To increase your profile at the event a number of additional marketing opportunities are available, enabling you to reach each and every delegate.

### *Delegate Bag Inserts*

Each delegate will be provided with an attractive delegate bag, which will contain information about the conference and promotional materials. Inserts will need to be supplied to the organisers at least three weeks prior to the event.

Costs per item	<b>£695</b>
Two items	<b>£995</b>
<i>*max size per item A4, 8 pages</i>	

### *Congress guide advertising and conference app*

For 2012 we are launching the UKRC2012 conference app which will be compatible with Android and iPhone handsets. The app will mirror the congress guide and will include full details of the programme, speakers, abstracts, posters, sponsors and the exhibition. Each exhibitor will be given 100 words of complimentary editorial in the Congress guide, conference app and on the UKRC2012 website. Exhibitors can upgrade their entry to 200 words with company logo or, if you have a specific message to convey, additional advertising space is available to purchase.

	<b>Congress guide only</b>	<b>Guide and app</b>
Guide upgrade	<b>£295</b>	<b>£495</b>
DPS colour advert	<b>£1,995</b>	<b>£2,995</b>
Full page colour advert	<b>£1,295</b>	<b>£2,195</b>
Half page colour advert	<b>£895</b>	<b>£1,695</b>
Quarter page colour advert	<b>£695</b>	<b>£1,095</b>

### *Monthly Electronic Newsletter*

A monthly e-newsletter is produced and circulated to over 5000 radiological professionals. Your company name and logo will be prominently displayed in each issue up until the Congress.

**£495**

### *Education on stands*

Exhibitors are offered the opportunity to provide short educational activities of 10-15 minutes from their stand. This opportunity has proved hugely beneficial to an exhibitors experience at the Congress as delegates select relevant opportunities for their own CPD portfolio, whilst managers recognise the importance and value of supporting delegates attending the exhibition.

Formal CPD recognition and appropriate badging of opportunities for the radiographic community can be gained through application to the Society and College of Radiographers. The activities are promoted through the Congress programme and website, together with any CPD approvals received.

**£295**

### *Satellite Symposia*

Satellite symposia offer exhibitors a prime opportunity to complement the scientific programme and add value to their presence at UKRC by providing enhanced CPD opportunities for delegates and visitors. Two lecture theatres are available within the exhibition hall for slots of up to one hour. Full AV equipment, room hire and inclusion of the session with company logo in the Congress programme and onsite guide are included in the price. *To facilitate the process of integration into the scientific programme, proposals for symposia are reviewed by the scientific program committee.*

60 minute session	<b>£1,295</b>
30 minute session	<b>£795</b>

## Sponsorship Opportunities

UKRC2012 offers a wide range of creative sponsorship opportunities that help to enhance your presence and raise your profile at the event, whilst demonstrating dedication and investment in the radiological sciences. It offers the means to portray key messages to a focussed, influential audience, leaving a strong and lasting impression of your brand.

Conference sponsors will benefit from year round marketing support via prominent exposure in promotional materials including advertisements, the conference website, marketing leaflets and e-newsletters as well as considerable presence in event literature and during the event itself.

### Poster presentations

Logo and acknowledgement detailed on the UKRC website and the Congress guide, together with branded signage onsite, your company logo on each poster board and on the poster section of the conference app. **£3,495**

### Delegate bags

Logo printed on all Congress delegate bags, acknowledgement in Congress guide and UKRC2012 website plus a free insert in the delegate bags. **£5,495**

### Internet zone and wifi access for delegates

Logo and acknowledgement on the UKRC website and in the Congress guide. Logo on internet zone with opportunity to brand screensavers on terminals. Logo on conference app **£3,995**

### Attendee badges

Logo on badges with acknowledgement on the UKRC website and in the Congress guide **£1,995**

### Lanyards

Logo printed on Congress lanyards with acknowledgement on the UKRC website and in the Congress guide **£1,995**

### Stewards

Logo included on stewards T-shirts with acknowledgement on the UKRC website and in the Congress guide **£1,495**

### Delegate registration wallets

Full page advert on reverse of the wallets (A5 size) with acknowledgement on the UKRC website and in the Congress guide **£2,495**

### Pads and pens

Logo on Congress pads and pens with acknowledgement on the UKRC website and in the Congress guide **£2,995**

### Conference party

Logo on party invitations and all associated marketing materials. Logo on signage at the event. Logo and acknowledgement on the UKRC website and in the Congress guide **£995 or £7,995 sole sponsorship**

### Speakers

Verbal acknowledgement at the session, logo at lecture theatre entrance, on the UKRC website and in the Congress guide. The most up to date programme is available at [www.ukrc.org.uk](http://www.ukrc.org.uk)

UK Speaker **£595**  
European Speaker **£995**  
International Speaker **£1,495**

### Session sponsorship

By supporting one of the sessions you can target the most relevant people at the Congress. The sponsoring company will be acknowledged in the session, at the lecture theatre entrance as well as in any literature mentioning the session. (Price dependent on the session sponsored).

## The venue

Manchester Central is situated in the heart of Manchester boasting a wide spectrum of flexible exhibition halls and conference suites with state-of-the-art meeting facilities. The versatility of these facilities enables Manchester Central to host a unique mix of events from high profile, large-scale international and national conferences to trade and public exhibitions, gala banquets, sporting competitions and concerts. The venue is easily accessible from all major UK transport links and is adjacent to a wide range of accommodation options.

## Conference Organisers

Profile Productions Ltd  
Northumberland House  
11 The Pavement  
Popes Lane  
London  
W5 4NG

Tel: 020 8832 7311  
Fax: 020 8832 7301  
Email: [ukrc@profileproductions.co.uk](mailto:ukrc@profileproductions.co.uk)  
Web: [www.profileproductions.co.uk](http://www.profileproductions.co.uk)



*All prices quoted are subject to VAT*