Exhibition and Sponsorship Information
Fertility 2020 is the 13th Joint Annual Conference of the UK Fertility Societies: the Association of Clinical Embryologists, British Fertility Society and the Society for Reproduction & Fertility.

The event has become the largest UK educational forum focussing on fertility and reproductive medicine. Its success and importance is proven – the 2019 conference in Birmingham attracting over 750 delegates and over 200 poster presentations.

Why exhibit?

Exhibiting at Fertility 2020 offers a unique opportunity to engage on a face-to-face level with a large, motivated and influential audience of over 700 fertility experts. The exhibition attracts over 60 manufacturers and suppliers of fertility related products and services. Feedback from past exhibitors tells us that:

- 91% of exhibitors achieved their objectives
- 83% were satisfied with the number of delegates they saw
- 94% met with their target audience

93.5% of 2019 delegates rated the exhibition as good or excellent

Exhibit at Fertility 2020 and benefit from:

- A unique opportunity to network with over 700 fertility and reproductive biology professionals
- 100 word company profile and logo on the conference app
- Listing on the conference website with hotlink to the exhibitors’ website
- Full shell scheme and electrics package
- List of attendees (subject to data protection)
- Experienced organisers to ensure maximum traffic in the exhibition hall
- Conduct market research to stay ahead of your competitors and identify current needs of fertility professionals
- Pre-event marketing campaign to ensure you meet a large, quality audience
- Access to a range of creative sponsorship and marketing opportunities

Exhibition timetable

| Build | Wednesday 8 January | 08.00 – 19.00 (space only exhibitors) |
|       |                    | 14.00 – 19.00 (all exhibitors)        |

| Open days | Thursday 9 January | 08.15 – 19.00 |
|           | Friday 10 January  | 07.45 – 16.30 |
|           | Saturday 11 January| 08.45 – 13.45 |

| Breakdown | Saturday 11 January | 14.00 – 20.00 |

(Timings are approximate and may be changed at the discretion of the organisers)
Conference promotion and marketing

A sophisticated year-round marketing and communications campaign will reach the combined Societies membership of over 3,000 as well as other non-member fertility experts through the use of a range of print, digital, and social media. We actively seek partnerships with other fertility societies in the UK and Europe and ensure that the conference is given high exposure within the NHS and private sector. The use of social media including Twitter, Facebook, and Instagram will also help to increase awareness and stimulate debate – before, during, and after the conference. This combined strategy is proven to consistently achieve a growing, quality, and influential audience, helping exhibitors to meet their target market and achieve their marketing objectives.

Key attractions for delegates

Feedback from delegates indicates that the Joint Fertility Conference continues to meet the educational needs of attendees. Key highlights for delegates include:

- Excellent networking opportunities away from the workplace
- First-class scientific programme of renowned UK and international speakers
- Free app with full programme information and ability to build ‘my programme’
- Participation in a range of CPD activities
- Access to a diverse range of exhibitors and fertility-related products and services
- Learning new clinical skills and updates
Exhibition plan

Shell scheme package
- Velcro compatible shell scheme partition walls
- Fascia name board
- Carpet
- Power socket
- Two spotlights
- Trestle table and two chairs
- Lunch and refreshments for stand personnel
- 100 word company profile on the conference app
- Listing on www.fertilityconference.org
- Registration of stand personnel
- Full conference collateral

Space only stands
Space only is available for all stands where only the floor space is provided.

Stand prices

<table>
<thead>
<tr>
<th>Stand Size</th>
<th>Prior to 6 September 2019</th>
<th>7 September 2019 onwards</th>
</tr>
</thead>
<tbody>
<tr>
<td>2m x 2m</td>
<td>£2,100</td>
<td>£2,300</td>
</tr>
<tr>
<td>3m x 2m</td>
<td>£2,500</td>
<td>£2,850</td>
</tr>
<tr>
<td>4m x 2m</td>
<td>£2,750</td>
<td>£2,950</td>
</tr>
<tr>
<td>3m x 3m</td>
<td>£2,950</td>
<td>£3,150</td>
</tr>
<tr>
<td>4m x 3m</td>
<td>£3,750</td>
<td>£3,950</td>
</tr>
</tbody>
</table>

Prices exclusive of VAT @ 20%
Sponsorship opportunities

Sponsorship offers a unique branding opportunity that cannot be achieved through exhibiting. It enables organisations to demonstrate your commitment to the fertility industry by positioning your brand at the forefront of the fertility community.

Conference sponsors will benefit from considerable exposure in 2019 via inclusion in all print and online marketing materials including the conference website, the conference app, marketing leaflets and e-newsletters as well as significant presence during the event itself. There are three levels of sponsorship as well as individual items designed to offer tailored branding opportunities:

**Gold sponsorship £12,500 + VAT**
- 60 minute satellite symposium (topic and timing subject to agreement by the conference committee)
- 12sqm of exhibition space
- Insert in delegate bags (inserts to be supplied by sponsor)
- Banner advert on the conference app
- Logo and 100 word company entry in the conference app
- Logo and 100 word company entry in the conference marketing leaflet
- Logo and 100 word company entry on the conference website
- Banner advert on the conference website
- Logo on the splash page of the conference app with 100 word company entry in the sponsors section
- Logo and 200 word company entry in the exhibitor listing in the conference app
- Logo on all conference advertisements
- Five tickets to the conference dinner
- Two full delegate registrations

**Silver sponsorship £7,500 + VAT**
- 9sqm of exhibition space
- Insert in delegate bags (inserts to be supplied by sponsor)
- Logo and 100 word company entry in the conference app
- Logo on the conference marketing leaflet
- Logo and 100 word company entry on the conference website
- Logo on the splash page of the conference app with 100 word company entry in the sponsors section
- Logo and 200 word company entry in the exhibitor listing in the conference app
- Logo on all conference advertisements
- Two tickets to the conference dinner
- Two full delegate registrations

**Bronze sponsorship £5,000 + VAT**
- 6sqm of exhibition space
- Insert in delegate bags (inserts to be supplied by sponsor)
- Logo in the conference marketing leaflet
- Logo and 100 word company entry on the conference website
- Logo on the splash page of the conference app
- Logo and 100 word company entry in the exhibitor listing in the conference app
- Logo on all conference advertisements

---

**Marketing opportunities**

**Delegate bag inserts**
Approximately 700 inserts will need to be supplied to the organisers four weeks prior to the event.
- One item £650
- Two items £950

**Conference app advertising**
Fertility 2020 will have an abridged onsite programme with just programme and exhibitor plan and list. All speaker information, exhibitor details, abstracts and general conference information will be published in the app. Advertising space is available to purchase.
- Banner advert £1,000

**Conference handbook advertising**
The handbook includes programme, exhibitor plan and listing, general conference information. Each exhibitor will be given a 100 word entry in the conference app as part of the stand price, however advertising space is available to purchase.
- DPS colour advert £1,295
- Full page colour advert £995
- Half page colour advert £795

**Demo zone £395 per 15 minutes**
Following on from the introduction of the demo zone in 2019 we are offering exhibitors the opportunity to book a 15 minute session in the Demo Zone in the exhibition hall. It provides exhibitors the chance to book 15 minute slots for product demonstrations and launches, to share best practice, tips and techniques, research and other innovations.

**Plasma advertising**
Plasma screens are located in high traffic areas throughout the EICC, offering high visibility and exposure throughout the venue. Adverts will be displayed on all screens on a rotational basis. Artwork to be supplied by the exhibitor as a 16:9 PowerPoint slide and can include animation of up to 10 seconds.
- Cost per advert £1,000

**Prices exclusive of VAT @ 20%**
The Association of Clinical Embryologists

2020 Fertility

9 – 11 JANUARY 2020 • EICC EDINBURGH

Venue information

The EICC is one of the UK’s leading conference and exhibition venues, with a dedicated events team that work in partnership to deliver successful events. The EICC features several large and flexible spaces including the brand new Lennox Suite which will be the venue for the exhibition. Located in the heart of the City Centre, close to Edinburgh Castle, shopping districts, hotels, restaurants and other city attractions, the EICC is incredibly easy to get to – just a few minutes’ walk from Haymarket Train Station.

For further information please visit www.eicc.co.uk

Sponsorship items

Delegate pens £1,500
Logo included on each pen, the sponsors page of the handbook, conference app and website

Delegate badges £2,000
Logo included on each badge, the sponsors page of the handbook, conference app and website

Delegate lanyards £2,000
Logo included on each lanyard, the sponsors page of the handbook, conference app and website

Venue signage £2,500
Logo included on each directional and conference room sign (approximately 50), the sponsors’ page of the handbook, conference app and website

Conference app £2,500
Logo included on all the app pages with link to sponsors homepage, logo on sponsors page of the handbook, conference app and website

Delegate registration wallets £1,500
A5 colour advert on the back of each wallet given to all attendees at the time of registering, logo on sponsors’ page of the handbook, conference app and website

Poster presentations £2,000
Logo included on each poster board (approx 200), on the online abstract submission site and the sponsors page of the handbook, conference app and website

Conference dinner £1,500
(Maximum three sponsors)
Logo on dinner tickets (approx. 550), dinner menus and signage, logo on sponsors page of the handbook, conference app and website

All prices exclusive of VAT @ 20%
Exhibitor details

Name
Position
Organisation
Address
Postcode
Tel
Email
Purchase order no

Invoice address details (if different from above)

Name
Position
Organisation
Address
Postcode
Tel
Email

Exhibition space

☐ Shell scheme
☐ Space only (ONLY THE FLOOR SPACE IS PROVIDED)
☐ 2x2m
☐ 3x3m
☐ 4x2m
☐ 3x2m
☐ 4x3m
☐ Other, please state

Preferred stand no/s:
1st choice 2nd choice 3rd choice

Bag inserts

☐ 1 item £650
☐ 2 items £950

Advertising

☐ Demo zone booking (per 15 mins) £395
☐ Handbook - DPS colour advert £1,295
☐ Handbook - full page advert £995
☐ Handbook - half page advert £795
☐ Plasma advert £1,000
☐ Conference app banner advert £1,000

Sponsorship

I would like to sponsor (please state below)

@ £

Total amount to be invoiced £   + VAT @ 20%

Contractual agreement

By signing this booking form I confirm I understand this is a
legally binding contract and have read and agree to the terms
and conditions.

Signature       Date / / 

Please return booking form to:
Profile Productions Ltd, Boston House, 69 – 75 Boston Manor Road, Brentford, Middlesex, TW8 9JJ
t: +44 (0)20 3725 5840    e: fertility@profileproductions.co.uk    w: www.profileproductions.co.uk
Terms and conditions

1. The organiser of Fertility 2020 is Profile Productions Ltd, Boston House, 69 – 75 Boston Manor Road, Brentford, Middlesex TW8 9JJ.
2. All prices quoted are subject to VAT at the prevailing rate.
3. Bookings can only be accepted on receipt of a completed, signed booking form.
4. Email confirmation will be sent within 7 days of receiving a booking form. If you do not hear from us within 7 days please contact us to check your booking has been received.
5. An invoice for the full amount will be sent on receipt of a booking form and must be paid within 21 days of the invoice date.
6. Payment must be received in full by the conference:
   a. Late payment after invoice due date will incur a 10% late payment fee
   b. Any monies still outstanding after 60 days of invoice due date will be passed to our legal team and additional costs may apply.
7. Exhibitors are required to exhibit for all three days. Early departure is not permitted and exhibitors that do so, will jeopardise the possibility of exhibiting at future events.
8. The Organiser reserves the right to amend the exhibition floor plan at its own discretion. Any amends will be notified to exhibitors at all times.
9. Neither the Organiser nor its contractors shall be responsible for the loss, damage, safety and security of any items or property of any Sponsor/Exhibitor, its agents or employees, unless where proved to be caused by the negligence or breach of duty of the Organiser.
10. Exhibitors must ensure they have adequate insurance cover in place to protect themselves against loss, damage or injury to themselves, property and personnel or when liable for any third party.
11. Subletting and sharing of stands is not permitted. Only one company is permitted to exhibit on each stand. Sharing with another organization is prohibited unless prior consent has been given by the Organiser.
12. The Organiser reserves the right to refuse entry or further participation in the event by any exhibitor engaged in activities which appear unethical or unlawful.
13. Canvassing for orders and distribution of samples, literature or materials can only be made from the exhibitor’s own stand space unless by prior written agreement by the Organiser.
14. All inserts booked must be printed and supplied by the exhibitor at least three weeks prior to the conference. Items not received by the deadline stated by the Organiser will not be included.
15. Advertisements booked must be supplied in digital format to Profile Productions at least four weeks prior to the conference.
16. When sponsoring an item, the sponsor must supply in digital format its logo and any other required copy within the deadline stated by the Organiser.
17. The Organiser reserves the right to publish items that include a sponsor’s logo without prior approval by the sponsor.
18. Cancellations will only be accepted in writing. Cancellation fees are as follows:
   a. Within 90 days of the event date – 25% of booking amount will be charged
   b. Within 60 days of the event date – 50% of booking amount will be charged
   c. Within 30 days of the event date – 100% of booking amount will be charged