

urology_{news}

patient engagement evenings

EXHIBITOR PROSPECTUS

A virtual event

23 - 25 September 2020

6 CPD points - awarded by BAUS



Photo by feipeng yi on Unsplash

www.patient-engagement.net

Welcome

Dear Colleague

It is with great pleasure that we can announce the launch of the Urology News Patient Engagement Evenings. Building on an upsurge of interest in how the urology field communicates with the patients it treats, the event will deliver a series of evening lectures by leading clinical experts covering the opportunities, technologies and challenges involved in contemporary medical communication.

The lectures will be delivered within a virtual conference environment. Sponsors and exhibitors will be able to network with the delegates within this environment, including through face-to-face video chat; delegates will also be strongly encouraged to network with each other, forging the connections necessary to get effective patient engagement initiatives off the ground. We aim for 250 attendees within the virtual conference environment, including clinicians, policymakers, charities and medical journalists.

Selected sessions and partner presentations will also be broadcast online via the Urology News website and social media channels. The event is timed to coincide with the EAU's Urology Week and Urology Awareness month - the period in the year when online activity around Patient Engagement is at its height. By broadcasting and sharing selected content at this time, we aim to engage the largest possible global audience, and generate some far-reaching discussions. We'd like to invite you to be part of the conversation.

Faculty & Topics

23 September

Time: 17:00 – 20:00

Jay Khastgir - Online support groups for incontinence sufferers

Jonathan Goddard - Communicating with uro-oncology patients

Katy Gunn & Deborah Munro - Thinking local in patient support delivery; the UCAN example

24 September

Time: 17:00 – 19:30

Asif Muneer - Erectile dysfunction communication

Catherine Murphy - Algorithms for decision-making in management of post-prostatectomy incontinence

25 September

Time: 17:00 – 19:30

Hashim Hashim - The Mesh Debate - social media & the landscape of the modern health controversy

Elaine Miller - Language and laughter in pelvic health

Exhibition options

SPONSORSHIP PACKAGE

The full sponsorship package includes:

- Company Presentation: 15 minutes presentation on the 'Main Stage' channel. This will be delivered to registered delegates, recorded to be made available post-event, and can also, optionally, be simulcast via our website and social media to the wider online audience
- Virtual stand space
- Up to 6 exhibitor salespeople available for networking
- Push notification each evening directing attendees to your team
- A bespoke web-page on the *www.patient-engagement.net* website
- Banner advert on one of the primary pages of the *www.patient-engagement.net* website
- Pre-conference email publicity to delegates
- Acknowledgment of sponsorship on all publicity materials
- A list of delegates will be given to you after the event upon request (GDPR compliant)
- Sponsors will also be invited to our speakers dinner as Urology News guests (2 invites per company), giving direct access to key industry influencers

Rate: £2500 + VAT.

EXHIBITOR PACKAGE

The exhibitor package includes:-

- Virtual stand space
- Up to 4 exhibitor salespeople available for networking
- Invitation to attend speakers' talks
- Pre-conference email publicity to delegates
- Acknowledgment in all publicity material
- List of delegates after event upon request (GDPR compliant)

Rate: £1000 + VAT.

Exhibition format

The Exhibition will be hosted in virtual format within the meeting website environment. Exhibitors will benefit from a virtual stand, a presence on the pre-event website, email publicity, and enhanced networking options with delegates. Here is a run-down of all the promotional material that can be delivered as part of the exhibitor packages:

Virtual event platform

The full sponsorship package includes:

- **Exhibitor Ad within Networking environment:** 280 characters of text
- **Exhibitor Categories within Networking environment:** 1-3 areas of interest for attendees that match neatly with your products. Attendees who select these options will be funnelled directly to you.
- **Virtual Booth:**

INTRODUCTION SECTION

- » Company's name
- » Subtitle (*Max. 75 characters. Can be a catchy phrase to get your virtual booth more views.*)
- » Website URL
- » Facebook URL
- » Twitter ID
- » LinkedIn URL (*can be a person's or company's*)

STAND FRONT

- » Promo video URL: Maximum 1 video. Livestream or recorded video can be accommodated. This must be an embedded URL link to a streaming provider (*e.g: YouTube*), where your video is uploaded.
- » Document .pdf that you would like to put in the booth: Maximum 1 .pdf document, delivered as an embedded URL. It is recommended to be a short document that presents your company's products and services.

Exhibition format continued

STAND CAROUSEL

- » Company description: 100 to 130 words recommended
- » URLs: Maximum 2 URL embedded links with a title. For example, “Description of our products” along with a URL embedded link to your website, or “Project video” along with an embedded URL link to a website (*e.g. Youtube*) where your project is displayed.
- » Images: Maximum 2 images and a title as a link, if possible. File types .jpg, .png or .gif. To optimize the visibility of the images in your virtual stand, we suggest photos in panoramic orientation, 16:9 scale, and dimensions 736x400 pixels (*approximately*). Oversized photos will saturate your booth. Please include a brief description of each photo.
- » Logo: Maximum 1. 300x300pixels, jpg, png, or gif. High resolution images preferred.

PRE-EVENT WEBSITE

- » Company Bio: 300 words covering company background and reasons for involvement in the Patient Engagement Days
- » Bespoke Article (Sponsor Package only): A web-page within *www.patient-engagement.net* delivering content of your choice, supporting your presentation. No limitations on amount of text, number of images or videos; videos must be hosted on an external streaming platform and embedded.
- » Banner Advert (Sponsor Package only): A banner ad on one of the primary pages of *www.patient-engagement.net* Technical spec;
 - » Width 980 pixels x Height 100 pixels
 - » Image resolution 72dpi
 - » Colour RGB
 - » File format jpg, jpeg, gif, png
 - » Files should be no bigger than 1Mb

PROMOTIONAL EMAILS

- » Promotional Email Slot: 200 words of text plus 1 image, link and logo.

Other sponsorship options

- » Virtual event screen-top banner ————— **£500 + VAT**
- » Keynote Speaker Sponsorship (*Logo on screen pre and post presentation, acknowledgement from chair and on website*) ————— **£300 + VAT**
- » Holding screens sponsor (*x5 max*) ————— **£250 + VAT**
- » Video sponsorship (*logo and acknowledgment of support on video of one presentation*) ————— **£250 + VAT**
- » Website sponsorship (*x10 max – logo & link on site home page*) ————— **£250 + VAT**
- » Website article (*live on site for 6 months, addressing a patient engagement topic of your choice – no limitations on wordcount or image numbers*) ————— **£500 + VAT**
- » Website banner adverts (*6 months*) ————— **£250 + VAT per advert**
- » Email banner adverts ————— **£250 + VAT**
for advert displayed in 6 emails to delegates
- » Sponsored social media posts - x10
(*limited to 2 per week*) ————— **£100 + VAT**

Event details

ORGANISER

William Young

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Urology News

Pinpoint Scotland Ltd

9 Gayfield Square

EDINBURGH

EH1 3NT

EXHIBITION

Upload of digital booth content should be complete by the 9 September. Collateral should be provided directly to the Urology News team to handle upload.

How to book

How to book exhibition space & sponsorship options:

E: william@pinpoint-scotland.com

Payment options

1. Post **cheque** made payable to 'Pinpoint Scotland Ltd.' to: Pinpoint Scotland Ltd., 9 Gayfield Square, EDINBURGH, EH1 3NT. A receipt will be emailed confirming your payment has been received.
2. **BACS** payments to:
Account Name - Pinpoint Scotland Ltd
Sort Code - 80-06-29
Account Number - 00717722
IBAN No. - GB78 BOFS 800629 00717722
SWIFT - BIC BOFS GB 21299
(Please include reference 'PE Day', amount paid, payment date, company name, contact name and phone number)
3. **Invoices** can be supplied upon request; please provide Purchase Order number at point of request.

Terms & Conditions

Payment: All payment for stands should be received 3 weeks prior to the event. Failure to pay in advance of the event will result in your company being refused entry; you will still be liable for the full cost of your stand and any ensuing costs.

Cancellations: Refunds for stands, which are cancelled, will only be made in the event of the cancelled stand space being resold. Every effort will be made to re-sell this stand space.

Additional charges: Exhibitors will incur all costs accrued on-site for any additional requirement e.g. plasma screens or additional catering.