



## **BASL2024 Annual Meeting Sponsorship and Exhibition Prospectus**

**Tuesday 8<sup>th</sup> – Friday 11<sup>th</sup> October 2024  
Harrogate Convention Centre**

## **BASL 2024**

BASL2024 is the highlight of the BASL calendar and the main liver meeting in the UK and will take place at Hilton Brighton Metropole from 8 -11 October 2024.

BASL2024 incorporates 3 separate meetings: the BASL Annual Meeting, BLTG Transplant Meeting and the British Liver Nurses Association (BLNA) Nurse Meeting. We hope to attract in excess of 500 attendees throughout the week, bringing together clinicians, nurses, scientists and all those interested in liver disease and liver transplantation.

### **BASL Annual Meeting**

The BASL Annual Meeting will have eminent UK and overseas speakers converge to deliver an informative and exciting meeting over 3 days with the first morning being joint with the BLTG and the Thursday morning being joint with the BLNA. Being part of the event will provide an exceptional opportunity to reach influential groups with your organisation's message and increase awareness of your products and services.

### **BLTG Transplant Meeting**

The BLTG Transplant Meeting integrates the meetings previously organised by each individual transplant centre and extends to the many individuals working out of liver transplant centres with an interest in liver transplantation. With lectures delivered by carefully selected leading speakers from the UK the meeting offers an ideal platform to network with those operating in or with a strong interest in the field of liver transplantation.

The meeting lasts for 1½ days with the Wednesday morning sessions joining up with the main BASL Annual Meeting programme but has a standalone exhibition on Tuesday 8<sup>th</sup> October ONLY and there are a number of opportunities to support the BLTG Meeting only as well as an overall package that incorporates both meetings.

### **BLNA Nurse Meeting**

The BLNA Nurse Meeting takes place on 10<sup>th</sup> - 11<sup>th</sup> October. Sessions start on the Thursday afternoon followed by a half day educational programme on Friday with the Thursday morning sessions once again joining up with the main BASL Annual Meeting programme and offers a fantastic networking opportunity to all who attend. The exhibition is from Wednesday 9<sup>th</sup> to Friday 11<sup>th</sup> October.

In total there are three high profile events highlighting specific areas within the world of liver that you can support either individually or as part of a joint package.

Participating at the meeting provides a unique opportunity to be part of this exciting and vibrant event and we have a range of opportunities to get delegates to have awareness of your brand including exhibition areas that create footfall past your stand at every available opportunity. Speaking to delegates from your stand is just the beginning - your stand can act as a focal point for your overall presence. It is the most direct way to explain the work of your company, enable you to talk to all delegates and introduce your products and services to the multitude of the media that attend the Meeting.

If there are any opportunities not shown that you would like to discuss then we are always happy to work with you to provide a bespoke package that meets your individual needs.

Please contact the BASL Event Managers on [conference@basl.org.uk](mailto:conference@basl.org.uk) for further information.



## Primary Sponsorship Opportunities

9<sup>th</sup>-11<sup>th</sup> October

<b>GOLD PACKAGE</b>	£28,000 + vat
	<ul style="list-style-type: none"> <li>▪ 45 mins sponsored satellite meeting promoted on BASL website *</li> <li>▪ Acknowledgement of sponsorship of symposium on the programme and conference app</li> <li>▪ Attendee scan in at entrance on symposium</li> <li>▪ 1 pre-annual meeting mailer 1 week before OR 1 post-annual meeting mailer 1 week after to registered delegates (content to be provided by sponsor and approved by BASL)</li> <li>▪ Stand space only 6x2m in prime position with electric supply (9 - 11 Oct)*</li> <li>▪ 6 complimentary stand personnel **</li> <li>▪ 8 free delegate registrations</li> <li>▪ 2 places at the Annual Dinner</li> <li>▪ Company write-up and logo on the app up to 500 words</li> <li>▪ Promotional rolling banner advert displayed on each page of the meeting app</li> <li>▪ A4 advert included in the conference app</li> <li>▪ Logo on Annual Meeting programme available for download on BASL website</li> <li>▪ Acknowledgement of sponsorship on projection holding slides</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul> <p style="text-align: right;">** Additional Stand Personnel available @ £100 per person per day</p>
Max 5	<p><b>First Come First Served</b></p> <p>* Symposium slot &amp; stand position will be offered in order that your signed booking form is received</p>

<b>SILVER PACKAGE</b>	£18,000 + vat
	<ul style="list-style-type: none"> <li>▪ Stand space only 6x2m with electric supply (9 - 11 Oct)*</li> <li>▪ 4 complimentary stand personnel **</li> <li>▪ 4 free delegate registrations</li> <li>▪ 2 places at the Annual Dinner</li> <li>▪ Promotional rolling banner advert displayed on each page of the meeting app</li> <li>▪ A4 advert included in the conference app</li> <li>▪ Company write-up and logo on the app up to 350 words</li> <li>▪ Acknowledgement of sponsorship on projection holding slides</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul> <p style="text-align: center;">** Additional Stand Personnel available @ £100 per person per day</p>
	* Stand position will be offered in order that your signed booking form is received

<b>BRONZE PACKAGE</b>	£12,000 + vat
	<ul style="list-style-type: none"> <li>▪ Stand space only 3x2m with electric supply (9 - 11 Oct)*</li> <li>▪ 2 complimentary stand personnel **</li> <li>▪ 2 free delegate registrations</li> <li>▪ A4 advert included in the conference app</li> <li>▪ Company write-up and logo on the app up to 200 words</li> <li>▪ Acknowledgement of sponsorship on projection holding slides</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul> <p style="text-align: center;">** Additional Stand Personnel available @ £100 per person per day</p>
	Stand position will be offered in order that your signed booking form is received

<b>EXHIBITOR PACKAGE</b>	£3,500 + vat
	<ul style="list-style-type: none"> <li>▪ Stand space only 3x2m with electric supply (9 - 11 Oct)*</li> <li>▪ 1 complimentary stand personnel *</li> <li>▪ Company write-up and logo on the app up to 200 words</li> <li>▪ Acknowledgement of sponsorship on projection holding slides</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul> <p style="text-align: center;">** Additional Stand Personnel available @ £100 per person per day</p>
	Stand position will be offered in order that your signed booking form is received

## Other BASL Annual Meeting Opportunities

<b>LOGO ON ANNUAL MEETING NAME BADGES</b>	£1,000 + vat
	The sponsor will have their logo positioned on all delegates name badges.
Max 1	First come first served Logo position at the discretion of the BASL Events Managers

<b>LOGO ON ANNUAL MEETING LANYARDS</b>	£600 + vat
	Attendees will receive the sponsors lanyard with their name badge during registration. Lanyards provided by sponsor
Max 1	First come first served

<b>BRANDING IN REGISTRATION AREA</b>	£1,000 + vat
	The sponsor will have the opportunity to place a roll-up banner and literature in a prime location within the registration area.
Max 1	First come first served Placement of branding will be at the discretion of the BASL Event Managers

<b>SPONSORSHIP OF POSTER VIEWING AREA</b>	£2,000 + vat
	The sponsor will have their logo on every poster board for the duration of the meeting (approx. 80 boards). The sponsor will also have the opportunity to place a roll-up banner and literature at the dedicated poster viewing social event on Wednesday evening which includes drinks and canapes.
Max 1	First come first served Placement of branding at the function will be at the discretion of the BASL Event Managers

<b>ROLLING BANNER ADVERT ON THE APP</b>	£500 + vat
	All delegates will have access to the meeting app. This will contain key information about the meeting, speakers, and the programme. A promotional banner displayed on each page of the meeting app throughout the meeting, which can link to an external web page.
Max 5	First come first served



## BLTG Transplant Meeting Opportunities

<b>BLTG PREMIER DUAL PACKAGE</b>	£12,000 + vat
<b>Attendance at BLTG Meeting and BASL Annual Meeting</b>	<p><b>BLTG Transplant Meeting – 8<sup>th</sup> October</b>  <b>BASL Annual Meeting – 9<sup>th</sup>- 11<sup>th</sup> October</b></p> <ul style="list-style-type: none"> <li>▪ 45 mins sponsored industry symposium on Tuesday 8<sup>th</sup> October</li> <li>▪ Acknowledgement of sponsorship of symposium on the programme (app and printed posters displayed at venue)</li> <li>▪ Stand space only 3x2m in prime position with electric supply from Tuesday 8<sup>th</sup> October – Friday 11<sup>th</sup> October – <b>PLEASE NOTE BLTG</b> Tuesday Exhibition is located in a different area, stand will need to be moved to BASL exhibition for 9<sup>th</sup> – 11<sup>th</sup></li> <li>▪ 2 complimentary stand personnel</li> <li>▪ 4 free delegate registrations for BLTG Transplant Meeting and 2 free delegate registrations at the BASL Annual Meeting.</li> <li>▪ 2 places at the Transplant Dinner on Tuesday evening</li> <li>▪ Promotional rolling banner advert displayed on each page of the meeting app during the BLTG Meeting</li> <li>▪ Company write-up and logo on the app up to 500 words</li> <li>▪ Acknowledgement of sponsorship on projection holding slides</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul>
Max 2*	First come first served

\* NOTE: There are only a total of two BLTG Dual Premier or Premier Packages

<b>BLTG PREMIER PACKAGE</b>	£9,000 + vat
	<p><b>BLTG Transplant Meeting – 8<sup>th</sup> October</b></p> <ul style="list-style-type: none"> <li>▪ 45 mins sponsored industry symposium on Tuesday 8<sup>th</sup> October</li> <li>▪ Acknowledgement of sponsorship of symposium on the programme (app and printed posters displayed at venue)</li> <li>▪ Stand space only 3x2m in prime position with electric supply on Tuesday 8<sup>th</sup> October ONLY</li> <li>▪ 2 complimentary stand personnel</li> <li>▪ 4 free delegate registrations for BLTG Transplant Meeting ONLY</li> <li>▪ 2 places at the Transplant Dinner on Tuesday evening</li> <li>▪ Promotional rolling banner advert displayed on each page of the meeting app during the BLTG Meeting</li> <li>▪ Company write-up and logo on the app up to 500 words</li> <li>▪ Acknowledgement of sponsorship on projection holding slides</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul>

Max 2*	First come first served
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<b>BLTG EXHIBITOR PACKAGE</b>	£2,500 + vat
	<ul style="list-style-type: none"> <li>▪ Stand space only 3x2m in prime position with electric supply on Tuesday 8th ONLY</li> <li>▪ 2 complimentary stand personnel</li> <li>▪ 2 free delegate registrations for BLTG Transplant Meeting ONLY</li> <li>▪ Acknowledgment of sponsorship within the BLTG section of the meeting brochure</li> <li>▪ Company write-up and logo on the app up to 500 words</li> <li>▪ Acknowledgement of sponsorship on projection holding slides</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul>

### Other BLTG Meeting Opportunities

<b>ROLLING BANNER ADVERT ON THE APP</b>	£300 + vat
	<p style="text-align: center;">All delegates will have access to the meeting app. This will contain key information about the meeting, speakers, and the programme.</p> <p style="text-align: center;">A promotional banner will be displayed on each page of the meeting app during the BLTG Meeting, which can link to an external web page.</p>
Max 5	First come first served



**BLNA Nurse Meeting Opportunities**

<b>BLNA SPONSORSHIP PACKAGE</b>	£5,500 + vat
	<ul style="list-style-type: none"> <li>▪ Stand space only 3x2m with electric supply (9-11 Oct)</li> <li>▪ 2 complimentary stand personnel *</li> <li>▪ 5 bursaries offered to nurses to help with meeting costs - Company logo and a statement in the meeting programme advertising that your company is providing bursaries</li> <li>▪ Company write-up and logo on the app up to 500 words</li> <li>▪ Acknowledgement of sponsorship on projection holding slides</li> <li>▪ Promotional rolling banner advert displayed on each page of the conference app</li> <li>▪ Company pull up banner in main BLNA plenary room</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul> <p style="text-align: center;">** Additional Stand Personnel available @ £100 per person per day</p>
Max 1	First come first served

<b>BLNA EXHIBITOR PACKAGE</b>	£3,500 + vat
	<ul style="list-style-type: none"> <li>▪ Stand space only 3x2m with electric supply (9 - 11 Oct)*</li> <li>▪ 1 complimentary stand personnel *</li> <li>▪ Company write-up and logo on the app up to 200 words</li> <li>▪ Acknowledgement of sponsorship on projection holding slides</li> <li>▪ Complimentary refreshments at the event</li> <li>▪ Free Wi-Fi</li> </ul> <p style="text-align: center;">** Additional Stand Personnel available @ £100 per person per day</p>
	First come first served



## Other BLNA Meeting Opportunities

<b>NURSE BURSARIES</b>	£2,500 + vat
	10 bursaries at a cost of £250 each, offered to nurses to help with meeting costs. Company logo and a statement in the meeting programme advertising that your company is providing bursaries
Unlimited	

<b>LOGO ON BLNA MEETING NAME BADGES</b>	£200 + vat
	The sponsor will have their logo positioned on all delegates name badges.
Max 1	First come first served Logo position at the discretion of the BASL Events Managers

<b>LOGO ON BLNA MEETING LANYARDS</b>	£200 + vat
	Attendees will receive your branded lanyard with their name badge during registration.
Max 1	First Come First Served

<b>ROLLING BANNER ADVERT ON THE APP</b>	£300 + vat
	All delegates will have access to the meeting app. This will contain key information about the meeting, speakers, and the programme. A promotional banner will be displayed on each page of the meeting app during the BLNA Meeting, which can link to an external web page.
Max 5	First come first served



Please note that the British Association for the Study of the Liver is committed to providing an environmentally friendly meeting, therefore bags, pens and a printed programme will not be provided this year.

All delegates will have access to download the meeting app and we encourage you all to provide information electronically this year.

However small or large we offer a selection of opportunities and if you have an idea that is not included in this brochure then please let us know your plans/ideas and we will get back to you with a price.

For further details, please contact:

BASL Event Managers

c/o EBS, Davidson Road, Lichfield, Staffordshire, WS14 9DZ

Tel: +44 (0) 1543 442154

Please complete the booking form and return to

[conference@basl.org.uk](mailto:conference@basl.org.uk)

