



SPONSORSHIP & EXHIBITION BROCHURE



75th Annual Meeting
15-17 June 2020



 @BAUSurology

 #BAUS2020

 BAUS TV



Welcome

We are pleased to offer Platinum, Gold, Silver and Bronze sponsorship packages, each representing excellent value and optimum engagement.

Firstly, BAUS would like to thank you for the continued support that you have shown the Association over a number of years at the BAUS Annual Meetings, BAUS Section Meetings and Education Courses. Promoting your products and services adds a vital dimension to the meetings as well as facilitating teaching and training.

BAUS 2020 Annual Meeting will be returning to ICC Birmingham after a 20-year hiatus. We believe that with the meeting coming to Birmingham, one of the UK's most exciting and diverse cities, delegates will enjoy an unparalleled educational and social experience. Thus, we are anticipating a high number of delegates for 2020.

The year 2020 marks the 75th anniversary of BAUS and the theme of the meeting is 'Past, Present & Future Urology – Futurology' with the aim of looking towards the future of urology and future innovations and celebrating the past 75 years of urological excellence; complementing the Urology 2020 Celebration Meeting in October.

We have introduced a variety of new sponsorship opportunities for our partners to drive extra engagement with delegates at the largest urology meeting in the UK. We are pleased to offer Platinum, Gold, Silver and Bronze sponsorship packages, each representing excellent value and optimum engagement. Your support is key to the success of our Annual Meeting and we would encourage you to consider these excellent opportunities enclosed in this brochure.

BAUS 2020 will provide sponsors with access to delegates from all of the urology subspecialties, providing an opportunity to demonstrate your support and commitment to urology.

We look forward to welcoming you to Birmingham. Please don't hesitate to contact BAUS Events if you have any questions.

On behalf of the conference,

Duncan Summerton
President

Asif Muneer
Honorary Secretary





Why Attend BAUS 2020?

The Annual Meeting is a unique forum providing you with the unrivalled opportunity to gain premium market exposure through exhibition space and our sponsorship opportunities.

We expect approximately 1,100 delegates to attend the Annual Meeting in 2020. BAUS 2020 is the 75th anniversary year and the meeting being held in Birmingham, a city that draws people due to the transport infrastructure and accessible links, we anticipate a high number of delegates.

By sponsoring or exhibiting at the event, your company can:

- Gain the opportunity to network directly with your target audience
- Raise the profile of your company
- Development awareness for new initiatives
- Demonstrate new products or service
- Gain tangible leads

Venue

The 75th British Association of Urological Surgeons (BAUS) Annual Meeting in 2020 will be held at The ICC in Birmingham. The exhibition will be held in Hall 3 Ground & Hall 3 Gallery, which is adjacent to the registration foyer and nearby to the main auditorium.

The ICC Birmingham
8 Centenary Square
Birmingham
B1 2EA
United Kingdom

Organisation

The event is being organised by BAUS Events:

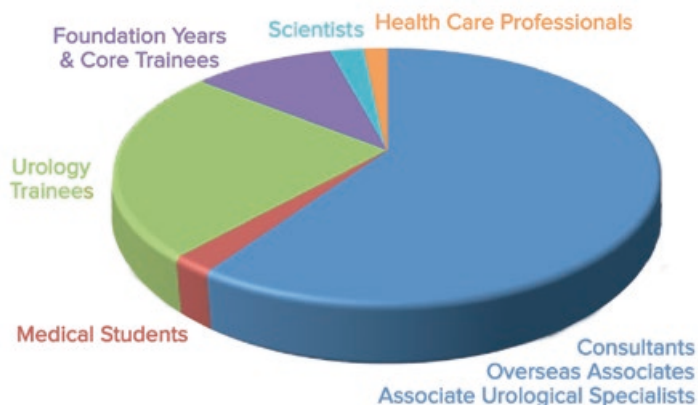
BAUS Events

The British Association of Urological Surgeons
35-43 Lincoln's Inn Fields
London, WC2A 3PE
United Kingdom

E: events@baus.org.uk

T: 020 7869 6950

BAUS 2019 Registration Breakdown



Booking Information

5 November 2019

Sponsorship and Exhibition Brochure available on the BAUS website and emailed out to all exhibitors.

12 November 2019

11am Bookings open for Sponsorship Packages only.

26 November 2019

11am Bookings open for Satellite Symposiums only.

3 December 2019

11am Bookings open for general exhibition and sponsorship bookings.

All bookings will be allocated on a first-come, first-served basis. Satellite Symposiums only are subject to availability based on sale of Sponsorship Packages.

If you wish to book a sponsorship package, exhibition stand or sponsorship opportunity. The booking form can be found on the BAUS website www.baus.org.uk

Please ensure you read the following prior to booking:

[Sponsorship Packages and Satellite Session Guidelines and Terms & Conditions.pdf](#)

[Meeting and Event Guidelines.pdf](#)

[Exhibition Terms and Conditions.pdf](#)

[Exhibition Rules and Regulations.pdf](#)

BAUS notes the Association of British Pharmaceutical Industry Code of Practice for the Pharmaceutical Industry and the Bribery Act. It is the responsibility of individual companies to ensure they comply with relevant regulatory or other industry codes of practice when offering sponsorship.



Sponsorship Packages **NEW**

Level	Platinum SOLD OUT	Gold SOLD OUT	Silver SOLD OUT	Bronze 1 AVAILABLE
Price	£35,000 (+ VAT)	£30,000 (+VAT)	£25,000 (+VAT)	£20,000 (+VAT)
Premium Exhibition Stand	54 sqm	54 sqm	36 sqm	18 sqm
Exhibitor All Access Passes	8	6	4	3
Exhibition Badges	15	10	8	6
Pre and Post Delegate List	X	X		
Advert in Meeting Programme	Full Page	Full Page	Half Page	Half Page
Logo Exposure in BAUS 2020 Programme	X	X	X	X
Exhibition Space choice in Advance of General Sale	1st Choice of Stand	2nd Choice of Stand	3rd Choice of Stand	4th Choice of Stand
Sponsorship benefits	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	1. BAUS 2020 App Sponsorship	1. Badge Sponsorship <i>*Gold sponsors receive first refusal of Delegate Lanyard sponsorship</i>	1. Programme at a Glance Sponsorship	1. ePoster Viewing Wall Sponsorship
	2. Satellite Symposium (Category A, B or C) Please note: sessions are limited and offered on a first come first served basis at the time of booking	2. Satellite Symposium (Category B or C) Please note: sessions are limited and offered on a first come first served basis at the time of booking	2. Satellite Symposium (Category B or C) Please note: sessions are limited and offered on a first come first served basis at the time of booking	2. Satellite Symposium (Category C) Please note: sessions are limited and offered on a first come first served basis at the time of booking
	3. Pre-Recorded Commercial Break	3. Pre-Recorded Commercial Break	3. Pre-Recorded Commercial Break	3. Pre-Recorded Commercial Break

*** Please note:**

There is 1 Platinum and 1 Gold Sponsorship Package available. There are 2 Silver and 2 Bronze Sponsorship Packages available.

** Exhibition Stand size can be upgraded on the package size, charged at the relevant rate per m²



Sponsorship Opportunities

Element	Cost	Notes
Delegate Bags*	*At Company's Expense	Sponsor logo will appear on one side of the bag alongside BAUS' logo. Cotton tote bags to be provided by sponsor and require visuals for sign off.
Plenary Stage Sponsorship	£2,000 (+VAT)	Sponsor logo will appear alongside the BAUS logo on the hanging banners for all plenary sessions in Hall 1 for the duration of the meeting.
Catering Area Sponsorship	£3,500 (+VAT)	New for BAUS 2020, delegates will be provided complimentary lunch served in Exhibition Hall. Catering areas are available for sponsorship. Sponsor logo will be displayed on the Exhibition Hall media wall and floor graphics in catering and seating areas.
Literature Seat Drop	£1,000 (+VAT)	Limited to two per time slot, sponsors will provide literature (A4 or A5) to be dropped in Hall 4 on Monday 15 June or distributed in Hall 1 on Tuesday 16 June.
Pre-Recorded Commercial Break	£1,500 (+VAT)	2-minute pre-recorded video, to be played on various screens in Hall 3 & Hall 3 registration foyer. Videos will be on a loop for the duration of the conference. Commercial break limited to 6 companies.
Advert in Programme – Preliminary & Final Programme PDF	Full Page 297.00mm x 210.00mm, Colour. £1,000 (+VAT) Half Page 190.00mm x 133.50mm, Colour. £750 (+VAT)	Advertisement in the preliminary programme PDF. to be circulated to all BAUS Members and available on the BAUS website in March 2020. Final Programme PDF. to be circulated to all delegates and available on the BAUS website in June 2020.

Package Element	Package	Notes
BAUS 2020 App Sponsorship	Platinum Sponsor	With over 1,000 downloads in 2019, 59,191-page views and no more printed programme. Our Conference app is key source of all meeting information. App sponsorship includes: <ul style="list-style-type: none"> • Banner advertisement • 1x push notification per day • Dedicated widget *Satellite sessions have 2x push notifications.
Badge Sponsorship	Gold Sponsor	Sponsor logo will appear on all delegate and exhibitor badges. Badges and design arranged by BAUS.
Programme at a Glance Sponsorship	Silver Sponsors	Sponsor logo will appear on programme at a glance. This is a bitesize view of the programme and the only printed material given to all delegates.
ePoster Viewing Wall Sponsorship	Bronze Sponsors	Sponsors branding on the ePoster Viewing Wall. The ePoster wall consists of 4 viewing screens with over 1,600 views in 2019.
Pre-Recorded Commercial Break	Package Sponsors	2-minute pre-recorded video, to be played on various screens in Hall 3 & Hall 3 registration foyer. Videos will be on a loop for the duration of the conference. Commercial break limited to 6 companies.



Satellite Symposium

Date	Time	Location	Category	Cost +VAT	Notes
Monday 15 June	1315-1400 (45 mins)	Hall 1	Category B	£12,000	If company sponsored lunch is provided this must be in the exhibition hall. Lighting and gobos can be changed but the stage set will remain the same
Monday 15 June	1700-1730 (30 mins)	Hall 1	Category C	£9,000	Lighting and gobos can be changed but the stage set will remain the same
Tuesday 16 June	0830-0900 (30 mins)	Hall 1	Category B	£9,000	Lighting and gobos can be changed but the stage set will remain the same
Tuesday 16 June	1300-1345 (45 mins) *option to increase to 1 hour	Hall 1	Category A	£15,000	If company sponsored lunch is provided this must be in the exhibition hall. Lighting and gobos can be changed but the stage set will remain the same
Tuesday 16 June	1800-1830 (30 mins)	Hall 1	Category C	£9,000	Lighting and gobos can be changed but the stage set will remain the same
Wednesday 17 June	0800-0830 (30 mins)	Hall 1	Category C	£9,000	Lighting and gobos can be changed but the stage set will remain the same

Please note:

- Timings are provisional and subject to change.
- Satellite Symposiums are subject to availability based on sale of Sponsorship Packages.
- Key to the success of a satellite session is the programme, which must be interesting, topical and include experts in the relevant field. For this reason, the Honorary Secretary will review all the proposed programmes for satellite sessions in order to ensure they offer quality to delegates attending the meeting and will make recommendations to ensure they fit well within the overall meeting programme.

Exhibition

The costs of stand space at BAUS 2020 is set at the following levels:

Premium Plus

Shell Scheme or Space Only £350 pm² (+VAT)

Shell Scheme Premium £310 pm² (+VAT)

Shell Scheme £300 pm² (+VAT)

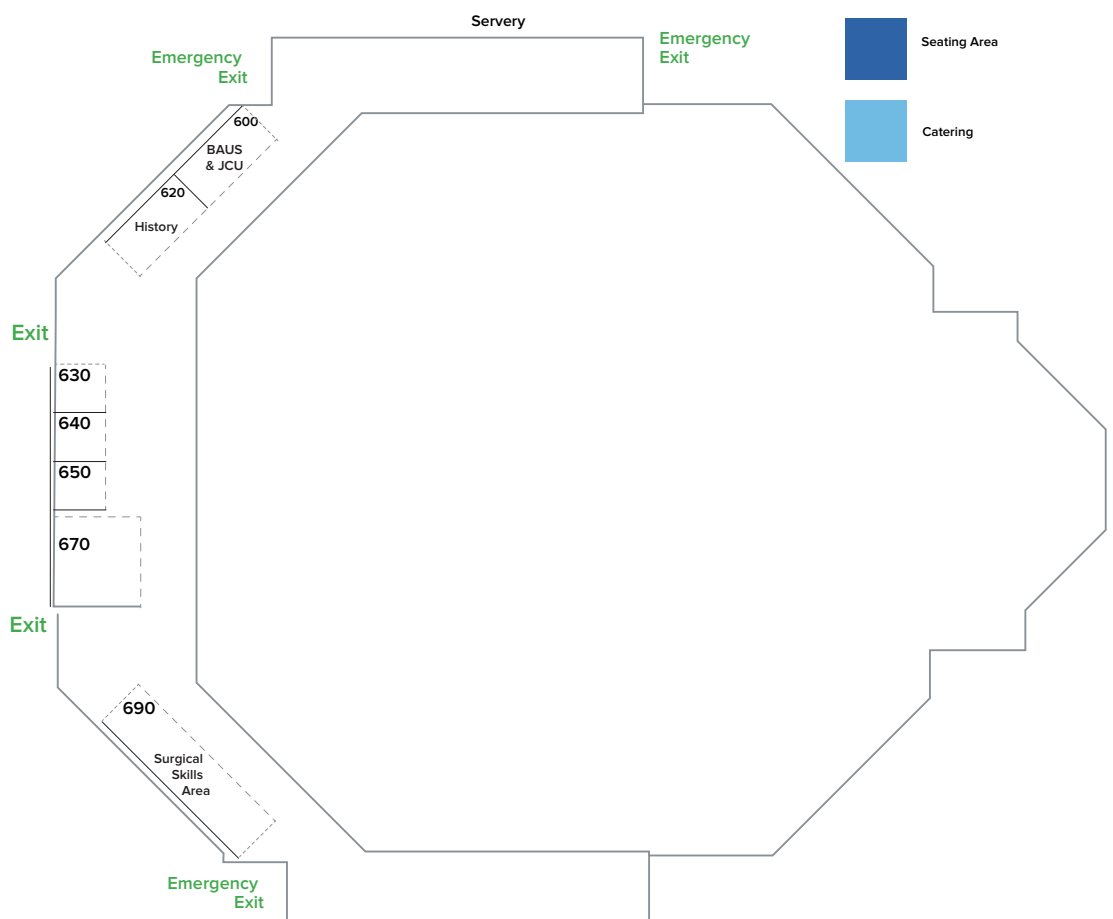
Space Only Premium £290 pm² (+VAT)

Space Only £280 pm² (+VAT)

The location of stand prices will be found on the listings of stands and the exhibition floor plan on pages 7 - 9 in this brochure.

*Please note: we are happy to combine/split stands where possible in order to suit your preference.

Hall 3 Ground





Exhibition Stands

Premium Plus	£350 pm² + VAT
Shell Scheme	£300 pm² + VAT
Shell Scheme Premium	£310 pm² + VAT
Space only	£280 pm² + VAT
Space only Premium	£290 pm² + VAT

	stand number	area m²	Shell scheme cost excl. VAT	VAT	Cost inc. VAT	Space only excl. VAT	VAT	Cost inc. VAT
Premium Plus	200	36	£12,600	£2,520	£15,120	£12,600	£2,520	£15,120
Premium Plus	300	36	£12,600	£2,520	£15,120	£12,600	£2,520	£15,120
	400	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	402	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	404	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	406	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	100	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	102	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	103	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	210	54	£16,740	£3,348	£20,088	£15,660	£3132	£18,792
	310	36	£11,160	£2,232	£13,392	£10,440	£2,088	£12,528
	410	36	£11,160	£2,232	£13,392	£10,440	£2,088	£12,528
	418	9	£2,790	£558	£3,348	£2,610	£522	£3,132
	420	9	£2,790	£558	£3,348	£2,610	£522	£3,132
	320	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	326	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	220	54	£16,740	£3,348	£20,088	£15,660	£3132	£18,792
	112	9	£2,790	£558	£3,348	£2,610	£522	£3,132
	114	9	£2,790	£558	£3,348	£2,610	£522	£3,132
	110	36	£11,160	£2,232	£13,392	£10,440	£2,088	£12,528
	122	9	£2,790	£558	£3,348	£2,610	£522	£3,132
	120	9	£2,790	£558	£3,348	£2,610	£522	£3,132
	124	36	£11,160	£2,232	£13,392	£10,440	£2,088	£12,528
	322	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	328	18	£5,400	£1,080	£6,480	£5,040	£1008	£6,048
	324	18	£5,580	£1116	£6,696	£5,220	£1044	£6,264
	330	9	£2,700	£540	£3,240	£2,520	504	£3,024
	422	36	£11,160	£2,232	£13,392	£10,440	£2,088	£12,528
	424	9	£2,790	£558	£3,348	£2,610	£522	£3,132
	426	9	£2,790	£558	£3,348	£2,610	£522	£3,132



	stand number	area m²	Shell scheme cost excl. VAT	VAT	Cost inc. VAT	Space only excl. VAT	VAT	Cost inc. VAT
	430	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	432	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	434	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	230	54	£16,740	£3,348	£20,088	£15,660	£3132	£18,792
	130	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	134	18	£5,400	£1,080	£6,480	£5,040	£1008	£6,048
	132	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	136	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	232	18	£5,400	£1,080	£6,480	£5,040	£1008	£6,048
	234	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	334	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	340	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	336	18	£5,400	£1,080	£6,480	£5,040	£1008	£6,048
	432	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	434	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	440	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	442	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	444	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	342	18	£5,400	£1,080	£6,480	£5,040	£1008	£6,048
	344	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	346	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	246	18	£5,400	£1,080	£6,480	£5,040	£1008	£6,048
	242	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	244	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	240	18	£5,400	£1,080	£6,480	£5,040	£1008	£6,048
	680	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	670	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	660	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	650	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	640	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	630	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	620	9	£2,700	£540	£3,240	£2,520	£504	£3,024
	610	18	£5,400	£1,080	£6,480	£5,040	£1008	£6,048
	600	9	£2,700	£540	£3,240	£2,520	£504	£3,024



Exhibition Information

Applications

Applications are invited for sponsorship packages, exhibition space at the venue and additional sponsorship opportunities. Please complete the Application Form and ensure that you read the Terms and Conditions, Rules and Regulations and Meeting and Event Guidelines carefully. Your application submission means you agree to and will comply with the Terms and Conditions, Rules and Regulations and Meeting and Event Guidelines. The Application Form can be found on the BAUS website www.baus.org.uk

Exhibitors' Unloading & Parking

Full details of access to the ICC Birmingham for unloading and information on parking facilities will be included on the Exhibitor Manual which will be available in early March, following payment of invoices for exhibition space.

Timetable for the Exhibition

The provisional timetable for the exhibition will be as follows: (Final details will be published on the Exhibitor Manual).

Setting Up

Saturday 13 June	09:00 – 21:00 Space Only Build
Sunday 14 June	08:00 – 21:00 Space Only Build Continues 14:00 – 21:00 for Shell Scheme Exhibitors
Monday 15 June	07:00 – 07:30 (for final dressing and preparation ONLY)

Exhibition Open

Monday 15 June	08:00 – 18:00
Tuesday 16 June	08:00 – 18:00
Wednesday 17 June	08:00 – 14:45

Breakdown

Wednesday 17 June	14:45 – 20:00
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Social Events and Catering

There will be a Drinks Reception on Monday evening at an external venue, we very much hope you will want to attend and that any events you may be planning for the week do not take place during the Reception (provisional timings, 18:00 – 20:30) and we would therefore ask you to plan around it.

Tuesday night will be free to enable exhibitors to stage their own events and the core conference hours are stated in the Meeting and Events Guidelines document, which should guide you when making your arrangements.

We ask you to please serve alcohol responsibly from your stand and suggest that you refrain from giving out alcohol before 16:00.

Exhibitors should note that Amadeus Catering are the "tied contractor" of the Venue for the provision of food and beverages on exhibition stands. They reserve the right to make "corkage" charges on any food and drink brought into the exhibition, not supplied by themselves.

Exhibition information continued



Purchase of Stand Space

Subject to approval, by the BAUS Office, the cost of all stands includes the basic shell scheme package (see Section on 'Shell Scheme Stands'). If you do not require the shell scheme package please indicate on the booking form that you wish to book a Space Only stand.

The cost of Shell Scheme stand space at BAUS 2020 will be £300.00 or £310.00 per m² (plus VAT at the prevailing rate) and the cost of Space Only stand space at BAUS 2020 will be £280.00 or £290.00 per m² (plus VAT at the prevailing rate).

Stands highlighted in green will be Premium Shell Scheme (£310 plus VAT per m²) or Premium Space only (£290 plus VAT per m²). Stands highlighted in pink will be Premium Plus (£350 plus VAT per m²). All other stands will be charged at £280 plus VAT per m² (Space only) or £300 plus VAT per m² (Shell Scheme).

The schemes include the following:

Shell Scheme Stands

- **Stand shell scheme**
- **Fascia with name panel and stand number**
- **Carpet**
- **One twin power point (rated at 5 amps) and three spotlights, per 9m²**
- **Stand carpet cleaning**
- **On site, 24-hour security**
- **Entry in the Exhibition Guide**

Space Only Stands

Exhibitors and their contractors will be responsible for providing walls between stands on shared sites, such walls being dressed on the rear side

Where exhibitors wish to lay their own carpet, a raised platform will need to be provided to cover the permanently carpeted hall

- **Electrical power supply must be ordered on the appropriate form in the Exhibitor Manual**
- **Stand carpet cleaning**
- **On site 24-hour security**
- **Entry in the Exhibition Guide**

Those purchasing space on this basis should observe the following guidelines:

- a. Space-only stands wishing to install their own carpet will be required to lay a raised platform before doing so.
- b. No display, stand fitting or exhibit shall exceed the wall height of 4 metres. No uninterrupted walls of more than 3 metres in length may be built along gangways. Solid runs of walling should take up no more than 50% of any open side. Smaller structures (e.g. towers and features) no higher than 4 metres will be considered pending sight of stand plans
- c. Space-only contractors will be allowed into the Exhibition Hall from 09:00 on Saturday 13 June. Construction must be finished by 21:00 on Sunday 14 June.
- d. A detailed programme for the breakdown of the exhibition will be included in the Exhibitor Manual, a further copy of which will be delivered to all exhibition stands during the exhibition. All construction materials and waste must be removed from the hall by 21:00 on Wednesday 17 June.
- e. Exhibitors not adhering to hall layout plans and building regulations will have their stands dismantled without consultation and taken back to recognised stand limit.

Exhibition information continued



Payment

From 11am on 3 December 2019 stands are allocated, where possible, on a 'First Come, First Served' basis, using each company's order of preference. If none of the six choices specified on the Application Form are available, BAUS will contact the company to discuss other options for a suitable alternative.

An invoice will be sent upon receipt of a completed booking form and allocation of your stand. Full payment will be due 90 days from date of invoice.

Please note that full payment for stands booked after 4 March 2020 will be due 14 days from the date of invoice. If you wish to discuss payment arrangements, then please contact the BAUS office - Tel: +44 (0) 20 7869 6950

Payments may be made by cheque, debit/credit card (American Express, Mastercard, Visa and Maestro only), or bank transfer.

If you wish to pay by bank transfer, please quote 'BAUS 2020' and give the name of your company when making your remittance to the BAUS bank account. Any charges incurred on a BACS, IBAN or similar electronic transaction must be met, in full, by the company making the payment.

Purchase Order

If a purchase order number needs to be quoted on any correspondence this must be included on your application form.

Health and Safety

Anyone wishing to gain access to the Exhibition area during the build and strike of the Exhibition shall be required to wear high visibility workwear, which exhibiting companies are required to provide to their stand personnel and advise their Sub Contractors of this regulation.

Annual Meeting Registration

Companies will be issued the following badges according to their stand area:

0-9 sqm	2 x exhibitor passes and 1 x all access passes for exhibitors
10-18 sqm	4 x exhibition passes and 1 x all access passes for exhibitors
19-36 sqm	6 x exhibition passes and 2 x all access passes for exhibitors
37+ sqm	8 x exhibition passes and 2 x all access passes for exhibitors

Exhibition passes are for access to the exhibition hall only, no access to conference sessions. If exhibitors require additional exhibition passes, these can be purchased at £20 per pass.

All access passes for exhibitors are for access to the exhibition hall and the conference sessions, these can be purchased for £250 per pass.

Personnel from companies that do not have an exhibition stand are not permitted to attend the exhibition or conference sessions.

Accommodation

Block bookings of hotel rooms have been made with local hotels. All bookings must be made online through BCD Accommodation Services. Access to this service will be available in early 2020.

Site Visit

If you wish to visit the ICC Birmingham in advance of the meeting please contact BAUS Events at events@baus.org.uk

Exhibitor Manual

On payment of the invoice for the stand space, a user name and password will be issued to exhibitors enabling access to the online Exhibitor Manual (available from March) from which all support services may be ordered at the costs stated.