



BRITISH SOCIETY OF
GASTROENTEROLOGY
EDUCATION



**British Society of Gastroenterology
2nd Clinical Update Meeting**
*in conjunction with the
British Association for the Study of the Liver*

INDUSTRY PROSPECTUS



**Wednesday 15 February 2012
East Midlands Conference Centre
Nottingham**

www.bsg.org.uk

BSG 2nd Clinical Update Meeting, c/o Conference Secretariat MCI UK Ltd
The Beacon, 176 St Vincent Street, Glasgow, G2 5SG
Contact: Claire Agnew, Tel: 0141 249 6850, Fax: 0141 249 6700, Email: clinicalupdate2012@mci-group.com

British Society of Gastroenterology 2nd Clinical Update Meeting (in conjunction with the British Association for the Study of the Liver) - Wednesday 15 February 2012, East Midlands Conference Centre, Nottingham

On behalf of the British Society of Gastroenterology and the British Association for the Study of the Liver we are delighted to invite you to be a part of the 2nd Clinical Update Meeting, taking place on Wednesday 15 February 2012 in the East Midlands Conference Centre, Nottingham.

The 2nd Clinical Update Meeting covers sessions including 'Charting inpatient care of the patient with decompensated alcoholic cirrhosis using case-based discussion', 'New drug therapies in hepatology' and 'Non-alcoholic fatty liver disease', with key issues, learning objectives and goals covered in each.

Invited speakers for the 2nd Clinical Update Meeting include:

Dr G Aithal, Dr J Dillon, Dr G Foster, Dr N Guha, Dr D Mutimer, Dr J O'Beirne, Dr M Phillips, Dr D Shawcross, Dr F Wong

The award-winning East Midlands Conference Centre, established in 1985, is a state-of-the-art conference facility within easy reach of Nottingham city centre. Nottingham occupies a fantastic central location with excellent transport links into the city via road, rail and air. The M1 and M42 are both situated within a 25 minute drive of the city centre. Nottingham also has easy access to East Midlands Airport.

Nottingham, in the heart of England, won a Purple Flag award in the UK for variety, safety and cleanliness. This compact and diverse city is easy to get around and offers over 300 restaurants in the city centre alone, al fresco continental style dining, bars and entertainment.

This one day meeting will provide an excellent opportunity for networking with experts in the field. We have put together a number of exciting sponsorship opportunities for you to choose from and exhibition space is also available.

We look forward to welcoming you to this great city and providing you with an outstanding meeting programme. We hope you find something of interest in this 2012 prospectus and we very much look forward to working with you in Nottingham.

BSG 2nd Clinical Update Meeting

c/o Conference Secretariat, MCI UK Ltd

The Beacon, 176 St Vincent Street, Glasgow G2 5SG

Tel: 0141 249 6850, Fax: 0141 249 6700, Email: clinicalupdate2012@mci-group.com

About BSG

The British Society of Gastroenterology is an organisation focused on the promotion of gastroenterology within the United Kingdom. Founded in 1937, it has grown from a club to be a major force in British medicine, with representation within the British Royal Colleges and consequently the Department of Health and Government. Internationally it is represented at World and European level. The BSG is a registered charity.

About BASL

The British Association for the Study of the Liver is dedicated to the knowledge and understanding of the biology and pathology of the liver for the optimal care of patients. BASL is composed of interested individuals from clinical medicine, clinical and basic research and allied professions.

The BASL umbrella incorporates the Nurse Forum and also the British Viral Hepatitis Group.

Venue and Exhibition

The BSG/BASL 2nd Clinical Update Meeting will take place in the East Midlands Conference Centre (EMCC).

The EMCC is a striking building, ideally located on the University Park Campus, The University of Nottingham, University Park, Nottingham NG7 2RJ.

The exhibition will be located in the Banqueting Suite where arrival, mid-morning and afternoon refreshments will be served as well as a buffet lunch.

The exhibition spaces will be located around the perimeter of the room with refreshment and buffet stations located in the centre to maximise networking opportunities.

Exhibition spaces are available on a first-come, first-served basis on receipt of a signed booking form.

Provisional Programme

The following programme is provisional and subject to change. Please visit the meeting website for the most up to date programme information.

Coffee and Registration 09:30 – 10:00

Session 1: Charting Inpatient Care in Decompensated Alcoholic Cirrhosis

Days 1 -3

Confused? Managing alcohol withdrawal 10:00 – 10:20

Nutrition: when and how? 10:20 – 10:40

Days 4 -7

Hyponatraemia and refractory ascites: the role of Vaptans 10:40 – 11:10

Paracentesis or TIPSS? 11:10 – 11:30

Day 14

Persistent hepatic encephalopathy – the role of antibiotics 11:30 – 11:50

Panel discussion 11:50 – 12:00

Learning objectives for Session 1

Following the session, the attendee will be able to discuss how to apply recent NICE guidelines on treatment of alcohol withdrawal, and to identify, differentiate and treat the range of causes of acute confusion during early stages of admission. The attendee will be able to discuss the causes of and appropriate management strategies for treatment of hyponatraemia, ascites and hepatic encephalopathy, including the place of new agents in case management.

Lunch 12:00 – 13:00

Session 2: New Drug Treatments in Hepatology

Optimising Outcomes in HCV treatment 13:00 – 13:20

Protease inhibitors – when, and in whom? 13:20 – 13:50

Single agents in hepatitis B – is one drug enough and what should treatment outcomes be? 13:50 – 14:10

Panel discussion

14:10 – 14:30

Learning objectives for Session 2

At the end of Session 2, the attendee will be able to identify determinants of treatment success and tailor therapy in both hepatitis B and C in order to maximise successful treatment outcome. Attendees will understand the mechanism of action of protease inhibitors, the paradigm of response guided therapy, side effects and drug interactions and be able to set appropriate stopping rules.

Tea

14:30 – 14:50

Session 3: Non-alcoholic fatty liver disease

Fibroscan, serum markers and biopsy in assessment of NAFLD

14:50 – 15:20

Pioglitazone, Vitamin E or both?

15:20 – 15:40

Panel Discussion

15:40 – 16:00

Learning objectives for Session 3

At the end of Session 3, the attendee will be able to discuss the advantages and disadvantages of the various methods of assessment of non-alcoholic fatty liver disease and apply them in clinical practice. The attendee will be able to discuss the mechanism of action of and evidence for the use of current treatment options in steatohepatitis.

Close

16:00

Why Get Involved

This is an opportunity to connect with UK-based gastroenterology consultants who treat many sick liver patients in District General Hospital settings, specialist registrars and clinical nurse specialists in an accessible and inspiring UK location.

What To Do Next

If you are interested in joining the BSG and BASL for the 2nd Clinical Update Meeting, please complete and return the enclosed booking form, detailing your preferred sponsorship and/or exhibition space options. Once you have returned the form, a member of the conference team will be in touch. Should you wish to discuss your requirements or check availability on any of the sponsorship or exhibition opportunities please contact Claire Agnew on the details below.

Contact Information

Claire Agnew
BSG 2nd Clinical Update Meeting
c/o Conference Secretariat, MCI UK Ltd
The Beacon, 176 St Vincent Street, Glasgow, G2 5SG
Phone +44 (0) 141 249 6850 Fax +44 (0) 141 249 6700
clinicalupdate2012@mci-group.com

Sponsorship Information

Benefits afforded to all sponsors

- ❖ Acknowledgement with logo in the meeting programme booklet
- ❖ Acknowledgement with logo on the meeting website

Sponsorship Opportunities:

Speakers

Sponsor a speaker (subject to approval)

£750 plus VAT

There are opportunities available to sponsor a speaker, subject to approval. Sponsors of this item would be entitled to have their logo appear on the holding slide before and after the speaker presentation, acknowledgement with logo in the meeting programme booklet and acknowledgement with logo on the meeting website.

Branded Items

Conference Badge Lanyards (1 sponsor only)

£750 plus VAT

All delegates, speakers and conference staff will receive a name badge on a lanyard which must be worn throughout the conference. The sponsor of this item would be entitled to have their logo appear on the conference badge lanyards (one colour).

Branded Items, Provided by the Sponsor

Conference Notepads (1 sponsor only)

£500 plus VAT

Every delegate pack may contain a notepad. The sponsor can provide their own branded notepads to replace the conference branded items. The sponsor will have the opportunity to use the event logo if they so wish (finished product subject to approval).

Conference Pens (1 sponsor only)

£500 plus VAT

Every delegate pack may contain a pen. It is a well utilised item which delegates can retain; a sponsor can provide their own branded pens to replace the conference branded items. The sponsor will have the opportunity to use the event logo if they so wish (finished product subject to approval).

Conference Packs (1 sponsor only)

£750 plus VAT

This is a sought after sponsorship item due to its high profile throughout the conference and beyond. Every delegate will receive a pack on their arrival containing all relevant conference print. The sponsor can provide their own branded folders if available, or alternatively have their logo included on the conference produced item (one colour).

Networking Opportunities

Registration Area (1 sponsor only)

£1,000 plus VAT

A key sponsorship item; this is the first area delegates visit on their arrival at the conference, as well as being the first port of call for information and service for the delegates. Sponsorship of this item will include:

- ❖ acknowledgement with logo on the registration desks

- ❖ 1 x full delegate registration giving access to all conference lectures, a set of conference materials and refreshment breaks
- ❖ advert in the conference programme

Tea & Coffee Sponsors (1 sponsor only)

£500 plus VAT per break

A natural opportunity for delegates to network and share ideas during the proceedings is the coffee breaks throughout the day.

Sponsorship would include:

- ❖ acknowledgement with company logo at the agreed coffee break area
- ❖ company logo will appear in the conference programme booklet as a credit alongside the coffee break listing
- ❖ the opportunity to provide additional branding, subject to approval.

Lunch Sponsor (1 sponsor only)

£1,000 plus VAT

Lunch will be served in the exhibition area allowing delegates to network during the break.

Sponsorship of the lunch would include:

- ❖ acknowledgement with company logo at the lunch area
- ❖ company logo will appear in the conference programme booklet as a credit alongside the lunch break listing
- ❖ a full page advert in the conference programme
- ❖ the opportunity to provide additional branding, subject to approval.

Conference Programme

Conference Programme (1 sponsor only)

£750 plus VAT

Every delegate and speaker will receive a copy of the meeting programme in their delegate pack on their arrival at the meeting. This is a highly sought after sponsorship item. The sponsor of this item would be entitled to back cover advertising and their company logo on the front cover.

Conference Programme Booklet Advertising (full colour printing)

- ❖ full page - £400 plus VAT
- ❖ half page - £275 plus VAT

Delegate Joining Instructions

Delegate Joining Instructions (1 sponsor only)

£1,000 plus VAT

Prior to the meeting all registered delegates will receive an electronic copy of delegate joining instructions with useful information on arrival at the meeting, location, opening times etc. As sponsor of this item, you would be entitled to your company name, logo and link to your website on the joining instructions and acknowledgment to this sponsorship.

Exhibition Information

The exhibition will be held in the Banqueting Suite. Tea and coffee stations and the buffet station will be located in the centre of the room with the exhibition around the room perimeter.

The exhibition build will take place on the evening of Tuesday 14 February 2012 with the **provisional** exhibition open hours as follows:

Tuesday 14 February 2012	14.00 – 17.00 (All exhibitors set-up)
Wednesday 15 February 2012	09.30 – 15.00 Exhibition Open

Exhibition Package

Rate: £950 + VAT per 6ft space.

Package includes:

- 2 x exhibitor registrations for the duration of the meeting including access to the scientific sessions.
- Exhibitor name and space number included in the printed conference programme.
- Short company bio included in the printed conference programme.
- Conference pack – each stand will receive one delegate pack so as to have a copy of all relevant conference literature.
- Complimentary Wi-Fi.
- Car parking.

Additional Exhibition Services

Exhibitors also have the choice to book the following additional services:

Table, 2 x chairs and tablecloth: £12.50 plus VAT
Please note, table, chairs and draping are not included in the exhibition package

Power point (wall socket): £25 plus VAT

Poster board £15 plus VAT per board
Please note, a minimum of two poster boards are required.

Catering £22.50 plus VAT per person
Please note, catering is not included within your exhibition package. Catering includes:

- Arrival refreshments including pastries and fresh fruit.
- Mid-morning refreshments including fresh baked cookies and fresh fruit.
- Afternoon refreshments including a selection of tea cakes.
- Fork buffet lunch.

Space is allocated on a first come first served basis.

BSG 2nd Clinical Update Meeting, Wednesday 15 February 2012, EMCC, Nottingham

Industry Booking Form

Company: _____

Contact Name: _____

Address for correspondence: _____

Post Code: _____ Country: _____

Tel: _____ Mob: _____ Fax: _____

Email: _____

PO Number if required: _____

Address for invoice if different from the above: _____

Post Code: _____ Country: _____

EXHIBITION PACKAGE PER 6FT SPACE

£950 + VAT (✓)

Package includes:

- 2 x exhibitor registrations for the duration of the meeting including access to the scientific sessions.
- Exhibitor name and space number included in the printed conference programme.
- Short company bio included in the printed conference programme.
- Conference pack – each stand will receive one delegate pack so as to have a copy of all relevant conference literature.
- Complimentary Wi-Fi.
- Car parking.

Space will be allocated to exhibitors, on a first-come first-served basis.

ADDITIONAL EXHIBITION SERVICES

Table, 2 x chairs and tablecloth: £12.50 + VAT (✓) (Qty)
Please note, table, chairs and draping are not included in the exhibition package

Power point (wall socket): £25 + VAT (✓) (Qty)

Poster board (per board) £15 + VAT (✓) (Qty)
Please note, a minimum of two poster boards are required.

Catering (per person) £22.50 + VAT (✓) (Qty)
Please note, catering is not included in the exhibition package.

SPONSORSHIP PACKAGES

Sponsor a Speaker	£750 + VAT	<input type="checkbox"/> (✓)
Conference Badge Lanyards (1 sponsor only)	£750 + VAT	<input type="checkbox"/> (✓)
Conference Notepads (1 sponsor only)	£500 + VAT	<input type="checkbox"/> (✓)
Conference Pens (1 sponsor only)	£500 + VAT	<input type="checkbox"/> (✓)
Conference Packs (1 sponsor only)	£750 + VAT	<input type="checkbox"/> (✓)
Registration Area (1 sponsor only)	£1,000 + VAT	<input type="checkbox"/> (✓)
Tea & Coffee (1 sponsor only)	£500 + VAT	<input type="checkbox"/> (✓)
Lunch (1 sponsor only)	£1,000 + VAT	<input type="checkbox"/> (✓)
Conference Programme (1 sponsor only)	£750 + VAT	<input type="checkbox"/> (✓)
Conference Programme Advertising		
Full page	£400 + VAT	<input type="checkbox"/> (✓)
Half page	£275 + VAT	<input type="checkbox"/> (✓)
Joining Instructions (1 sponsor only)	£1,000 + VAT	<input type="checkbox"/> (✓)

TOTAL EXHIBITION AND SPONSORSHIP £ _____ + VAT

PAYMENT:

Payment must be received within 30 days of invoice and prior to the start of the exhibition build.

Those exhibitors who have not paid for their exhibition space will not be granted access to their stand location to build or dress the space. All payments must be made in pounds sterling (GBP £)

Please select how you will wish to pay (✓) : Cheque Bank Transfer

❖ Cheques

Cheques should be made payable to 'BSG Ltd' and sent to:
BSG 2nd Clinical Update Meeting 2012, c/o Conference Secretariat, MCI UK Ltd, The Beacon, 176 St Vincent Street, Glasgow, G2 5SG

❖ **Bank Transfer**

Bank Transfer information will be provided with the invoice.

Please note: Full payment is required in order to secure your exhibition space and our standard invoice terms are 30 days; however, for late bookings immediate payment may be required. The organisers reserve the right to deny participation should full payment not be received within the timescales indicated.

This is a binding contract and becomes valid after the booking form is accepted by the Conference Secretariat, MCI UK Ltd, and a confirmation issued. Please take time to read the general terms and conditions contained within this document. On receipt of this booking form, the organisers will send a letter of confirmation along with an invoice for the full amount due.

In signing this form you agree to the General Terms & Conditions contained within this prospectus, including the cancellation policy.

Signature: _____ **Date:** _____

Please return this booking form to:

Claire Agnew
BSG 2nd Clinical Update Meeting, c/o Conference Secretariat
MCI UK Ltd, The Beacon, 176 St Vincent Street, Glasgow, G2 5SG
Phone +44 (0) 141 249 6850 Fax +44 (0) 141 249 6700
clinicalupdate2012@mci-group.com

GENERAL TERMS AND CONDITIONS FOR SPONSORSHIP AND EXHIBITION

1. INDUSTRY PROSPECTUS

This document provides the list of sponsorship and exhibition opportunities available to purchase along with featured, specific inclusions and entitlements.

2. ACCEPTANCE OF GENERAL TERMS

Those wishing to participate as a sponsor or exhibitor unreservedly accept, and undertake to comply with these general terms. The event organiser reserves the right to give notice should any new provisions, circumstances or changes in the interest of the event occur.

3. LETTER OF COMMITMENT

If you would like to be a sponsor or exhibitor, please complete, sign and return the booking form by fax, post, or email. Emailed copies must be a scanned version of the signed original. Fax or send the aforesaid completed forms to the following:

BSG Clinical Update Meeting 2012, c/o Conference Secretariat, MCI UK Ltd, The Beacon, 176 St Vincent Street, Glasgow, G2 5SG, United Kingdom.

Tel: +44 (0)141 249 6850 Fax: +44 (0) 141 249 6700 Email: clinicalupdate2012@mci-group.com

Upon receipt of the completed booking form, MCI will then proceed to issue your company the necessary invoice with full payment instructions.

4. PAYMENT

100% of the entire sponsorship and/or exhibition money is to be paid to BSG Ltd in order to secure the opportunity, no later than 30 days from receipt of the official invoice. In the event of failure to pay within the payment terms, the organiser reserves the right to terminate the reservation at any time with immediate effect and without formalities.

5. CANCELLATION POLICY

We will consider a signed booking form as confirmation of your commitment and all cancellations must be detailed in writing to the Conference Secretariat. Upon receipt of a signed booking form, the sponsors/exhibitors will become liable to the organising committee for the amount committed as follows. For cancellations made:

up to and including 31 December 2011, 50% of the total package cost will be retained
from 1 January 2012, 100% of the total package cost will be retained.

6. RE-ASSIGNMENT

The commitment from a sponsor or exhibitor is non-transferrable to any other organisation without prior written consent by the organiser. No booking or space confirmed is permitted to be re-assigned or sub-let in any manner. It is not permitted for more than one organisation to share a booth space without prior consent from the organiser.

7. DAMAGE

Sponsors and exhibitors shall leave the shell scheme and hired equipment in the same good condition that it was found in and will be liable for any damage caused as a result of their facilities and decoration.

8. DISTRIBUTION OF MATERIALS

Any distribution of advertising materials, corporate leaflets, invitations or flyers may only be carried out from the exhibitors stand or within the pre-reserved meeting room.

9. EXHIBITION PLAN

The exhibition floor plan and the session schedules are compiled by the organiser which attributes the spaces on a first come, first served basis and takes into account insofar as possible, the preferences expressed by the sponsors and exhibitors. The organiser reserves the right to change the exhibition floor plan and the session schedules at any time with the sponsors and exhibitors waiving entitlement to make any claim in this respect and undertaking to comply with the decisions taken.

10. NON OCCUPANCY

The allocated exhibition spaces shall be occupied by the sponsor or exhibitor at all times during the conference opening hours and the exhibition session schedule published. Failing this, the spaces will be deemed available and may be otherwise attributed without the defaulting exhibitor being entitled to claim any form of indemnity or repayment.

11. LIABILITY FOR LOSS OR THEFT

Exhibitors, sponsors and participants are responsible for all equipment for which they are the custodians and, in particular, for the equipment which they are exhibiting and that which they are renting and which is present on their stand. The organiser does not accept any liability for loss, theft or damage to the equipment for which the participant is the custodian. The participant shall directly arrange specific insurance in this respect.

12. PRIORITISATION

In the event that more than one company is interested in sponsoring an item, the date on which we receive the booking form will decide on item assignment and will be based on a first-come, first-served basis.

13. UNSCHEDULED MEETINGS AND EVENTS

During the event, no participant, sponsor or exhibitor may organise, attend or favour meetings, gatherings or any other events, which shall not have been reported to, and approved by, the organising committee beforehand.

14. INTELLECTUAL PROPERTY

Unless otherwise provided for in writing, the copyright and other intellectual property rights held over all the organiser's offers, publications and other products or services shall remain its property. Any rights which may be granted by the organiser are destined for the participant's sole use and may not be assigned, transferred or granted under sub-licences without the organiser's prior agreement. Granted rights shall be non-exclusive. The participant shall not acquire any intellectual property right over the services and products offered by the organiser.

15. TRADEMARKS AND LOGOS

The sponsors and exhibitors shall be personally responsible for any authorisations relating to copyright or related rights, originating from the elements of any nature whatsoever which it provides or uses during the event. It shall hold the organiser harmless as regards any action in this respect. Moreover, the participant hereby expressly authorises the organiser to use the candidate's trademarks and logos within the strict framework of the event for its organisation and promotion.

16. INSURANCE

The sponsor and exhibitor undertakes to arrange a public liability insurance policy providing cover for any/all loss/damage caused to third parties for which it is liable (including all regular and temporary staff). The policy shall include a 'rental risks' clause to cover loss, theft, damage to all/any equipment that it is the custodian. Upon request, the organiser will be provided with copies of such policies.

17. FORCE MAJEURE

In the event that the congress does not take place owing to an event of force majeure, the participants undertake not to claim any indemnity from the organisers. The amounts still available following payment of all the expenses incurred shall be distributed to the participants on a pro-rata basis of the amounts paid.

18. EXCLUSION OF LIABILITY

The organiser may not be held liable for the conference attracting a lower than expected number of participants or for any lack of interest in the event as a whole.

19. DISPUTES

This contractual relationship is governed by the English Commercial Court, a sub-division of the Queen's Bench Division of the High Court of Justice. In the event of a dispute, the English Commercial Court shall have sole jurisdiction.