

**2011
MEETING**



Satellite symposia & stand combined sponsor - package cost: £20,000 + VAT

Package includes:

- Hour long satellite meeting promoted on BASL website
- Access to satellite attendee database post meeting
- Stand space 3m x 2m - space only in premiere position
- Up to 8 free delegate registrations
- 1 place at the annual dinner
- 400 word write up in special delegate pack
- Logo on annual programme on BASL website only (only four satellite sponsors opportunities available)
- Listing & logo acknowledging level of sponsorship support on back page of delegate pack

Satellite-branded new media opportunities - package cost: from £1,200 + VAT

New this year, BASL is able to offer branded Video and Podcasts from sponsored symposia available to members on the website. Package includes:

- Video/audio service set up at symposia
- Full editing of final file
- Sponsor logo & statement on streaming programme
- Option for further interview/Q&A recording of symposia speakers for added value opportunity

Major sponsor - package cost: £12,500 + VAT

Package includes:

- Stand space 3m x 2m - space only in premiere position
- 6 free delegate registrations
- 1 place at the annual dinner
- 350 word write up in special delegate pack
- Logo on annual programme within BASL website
- Listing & logo acknowledging level of sponsorship support on back page of delegate pack

Key sponsor- package cost: £10,000 + VAT

Package includes:

- Stand space 3m x 2m - space only in prime stand position
- 4 free delegate registrations
- 250 word write up in special delegate pack
- Logo on annual programme within BASL website
- Listing & logo acknowledging level of sponsorship support on back page of delegate pack

Sponsor - package cost: £7,500 + VAT

Package includes:

- Stand space 3m x 1m - space only
- Allocated space position 1st choice
- 2 free delegate registrations
- 200 word write up in special delegate pack
- Listing & logo acknowledging level of sponsorship support on back page of delegate pack

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Supporter- package cost: £5,000 + VAT

Package includes:

- Stand space 3m x 1m - space only
- Allocated space position 2nd choice
- 1 free delegate registration
- 150 word write up in special delegate pack
- Listing & logo acknowledging level of sponsorship support on back page of delegate pack

Associate - package cost: £1,500 + VAT

Package includes:

- Stand space 3m x 1m - space only
- Allocated space position 3rd choice
- 1 free delegate registration
- 100 word write up in special delegate pack
- Listing & logo acknowledging level of sponsorship support on back page of delegate pack

Abstracts CD-ROM - package cost: £5,500 + VAT

Package includes:

- Sole sponsor entitled to logo & sponsorship statement on Abstracts CD-ROM artwork
 - 1 free delegate registration
 - Listing & logo acknowledging level of sponsorship support on back page of delegate pack
- This package can be shared by up to three sponsors - prices on application

Annual Williams-Calne Transplant Lecture - package cost: £10,000_{p.a.}

Three-year package includes:

- Opportunity to be associated with this prestige lecture for the next three years (£10,000 per year)
 - Logo on transcripts copies of the lecture
 - 2 free delegate registrations in each year of the sponsorship period
 - 1 free place at the annual dinner
 - Opportunity to post the lecture on your own website
- The lecture will always be delivered by a major international figure. Expressions of interest for sponsorship from 2011 onwards are welcomed.

Annual British Liver Trust Lecture - package cost: £10,000 + VAT

Package includes:

- An opportunity to be associated with this prestige annual lecture
- Logo on transcripts copies of the lecture
- 1 free delegate registration
- 1 free place at the annual dinner
- Opportunity to post the lecture on your own website

Annual dinner - package cost: £12,500 + VAT

Package includes:

- Logo on all menus
 - Stand at the dinner venue - drinks reception area
 - Acknowledgement of support on BASL website
 - 2 places at the annual dinner
 - 4 free delegate registrations
 - 250 word entry into the delegate pack
 - Listing acknowledging of level of sponsorship support on back page of meeting abstracts
- The Association is to hold its annual dinner at Edinburgh Castle

Opportunities outside the Annual Meeting

Outside the Annual Meeting there are other sponsorship opportunities for commercial partners, which will provide year-round exposure and involvement with the Association. Below are two such opportunities.



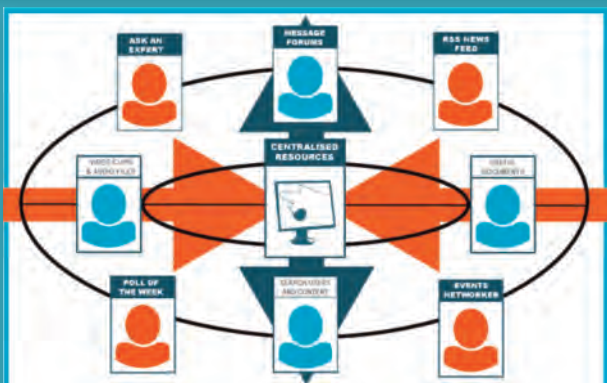
Clinical Communities Learning Zone

- package cost:
£25,000 + VAT

The Learning Zone within the BASL Clinical Community is available to be sponsored. Currently a toolkits for specialist nurse hepatologists GPs in training are being considered.

Package includes:

- Banner logo on all side bar menus
- Acknowledgement of support on main BASL website
- Link from your logo to your company's own website
- Preference in choice of stand location at annual meeting
- Opportunity to have compliance approved materials posted onto the Resource or Learning Zone pages



Clinical Communities Network

- package cost:
£15,000 per annum for a three year contract

Clinical Communities is to be established as an integral member benefit for clinicians, scientists and medical students. It is an online networking tool that will enable those with a shared clinical and/or scientific interests to interact within and across other clinical networks.

Features of the tool are: online registration for BASL members, profile page for each participant, forums, centralised resources including Learning Zone area, search and find an expert, events networker, key headlines from external news services and poll of the week.

Package includes:

- Banner logo on all side bar menus
- Acknowledgement of support on main BASL website
- Link from your logo to your company's own website
- Preference in choice of stand location at annual meeting
- Opportunity to have sponsored materials posted onto the Resource or Learning Zone pages
- Regular feedback on topic areas under discussion on the forum section of the Network
- Opportunity to conduct market research within the Community

These are standard packages, but specific requirements can be tailored to match individual requirements.

Contact: Geoffrey Bowden: 01273 622212 or email: geoffrey.bowden@basl.org.uk

Opportunities outside the Annual Meeting

School of Hepatology- package cost: from £6,800

The purpose of the BASL School of Hepatology is to explore and teach the current pathophysiological basis of therapies in chronic liver disease, as well as guideline-based investigation and treatment.

- Target group: trainees in gastroenterology
- Leading expert speakers
- Didactic lectures
- State of the art workshops and case studies

> Three year exclusive sponsorship opportunity

£12,500 per annum

Package includes:

- 2 x 2 m stand
- 500 word write up and literature in delegate pack
- 4 places at the School
- 4 places at the Saturday evening dinner

- Acknowledgement of unrestricted educational grant and logo in all disseminated materials associated with the School, including the BASL website.

> Three year shared sponsorship (restricted to 3 supporters)

£5,500 per annum

Package includes:

- 2 x 1 m stand
- 300 word write up in the delegate pack
- 2 places at the School
- 2 places at the Saturday evening dinner

- Acknowledgement of unrestricted educational grant and logo in all disseminated materials associated with the School of Hepatology, including the BASL website.

> One year shared sponsorship (restricted to three individual supporters)

£6,800 per annum

Package includes:

- 2 x 1 m stand
- 200 word write up in the delegate pack
- 1 place at the School
- 1 place at the Saturday evening dinner

- Acknowledgement of unrestricted educational grant and logo in all disseminated materials associated with the School of Hepatology, including the BASL website.

Specific requirements can be tailored to match individual requirements.

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