



24TH ANNUAL SYMPOSIUM
A VIRTUAL CONFERENCE | 8-10 OCTOBER 2021

EXHIBITION AND SPONSORSHIP OPPORTUNITIES 2021

8–10 October 2021
A Virtual Conference

For more information, visit: www.bopa.org.uk
For enquiries, contact bopa@media1productions.co.uk

The pharmaceutical industry supports only the scientific part of this meeting, through sponsorship and the purchase of exhibition space.



Registered Charity No. 1065026



Welcome

Dear Industry Colleague,

In light of the ongoing uncertainty around the COVID-19 pandemic, the BOPA Committee has made the decision to deliver their 24th Annual BOPA Symposium as a virtual conference.

Sponsors and exhibitors are invited to join this 3-day virtual conference and enjoy engagement with hundreds of key individuals.

The contribution from our sponsors is an essential part of the conference and we would therefore like to invite you to participate in this meeting, which is expected to attract more than 500 attendees. To maximise the attendance, BOPA has agreed to part-fund members registration fee with the hope to give industry partners an increased visibility and encourage first time participants to access the content of the BOPA conference.

Further details on the sponsorship and exhibitor packages can be found on the following pages.

We look forward to meeting you all virtually in October.

The BOPA Conference Organisers

Virtual Platform

The BOPA conference will be hosted on a virtual platform that has been carefully selected to provide sponsors and delegates with the best possible experience in the digital world. It will also include a virtual sponsors area which will provide sponsors with as many tools as possible to ensure their visibility.

Sponsors will have the ability to insert advertising material: videos, brochures, images; to chat with the delegates live and to obtain detailed metrics on the number of visitors throughout the conference.

Benefits of a virtual conference

- Reaches a broader audience all over the world with no need to travel
- Make connections with oncology pharmacy practitioners in real-time using the chat function
- Cost savings
- Increase interaction with participants through instant polls and interactive Q&A
- Exhibitors can share videos, documents, presentations and images about their products and services from their virtual sponsors area
- Extends the life of the event with content available for six months post-event
- Measures engagement and turnout with detailed reports

Virtual community

The success of any exhibition is the engagement and interaction with the audience, and the BOPA virtual exhibition is no exception. Exhibitors will be able to speak to visitors at their stand in real time via Live Chat manned by their staff. It will be possible to answer questions and promote products and services giving all visitors the option to review the communication thread as if they were standing and networking in a group at a live stand.

Analytics

Below are analytics from the BOPA 2020 virtual conference:

Total delegates	536
Total sessions. Sessions are based on the group of user interactions within the platform	876
Total page views. Page views are defined numbers of click through to information on the exhibition stands	3,593
Top 5 site users by country	Total
United Kingdom	453
United States	19
Ireland	16
Germany	9
Australia	9

Testimonials

We were delighted with how well received the BOPA 2020 virtual conference was and would like to share some of the comments made:

“We were very pleased with our virtual booth and it looked great. General feedback from our sales managers was positive and the entire conference was very well produced. Thanks for all your help.”

“All very new to us virtually as we didn't know what to expect. Considering what you had to achieve, we are happy and guess this is the way forward until we get back to normal meetings. Well done!”

“It was good that we were able to submit our product info in various types of files especially the video format, which for us, meant we could showcase certain products.”

Key Dates

Satellite booking form	25 June 2021
Exhibition booking form	30 August 2021
Company biography	30 August 2021
Exhibition content assets	30 August 2021
Early registration deadline	6 September 2021
Representative contact details	24 September 2021

Contacts

For all sponsorship opportunities, please contact Anthony O'Rawe

Media1 Productions

Phone: +44 (0) 7785 615 149

Email: anthony@media1productions.co.uk

Website: www.media1productions.co.uk



Sponsorship Opportunities

Industry sponsored satellite sessions

There will be four industry sponsored satellites at this year's conference which will be a live webinar or can be pre-recorded. Delegates will have the ability to ask questions with a live Q & A session during the satellite. Each session will provide a valuable opportunity to reach healthcare professionals.

The content and relevance of each session will be reviewed by the BOPA Committee.

	Friday 8 October	Friday 8 October
Cost	£14,000	£14,000
Time slot	10:15–11:00	11:45–12:30
Duration	45 minutes	45 minutes
	Saturday 9 October	Sunday 10 October
Cost	£14,000	£14,000
Time slot	10:45–11:30	10:00–10:45
Duration	45 minutes	45 minutes

Please note that timings are subject change

Satellite symposium sponsorship fee covers:

- Symposium session included in the final agenda – the satellite will be branded as symposium name and sponsored by company name
- 4 full delegate passes (speakers/chair attend free of charge for the day of their session)
- 1 email notification to conference delegates to promote your session
- Technical assistance
- Speaker rehearsal assistance
- Analytics of your Q&A session

Notes and guidelines:

- Sponsors of symposia may select topics and speakers. The BOPA Committee will work with each satellite and happily offer guidance
- In addition to the satellite fee, the sponsoring company is responsible for all speakers'
- Each company must nominate one individual who will act as liaison with Media1 Productions throughout the planning of the satellite session and who will be responsible for checking the final programme
- If, after allocation of satellite sessions, the sponsor wishes to cancel, the organiser will endeavour to re-sell the allocation session. If they are unable to do so, the sponsor shall remain liable to pay the full charge for the satellite allocated. If the organiser can re-sell the allocation session, any refund due will be less a 10% administration charge and any costs already incurred in the promotion of the session
- Presentation slides should be provided in PowerPoint as a 16:9 ratio

Sponsorship Opportunities

Major Sponsorship £6,000

As a major sponsor of the 24th Annual BOPA Symposium, your company can enjoy significant exposure throughout the event.

What is included:

- Gold exhibition package
- Corporate branding on the online registration site
- Corporate branding on the conference holding slides
- Highlighted entry on the virtual sponsors platform
- Registration for up to 4 company personnel to access to all presentations and session recordings
- Acknowledgement by the host at the beginning and end of the conference

Exhibition Packages

	Gold Package £3,500	Silver Package £2,800	Bronze Package £2,000
Dedicated exhibition page	✓	✓	✓
Assets for product and promotional content	8	5	2
Registrations for company representatives	4	2	1
Company biography on the virtual platform	✓	✓	✓
Ability for delegates to send direct messages	✓	✓	✓
Ability to have face-to-face meetings with delegates	✓	✓	✓
Detailed analytics of your product and promotional content	✓	✓	✓
Delegate list if permission given	✓	✓	✓
One 20 second banner advert during the conference	✓		
2 promotional email notifications to registered delegates	✓		

Assets can be PDF files, PowerPoint presentations, video and audio files.

Additional Opportunities

- Video advert (max 20 sec) to be played during breaks £250
- Promotional email notification to registered delegates £250
- Company logo on the Q&A page £250

All sponsorship items are excluding 20% VAT

For more information, visit: www.bopa.org.uk
For enquiries, contact bopa@media1productions.co.uk

If you wish to sponsor a virtual industry session at the 24th BOPA Conference 2021, please complete the following form and return to Media1 Productions Ltd by **Friday 25 June 2021**.

Email: Please attach to an email and send to anthony@media1productions.co.uk

If you require any further information, please contact Anthony on +44 (0)7785 615 149



Company details

Company name:

Company address:

Postcode:

Full name of contact:

Job title:

Telephone no:

Email address:

Signature:

Sponsored satellite sessions details

Preference in session – please indicate your choices in order in preference 1st, 2nd, 3rd, 4th

Date	Time	Duration	Satellite fee	Preference
Friday 8 October	10:15–11:00	45 mins	£14,000 + VAT	
Friday 8 October	10:15–11:00	45 mins	£14,000 + VAT	
Saturday 9 October	10:15–11:00	45 mins	£14,000 + VAT	
Sunday 10 October	10:15–11:00	45 mins	£14,000 + VAT	

Session title (provisional):

Product/therapy area:

Overall learning objectives i.e. the key points you wish to communicate to this audience (Brief summary only):

The reasons why you feel this session will be of particular relevance to oncology pharmacists:

Company name:

Company address:

Contact name:

Job title:

Telephone no:

Email address:

PO number (if applicable):

Do you require a cost estimate to raise a PO? Yes No Are you a BOPA corporate member? Yes No
Do you consent to being contacted and receiving information regarding the BOPA Symposium? Yes No

Exhibition stands

Level	Price	
Gold Package	£3,500	
Silver Package	£2,800	
Bronze Package	£2,000	

Non-corporate members will be charged an additional £500 + VAT on the above rates.

Reservations are not confirmed until your booking form, a valid PO number and payment have been received.

Sponsorship opportunities

Please tick below if you are interested in any of the opportunities. **Prices exclude VAT.**

Major sponsorship	£6,000
Video advert (max 20 seconds) to be played during the breaks	£250
Promotional email notification to registered delegates	£250
Company logo on Q&A page	£250

You have the option to pay by the following methods: BACS Credit Card

I/We confirm that I/we have read, understood and accept Media1 Productions Ltd Terms and Conditions (the "Terms") for reserving exhibition space for the BOPA Symposium 2021 and agree to abide and fulfil my/our obligations under the Terms.

Signed by:

For and on behalf of:

Date:

Please return by Friday 30 August 2021

Anthony O'Rawe, Media1 Productions
Phone: +44 (0)7785 615 149 Email: anthony@media1productions.co.uk

Terms and Conditions

Please read these terms and conditions carefully before registering for the Conference. You should understand that by registering to attend the Conference, you agree to be bound by these terms and conditions.

1. INFORMATION ABOUT US Media1 Productions Ltd is an event management and production company and we are the BOPA 2021 Conference Organiser, processing your sponsorship. **2. DATES OF OPENING** The conference platform for the 24th Annual BOPA Symposium will be held virtually. The virtual platform will open at 08:00 hrs on Friday 8 October 2021 with live scientific sessions commencing at 09:00 hrs. The virtual exhibition and scientific sessions will close on Sunday 10 October 2021 at 13:00 hrs. **3. APPLICATIONS FOR AND ALLOCATION OF STAND SPACE** Written applications will only be accepted if accompanied by a purchase order number on the booking form, which should be returned to Anthony O’Rawe at Media1 Productions Ltd as soon as possible. Please note that the virtual floorplan is subject to change to reflect the requirements of Exhibitors. **4. TERMS OF PAYMENT** Payment in full for your stand space will be invoiced upon receipt of your booking form, and bookings will not be confirmed until payment is received. Final payment of the balance is due no later than 31 August 2021. You will be unable to exhibit unless stand rental is paid in full prior to the opening of the meeting. **5. CANCELLATION OR REDUCTION OF STAND SPACE** An Exhibitor cancelling their stand once their application has been received and

acknowledged is liable for the total booking charge unless the stand space can be re-let by Media1 Productions Ltd. In the event that the space can be re-let there will be a cancellation charge of 30% before 31 August 2021 or 50% thereafter. **6. BANKRUPTCY OR LIQUIDATION** In the event of an Exhibitor failing to pay any sum due to Media1 Productions Ltd on the due date or becoming bankrupt or entering into liquidation (other than voluntary liquidation for the purpose of amalgamation or reconstruction) or having a receiver of any description or an administrator appointed, the contract with such an Exhibitor will terminate forthwith, the allotment of stand space will be cancelled and all sums paid by the Exhibitor under the contract shall be forfeited. **7. INSURANCE** Exhibitors are reminded of the need to consult their insurance company or insurance broker to cover themselves fully against all risks at the exhibition. Particular attention is drawn to the need for including and not limited to the following forms of insurance: **8. ABANDONMENT INSURANCE** – Exhibitors should note that Media1 Productions Ltd is not obliged to return any monies paid for space in the event of cancellation or restriction of the exhibition. Media1 Productions Ltd, Telephone: +44 (0)7785 615 149 Email: BOPA@media1productions.co.uk