

New for 2020



Because CVD is never alone



We are really excited to let you know about the plans for **Issues & Answers 2020**.

We are totally revamping the conference with a new look and new venue. It's going to be highly interactive with lots of workshops and the whole programme will be driven by case studies.

#### Our title and theme

**Issues & Answers in Primary Care Today**

**CVplus: Because CVD is never alone**

**20-21 November, 2020**

**Jurys Inn Hinckley Island Hotel & Conference Venue, Leicestershire**

A **unique**, expert-lead, **interactive** conference created around CVD patients with co-morbidities and complications cared for in daily practice.

Working with colleagues, participants will have the opportunity to translate the latest evidence and guidelines presented by experts into the continuing management of CVD patients with frequently occurring co-morbidities and complications including:

- Diabetes
- Chronic kidney disease
- Hypertension
- Mental illness including depression, anxiety and dementia
- Hormonal conditions in men & women
- Asthma and chronic obstructive pulmonary disease
- Cancer
- Chronic liver disease

## Main plenary sessions

Using modern technology, plenary sessions will be highly interactive, based around case studies and will promote discussion among participants seated at round tables, ensuring that delegates become participants. Each session will be facilitated by our experts.



In addition the programme will offer:

- Multiple small workshops with experts answering critical issues
- Quickfire sessions exchanging experiences
- Satellite symposia
- Dinner with a guest speaker

## Why should you support this highly educational event?

By providing all catering within the large exhibition hall, supporters can interact with delegates, keeping them informed about their products, updated licence indications, new trial data plus the latest devices and management techniques. Sponsorship opportunities include:

- Access to >200 delegates and leads from primary care
- Hear from our distinguished panel of experts and facilitators providing expert advice for improving patient outcomes
- Satellites and 'hands-on' workshops integrated into the main agenda
- Mini-auditorium within the exhibition hall for 'quick-fire' sessions and product demonstrations
- Exhibition area with space stands and table top exhibits
- I&A website with interactive programme and sponsor information
- Video and audio-based e-learning resources
- Advisory Boards, Focus Groups, Consensus Panels or Closed Workshops
- Post-event learning modules

And for the first time...

We are putting the "**continuing**" into continuing professional development. Post conference participants will be able to join a community of colleagues caring for these same 'patients' who will 'visit' them online allowing you to continue enhancing their clinical skills.

Gold sponsorship includes an unopposed satellite symposia and Silver includes an opposed workshop, both of which are integrated into the main conference agenda and are fully compliant with ABPI regulations and relevant codes of conduct.

## What previous sponsors said about the conference

*Thank you so much for giving us the opportunity to present at this year's event. It was, as always, an amazing conference with so many good speakers, friendly environment and an excellent networking opportunity. I have heard very positive comments from our delegates.*

*We have heard back from the team that the event was extremely well organised and that there was lots of engagement with delegates which is great news.*

*It's great to hear the event was such a huge success, we were delighted to be part of it.*

## Educational Partners

Additionally, Issues & Answers is continuing to form educational alliances with national societies. Many partners have sessions of their own within the main programme. Our partners are:



## The venue

Hosted at the excellent, Jurys Inn Hinckley Island Hotel & Conference Venue, we have secured a venue with the flexibility to complement our new, exciting and highly interactive programme. Along with excellent transport links, onsite accommodation and free parking, everything is located in one area with easy access for everyone.



## Sponsorship opportunities for 2020 I&A Conference

### Sponsorship and/or Exhibition:

- Platinum Sponsor – Including an unopposed Friday 45 minute satellite session in the main lecture hall (including the patient concept and live polling via keypads), 2 silent 20 minute ‘quickfire’ sessions in the mini auditorium within the exhibition hall during breaks, prime position 3m x 3m exhibition space on both days, acknowledgements on website, promotion via pre-event e-alert and social media, info table leaflet, 4 staff places plus up to 2 speaker places. £20,500.
- Gold Sponsor – Including an unopposed 45 minute satellite session in the main lecture hall, prime position 3m x 3m exhibition space on both days, acknowledgements on website, promotion via pre-event e-alert and social media, info table leaflet, 4 staff places plus up to 2 speaker places. £17,500. Include live polling via keypads £250
- Silver Sponsor - Including an opposed 40 minute workshop session in a breakout room, prime position 3m x 3m exhibition space on both days, acknowledgements on website, promotion via pre-event e-alert and social media, 2 staff places plus 1 speaker place. £9,500.
- Bronze Sponsor - Including a prime position 3m x 3m exhibition space on both days, acknowledgements on website, promotion via pre-event e-alert and social media, info table leaflet, 2 staff places etc. £4,000.
- Exhibition only - Including a table-top exhibition space on both days plus 2 staff places. £1,500. Exhibit Friday only £900.

### Further opportunities for sponsorship/add-ons:

Using the exhibition hall:

- Quickfire session in the mini auditorium during lunch or breaks. £1,000
- Product demonstration designated area for desktop demos in the exhibition hall during breaks, £500 (with an already booked exhibit)
- Communication zone sponsorship be named as the sponsor for the small quiet working area with desks, electric points, meeting table etc. £1,500
- Information table leaflet x 200 for delegates to pick up, £100

Using the breakout rooms:

- Advisory Board/Focus Group/Consensus Panel meetings in one of the breakout rooms. Can be held on Thursday evening 8-9 or Saturday morning 7.30-8.30. £1,250
- Workshop – opposed 40 minute session at the same time as the Educational Workshops in one of the breakout rooms on Friday. £5,000
- Product demo - 20 minute slot at the same time as the exhibition in one of the breakout rooms. £1,100

Using the plenary:

- Mini-study day – using the main plenary room on Saturday afternoon following the end of the main conference, 14.00-18.00. Space only with use of keypads and AV already set-up. £10,000

### Post event resources to continue the education flow

- Video record your I&A session, create a webcast and host it on I&A website for 12 months. Includes e-alert to delegates and registered members of *BJPCN & PCCJ* plus 2 mentions on social media channels

**£4,500**

- Audio record your session, create a podcast with speaker slides, and host it on I&A website for 12 months. Includes e-alert to delegates and registered members of *BJPCN & PCCJ* plus 2 mentions on social media channels **£2,750**
- Written session highlight report, 2-3 pages of content, hosted on I&A website For 12 months. Includes e-alert to delegates and registered members of *BJPCN & PCCJ* plus 2 mentions on social media channels **£2,500**
- Add a CPD module to any of the above webcasts, podcasts or highlight report. Interactive module with questions and downloadable certificate, and CPD points. Hosted on I&A website with e-alert and social media promotion **£1,500**
- Sponsored feature article/case study from your session with CPD module. Hosted on I&A website with e-alert and social media promotion **£4,500**
- Market research surveys, gauge attitudes and perceptions of delegates or *BJPCN & PCCJ* readership via a Survey Monkey questionnaire **from £500**
- Pre or Post event e-alerts to delegates **from £450**

### **Med e-street Patient Sponsorship**

- Join the new, unique and highly interactive Med e-Street community and sponsor a patient e-learning module for 12 months. Take the readers through your patient's health journey with 4 periodic visits to the practice for review where the participants can learn and interact through CPD modules with valuable revalidation certificates to collect upon completion. Includes an educational programme written to your brief, 12 month user access on Med e-Street website, acknowledgement as sponsor on website programme, CPD module, communications and resource links. **£15,000**

*\*All prices are exclusive of Vat. Accommodation and conference dinner are optional extras and may be booked through us using the forms distributed closer to the event.*

### **Who to contact**

Jane Boyle – [jboyle@sherbornegibbs.co.uk](mailto:jboyle@sherbornegibbs.co.uk)

Sherborne Gibbs Ltd  
Minerva Mill Innovation Centre  
Station Road  
Alcester  
B49 5ET

Telephone: + 44 (0) 1789 766098