



**B A S S**

British Association of Spine Surgeons



**B A S S 2022**

**23-25 MARCH ICC BELFAST**

2 LANYON PLACE, BT1 3WH

**22 MARCH - INSTRUCTIONAL DAY**



# BASS

British Association of Spine Surgeons

23-25 MARCH 2022  
ICC BELFAST, 2 LANYON PLACE, BT1 3WH

## WELCOME LETTER FROM LOCAL HOSTS

On behalf of the local committee we are delighted to welcome you to Belfast for the 2022 British Association of Spine Surgeons meeting.

The meeting will be held at the International Convention Centre at the heart of Belfast – one of Europe's most accessible, vibrant and flourishing cities.

A large company stand area is available where food and drink will be served to the delegates. This will be an ideal venue to show off your business.

This year the conference will focus on the theme of frailty in spinal surgery. The programme will appeal to a wide cross section of the spinal community and promises to deliver informed discussion and debate.

We are pleased to welcome our colleagues and friends from the Canadian Spine Society. Guest speakers from Europe and the UK will ensure this is a meeting not to miss.

The annual dinner will be held at the Crumlin Road Gaol, a former Victorian era prison known as Europe's Alcatraz. This promises to be a venue like no other both in terms of setting and the rich history it provides.

As we emerge from the grips of the Covid-19 pandemic and embrace the new normal we are delighted to have the opportunity to host this prestigious event.

*We look forward to seeing you all in Belfast to experience our famous hospitality.*

Sam Sloan on behalf of the Local Committee



Niall Eames



Sam Sloan



Greg McLorinan



Eugene Verzin



Nagy Darwish



Jim Sales



Rakesh Dhokia





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## 23-25 MARCH 2022

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# SPONSORSHIP PACKAGES

\*1 PACKAGE OR STAND SPACE AVAILABLE PER COMPANY

## GOLD PACKAGE

**£18,000+VAT**

- 30m<sup>2</sup> Exhibition Stand space
- 6 x Representatives on site everyday with Full Day delegate registration for Main Congress
- Company Logo & Company Biography on the website
- Company Logo & Company Biography in conference programme
- Full Page Advert in Conference Programme
- Promotional Leaflet to go in digital delegate bag
- 6 x Conference dinner tickets
- 2 x Representatives at the Faculty dinner
- Listing on the event app

## SILVER PACKAGE

**£12,000+VAT**

- 25m<sup>2</sup> Exhibition Stand space
- 4 x Representatives on site everyday with Full Day delegate registration for Main Congress
- Company Logo & Company Biography on the website
- Company Logo & Company Biography in conference programme.
- Half Page Advert in Conference Programme
- Promotional Leaflet to go in digital delegate bag
- 4 x Conference dinner tickets
- 1 x Representative to attend the Faculty dinner
- Listing on the event app

## BRONZE PACKAGE

**£7,000+VAT**

- 12m<sup>2</sup> Exhibition Stand space
- 2 x Representatives on site everyday with Full Day delegate registration for Main Congress
- Company Logo & Company Biography on the website
- Company Logo & Company Biography in conference programme.
- Half Page Advert in Conference Programme
- Promotional Leaflet to go in digital delegate bag
- 2 x Conference dinner tickets

## EXHIBITION STAND (SPACE ONLY)

**£2,550+VAT**

6m<sup>2</sup> Exhibition Stand space

**£1,700+VAT**

4m<sup>2</sup> Exhibition Stand space

(Includes two exhibitor passes)

All stand bookings are dependent upon availability and will be allocated on a first come, first served basis.

**NO INCREASES  
ON STAND PRICES  
AND SIZES FROM 2019**




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# EXTRA SPONSORSHIP OPPORTUNITIES

## CONFERENCE EVENT APP

**£7,500 + VAT\***

### Headline Sponsor of the Conference Event App

- > The Delegates #1 resource for staying updated and involved interactively
- > New media rich way to get in front of all attendees across various platforms
- > Extends reach/ exposure and drives online and physical traffic
- > Attendees will refer to the event app for session details, speaker biographies and much more. You will get exposure every time attendees check out the mobile event guide
- > Increases exposure and associate sponsor logos with an attendees' event information making for a more personal level of engagement.

As the main sponsor you will get to work with the event team to personalise the app with your individual company branding throughout the app such as a banner, splash screen, a unique branded icon with a link through to a document of your choice and link to your company website.

## AN ADDITIONAL OPPORTUNITY TO ALL SPONSORS

**£500 + VAT**

Full Conference listing on event app with a web link through to your company website.

## SPONSOR A SESSION OR A ROOM

Take up this opportunity to either sponsor an individual workshop/session or hire a room for the duration of the conference\*SUBJECT TO AVAILBILTY

### Option 1 – Individual session

**£2,500+VAT**

Run a breakfast or a lunch time 45 minute session. The cost will include room hire, use of presentation equipment, signage and an leaflet in the digital delegate bag.

### Option 2 – Hire a room for the duration

**£5,000+VAT**

Hire a room for the duration of the conference, this can be used for individual meetings, product displays, workshops, lectures etc...

\*Please note details must be given to the event organisers of how you wish to use the room and subject to approval. The cost will include room hire, use of presentation equipment, signage and a leaflet in the digital delegate bag.

## SPONSOR THE NAME BADGES

**£1,250 + VAT\***

Sponsors can have their company logo/strapline printed on the front and back of the delegate name badges.

\*All VAT will be charged at the prevailing rate


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# EXTRA SPONSORSHIP OPPORTUNITIES

## ADVERTISE IN THE CONFERENCE PROGRAMME

The abstract book is a high quality, glossy publication supplied to every delegate in the delegate bag. It will contain the abstract of every oral and poster presentation for the whole meeting, as well as programme information. This is very valuable to delegates and something they will keep and refer to.

A number of advertising opportunities exist:

- > Full page colour advert **£1,500 + VAT\***
- > Half page colour advert **£800 + VAT\***
- > Full page black + white advert **£500 + VAT\***
- > Half page black + white advert **£300 + VAT\***

All adverts must be emailed to [bass@archer-yates.co.uk](mailto:bass@archer-yates.co.uk) by 1st February 2022.

The format that the adverts must be received in will be sent by the conference organisers.

## BRANDING TO INDIVIDUAL HAND SANITIZERS

**£1750+VAT\***

Sponsors can have their company logo on individual hand sanitisers which will be distributed to all delegates.

Event managers to source.

IF YOU WISH TO DISCUSS  
FURTHER SPONSORSHIP  
SUGGESTIONS YOU MAY  
HAVE THAT AREN'T LISTED,  
PLEASE CONTACT THE  
EVENT ORGANISERS BELOW

## SUPPLY OF BRANDED STATIONERY

**£350 + VAT\***

Sponsors are sought for the supply of pens and notepads for the use of all delegates. Supply of the appropriate materials will need to be sent directly to the conference venue prior to the conference start date.

## INSERTION OF LEAFLET INTO A DIGITAL DELEGATE BAG

**£500 + VAT\***

A digital leaflet to be produced and sent to the event organisers for inserting into the digital delegate bag prior to the conference start date to be distributed to all delegates attending the conference.

## ADDITIONAL EXHIBITOR BADGES

Please note that 2 stand passes are included with each stand booking option. These passes must be pre-booked and named and collected from the registration desk. They do NOT entitle exhibitors entry into the conference presentations.

They do, however, allow the exhibitor to have tea/coffee and lunch at the appropriate times with delegates.

**Should you require additional passes these can be ordered at a cost of £99 + VAT\* for the duration of the conference.**

\*All VAT will be charged at the prevailing rate

IF YOU HAVE ANY QUERIES PLEASE CONTACT US ON +44 (0)1608 659900 OR [BASS@ARCHER-YATES.CO.UK](mailto:BASS@ARCHER-YATES.CO.UK)



# BASS

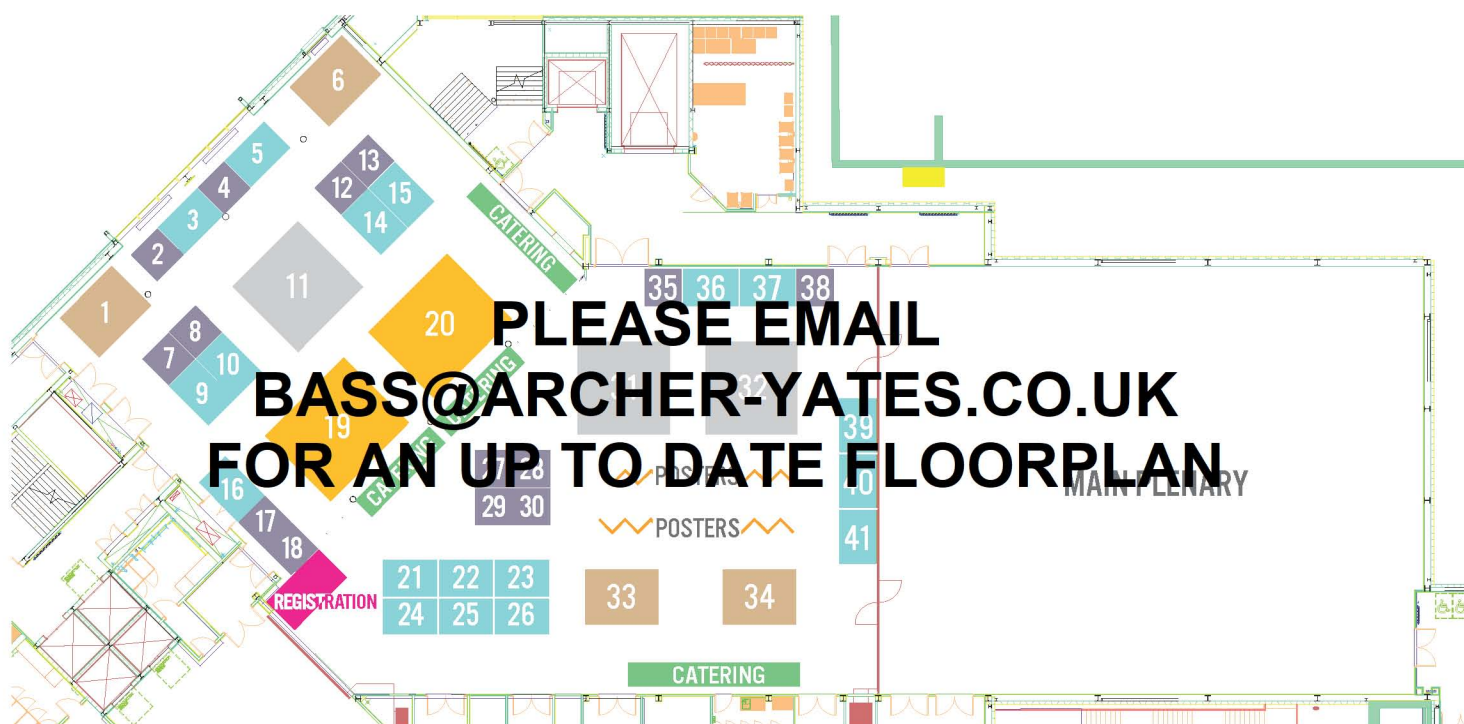
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## FLOOR PLAN

KEY:

- GOLD STAND 6x5M
- SILVER STAND 5x5M
- BRONZE STAND 4x3M
- 3x2M SHELL
- 2x2M SHELL



**PLEASE EMAIL  
BASS@ARCHER-YATES.CO.UK  
FOR AN UP TO DATE FLOORPLAN**

Layout is an approximate guide only (not drawn to scale),  
and is subject to change/updates.

IF YOU HAVE ANY QUERIES PLEASE CONTACT US ON +44 (0)1608 659900 OR BASS@ARCHER-YATES.CO.UK



# GENERAL INFORMATION



## EVENT MANAGERS



Archer Yates Associates Ltd  
7 Threshers Yard, West Street  
Kingham, Oxfordshire OX7 6YF

Telephone: +44 (0)1608 659900

Facsimile: + 44 (0)1608 659911

Email: [bass@archer-yates.co.uk](mailto:bass@archer-yates.co.uk)

## CONFERENCE VENUE

ICC Belfast, 2 Lanyon Place, Belfast BT1 3WH

## CONTACTS

Website: [www.ukssb.com](http://www.ukssb.com)

Email: [bass@archer-yates.co.uk](mailto:bass@archer-yates.co.uk)

Website: [www.spinesurgeons.ac.uk](http://www.spinesurgeons.ac.uk)

## HOTEL ACCOMMODATION

Special rates have been arranged at various hotels in Belfast city centre. These must be booked via the event managers. Please contact us to check availability.

## USEFUL INFORMATION

Visit Belfast

<https://visitbelfast.com/>

## LANGUAGE/SPECIAL NEEDS/ DIETARY REQUIREMENTS

If you have any special needs or dietary requirements please contact the event managers prior to the event.




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# BOOKING FORM FOR BASS 2022

**PLEASE NOTE THAT ALL ACKNOWLEDGMENTS OF YOUR COMPANY WILL BE GENERATED FROM THE FOLLOWING INFORMATION:**

Company Name: .....

Contact Name: .....

Address: .....

..... Postcode: .....

Telephone: .....

Email: .....

Website address for hyperlinks: .....

Contact telephone number, if different from above: .....

Onsite contact name, email and telephone number: .....

**PLEASE SELECT YOUR SPONSORSHIP PACKAGES BY TICKING THE REQUIRED BOXES BELOW. PLEASE NOTE ALL PRICES ARE EXCLUSIVE OF VAT.**

- ☐ Gold Package £18,000+VAT
- ☐ Silver Package £12,000+VAT
- ☐ Bronze Package £7,000+VAT
- ☐ 6m<sup>2</sup> Exhibition Stand £2,550+VAT
- ☐ 4m<sup>2</sup> Exhibition Stand £1,700+VAT

Stands will be allocated on a first come first served basis  
Extra passes are charged at £99+VAT per pass.  
All packages include 2 exhibition passes.

**PLEASE SELECT ANY ADDITIONAL SPONSORSHIP ITEMS BY TICKING THE REQUIRED BOXES BELOW:**

All of the below is available on a first come first served basis.

- ☐ Conference Event App £7,500+VAT
- ☐ Conference Listing on Event App £500+VAT
- ☐ Sponsor a Symposium £2,500+VAT
- ☐ Full Page Colour Advert £1,500+VAT
- ☐ Half Page Colour Advert £800+VAT
- ☐ Full Page Black and White Advert A5 £500+VAT
- ☐ Half Page Black and White Advert A5 £300+VAT
- ☐ Branding to Individual Hand Sanitizers £1,750+VAT
- ☐ Sponsor the Name Badges £1,250+VAT (The company name and logo may appear on the printed name badges.)
- ☐ Leaflet for digital delegate bag £500+VAT
- ☐ Please contact me to discuss other opportunities

Archer Yates will need a high-res (print ready) version of your company logo and advert if applicable in jpeg or eps format. Please email this to [bass@archer-yates.co.uk](mailto:bass@archer-yates.co.uk) once your sponsorship booking has been confirmed.

An invoice will be issued upon receipt of this form. If you require a Purchase Order number to be stated on the invoice, please let us know when you return the booking form. Payment terms are 30 days from date of the invoice. Please complete this page and read and sign the Terms and Conditions on the next pages, and return all pages to us at [bass@archer-yates.co.uk](mailto:bass@archer-yates.co.uk)





# BASS

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## TERMS AND CONDITIONS

### CONDITIONS

The event managers and BASS are responsible for the event. The sponsors and exhibitors are responsible for the control and supervision of their own stands. The event organiser's decision is final and decisive on any points not covered within the pack. Any decisions made will be in the interest of the event and all parties as a whole.

### EXHIBITORS HALL

ICC Belfast, 2 Lanyon Place, Belfast BT1 3WH.

The Exhibition will take place in Hall 1 Sections B-D.

### EXHIBITION OPEN TIMES\*

23rd March 2022 08:00 - 17:30

24th March 2022 08:00 - 17:30

25th March 2022 08:00 - 17:30

\*Subject to change

### EXHIBITOR REGISTRATION

All exhibitors must register in advance of the event. Name badges will be prepared for each exhibitor. Exhibitors are required to wear badges at all times. Two persons per stand are included in your exhibition package. Additional Passes are charged at £99.00+vat for the duration of the conference.

### STAND HEIGHT

The maximum height for all stands is 2m. Exhibitors are asked to ensure that all stands/displays are stable and safe at all times.

### STAND DETAILS

Please be aware that unless stated otherwise, stands consist of one table (approx. length 2.4m) and two chairs. If you require further equipment or exhibition services, please contact the event managers prior to the event who can advise of a supplier.

### RISK ASSESSMENT & HEALTH & SAFETY

The risk assessment shall cover the exhibition stand, work activities and any equipment that will be demonstrated on-site. An assessment of risk is a careful examination of all work associated activities that could cause harm to people. Hazard means anything that could cause harm (e.g. chemicals, electricity etc), Risk is the chance, great or small or harm caused by the hazard. You must evaluate the hazards and risks and conclude if existing precautions are adequate or further action is necessary. More information can be found in the relevant HSE publication entitled, Management of Health and Safety at Work; Approved Code of Practice and Essentials of Health and Safety. Further information is available from <http://www.hse.gov.uk/risk/>.

If you require further information or assistance with this procedure please contact the event organisers. Risk and health and safety assessments should be completed of your exhibition stand and surrounding area, and should be made available upon request.

## TERMS AND CONDITIONS (CONTINUED)




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# TERMS AND CONDITIONS (CONTINUED)

## FIRE PRECAUTIONS

All material used in construction work, display materials etc must be effectively fire proofed and made of non-flammable products in accordance with the standards of the appropriate authority. Fire precautions, regulations and extinguishers will be provided by the Brighton Centre.

## PAYMENT TERMS

To sponsor or exhibit at this prestigious event please complete the forms on pages 8, 9 & 10 of this document and return to the event manager. An invoice will be sent along with confirmation of your allocated stand number (if applicable).

Payment terms: 30 days after invoice date

Bookings made after 23rd February 2022 will require payment before the booking is confirmed.

Payment can be made by:

- > Bank transfer to Natwest Bank,  
16 Market Place, Chipping Norton,  
Oxfordshire OX7 5ND.  
Sort Code: 52-21-31  
Account Number: 16542894  
Reference BASS 2019 and your company name

## CANCELLATION POLICY

Cancellations can only be accepted in writing. In the unfortunate event of cancellation the following will apply:

- > 10% of the total invoice cost will be retained if the cancellation is made 6 calendar months or more before the start date of the event
- > 50% of the total invoice cost will be retained if the cancellation is made 3-6 calendar months before the start date of the event
- > 100% of the total invoice cost will be retained if the cancellation is made 3 calendar months or less, prior to the start of the event

If the event managers are able to re-sell the package a refund will be given less an administration fee of 15% of the total original invoice amount.

## INSURANCE

We recommend sponsors and exhibitors have appropriate insurance and are able to provide the event organisers with a copy of this policy if required. All risks on loss or damage, transit risks, public liability and property including fixtures and fittings and property of a personal nature should be covered by your event insurance.

Please note the event managers and venue are unable accept responsibility for any of the above mentioned. Full insurance can be organised from "Event Insurance Services" at [www.events-insurance.co.uk](http://www.events-insurance.co.uk). Please quote AYA when making enquiries.

SIGNED:.....

NAME:.....

POSITION:.....

DATE:.....



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## DELIVERY LABEL

ICC BELFAST, 2 LANYON PLACE, BELFAST BT1 3WH

Event Name: BASS 2022
Receiver:
Event Date: 23rd-25th March 2022
Exhibition Hall Name:
Number of Boxes:
Sender Contact Name & Phone Number:

## COLLECTION LABEL

Event Finish Date: 25th March 2022
Event Name: BASS 2022
Number of Boxes:
Courier Company:
Contact Name and Number:
Collection Date:
Destination:
Receiver Contact Name & Phone Number: