



ABS Conference
19th & 20th May 2025
ICC Birmingham

Sponsorship Information

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Following very successful events in recent years, the ABS is looking forward to welcoming its members and delegates to Birmingham in 2025 for the ABS Conference. The ABS Conference was attended by nearly 900 delegates in 2024 and has been successfully run in Birmingham on one prior occasion in 2018.

In 2025 the ABS Conference will be held at the ICC Birmingham. We again envisage there will be high levels of engagement from our members and delegates, with many attending the additional networking events such as the welcome drinks reception and the annual dinner. The ABS Conference will be a face to face event with no live stream. Instead we intend to record webcasts of the sessions, as we always have, and to make these available to our members after the event.

In previous years the ABS Conference has been attended by between 800 and 900 delegates, made up of over 400 consultant and staff grade surgeons, over 150 surgeons in training and over 200 breast care nurses amongst others. Our membership is over 2,000, mostly UK based, healthcare professionals and we expect high levels of engagement from them again with this, our main event in the year.

Companies are encouraged to book early as this event has sold out in recent years. The floorplan accommodates the following:

Platinum sponsorship: 2 stands

Gold sponsorship: 14 stands

Silver sponsorship: 30 stands

The sponsored symposia/sessions available are:

- Monday breakfast session (45 minutes)
- Monday lunchtime symposia (60 minutes)
- Monday late afternoon session (4 short presentations of 13 minutes)
- Tuesday breakfast session (45 minutes)
- Tuesday lunchtime session (60 minutes)

Sponsorship Packages:

Platinum sponsorship: £20,000 + VAT	
This package includes:	
<ul style="list-style-type: none"> • 6m x 5m space only stand with electricity provision • Up to 10 reps on the stand per day • Acknowledgement with company logo as a main sponsor on the ABS conference website and onsite programme • Company logo, name and stand number in the exhibitors' list in the onsite programme • Company logo and listing on the conference app and website • Sponsorship of the conference app (logo on the footer banner) • Single slide advert (in rotation) on a plasma screen in 3 locations at the conference venue • Entry (up to 400 words/ A4 equivalent portrait image) in a pre-conference 'Meet the Exhibitors' email to be sent to all consented delegates • Annual sponsorship package: <ul style="list-style-type: none"> ➤ Up to 4 e-mails to ABS members ➤ A3 Yearbook advert ➤ Annual meeting with ABS representatives 	

Other charges/ sponsorship opportunities for Platinum sponsors:	
Annual dinner tickets	tbc
60 minute sponsored symposium	£20,000 + VAT
45 minute sponsored symposium	£15,000 + VAT
13 minutes slot in mini symposia session	£8,000 + VAT
Sponsorship of Conference Water Bottles (to include logo on bottles)	£7,500 + VAT
Sponsorship of Conference Lanyards (to include logo on lanyards)	£4,000 + VAT

Please note: Companies running sponsored symposia will be allowed one more representative to support the session and will also be provided with the names and institutions of those delegates who consent to have their name badges scanned when entering the symposium. Companies taking a 45 or 60 minutes symposium will receive an e-shot to consented delegates to promote the session. Companies taking a mini symposium will be given additional space in the 'Meet the Exhibitors' e-mail to promote their session content.

Companies running a symposia must provide an outline of the session they intend to run, including a title, by the 1st December 2024.

Gold sponsorship: £10,000 + VAT	
This package includes:	
<ul style="list-style-type: none"> • 5m x 4m shell scheme or space only stand with electricity provision and lighting (if shell scheme) • Up to 7 reps on the stand per day. • Trestle table and cloth if required. • Chair per rep if required • Acknowledgement with company logo as a main sponsor on the ABS conference website and onsite programme • Company logo, name and stand number in the exhibitors' list in the onsite programme • Company logo and listing on the conference app and website • Single slide advert (in rotation) on a plasma screen in 3 locations at the conference venue • Entry (up to 200 words or A5 equivalent landscape image) in a pre-conference 'Meet the Exhibitors' email to be sent to all consented delegates 	

Other charges/ sponsorship opportunities for Gold sponsors:	
Annual dinner tickets	tbc
60 minute sponsored symposium	£20,000 + VAT
45 minute sponsored symposium	£15,000 + VAT
13 minutes slot in mini symposia session	£8,000 + VAT
Sponsorship of Conference Water Bottles (to include logo on bottles)	£7,500 + VAT
Sponsorship of Conference Lanyards (to include logo on lanyards)	£4,000 + VAT
Annual sponsorship package:	£2,000 + VAT
<ul style="list-style-type: none"> ➤ Up to 2 e-mails to ABS members ➤ A4 Yearbook advert ➤ Opportunity to discuss forthcoming projects with ABS' representatives 	

Please note: Companies running sponsored symposia will be allowed one more representative to support the session and will also be provided with the names and institutions of those delegates who consent to have their name badges scanned when entering the symposium. Companies taking a 45 or 60 minutes symposium will receive an e-shot to consented delegates to promote the session. Companies taking a mini symposium will be given additional space in the 'Meet the Exhibitors' e-mail to promote their session content.

Companies running a symposia must provide an outline of the session they intend to run, including a title, by the 1st December 2024.

Silver sponsorship: £4,000 + VAT
This package includes:
<ul style="list-style-type: none"> • 3m x 2m shell scheme stand with electricity provision and lighting (please note space only stands are not possible at this level.) • Up to 4 reps on the stand per day • Trestle table and cloth if required • Chair per rep if required • Company logo, name and stand number in the exhibitors' list in the onsite programme • Company logo and listing on the conference app and website

Other charges/ sponsorship opportunities for Silver sponsors:	
Annual dinner tickets	tbc
Single slide advert (in rotation) on a plasma screen in 3 locations at the conference venue	£1,000 + VAT
Entry (up to 200 words or A5 equivalent landscape image) in a pre-conference 'Meet the Exhibitors' email to be sent to all consented delegates	£2,000 + VAT

Additional information:

- The number of representatives per package is the maximum number that can be accommodated on a stand and cannot be exceeded. Companies may register delegates at the appropriate delegate rate.
- Badge scanners will be available for companies at all levels at additional cost. Details to be made available in due course

Booking and contact information

If you wish to discuss the sponsorship opportunities for the ABS Conference please ring Lucy Davies on 020 7869 6852 or 07936 359533 or e-mail lucydavies@absghi.org.uk

If you wish to book a stand at the ABS Conference please return the booking form. Please note that companies wishing to exhibit at the ABS Conference are advised to book early as the exhibition

normally sells out. In the event that the format of the meeting has to materially change companies can choose to cancel their booking without penalty. Please note that companies booking before the end of 2024 will not be invoiced until 2025.

Please note:

- Exhibitors are not allowed to sublet the stand allocated to them or to permit the stand to be utilised by any other person or company without the Organiser's prior consent in writing.
- Industry representatives will not be able to register as delegates unless their company is exhibiting at the ABS Conference.
- The ABS wants to ensure their conference is as sustainable as possible. In order to avoid food waste at the ABS Annual Dinner we would ask that sponsors organise any social events on Sunday evening, not Monday evening when they clash with the ABS Annual Dinner. In recent years it has been noted that there has been non attendance at the Annual Dinner due to delegates attending other events and this had led to the event being over-catered.
- The Association of Breast Surgery Conference does not accept patient advocates as delegates for its Conference. It does allow some charities to attend to promote their work to the delegates. In 2025 the charity stands will be located outside of the main exhibition hall (Hall 3) and charity representatives and medical student delegates will not be admitted to the main hall area. The posters will be displayed on the balcony area of Hall 3 and there will be a catering point there for the charity and medical student delegates. They will not therefore be required to enter the main Exhibition area on the lower floor of Hall 3.