


**BIO<sub>2</sub>BUSINESS**

 EVENT MANAGEMENT  
 www.bio2bevents.com

**Bio2Business Outsourcing Strategies (BOS)**  
**BOS 2016** (*discovery/early development and clinical*)  
**20<sup>th</sup> September 2016**  
**Royal College of Physicians, London**

## Your Complete Sponsor Information Guide

We have prepared this guide with a view to providing all the standard information you need in connection with your sponsorship. Please either follow the links or scroll through the document to access the information you require. If you cannot find the answer to your question here, please contact one of the [Bio2Business team](#). Please also note the useful [timetable](#) of dates at the end of this document.

### Sponsor Opportunities and Benefits

#### Sponsorship opportunities

Please refer to the [media pack](#) for details of opportunities available.

- Key
- Gold
- Silver
- Exhibition
- Banner stand exhibition
- Conference partner
- Bioregion partner
- Sponsor of specific additional item (e.g. advertisements, delegate items, functions, private rooms)

#### Sponsor benefits

For details of your sponsorship benefits, please refer to the [media pack](#) and to your agreement with Bio2Business.

#### Specific additional items for sponsorship

- Handbook adverts [link](#)
- Bags [link](#)
- Bag inserts [link](#)
- Private meeting rooms [link](#)
- Breakfast and reception [link](#)

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### Exhibition Stand Space

Size	An exhibition stand space measures 3 m wide x 1 m deep. Maximum height is 2.3 m.
Equipment	We will provide a table (1.8 x 0.6 m) with base cloth, a chair, access to an electrical power point, and space behind for one exhibition stand (max 3 m wide).

### Banner Stand Space

Size	A banner stand space measures 1.2 m wide x 1.5 m deep.
Equipment	We will provide a literature stand, with holders for A4 fliers (detailed dimensions to be provided). There will be no other furniture or electricity.

### Exhibition Arrangements

Internet	Wi-fi access is available free of charge throughout the venue
Deliveries	Advance deliveries may be made from Monday, 19 <sup>th</sup> September at the earliest, during opening hours, ie from 9 am to 5 pm. All deliveries should be labelled using this <a href="#">label</a> . If you bring large items with you on the day, you may park at the front of the building for off-loading purposes only, and you should then move your vehicle to the nearby car park if there is no parking spaces are available (chargeable).
Set-up	Access is available from 7.30 am on Tuesday, 20 <sup>th</sup> September, ie on the day only.
Staffing	Your stand should be staffed by those registered to attend
Collections	Collections should be made by Wednesday, 22 <sup>nd</sup> September at the latest. When leaving your materials for courier collection from the venue after the event, please label them as below: <ul style="list-style-type: none"> <li>▪ Name of company (receiving)</li> <li>▪ Delivery address (receiving)</li> <li>▪ Name of person (receiving) and telephone number</li> <li>▪ Courier company name</li> <li>▪ Collection date booked</li> </ul> Our experience from previous events is that UPS failed to supply paperwork or tracking numbers to their customers.
Stands	Stand numbers are allocated at the time of booking, although the location may be changed depending on the type of stand to be used. All confirmed stands are shown on the exhibition <a href="#">layout plan</a> , and stand locations and numbers may be changed at the organisers' discretion.
Risk assessment	The venue requires all exhibitors to complete and return a signed copy of the risk assessment and method statement which may be found <a href="#">here</a> .

**Please confirm** your stand requirements to [Maggi](#) at the time of booking your stand, namely:

Stand	What type of stand will you bring, ie pop-up, roller panel/banner stand, or another type?
Size	What are the approximate dimensions of your stand?
Equipment	If you do not want a table or a chair, please let us know.
Deliveries	Will you send advance deliveries on 19 <sup>th</sup> September?

For further information in connection with maps, directions and travel arrangements please see the [Bio2Business website](#).



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### Gold Sponsor Speakers

#### Programme timetabling

Gold sponsors will be allocated a fifteen-minute speaker slot in the CMO Outsourcing Case Studies session, either 11.30-12.00 or 15.00-15.30, either in the Discovery/Early Development track or in the Clinical track.

#### Guidelines for content

Gold sponsor speakers are advised that, although their talks should be at their discretion, we recommend that attention is drawn to a differentiating technology or service or something new about the business that they may wish to highlight. Delegate feedback suggests that case studies showcasing vendor technologies or expertise framed around a specific project are of particular interest to the audience.

#### Timetable for all speakers

18 <sup>th</sup> July	Confirm title of presentation and name of speaker
2 <sup>nd</sup> September	Provide speaker profile (one or two paragraphs, please) for website and handbook
8 <sup>th</sup> September	Send completed presentation to Maggi to include in the delegate handbook

### Logos

If you have not done so already, please now supply a copy of your logo to one of the Bio2Business [team](#), together with the web address to which you wish it to be linked. Your linked logo will be inserted on the BOS 2016 website. Key and Gold sponsor logos will also be included on the front cover of delegate handbooks and displayed during the event itself.

### Delegate Handbooks

#### Items

There will be two handbooks: a glossy handbook containing the programme, speaker and chair biographies, sponsor company profiles, and venue layout plan; and a delegate handbook containing delegate list and speaker presentation slides.

#### Organisation profile

Please use the linked templates for your submissions: Key and Gold sponsors will have a [full-page](#) (approximately 830 words), and all other sponsors will have a [half-page](#) (approximately 405 words).

#### Deadline

Please send your completed template to [Maggi](#) by 2<sup>nd</sup> September at the latest.

### BOS Partnering

As sponsors, you will have full access to the BOS Partnering software where you will have the opportunity to arrange 1:1 meetings with attendees.


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### Diaries

Almost all appointment slots are **30 minutes**, to allow you to align your meetings with the presentation programme. There will be three 10-minute appointments from 13.00 to 13.30 hrs. In your own diary, you will have the option to block off and unblock periods during the day. We will print your full diary, allocate meeting tables, and hand this to you at the registration desk on 20<sup>th</sup> September.

### When will the partnering system open?

Password details and instructions for use will be sent to you when the software opens.

23<sup>rd</sup> August      Partnering software will open  
 19<sup>th</sup> September    At midday, partnering software will close

Note: Advanced access to partnering software is available with certain sponsorship packages - contact the Bio2Business [team](#) for further details.

### Handbook Advertisements

If you have chosen to promote your organisation via an advertisement in the glossy delegate handbook, please note the deadlines below:

29<sup>th</sup> August      to book a colour advertisement  
 2<sup>nd</sup> September    to provide print-ready copy in the required format

Full details of advertisement specifications will be provided by Maggi.

### Bags

If you have chosen to promote your organisation via the delegate bag, the deadlines are:

22<sup>nd</sup> August      Confirmation of sponsorship  
 23<sup>rd</sup> August      Logo to be supplied  
 Logo              Maximum three-colour logo to be supplied

### Bag Inserts

If you have chosen to promote your organisation via the delegate bag insert, the deadlines are:

5<sup>th</sup> September      Confirmation of bag inserts  
 19<sup>th</sup> September    or earlier - inserts to arrive at venue (we will confirm quantity), single item,  
 maximum four sheets of A4

### Private Meeting Rooms

Further information is available from the Bio2Business [team](#).

### Breakfast and Reception

Further information is available from the Bio2Business [team](#).


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**Timetable**

18 <sup>th</sup> July	Speaker name and presentation title to be confirmed
21 <sup>st</sup> July	Unbooked bedrooms released at the Melia White House Hotel
20 <sup>th</sup> August	Unbooked bedrooms released at the Grange Fitzrovia Hotel
22 <sup>nd</sup> August	Confirmation deadline for sponsors of bags
23 <sup>rd</sup> August	BOS partnering software opens
23 <sup>rd</sup> August	Logo required from bag sponsor
29 <sup>th</sup> August	Booking deadline for advertisement in glossy handbook
2 <sup>nd</sup> September	All speaker profiles required for website and handbook
2 <sup>nd</sup> September	All organisation profiles required for handbook (using full-page and half-page <a href="#">templates</a> )
2 <sup>nd</sup> September	Deadline to provide advertisement for glossy handbook
5 <sup>th</sup> September	Deadline for confirmation of bag insert
8 <sup>th</sup> September	All speaker presentations required for handbook and venue upload
19 <sup>th</sup> September	BOS partnering software closes at midday
19 <sup>th</sup> September	Advance deliveries accepted at venue
19 <sup>th</sup> September	Pre-booked bag inserts to arrive at venue
20 <sup>th</sup> September	Exhibition set-up opens from 7.00 am
21 <sup>st</sup> September	Exhibition materials to be collected from venue

**Bio2Business Team**

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