

# UKONS

Oncology Nursing Society

UKONS ANNUAL CONFERENCE 2021

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**CARING CONNECTIONS**

11–13 NOVEMBER | A VIRTUAL CONFERENCE

## EXHIBITION AND SPONSORSHIP OPPORTUNITIES 2021

For more information, visit:

[www.ukons.org](http://www.ukons.org)

For enquiries, contact

[ukons@media1productions.co.uk](mailto:ukons@media1productions.co.uk)

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





# Welcome

Dear Industry Colleague,

In light of the ongoing uncertainty around the COVID-19 pandemic, the UKONS Board has made the decision to deliver their Annual UKONS Conference in a virtual format.

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 400 attendees. To maximise the attendance at the virtual event, UKONS has agreed to reduced registration fees with the hope to give industry partners an increased visibility and encourage first time participants to access the content of the UKONS 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 November.

*The UKONS Conference Organisers*



# Virtual Platform

The UKONS 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 UKONS 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 UKONS 2020 virtual conference:

Total delegates	387
Total sessions. Sessions are based on the group of user interactions within the platform	549
Total page views. Page views are defined numbers of click through to information on the exhibition stands	1,846
<b>Top 5 site users by country</b>	<b>Total</b>
United Kingdom	334
United States	12
Ireland	8
Germany	3
Australia	3



## Testimonials

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

“I was totally impressed with how user friendly the virtual experience was and it looked really professional.”

“UKONS is a very important part of our industry and as a UKONS Partner, we were very happy to be a part of this. One of the best virtual conferences we’ve attended this year”

“Not knowing much about the virtual world, we found this a very good alternative to a live face to face meeting and really enjoyed it. Well done!”

## Key Dates

<b>Satellite booking form</b>	30 June 2021
<b>Exhibition booking form</b>	30 July 2021
<b>Company biography</b>	30 August 2021
<b>Exhibition content assets</b>	30 August 2021
<b>Early registration deadline</b>	6 September 2021
<b>Representative contact details</b>	8 October 2021

## Contacts

For all sponsorship opportunities, please contact Anthony O’Rawe

Media1 Productions

Phone: +44 (0) 7785 615 149

Email: [anthony@media1productions.co.uk](mailto:anthony@media1productions.co.uk)

Website: [www.media1productions.co.uk](http://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 UKONS Board.

	Thursday 11 November	Thursday 11 November
Cost	£6,000	£6,000
Time slot	11:15–12:00	13:00–13.45
Duration	45 minutes	45 minutes
	Friday 12 November	Saturday 13 November
Cost	£6,000	£6,000
Time slot	12:15–13:00	11:00–11:45
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 UKONS Board 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 £5,000

As a major sponsor of the UKONS conference, 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 £3,000	Silver Package £2,300	Bronze Package £1,500
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.ukons.org](http://www.ukons.org)  
 For enquiries, contact [ukons@media1productions.co.uk](mailto:ukons@media1productions.co.uk)



## CARING CONNECTIONS

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### Satellite proposal form

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

**Email:** [anthony@media1productions.co.uk](mailto: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
Thursday 11 November	11:15–12:00	45 mins	£6,000 + VAT	
Thursday 11 November	13:00–13:45	45 mins	£6,000 + VAT	
Friday 12 November	12:15–13:00	45 mins	£6,000 + VAT	
Saturday 13 November	11:00–11:45	45 mins	£6,000 + 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 nurses:



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### Booking form

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 UKONS corporate member/partner? Yes No

Do you consent to being contacted and receiving information regarding the UKONS conference? Yes No

#### Exhibition stands

Level	Price	
Gold Package	£3,000	
Silver Package	£2,300	
Bronze Package	£1,500	

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	£5,000
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 method: 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 UKONS Annual Conference 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 July 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 UKONS Conference Organiser, processing your sponsorship. **2. DATES OF OPENING** The platform for the UKONS conference will be held virtually. The virtual platform will open at 08:00 hrs on Thursday 11 November 2021 with live scientific sessions commencing at 10:00 hrs. The virtual exhibition and scientific sessions will close on Saturday 13 November 2021 at 14:30 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: ukons@media1productions.co.uk