Innovation in Medicine: RCP annual conference

Partner opportunities
Supporting the RCP

RCP annual conference
ExCeL London 25–26 June 2018
Medicine 2018 will welcome the UK’s most senior physicians who are leading the conversation on innovation.

This is an opportunity to build relationships with the customers who matter, to share the range of products and services that you offer, and to encourage conversation, buy-in and loyalty.

Conference participants value face-to-face dialogue with the providers of the services and products that enhance what they do – both professionally and personally. Within the conference interactive zones, you’ll have the opportunity to share your successes, leading conversations with the professionals who drive medical engagement on an international scale. Your message will be broadcast across a worldwide platform.

We look forward to welcoming you to this landmark event.

Professor Jane Dacre  
President, Royal College of Physicians

Professor Margaret Johnson  
Academic vice president and chair of the 2018 Conference Committee, Royal College of Physicians
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The Royal College of Physicians (RCP) was founded by King Henry VIII to be the home of medicine. For almost 500 years it has been a pioneer: setting standards for the profession, educating generations of physicians around the world, championing the highest-quality healthcare for patients and promoting good health across communities worldwide.

The RCP is able to lead developments within healthcare from its position at the top table of decision-makers: in the NHS, guideline-setting bodies, the government, academic institutions, hospital trusts and healthcare professionals.

With 33,000 members in over 80 countries, the RCP is a growing network of physicians ranging from medical students through to senior consultants.

Partnering with the RCP would provide you with the opportunity to engage with hospital doctors working in all 30 physician medical specialties.

About the RCP
**RCP members**

### UK Breakdown

<table>
<thead>
<tr>
<th>Location</th>
<th>Number of members</th>
</tr>
</thead>
<tbody>
<tr>
<td>South London</td>
<td>2,929</td>
</tr>
<tr>
<td>Central and East London</td>
<td>2,411</td>
</tr>
<tr>
<td>West Midlands</td>
<td>2,254</td>
</tr>
<tr>
<td>Eastern</td>
<td>2,141</td>
</tr>
<tr>
<td>North Western</td>
<td>1,618</td>
</tr>
<tr>
<td>Kent, Surrey and Sussex</td>
<td>1,541</td>
</tr>
<tr>
<td>Yorkshire</td>
<td>1,337</td>
</tr>
<tr>
<td>Oxford</td>
<td>1,329</td>
</tr>
<tr>
<td>Wessex</td>
<td>1,323</td>
</tr>
<tr>
<td>Wales</td>
<td>1,210</td>
</tr>
<tr>
<td>Mersey</td>
<td>1,200</td>
</tr>
<tr>
<td>Severn</td>
<td>1,058</td>
</tr>
<tr>
<td>Northern</td>
<td>995</td>
</tr>
<tr>
<td>East Midlands (North)</td>
<td>868</td>
</tr>
<tr>
<td>East Midlands (South)</td>
<td>755</td>
</tr>
<tr>
<td>Peninsula</td>
<td>721</td>
</tr>
<tr>
<td>None</td>
<td>720</td>
</tr>
<tr>
<td>South Yorkshire</td>
<td>577</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>517</td>
</tr>
<tr>
<td>North West London</td>
<td>375</td>
</tr>
</tbody>
</table>

### International Members

<table>
<thead>
<tr>
<th>Location</th>
<th>Number of members</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>757</td>
</tr>
<tr>
<td>Australia</td>
<td>701</td>
</tr>
<tr>
<td>India</td>
<td>475</td>
</tr>
<tr>
<td>Hong Kong (China)</td>
<td>397</td>
</tr>
<tr>
<td>Canada</td>
<td>266</td>
</tr>
<tr>
<td>Singapore</td>
<td>263</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>248</td>
</tr>
<tr>
<td>Malaysia</td>
<td>240</td>
</tr>
<tr>
<td>Irish Republic</td>
<td>218</td>
</tr>
<tr>
<td>Pakistan</td>
<td>196</td>
</tr>
<tr>
<td>New Zealand</td>
<td>195</td>
</tr>
<tr>
<td>United Arab</td>
<td>183</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>174</td>
</tr>
<tr>
<td>South Africa</td>
<td>130</td>
</tr>
<tr>
<td>Malta</td>
<td>97</td>
</tr>
<tr>
<td>Iraq</td>
<td>95</td>
</tr>
<tr>
<td>Egypt</td>
<td>86</td>
</tr>
<tr>
<td>Sudan</td>
<td>76</td>
</tr>
<tr>
<td>Nigeria</td>
<td>71</td>
</tr>
<tr>
<td>Kuwait</td>
<td>62</td>
</tr>
</tbody>
</table>
Innovation in Medicine: RCP annual conference
ExCel London 25–26 June 2018

www.rcplondon.ac.uk/events/innovation-medicine-2018-rcp-annual-conference

Top-line themes to include

- Initiatives in neurology, cardiology and translational medicine
- Healthcare improvement and policy on a national and a global level
- Innovations in gene therapy and implications for treatment and care
- Personalised medicine, digital health
- Patient safety: improvements, constraints, legalities
- Global health, public health and implications for patient wellbeing worldwide
- Audits, guidelines, good practice

RCP annual conference attendance in 2017

- RCP fellows 27%
- RCP members (trainee doctors) 29%
- RCP members (practising physicians) 33%
- RCP members (international) 1%
- RCP members (retired) 3%
- Non-members 3%
- Others 3%
- Allied health professionals 1%
### Who attends?

<table>
<thead>
<tr>
<th>Medical Specialties</th>
<th>Gender Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiology*</td>
<td></td>
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<tr>
<td>Geriatric medicine</td>
<td></td>
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<tr>
<td>Gastroenterology and hepatology</td>
<td></td>
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<tr>
<td>Respiratory medicine</td>
<td></td>
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<tr>
<td>Haematology</td>
<td></td>
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<tr>
<td>Endocrinology and diabetes mellitus**</td>
<td></td>
</tr>
<tr>
<td>Neurology</td>
<td></td>
</tr>
<tr>
<td>Acute and general internal medicine</td>
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<tr>
<td>Rheumatology</td>
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<tr>
<td>Dermatology</td>
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<tr>
<td>Renal medicine</td>
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<tr>
<td>Palliative medicine</td>
<td></td>
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<tr>
<td>Medical oncology</td>
<td></td>
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<tr>
<td>Genitourinary medicine and HIV/AIDS</td>
<td></td>
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<tr>
<td>Stroke medicine</td>
<td></td>
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<tr>
<td>Clinical genetics</td>
<td></td>
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<tr>
<td>Infectious disease and tropical medicine</td>
<td></td>
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<tr>
<td>Rehabilitation medicine</td>
<td></td>
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<tr>
<td>Clinical neurophysiology</td>
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<tr>
<td>Allergy and immunology</td>
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<tr>
<td>Clinical pharmacology and therapeutics</td>
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<tr>
<td>Nuclear medicine</td>
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<tr>
<td>Audiovestibular medicine</td>
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<tr>
<td>Sport and exercise medicine</td>
<td></td>
</tr>
<tr>
<td>Medical ophthalmology</td>
<td></td>
</tr>
</tbody>
</table>

*incl paediatric cardiology, metabolic medicine

Audience projection is based on previous conference attendance and census data.
Medical innovation: Your story at the centre of the conversation

At Medicine 2018, strategy and innovation will be discussed at the highest levels, giving you a unique opportunity to:

- talk about the role you play in healthcare and the innovations that will change behaviours and well being
- gain direct access to the people who influence decision-making in:
  - the NHS
  - hospital trusts
  - academic institutions
  - patient care
  - government
- foster dialogue with physicians, online, offline and on-site
- encourage an in-depth understanding of your work and a loyalty to your brand
- influence the future of medical research and debate.
Interactive zones: Encouraging conversation and action

Specialised zones place you in front of the participants who matter most

**Innovation zone**
A space to introduce the future of your work: your strategy, long-term aims, collaborations, research and innovations

**Hands-on zone**
An interactive area offering live demonstrations, workshops and a range of hands-on opportunities

**Wellbeing zone**
A space enabling physicians to learn about all aspects of wellbeing from nutrition to insurance to financial planning

**Charity zone**
A place for charities and not-for-profit organisations to reach out and build relationships

**Meeting zone**
An unstructured space for meetings, with a range of options encouraging conversations and collaborations

**Career zone**
A central point for recruiters and anyone interested in exploring career options

**History zone**
A zone to highlight the history of medical innovation, looking at the RCP’s work over the past 500 years and industry’s contribution to the advancement of science
Packages and Prices
Supporting the RCP

**Headline Partner**

Amount available: 5
All areas of conference
In run-up, during and post-event
£60,000

A maximum of five Headline Partners will benefit from the following opportunities:

**Branding at the conference:**
- in prominent places including the conference interactive zones
- in the plenary sessions
- in all major signage on site

**Company banner**
(as opposed to logo) on the conference website

**Prominent educational editorial overview**
on the conference website

**Company thanked by conference chair on stage**
at the plenaries and closing ceremony

**First choice of opportunity to hold the following on-site educational sessions during the conference:**
- staging a hands-on workshop, breakfast session or meet-the-expert session in one of the Waterfront Rooms at ExCeL London for up to 50 participants, lasting 1 hour
- an educational presentation on the stage within one of the exhibition zones, for up to 50 participants, lasting 15 minutes

**Acknowledgement as Headline Partner and link to company website on:**
- the Innovation in Medicine 2018 conference website and downloadable programme
- all the e-newsletters sent to prospective delegates *
- joining instructions email sent to all delegates *
- conference marketing materials *

**Company logo on:**
- holding slide and stage set in the main auditorium
- filmed content post-conference
- conference collateral on site (printed materials, signage, holding slides, venue dressings)

*(subject to timings)*
Two complimentary places offered to senior company representatives or company directors, to be agreed with the RCP, who are invited to the VIP/speakers’ dinner

One pod:
This is a space in the exhibition area which includes seating for two, lockable counter, power source, graphic with logo and company name, lighting, carpet, and company exposure in the conference programme

Lunch and refreshments in the exhibition area during the conference, for up to three exhibitors

Advertisements in RCP journals

Acknowledgement as Headline Partner in post-conference email to delegates with link to company website

The opportunity to include a question in post-conference delegate evaluation survey (question to be approved by RCP)

Preferential status
The RCP invites Headline Partners to participate in other partner opportunities which include but are not limited to: other conferences such as Medicine 2019, the Physicians’ Fund, the RCP Centre for Clinical Excellence in the north of England, Physicians for Africa and a range of life-changing projects to improve public health and patient care

All audio visual and technical material will need to be supplied by the Partner Company. The Partner Company will be responsible for any catering in the Waterfront Rooms. The Partner Company will need to arrange all content and speakers. The RCP and Headline Partners will collaborate to develop appropriate content to be approved by both parties.
The RCP invites you to run a satellite symposium which will be organised outside of the main CPD programme, giving additional opportunities to delegates and broadening their participation at the conference.

All audiovisual and technical material will need to be supplied by the Partner Company. The Partner Company will be responsible for any catering in the Waterfront Rooms and will need to arrange all content and speakers. The RCP will collaborate with Partner Companies to develop appropriate content, which is approved by both parties.

**Hands-on talk and demonstration**

**Waterfront Rooms**

*40 minutes or 90 minutes*

*Attendees: 50*

*£7,500*

This is a chance to give a hands-on demonstration or presentation with the opportunity to answer specific questions and invite conversation about practical applications.

* The maximum quantity of these sponsored elements is subject to final confirmation. Headline Partners will be given the first choice of these options.
**Talks in Stream 5**

<table>
<thead>
<tr>
<th>Amount available: 3</th>
<th>Industry area</th>
</tr>
</thead>
<tbody>
<tr>
<td>On main stage in conference sessions</td>
<td>During industry area hours</td>
</tr>
<tr>
<td>Attendees: Estimated up to about 150 per session</td>
<td>£5,000</td>
</tr>
</tbody>
</table>

£10,000

Support a range of non-CPD sessions at the conference. Topics will include the following (subject to confirmation):

- Future of medicines
- The future of digital health
- Understanding medical negligence: legal and personal implications
- Obesity: debates in current care and treatment
- Patient care: mental and physical wellbeing – the patient’s view
- Innovating the future of healthcare, chaired by Professor Margaret Johnson, RCP academic vice president and chair of the 2018 Conference Committee
- From surviving to thriving: culture in healthcare – a review of the RCP state of the UK health report chaired by Professor Jane Dacre, RCP president
- Modernising healthcare: a discussion on sustainability
- Workplace learning in the 21st century

*These opportunities are open to one sponsor per session.

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**Pod**

<table>
<thead>
<tr>
<th>Pods are open structures within dedicated zones in the industry area. Each pod includes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x table and 2 x chairs</td>
</tr>
<tr>
<td>high white back panels with name board displaying exhibitor name</td>
</tr>
<tr>
<td>1 x 500w square pin socket outlet</td>
</tr>
<tr>
<td>2 x 120w track mounted spotlights</td>
</tr>
<tr>
<td>2 x exhibitor registrations including tea, coffee and lunches for the duration of the conference.</td>
</tr>
<tr>
<td>carpet</td>
</tr>
<tr>
<td>lockable counter</td>
</tr>
<tr>
<td>acknowledgment on the RCP Innovation in Medicine 2018 conference website</td>
</tr>
</tbody>
</table>

Please get in touch with us about any additional requirements
### Pod: Start-up special rate

**Industry area**  
**During industry area hours**  
**£2,500**

Pods are open structures within dedicated zones in the industry area. Each pod includes:

- 1 x table and 2 x chairs
- High white back panels with name board displaying exhibitor name
- 1 x 500w square pin socket outlet
- 2 x 120w track mounted spotlights
- 2 x exhibitor registrations including tea, coffee and lunches for the duration of the conference.
- Carpet
- Lockable counter
- Acknowledgment on the RCP Innovation in Medicine 2018 conference website

Please get in touch with us about any additional requirements

### Pod: Charity zone special rate

**Industry area**  
**During industry area hours**  
**£1,000**

Each area includes:

- 1 x table and 2 x chairs
- 1 x exhibitor registrations including tea, coffee and lunches for the duration of the conference.
- Carpet
- Acknowledgment on the RCP Innovation in Medicine 2018 conference website
History zone presence

Amount available: 10
History zone within industry area
During industry area hours
£2,500

Exhibitors have a unique opportunity to feature highlights of their company history and how these relate to advancements and innovations. Presence in the history zone requires a pod in the industry area.

Extra space to demonstrate hands-on products

Hands-on zone in industry area
During industry area hours
£350 per sq m

Additional space for hands-on kit and space for demonstrations can be purchased to supplement the space within your pod in the hands-on zone in the industry area. Hands-on demonstrators are required to have a pod in the industry area.

Presentation zones: opportunity to have a presentation on a stage within the industry area – 10 minutes with 5 minutes for Q&A

Industry area
15-minute pitches
£1,500

Make the most of your presence on site with a presentation on one of the dedicated stages in the industry zones. Key features and benefits include:

- presentations are open to all Innovation in Medicine 2018 participants
- presentation areas will be equipped with a screen, speaker’s microphone, headsets for participants
- presentations in each zone will be scheduled to take place during beverage breaks and lunch breaks on Monday and Tuesday
- the order of presentations will be scheduled by the organisers of Innovation in Medicine 2018s
- your presentation should last no more than 10 minutes with an additional 5 minutes for questions
- additional equipment can be provided by the Innovation in Medicine 2018 technical production team at an agreed cost
- conference participants will have access to a presentation schedule via the conference app to be made available for download at the beginning of July 2018
- it will be possible to purchase push notifications on the conference app in advance (details to follow)
- presentations can be filmed at an additional cost
- presenters are required to have a pod in the industry area to be able to purchase a presentation time slot
- the Innovation in Medicine 2018 technical production team will provide all technical support for presentations at the conference
- the title and content of each presentation must be notified to the organisers no later than 1 May 2018
Poster area

Amount available: 1
Industry area
Throughout conference
£10,000

Posters will be housed within the industry area and will be on display at the conference over the 2 days. There will be a number of abstract terminals available within this area, featuring interactive electronic posters.

Support of the poster area includes:

- your company logo on allocated poster headers
- company branding at each of the abstract terminal computers
- company branding on interactive/electronic posters
- acknowledgements on the conference website with link to company website

Only one commercial partner will have access to the full branding of the poster area, which conveys a strong educational message to participants.

Medical tech and digital healthcare innovation award

Amount available: 1
Industry area
Throughout conference
£20,000

The conference offers the option for medical technology and digital healthcare organisations to submit an i-Poster detailing the beneficial, scientific, social and/or commercial aspects of a product or device. Entries will be submitted in advance of the conference and awards given. This opportunity is open to one commercial supporter to allow for maximum exposure.
An inviting option for a strong, branded presence on the first evening of the conference that puts you in front of a high proportion of participants.

**Sponsorship of this activity will include:**
- acknowledgement with your branding on screens at the event
- an opportunity to present a welcome message to the delegates
- an opportunity to brand with pop-up banners provided by your company
- acknowledgement on conference website hyperlinked to your company website

This opportunity is open to one commercial supporter to allow for maximum exposure.

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Welcome and networking reception

**Amount available:** 1  
**Industry area**  
Monday 25 June 2018 pm Estimated 2 hours  
£25,000

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Speaker and VIP and dinner

**Amount available:** 1  
**Dinner venue in London**  
Monday 25 June 2018 pm  
About 200 VIPs and speakers  
£25,000

The evening provides a chance to interact with the most senior representatives and officers from the RCP, as well as conference speakers and college fellows.

**Sponsorship of this unique event will include:**
- an acknowledgment with your branding on all screens within this room
- the opportunity to present a welcome message to the delegates at the dinner
- the opportunity to brand with pop-up banners (provided by your company)
- acknowledgement on the conference website, hyperlinked to your company website

There is a maximum of one sponsor for this one-of-a-kind social event.
Charging stations (4)

£10,000

This is an ideal sponsorship opportunity for this 100% paperless conference as charging stations will be much in demand by participants. There is a maximum of one sponsor for this opportunity.

Price is for sponsorship only.

Sponsored dinners

Monday evening 25 June
On demand

A variety of catering spaces within ExCeL London and in nearby external venues are available for private hire, giving you the opportunity to interact directly with a targeted group of conference participants.

Lanyards

£5,000

The sponsor’s name/logo and the Innovation in Medicine 2018 logo will appear on the delegate lanyards.

Wi-Fi

Amount available: 1
Industry area
Throughout conference
£6,000

The evening provides a chance to interact with the most senior representatives and officers from the RCP, as well as conference speakers and college fellows.

This opportunity includes:

- your company branding on the Wi-Fi welcome page
- acknowledgement on the conference website, hyperlinked to your company website

Badges

£5,000

Worn by all delegates throughout the event, this product offers extensive exposure. One exclusive sponsor will feature its logo on the badge for guaranteed visibility.

There is a maximum of one partner for this opportunity.
The app is a crucial messaging opportunity at this paperless conference. This is a unique opportunity offering delegates the chance to view conference materials at the touch of a button. Your company banner will be included on the dedicated mobile app used by all delegates: the principal source of information for items such as abstracts, speaker biographies and exhibitor profiles.

The package includes:

- an acknowledgement with your company logo on the dedicated conference website, hyperlinked to your company website
- acknowledgement with logo printed in conference printed programme
- your company banner displayed on the mobile app
- up to three ‘push notifications’ to mobile app users
- dedicated e-shot promoting app launch
- option to add an interactive element to your (purchased) symposia free of charge

**Mobile app**

£15,000

**Cycle activity on site**

Amount available: 1

£15,000

The sponsoring of stationary cycles on site is an unusual opportunity to emphasise corporate social responsibility and to engage delegates at the conference. Price includes sponsorship of the cycle area only and does not include the cost of the items. There is a maximum of one sponsor for this opportunity.

**Email blast banner (per blast)**

£2,000

This is a chance to include your banner in an email blast that will reach a high proportion of the RCP membership. Restrictions are in place in terms of the size, design and content of the banner and the linked content: Only linked RCP-vetted content will be permitted, and content must be educational and not sales-related.

The option of an email blast requires a pod in the industry area.

**Online content archive / filmed content**

RCP online video archive for members

Post-conference dates to be agreed

£5,000 per session

Plenary sessions will be filmed and will be archived on the RCP website. This is an opportunity to brand valued archived content, extending the period of time of engagement with participants.

The services of the Innovation in Medicine 2018 technical production team must be used for all your technical production requirements at the conference. Most sponsored elements will require the purchase of the pod. All prices are ex-VAT.
We are looking to build long-term relationships with you. These could include working together on a whole range of projects, including:

- the Physicians’ Fund: supporting doctors of the future
- the RCP Centre for Clinical Excellence in the north of England, in development now
- the Physicians for Africa programme of work
- a range of life-changing projects to improve public health and patient care.
Join Us

This flagship event is a unique opportunity to reach top physicians keen to build the industry relationships that underpin the most advanced and targeted healthcare delivery in today’s challenging climate.

Please contact us to discuss any of the opportunities listed here or to discuss any other sponsorship thoughts.

We look forward to working together.

jude.cosway@rcplondon.ac.uk

02030 751 615