



**British
Chiropractic
Association**




British Chiropractic Association
Autumn Conference 2019

“Chiropractic: Across the Ages”

12-13 October 2019
Hilton Birmingham
Metropole



Exhibitor Prospectus

-  @ChiropracticUK
-  @bcaconference
-  @bcaconferences



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Welcome

The British Chiropractic Association has been developing and progressing, representing members' needs and interests for 94 years. Our mission is to serve and support our members and to promote the Chiropractic profession.

Our Annual Conference for 2019 will be held on 12th and 13th October at the Hilton Birmingham Metropole once again, due to it having the capacity and modern facilities demanded by this event. It is also easily accessible by road, rail and air.

Following an extremely successful Conference last year both from an exhibitor and delegate perspective, you can expect to meet up to 160 delegates in the Chiropractic and Physiotherapy field.

This event will appeal to companies specialising in:

- Chiropractic products
- Physiotherapy products
- Imaging/X-ray products
- Pain relief products
- Acupuncture products
- Dietary and Nutritional products
- Diagnostics
- Orthotic Devices
- Non-woven disposables
- Disinfectants
- Wipes
- Topical agents
- Gloves

Full details are enclosed in this prospectus and we're delighted that, with the invaluable support of our exhibitors, we will be continuing to provide education in the Chiropractic/Physiotherapy field.

I do hope you can join us in Birmingham and look forward to what will be a fantastic and educational couple of days.

Best wishes

Bronwen Henley

Conference Chair

About the British Chiropractic Association (BCA)

The British Chiropractic Association has been developing and progressing, representing members' needs and interests for 94 years. Our mission is to serve and support our members and to promote the Chiropractic profession.

It has built up a huge knowledge of the profession and across the healthcare environment in the UK; it is uniquely placed to represent members' needs in a positive and balanced way.

It has a membership comprising over 50% of the UK's registered chiropractors. The BCA only accepts members who have graduated from a nationally or internationally recognised college of chiropractic education, after a minimum of four years training and ensures its chiropractors maintain high standards of conduct, practice, education and training.

The BCA was a founder member of the European Chiropractors Union and the World Federation of Chiropractic.

Delegate Profile

You can expect to meet up to 160 delegates in the field of Chiropractic.

Programme

The conference programme is currently under development and will shortly be available to view at [www. https://fitwise.eventsair.com/bca-annual-conference-2019/home](https://fitwise.eventsair.com/bca-annual-conference-2019/home)

Marketing

A strong event brand and well-developed marketing plan is in place to ensure all possible channels are accessed, so you can rest assured that the event will attract plentiful and relevant delegates.

A detailed marketing campaign will be launched to include:

- Targeted email marketing with incentives to register early
- Use of social media to include Twitter and Facebook
- Partnering with related UK websites
- Working with relevant media channels
- Sending promotional materials for display at relevant events
- engaging with exhibitors and sponsors in the marketing initiatives

Feedback from BCA 2018

- one of the best BCA
conferences I have
attended since my first
in 1973

This was a dynamic
and vibrant
conference

87% of delegates would recommend the conference to colleagues

91% of delegates rated the overall conference as good/very good

84% rated the content of the conference as good/excellent

100% of exhibitors who completed the post-conference survey felt that the delegates were relevant to their market

...fun and energetic with a clear
message of what the profession is

2018 Exhibitors

AECC University College
Atlas Clinical Ltd
Bonosso Ltd
Celtic SMR Healthcare Ltd
EMS Electro Medical Systems
First Data
General Chiropractic Council
jane app
K-Laser UK Ltd
Lamberts
Lightforce Therapy Lasers

Lloyd and Whyte
McTimoney College of Chiropractic
Meglio
MyChiropractic.Marketing
Phoenix Healthcare Products Ltd
Ravensford Health Limited
Royal College of Chiropractors
Sissel UK
TM3 - Blue Zinc IT
Wardray Premise Ltd
World Spine Care

Exhibition and Partnership Opportunities

Exhibition Space Costs - £795 per stand (*Discounted rate available on request if two stand spaces required*)

Price includes:

- Trestle table and 2 chairs
- Registration & tea and coffee breaks for 2 representatives
- Lunch for 2 representatives
- Access to electrical points (bring own extension leads) – *small fee may apply from venue*
- Delegate lists – available in hard copy and electrical form, information will include – name, job title and organisation
- Access to conference sessions for 2 representatives (if space allows)
- 1 x half price advert in the BCA Contact Magazine

Platinum Partner (2 available) - £5,995

In addition to the above this also includes:

- Additional stand and 2 chairs if required
- 10 free delegate places
- Symposia slot in programme
- FREE delegate bag insert
- A full page colour advert in BCA Contact Magazine
- Company logo on holding screen
- Registration & tea and coffee breaks for **6 representatives**
- Lunch for **6 representatives**
- Branded signage
- Sponsorship on event website – hyperlinked logo
- Access to conference sessions for **6 representatives** (if space allows)
- 4 Social evening tickets for your stand attendees or your customer
- Entitled to bring pull up banner to display in prominent area of Conference

Gold Partner (2 available) - £2,495

In addition to the above this also includes:

- Additional stand and 2 chairs if required
- FREE delegate bag insert
- A full page colour advert in BCA Contact Magazine
- Company logo on holding screen
- Registration & tea and coffee breaks for **4 representatives**
- Lunch for **4 representatives**
- Branded signage
- Sponsorship on event website – hyperlinked logo
- Access to conference sessions for **4 representatives** (if space allows)
- 2 Social evening tickets for your stand attendees or your customer
- Entitled to bring pull up banner to display in prominent area of Conference

Additional Sponsorship Opportunities

CONFERENCE MATERIAL

Delegate bag insert* **£195**

A4 writing pads*

Pens*

Lanyards*

*supplied by sponsor – 180 required

WORKSHOP

£ 500

A great opportunity for you to run your own workshop for Chiropractic Receptionists & Assistants Training on day one of Conference. Saturday 12th October from 16.15pm to 17.30pm.

SESSION OR WORKSHOP SPONSORSHIP

£350

Your logo printed on conference programme in handbook and during session

POWERPOINT ADVERTISING IN CONFERENCE ROOMS

£295

Your slide will run in a continuous loop throughout all break times

ADVERT IN CONFERENCE HANDBOOK (X2 available)

£495

STUDENT SPONSORSHIP

5 sponsored places

£800

10 sponsored places

£1,600

Your support of our students would be gratefully received and in return you will be recognised on the Conference website, on all marketing material and by the Chair at the beginning of Conference.

How to book

Stands will be allocated on a first come, first served basis. Bookings can be made by the following methods and will be held for 7 days:

Phone Fitwise on +44 (0)1506 292 039

E-mail: catriona.rice@fitwise.co.uk

Confirm your provisional booking

Send us the completed stand booking form within 7 days by post or email.

What happens next?

Once Fitwise receives your completed booking form with payment (or a copy of an official purchase order) we will write to you confirming your space allocation and enclose a tax invoice or receipted tax invoice as appropriate.

A month prior to the event you will receive pre-event exhibitor information.

Cancellations

Refunds for stands, which are cancelled, will only be made if the event is sold out. Every effort will be made to resell all stand space.

Full terms and conditions are outlined in the booking form.

IMPORTANT INFORMATION –Delegate Lists

You will receive a full delegate list post conference to include name, job title, organisation, location and email address however it will be your responsibility to obtain unambiguous and positive consent from delegates to use this data for direct marketing purposes.

Event details

Venue

Hilton Birmingham Metropole, The NEC Birmingham, Pendigo Way, Birmingham B40 1PP
Tel: +44 (0) 121 780 4242 |

Car parking:

Residents:

Overnight Parking (1pm on day of arrival to 1pm on day of departure): £12
Early Arrival: £5 Supplement
Late Departure (until 4pm): £5 Supplement
Late Departure (until midnight): £10 Supplement

Non Residents

0-15 minutes: FREE
15 Minutes - 3 Hours - £10.00
3-8 Hours - £15.00
8-24 Hours - £22.00

Organisers

Conference Organising Group Lead: **Bronwen Henley** – Conference Chair

Exhibition/Sponsorship sales:

Catriona Rice – Account Manager

BCA, c/o Fitwise Management Ltd, Blackburn House, Redhouse Road,
Seafield, Bathgate, EH47 7AQ.

Tel: 01506 292039 Fax: 01506 811477

E-mails: sales@BCA.org.uk

PROVISIONAL EXHIBITION TIMINGS

All timings are subject to change. Confirmation of timings will be included in the pre-event information which will be emailed two weeks prior to the event.

The exhibition will be open on both days with extensive exhibition viewing times.

Set up: Saturday 12th October 2019 (07:00 – 10:30).

All stands must be erected and dressed within this time with all packaging and other materials removed from aisles and stands.

Flow of delegates round the exhibition

Care has been taken to encourage delegates to move easily and freely around all areas of the exhibition to gain access to all stands. All catering will be served in the exhibition area to draw delegates to the exhibition.

Break down: After lunch break on Sunday 13th October 2019

All exhibitors must be clear of the building by 17:00 on Sunday 13th October 2019.