



# Focus 2018

Association for Clinical Biochemistry &  
Laboratory Medicine | National Meeting

Manchester | 6-8 June

## Manchester Metropolitan University Company Participation & Sponsorship Opportunities



**Early Bird  
Booking  
Discount**  
10% off if you book  
by 1st December  
2017



The Association for  
Clinical Biochemistry &  
Laboratory Medicine

*Better Science, Better Testing, Better Care*

[www.acb.org.uk/focus](http://www.acb.org.uk/focus)



# Focus 2018

Association for Clinical Biochemistry & Laboratory Medicine | National Meeting

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**ACB Focus 2018 will take place at Manchester Metropolitan University.**

Set in the modern environmentally-friendly Brooks Building on the Birley Campus, just to the south of Manchester city centre, Focus 2018 will be packed with value – in the lectures, in the networking with colleagues and commercial partners and in the opportunities to broaden horizons scientifically, socially and culturally. We've worked hard to make this a successful meeting on every level. We'd love to welcome you as a partner in that success.

Following the hugely successful Focus in Leeds last year, we have kept to the two-day format for the meeting. Chris Chaloner and the Scientific Programme Committee have put together a dazzling programme with something for everyone, encompassing current research, horizon-scanning, clinical skills enhancement and the realities of delivering value-added services to today's health care providers.

The Focus 2018 scientific programme, venue information, abstracts and daily updates will all be available in the palm of your hand on the free ACB Focus 2018 App for iOS and Android. The exhibition itself is situated on the ground floor of the conference venue and will host a poster area and catering outlets.

## The Exhibition

Exhibition space is offered in 6sqm blocks with the option to book single or multiple blocks. The stand price includes shell scheme and an electrical socket but space only is also an option for those who prefer to build their own stand.

**Provisional opening hours for the Exhibition are:**

Thursday 08.30-17.00

Friday 08.30-16.00

## Early Bird Booking Discount

**We are offering a 10% discount for bookings made by 1st December 2017.**

**For more information please contact the Focus 2018 Secretariat**

*If you book on this discount a 10% deposit will be required on booking. The remainder will be invoiced and due by 31st January 2018.*

## Exhibition Fees

**The exhibition fees are £260 per square metre for ACB Corporate Members and £350 for non-members. All prices exclusive of VAT at current rate.**

*Please note that companies should contact the ACB office directly to find out more about membership, or via the website [www.acb.org.uk](http://www.acb.org.uk).*

**The fees include**

- shell scheme
- an electrical package based on one socket per 6sqm block
- a 100 word entry on the Focus 2018 Conference App and a listing on the Focus 2018 website with a link to the company website
- 1 complimentary scientific programme registration and 1 exhibition only registration per 6sqm block. (Please note these tickets are NOT transferable.)

All sponsorship opportunities (see below and overleaf) will be available to companies without the requirement to exhibit.

## Industry Sponsored Workshops

Industry sponsored workshops are available to take place in the lecture theatres/ presentation areas during the extended morning coffee and lunch breaks. A maximum of four workshops per day are available. A maximum of two sessions can be allocated to any one organisation. A maximum of 40 minutes is allocated to each session.

**The cost per workshop is £1,500**



## Commercial Partner Package

There is the opportunity for companies to increase their profile at the meeting by becoming a Commercial Partner. The package is detailed below and is only available to ACB Corporate Members

- Company name and logo on all promotional pdfs
- Company logo on the Focus website with link to company website
- Company name and logo on the Focus 2018 Conference App with a 100 word text entry (additional to exhibition package entry)
- 1 App push notification (maximum 500 characters with a subject line no greater than 100 characters)
- 6 scientific programme registrations (these do not include conference dinner, which can be purchased separately)

Package cost **£6,000**

## Hosted Sessions

There is also the opportunity to run a Hosted Session. Hosted Sessions will run in parallel to the Symposia sessions (a maximum of two Symposia Sessions will run in parallel to a Hosted Session).

The cost per session is **£2,500**

## Sponsoring Programme Activities

The following lectures and awards are available for sponsorship on a first-come-first-served basis.

- **ACB/AACC Transatlantic Award** £500
- **ACB International Lecturer** £500
- **Parallel Symposium** £500
- **ACB Medal Award** £500
- **ACB Award for the best poster** (Clinical Cases) £200
- **ACB Award for the best poster** (Audit) £200

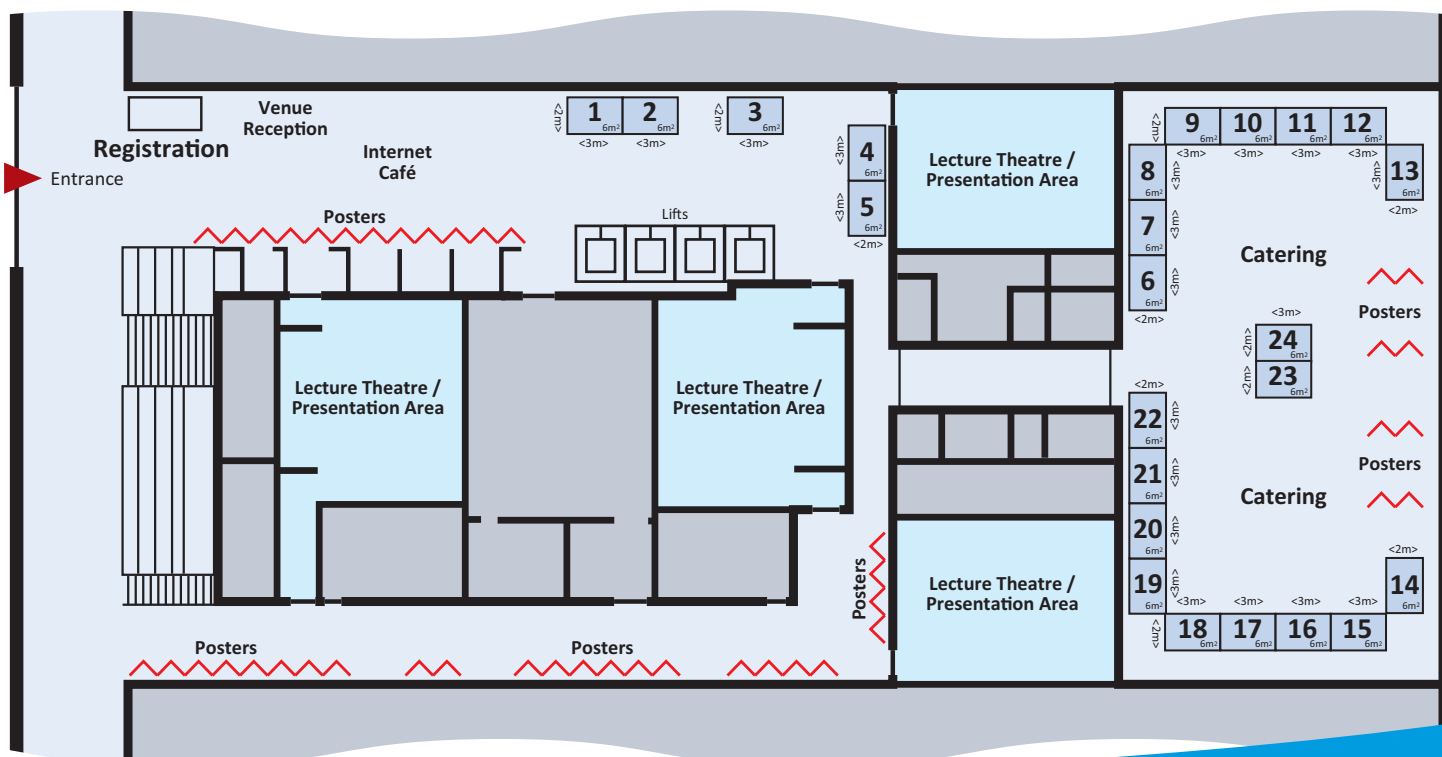
## Additional Sponsorship Items

- **Delegate Bags** £2,500\*
- **Lanyards** £2,000\* or £1,000 if lanyards provided by the sponsoring company
- **Device charging station** £1,500
- **Lecture panels** £500
- **Bag Inserts** £1,000

\*Costs are based on Focus 2018 sourcing the items, alternatively sponsors may provide these items. All costs are exclusive of VAT at current rate.

## Exhibition Plan NOT TO SCALE

The ACB reserves the right to amend the plan at any time. Exhibition space and sponsorship items will be allocated on a first come, first served basis.



## Booking

Commercial partner package bookings are now open. Exhibition stand bookings will be open from 20th October 2017

All items must be accompanied by an official purchase order. If your company does not use purchase orders an email stating that will be sufficient – this must include all invoicing details. Any changes to invoicing address etc will incur a £10.00 plus VAT administration fee.

Please note that this year's standard exhibition package includes a complimentary registration for the Scientific Programme along with an exhibition only ticket, but does not include conference dinner tickets as it has become clear from previous years that a standard allocation of tickets for the Dinner to all exhibitors did not work well. The Committee wishes to emphasise that all exhibitors are very welcome at the Conference Dinner, which provides an excellent opportunity for informal networking in a convivial atmosphere. This year's event will be held at the stunning and atmospheric restored Grade II\* listed building *The Monastery*.

"The Monastery embraces the values that they have inherited from the Franciscan Brothers who created the original building".

If Exhibitors would like to attend the Conference Dinner then please do contact the Focus 2018 Secretariat c/o ACB Office at [focus2018@acb.org.uk](mailto:focus2018@acb.org.uk) to book your tickets.

## Copy Deadline

**15th November 2017**

Outline of Hosted Session (session title, speakers names and presentation title is preferred but if not possible then a session title is the minimum requirement). Any information sent after this date will not be included within the printed promotional programme but will still be included on the Focus website and App.

ISW – title and speaker names of Industry Sponsored Workshop. Any information sent after this date will not be included within the printed promotional programme but will still be included on the Focus website and App.

## Exhibition Manual

An Exhibition manual containing details of services and contractors, rules and regulations will be issued to all exhibiting companies by 31st January 2018. The Association for Clinical Biochemistry and Laboratory Medicine reserves the right to amend the manual at any time.

## Payment

A 10% deposit is payable on bookings made before 1st March 2018.

To qualify for the Early Bird Discount all sponsorship items and exhibition space must be booked and deposit paid by 1st December 2017, with any outstanding balances paid in full by 31st January 2018. Items which have not been paid in full by this date will be charged at the full rate.

For bookings made after 1st December 2017 all outstanding balances must be paid in full by 28th February 2018.

All bookings made after 1st March 2018 will be invoiced and due within 30 days.

All invoices must be settled in full a minimum of 4 weeks prior to the event.

If payment is not made within the timescales provided, the booking may be declared void and the exhibition space or sponsorship item may be released for sale to other parties. Should any amount remain outstanding at the time of the meeting, neither the company personnel nor contractors will be allowed access to the exhibition space or meeting until payment is received.

For corporate membership discount your 2018 ACB membership must be paid in full prior to the time of the meeting taking place. If your corporate membership is not paid by this time the ACB have the right to charge the difference between the corporate membership rate and the non member rate.

## Cancellation Policy

**Cancellations prior to 31st December 2017** – the 10% deposit will be retained

**Cancellations after 31st January 2018** – the full amount of the commitment will be due unless the exhibition space or sponsorship item is sold to another party then only the 10% deposit will be retained.





## Contact Details

Focus 2018 Secretariat  
c/o ACB administrative office  
130-132 Tooley Street  
London  
SE1 2TU

020 7403 8001  
[focus2018@acb.org.uk](mailto:focus2018@acb.org.uk)

[www.acb.org.uk/focus](http://www.acb.org.uk/focus)

 Facebook: ACB Focus

 Twitter: @ACBFocus



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**Company**

**Contact name**

**Address**

**Tel**

**Fax**

**E-mail**

**Exhibition Fees** £260 ACB Corporate Members (£350 non-members) per square metre £

**We wish to reserve stand number(s)**

**Commercial Partner Package** £6,000 – Corporate Members only £

**Industry Sponsored Workshops** £1,500

Date  Time  £

**Hosted Sessions** £2,500

Date  Time  £

**Additional Sponsorship Items**

Item  £

Item  £

Item  £

**Sponsorship of Programme Item**

Item  £

**Subtotal** £

**Plus VAT at current rate** £

**TOTAL** £

**Purchase Order No**  (please supply copy of official purchase order documentation to [focus2018@acb.org.uk](mailto:focus2018@acb.org.uk))

I accept the Terms & Conditions of sponsorship for Focus 2018 ([www.acb.org.uk/focus/sponsors/tandcs](http://www.acb.org.uk/focus/sponsors/tandcs))

**Signature**

**Name**  **Date**

All costs are exclusive of VAT at current rate.