

**JOINT BIA/BTS DILEMMAS DAY  
ON MYCOBACTERIAL INFECTIONS**

**BIA**  
British Infection Association



**British  
Thoracic  
Society**

**Millennium Point, Birmingham  
Thursday 23 January 2025**

# **Exhibitor Prospectus**



## Welcome

The British Infection Association and the British Thoracic Society would like to invite you to attend as a valued exhibitor at the BIA 7th Infection Dilemma Day and joint BTS meeting - Mycobacterial Infections on 23rd January 2025 in Birmingham.

The day will provide both trainees and specialists in ID, Respiratory Medicine and Microbiology the opportunity to discuss cases and hear lectures given by a range of experts within the field of tuberculosis and mycobacterial infections, as well as providing a chance to network and contribute to debate.

Who can you expect to meet?

The event will be aimed at trainees and specialists within infection including microbiology, virology, clinical infectious diseases, respiratory medicine, antimicrobial pharmacists, biomedical scientists.

The programme will cover a variety of topics including:

- **Complex and drug resistant tuberculosis**
- **Non-tuberculous infections**

This meeting will bring together a group of experts engaged in managing mycobacterial infections.

We thank you for your support and look forward to seeing you in Birmingham as a valued exhibitor or sponsor.

Kind regards,

Professor Onn Min Kon  
Consultant Respiratory Physician  
The UK Multi-Drug Resistant Tuberculosis Clinical Advice Service Chair



## Event Details

### Venue

Millennium Point,  
Curzon St,  
Birmingham B4 7AP  
T: [0121 202 2200](tel:01212022200)

### Conference Organisers:

#### Professor Onn Min Kon

Consultant Respiratory Physician  
The UK Multi-Drug Resistant Tuberculosis Clinical Advice Service  
Chair

#### Dr Fiona McGill

BIA Meetings Secretary

### Sales Lead

Catriona Rice  
UK Sales Manager  
E: [catriona.rice@fitwise.co.uk](mailto:catriona.rice@fitwise.co.uk)  
T: 01506 292 039



Fitwise Management Ltd  
Blackburn House  
Redhouse Road  
Seafield  
EH47 7AQ

### Exhibition Open Hours *(may be subject to change)*

Setting up time for exhibitors will be on Thursday 23 January from 07:00 – 08:45 All stands should be erected and dressed by 08.45 with all packaging and other materials removed from aisles and stands. Break down will begin after the lunch break at 13:40 and all exhibitors should be clear of the building by 17.00.

Exhibition open times:	Open 09:00	Close 13:40
Exhibition viewing times:	09:00 - 09:30	
	10:40 - 11:10	
	12:40 - 13:40	



## Exhibitor/Sponsorship Opportunities

### Table Top Stand

- 2m x 1m (approx) of space
- Table and 2 chairs
- Registration with access to conference sessions for 2 representatives \*
- Tea/coffee and buffet lunch for 2 representatives
- Post-conference delegate list



\*access to conference sessions will be subject to availability on the day

### Why Should I Exhibit?

This conference provides an excellent platform for industry to showcase their products and services to front-line professionals within the field of infection and microbiology.

There are numerous benefits from exhibiting at this prestigious event:

- Network with potential customers
- Generate quality leads from practitioners who are passionate about learning and improving their facilities
- Discuss needs of your clients, as well as potential clients, and demonstrate your company's solutions in person
- Condensed exhibition hours ensure a steady flow of traffic. Coffee breaks and lunch take place in the exhibition hall bringing all attendees together
- Build visibility for your company and promote your company's image in an educational setting
- Test out new products and services at customer level
- Expand your database to strengthen your overall sales and marketing programme
- Gain valuable customer feedback

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## Additional Sponsorship Opportunities

### Virtual Delegate Bag Insert £295 + VAT

A virtual delegate bag is sent to delegates in the form of an email in advance of the event. Your 'insert' can take the form of company information (max. 70 words) and/or a downloadable document of your choice and can include a link. Examples include information about a product or service or a voucher or offer the attendee can download.

### Powerpoint Advertising £495 + VAT (Max. 2)

Your advert will appear on continuous loop throughout breaks in session room

## Free Sponsorship Opportunities

### Writing pads for delegates (Max 1.)

200 A4 pads to be supplied by sponsoring Company

### Pens for delegates (Max 1.)

200 pens to be supplied by sponsoring Company



## How to book

### A) Make a provisional booking:

Stands will be allocated on a first come, first served basis. Provisional bookings will be held for 7 days and can be made by phoning or emailing Catriona Rice on:

E: [catriona.rice@fitwise.co.uk](mailto:catriona.rice@fitwise.co.uk)

T: 01506 292 039

### B) Confirm your provisional booking:

Send us the completed stand booking form and purchase order number within 7 days by post or email. A full exhibition manual will be sent to you nearer the event.

### C) Payment methods:

BACS payments to (please email remittance advice to [BIAFinance@fitwise.co.uk](mailto:BIAFinance@fitwise.co.uk), ref: 'BIA Dilemmas Day' detailing amount paid, payment date, your company name, contact name and phone number:

Account Name: British Infection Association

Account No: 00272057

Sort Code: 83-28-46

Bank: Royal Bank of Scotland PLC

Invoice request on stand booking form. A copy of your Purchase Order paperwork must accompany your booking form.

### Terms and Conditions *(Full T&Cs can be found on your booking form)*

**Payment terms** are strictly 30 days net from date of invoice. Invoices not paid within 30 day net will incur an 8.5% charge. If booking within 30 days of the event payment must be received 3 weeks prior to the event start date. If within this 3 week timescale, payment must be made at time of registration.

**Cancellations:** Refunds for stands, which are cancelled, will only be made in the event of the cancelled stand space being resold. Every effort will be made to re-sell this stand space.

**Additional charges:** Exhibitors will incur all costs accrued on-site for any additional requirement e.g. plasma screens or additional catering.

**Insurance:** On the rare occasion of a Conference being cancelled only the value of your stand will be refunded. Travel, accommodation and any other expenses must be covered by your own insurance. We can provide you with details of an Insurance Broker if required.

### **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.