

# FIFTH ANNUAL PRIMARY CARE CONFERENCE

# **ISSUES & ANSWERS**

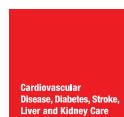
# IN CARDIOVASCULAR DISEASE

4 - 5 November 2016, EMCC Nottingham



## **SPONSORSHIP OPPORTUNITIES AND PACKAGES**

Primary Care Cardiovascular Journal  
**PCCJ**  
Keeping up to date with CVD and diabetes



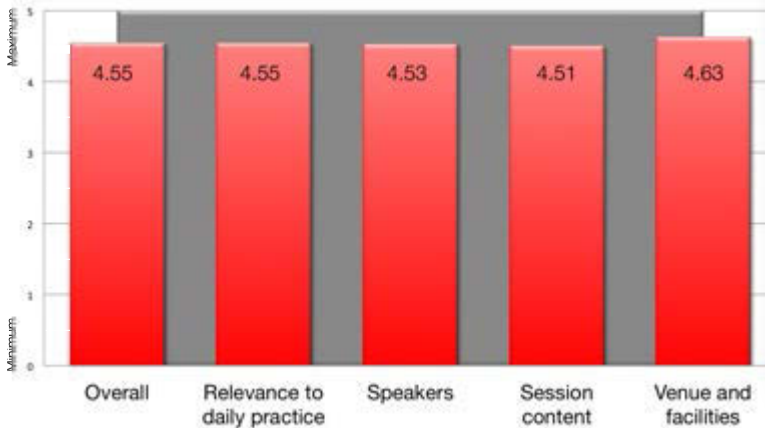
The British Journal of  
**Primary Care  
Nursing**

**MAKING BEST PRACTICE, EVERYDAY PRACTICE**

## ENTHUSIASM BUILDS - YEAR ON YEAR!

Here's how participants rated Issues and Answers last year

94% said they would attend again



\* Responses 2014



**Enthusiastic response across the primary care team**

“ Excellent programme and speakers ”

“ Superb and thought provoking ”

“ Really great conference, good to network and meet people ”

“ Extremely helpful and practical ”

“ Conference will be on my top priority list and will attend whenever it's held ”

“ Thoroughly enjoyed the 2 days - feel full of knowledge ”



## Answering critical primary questions

### Our educational aim

Provide delegates with evidence-based knowledge, guidance and advice which will help them to deliver the best patient care.

This learning is provided in a structured but informal setting to maximise interaction and the exchange of ideas and experience.

## Practical answers to today's key questions

Our distinguished and enthusiastic faculty will provide knowledge and ideas addressing:

- ✓ How do we apply the latest knowledge and new treatments in cost-restricted times?
- ✓ How can we help to reduce hospital referrals?
- ✓ What's new and what's relevant for improving patient care?
- ✓ How are NHS Health Checks making a difference?
- ✓ How can we work with patients to prevent disease and reduce risk?
- ✓ What next for NICE and Primary Care?

## Hot Topics

- 🔥 Atrial fibrillation
- 🔥 Stroke prevention
- 🔥 Dyslipidaemia including FH
- 🔥 Dementia
- 🔥 Alcohol and liver disease
- 🔥 Heart failure
- 🔥 Peripheral artery disease
- 🔥 Type 2 diabetes
- 🔥 The breathless patient
- 🔥 Kidney disease
- 🔥 Lifestyle modifications
- 🔥 Smoking cessation
- 🔥 Acute chest pain
- 🔥 Obesity
- 🔥 NHS Health Checks update
- ...and much more

## ... and more

### Special sponsored sessions



**DIABETES UK**  
CARE. CONNECT. CAMPAIGN.



**'THINK KIDNEYS'**

### Annual Meetings

CVGP Forum – An update on where we are and what we should be doing

CV Nurses – Networking opportunity with colleagues

## Valuable opportunities for sponsors

Independent insights into the clinical issues that matter to primary care

Conference programme focuses on topics directly relevant to the care of patients with cardiovascular disease today.

- ✓ Emphasis on “need-to-know” information including NICE Guidance translated into actions which will deliver optimal care and best practice
- ✓ Relevant to the primary care team – GPsWSI, GPs, GP Registrars, practice nurses and other healthcare professionals
- ✓ Faculty with clear understanding of primary care

## ORGANISING COMMITTEE



### Jan Procter-King

Editor-in-chief, British Journal of Primary Care Nursing



### Mike Kirby

Editor-in-chief, Primary Care Cardiovascular Journal; Visiting Professor, Faculty of Health & Human Sciences, Centre for Research in Primary & Community Care (CRIPACC), University of Hertfordshire



### Chris Arden

General Practitioner, Chandlers Ford, GPSI Cardiology, Southampton



### Kathryn Griffith

General Practitioner, York and Clinical Cardiovascular Lead for York and North Yorkshire Primary Care Trust



### Matt Fay

General Practitioner, West Yorkshire and National Clinical Lead NHS Improvement



### Terry McCormack

General Practitioner and Cardiovascular Lead in North Yorkshire



### Ahmet Fuat

Professor of Primary Care Cardiology, Durham University; General Practitioner; General Practitioner Tutor & GPSI Cardiology; Acting Chair CVGP; Honorary Chair in Primary Care Cardiology, Durham University School of Health, Medicine and Pharmacy

## Sponsors fully integrated into conferences agenda

- ✓ Satellite symposia and sponsored workshops (which are all independently reviewed by the organising committee) fully integrated into the agenda to encourage attendance
- ✓ Spectrum of opportunities to allow you to participate whatever your budget

## Delegate numbers controlled to maximise interaction

- ✓ Attendance is limited to <250 participants to facilitate interaction
- ✓ Sponsorship opportunities limited to prevent programme clashes and ensure educational independence

## Exciting sponsorship packages for spectrum of budgets

- ✓ Only made possible by generous educational support from sponsors
- ✓ All events fully compliant with ABPI regulations

## Sponsored satellites

- ✓ Limited availability to minimise competition. Allocated on 'first come, first served' basis
- ✓ Fully integrated into main programme
- ✓ All unopposed by other conference activities
- ✓ Promoted through all conference materials and by e-alerts and newsletters distributed to >8000 readers of *Primary Care Cardiovascular Journal* and *British Journal of Primary Care Nursing*

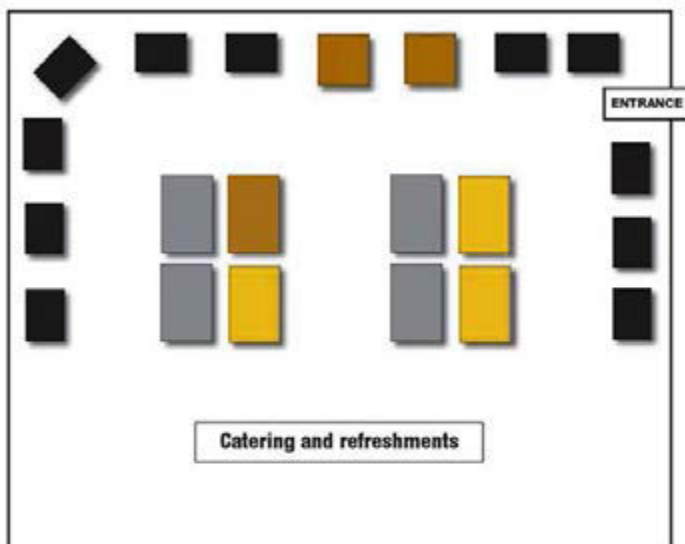
Note: The editors and colleagues are delighted to assist sponsors in the development of satellite agendas

## Sponsored workshops

- ✓ On first day of conference
- ✓ Form one of educational streams
- ✓ Single speaker with Q&A session

## Exhibits within conference catering area

- ✓ Adjacent to lecture hall and workshop rooms
- ✓ Fully integrated into catering area for lunches and breaks



- Gold (3m x 2m)
- Silver (3m x 2m)
- Bronze (2m x 2m)
- Table (2m x 1.5m)

Please note the exhibition layout is subject to change

## Sponsorship packages

### Gold – including stand-alone satellite symposium

- ✓ 45 minute unopposed satellite symposium
- ✓ Promoted through our newsletters & e-alerts
- ✓ 3m x 2m exhibition stand in prime location
- ✓ Acknowledgement included in meeting programme and all conference material
- ✓ Insert in delegate pack
- ✓ Full page colour advertisement in conference handbook
- ✓ Four staff registrations plus one speaker

**£17,500**

#### Optional additions

Record and webcast your satellite symposium including upload to PCCJplus (www.pccj.eu) and provision of master file for upload to your own website with e-alert sent to more than 8,000 primary care professionals

**£5,500**

*Add CPD with downloadable certificates at PCCJplus*

**£1,500**

### Silver – including opposed Educational Update workshop

- ✓ 25 minute opposed workshop promoted through e-news and social media
- ✓ 3m x 2m exhibition stand
- ✓ Acknowledgement included in meeting programme and in all conference material
- ✓ Insert in delegate pack
- ✓ Full page colour advertisement in conference handbook
- ✓ Two staff registrations plus one speaker

**£8,000**

#### Optional additions

Record and webcast your session including upload to PCCJplus (www.pccj.eu) with e-alert sent to more than 8,000 primary care professionals

**£3,500**

*Add CPD with downloadable certificates at PCCJplus*

**£1,000**

### Bronze – including exhibit

- ✓ 2m x 2m exhibition stand
- ✓ Acknowledgement in all conference material
- ✓ Insert in delegate pack
- ✓ Full page colour advertisement in conference handbook
- ✓ Two staff registrations

**£4,250**

# ISSUES & ANSWERS IN CARDIOVASCULAR DISEASE

4th & 5th November 2016

## Additional sponsorship opportunities

### Exhibition stands £2,000

The exhibition area is integrated into the conference with easy access to the meeting rooms. All catering for breaks and lunches will be served in the exhibition area. Spaces are allocated on a "first-come, first-served" basis. Standard exhibition space (inclusive of table-top exhibition and lunch/refreshments for one exhibitor)

Additional staff (max of 3 in total) £62.50/day

### Sponsored delegate registration packages

Lead GPs and Nurses to be invited via PCCJ/BJPCN

*Including acknowledgement of delegate support on conference materials*

x5	GPs	£600	Nurses	£500
x10	GPs	£1,200	Nurses	£1000
x20	GPs	£2,400	Nurses	£2000

*Other packages available on request.*

### Further opportunities to increase your visibility

✓ Sponsorship of lanyards	£995
✓ Pre-dinner interactive quiz (competition using keypads)	£2,500
✓ Full page colour advertisement in conference handbook	£550
✓ Half-page colour advertisement in conference handbook	£340
✓ Insert into delegate pack	£400

### Post-event conference webcast £7,500

Exclusive sponsorship of webcast of conference highlights with accredited CPD and downloadable educational resources. Acknowledgement and logo included on the webcast homepage and all associated e-alerts.

### Publication opportunities £2,500

Highlights reportage of your sponsored event including editorial and fast-track publication online at PCCJplus ([www.pccj.eu](http://www.pccj.eu)) with e-alert sent to more than 8,000 online GPs and nurses with direct link to report.

### Access your target audience

#### e-alerts

Pre and post-event mailings to delegates via email prior to or following the conference

### Market research opportunities £550

Investigate attitudes and perceptions and gain valuable feedback from your target audience via market research

- ✓ Blinded or branded questionnaires
- ✓ Rooms available for Focus Groups
- ✓ One-to-one market research interviews with the experts
- ✓ Online market research pre and post-event

**Details and prices on application**

### Expert panels, advisory boards and closed groups

Advisory Boards, Focus Groups, Consensus Panel meetings and closed workshops can be held during the evening prior to the conference, for  $\geq 40$  persons

## WHO TO CONTACT?

### Sponsorship Packages & Exhibition

Jane Boyle [jboyle@sherbornegibbs.co.uk](mailto:jboyle@sherbornegibbs.co.uk)

Sherborne Gibbs Limited Minerva Mill Innovation Centre, Station Road, Alcester, B49 5ET, UK

Telephone: +44 (0)1789 766098 Fax: +44 (0)1789 768610



[twitter.com/PCIssuesAnswers](https://twitter.com/PCIssuesAnswers)

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



[www.facebook.com/IssuesAnswersCardio](https://www.facebook.com/IssuesAnswersCardio)