



2023 Sponsorship Opportunities with the BCLA

Educate, interact & promote growth

Education

Events

Community



Best Practice

Learning

Accessible



www.bcla.org.uk

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Through the process of knowledge sharing, education and networking, BCLA brings expertise from the world of academia and research into the world of the eye health professionals for the benefit of their patients. The BCLA also provides a wide range of benefits to its membership for all stages of their education and their professional lives. Members have access to a range of high-quality resources and a continual stream of relevant information. They also have the opportunity to communicate with others involved with contact lenses and the anterior eye, whatever their role.

BCLA OBJECTIVES

Our Vision

Bringing the global contact lens and anterior eye health community together.

Our Mission

To be recognised as the world's leading contact lens and anterior eye community.

The Values of the BCLA

- **Best practice** – striving to improve standards of professional and clinical excellence in contact lens care and anterior eye health.
- **Community** – bringing together the world of academic research with eye health professionals.
- **Learning** – supporting education and professional development to drive progress.
- **Accessible** – BCLA is for everyone – if you are passionate about eye care you can join our community.

WHAT WE DO

With an active and accessible learning programme the BCLA prides itself in supporting and developing its members professionally and educationally, globally.

CPD approved education

Conferences and exhibitions

Hands-on workshops and peer review

Online courses

Podcasts

Webinars

Scientific journal

WHY SUPPORT BCLA?

Our Partners, Sponsors and Exhibitors play a huge part in making our objectives come to life. We are all aware that there are many educational events in the optical calendar hosted by various organisations, and it is challenging for manufacturers and suppliers to make decisions as to where to allocate budget. However, as the only membership organisation focused on supporting those with an acute interest in contact lenses and the anterior eye, it is vital that we move forward with your continued support.

Your commitment to the BCLA will provide you with a great opportunity to;

- Raise your company profile
- Develop distribution channels in the UK and globally
- Generate sales leads or simply network with the best in the industry
- Promote your latest technologies and services to optimise your ROI
- Keep up with competitors and to stay updated on the market

There is ample opportunity for you to take advantage of being part of a prestigious, internationally renowned organisation – whether you plan to support events on an individual basis, or you chose to increase your competitive edge by supporting multiple BCLA events/activities throughout the year.

This brochure has been compiled to highlight the key opportunities available for you to support and maximise your company's profile including an introduction to our competitively priced sponsorship packages, along with additional opportunities that will be available to help you gain maximum brand awareness.

We look forward to working with you to help promote eye health and help more people become happy, healthy contact lens wearers and ultimately grow the contact lens category.

Growth



Annual sponsorship

	Partner	Platinum	Gold	Premium
	£60,000 + VAT	£41,000 + VAT	£22,000 + VAT	£8,000 + VAT
Brand Visibility				
Use of BCLA annual partnership graphic	✓	✓	✓	✓
Your company logo on relevant BCLA marketing materials for specific events (Sponsorship graphic strip)	✓	✓	✓	
Branded revolving banner advert with URL link on BCLA website homepage at pre-agreed times (Maximum duration 2 weeks)	✓ (up to 2)	✓ (up to 1)		
Sponsored blog content at pre-agreed times	✓ (2 blogs)	✓ (1 blog)		
Branded sponsor profile page on the BCLA website, plus a link to your own website	✓			
Url link to company training platforms	✓ (up to 2)	✓ (up to 1)		
Press Release for sponsorship announcement	✓	✓		
Social Media Post for sponsorship announcement	✓	✓	✓	✓

Exposure at BCLA Events and online learning				
2023 Event Listings: Your own event listings published on the BCLA events pages with a link to your own event registration page	✓	✓	✓	
BCLA Clinical Conference & Exhibition See page 7 for full list of benefits.	✓	✓	✓	✓
BCLA @ Yours Podcast Sponsorship (x1) up to 30 second audio advert	✓	✓	✓	✓
BCLA @ Yours Webinar Sponsorship (x1) Your logo on holding slides; video advertisement upgrade available	✓	✓	✓	✓
BCLA @ Yours Podcast Feature (x1) Lead your own podcast as part of the BCLA series see page 16 for full details	✓			
BCLA @ Yours Webinar Feature (x1) Lead your own webinar as part of the BCLA series See page 14 for full details	✓			

Additional brand exposure opportunities	
Principle Sponsor of the Certificate in Myopia Management*	£12,000 + VAT
Principle sponsor of the Certificate in dry eye management and contact lens retention*	£12,000 + VAT
Podcast Sponsorship	£500 + VAT per episode
Podcast Feature	£1,000 + VAT per episode
Webinar Sponsor**	£1,200 + VAT per session
Webinar feature	£2,000 + VAT per session

*Principle sponsors (one for each certificate course) are also eligible to host workshops/peer reviews in support of the certificate; other sponsors will be eligible for branding presence on the learning platform and may, in certain circumstances, be invited to contribute to the workshop/peer review programme.

** Exclusive sponsorship of one webinar each is available to partner and platinum sponsors. Sponsored webinars for gold and premium sponsors may in some cases be shared with another sponsor.

The small print

For the full details on the packages, please refer to the terms and conditions of sponsorship. It is the responsibility of the sponsoring company to initiate the benefits included in both the annual and event specific sponsorship packages and to submit the relevant information and/or copy, where applicable, for BCLA to execute these opportunities. Annual sponsorship packages and products (including add-ons) are only valid within the specific calendar year and for the specific event(s) within that year for which they were purchased. Any unused benefits cannot be carried over to the following year. Whilst we will endeavour to retain the sponsorship packages and prices as seen these are subject to alterations.

BCLA Clinical Conference and Exhibition

9 – 11 June 2023
Manchester Central, UK

The BCLA hosts the UK's largest Clinical Conference and Exhibition dedicated to contact lenses and the anterior eye every 2 years. This highly regarded three-day event is returning to Manchester in 2023 – with the city set to play host to one of the profession's most eagerly anticipated events.

This event offers delegates a platform to learn from the experts, to network and develop their skills and knowledge, as well as source ideas and suppliers that will tangibly improve their businesses. Attendees will discover the latest trends and challenges, hear the most effective business solutions, and take home the key clinical and professional building blocks for a more successful future in contact lens practice.



1 ATTRACTS
900+ DELEGATES

2 GLOBAL AUDIENCE

3 WORLD
RENOWNED
SPEAKERS

4 25 HOURS OF
LEARNING DELIVERED
ACROSS 3 DAYS

5 UP TO 20 HANDS-ON
WORKSHOPS

6 UP TO 30 COMPANIES
SHOWCASING THEIR
PRODUCTS AND SERVICES



3-day exhibition format includes welcome drinks reception for all delegates and exhibitors on the opening day in the exhibition hall	✓
A selection of shell scheme and space only stand size options	✓
Receive coverage throughout our marketing campaign pre and post event	✓
Use of BCLA's marketing toolkit to help you promote your participation at the exhibition	✓
Listing on the BCLA website/event platform/app	✓
Editorial in the event guide	✓
Maximise your company's exposure and on-site brand presence by taking part in the increasingly popular Exhibitor Product Pavilion	✓

**Maximise your
on-site presence
by participating in the
increasingly popular
Exhibitor Product
Pavilion**

**Additional
onsite exposure is
available by booking
one or more of our
optional exhibitor
add-ons
(see page 9)**

**Upgrade to
one of our 2023
Annual Sponsorship
Packages
(see page 3).**

Venue and Exhibition

MANCHESTER CENTRAL

BCLA has secured 3,000 sqm² of exhibition space to flexibly accommodate all exhibition booth requirements as well as to conveniently include all other exhibition activities such as scientific posters, delegate catering, and the exhibitor product pavilion all in one location. This enables all exhibitors to retain constant footfall and exposure through delegate interaction for the duration of the event. The venue further offers flexible meeting rooms of varying sizes and configurations, available for you to hire for your own on-site activities.

ACCESSIBLE

The iconic venue is located in the centre of the UK and easy to reach via Manchester's extensive multi-modal transport network. It takes a little over two hours to reach Manchester from London and Manchester also has direct connections to most major UK cities. Manchester Central is a 20-minute walk from Piccadilly Station or just five minutes by taxi. Manchester Airport is also a major international hub just nine miles from the city centre. It serves more than 200 destinations worldwide including direct routes to nine US cities. From the airport, the city is approximately 25 minutes away by taxi or just 20 minutes via the half-hourly express rail service.



YOUR COMMITMENT TO THE EVENT WILL PROVIDE YOU WITH A GREAT OPPORTUNITY TO:

- Raise your company profile within the UK and overseas profession
- Move into new market sectors
- Give you direct access to your target audience
- Develop distribution channels both in the UK and overseas
- Generate sales leads and customer feedback
- Promote your latest technologies and services to optimise your ROI
- Keep up with competitors and to stay updated on the market
- Expand by identifying new customers, suppliers, and partners
- Network in-person with potential and current customers



Learning



Knowledge

Exhibition Stand Packages

EXHIBITION

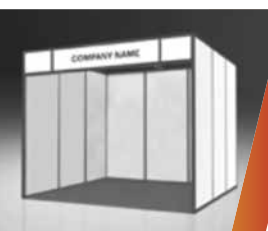
The exhibition itself will bring together all types of contact lens, anterior segment related and instrument manufacturers who have the vision, knowledge, and experience to share their products and business strategies with eye care professionals and practice owners both in the UK and internationally. With 900+ delegates at all stages of their career expected to attend, it's a prime international destination for unveiling new technologies and products in the contact lens and anterior eye segment.

THE EVENT ATTRACTS AN AUDIENCE OF:

- Contact lens professionals of all disciplines
- Employer managers and employees
- Independents and multiples
- Experienced practitioners or those returning to practice
- Those new to contact lenses
- Those already working in the industry

EXHIBITION STAND PACKAGES

There are two ways you can exhibit – Shell Scheme Booth or Space Only.



Shell Scheme Booth – This is the default booth that will be assigned when you book a space at the BCLA Clinical Conference and Exhibition. Shell scheme booths provide you with a blank canvas to design to your company's desire, you simply turn up to decorate it. Included in the shell scheme package is:

- White wall panels (2.5m high)
- Company name and booth number on a fascia board
- x1 mains power supply
- x2 spotlights
- Standard carpet tiles
- Available in a range of sizes and configurations (see exhibition floorplan)

Furniture, extra lighting, electrics, backdrops, and all other incidentals are not included in the package cost; it is your responsibility to contact our official exhibition contractors (Europa International) to arrange hire of these items in advance.



Space only – This option is suitable for exhibitors who are looking for a more bespoke option and require a semi-custom or custom-built stand.



You will be assigned an area on the exhibition floor for you to construct your stand. BCLA will supply you with the amount of floor space you need however, no walling, electrics, stand fittings, furniture or other incidentals are provided; you are responsible for organising all of this at your own cost.

All space only stands must adhere to the space only build regulations and be compliant with health & safety measures, details of which will be shared with you at time of booking.

EXHIBITION STAND PRICES

Space (m2)	Stand Type	Stand Cost *
6	Shell Scheme	£4,500.00 + VAT
8	Shell Scheme	£5,500.00 + VAT
9	Shell Scheme	£6,000.00 + VAT
12	Shell Scheme	£7,500.00 + VAT
15	Shell Scheme	£9,000.00 + VAT
18	Shell Scheme /Space Only	£10,500.00 + VAT
24	Shell Scheme/Space Only	£13,000.00 + VAT
36	Space Only	£19,000.00 + VAT
54	Space Only	£25,000.00 + VAT
81	Space Only	£35,000.00 + VAT
121	Space Only	£50,000.00 + VAT

*BCLA Annual Sponsors are eligible for a discount towards stand space booked. Please refer to page 7.

Sponsorship Packages

The sponsorship opportunities listed below have been specifically created to increase your company's exposure at the BCLA Clinical Conference and Exhibition, beyond your exhibition stand. The packages take a 360-degree approach to include exposure pre, during and post event. Each sponsorship level has been designed to make sure that there is something suitable for all company strategies and budgets.

	Partner	Platinum	Gold	Premium	Exhibitor Only
Exhibition					
Priority stand selection	✓				
Discount towards stand space booked	20% off	15% off	10% off	5% off	
Complimentary lead retrieval through the conference app	✓	✓	✓	✓	
Brand exposure and visibility					
Use of BCLA conference sponsor's logo strip graphic	(incl. logo)	(incl. logo)	(incl. logo)		
BCLA annual partnership graphic	✓	✓	✓	✓	
Company editorial on the BCLA website, exhibition guide, and conference app	✓	✓	✓	✓	✓
Company acknowledgement (sponsor's strip) in all trade press adverts and advertorials	(incl. logo)	(incl. logo)	(name only)		
Company acknowledgement in conference related press releases	✓	✓	✓		
Sponsor's logo strip on relevant BCLA marketing materials related to the event	(incl. logo)	(incl. logo)	(name only)		
Sponsor's strip pre-conference emails to delegates	(incl. logo)	(incl. logo)	(name only)		
Sponsor's strip on conference printed materials	(incl. logo)	(incl. logo)	(name only)		
Sponsor's strip graphic on directional signage at venue	(incl. logo)	(incl. logo)	(name only)		
Sponsor's strip on welcome/holding slides/stage back drop during the conference	(incl. logo)	(incl. logo)	(name only)		
Static PPT advert slotted in to the BCLA holding slide deck, played during programme intervals		✓			
Video advert (up to 30 secs) played with BCLA holding slides during programme intervals	✓				
Company listing on BCLA website to include short editorial and URL to external website	(incl. logo)	(incl. logo)	(incl. logo)	(name only)	(name only)
Approved company wording/image/URL included in up to one sponsor focused email communication sent via BCLA ECM to BCLA conference opted in registrants	✓	✓	✓		
Colour advert in exhibition guide	✓	✓			
B&W advert in exhibition guide			(Full page)	(Half page)	
Delegate bag insert (subject to bag sponsorship)	✓				
Co-branded artwork within the venue (sites TBC)	(incl. logo)	(incl. logo)	(name only)		
Opportunity to brand the venue (additional charges apply)	(priority selection)	✓	✓	✓	✓
Conference Platform/Mobile app opportunities					
Company editorial	✓	✓	✓	✓	✓
Push notifications (x1 per conference day)	✓				
Featured exhibitor listing (alphabetical order by sponsor level)	✓	✓	✓	✓	
Banner advert	✓ (up to 1)				
Custom page	✓				

	Partner	Platinum	Gold	Premium	Exhibitor Only
Programme Exposure					
Exhibitor Product Pavilion (x1 15 min slot) Priority selection in order of sponsorship level	✓	✓	✓	✓	✓
Sponsor presentation* in main auditorium	✓ (30 min unopposed session)	✓ (20 min session, may be opposed)			
'Powered By' session - get your brand seen and recognised as a sponsor for an existing BCLA led CPD session on the conference programme. Partners have the opportunity to contribute to the development of their chosen session**, plus the option to deliver a relevant 3 minute lightning talk at the start/end of the session.	✓				
Opportunity to sponsor a breakfast meeting (F&B charges apply)	✓	✓			
Sponsor led educational presentation*** - dedicated podium time for you to lead, deliver, and brand your own 60 minute CPD session (with BCLA pre-approval). The session should be learning focused and not a marketing activity.	✓				
Opportunity to sponsor an education & networking evening	✓				
Complimentary packages					
Complimentary full delegate packages	✓ (up to 10)	✓ (up to 5)	✓ (up to 3)	✓ (up to 2)	
Complimentary exhibitor only passes	✓ (up to 12)	✓ (up to 9)	✓ (up to 6)	✓ (up to 4)	✓ (up to 3)
Complimentary exhibitor lunch tickets	✓ (up to 12)	✓ (up to 9)	✓ (up to 6)	✓ (up to 4)	✓ (up to 3)
Conference delegate contact list (opted in delegates only)	✓	✓	✓		
Complimentary hospitality room hire (x1)	✓				

*Session does not need to be CPD accredited

**For sponsor recommended sessions, additional fees apply for bringing in speaker(s) that are not already invited by BCLA i.e. honorarium, expenses etc.

***Additional fees apply for bringing in speaker(s) that are not already invited by BCLA i.e. honorarium, expenses etc.

Please note that some benefits may be subject to change. We will notify you as soon as possible if such circumstances occur. It is the responsibility of the sponsoring company to initiate the benefits included in both the annual and event specific sponsorship packages and to submit the relevant information and/or copy, where applicable, for BCLA to execute these opportunities. Sponsorship packages and products (including add-ons) are only valid within the specific calendar year and for the specific event(s) within that year for which they were purchased. Any unused benefits cannot be carried over to the following year. Please refer to the terms and conditions for full details.

Additional Sponsorship Opportunities

Maximise your company's exposure and onsite brand presence by selecting one or more of the optional sponsorship add-ons, subject to availability. Some items listed below are already included in the cost of your annual sponsorship packages; refer to pages 7 and 8. Add-ons are available for use at the BCLA Clinical Conference and Exhibition only.

Item	Cost	Availability
Exhibition Guide – Colour Advert <ul style="list-style-type: none"> Pre-approval of artwork required by BCLA. Submit final high-resolution artwork in PDF file. 	£1,200 + VAT	Multiple
Exhibition Guide – B&W Advert <ul style="list-style-type: none"> Pre-approval of artwork required by BCLA. Submit final high-resolution artwork in PDF file. 	£900 + VAT	Multiple
Enhanced Social Media Content <ul style="list-style-type: none"> Fantastic opportunity to communicate your key messages in the lead up to the event, for example it could tie in with a product launch or stand activity. Submit a maximum of five posts within five weeks prior to the start of the BCLA Clinical Conference. These specific messages of your choice, which can link to your own website or be tagged to your social media channels, will be posted on the BCLA Facebook, Twitter and LinkedIn pages at pre-agreed times. 	£1,000 + VAT	1 sponsor
BCLA Awards <p>Sponsor a BCLA award and provide your support for the future of the industry.</p> <ul style="list-style-type: none"> Awards will be presented at the BCLA Awards Evening on Saturday 10 June by the sponsoring company representative and BCLA President Awards for Young UK Contact Lens Practitioner of the Year and Dry Eye Management Clinic of the Year 	£500 + VAT	1 sponsor per award
The Diane Gould Photographic Competition <p>Sponsor the prize for the BCLA Photographic Competition and be on the judging panel!</p> <ul style="list-style-type: none"> Prize will be awarded by the sponsoring company representative and the BCLA President Prize to be a maximum value of £250 	£500 + VAT	1 sponsor
Co-branded delegate bags <ul style="list-style-type: none"> Co-branded with your company logo and BCLA event logo on display on one of the most visible items at the event Price excludes the provision of the item which must be supplied by the sponsor at their own cost Pre-approval of item required Bags must be supplied 2 weeks prior to the conference start date 	£2,000 + VAT	1 sponsor
Delegate Bags Insert [subject to delegate bag sponsorship] <ul style="list-style-type: none"> The option to place an item in the delegate bags, such as a brochure or a branded item of merchandise Price excludes the provision of the item which must be supplied by the sponsor at their own cost Pre-approval of item required 	£800 + VAT	Multiple
Co-branded merchandise (pens, notepads, keyrings etc.) <ul style="list-style-type: none"> Branded piece of merchandise will be distributed to delegates onsite Cost is per item Price excludes the provision of the item which must be supplied by the sponsor at their own cost Pre-approval of items required Items must be supplied no later than 2 weeks prior to the conference date 	£800 + VAT	1 sponsor per item
Co-branded lanyards <ul style="list-style-type: none"> Lanyards will be distributed to delegates at the BCLA registration desk Price excludes the provision of the item which must be supplied by the sponsor at their own cost Pre-approval of items required Items must be supplied 2 weeks prior to the conference start date 	£1,500 + VAT	1 sponsor
Branded Session <p>Get your brand seen and recognised as a sponsor for an existing BCLA led CPD session on the conference programme (limited availability). Branding/company name will be featured:</p> <ul style="list-style-type: none"> On the programme (space dependent) Branding at the start and end slides of the session Verbal acknowledgement and thanks from the presenter Video advert (up to 30 secs) played at the start or end of the session 	£1,500 + VAT	Multiple (subject to availability)

Item	Cost	Availability
Sponsor led educational presentation <ul style="list-style-type: none"> Dedicated podium time Lead and deliver your own 60 minute CPD session (with BCLA pre-approval) The session should be learning focused and not a marketing activity Additional fees apply for bringing in speaker(s) that are not already invited by BCLA i.e. honorarium, expenses etc. Brand visibility against your session 	£4,000 + VAT	Partner, Platinum, and Gold sponsors (subject to availability)
Visual recognition test and discussion <ul style="list-style-type: none"> Provide a set of visual quiz questions (with CPD approval) to be displayed around the exhibition hall. This is a great way to have your company name and logo associated with education and to drive delegates around the exhibition. Participants view images of clinical symptoms and makes diagnostic and management decisions. The registrant answers a series of questions and then participates in a discussion of the issues raised by each case. You will need to provide the questions in a suitable format for CPD approval and printing, max 10 questions Your company logo will be displayed on the printed poster questions 	£1,500 + VAT	1 sponsor
Co-branded bottled water <p>Your company name will quite literally be on everyone's lips as they take a drink!</p> <ul style="list-style-type: none"> Price excludes the provision of the item which must be supplied by the sponsor at their own cost or the BCLA can source and cost Please note that the venue may impose a charge for chilling 	£1,000 + VAT	1 sponsor
Venue Wi-Fi landing page <ul style="list-style-type: none"> Increase your exposure by branding the delegate Wi-Fi login portal page 5MB Wi-Fi connection included 	£2,000 + VAT	1 sponsor
Conference Platform/App – Banner Ad <ul style="list-style-type: none"> Banners allow you to gain increased exposure every time a user accesses the conference platform/app on any device, with the added opportunity to drive traffic to your company website with every banner click. Banners will display for approximately 5 seconds in a continuous cycle, alternating the banner for each sponsor You will need to provide the banner artwork. Size guides will be provided by BCLA You will need to confirm the URL link that you wish to be embedded to your banner. 	£800 + VAT	Multiple
Tea/Coffee breaks <ul style="list-style-type: none"> Sponsorship of x2 tea/coffee breaks available on either a daily basis or as an exclusive package for all three days of the conference Sponsor logo displayed on signage at the refreshment points located around the exhibition hall Sponsor logo on programme Option for sponsor company to provide branded napkins (printed napkins provided by sponsor) 	POA	Multiple or 1 exclusive Sponsor
Lunch break <ul style="list-style-type: none"> Sponsor logo on signage displayed prominently in the catering area in the exhibition hall throughout lunch times on a daily basis or as an exclusive package for all three days of the conference Sponsor logo on programme Option for sponsor company to provide branded napkins (printed napkins provided by sponsor) 	POA	Multiple or 1 exclusive Sponsor
Welcome drinks reception <ul style="list-style-type: none"> Exclusive sponsorship of the Welcome Drinks Reception at the end of the first day of the conference One full page, colour advertisement in the event Guide (created by sponsor. BCLA to place ad) Option for sponsor company to provide branded napkins (printed napkins provided by sponsor) Five additional places for staff to attend the drinks reception only Sponsor logo displayed on signage at the catering points located around the exhibition hall and programme 	POA	1 sponsor
Meeting room hire <ul style="list-style-type: none"> Hire of a room at Manchester Central for your own private board meetings 	POA	Multiple (subject to availability)

Venue Branding Opportunities

High-impact branding opportunities are available to help raise sponsor profiles. High-footfall areas like the venue forecourt, main entrances, foyers, reception areas and walkways offer great exposure to a targeted audience.

Unless otherwise stated, prices are for the hiring of the site only and do not include costs for design, print or installation. Please refer to the accompanying venue branding guide for more information.

You will need to source your own design, print and installation contractors. Installation and removal must take place within the tenancy of the event.

Astra Signs are Manchester Central's preferred design, print and installation contractor – you can contact them at manchestercentral@astrasigns.com

Venue branding sites are available to all conference sponsors and exhibitors, with priority selection offered to Partner and Platinum level sponsors (priority selection available until 16 December 2022).

Site	Guide Reference	Cost	Availability
Forecourt – flags (x4)	1a	£300 + VAT	1 sponsor
Forecourt – steps board LED panel	1b	£1,495 + VAT	Multiple sponsors
Forecourt – ramp board LED panel	1c	£1,495 + VAT	Multiple sponsors
Main clock banners	2	£1,600 + VAT	1 sponsor
Central Foyer Exterior – Floor Sticker	3d	£900 + VAT	1 sponsor
Central Foyer Interior – Floor Sticker	4a	£900 + VAT	1 sponsor
Central Foyer Interior – Exit	4d	£800 + VAT	1 sponsor
Central Foyer Interior – Central Hall Door	4f	£400 + VAT for 1 / £800 + VAT for 2	2 sponsors
Central foyer fire doors	5	£1,500 + VAT	1 sponsor
Joos' Charging Unit – Central Foyer	7	£295 + VAT	1 sponsor
Joos' Charging Unit – Exchange Upper Foyer	7	£295 + VAT	1 sponsor
Washroom cubical doors – Central Hall 2 (A door)	9a	£135 + VAT	1 sponsor
Washroom cubical doors – Exchange upper foyer	9g	£105 + VAT	1 sponsor
Washroom cubical doors – Exchange corridor	9h	£90 + VAT	1 sponsor
Central 5 - 8 - Central 8 windows facing forecourt	10a	£1,200 + VAT	1 sponsor
Central 5 - 8 - Central 8 windows facing exchange	10b	£700 + VAT	1 sponsor
Central 3 & 4 - Central 3 door	11a	£150 + VAT	1 sponsor
Central 3 & 4 - Central 3 windows	11b	£500 + VAT	1 sponsor
Central 3 & 4 - Central 4 windows	11c	£500 + VAT	1 sponsor
Upper exchange foyer - windows	19a	£7,500 + VAT / £3,750 + VAT	1 sponsor / 2 sponsors
Upper exchange foyer – exchange hall entrance screens	19b	£495 + VAT for 9	1 sponsor (shared with BCLA)
Upper exchange foyer - exchange staircase screen	19c	£995 + VAT	1 sponsor
Exchange 1 - 7 - entrance windows	20a	£150 + VAT	1 sponsor
Exchange 1 - 7 - corridor window	20b	£60 + VAT	1 sponsor
Exchange 1 - 7 - corridor window	20c	£150 + VAT	1 sponsor
Exchange 1 - 7 - corridor window	20d	£150 + VAT	1 sponsor
Exchange 1 - 7 - corridor window	20e	£150 + VAT	1 sponsor
Exchange 1 - 7 - corridor window	20f	£60 + VAT	1 sponsor
Exchange 1 - 7 - entrance windows	20g	£150 + VAT	1 sponsor
Freestanding screen	22a	£295 + VAT each or £495 for 2	Multiple sponsor / 1 sponsor

Manchester Central - Site Plan



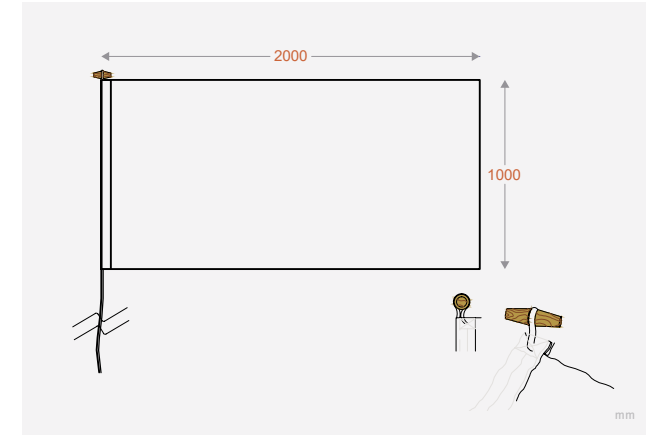
Room	Planned Activity
Central Hall 2	Exhibition and Catering
Central Foyer	Entrance and Registration
Exchange Auditorium	Main track
Exchange Hall	Second track
Central 3 - 7	Breakout
Coben 1 - 4	Breakout
Exchange 1 - 7	Hospitality and Meeting Rooms

1 Forecourt

a Flags

2 x 1 m • £300 + vat for 4

Single sided flags with toggle and stitch – reverse side will be mirror image. These will be installed by Manchester Central. This is included in the price.

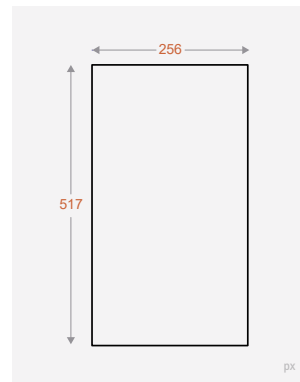


b Steps board

DIGITAL

1.6 x 3 m LED panel
256 x 517 px, PNG or JPEG.
No motion video support
For best results, use large images, dark backgrounds & minimum 18 pt text due to low resolution. • £1,495 + vat*

Please name your artwork in the following format
“Event-name-steps-live-date” and email across to
EventsIT@
Manchestercentral.co.uk

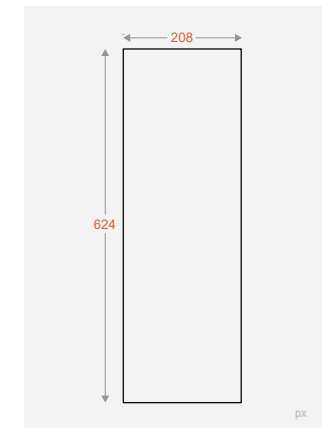


c Ramp board

DIGITAL

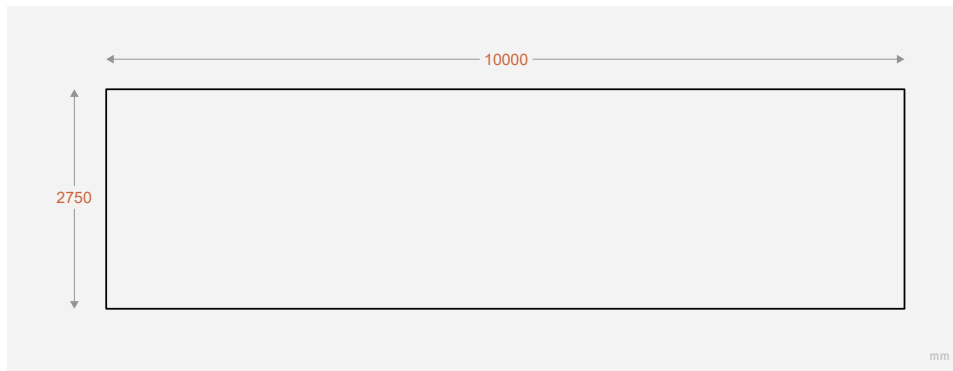
1 x 3 m LED panel
208 x 624 px, PNG or JPEG
For best results, use large images, dark backgrounds & minimum 18 pt text due to low resolution. • £1,495 + vat*

Please name your artwork in the following format
“Event-name-ramp-live-date” and email across to
EventsIT@
Manchestercentral.co.uk



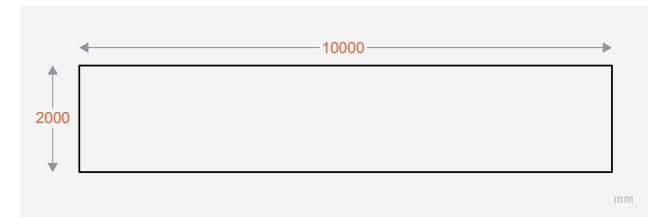
*Manchester Central branded directional signage included in license. Rotates every seven seconds with event graphic. not exclusive to one tenant.

2 Main clock banners 10 x 2.75 m • £1600 + vat



Mesh, PVC banner material.
50 mm hem on all four sides.
Eyelets on all four sides, approx. 300 mm apart.

3 Central foyer exterior



d Floor

10 x 2 m • £900 + vat

Digital print, removable vinyl.

Note: suggested size only. This can be bigger or smaller as required.

4 Central foyer interior



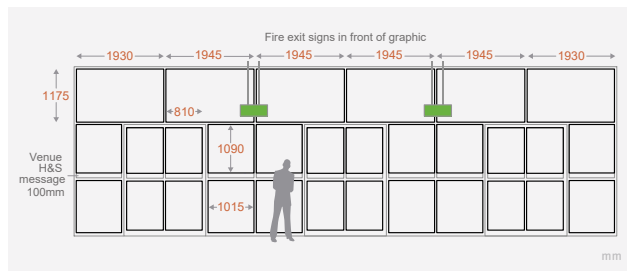
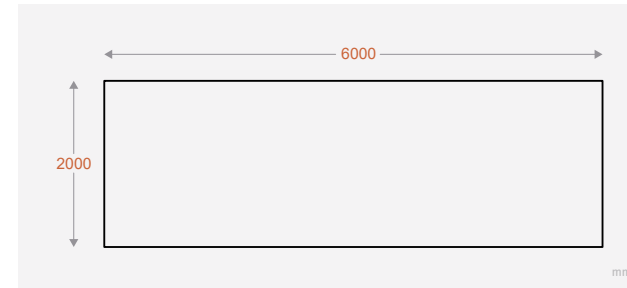
a Floor

6 x 2 m • £900 + vat

High-tack vinyl, anti-slip lining.

Note: Suggested size only.

This can be bigger or smaller as required.



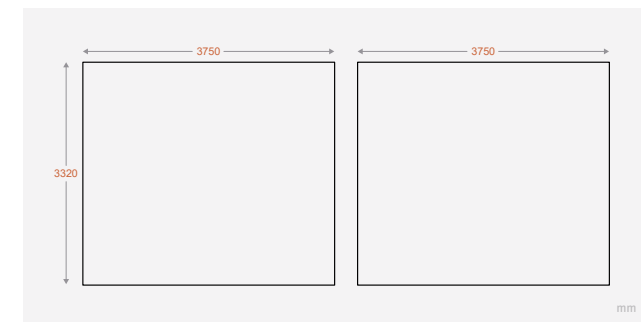
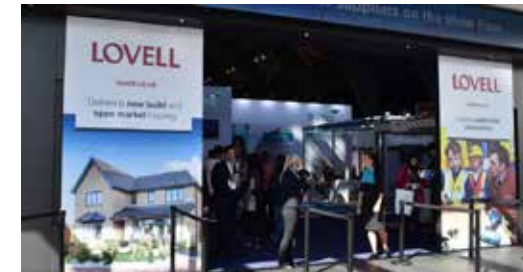
d Exit

Approx. 11.9 x 3.6 m • £800 + vat

Digital print, removable vinyl.

Note: branding cannot be added to the doors.

Graphics are externally applied.



f Central hall doors

Each side 3750 x 3320 mm • £800 + vat

Digital print, High-tack vinyl.

Please note the graphics shown in the image are only 1820 mm wide.

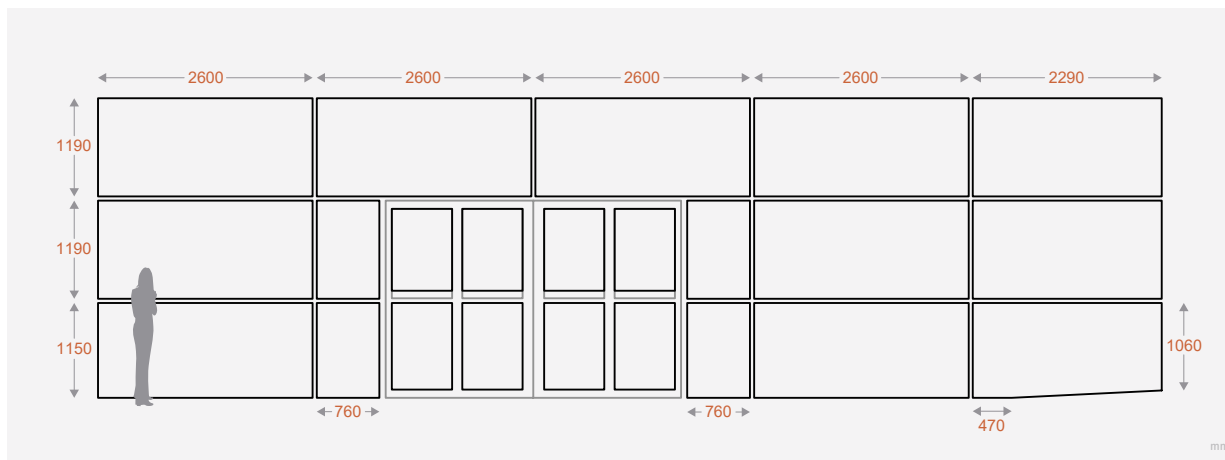
Unless otherwise stated, prices given in this brochure are for the hiring of the site only and do not include costs for design, print or installation.

5 Central foyer fire doors

Approx. 12.9 x 3.6 m • £1,500 + vat

Digital print, removable vinyl.

Note: branding cannot be added to the doors. Graphics are externally applied.



7 Joos' Charging Units DIGITAL

1080px x 1421px • £295 each

PNG portrait . MP4 motion video supported, max. 10 sec.

Max. file size 20MB

Please email artwork to EventsIT@Manchestercentral.co.uk with the event details.

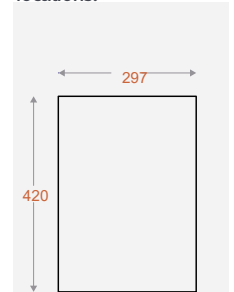


Unless otherwise stated, prices given in this brochure are for the hiring of the site only and do not include costs for design, print or installation.

9 Washroom cubicle doors



A3 Posters
See map for prices and locations.



a Central Hall 2 (A Door)

A3 posters • £135 + vat
Ladies: 6 • Gents: 2 • Accessible: 2

g Exchange upper foyer

A3 posters • £105 + vat
Ladies: 5 • Gents: 1 • Accessible: 1

h Exchange corridor

A3 posters • £90 + vat
Ladies: 3 • Gents: 1 • Accessible: 2

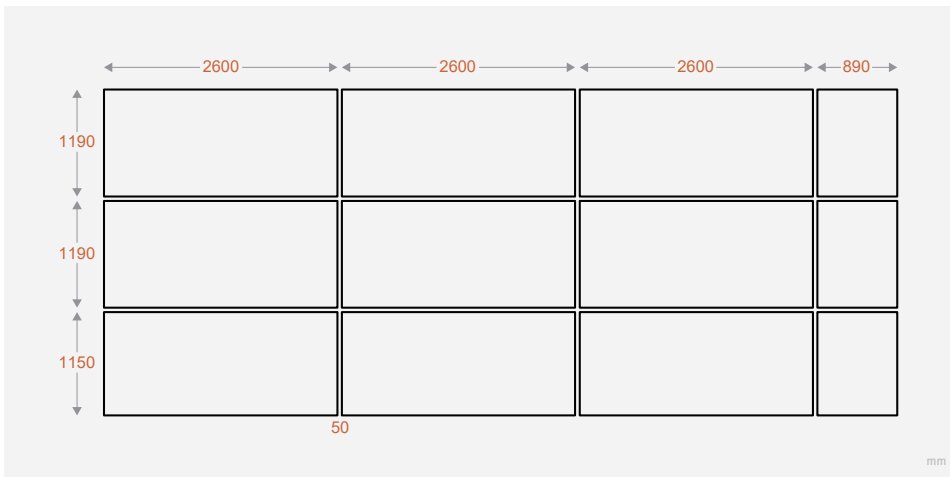
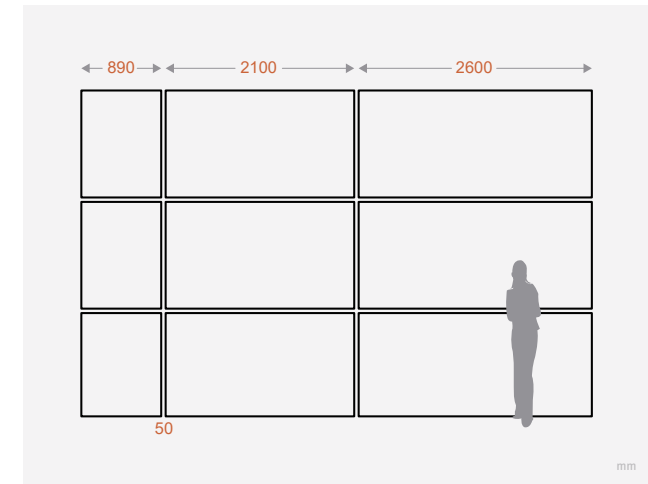
Unless otherwise stated, prices given in this brochure are for the hiring of the site only and do not include costs for design, print or installation.

10 Central 5-8



b Central 8 windows facing Exchange

Approx. 5.7 x 3.6 m • £700 + vat

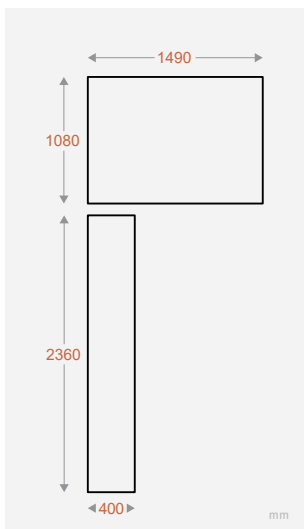


a Central 8 windows facing forecourt

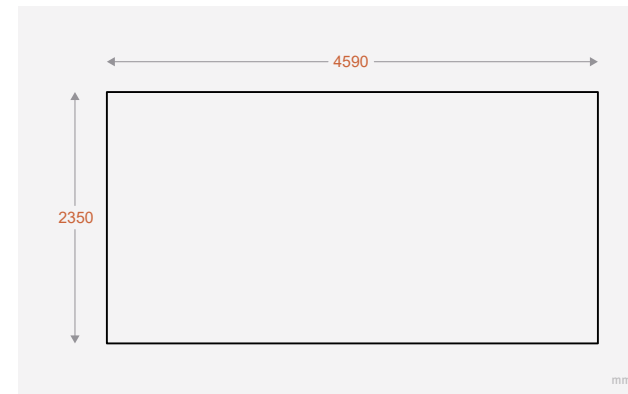
Approx. 8.8 x 3.6 m • £1,200 + vat

Digital print, removable vinyl, Note: graphics are externally applied.

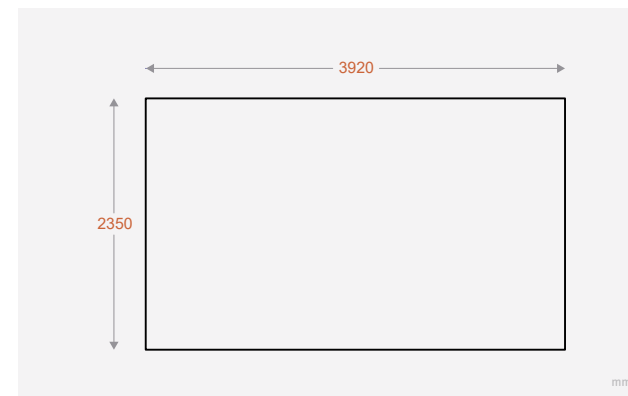
11 Central 3 & 4



- a Central 3 door**
 $1.49 \times 1.08 \text{ m} + 0.4 \times 2.36 \text{ m} \bullet \text{£}150 + \text{vat}$
 Digital print, removable vinyl.
 Note: graphics are externally applied.



- b Central 3 windows**
 $4.59 \times 2.35 \text{ m} \bullet \text{£}500 + \text{vat}$



- c Central 4 windows**
 $3.92 \times 2.35 \text{ m} \bullet \text{£}500 + \text{vat}$

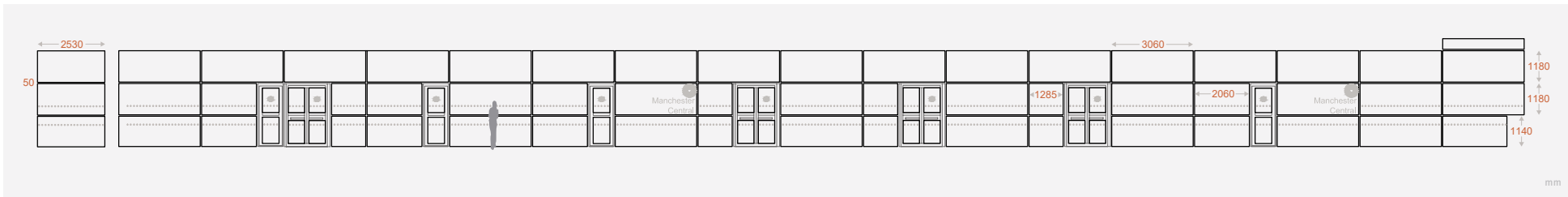
Unless otherwise stated, prices given in this brochure are for the hiring of the site only and do not include costs for design, print or installation.

19 Upper Exchange foyer



a Windows

Approx. 55.3 x 3.6 m
£7,500 + vat digital
print, removable vinyl.
Note: branding cannot
be added to the doors.
Graphics are externally
applied.



b Exchange Hall entrance screens DIGITAL

LED Screens 1920 x 1080 px • £495 + vat for 9 • PNG or JPEG. MP4 motion video supported, max. 20 sec.
Two channels available, allowing you to run two different signs/videos simultaneously on different screens.
The screens can also be tuned for FreeView HD TV.
Please name your artwork in the following format
“Event-name-UpperFoyer-live-date” and email across to
EventsIT@Manchestercentral.co.uk



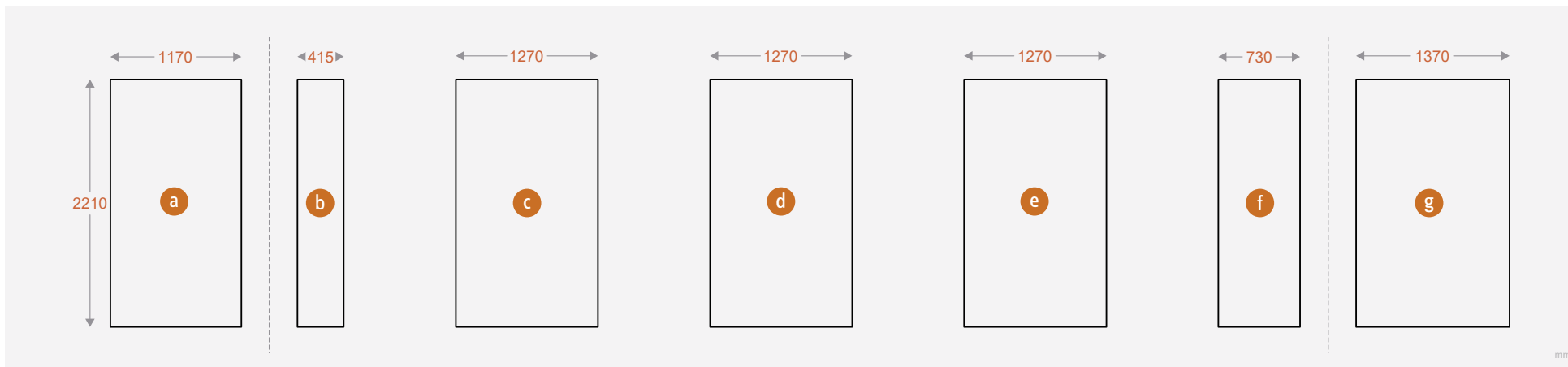
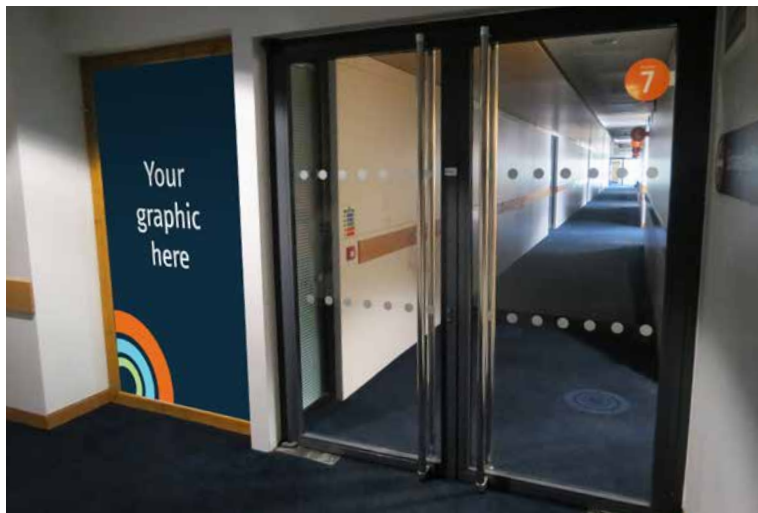
c Exchange staircase screen DIGITAL

LED screen 3840 x 2160 px • £995 + vat • PNG or JPEG. MP4 motion video supported, max. 20 sec.

Please name your artwork in the following format
“Event-name-FreestandingLocation-live-date” and
email across to EventsIT@Manchestercentral.co.uk
The desired location of the Freestanding screens
must be agreed before tenancy



20 Exchange 1-7



a Entrance window
1.17 x 2.21 m • £150 + vat

c Corridor window
1.27 x 2.21 m • £150 + vat

e Corridor window
1.27 x 2.21 m • £150 + vat

g Entrance window
1.37 x 2.21 m • £150 + vat

b Corridor window
0.415 x 2.21 m • £60 + vat

d Corridor window
1.27 x 2.21 m • £150 + vat

f Corridor window
0.73 x 2.21 m • £60 + vat

Digital print, removable vinyl
Note: graphics are externally applied

22 Freestanding & meeting room screens



a Freestanding screens DIGITAL

47" Panasonic LED screens 1080 x 1920 px • £295 each or £495 for 2 + vat

PNG or JPEG. MP4 motion video supported, max. 20 sec.

Please name your artwork in the following format "Event-name-FreestandingLocation-live-date"
and email across to EventsIT@Manchestercentral.co.uk

The desired location of the Freestanding screens must be agreed before tenancy

Design, print & installation

Unless otherwise stated prices given in this brochure are for the hiring of the site only and do not include costs for design, print or installation.

You will need to source your own design, print and installation contractors, with the exception of installation for sites 1b and 2 (see below). Installation and removal must take place within the tenancy of the event. Astra Signs are Manchester Central's preferred design, print and installation contractor – you can contact them on manchestercentral@astrasigns.com

These guidelines are intended to help your designers, printers or installation contractors. You are welcome to use a variety of formats and materials but they must be suitable for the venue (please see [Health & Safety](#) and [Damage](#) sections below as well as the notes on each individual branding opportunity). If you would like to visit the venue, or have any questions, please contact the team on branding@manchestercentral.co.uk

Window graphics

- 50 mm beading between windows
- 50 mm on artwork
- Self-adhesive goes on the reverse. Graphics are always installed externally (the side they are to be viewed from)
- Venue decals and health and safety messages are on the internal side of windows
- When applying and removing graphics, please make sure that existing frosting and decals stay in place. If frosting or decals are damaged or removed, we will replace them, and pass costs on to the event organiser

Digital formats

Please see the individual specifications listed throughout for each digital screen.

Digital directional signage

Our digital directional signage presents information in the Manchester Central brand (white text on blue). If you would like to use our meeting room screens to display meeting information, please send your information to branding@manchestercentral.co.uk two weeks prior to the event.

Installation exceptions

- The Flags **1b** can only be installed by Manchester Central
- The Main Clock Banners **2** can only be installed and removed by Knight Rigging Services at a cost of £600 per banner

Health and Safety

Before installation work begins, contractors must produce a risk assessment and method statement. The assessment should identify any significant risks and describe what control measures will be in place. Please send a copy of the risk assessment to your event manager 28 days before the installation.

Installation work must comply with relevant regulations for all activities, e.g. working at height (WAH); provision and use of work equipment (PUWER) and use of hazardous substances (COSHH). Installation and re-installation should also be covered by public liability insurance.

It is the responsibility of the installation company to make sure that all items are suitably and correctly secured. They should also make sure that there is no risk to public, staff or visitors from falling or unsecured products.

Manchester Central cannot be held liable for any incidents that occur as a result of temporary signage installations.

For help and advice on risk assessments and public liability insurance, please contact our Health and Safety team, at hse@manchestercentral.co.uk

Damage

As the event organiser, it is your responsibility to make sure that branding and signage contractors do not damage the venue. Work should be carefully planned so that protection measures are in place and the correct tools are used during installation and re-installation.

Costs for damage or cleaning of the venue due to installation or re-installation will be passed on to the event organiser.

If you have any queries, please contact the team on branding@manchestercentral.co.uk

Exhibition Floorplan

EXHIBITION BUILD*

Space only sites: Thursday 8 June: 7:00am - 10:00pm
Shell scheme sites: Thursday 8 June: 2:00pm - 10:00pm
All exhibitors: Friday 9 June: 7:00am - 10:30am

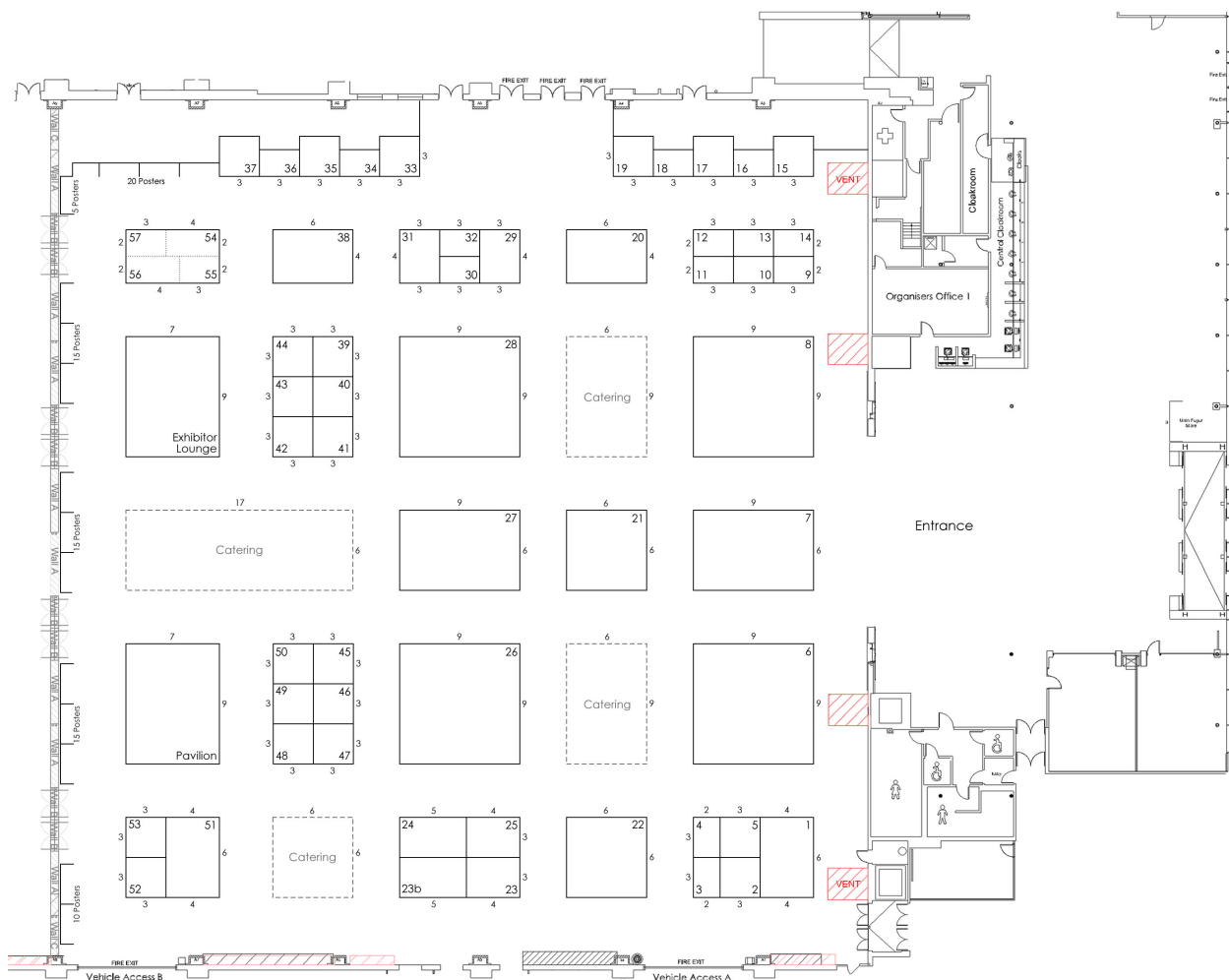
EXHIBITION OPENING TIMES*

Friday 9 June: 11:30am - 7:00pm
Saturday 10 June: 9:00am - 5:00pm
Sunday 11 June: 9:00am - 3:00pm

BREAKDOWN*

Space only sites: Sunday 11 June: 3:00pm - 11:59pm
Shell scheme sites: Sunday 11 June: 3:00pm - 5:30pm

EXHIBITION FLOOR PLAN



*Floorplan and timings are subject to change.

The stands shown can be converted to space only or shell scheme, and most stand space can be altered into various configurations of the block sizes shown on the plan; there is plenty of flexibility to accommodate your individual requirements.

HOW TO BOOK YOUR SPACE

Select 3 available booth locations on the exhibition floor plan and list them 1 – 3 in order of preference in the box provided on the sponsorship and exhibition booking form and return your completed booking form to events@bcla.org.uk.

Whilst BCLA will endeavour to allocate your desired stand space, please note that bookings will be accepted on a first come, first served basis. BCLA Partners have priority stand selection until 16 December 2022.

Interest for exhibitor stand space at the 2023 Clinical Conference & Exhibition is high, so if you are interested in exhibiting at this event, then we recommend that you secure your desired level of participation as soon as possible to avoid disappointment.

BCLA @Yours: Online courses

Supporting either of the online courses is a fantastic opportunity to gain maximum exposure and position your company as a key supporter of these unique online courses which are only available via the BCLA.

Both the Certificate in Dry Eye Management and Certificate in Myopia Management can be supported by an education grant. Principle sponsorship for each BCLA Certificate in 2023 is available exclusively to one company. Benefits include all around brand visibility on the learning platform and featured on relevant marketing materials and communications related to the courses.

Offering your company global exposure, the certificates are open to all the members including those based overseas and reflects its multidisciplinary and international evidence-based expertise.

The sponsor of either of the BCLA Certificates will have the first option opportunity to host* a workshop or peer review. BCLA will advise those students of the supporter run sessions. Should the principle sponsor turn down this opportunity may be offered more widely.

“ With the growing prevalence of myopia, there is an urgent need for new management approaches. However, with the increasing number of research publications on the topic of myopia management, there is also a clear necessity for practitioners to understand how myopia should be defined and how interventions, validated by well conducted clinical trials, should be appropriately and ethically applied. This certification will give BCLA members a privileged position as to their knowledge and understanding of this developing area of our profession.
Dr Nicola Logan ”

Benefits List	Principle Sponsor £12,000 + VAT
Host a relevant peer review or workshop to support the students taking part in the certificate*	✓
All year-round recognition and logo	✓
Company logo on the learning platform	✓
Company logo on course pages of the BCLA website	✓
Company logo on BCLA email communications relating to this course**	✓
Link from BCLA website (www.bcla.org.uk) to your own company website	✓
Sponsorship announcement on BCLA Social Media channels	✓
Coverage in Optical Press	✓

“ Dry eye screening should form part of routine examination in clinical practice, with specialist practitioners with a BCLA qualification well placed to offer the specialist service needed to diagnose and manage the disease.
Professor James Wolffsohn,
Aston University ”

All information is correct at time of print. Please note that some benefits may be subject to change. We will notify you as soon as possible if such circumstances occur. Sponsorship packages and products (including add-ons) are only valid within the specific calendar year and for the specific event(s) within that year for which they were purchased. Any unused benefits cannot be carried over to the following year.

*Cost and organisation are the sponsors responsibility. BCLA will commit to ensure all certificate students are notified and have the opportunity to attend. Please note this benefit is for first option only. Should this not be taken up, these sessions may be offered more widely.

**Emails are sent only to the BCLA members that have opted in to receive information about the BCLA online courses.

BCLA @Yours: Webinars



Available throughout 2023

We are thrilled to be opening more of our content to BCLA members around the globe. We want our events to be available to as many of our members wherever they are, in the UK or anywhere else in the world, therefore the BCLA's traditional 'Evening Scientific Meetings' will continue to be presented as a series of online webinars throughout 2023. As part of the 2023 webinar sponsorship offering, you can sponsor a webinar of your choice (subject to availability).

BRANDING OPPORTUNITIES AVAILABLE PRE/DURING AND POST WEBINAR

Webinars are recorded and made available for BCLA members to access via the BCLA Learning Platform, you will have further branding opportunities pre, during and post webinar. Topics and speakers are pre-agreed via the digital learning committee, although a collaborative approach is also possible via the Webinar Feature package.

Webinar sponsorship includes sponsor branding on the presentation slides. A special sponsor mention will be made at the beginning of the webinar. Video adverts can be included on request as a paid-for add-on (subject to approval).

In addition to standard sponsorship there is also an option to host your own webinar that is delivered directly to the BCLA community. Using webinars rather than 'physical' events is the perfect way for us to maximise a global reach.

The BCLA has members across the world and by connecting our membership through online sessions we can deliver accessible education to all and in turn this offers a great opportunity for brand exposure across the world.

“It was a very informative and practical presentation”

“Short sharp informed topics like today are so useful”

“By connecting our membership through online sessions, we can deliver accessible education to all”

Jonathon Bench, BCLA Past President

Most webinars will be available exclusively for BCLA members and in some instances non-members are allowed to attend in an hour-long complimentary session and are accessible from any location with the option to dial-in via telephone or participate using an audio speaker on their laptop/PC/mobiles.

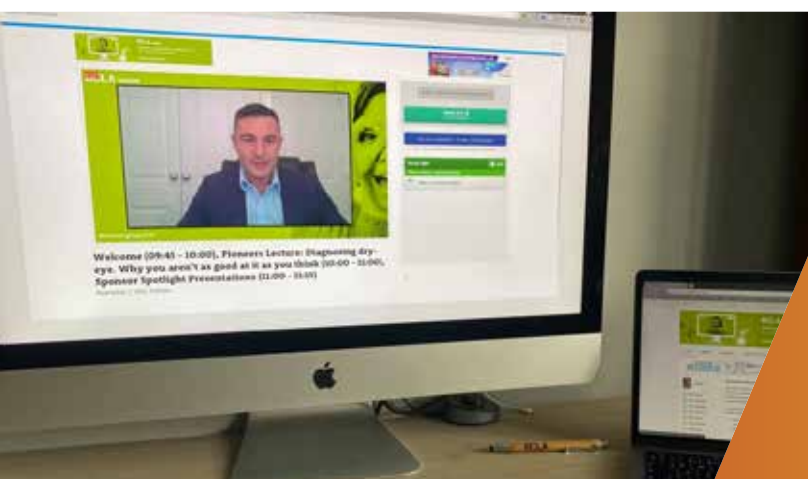
The webinar platform is interactive and includes the option to conduct live polling and facilitate a live Q&A discussion.

BCLA will be promoting the webinar series to eligible BCLA Membership categories, however, sponsors are encouraged to work with BCLA to help generate more interest and increase turnout for their session via their own marketing channels. This could be internal email communication to your own colleagues and associates, advert placement in optical press, social media campaigns, or even creation of a short teaser video advert/audio message for distribution on social media or podcast channels, to name a few.

“The zoom presentations provide and excellent means of learning and expanding knowledge”

Growth

Benefits List	Webinar Sponsor £1,200 +VAT	Webinar Feature £2,000 +VAT
Dedicated webinar session hosted and sponsor-led ¹		✓
Recognition and logo placement on the on-demand webinar resources page on the BCLA Website for up to 12 months	✓	✓
Company logo on the webinar online registration page	✓	✓
Company logo on the opening speaker presentation slides	✓	✓
Company logo on the event listing on the BCLA website	✓	✓
Company logo on BCLA email communications relating to the webinar ²	✓	✓
Company logo on all emails to webinar registrants and potential registrants ²	✓	✓
Co-branded mentions on BCLA's social media advertising posts relating the webinar (Twitter, Facebook, LinkedIn)	✓	✓
Coverage in Optical Press	✓	✓
Opportunity to place a sponsor holding slide advert at the start of the webinar presentation	✓	✓
Opportunity to include a short video advert (of up to 30 seconds) either at the start or end of the webinar session (will appear both on live stream and on the on-demand video recording) ³	POA	✓
An electronic copy of the attendance list with contact details sent post-webinar ⁴	✓	✓
2 complimentary places to the BCLA webinar for your team/colleagues/customers of your choice	✓	
Up to 10 complimentary places to the BCLA webinar for your team/colleagues/customers of your choice		✓



All information is correct at time of publishing. Please note that some benefits may be subject to change. We will notify you as soon as possible if such circumstances occur.

1 Registration and marketing will be organised by BCLA. Online session must be hosted via BCLA's webinar platform Zoom.

Sponsor is responsible for sourcing speakers and covering all speaker expenses. Sponsor will be expected to apply for CPD points and transfer it to BCLA.

2 Emails are sent only to the BCLA members that have opted in to receive information about BCLA webinars.

3 Sponsor will need to supply BCLA with the final high resolution MP4 file.

4 T&Cs apply. List will contain only the name and email address of registrants that have opted in to receiving information from 3rd party sponsors.

BCLA @Yours: Podcasts



via Spotify, Google Podcast, Breaker, iTunes
Throughout 2023

connected

A fantastic opportunity to gain maximum brand exposure throughout the year and beyond. The **BCLA@Yours** Podcast series was launched in the summer of 2020 and has now become a firm fixture in our digital resource library.

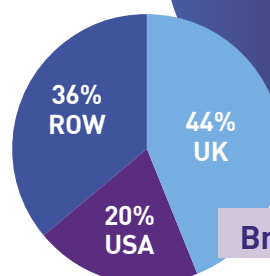
Short, sharp, clinical pearls on topical issues are regularly discussed via this channel and well received by both members and non-members, globally. These high-quality podcasts give listeners the opportunity to hear from top industry experts and stay up to date with the latest industry trends and topics.

There are sponsorship opportunities to brand a specific podcast with a short relevant message. Alternatively maximise your brand exposure by hosting your own podcast on our platform (subject to agreement). The **BCLA@Yours** podcast has a wide reach - shared not only with the BCLA membership database, but a wider, international audience via

our strong social media channels, and continues to attract new listeners. They are available permanently on our public platform meaning your sponsorship will last for more than 12 months.

BCLA podcasts are available to anyone with an interest in contact lenses, ocular surface and/or the anterior eye and are accessible via most popular podcast platforms including Spotify, iTunes, Google Podcast, Breaker, Pocket Casts and Radio Public.

Total plays: 2,040
plus Highest audience
for a single podcast: 144



Breakdown of listeners

Benefits	Podcast Sponsor £500 +VAT	Podcast Feature £1,000 +VAT
Co-hosting and sponsor-led BCLA Podcast		✓
Company logo on BCLA email communications relating to the Podcast	✓	✓
Company logo on the 'upcoming podcasts' listing on the BCLA website (www.bcla.org.uk) to your own company website	✓	✓
Co-branded mentions on BCLA's social media advertising posts relating the podcast (Twitter, Facebook, LinkedIn)	✓	✓
Audio advert (of up to 20 seconds) on agreed podcast	✓	✓
Access to podcasts analytics/statistics	✓	✓



Contact lenses can change lives for the better. We are passionate about the role they play in eye health and we know you are too.

The BCLA relaunched the Love Your Lenses campaign in 2021, with more than 220 practices participating and that figure rising to 273 in 2022. The aim of the campaign is for participating practices both in the UK and abroad to spread the word about the benefits of wearing contact lenses and the importance of continued compliance and aftercare. We are proud to be staging Love Your Lenses week once again in September 2023 and we would love to have your support for a campaign that raises awareness of safe contact lens wear and the benefits of wearing contact lenses.

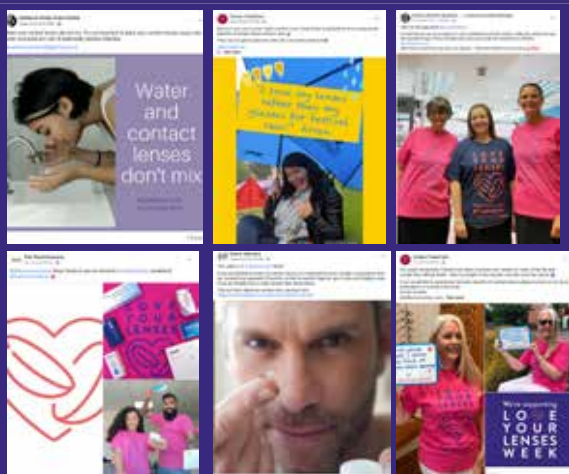
Be part of Love Your Lenses in 2023

Participating in the Love Your Lenses will give your company

- Maximum brand exposure
- Opportunity to have prime logo placement on key campaign merchandise items
- Exposure across social media with a reach exceeding 441,000
- Optimum media coverage across key optometry publications

Your valued contribution will help to raise public awareness and increase the impact and reach of the exciting activities we have planned – putting contact lenses firmly in the public eye. If you would like to be part of our growing campaign as a Love Your Lenses supporter or sponsor, please contact Jashan@bcla.org.uk

Love Your Lenses sponsorship levels



Company Details

This will be used for your editorial, where applicable, on the BCLA conference website(s).

Company name:

Address:

Postcode:

Country:

Website:

Contact Details

Main person's contact details; this should be the person responsible for all admin - ie. Health & Safety, stand plans, badge names etc.

First name:

Surname:

Position:

Contact email:

Telephone number:

Sponsorship and Exhibition Packages

Select all packages that you wish to book.

Annual Sponsorship Options

Annual Sponsorship – Partner

Price

£60,000 + VAT

Tick

☐

Annual Sponsorship – Platinum

£41,000 + VAT

☐

Annual Sponsorship – Gold

£22,000 + VAT

☐

Annual Sponsorship – Premium

£8,000 + VAT

☐

Additional brand exposure opportunities

Principle Sponsor of the Dry Eye Management Certificate

£12,000 + VAT

☐

Principle Sponsor of the Myopia Management Certificate

£12,000 + VAT

☐

Webinar Feature (per session)

£2,000 + VAT

☐

Webinar Sponsor (per session)

£1,200 + VAT

☐

Podcast Sponsor (per episode)

£500 + VAT

☐

Podcast Feature (per episode)

£1,000 + VAT

☐

BCLA Clinical Conference and Exhibition Stand Space

Space 6m² Shell Scheme

£4,500.00 + VAT

☐

Space 8m² Shell Scheme

£5,500.00 + VAT

☐

Space 9m² Shell Scheme

£6,000.00 + VAT

☐

Space 12m² Shell Scheme

£7,500.00 + VAT

☐

Space 15m² Shell Scheme

£9,000.00 + VAT

☐

Space 18m² Shell Scheme

£10,500.00 + VAT

☐

Space 24m² Shell Scheme

£13,000.00 + VAT

☐

Space 36m² Space Only

£19,000.00 + VAT

☐

Space 54m² Space Only

£25,000.00 + VAT

☐

Space 81m² Space Only

£35,000.00 + VAT

☐

Space 121m² Space Only

£50,000.00 + VAT

☐

Please specify your 1st choice, 2nd choice, and 3rd choice stand. (Refer to exhibition floor plan on page 22)

BCLA Clinical Conference and Exhibition Add-On Products

	Price	Tick
Co-branded delegate bags	£2,000 + VAT	<input type="checkbox"/>
Delegate bags insert	£800 + VAT	<input type="checkbox"/>
Co-branded merchandise (please confirm item i.e. pens/notepads/keyrings etc.)	£800 + VAT	<input type="checkbox"/>
<hr/>		
Co-branded lanyards	£1,500 + VAT	<input type="checkbox"/>
Co-branded bottled water	£1,000 + VAT	<input type="checkbox"/>
Venue Wi-Fi landing page	£2,000 + VAT	<input type="checkbox"/>
Exhibition guide - colour advert	£1,200 + VAT	<input type="checkbox"/>
Exhibition guide – B&W advert	£900 + VAT	<input type="checkbox"/>
Enhanced social media content	£1,000 + VAT	<input type="checkbox"/>
Young UK Contact Lens Practitioner award	£500 + VAT	<input type="checkbox"/>
Dry Eye Management Clinic award	£500 + VAT	<input type="checkbox"/>
The Diane Gould Photographic competition	£500 + VAT	<input type="checkbox"/>
Conference platform/app – Banner advert	£800 + VAT	<input type="checkbox"/>
Branded Session	£1,500 + VAT	<input type="checkbox"/>
Sponsor led educational presentation	£4,000 + VAT	<input type="checkbox"/>
Tea/Coffee Breaks	POA	<input type="checkbox"/>
Lunch Breaks	POA	<input type="checkbox"/>
Welcome Drinks Reception	POA	<input type="checkbox"/>
Meeting room hire	POA	<input type="checkbox"/>
Visual recognition test and discussion	£1500 +VAT	<input type="checkbox"/>

	Price	Tick
Venue branding items		
Forecourt – flags (x4)	£300 + VAT	<input type="checkbox"/>
Forecourt - steps board LED panel	£1,495 + VAT	<input type="checkbox"/>
Forecourt - ramp board LED panel	£1,495 + VAT	<input type="checkbox"/>
Main clock banners	£1,600 + VAT	<input type="checkbox"/>
Central Foyer Exterior – Floor Sticker	£900 + VAT	<input type="checkbox"/>
Central Foyer Interior – Floor Sticker	£900 + VAT	<input type="checkbox"/>
Central Foyer Interior - Exit	£800 + VAT	<input type="checkbox"/>
Central Foyer Interior – Central Hall Door	£400 + VAT for 1 / £800 + VAT for 2	<input type="checkbox"/>
Central foyer fire doors	£1,500 + VAT	<input type="checkbox"/>
Joos' Charging Unit – Central Foyer	£295 + VAT	<input type="checkbox"/>
Joos' Charging Unit – Exchange Upper Foyer	£295 + VAT	<input type="checkbox"/>
Washroom cubical doors – Central Hall 2 (A door)	£135 + VAT	<input type="checkbox"/>
Washroom cubical doors – Exchange upper foyer	£105 + VAT	<input type="checkbox"/>
Washroom cubical doors – Exchange corridor	£90 + VAT	<input type="checkbox"/>
Central 5 - 8 - Central 8 windows facing forecourt	£1,200 + VAT	<input type="checkbox"/>
Central 5 - 8 - Central 8 windows facing exchange	£700 + VAT	<input type="checkbox"/>
Central 3 & 4 - Central 3 door	£150 + VAT	<input type="checkbox"/>
Central 3 & 4 - Central 3 windows	£500 + VAT	<input type="checkbox"/>
Central 3 & 4 - Central 4 windows	£500 + VAT	<input type="checkbox"/>
Upper exchange foyer - windows	£7,500 + VAT / £3,750 + VAT	<input type="checkbox"/>
Upper exchange foyer – exchange hall entrance screens	£495 + VAT for 9	<input type="checkbox"/>
Upper exchange foyer - exchange staircase screen	£995 + VAT	<input type="checkbox"/>
Exchange 1 - 7 - entrance windows	£150 + VAT	<input type="checkbox"/>
Exchange 1 - 7 - corridor window	£60 + VAT	<input type="checkbox"/>
Exchange 1 - 7 - corridor window	£150 + VAT	<input type="checkbox"/>
Exchange 1 - 7 - corridor window	£150 + VAT	<input type="checkbox"/>
Exchange 1 - 7 - corridor window	£150 + VAT	<input type="checkbox"/>
Exchange 1 - 7 - corridor window	£60 + VAT	<input type="checkbox"/>
Exchange 1 - 7 - entrance windows	£150 + VAT	<input type="checkbox"/>
Freestanding screens	£295 + VAT each or £495 for 2	<input type="checkbox"/>

Payment Method (please select ONE payment option:)

☐ Invoice/BACS (supply the full invoice address, below):

Invoice address (if different from above):

Postcode: Country:

VAT number: PO number:

☐ Credit Card (supply card details below):

☐ Visa ☐ Mastercard ☐ Maestro/Debit

Name on card:

Credit/Debit Card Number:

Expiry date:

Valid from: Issue No.:

Security code (last three digits on the back of the card or 4 digits on front of AMEX):

Cardholder's name and initials (as shown on card):

Card statement address (if different to above):

Postcode: Country:

VAT number:

Booking Terms & Conditions

All information in this brochure is correct at time of publish.

Booking a sponsorship/exhibition package

The last day to book an annual sponsorship package and/or an exhibition stand at the BCLA Clinical Conference and Exhibition is 31 March 2023.

If you wish to partake in any sponsorship opportunities, a copy of the Exhibition and Sponsorship booking form must be completed and returned to events@bcla.org.uk by the stated deadlines for BCLA to deliver timely on the benefits included in your chosen package. Event specific opportunities are valid only for the specified BCLA event that has been booked.

All sponsorship and exhibitor bookings, including sponsorship add-on products, where applicable, will be confirmed on a first come, first served basis, in order of sponsorship level. Priority booking, where applicable, is valid until 16 December 2022. Whilst we will endeavour to retain the sponsorship packages and prices as seen, these are subject to alterations. Every effort will be made to honour each companies' chosen sponsorship/exhibitor package, however BCLA reserve the right to make changes or remove opportunities where necessary in the best interests of the association and/or the event delivery. BCLA will notify you as soon as possible if such circumstances occur.

Annual sponsorship packages and products (including add-ons) are only valid within the specific calendar year and for the specific event(s) within that year for which they were purchased. Any unused benefits cannot be carried over to the following year. In some rare cases, certain benefits may be postponed in agreement with the BCLA into the next calendar year.

Payments/invoicing

An invoice for the full sponsorship package will be sent on receipt of a completed booking form. Payment must be received no later than 30 days from the date of the invoice. Payment will be taken as confirmation of booking; no booking will be assigned without payment. In some cases, payment may be split into two instalments; please contact accounts@bcla.org.uk about this should it be needed.

In case of non-payment by the dates specified, the organisers have the right to allocate the package and/or associated benefits (including exhibition space) to another company and the original sponsor would have no claims against the organisers for any such allocation.

Activating sponsorship benefits

It is the responsibility of the sponsoring company to activate and use the benefits included in the sponsorship package and to submit the relevant information and/or copy, where applicable and when requested, for BCLA to execute these opportunities. Missed deadlines missed may result in benefits not being delivered. Benefits that require sponsors/exhibitors to produce artwork will need to be reviewed by BCLA for pre-approval to ensure that it meets the sponsorship guidelines which will be given to you at time of booking.

Cancelling your package

In case of withdrawal, BCLA must be contacted in writing by emailing events@bcla.org.uk. Sponsorship/exhibition withdrawals prior and up to 30 April 2023 will be refunded 50% of the total package purchased. Sponsorship/exhibition withdrawals after 30 April 2023 will be liable for the full cost of the package.

BCLA are happy to consider alternative sponsorship options/ suggestions that are not listed in the brochure; to discuss the options, contact Luke.Stevens-Burt@bcla.org.uk.

I declare that I have read and agree with the BCLA Sponsorship/ Exhibition booking terms and conditions and note the payment and cancellation terms:

Name:

Company Name:

Signature:

Date: