

The background features a vibrant color palette of orange, red, pink, and purple. Large, thick, wavy lines in shades of blue, yellow, and teal are scattered across the page, creating a dynamic and energetic feel. The text is positioned in the upper right and center-left areas.

BSG
LIVE'24
CONNECT · LEARN · GROW

BSG LIVE'24

Industry Prospectus

17th – 20th June 2024 | ICC Birmingham

BSG LIVE'24

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Dear Colleagues

It is with great pleasure on behalf of the BSG Programme Committee, that we invite you to join us at BSG LIVE'24 which is taking place at the ICC, Birmingham from 17th – 20th June 2024. As the premier and most extensive assembly of professionals from the UK GI Community, we anticipate an attendance of approximately 2,500 healthcare experts in this significant four-day scientific event. With a delegation comprising of physicians, surgeons, pathologists, radiologists, scientists, nurses, dieticians, and other dedicated individuals specialising in gastroenterology and hepatology, BSG LIVE is the definitive annual gathering for all those involved in this field.

The objectives of BSG LIVE'24 are to:

- Educate our delegates on state-of-the-art investigation, management, and new developments
- Provide high-quality CPD
- Allow researchers in all gastroenterology related fields to present, share and discuss their findings
- Encourage and enable collaborative working, and research
- Host meetings for our Trustees, Executive, Council, and BSG Section Committees
- Work with industry to allow our members to hear about new developments that improve patient management and outcomes

BSG LIVE'24 will feature the Monday Masterclass, an opening Plenary featuring keynotes and awarded lectures from leaders within the specialty, as well as more than 60 specialist scientific symposia. In 2024, we are delighted to be running a seventh stream of sessions with more symposia on Research, as well as new symposia on NETS, "Gastroenterology in the Next 5 Years", GI Pathology, and an additional Sustainability session. Other sessions to look forward to are the new joint Endoscopy/Liver and IBD/Liver sessions.

There are plenty of symposia opportunities available for industry and we invite you to take to the stage to present on advancements you have made in treatment, methodologies, equipment breakthroughs, as well as other insights and innovations. Using our knowledge of BSG members' clinical and research interests, we can support you in the development of your symposia to ensure the content resonates with delegates.

After the great success and high attendance we saw on Monday at BSG LIVE'23, we are delighted to be opening our Exhibition again from the Monday lunchtime to offer yet more delegate engagement opportunities.

We are also excited to once again be facilitating hands-on endoscopy training at the EndoVillage. This will give attendees of all career stages the opportunity to train in different endoscopic scenarios. We look forward to working with our Industry Partners and EndoVillage Supporters to facilitate this important feature of BSG LIVE.

Sustainability remains high on our agenda, and we are continuing to review how we can ensure the meeting is as sustainable as possible. We invite you to join us in these efforts as we aim to deliver a more sustainable BSG LIVE.

We would be delighted for your organisation to work with us to support this innovative and exciting meeting which brings together the very best from the fields of gastroenterology and hepatology.

Professor Helen Steed
BSG Senior Secretary

About the BSG

The British Society of Gastroenterology is a registered charity and the largest medical gastroenterology and hepatology membership community in the UK, influencing health policy nationally.

It is a professional organisation with representation within the British royal colleges, and consequently the government and other NHS bodies. Internationally it is represented at world and European levels and has strong links with other member societies across the world.

The BSG supports more than 4,000 members in providing the best care and outcomes for patients with gastrointestinal and liver disease, bringing them early awareness of changes in best practice and new research. It is intimately involved in all aspects of gastroenterology training in the UK.

The BSG co-owns three journals. Gut is Europe's highest ranked gastroenterology journal, by citation related impact factor, and the Society's oldest title. Frontline Gastroenterology focuses on clinical aspects of gastroenterology. The newest addition to the portfolio is the open access journal BMJ Open Gastroenterology.

The Society regularly produces guidelines on aspects of contemporary practice.

Your Hosts



PROFESSOR ANDY VEITCH **BSG President**

Professor Andy Veitch is a Consultant Gastroenterologist at The Royal Wolverhampton NHS Trust with interests in advanced endoscopy, endoscopy training, endoscopy research and guidelines. He set up the first English centre for National Bowel Cancer Screening and has a leading role in the programme. He is currently leading on quality improvement in endoscopy services for the European Society of Gastrointestinal Endoscopy, and has a global role as a member (former Chair) of the Endoscopy Committee of the World Gastroenterology Organisation.



PROFESSOR COLIN REES **BSG President Elect**

Colin Rees is Professor of Gastroenterology at Newcastle University and an Honorary Consultant at South Tyneside and Sunderland NHS Trust. He is a National Institute for Health Research Senior Investigator, and his research interests include endoscopy and colorectal cancer (CRC) screening, prevention and early diagnosis. He has led many large endoscopy studies recruiting around 15000 patients and believes the UK should be a world leader in endoscopy and CRC research. Colin was previously BSG Endoscopy Vice President from 2015-17 and established the BSG Endoscopy Quality Improvement Programme (EQIP). He has a strong interest in patient reported experience measures and led development of the Newcastle ENDOPREM.



PROFESSOR HELEN STEED **BSG Senior Secretary**

Professor Helen Steed is a Consultant Gastroenterologist at the Royal Wolverhampton NHS Trust with specialist and research interests in inflammatory bowel disease, nutrition and medical education. She is the Secretary for the British Society of Gastroenterology and Chair of the BSG Food and Function research group. Her research focus is on microbiota, biomarkers and family planning in inflammatory bowel disease. She has a strong education background and previously acted as Foundation Programme Director for the Royal Wolverhampton NHS Trust and now serves the Trust as Clinical Tutor overseeing the delivery of the postgraduate medical education program and as the regional West Midlands Faculty Development Lead.



DR SAFA AL-SHAMMA **BSG Secretary**

Dr Al-Shamma is currently a consultant gastroenterologist and hepatologist at University Hospitals Dorset, appointed in 2011. He completed undergraduate medical training in Dundee University and undertook specialist training in gastroenterology in the Mersey Deanery followed by sub-speciality hepatology training at The Royal London and King's College Hospital London. Dr Al-Shamma's main clinical interests include hepatocellular cancer and complex colonoscopy. He is currently deputy director of medical education. He also has a number of external roles in training and education. He is currently Secretary of the MRCP part I Exam Board and Secretary of the European Speciality Exam in Gastroenterology and Hepatology (ESEGH.) He has been an active member of the British Society of Gastroenterology liver section committee since 2021 and organiser of the BSG annual conference liver education programme.

Your Hosts



DR BJORN REMBACKEN
BSG EndoVillage

Dr Bjorn Rembacken is a Consultant Gastroenterologist and Specialist Endoscopist in Leeds. He is an international expert in endoscopy with particular expertise in the endoscopic detection and removal of neoplastic lesions. He is also an external assessor for the Bowel Cancer Screening Programme, and has a subspeciality interest in training and quality assurance in endoscopy.



DR MARK DONNELLY
BSG EndoVillage

Dr Mark Donnelly is a Consultant Gastroenterologist and Specialist Endoscopist in Sheffield. He is Professional Clinical Adviser for Colonoscopy to the Yorkshire and Humber Bowel Cancer Screening Programme, and has an international reputation in endoscopy training, having acted as faculty on over 200 courses.



DR NISHA PATEL
BSG EndoVillage

Dr Nisha Patel has an interest in endoscopy, technology, and innovation, and worked on developing the CYCLOPS robot for ESD, eye gaze endoscope, and was involved in endoscopy imaging studies including H Pylori, spectral imaging, coeliac disease, and colonic polyps. She is currently part of the BSG endoscopy CRG, is the BSG AI in Clinical Practice co-lead, is part of the SWiG committee, is the North-West Thames CRN co-lead, and is a Consultant Gastroenterologist in Imperial College Healthcare NHS Trust.

Membership Profile

Please find below a breakdown of BSG membership categories and interests to aid your decision for participation in BSG LIVE'24.

Membership (as of Sept 2023)

Over 90% of UK consultants and trainees in the gastroenterology speciality are BSG members.

Consultant	1584
Trainee	718
Nurse	778
Senior	92
International	114
NCCG, SAS & GP	79
GI Physiologists, AHP & PA	208
Foundation & IMT	548
Undergraduate	88
Honorary	98
Total	4307

2023 BSG section membership

Members of the BSG align to the 15 sections shown in this chart. The majority of sections are clinically focused, although there are a few that are workforce-focused, such as Nurses and Trainees, that tie into membership type.

SECTION	MEMBERS
Endoscopy	1831
IBD	1710
Liver	1218
Trainees	1177
Small Bowel & Nutrition	765
Gastroduodenal	701
Colorectal	684
Nurses	570
Oesophageal	524
Pancreatobiliary	416
Neuro-gastroenterology & Motility	354
Supporting Women in Gastro'	342
Pathology	132
GI Physiologists	102
Adolescents & Young People	92



We definitely consider this a successful conference and a marked improvement over last year. Thanks for hearing all of our industry feedback and acting on it, it really made a huge difference.



The BSG & Industry

Why get involved?

- BSG LIVE'24 is the leading conference in the field of gastroenterology – this is your chance to support and inform the UK's gastroenterology and hepatology specialists on new initiatives and developments
- Generate fresh ideas and gather new insights
- Foster collaborations and build new relationships in a growing and fast-paced industry
- Connect directly with hard-to-reach influencers and decision makers within the gastroenterology and hepatology communities
- Network with some of the best researchers, clinical leaders and top policy makers from the UK and beyond
- Increase your visibility within the marketplace
- Reinforce and strengthen your positioning within the gastroenterology and hepatology communities

The BSG's activities are organised independently with costs being indirectly and partially offset by the support of industry. There have been many examples of successful collaborations between the BSG and industry which have resulted in the delivery of high-quality educational opportunities for our members. We believe that maintaining these mutually beneficial relationships is essential in continuing to provide the best and most up-to-date education for our members which in turn will help them address the key issues that face patients. Our collective focus is to provide our attendees with a tailored educational journey focussed on relevant scientific exchanges, training, and networking opportunities.

Attendance

You are welcome to attend the scientific sessions for educational purposes. Once you have booked your exhibition space, each company is permitted to buy up to ten full registration passes. The fee for industry full delegate registrations is £750.00 + VAT per person.

Please book via the Conference website. Registrations will open in January 2024. We would like to remind you that all commercial activity should only take place in the Exhibition area.

BSG LIVE'24 Programme Summary

Our top-line programme will help you to plan your own presence and outreach at BSG LIVE'24. You can see where your symposia and other activities will be best placed to align with the overall scientific content. Please note the programme may be subject to change and the delegate social programme is still being finalised.

Monday 17th June

Masterclass Programme	
10:00 - 11:30	MASTERCLASS
11:30 - 11:45	BREAK
11:45 - 13:00	MASTERCLASS
13:00 - 14:30	LUNCH
14:30 - 15:45	MASTERCLASS
15:45 - 16:00	BREAK
16:00 - 17:15	MASTERCLASS

Tuesday 18th June

Scientific Programme								Industry Programme
08:00 - 09:00								BSG Industry Partners Welcome
09:00 - 09:30	ENDOSCOPY / LIVER	RESEARCH	INTERNATIONAL	SWiG	TRAINEES	PRIMARY CARE INTERFACE IN GASTROENTEROLOGY	PATHOLOGY	
09:30 - 10:00								
10:00 - 10:30								
10:30 - 11:00	BREAK / EXHIBITION / POSTER VIEWING							INDUSTRY SYMPOSIA x2 20 minutes
11:00 - 11:30	PLENARY							
11:30 - 12:00								
12:00 - 12:45								
12:30 - 13:00								
13:00 - 13:30	LUNCH / EXHIBITION / POSTER VIEWING					UNDERGRADUATES	EQA PATHOLOGY MEETING	INDUSTRY SYMPOSIA x2 40 Minutes
13:15 - 14:00								
14:00 - 14:15								
14:15 - 14:30								
14:30 - 15:00	IBD / LIVER	RESEARCH	SBN	SUSTAINABILITY	OESOPHAGEAL	TRAINEES	PATHOLOGY	
15:00 - 15:30								
15:30 - 16:00								
16:00 - 16:30	BREAK / EXHIBITION / POSTER VIEWING							INDUSTRY SYMPOSIA x2 20 minutes
16:30 - 17:00	IBD	ENDOSCOPY	SBN	SUSTAINABILITY	RESEARCH	OESOPHAGEAL	AYP	
17:00 - 17:30								
17:30 - 18:00								
18:15 - 20:15		GLOBAL IBD MEETING						INDUSTRY SYMPOSIA x2 40 Minutes

Wednesday 19th June

Scientific Programme								Industry Programme
07:00 - 08:00	FUN RUN							
08:15 - 08:45								INDUSTRY SYMPOSIA x2 30 minutes
09:00 - 09:30	ENDOSCOPY	IBD	LIVER	CSSC	SBN	GASTRODUODENAL	AGIP	
09:30 - 10:00								
10:00 - 10:30								
10:30 - 11:00	BREAK / EXHIBITION / POSTER VIEWING							INDUSTRY SYMPOSIA x2 20 minutes
11:00 - 11:30	ENDOSCOPY	IBD	LIVER	CSSC	GASTRODUODENAL	GASTRO IN THE NEXT 5 YEARS	NURSES	
11:30 - 12:00								
12:00 - 12:30								
12:30 - 13:00	LUNCH / EXHIBITION / POSTER VIEWING							INDUSTRY SYMPOSIA x2 40 minutes
13:00 - 13:30								
13:30 - 14:00	ENDOSCOPY	IBD	LIVER	CSSC	COLORECTAL	GUTS UK	NURSES	
14:00 - 14:30								
14:30 - 15:00								
15:00 - 15:30								
15:30 - 16:00	BREAK / EXHIBITION / POSTER VIEWING							INDUSTRY SYMPOSIA x2 30 minutes
16:00 - 16:30								
16:30 - 17:00	ENDOSCOPY	IBD	CSSC	COLORECTAL	Best GI & Liver Research Papers of the Past 12 Months	PANCREATOBILIARY	NURSES	
17:00 - 17:30								
17:30 - 18:00								
18:00 - 18:30	BSG AGM							
19:00 - Late	BSG NIGHT Social Event							

Thursday 20th June

Scientific Programme						Industry Programme	
08:30 - 09:00	MEET THE EXPERTS			MEET THE EXPERTS			
09:00 - 09:30	ENDOSCOPY	LIVER	RESEARCH	NGM	NURSES	NETS	
09:30 - 10:00							
10:00 - 10:30							
10:30 - 11:00	BREAK / EXHIBITION / POSTER VIEWING						INDUSTRY SYMPOSIA x2 20 minutes
11:00 - 11:30	ENDOSCOPY	LIVER	RESEARCH	WELLBEING AND WORKFORCE RETENTION	NGM		
11:30 - 12:00							
12:00 - 12:30							
12:30 - 13:00	LUNCH / EXHIBITION / POSTER VIEWING						INDUSTRY SYMPOSIA x2 40 Minutes
13:00 - 13:30							
13:30 - 14:15	MEET THE EXPERTS			MEET THE EXPERTS			
14:15 - 14:30	BREAK / EXHIBITION / POSTER VIEWING						
14:30 - 15:15	MEET THE EXPERTS			MEET THE EXPERTS			

Exhibition

The Exhibition will take place in Hall 3, Hall 4 and Hall 1 Foyer.

The BSG stand will be located next to the Registration Area outside Hall 3.

There will be catering throughout. Tea, coffee and lunch will be primarily served in Hall 3 and Hall 4, with a secondary station in Hall 1 Foyer if applicable (tea/coffee only for example).

Any commercial organisation wishing to participate in commercial activity at BSG LIVE'24 must book an exhibition stand. We will also plan for additional items such as massage therapy, ice cream and other fun features to keep delegates enthused in and around the exhibition spaces.

Hall 3

- EndoVillage
- Exhibition

Hall 4

- Exhibition

Hall 1 Foyer

- Exhibition

To help with traffic flow to the exhibition, our two dedicated industry symposia theatres are:

- Hall 5 (same level as Hall 3) and
- Hall 8 (same level as Hall 4)
- More details later in the prospectus

Our e-Posters were a huge success at BSG LIVE '23. These will return again for 2024 and will be located in the Mezzanine Level directly overlooking Hall 3

The Exhibition Floorplan will be available in due course.



Exhibition Opening Times

DATE	TIME
Monday 17 th June	13:00 - 18:00
Tuesday 18 th June	08:00 - 18:00
Wednesday 19 th June	08:00 - 18:00
Thursday 20 th June	08:00 - 15:00

Exhibition Fees

Space only

***Minimum size commitment is 12sqm for Space Only**

£825 + VAT per square metre

Example sizes and totals

SQM	DIMENSIONS	FEE EX VAT
18sqm	6mx3m	£14,850
12sqm	4mx3m	£9,900

Shell scheme

£880 + VAT per square metre

Example sizes and totals

SQM	DIMENSIONS	FEE EX VAT
18sqm	6mx3m	£15,840
12sqm	4mx3m	£10,560
9sqm	3mx3m	£7,920
6sqm	3mx2m	£5,280
4sqm	2mx2m	£3,520



For us, the Congress was fantastic. We had such valuable interactions on our stand with HCPs and thoroughly enjoyed the experience. We really appreciated being a BSG Partner too. It was clear how much thought and effort went into organising the Congress and we would like to thank you all for your support, advice, and patience throughout. Looking forward to next year!

Exhibition

Space Only

- 2 x exhibitor passes including tea, coffee and lunch per 6 sq. m. of space booked
- Acknowledgement on the dedicated BSG LIVE'24 website and app

Shell Scheme

- 1 pass per 6 sq. m. of space booked
- 2m high white panels, and fascia panels with name board displaying exhibitor name and stand number
- 1 x table and 2 x chairs per 6 sq. m. of space booked
- 1 x 500w square pin socket outlet per 6 sq. m. of space booked
- Shell scheme lighting
- Acknowledgment on the BSG LIVE'24 website and app

Charities and not-for-profits

A limited number of stands will be available at a reduced rate. Please contact us for further details

Catering

On each of the main days, coffee and lunch will be served to exhibitors in the exhibition 30 minutes before delegates break from their sessions

Scanners

For capturing delegate information, scanners will be available for hire

Executive Meeting Rooms

There are a number of meeting rooms available for private hire. Please contact us for prices and availability



BSG Industry Partner Package 2024/2025

The BSG's goal is to form evolved, compliant and forward-thinking Partnerships with industry to foster trust amongst the public, healthcare professionals, governments, and regulators.

The BSG and industry partnerships support vital scientific and educational initiatives which in turn improve patient treatment pathways. The Partner package is an annual arrangement running from April – March and demonstrates long-term commitment to working collaboratively.

A full programme of activities and initiatives run throughout the year and include specific benefits at the BSG LIVE conference. Please refer to the BSG Industry Interactions Policy [here](#) for more information on how we work within a consistent, ethical framework.

FEE: £40,000 + VAT per company

This fee covers a period of one year from 1 April 2024 to 31 March 2025

BSG LIVE'24 BENEFITS

As a BSG Partner, you will have the opportunity to maximise your engagement with our members and the wider gastroenterology and hepatology community at this important annual conference. The BSG Industry Partner Fee comes with specific tangible benefits at BSG LIVE'24 including:

- Four complimentary Full Delegate Registration Passes for your Medical Team plus two complimentary Full Delegate Registration Passes for your Commercial Team. This will give access to all Scientific Sessions
- Six complimentary exhibitor registrations
- Priority choice of exhibition stand location
- First choice of symposia slots. Please note that there will be maximum of two industry symposia running at any one time
- For Partners who run industry symposia and record their sessions, these can be hosted on the BSG LIVE'24 website for six weeks post conference
- Interaction with the BSG to enhance your participation and align with key themes
- An invitation for your Team to attend the BSG LIVE'24 Partners' Welcome Event. This will be hosted by those members of the BSG Executive and Programme Committee in attendance at BSG LIVE'24
- Recognition of the role of your company in supporting the BSG as a Partner

BSG LIVE'24 PRE-EVENT

- Branding on BSG LIVE'24 Industry Partners' page of conference website
- Use of BSG LIVE'24 Partner logo in your promotional activities
- Your branding featured on circa eight pieces of delegate communications (Full communications plan to be shared in January 2024)
- Partner promotion on BSG LIVE'24 social media platforms

BSG LIVE'24 ON-SITE

- Branding at the venue in registration foyer and auditorium foyer
- Branding within the BSG LIVE'24 conference app
- Logo on pocket programme
- Company recognition given by the chair, from the podium, during the Plenary and Masterclass opening sessions

BSG LIVE'24 POST-EVENT

- Partner recognition in post-event e-mail communication to attendees
- Recognition in scheduled social media posts
- For Partners who have run and recorded symposia an e-mail will be sent to attendees to direct them to the Partner Symposia recordings hosted on the BSG LIVE'24 website

BSG & INDUSTRY PARTNER COLLABORATION

The BSG is committed to working in collaboration with our Industry Partners.

- You will have access to the BSG Strategic Partnerships Consultant who will oversee the relationship between our organisations. They will diarise regular update meetings and facilitate introductions and conversations with relevant BSG Committees to discuss specific projects
- You will be invited to bi-annual BSG Industry Roundtable Meetings at the BSG offices in London. These are held in April and November and are hosted by the BSG President. An invitation will be extended for your Medical Lead/Market Access Manager to attend two Roundtable Meetings
- As part of the Roundtable Meetings, Partners will have access to a list of BSG Guidelines that are under development. Partners may make suggestions for any guidelines they feel ought to be developed in the future
- You will have the opportunity to get involved in BSG project specific Clinical Working Groups . In 2024, these will be Research and Sustainability

INDUSTRY AREA ON BSG WEBSITE

BSG Industry Partners will be featured on a dedicated BSG Industry Partner page within a new section of the BSG Website. Each Partner will have the option to have their company name and logo featured, with a link to a page of their choice on their company website

RESEARCH

Opportunity to make BSG members aware of Partner research opportunities. To be shared:

- in BSG Newsletter
- on the BSG website along with all the other opportunities: **research grants** - the link to industry opportunities will only be accessible to BSG members

BSG EVENTS

In addition to BSG LIVE, the BSG runs a whole programme of additional smaller bespoke events throughout the year. The BSG Events Calendar specifically for industry can be viewed **here**

BSG CAMPUS

BSG Campus is a four day, online, educational conference which is held annually in November. It delivers a broad academic programme which is available to BSG members and the wider GI and hepatology community. Industry can run online symposia during breaks and over lunchtime.

- Partners will receive 2 complimentary registrations to attend BSG Campus as delegates with full access to the educational and scientific content
- Advance sight of the prospectus with a two-week period to purchase slots for industry symposia ahead of other industry organisations

TRAINEE SECTION EVENTS

The BSG Trainees Committee is very proactive and delivers an annual programme of events which includes a Management and Leadership Weekend, The Virtual Education Course, Taster Course, and additional Endoscopy Courses.

- Partners obtain advance sight of the prospectus with a two-week period to secure sponsorship opportunities ahead of other industry organisations

BSG SECTION EVENTS

Members of the BSG align to 15 sections. Most sections are clinically focussed although there are a few that are workforce focussed.

Adolescents and Young Persons | Association of GI Physiologists (AGIP) | Colorectal | Endoscopy | Gastroduodenal | IBD | Liver | Neurogastroenterology & Motility | Nurses | Oesophageal | Pancreatobiliary | Pathology | Small Bowel and Nutrition | Trainees | Supporting Women in Gastroenterology (SWiG)

Throughout the year BSG Sections organise subject specific events. These typically attract between 30 to 70 delegates, and they take place in venues across the country. Most of these events can be supported by industry.

- Partners obtain advance sight of the prospectus with a two-week period to secure sponsorship opportunities ahead of other industry organisations
- As a sponsor you may have the advance opportunity to apply to purchase a slot for a short industry symposium during the event

CLIMATE CHANGE & SUSTAINABILITY

The BSG Sustainability Strategy, can be accessed [here](#).

The BSG works together with Partners on the development of robust Sustainability Strategy

- Partners are invited to share their own green credentials, which can be posted on the industry section of the BSG Website
- Opportunity to collaborate and share your activities with BSG

INTERNATIONAL

Partners have access to information on the BSG's international initiatives and the opportunity to express interest in collaboration

If you are a current BSG Partner or would like to discuss becoming a Partner, please contact Jude Cosway jcosway@bsg.org.uk



“

I would like to congratulate you on an amazing event held this week. It was really well organised, great content, managed beautifully and an all-round great meeting!

Industry Symposia at BSG LIVE'24

We invite you to take the stage and harness the opportunity to share your own best practice and clinical developments, whether that be in biologic patient treatment plans, medical device enhancements, digital innovation or nutritional therapies. Our members are keen to learn from you and eager to engage in scientific and educational dialogue. When creating your symposia programme please consider our BSG LIVE'24 objectives for inspiration. Aligning with these objectives will resonate closely and complement participants' experience whilst avoiding replication of core programme topics and other sponsored symposia.

Industry symposia at BSG LIVE'23 were highly successful given our policy to have no more than two symposia running at any given time. We will replicate this for BSG LIVE'24. After consultation, for 2024 we have also decided to discontinue Silent Symposia and instead we are introducing industry symposia during the coffee breaks across the three days.

Your symposium will be clearly detailed in the BSG LIVE'24 conference programme and app.

BSG Partners will be given the option to request preferred time slots. Industry symposia will be allocated following BSG Programme Committee approval.

Industry symposia are always very popular, so we recommend that you book ASAP to secure your preferred slot. Do consider becoming a BSG Partner to increase your priority and have first refusal on symposia slots.

What's included:

- Meeting room
- Choice of coffee break or lunch break time slots
- Standard audio-visual package

Should you wish to have your session recorded, there will be an additional charge. Please indicate your interest in this on the booking form, and the team will follow up accordingly

Scanners will also be available at an extra cost to support you with delegate information capture



I wanted to thank you personally for the support and guidance throughout the process of BSG Live'23. I thought the level of communication and professionalism made the experience a lot easier both for me personally and us a company. This helped us to be more impactful in communicating our message to end users. I was very grateful for the opportunity to take one of the symposium sessions – this was hugely successful with barely an empty seat. Thank you!

Industry Symposia at BSG LIVE'24

Branding & Recognition

Pre-event:

- A minimum of two co-branded e-shots sent out by the BSG to delegates outlining all symposia sessions
- One generic E-shot detailing industry sponsored symposia will be sent to the BSG LIVE'24 registrants during the 2-week run up to the meeting
- Inclusion of symposia session details in programme (in app and website)

On-site:

- We will list your symposium title on the event app and in all places that the full programme is displayed
- Programme board detailing industry symposia on display in the registration foyer
- Support from the BSG with the on-site promotion and advertising of your session
- 30 minutes prior to your symposium you may erect a pull-up style banner immediately outside of your room
- We will send out a generic push notification at a strategic time in respect of the industry symposia taking place that day
- You will be allowed to hand out invitations and promote your symposium from your exhibition stand throughout the meeting

Post-event:

- Thank you email sent to all delegates acknowledging your industry symposia

EndoVillage Supporter

FEE: £12,500 +VAT

As part of the BSG's commitment to assist with the continued development and training needs of the UK's gastroenterologists and endoscopists, and following its popularity at BSG LIVE'23, we will once again run EndoVillage, this year across three days from Tuesday to Thursday.

The EndoVillage will be located in the Hall 3 at the ICC Birmingham.

Participants will be able to book one-to-one training sessions when registering or during the meeting itself.

EndoVillage Supporter Benefits

- Hands-on opportunities to teach participants how to use your equipment
- Opportunity to brand your station:
 - You can book graphics for the partition walls of your station and/or:
 - Bring one 2m x 1m pull up banner
 - Provide 1x tablecloth for the station
- Promotion on the BSG LIVE'24 website and app
- Each station will be 4m x 2m
- EndoVillage stations are not exhibition stands. EndoVillage is a location for training, not commercial promotion
- Commercial reps from your company can at times be present if appropriate but generally speaking they should be located on your exhibition stand
- Exhibition must be booked separately in addition to your EndoVillage Supporter package
- Please note that the package does not include any registrations – these must also be purchased separately

Regulatory Considerations

The goal of the BSG and industry is to develop a collaborative approach leading to the improvement of patient outcomes.

General Statement

The BSG expects all industry sponsors and exhibitors to respect the educational spirit of our conferences and meetings.

We encourage companies with products, services and innovations aligned to GI and hepatology care and management to be part of our scientific and educational activities.

Industry regulations for sponsors and exhibitors

- For information and guidance on regulations and legislation involving the support of 3rd party (medical society) activities, the Codes of Practice issued by respective regulatory organisations and the National Ministry of Health should be followed. Industry are responsible in all situations for ensuring that their promotion relating to BSG LIVE'24 is legal and ethical in the United Kingdom
- The BSG assumes no responsibility for industry non-compliance with industry regulations or legislation standards.
- Industry agrees to indemnify the BSG against any third-party claim, damage, or loss originating from any infringement of industry legislation or regulation requirements, including, but not limited to, infringement of industry legislation or regulation requirements
- If you believe any industry activities do not align to Industry Codes, please advise our team as soon as possible

Satellite Events

- During the live congress days, we ask that any satellite events i.e. drink receptions, dinners, luncheons, be communicated to and approved by the BSG
- When organising any satellite event, it is expressly forbidden for organisations to reference the BSG, use the BSG logo, or present as part of the BSG congress unless this has been approved by the BSG

BSG LIVE'24 Industry Partnership & Exhibition Booking Form

In order to attend BSG LIVE, industry organisations must book an exhibition stand. It is not possible for industry representatives to attend BSG LIVE without booking an exhibition stand

EXHIBITION	INDICATE NUMBER OF SQUARE METRES	INDICATE TOTAL PRICE	SELECT
Space Only @ £825 per sqm (minimum 12sqm)			
Shell Scheme @ £880 per sqm (minimum 4sqm)			

While we do our best to accommodate all applications for exhibition space at BSG Live, there are times when we may not be able to fulfil all requests due to the high demand. To increase your chances of acceptance, please specify your 1st, 2nd, and 3rd choice positions (subject to availability on the floor plan). It can take up to a month or more for the Exhibition Management team to assign your position. If your preferred positions are not available, you may need to resubmit your requests. Thank you for your understanding and support during the position allocation process. Starting from 2025, BSG LIVE will be hosted in larger venues to alleviate exhibition space constraints.

Please note that the BSG reserves the right to refuse industry participation due to reasons including (but not limited to) compliance, payment terms and best practice. Industry are expected to operate within professional parameters when dealing with our staff and authorised representatives. Any complaints regarding this policy can be made in writing in the first instance to the Sponsorship & Exhibition Sales Director, on bsg.partnerships@tiflodestar.com

*Requests will be noted but not guaranteed.

Exhibition Position Priority Booking System

Exhibition Space at BSG LIVE is limited, and we anticipate high demand. To enhance your chances of securing a position, please return your fully completed booking form as early as possible. Position allocation will commence in mid-January 2024. Companies will be assigned space based on the priority criteria below. You may wish to consider booking the BSG Partner Package, EndoVillage Supporter Package, Symposia Slot, or a larger booth size (24sqm and above) to elevate your priority level.

1st Oct - 31st Dec 2023	BSG Partners
1st Jan - 31st Jan 2024	BSG Partners, EndoVillage Supporters and symposia hosts
1st Feb - 31st Mar 2024	Above plus previous BSG LIVE exhibitors
1st Apr - 7th Jun 2024	Above plus rest of industry / new exhibitors

Exhibition Booking Deadline: Friday 17th May

STAND POSITION (SUBJECT TO FLOOR PLAN AVAILABILITY)	INDICATE STAND NUMBER
1st Choice	
2nd Choice	
3rd Choice	
Preference Hall 3 / Hall 4 / Hall 1 Foyer Corridor	
Please add any other comments regarding exhibition space position or requirements [Requests will be noted but not guaranteed]	

		PRICE + VAT	
BSG PARTNER PACKAGE		£40,000	
INDUSTRY SYMPOSIA*	TIMING*	PRICE	ENTER ORDER OF PREFERENCE 1 THRU 10
Morning Symposia 30 mins (2 available)	Wednesday	£15,000	
Morning Symposia 30 mins (2 available)	Thursday	£10,000	
Lunchtime Symposia 40 mins (2 available)	Tuesday	£25,000	
Lunchtime Symposia 40 mins (2 available)	Wednesday	£25,000	
Lunchtime Symposia 40 mins (2 available)	Thursday	£15,000	
Coffee Break Symposium 20 mins (2 available)	Tuesday Morning	£10,000	
Coffee Break Symposium 20 mins (2 available)	Tuesday Afternoon	£10,000	
Coffee Break Symposium 20 mins (2 available)	Wednesday Morning	£10,000	
Coffee Break Symposium 30 mins (2 available)	Wednesday Afternoon	£15,000	
Evening Symposia 40 mins (2 available)	Tuesday	£15,000	

*Please note that there is a high demand for Industry Symposia at BSG LIVE. In order to optimise your application being accepted, please indicate a minimum of five preferred Symposia Slots (ideally ten). These will be allocated in late January 2024. Your patience with the application process is appreciated.

PLEASE TICK HERE IF YOU WOULD LIKE US TO QUOTE FOR FILMING OF YOUR INDUSTRY SYMPOSIUM:

Passes - Mandatory section*

Complimentary: Shell Scheme - ONE per 6sqm; Space Only - TWO per 6sqm	Please state # of comps applicable
Payable 4 Day Stand Pass: (No access to scientific content)	Please state # of chargeable passes @ £200 + VAT each
4 Day Industry Delegate Registration: (Includes access to scientific content)	Please state # of chargeable registrations @ £750 + VAT each

*In order to assist with the event planning process The BSG encourages specifying the required number of passes during the booking process. If this isn't possible, additional passes can be added until the strict deadline of May 17th. By signing the booking form, you agree to confirm the number of stand passes and industry delegate registrations by this deadline.

Complimentary Exhibitor pass allowance

SPACE ONLY	PASSES	SHELL SCHEME	PASSES
54sqm	18	18-20sqm	3
48sqm	16	12sqm	2
36sqm	12	9sqm	1
30sqm	10	6sqm	1
25sqm	8	4sqm	1
18sqm	6	Charity 4sqm	1
9sqm	3		
ENDOVILLAGE SUPPORTER PACKAGE			£12,500

Please note the EndoVillage Supporter package is NOT an exhibition package, and does not include any stand passes or delegate registrations.

Important: Payment terms

*This is a proforma booking form - you will be issued with a formal contract for signature. However by signing the proforma booking form you agree to our payment terms which are: **Payment within 30 days of issuing of contract or by the payment deadline of 7th June 2024, whichever is the earliest.**

In exceptional circumstances if a major corporation has payment terms longer than 30 days exceptions might be approved (or denied) if an application is made to the Operations Director. However, there are NO exceptions to the 7th June 2024 payment deadline and, if your company cannot meet this, please do not apply to exhibit at BSG LIVE.

Company Legal Name	
Name to appear on Exhibitor List / Nameboard	
Company Registered Address	
Postcode	
VAT Number	
Name of Signatory	
Signature	
Date	

ANY ADDITIONAL DETAILS:

BSG
LIVE'24
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**Please contact us should you wish to
participate in BSG LIVE'24:**

Billy Fahey

Sponsorship & Exhibition Sales Director

bsg.partnerships@tfilodestar.com

Jude Cosway

BSG Strategic Partnerships Consultant

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