



SPONSORSHIP & EXHIBITION OPPORTUNITIES

acdm 21 

Edinburgh

7th-9th March

Sponsorship, Exhibition & Advertising Opportunities

The 2021 ACDM Annual Conference (ACDM21) will be held at the Sheraton Grand Hotel, Edinburgh from the 7th-9th March 2021.

ACDM21 offers a full two day programme of expert speakers, specialist panels, workshops and debates which will focus on the current topics in the field of clinical data management. ACDM21 will enable sponsors and exhibitors to maximise their exposure and opportunities at what is always a rewarding and vibrant event. Delegates range from those starting out in their careers as data managers to international group directors and they come from all sectors including pharma, biotech, CROs, technology companies as well as academic and healthcare providers,

Despite the increasing threat of COVID-19 ACDM20 was one of the most productive and memorable ACDM conferences in recent memory. This was made possible by the innovative use of a mix of virtual and in person presentations, responsive panel discussions and pro-active sponsors and exhibitors. Sponsors and exhibitors were at the centre of the unique atmosphere and success of ACDM20 and we are sure they will play an integral role in ACDM21. Sponsorship opportunities for ACDM20 were quickly oversubscribed and as a result the ACDM Board are delighted to offer additional sponsorship opportunities for ACDM21. These opportunities are offered on a first-come-first-served basis and full details of how to get involved are listed below.

| Opportunity | Number Available | Price (excl VAT) |
|---|------------------|------------------|
| Premier Sponsor | 6 | £1,750 |
| Conference Dinner & Networking Sponsor* | 1 | £2,250 |
| Communications & Social Media Sponsor* | 1 | £2,000 |
| Interactive Sponsor* | 1 | £2,000 |
| Photography Sponsor* | 1 | £2,000 |
| Awards Sponsor | 1 | £1,250 |
| Lanyards Sponsor | 1 | £1,000 |
| Pen & Notebook Sponsor | 1 | £250 |
| Exhibition Stand | 30 | £995 |
| Demonstration Hour | 2 | £1,000 |
| Delegate Guide Advert | 10 | £150-£200 |

*includes being a Premier Sponsor

Premier Sponsors

Premier Sponsors will benefit from the support of our specialist conference team. Excellent exposure for Premier Sponsors will underpin our marketing and communications for ACDM21 and will ensure sponsors and exhibitors will have every opportunity to reach and connect with a relevant audience in the build-up to the event. From the moment you come onboard as an ACDM21 Premier Sponsor your organisations logo, profile and website link will be included on our dedicated Conference Website. ACDM21 will provide plenty of opportunities for Premier Sponsors to promote brand awareness on all event material including signage, staging and screens as well as on take-home pieces such as delegate guides and bags. Premier Sponsors benefit from:

- # Organisation logo displayed on electronic and printed materials and labelled as Premier Sponsor (e.g. Delegate Guide, Conference Website, signage, delegate bags)
- # Organisation logo displayed at the front of the main conference room throughout the event
- # Full page full colour advert in the Delegate Guide
- # Logo, description and web link to your organisation from our Conference Website
- # Opportunity to display a roller banner at a highly visible location within the venue

Price: £1,750 (a total of 6 Premier Sponsor opportunities are available)



Conference Dinner & Networking Sponsor

Networking is embedded in the culture of ACDM Conferences, and the city of Edinburgh and the Sheraton Grand Hotel will provide the perfect backdrop to our Monday evening Conference Dinner. The Conference Dinner & Networking Sponsor will receive the support of the conference and social media team leading up to the event and full visibility will be given for the duration of ACDM21. Benefits also include:

- # Recognition and benefits of a Premier Sponsor
- # Additional exposure on the Conference Website, social media and Delegate Guide as Conference Dinner & Networking Sponsor with the sponsor logo included in the description of the 'Conference Dinner'
- # Sponsor logo included on the dinner tables in the form of 'table talkers' which can include an advert for the Sponsor Company
- # Exclusive social media postings
- # Opportunity to place a give-away/gift at each place setting at the Conference Dinner
- # Branded 'table talkers' to be displayed on the coffee/lunch stations on both days of the event
- # Opportunity for a representative from the sponsor to be invited on stage to welcome people to the Conference Dinner and also to be part of the Awards Presentation
- # Opportunity to be part of/sponsor for the Sunday Evening informal networking
- # Opportunity for a larger exhibition stand space if booking an exhibitor stand for ACDM21

Price: £2,250 (only 1 sponsorship opportunity available for this)

Communications & Social Media Sponsor

This Premier Sponsor will benefit from a large amount of high quality exposure in the run up to ACDM21. The Communications Sponsor logo and website link will be embedded on our Conference Website Home Page slider and all our marketing and event communications will feature a banner advert for the Communications Sponsor. Outstanding visibility at ACDM21 itself is part of the Communications & Social Media Sponsor package. Benefits also include:

- # Referenced as Communications Sponsor on conference mailings and social media
- # Banner advert on the footer of main conference mailings
- # Logo included in the sliding graphic on the home page of Conference Website
- # Full colour 2 page centre spread advert in the Delegate Guide
- # Place up to 3 roller banners around the venue advertising your organisation

Price: £2,000 (only 1 sponsorship opportunity available for this)

Interactive Sponsor

Building on the innovation of the interactive sessions at ACDM20 interactivity will form an integral part of ACDM21. Polling, voting, word clouds, online Q&As and upvoting Q&As will be encouraged throughout the programme to ensure a fully connected audience and collaborative event. As well as the benefits of being a Premier Sponsor the Interactive Sponsor will get:

- # Recognition and benefits of a Premier Sponsor
- # On screen branding of every interactive activity
- # On device branding which will show the logo when a delegate accesses the systems
- # Delegate Guide branding to provide instructions to access the system
- # Conference Dinner use of the technology

Price: £2,000 (only 1 sponsorship opportunity available for this)

Photography Sponsor

The photographs taken by our Professional Photographer throughout the event are seen by thousands of people. The sponsor of the ACDM21 Photography will benefit from the following:

- # Recognition and benefits of a Premier Sponsor
- # Organisation watermark on the photographs posted online and on social media from ACDM21
- # Sponsor logo included in marketing materials and Delegate Guide
- # Opportunity to have a photo session with your exhibition stand and stand personnel during the event (an exhibition stand is not included in the price of this sponsorship)
- # Opportunity to hold "profile shot" sessions on your exhibition stand at times throughout the event. This is a very effective way to get delegates to visit your stand in order for them to have a professional profile shot taken. The profile shots will be sent to the delegate after the event for their use on social media, company websites etc.

Price: £2,000 (only 1 sponsorship opportunity available for this)

Awards Sponsor

Since their introduction at ACDM19 the ACDM Annual Awards have quickly become an integral part of the ACDM calendar. Recognising the innovation and dedication of those working in the field of Clinical Data Management the Awards Ceremony at the Conference Dinner will be at the centre of ACDM21. The Sponsor of the Awards will enjoy the following benefits:

- # The Awards will be referred to as the ACDM 2021 Awards Sponsored by Sponsor Name
- # Sponsor logo being shown alongside the online nominations form
- # Sponsor logo being included on the actual physical award
- # Social media posts and website pages tagging and referring to the sponsor
- # Sponsor will be included in the Awards Ceremony at ACDM21 to present the awards
- # Sponsor can choose to provide an additional prize

Price: £1,250 (only 1 sponsorship opportunity available for this)

Lanyard Sponsor

Lanyards give a great opportunity to promote your organisation at ACDM21. With up to 200 people wearing the lanyards the exposure of the brand is comprehensive both on the day, in photographs and on social media posts. Lanyards must be provided by your organisation (at your cost) to us no more than 4 weeks prior to the event.

Price: £1,000 (only 1 sponsorship opportunity available for this)

Pen & Notebook Sponsor

Each delegate will receive a notebook in their delegate bag for ACDM21. The Pen and Notebook Sponsor provides their own branded pens and notebooks for inclusion in the delegate bags. Sponsorship provides the opportunity to have the book included in the bags but does not include the provision of the pens and notebooks. The Pen & Notebook Sponsor is required to provide the Conference Organisers with the requested number of pens and notebooks no less than 4 weeks prior to the event.

Price: £250 (only 1 sponsorship opportunity available for this)

Exhibition Stands

Exhibiting at ACDM21 is an excellent way of meeting potential customers and raising brand awareness. Each exhibitor obtains the following benefits:

- # Exhibition space to accommodate a stand up to 3m wide by 2m high. Table, 2 chairs and electricity supply provided
- # The price includes the attendance of 1 person from your organisation (does not include accommodation or attendance at the Conference Dinner)
- # Logo and company details added to the Conference Website and printed Delegate Guide

Price per stand: £995

Stand Personnel Pricing:

1 Night Exhibitor Package (B&B 8th March, daytime attendance, Conference Dinner): **£535**

2 Nights Exhibitor Package (B&B 7th & 8th March, daytime attendance, Conference Dinner): **£695**

Daytime attendance: **£350**

B&B: **£160 per night**

Conference Dinner: **£65**

Upgrade the included stand person (a single stand person with daytime attendance only is included in the price of the stand) to:

1 Night Exhibitor Package: **£225**

2 Nights Exhibitor Package: **£385**

A maximum of 2 stand personnel per Exhibitor Stand can take advantage of this discounted exhibitor personnel pricing. Additional people must register as delegates for the conference.



Demonstration Hour

Proving a great success at its inception at ACDM20, Demonstration Hour provides an opportunity for your organisation to connect directly with industry professionals and showcase any of aspect of your work. You could take the opportunity to present your latest software or showcase a recent project. The choice is yours.

Adjoining the main programme, this unique session will be fully supported by our conference team who will work with you to invite delegates and promote the session. Additional costs, e.g. drinks, AV, will be passed to you at cost price.

Price: £1,000 (excluding additional costs e.g. drinks, AV)

Advertising in the Delegate Guide

In a world where the focus is on digital outputs, our printed, full colour and bound Delegate Guide provides a high quality tangible resource for all attending ACDM21. Our guide contains the Conference Programme, Speaker Biographies, and full Exhibitor and Sponsor details. All adverts in the guide are in full colour A4 format.

Price:

Inside front cover: £200 | Rear cover: £200 | Main body advert: £150





To book your sponsorship & exhibition opportunities

www.acdmconference.org