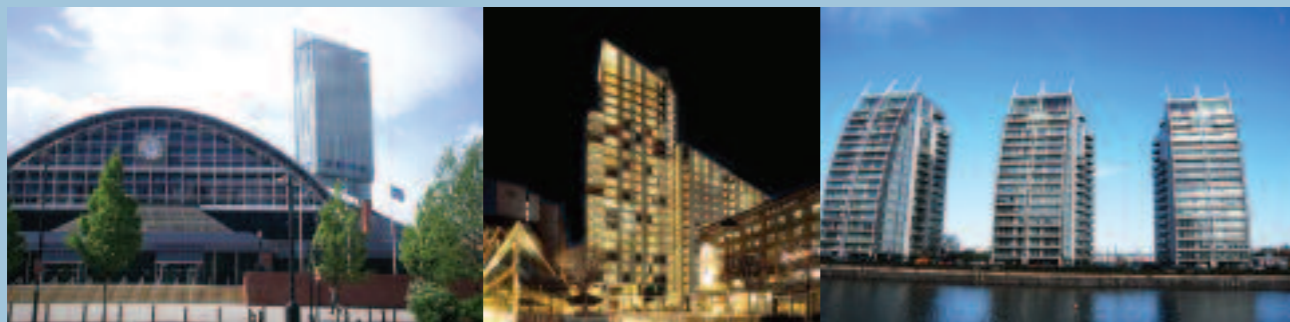




# PSI Annual Conference | 10



**PSI Conference 2010**  
**16th-19th May 2010**  
**Midland Hotel, Manchester**

## **Sponsorship Options**

**The 2010 PSI conference will be taking place in Manchester. The conference is highly regarded as the principal annual event for statisticians in the pharmaceutical industry in the UK.**

By sponsoring or exhibiting at the conference, you will have the opportunity to promote your product or service to around 200 delegates who are key industry representatives from across the UK and Europe. Regular attendees at our conference include senior managers and influential decision-makers from all major pharmaceutical companies and CROs in the UK and Europe. As ever, we anticipate attracting a good cross-section of younger statisticians, keen to learn and progress within the industry.

There are a number of ways in which you can become involved. If you're looking for broad exposure, platinum sponsorship is the ideal way to ensure delegates are constantly aware of your brand. This year sees several new sponsorship options for the PSI conference including wireless internet/key wallet sponsorship and student place sponsorship.

Spaces in the busy exhibition area are always keenly sought-after with coffee breaks and lunches taking place in the same area to give you maximum interaction with delegates.

Full details about the topics covered during the conference will be available on the PSI website ([www.psiweb.org](http://www.psiweb.org)) in due course.

## **Advertising**

PSI provides a monthly mailing to all its members and a quarterly magazine. Advertising space is available in both. For more information, contact Jenny Butterworth by email: [admin@psiweb.org](mailto:admin@psiweb.org).



**PSI Conference 2010**  
**PSI 33rd Annual Conference**  
**16th-19th May 2010**  
**Midland Hotel, Manchester, England**

**SPONSORSHIP  
& EXHIBITION**



# PSI Annual Conference | 10

PSI Conference 2010  
PSI 33rd Annual Conference  
16th-19th May 2010  
Midland Hotel, Manchester, England

# SPONSORSHIP & EXHIBITION

## Platinum (€4950 + VAT)

(or €3950 + VAT without Exhibition Stand)

- Your company logo on the front of the conference folder
- Free exhibition stand/display throughout conference, including exhibitor passes for up to two stand members (dinner, bed and breakfast costs are additional)
- Signage on conference reception desk
- Your corporate logo shown at the start and end of the main conference sessions
- Free conference folder insert (which can include job vacancies)
- Your company name in the conference section of the PSI website together with a link to your company's website
- One free delegate place throughout conference (including accommodation)

## Delegate Bag & Lanyards (€2500 + VAT)

A bag will be given to each delegate with information about the conference.

- Your company logo on the front of the conference bag (alongside platinum sponsor logo)
- Your company logo on the lanyard holding the delegate badge
- Free conference folder insert (which can include job vacancies)
- Your company name in the conference section of the PSI website together with a link to your company's website

## Wireless Internet & Key Wallets (€2000 + VAT)

Help delegates keep in touch with work and the outside world throughout the conference.

- Your logo on the room key wallet given to delegates when they check in.
- This wallet will also display one 24hr wireless internet code to help delegates keep in touch with work and the outside world whilst at the conference.
- Free conference folder insert (which can include job vacancies)
- Your company name in the conference section of the PSI website together with a link to your company's website

## Gala Dinner (€2000 + VAT)

The conference gala dinner on the tuesday evening is an excellent opportunity for networking and celebrating the conference,

- Your corporate information displayed on the night of the dinner
- Logo on menu at dinner
- Two free passes for the gala dinner
- Your company name in the conference section of the PSI website together with a link to your company's website

## Old Trafford (€2000 + VAT)

The Monday evening dinner will be held at the prestigious Old Trafford football ground.

- Your corporate information displayed on the night of the dinner
- Logo on menu at dinner
- Two free passes for the Tuesday evening dinner
- Your company name in the conference section of the PSI website together with a link to your company's website

## Gold (€1500 + VAT)

- Signage at conference reception desk
- Free conference folder insert (which can include job vacancies)
- Your company name in the conference section of the PSI website together with a link to your company's website
- Your corporate logo shown at the start and end of the main conference sessions
- Gold sponsors' page in conference programme with company name and logo

## Welcome Reception (€1500 + VAT)

On Sunday evening there will be a reception with a buffet dinner for all delegates to welcome them to the conference. Help get the conference off to a great start.

- Your company's logo on free drinks vouchers to be distributed to all delegates
- Space to display your corporate information during the welcome reception
- Two free passes to reception and Sunday evening buffet dinner
- Your company name in the conference section of the PSI website together with a link to your company's website

## PSI Student Places (€1500 + VAT)

For the first time this year, PSI will be inviting students to attend the conference for the day on Tuesday 18th May.

- Your company logo displayed on promotional details sent to participating academic institutions and students.
- Acknowledgment in the PSI conference brochure.
- Your company name in the conference section of the PSI website together with a link to your company's website.
- Your logo displayed at the start and end of sessions on the Tuesday 18th May
- Free conference folder insert (which can include job vacancies)

## Poster Prizes (€1500 + VAT)

- €1000 for poster prizes (4x €250)
- Your corporate logo displayed at the conference poster session
- Acknowledgment in the PSI conference brochure
- Your company name in the conference section of the PSI website together with a link to your company's website

## Conference Signage (€700 + VAT)

- Your company logo displayed on conference signage directing delegates around the hotel

## Folder Insert (€650 + VAT)

- Your promotional material (which can include job vacancies) inserted into the conference folder.

## PSI Annual General Meeting (€600 + VAT)

This year the PSI AGM will be held on the Monday afternoon. Refreshments will be provided.

- Your signage displayed at the meeting, and on screen before and after the AGM
- Your company name in the conference section of the PSI website together with a link to your company's website

## Feedback forms (€500 + VAT)

- Your company logo printed on the conference feedback forms which are handed to every delegate
- Sponsorship of the prize presented to the winner of the feedback form prize draw

## Promotional Items (€500 + VAT)

Advertise your company to delegates by including a promotional item in the delegate bag.

- Your choice of promotional gift to be included in the delegate bag (please check with Executive Office when booking to ensure that your gift has not be duplicated by another sponsor)
- It is the sponsor's responsibility to provide promotional items to be included.
- Acknowledgment in the PSI conference brochure
- Your company name in the conference section of the PSI website together with a link to your company's website

## Stationery Pack (€500 + VAT)

- Your company branded notepads and pens provided to every delegate in the delegate pack

## Student Invitations (€500 + VAT)

This year, companies will be offered the opportunity to purchase student invites for any students they would like to invite to the Tuesday sessions.

- 5 student place invites to be allocated to students of your choice
- Student pass includes conference and exhibition pass, refreshments and lunch for Tuesday
- Accommodation and dinner must be booked separately if required.

## Golf (€300 + VAT)

The PSI Open over the years has proved to be a popular tournament amongst the golfers of the organisation.

- Your company logo on all PSI Open flyers and PSI Open document
- Your company name in the conference section of the PSI website together with a link to your company's website

## EXHIBITION SPACE

Stands are offered for two days on the Monday and Tuesday of the conference, at a rate of €1750\* for two days.

The exhibition will be held in a prime location within the PSI conference area at the Midland Hotel, close to the main conference room. The poster session, refreshment breaks and lunches will also be served in the exhibition area.

Set-up will be possible on the Sunday evening or Monday morning but must be completed by 9am on Monday 17th May. All stands must be dismantled directly **after and not before** the afternoon tea break on Tuesday 18th and the area totally cleared by that evening.

\*This price include two exhibitor passes for two days. Dinner, bed & breakfast costs are additional. Companies must provide their own public liability insurance. All exhibitors must complete a delegate registration form – we will advise of the process when we confirm your exhibition stand.

**For any queries contact Jenny Butterworth  
by email: [psiconference@kingstonsmith.co.uk](mailto:psiconference@kingstonsmith.co.uk)  
or by phone on 01625 267882.**