



# PSI 2019 PSI Conference

QEII Centre, London

Sponsorship and Exhibition Opportunities

**Data driven decision making  
in medical research**

2 - 5 June 2019





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# Who are PSI?

## Profile

PSI is a member organisation dedicated to leading scientific discourse amongst and promoting best practice for biostatisticians. Founded in 1977 for pharmaceutical statisticians, members now span statisticians and statistical programmers working in all areas of drug development and healthcare, including research, pre-clinical, production, quality control, health technology assessment, marketing, market research, academia and consultancy. As a non-profit organisation run by and for members, PSI delivers unrivalled support to its members throughout their careers, from education through to retirement. It continues to grow and evolve in order to lead and promote statistical thinking within all areas of the industry and healthcare. PSI delivers timely and relevant opportunities, support and resources including training, networking events, online meetings, specialist groups and committees, plus the renowned Pharmaceutical Statistics journal and the annual conference. Its aim is to inspire statisticians in healthcare to connect, learn and advance so that all members are best placed to continue to serve the needs of this ever-changing and stimulating industry.

## The PSI Conference

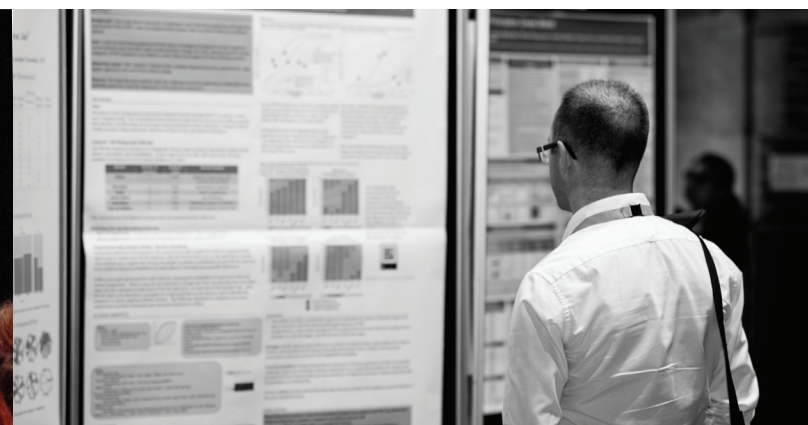
Regarded as the principal annual event for statisticians in the pharmaceutical industry, the 2019 PSI Conference will be taking place at the QEII in London. This will be the 42nd consecutive annual PSI event. The conference is held over a three day period and made up of plenary sessions, parallel sessions, a poster display and the annual general meeting. Breaks (coffee and lunch) taken throughout the day are located within the exhibition area permitting maximum exhibitor exposure to all delegates.

## Sponsorship

Within this brochure, you will find many opportunities to sponsor the 2019 PSI Conference. These are not exhaustive and we would welcome additional creative suggestions. Please note that sponsorship options include your company name in the conference section of the PSI website from the point of sponsorship together with a link to your company's website.

## Exhibition

The exhibition will be held within the conference area. Space will be allocated on a first-come first-served basis. Set-up will be possible during Sunday 2 June. All stands must be dismantled directly on Wednesday 5 June and the area totally cleared by 15:00. The price includes two exhibitor passes for the three conference days which gain access to the exhibition area only, and includes two tickets to the Gala Dinner. If you would like to upgrade the pass to a full delegate place it is only an additional £370 per person. Dinner, bed and breakfast costs are additional. Additional exhibitor passes can be purchased for £540 at the Early Bird fee, or £600 at the full fee rate. Exhibiting companies must provide their own public liability insurance.





# Group Registrations

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For the 2019 PSI conference the following group booking discounts will be available.

## 2019 PSI Conference - Group Registration Discount

Total Number of Full Conference Registrations	Full & Early Bird Registrations – Discount %
≥10	15
≥20	20
≥30	25

Please note that the group booking discount will only apply to full conference registrations, and does not include day delegate registrations.

Please note that we are unable to provide a discount code to be used in the registration site, therefore a rebate for the total discount of the group booking will be provided after the conference.





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The exhibition will take place in the Cambridge and Windsor rooms located on the fifth floor of the QEII, alongside the Poster board area. Tea, coffee and lunch will be served within the exhibition area.

All sponsors and exhibitors will be acknowledged on the PSI website, and all sponsor logos and profiles will be included within the conference app.

## Gala Dinner Sponsorship

**(£8,000 + VAT) - EXCLUSIVE**

- Ten Gala Dinner tickets included. Alternatively, two Gala Dinner tickets included and five job adverts to be included on PSI website and monthly recruitment email
- Opportunity for company to provide an opening welcome at the Gala Dinner
- Logo on Gala Dinner Menu
- Company sponsorship promoted within the mobile app
- The opportunity to distribute a flyer in the conference bags

## Gold Sponsorship

**(£5,500 + VAT) - LIMITED TO FOUR EXHIBITORS**

- Priority placement of exhibition stand (5 x 2m) ensuring excellent footfall. Exhibitor chooses from one of four floorplan locations reserved for Gold Exhibitors
- Your company logo prominently projected at the start/end of the plenary sessions
- Logo representation on the PSI website and mobile app as a gold conference sponsor
- The opportunity to distribute a flyer in the conference bags
- Two complimentary exhibitor passes including two Gala Dinner tickets
- Access to reserved conference room for private meetings with clients (subject to availability)

## Exhibition Stand

**(£4,000 + VAT)**

- Single (3 x 2m) stand space in the exhibition area
- Table, two chairs and power supply
- Two complimentary exhibitor passes and Gala Evening tickets included





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## Conference App

(£4,000 + VAT) - **SOLD**

- The Conference App will provide a detailed and interactive programme for the conference (Over 570 downloads for PSI 2018!)
- Sponsoring company to be promoted to all PSI members via eNews and in the spring edition of SPIN (over 900 PSI Members)
- Sponsoring company to have a dedicated page within the app, exclusive brand presence on the loading page and company branding throughout the app
- Promotion of brand through sponsored posts and push notifications, exclusive to app sponsor
- Sponsoring company to be promoted on the PSI website, on the Conference Planner and via PSI's social media
- Sponsoring company to provide a promotional company video that will be linked via the app and PSI website
- The app is supported by both iOS and Android devices

## Poster Session

(£6,500 + VAT) - **EXCLUSIVE**

- £1,000 goes towards poster prizes (4x £250)
- Your company logo prominently displayed during the 1 hour "Gone in 60 seconds (Poster Review)" session. As the session gives an overview of all posters, it provides the perfect opportunity for a sponsor to be connected with the latest advancements in the industry in a fun and energetic atmosphere.
- Company logo displayed on the conference poster session signage
- Logo representation on the PSI website and mobile app as poster session sponsor
- Opportunity to distribute flyers in conference bags

## Lanyards

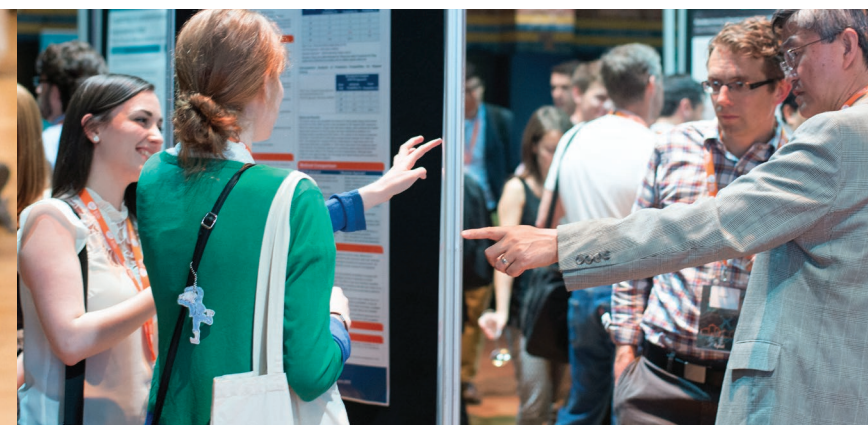
(£5,500 + VAT) received by each delegate - **EXCLUSIVE**

- Company logo on the delegate badge lanyard, worn by every delegate for conference access
- Logo representation on the PSI website and mobile app as lanyard sponsor
- Opportunity to distribute flyers in conference bags

## Delegate Bag

(£5,000 + VAT) - **EXCLUSIVE - SOLD**

- Company logo on the front of the conference bag
- Logo representation on the PSI website and mobile app as delegate bag sponsor
- Opportunity to distribute flyers in conference bags





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## Pillar Wraps

(£4,500 + VAT)

- Wrapping of four pillars within conference exhibiton space to include the sponsor logo
- Sponsor can choose which pillars to have wrapped in order to maximise brand visibility for the duration of the conference

## Glass Signage

(£500 + VAT, per 1m<sup>2</sup> signage)

- Signage on the glass bannister outside of the main plenary room
- The signage is customisable to the sponsor's design
- Minimum size of 1m<sup>2</sup>

## Corporate Logo Flags

(£3,600 + VAT) - EXCLUSIVE - **SOLD**

- Six branded flags outside the QEII Centre for the duration of the conference; with Westminster Abbey across the road and Parliament Square nearby, this is an excellent branding opportunity with a lot of visibility
- The production cost of the flags are included

## Video Wall Rolling Presentation

(£600 + VAT per day)

- Shared facility on 30 second loop of sponsor supplied static content on video wall
- Video wall is located in the main entrance of the QEII Centre





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## Sunday Evening Welcome Reception

(£2,500 + VAT)

- Opportunity to host a casual off-site exclusive event for your company
- Company logo on signage at the entrance to the venue and within the event space
- Company sponsorship promoted within the App
- Logo representation on the PSI website as a conference sponsor
- Drinks and dinner package available at extra cost

## Monday Off-site Networking and Social Event

(£2,500 + VAT) - **SOLD**

- Opportunity to host a casual off-site exclusive event for your company
- Company logo on signage at the entrance to the venue
- Company sponsorship promoted within the app and logo representation on the PSI website as a conference sponsor
- Drinks and dinner package is available at an extra cost

## Delegate Bag Insert

(£800 + VAT)

- Promotional material (sponsor supplied) inserted into the delegate bag

## Giveaway Item

(e.g. t-shirt, pen or cap – to be supplied by the sponsor)  
(£800 + VAT)

- Promotional item (sponsor supplied) inserted into the delegate bag



# Sponsorship Payment & Deposits

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All sponsorship items are listed in GBP. A deposit will be taken for each sponsorship item at the time of booking with the balance to be paid by 1st March 2019. Sponsorship items bought after this date must be paid in full at the time of booking.

To discuss the sponsorship and exhibition opportunities listed within this prospectus please contact:

Chris Watton at [psi@wattonhall.com](mailto:psi@wattonhall.com)  
or Alexander Currie at [alexander.8.currie@gsk.com](mailto:alexander.8.currie@gsk.com)

For general conference queries please contact the conference organisers at the following address:

**2019 PSI Conference Organising Team**  
**Durford Mill**  
**Petersfield**  
**Hampshire**  
**GU31 5AZ**

**Tel: +44 (0) 1730 715237**  
**Email: [PSI2019conference@mci-group.com](mailto:PSI2019conference@mci-group.com)**



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



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