



# HRC2011

**2nd - 5th October 2011**

Hilton Birmingham Metropole Hotel, Birmingham, UK

Education  
Technology  
Diversity  
[www.heartrhythmcongress.com](http://www.heartrhythmcongress.com)

## HRC 2011 – SPONSORSHIP PACKAGES

All package prices are subject to VAT at 20%

### **PLATINUM Package – 5 available – £33,120 + VAT**

- ♥ Large exhibition stand for 3 days (12m x 4m or 8m x 6m)
- ♥ 10 exhibitor/delegate passes
- ♥ 5 tables (seats 10) at the Gala Dinner
- ♥ Insert in delegate pack
- ♥ Logo/link on congress material and web site
- ♥ Option - meeting room for 1 day

### **GOLD Package – 3 available – £26,910 + VAT**

- ♥ Large exhibition stand for 3 days (9m x 4m)
- ♥ 8 exhibitor/delegate passes
- ♥ 4 tables (seats 10) at the Gala Dinner
- ♥ Insert in delegate pack
- ♥ Logo/link on congress material and web site
- ♥ Sponsorship of morning coffee and afternoon tea for 1 day
- ♥ Option – meeting room for 1 day

### **SILVER Package – 5 available – £10,350 + VAT**

- ♥ Exhibition stand for 3 days (4m x 3m)
- ♥ 4 exhibitor/delegate passes
- ♥ 1 table (seats 10) at the Gala Dinner
- ♥ Insert in delegate pack
- ♥ Logo/link on congress material and web site

### **BRONZE Package – 11 available – £4670.50 + VAT**

- ♥ Exhibition stand for 3 days (3m x 3m)
- ♥ 3 exhibitor/delegate passes
- ♥ Logo/link on congress material and web site



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## **TABLE TOP Package – 17 available – £1250 + VAT**

- ♥ Table Top for 3 days
- ♥ 2 exhibitor/delegate passes\*
- ♥ Logo/link on congress material and web site

**\* Additional passes can be purchased from our website –**  
[www.hearhythmcongress.com](http://www.hearhythmcongress.com)

Catering for lunches and all tea/coffee breaks will be in the Exhibition Hall, enabling delegates easy access to exhibition stands.

## **Further Sponsorship Opportunities**

- ♥ Pens – to be supplied by company
- ♥ Notepads – to be supplied by company
- ♥ Delegate Bags – to be supplied by company (must include HRC Logo)
- ♥ Pre-Dinner Drinks at the Congress Gala Dinner
- ♥ Congress Dinner – includes
  - logo on menus
  - advertising material in venue room and on dinner tables
- ♥ Logo on hotel key cards issued to all guests during the course of HRC
- ♥ Advert in the hotel entrance revolving doors for all three days of HRC
- ♥ Sponsorship of the agenda

For further details or to discuss tailoring a package to suit your requirements,  
please contact Melanie Quinlan  
+44 (0) 1789 451822 or [melanie@hearhythmcongress.org.uk](mailto:melanie@hearhythmcongress.org.uk)



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## Exhibition Stand Booking Form

Please complete and return this form immediately to guarantee your preferred stand.  
Email: [Melanie@hearhythmcongress.org.uk](mailto:Melanie@hearhythmcongress.org.uk) / Fax: 01789 450682

### Company Details

Company Name:  
Main Contact Name:  
Job Title:  
Telephone Number:  
Fax Number:  
Email Address:  
Company Address:  
Invoice Address (if different from above)

### Exhibition Stand Package –

**Please note, stands will be allocated on a first come first served basis on receipt of a signed booking form.**

Please reserve the following stand (eg, P1 for Platinum Stand No. 1):

1<sup>st</sup> Choice Stand No:

2<sup>nd</sup> Choice Stand No:

3<sup>rd</sup> Choice Stand No:

In the event that none of the above stands are available we will contact you accordingly.

**Signed:**

**Date:**

### Terms and Conditions

All bookings of exhibition packages, symposia, programme sponsorship packages, promotional sponsorship opportunities, and tickets for social events are administered on a first come, first served basis.

#### Payment Schedule:

The booking of your exhibition/sponsorship package will only be confirmed after receipt of this completed booking form. All bookings will be acknowledged with further particulars and an invoice for the full amount of your package. 50% must be paid within 30 days of receipt, the final 50% must be paid in full by 31<sup>st</sup> July 2011.

Payment should be made in Pounds Sterling

- By cheque or bankers draft on a UK bank made payable to 'Arrhythmia Alliance'
- By bank transfer: for bank details see invoice

In the event of non-payment, exhibitors will not be permitted to set up their stand and will not be featured in the HRC literature. Similarly, any promotional inserts will not be included in the delegate bags.

#### Cancellation Charges:

Notification of exhibition package and/or sponsorship package cancellation must be made in writing and received on or before the following dates:

- **Prior to 30<sup>th</sup> April** – exhibitor/sponsor is refunded all payments less 10% administration fee
- **1<sup>st</sup> May - 30<sup>th</sup> June** – no refunds will be issued on any payments made
- **After 30<sup>th</sup> June** – no refunds will be issued and any outstanding amounts will be invoiced

#### Exhibitor/Sponsor Guidelines:

An exhibitor/sponsor planning any function which is intended to involve meeting delegates during the period of HRC 2011 must notify [Melanie@hearhythmcharity.org.uk](mailto:Melanie@hearhythmcharity.org.uk) / 01789 451822 of its style, timing and size. Any such event is subject to prior agreement of the HRC 2011 Organising Committee.