Diabetes UK
Professional Conference
Sharing knowledge, changing lives
18 to 20 March 2020, SEC Glasgow

Corporate opportunities
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Dear Colleague,

After celebrating another successful year at the Diabetes UK Professional Conference in Liverpool, I’m pleased to share how you can get involved in our event at the Glasgow SEC in March 2020.

We expect to bring together over 3,000 healthcare professionals from across the globe to attend the UK’s largest diabetes meeting, collaborating with a common vision of creating a world where diabetes can do no harm. The conference unites key players in diabetes care, from consultants to nurses and researchers. Here they will network and share their experiences with leading diabetes experts, learn the latest in good practice, hear breaking news on the future of Diabetes UK and discuss exciting new research.

Enclosed in our Corporate Opportunities Pack you’ll find further information on sponsorship, exhibition, satellite symposia and promotional opportunities. These will provide you with the best platform to share your message with thousands of experts, helping to make an impact in tackling this relentless condition.

We could not deliver this without your support and I look forward to welcoming you to Glasgow in 2020.

Chris Askew
Chief Executive, Diabetes UK
About our conference

The Diabetes UK Professional Conference (DUKPC) brings together over 3,000 healthcare professionals from the areas of diabetes research, science, care and support. Together we can share best practice, further our research possibilities and change the lives of people living with diabetes.

Our programme is packed with inspiring speakers who will cover a wide range of topics from the improvements in diabetes care that provide support for today, and research breakthroughs offering hope for the future. Our Exhibition Hall offers an opportunity for all delegates to network with peers and colleagues from across the world, share their experiences and learn from each other.

With more than 4.7 million people living with diabetes and a further 12.3 million people at increased risk of developing Type 2 diabetes there has never been a more important time to come together and help change lives. Join us in Glasgow in March 2020.

Alongside our conference, we are also hosting:

- **Primary Care Course**, Friday, 20 March 2020, is a one-day course aimed at primary care health professionals, providing them with the essentials to help them develop the skills needed to support patients with diabetes.

- **DUKPC: Insider**, Saturday, 21 March 2020, the day after DUKPC, bringing the highlights from the conference straight to those living with diabetes.

Now in its 22nd year, our award-winning DUKPC is the must-attend diabetes conference of the year.

**Themes for 2020 programme**

**Wednesday**: Dietetics, prevention, podiatry, pharmacy, primary care, psychology, inpatient care

**Thursday**: Paediatrics, inpatient care, midwives, psychology, clinical science, basic science

**Friday**: Technology, basic science, therapies

**Venue**

In 2020, the conference is returning to SEC Glasgow.

This award-winning venue has flexible facilities and is situated in a riverside location just minutes from the centre of Scotland’s cultural capital.

It’s supported by a strong transport network, over 7,000 hotel rooms and a range of restaurants, bars and leisure amenities a short distance from the conference.

The venue has a main auditorium capacity of 2,487 and is supported by 34 breakout rooms, as well as providing space for a large exhibition, abstract posters and satellite symposia programme. In-house audio visual (AV), catering teams and business centre services enhance the facilities available for conference delegates and exhibitors.

Your main contact for all DUKPC enquiries is Kate Glenn, Commercial Senior Services Manager. You’ll find her details at the bottom of every page.
Who comes to the conference?

Over 3,200 people attended the 2019 conference in Liverpool.

As we return to Glasgow in 2020, we expect to welcome over 3,100 unique attendees. The conference attracts delegates from a wide range of backgrounds and professions:

- healthcare professionals including nurses, diabetes specialist nurses, general practitioners, dietitians, pharmacists, psychologists, paediatricians and consultants
- representatives of charitable or voluntary organisations
- basic and clinical scientists, including professors and researchers
- representatives from the pharmaceutical industry.

### Delegate professions

- Nurses: 19%
- Consultants: 18%
- Doctors: 10%
- Researchers: 6%
- Students: 5%
- Pharmaceuticals: 4%
- Specialist registrars: 4%
- Dietitians: 4%
- GPs: 4%
- Pharmacists: 2%
- Other professionals*: 9%

*Other professionals include Diabetes Facilitators, Diabetes Network Managers, Junior Doctors, Podiatrists and Ortholists, Psychologists and Psychiatrists

### Attendance by region

- East Midlands: 8%
- East of England: 8%
- Greater London: 15%
- North East: 6%
- North West: 15%
- Northern Ireland: 3%
- Scotland: 5%
- South East: 11%
- South West: 5%
- Wales: 4%
- West Midlands: 4%
- International: 16%

### Delegate professions by care type

- Primary care: 18%
- Specialist care: 42%
- Community care: 4%
- Other: 20%

What delegates say about the DUKPC

94% of delegates would recommend the Diabetes UK Professional Conference to other people.

94% of delegates learned things at the conference that were new to them.

74% of delegates will be changing their practice as a result of something they learned at the conference.

85% value the networking opportunities as delegates are drawn from a wide range of diabetes disciplines.

Delegate

“It was my first ever conference and the whole experience was fantastic. A great opportunity for networking with other professionals.”

“Excellent...it felt good to be there, sharing and learning.”

Exhibitor

“We were able to promote our service and we made some fantastic contacts over the three days.”

Delegate
Thank you

Our annual conference would not be possible without the support of our sponsors and exhibitors. We'd like to thank our 2019 sponsors.
Why should you become a sponsor or exhibitor?

We know that finding the most effective way to reach key decision makers is vital.

The DUKPC provides a variety of ways to help you showcase your company’s offering and to interact with the thousands of experts in diabetes care.

Our conference gives you the opportunity to show your commitment to tackling this relentless condition and position your organisation at the very heart of the diabetes community.

Become a sponsor

Sponsorship of the conference provides a unique and diverse range of branding opportunities that can’t be achieved through exhibition and satellite symposia alone.

We’ve extended the range of packages and sponsorship options for 2020 to meet your needs.

Your organisation will achieve exclusive branding (logo) visibility and exposure, shaped by the package you select. See page 9 for full details.

Showcase new products, developments or research sessions

Satellite symposia, workshops and scientific update sessions add a different dimension to the conference and represent an ideal opportunity to present to a highly engaged audience, forge new contacts and strengthen existing ones.

You can tailor your programme content to meet your needs by attracting a specific target group or by developing a session on a hot topic to attract a broader audience. See page 22 for full details.

Exhibit

The conference includes a three-day exhibition, giving you a daily opportunity to meet with over 3,000 experts across the industry.

The exhibition is an integral part of the conference, where exhibitors provide information and showcase their latest advances in technology, treatment options and services for healthcare professionals.

As an exhibitor, you’ll be able to promote your products or services directly to a broad range of healthcare professionals. Scheduled lunch and refreshment breaks, conference sessions and poster presentations all take place within the Exhibition Hall and provide an excellent way to develop relationships.

Wider opportunities with Diabetes UK

Speak to Kate Glenn to discuss:

1. Corporate partnerships
2. Regional conferences
3. Specialist conferences
4. Employee fundraising activities

84% of delegates rated the exhibition as excellent or good.*
97% of delegates said they visited the exhibition stands.*
97% of delegates said they attended a session in the Arena.*
84% said they visited the poster area.*

Become a sponsor

Partner and sponsor package details

As a **conference partner or sponsor** you’ll be recognised as either a **Platinum**, **Gold**, **Silver**, **Premium Sponsor** or **Sponsor**.

- Choose a Partner package (Platinum, Gold or Silver) or Sponsor package (Premium sponsor or Sponsor).
- Select item(s) from the appropriate tier according to your sponsorship package (see the table below).

As an **Associate Sponsor** you’ll be acknowledged as sponsor of the selected item(s) only.

- Select item(s) for sponsorship from Tier 3 only.

As a **Conference supporter** you’ll be acknowledged as detailed in your specific partnership agreement. Available for organisations working with Diabetes UK; packages individually negotiated. Limited number available with a minimum £2,500 + VAT contract value.

**Notes**

- Long term (three year) and short-term (annual) applications are reviewed on a first-come, first-served basis and we will discuss and finalise your sponsorship package with you
- You’ll need to sign a legal agreement
- If you need an estimate and/or purchase order for invoicing, please indicate this on your application
- If you have a legal agreement that you want us to sign, please indicate this on your application
- All legal agreements must be signed by 31 December 2019.

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<table>
<thead>
<tr>
<th>Sponsorship benefits</th>
<th>Platinum conference partner £60,000 +VAT</th>
<th>Gold conference partner £34,000 +VAT</th>
<th>Silver conference partner £20,000 +VAT</th>
<th>Premium sponsor £12,300 +VAT</th>
<th>Conference sponsor £6,200 +VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>First choice of exhibition stand and sponsored symposia guaranteed</td>
<td>✔</td>
<td></td>
<td></td>
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<tr>
<td>Priority exhibition stand and sponsored symposia allocation (after Platinum sponsor)</td>
<td></td>
<td>✔</td>
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<tr>
<td>Priority exhibition stand and sponsored symposia allocation (after Gold sponsor)</td>
<td></td>
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<td>✔</td>
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<tr>
<td>Priority exhibition stand and sponsored symposia allocation (after Silver sponsor)</td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Tier 1 sponsorship option</td>
<td>2 items</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Tier 2 sponsorship option</td>
<td>2 items</td>
<td>1 item</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Tier 3 sponsorship option</td>
<td></td>
<td></td>
<td>1 item</td>
<td></td>
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<tr>
<td>Other sponsorship option</td>
<td></td>
<td></td>
<td></td>
<td>Primary Care Course or DUKPC: Insider</td>
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<tr>
<td>Delegate list of pre-registered attendees before the event</td>
<td>✔</td>
<td>✔</td>
<td></td>
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<tr>
<td>One free presentation slot in the Demonstration Theatre located within the Exhibition Hall</td>
<td>✔</td>
<td>✔</td>
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</tbody>
</table>
## Become a sponsor

<table>
<thead>
<tr>
<th>Sponsorship benefits</th>
<th>Platinum conference partner</th>
<th>Gold conference partner</th>
<th>Silver conference partner</th>
<th>Premium sponsor</th>
<th>Conference sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary conference delegate badge (valid for duration of conference)</td>
<td>5 badges</td>
<td>3 badges</td>
<td>2 badges</td>
<td>2 badges</td>
<td>1 badge</td>
</tr>
<tr>
<td>Free exhibitor passes (per day)</td>
<td>10 passes</td>
<td>7 passes</td>
<td>5 passes</td>
<td>3 passes</td>
<td>3 passes</td>
</tr>
<tr>
<td>Delegate bag insert</td>
<td>1 insert</td>
<td>1 insert</td>
<td>1 insert</td>
<td></td>
<td></td>
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<tr>
<td>Logo and acknowledgement on sponsor page within conference guide</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Logo and acknowledgement on the DUKPC website</td>
<td></td>
<td></td>
<td></td>
<td>Plus logo on front cover</td>
<td></td>
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<tr>
<td>Logo on all marketing communications sent to over 20,000 potential and confirmed delegates pre-event. To include five preview emails, promotional postcards and flyers. Total impressions 120,000</td>
<td></td>
<td></td>
<td>exclusive</td>
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<tr>
<td>One 20 second tannoy announcement in the Exhibition Hall each day</td>
<td></td>
<td></td>
<td>exclusive</td>
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<tr>
<td>Logo on lecterns within the main conference auditorium and all session rooms</td>
<td></td>
<td></td>
<td>exclusive</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on banners at primary entrance to venue</td>
<td></td>
<td></td>
<td>exclusive</td>
<td></td>
<td></td>
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<tr>
<td>Logo on all directional signage</td>
<td></td>
<td></td>
<td>exclusive</td>
<td></td>
<td></td>
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<tr>
<td>Logo on totems positioned within the venue</td>
<td></td>
<td></td>
<td>exclusive</td>
<td></td>
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<tr>
<td>Logo on acknowledgement slide prior to the six named lectures</td>
<td></td>
<td></td>
<td>exclusive</td>
<td></td>
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<tr>
<td>Bespoke web banner to promote sponsorship on your website. Links to conference homepage</td>
<td></td>
<td></td>
<td>exclusive</td>
<td></td>
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<tr>
<td>Bespoke banner for email signatures to promote exhibiting at the conference</td>
<td></td>
<td></td>
<td>exclusive</td>
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</tr>
<tr>
<td>Free inclusion in the exhibition passport (non-pharmaceuticals only)</td>
<td></td>
<td></td>
<td>exclusive</td>
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</tbody>
</table>
Tier 1 sponsorship options

As Platinum conference partner, you can choose two Tier 1 items.

Abstract book and poster area

An abstract book containing around 500 abstracts presented to the conference will be published as a supplement to Diabetic Medicine. We’ll be producing 1,000 printed copies of the supplement for delegates to collect at the conference. The abstract book will also be available online and via the conference app.

The poster area is a highlight for all delegates keen to stay up to date with new research and innovations. It features over 500 research posters and benefits from several designated seating areas where delegates can network and hold informal meetings.

Sponsorship includes your logo and the acknowledgment ‘Kindly supported by’:

- on the back cover of the abstract book
- on the online version
- on exclusive signage and poster information desk
- next to every poster board.

Registration area

As the registration area sponsor, your company logo will be seen by every delegate and exhibitor as they arrive at the conference. We expect well over 3,100 attendees to come through the registration area over the duration of the conference and many will revisit the area to seek information and advice as the event progresses. The registration area is situated in the entrance to the exhibition, providing strong brand exposure.

Your logo and the acknowledgement ‘Kindly sponsored by’ will be across registration area including kiosks and all registration signage.
Tier 1 sponsorship options

Delegate lunch and refreshments

Every conference attendee receives four lunch vouchers per day in their delegate bags at the start of the conference, which can be redeemed at the catering stations located within the exhibition. For the sponsor, this represents up to 37,200 opportunities to see your logo. Sponsorship includes:

- your logo and the acknowledgement ‘Kindly sponsored by’ on the front of lunch vouchers
- agreed text of 25 words on the back of vouchers to promote your stand or symposium. You can provide up to three different messages (one per day) to help achieve your varied marketing objectives
- your logo featured on lunch and refreshments signage within the exhibition
- option to brand the lunch and refreshments area through branded lunch bags, napkins and cups with lids*.

*It is the sponsor’s responsibility to source, purchase and provide branded lunch bags, napkins and cups with lids (biodegradable specifications provided on request) in consultation with Diabetes UK and SEC Glasgow.

5k fun run

One of our conference highlights is a 5k fun run that will be organised for attendees at 7am on Thursday, 19 March. The session starts with a warm up outside SEC Glasgow before the 5k fun run participants enjoy a pedestrian route alongside the River Clyde.

Sponsorship includes your logo and the acknowledgment ‘Kindly supported by’ on:

- 5k fun run website page
- agreed promotional materials
- t-shirts* worn by the participants.

*It is the sponsor’s responsibility to source and purchase t-shirts, but please note, the design will be provided by Diabetes UK.
Tier 2 sponsorship options

As Gold conference partner, you can choose two Tier 2 items. As Silver conference partner, you can choose one Tier 2 item.

Conference app
The conference app provides delegates with the latest information on the conference including the programme and exhibition stand listings. With over 700 attendees downloading the app last year, we expect this to rise considerably next year and will provide the sponsor with high visibility. Sponsorship includes:

- your logo and the acknowledgement ‘Kindly supported by’ on a splash page following the welcome page
- an advertisement splash page prior to the exhibition stand listing page
- your logo and the acknowledgement ‘Kindly supported by’ on an advertisement in the conference guide promoting the app.

Networking and general seating areas
Networking tables and seating will be located within several designated areas in the exhibition, which will not only aid footfall to the surrounding stands, but provide networking opportunities for delegates. Sponsorship includes:

- your logo and the acknowledgement ‘Kindly supported by’ on vinyl transfers on each table within the designated seating areas
- your logo and the acknowledgement ‘Kindly supported by’ on exclusive signage within the exhibition
- one agreed piece of complimentary literature distributed within the designated seating areas.
Tier 2 sponsorship options

Internet Lounge
This popular facility, situated within the Exhibition Hall, is available during exhibition opening hours. The area provides attendees with the facilities to charge laptops and tablets as well as download key conference presentations and access the internet. Sponsorship includes:

- your logo and the acknowledgment ‘Kindly sponsored by’ on exclusive Internet Lounge signage
- your logo and an acknowledgment on screensavers on each work station
- your logo and acknowledgement included in an advert in the conference guide
- 6x branded mousemats* to be used in the Internet Lounge for the duration of the conference.

Additional benefit for a non-pharmaceutical sponsor:

- option to provide company branded memory sticks** for delegates to download key presentations during the conference.

*It is the sponsor’s responsibility to source and purchase mouse mats and memory sticks (minimum of 2GB) to be approved by Diabetes UK.

**Memory sticks are distributed in the 2,700 delegate bags, or alternatively a minimum of 500 to be made available at the Internet Lounge.

Cloakroom
As the cloakroom sponsor, you’ll benefit from the opportunity to convey targeted messages directly to delegates via the conference branded coat and luggage tickets. The cloakroom, situated within the registration area, experiences high footfall throughout the duration of the conference, maximising your exposure. Sponsorship includes:

- your logo and the acknowledgement ‘Kindly sponsored by’ on exclusive cloakroom signage
- your logo and the acknowledgement ‘Kindly sponsored by’ on the front of coat and luggage tickets
- agreed text included on the back of the tickets to promote your stand or symposium activities. You can provide up to three messages (one per day) to meet your varied marketing objectives and increase your impact (maximum 50 words)
- agreed material on the cloakroom countertop*.

*The sponsor will provide holders to display flyers if required, which can be branded (subject to approval by Diabetes UK).
Tier 2 sponsorship options

Pocket guide
The popular, high-quality pocket guides are distributed within 2,700 delegate bags and each would include your logo.

These guides continue to be hugely popular as they provide an easy-to-use, colour-coded daily programme, which delegates can use to plan their schedule and guide them to lectures and symposia taking place throughout the conference.

Sponsorship includes your logo and an acknowledgment ‘Kindly sponsored by’ on the back cover of the guide.

Delegate bags*
2,700 eco-friendly delegate bags will be distributed at the conference to registered attendees. These will contain all conference materials and inserts, including the pocket guide and lunch vouchers. This is an ideal opportunity to raise your brand awareness with diabetes healthcare professionals at the conference and beyond. Sponsorship includes:

- your company or product logo and the acknowledgement ‘Kindly sponsored by’ printed on the front of every delegate bag
- An A4 insert included in every delegate bag (double sided or an A5 four-page booklet to be approved by Diabetes UK).

*This benefit is open for selection until Wednesday, 9 October 2019. Diabetes UK reserves the right to withdraw this benefit if not sponsored.

Notepads and pens
Your company branded stationery is exclusively distributed within the 2,700 delegate bags, offering a bespoke opportunity to enhance your brand recognition with delegates. As the official stationery partner for the 2020 conference, your items will be used by delegates to keep a record of their learning, make notes and help plan their itinerary to maximise their conference experience.

Sponsor to provide:
- 2,700 A5 (spiral bound or glued) notepads*
- 2,700 company-branded pens*.

*It is the sponsor’s responsibility to supply A5 notepads and pens to be approved by Diabetes UK.
Tier 3 sponsorship options

As Premium or Conference sponsor, you can choose one Tier 3 item. As Associate sponsor, you can choose which individual item(s) you would like to sponsor.

Conference dinner
Sponsoring the conference dinner offers a fantastic opportunity for a non-pharmaceutical organisation to benefit from additional brand exposure, before and during the conference. For 2020, we invite your team to enjoy an evening at Trades Hall of Glasgow with a drinks reception, three course meal and entertainment. The conference dinner takes place on Thursday, 19 March 2020 and is always one of our highlights. Sponsorship includes:

- your logo and the acknowledgement ‘Kindly sponsored by’ on the conference dinner webpage, advert in the conference guide, event tickets and the conference dinner menu
- ten complimentary tickets for the dinner, with your own table reserved
- a formal thank you for sponsoring the event from a senior representative from Diabetes UK during the dinner.

Activity Zone
An Activity Zone will be set up in the Exhibition Hall to bring an element of wellbeing and exercise to the conference. Delegates will be able to participate and take part in sessions during lunch and breaks at the conference.

Sponsorship includes your logo and the acknowledgment ‘Kindly sponsored by’ on Activity Zone signage and collateral.
Tier 3 sponsorship options

Delegate badges
This benefit is ideal for a non-pharmaceutical sponsor eager to significantly increase its profile at the conference. The sponsor’s logo will be highly visible on badges worn by over 3,100 attendees, including delegates, speakers and exhibitors. Each badge states the attendee’s name and organisation and is worn for the duration of the event, ensuring continuous exposure for the sponsor. Sponsorship includes your logo and the acknowledgement ‘Kindly sponsored by’ printed on every badge.

Venue ‘You are here’ boards
This opportunity provides branding for the sponsor within a minimum of three areas across the conference. The ‘You are here’ boards are located prominently in the Exhibition Hall entrance and in the Clyde Auditorium and Loch Suite foyers, where sessions rooms are located, covering the main congregation areas across the venue. Sponsorship includes your logo and the acknowledgement ‘Kindly sponsored by’ on each board.

Twitter screens
Twitter screens at the conference provide an exciting and dynamic opportunity for delegates, exhibitors and speakers to interact in real time and engage more fully in conference activities. As the sponsor of the Twitter screens, your organisation will benefit from increased exposure in the key high dwell time areas where the screens will be placed. Sponsorship includes your logo and an acknowledgement ‘Kindly sponsored by’ on Twitter screens.
Tier 3 sponsorship options

**Speakers’ Room**

Around 170 speakers will attend the conference and all have access to the specially provided Speakers’ Room. This dedicated space enables speakers to check and rehearse their presentations and will be used by speakers and oral abstract presenters throughout the conference.

Sponsorship includes your logo and the acknowledgement ‘Kindly sponsored by’ on:

- exclusive Speakers’ Room signage
- on screensavers on work stations in the Speakers’ Room
- option to provide and display two branded roll-up banners and agreed materials.

**Mobile charging stations**

Mobile charging stations will be positioned in the exhibition to enable delegates to charge their phones while they enjoy the conference. These are available during exhibition opening hours and are a prime opportunity to enhance your company presence within the exhibition.

Sponsorship includes:

- your logo and the acknowledgement ‘Kindly sponsored by’ on signage
- your logo and the acknowledgement ‘Kindly sponsored by’ on each charging station unit.

**Relax and Revitalise Zone**

Located within the Exhibition Hall, this feature area invites delegates to rest, relax and enjoy the holistic benefits of a treatment delivered by a team of professional masseurs. The range of complementary treatments for 2020 include Shiatsu treatments, Indian head massages, seated acupressure massages and reflexology foot massages. Sessions are booked daily during the conference and, as the team are always oversubscribed.

Sponsorship includes your logo and the acknowledgement ‘Kindly sponsored by’ on:

- exclusive signage
- t-shirts worn by all Relax and Revitalise Zone staff*.

* It is the sponsor’s responsibility to source, purchase and supply the t-shirts, please note the design will be provided by Diabetes UK.
Primary Care Course

The Primary Care Course is a one-day course running on Friday, 20 March 2020, aimed at healthcare professionals in primary care who want to increase their knowledge of diabetes and its treatment. Developed by Diabetes UK and primary care representatives of the organising committee, the course provides attendees with essential information on key topics and issues in diabetes.

Sponsorship includes your logo and the acknowledgment ‘Kindly supported by’ on:

- online registration, communications and promotion of the course
- conference collateral including the course guide
- full page advert in the guide
- on-site materials including registration signage and lectern
- complimentary 6ft table top exhibition package.

Diabetes UK Professional Conference: Insider

This one-day conference for people with diabetes follows DUKPC on Saturday, 21 March 2020. DUKPC: Insider features key presentations from the main DUKPC conference on the latest research and advancements in diabetes.

Sponsorship includes your logo and the acknowledgment ‘Kindly supported by’ on:

- online registration, communications and promotion of DUKPC: Insider
- conference collateral including the conference guide
- full page advert in the guide
- on-site materials including registration, signage and lectern
- complimentary 6ft table top exhibition package.
Drinks reception

For sponsors and exhibitors

We’re hosting a drinks reception to thank our valued sponsors and exhibitors during the conference. This is an opportunity to give us your immediate feedback and help us continue to develop the excellence of the conference.

We hope you’ll join us to celebrate the success of the 2020 conference, meet informally with senior members of our team and learn more about our plans for the next year.

Wednesday, 18 March 2020
5.15pm to 6pm
Satellite symposia, workshops and scientific update sessions

Why host a satellite symposium?
Satellite symposia add a different dimension to the conference and provide you with a chance to further enhance any key messages you wish to share with delegates. It’s an ideal opportunity to present to a highly engaged audience, forge new contacts and strengthen existing ones.

You can tailor your programme content to meet your aims and objectives by attracting a specific target group or by developing a session on a hot topic to attract a broader audience.

Satellite symposia
This opportunity is to organise your own dedicated satellite symposium as part of the conference. Diabetes UK is subject to charity law and as part of its obligations under this, it’s required that satellite symposia held as part of the conference must be for the benefit of people with diabetes.

Unofficial satellite symposia and events
DUKPC sponsors and exhibitors are not permitted to organise unofficial satellite symposia or similar corporate-organised events in Glasgow during the conference from 17 to 20 March 2020.

How to book a satellite symposia or meeting room
If you’d like to take advantage of this service, please read the satellite symposia/meeting room Terms and conditions on pages 32 to 36, before completing the application form.

We allocate symposia on a first-come, first-served basis, with sponsor priority allocation available to conference partners and sponsors until Thursday, 3 October 2019. All applications must indicate the topic or keyword relating to your symposia so we can identify any potential duplication as early as possible.

All symposia titles, programmes and synopses must be received by Friday, 15 November 2019 for approval by Diabetes UK and the Conference Organising Committee.

Key dates
Satellite symposia and meeting room applications open
Thursday, 26 September 2019 at noon.

Final application deadline, including symposia details
Friday, 15 November 2019
Satellite symposia options

There are six options available to be booked to facilitate meetings with conference delegates.

1 Sponsored symposia

Only five sponsored symposia sessions are available within the daytime conference programme. We’ve reserved the Carron room for these sessions, with a fixed theatre style capacity for 180 delegates.

**Wednesday, 18 March**
11.35am to 12.35pm or 11.35am to 1.05pm
2.10pm to 3.40pm or 2.40pm to 3.40pm

**Thursday, 19 March**
11.45am to 12.45pm or 11.45am to 1.15pm
2.15pm to 3.45pm or 2.45pm to 3.45pm

**Friday, 20 March**
11.10am to 12.40pm

**Cost**
90 minute £12,300
60 minute £9,300

**Note that sponsored symposia must**
- submit an outline session for approval to Diabetes UK and the Conference Organising Committee by Friday, 15 November 2019
- ensure that the outline session does not facilitate a clash with existing conference programme sessions running simultaneously. Please visit www.diabetes.org.uk/conference to view updated programme
- note that your symposia will be marked as ineligible for accreditation within the conference programme
- acknowledge that room and AV set-up cannot be altered and that only roll-up branding can be displayed by the room entrance and within the room
- be aware that catering cannot be provided for sponsored symposia.

**Package includes**
- room hire
- symposium title, date and room in the online programme on the conference website supported by a click-through page for symposia, where a 200-word synopsis and an external website link of your choice can be displayed from early December 2019
- symposium title, date and room in the official conference guide and app
- A5 advertisement space in the conference guide promoting your sponsored symposium. Advert to be supplied to Diabetes UK for approval by Monday, 27 January 2020
- symposium title, date and room on symposia schedule boards within the conference venue
- complimentary symposium one A4 insert sheet in delegate bags (to be approved by Diabetes UK by Monday, 27 January 2020 and then 2,700 copies to be provided by Monday, 24 February 2020)
- standard AV package
- one 20 second tannoy announcement in the Exhibition Hall on the day of the symposium, subject to availability. Content and time to be agreed
- opportunity to supply Diabetes UK with a promotional pre-approved A1-sized poster or roll-up banner to be displayed in a fixed location (to be advised) in the conference venue
- permission to advertise the symposium at your exhibition stand
- filming of the session can be arranged at an additional cost or you can bring your own film crew in. Discussion and agreement needed for this by Monday, 17 February 2020
- lectern and top table branding panels can be produced and installed by SEC Glasgow at an additional cost.

All prices exclusive of VAT.
Satellite symposia options

2 Evening symposia
Conference session rooms, with a capacity of 180 people theatre style. Only two per evening available.

Wednesday, 18 March
6.45pm to 7.45pm or 6.45pm to 8.15pm to start 15 minutes after the final conference sessions ends (2x available)

Thursday, 19 March
6.35pm to 7.35pm or 6.35pm to 8.05pm (2x available)

Cost
90 minute £6,150 / 60 minute £4,100
Pre-symposia reception and post-symposia catering options are available from SEC Glasgow.

Package includes
- room hire
- symposium title, date and room on the conference website from early December 2019
- symposium title, date and room in the official conference guide and app
- symposium title, date and room on symposia schedule boards within the conference venue
- complimentary symposium one A4 insert sheet in delegate bags (to be approved by Diabetes UK by Monday, 27 January 2020 and then 2,700 to be provided by Monday, 24 February 2020)
- standard AV package
- 1 x 20 second tannoy announcement in the Exhibition Hall on the day of the symposium, subject to availability. Content and time to be agreed
- opportunity to supply Diabetes UK with a pre-approved A1-sized poster or roll-up banner to be displayed in a fixed location (to be advised) in the conference venue
- permission to advertise the symposium at your exhibition stand
- filming of the session can be arranged at an additional cost or you can bring your own film crew in, discussion and agreement needed for this by Monday, 17 February 2020
- lectern and top table branding panels can be produced and installed by SEC Glasgow at an additional cost.

3 Breakfast symposia
Conference session rooms, with a minimum capacity of 180 people theatre style. Only two per morning available.

Thursday, 19 March
7.15am to 8.15am (2x available)

Friday, 20 March
7.15am to 8.15am (2x available)

Cost
60 minute £4,100
Add a continental buffet breakfast for delegates on the way into the symposia. Options for catering available from the venue.

Package details
- As per evening symposia

Note that evening and breakfast symposia must:
- submit an outline session for approval to Diabetes UK and the Conference Organising Committee by Friday, 15 November 2019
- ensure that the outline session does not replicate existing conference programme sessions, please visit www.diabetes.org.uk/conference to view updated programme
- note that evening and breakfast symposia are ineligible for accreditation
- acknowledge that room and AV set-up changes can be facilitated in consultation with Diabetes UK and SEC Glasgow. Requests to alter your symposia room set up must be relayed by Monday, 17 February 2020
- be aware that additional space for any catering, organised as part of the evening or breakfast symposium, is limited and may need to be provided in the room booked.

All prices exclusive of VAT.
Satellite symposia options

4 Workshop or Scientific update meetings
Smaller meeting rooms, with a maximum capacity of 35 people theatre style and includes standard AV. Only two per evening available.

**Wednesday, 18 March**
6.45pm to 8.45pm (2x available)

**Thursday, 19 March**
6.30pm to 8.30pm (2x available)

**Cost**
90 to 120 minute £1,500*

*Package does not include stewarding, catering, hostesses or promotion of the Workshop/Scientific update meeting.

5 Small meeting and team rooms
A limited number of meeting rooms at SEC Glasgow are available to be booked. These rooms can hold 15–20 people (boardroom layout).

**Wednesday, 18 March**
8.00am to 6.00pm

**Thursday, 19 March**
8.00am to 6.00pm

**Friday, 20 March**
8.00am to 4.00pm

**Cost**
Full day £1,000*

Hourly cost £250* (minimum 2 hour booking)

*Meeting room costs do not include any AV provision or catering which can be booked directly with SEC Glasgow.

6 Meeting pods
Small meeting pods are available in the Exhibition Hall to be booked. These provide a dedicated and semi-private space in the hall for small meetings during exhibition opening hours. Pods will include lighting and charging points with branding options available. Pods can be booked per day or for all three days.

**Cost**
Available on request

All prices exclusive of VAT.
Exhibition

Join the exhibition
The exhibition is an integral part of the conference, where exhibitors provide information and showcase their latest advances in technology, treatment options and services for healthcare professionals. As an exhibitor you can promote your products or services directly to a broad range of healthcare professionals. Scheduled lunch and refreshment breaks, conference sessions and poster presentations all take place within the Exhibition Hall and provide an excellent way to develop new relationships and reinforce current links with clients.

Benefits of exhibiting
- Generate new business, increase sales.
- Network and make new contacts.
- Raise the profile of your company as well as your products and services.

Exhibiting at the conference
This year’s exhibition will be situated in Hall 4 and will house space only and shell scheme stands, along with a range of feature areas.

Feature areas
- Demonstration Theatre
- Abstract posters
- Lunch and refreshments
- Networking areas
- Internet Lounge
- The Arena
- Exhibitors’ Lounge
- Relax and Revitalise Zone
- Activity Zone.

Zones
- Associated Therapeutic Zone
- Self-care/Wellness Zone
- Media/Publisher Zone
- Start-up/Technology pod.

Many of these feature areas are available for sponsorship. Please refer to pages 11 to 18.
Exhibition

Exhibition stand options
We offer a selection of exhibition stand options:

**Space only**
This is an empty floor space provided to the specified dimensions booked. Exhibitors are responsible for the design and construction of the stand, using contractors of your choice. **Note:** Diabetes UK and SEC Glasgow will need to approve the designs.

£450 per m²

**Shell scheme**
This is pre-constructed by Diabetes UK, prior to your arrival onsite, to the dimensions booked. A shell scheme stand comprises of carpet, power, walling and a name board, but doesn't include furniture. **Note:** All shell scheme stands are fixed and cannot be used as space only stands.

£519 per m²

**Start-up/Technology pod**
Pod style stand for start-up (within 12 months or with an annual turnover of under £50,000), and for technology and digital companies. Limited number available. Includes a counter top, small screen, spot lights, a stool and a nameboard.

£1,200 per pod

**DUKPC: Insider table top stand**
Exhibition table top stand opportunities are available at the Diabetes UK Professional Conference: Insider on Saturday, 21 March 2019 for companies interested in promoting directly to people living with and affected by diabetes. All stands include a 6ft table, two chairs and two exhibitor passes for the Insider. **Note:** a limited number of stands are available with access to a power socket.

Other opportunities to engage with delegates
There are a wide range of other opportunities to engage with delegates including:

- Demonstration Theatre
- venue advertising
- individual sponsorship options
- collateral and marketing material.

Plus, a number of small meeting rooms and Pods available for your team onsite. **See page 24 for full information.**

All prices exclusive of VAT.
# Booking exhibition space

## Exhibition stand options

<table>
<thead>
<tr>
<th></th>
<th>Space only £450+VAT per sq m²</th>
<th>Shell scheme £519+VAT per sq m²</th>
<th>Start-up/Technology pod £1,200+VAT</th>
<th>Insider table top stand £800+VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>White shell scheme stand, velcro friendly, consisting of dimensions chosen</td>
<td>✅</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13 amp socket rated to 500 watts</td>
<td>✅</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two spotlights</td>
<td>✅</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coloured carpet</td>
<td></td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Space in the exhibition to the dimensions and position chosen</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Custom pod including screen</td>
<td></td>
<td>✅</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6ft table and two chairs at the Insider</td>
<td></td>
<td></td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td>Stand listing in the conference guide, conference app and website (name, stand number and contact details)</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Access to the Exhibitors’ Lounge for stand staff for lunch and breaks</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Complimentary exhibitor pass (two per stand plus 1 per 6m² booked)</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
</tbody>
</table>

For full details of available stands please view the floorplan on page 29.

* Insider table stand will receive two complimentary exhibitor passes for DUKPC: Insider only

## Complimentary exhibitor and delegate passes

Exhibitor pass – grants access to Exhibition Hall only

Delegate pass – grants access to full conference including programme sessions and Exhibition Hall

Exhibiting companies who have booked shell scheme or space only stands (excluding pods and table top stands) will also will also receive an **allowance of complimentary delegate passes**. The number of complimentary delegate passes received is outlined the following table.

<table>
<thead>
<tr>
<th>Stand size</th>
<th>Number of complimentary delegate passes</th>
</tr>
</thead>
<tbody>
<tr>
<td>18m² and under</td>
<td>1</td>
</tr>
<tr>
<td>36m² and under</td>
<td>2</td>
</tr>
<tr>
<td>60m² and under</td>
<td>3</td>
</tr>
<tr>
<td>90m² and under</td>
<td>4</td>
</tr>
<tr>
<td>120m² and under</td>
<td>5</td>
</tr>
<tr>
<td>Over 120m²</td>
<td>6</td>
</tr>
</tbody>
</table>
Booking exhibition space

We're accepting exhibition applications from noon on Thursday, 26 September 2019. The application form will be made available online at: www.diabetes.org.uk/conference

Stand allocation
Stand allocation priority will be given to all conference partners (Platinum, Gold and Silver) and Premium and Conference sponsors with the partner and sponsor priority allocation window available until Thursday, 3 October 2019. On Thursday, 26 September 2019, applications will open at noon and stands will be allocated on a first-come, first-served basis to all other exhibitors from Thursday, 3 October 2019.

To view the application form, please go to www.diabetes.org.uk/conference

Exhibition passport
An exhibition passport scheme will be available for delegates to encourage greater delegate interaction within the Exhibition Hall. To take part, delegates visit featured stands and have the exhibitors’ unique QR code scanned onto the DUKPC app. All completed passports are entered into a draw to win a prize provided by Diabetes UK.

All non-pharmaceutical exhibitors, including Diabetes UK, will have the opportunity to opt-in (via the online application form) to enter a ballot for inclusion in the passport. To ensure balanced footfall, the ballot will be split across space only and shell scheme stands from each side of the Exhibition Hall.

The deadline for inclusion is Friday, 20 December 2019 with selection taking place on Monday, 6 January 2020.

Conference guide and conference app
The conference guide and conference app are used by all conference delegates throughout the event and contains the conference programme which delegates refer to throughout each day.

All space only, shell scheme and pod stands will have their stand name and number as well as company logo included in the exhibition section of the conference guide and within the app. Stands will be listed with primary contact details. Opportunities are available for advertisements to supplement your free stand entry, see page 31.

Conference guides will be available to delegates to pick up on registration with the app available to be downloaded by conference delegates only shortly before the conference opens.
Exhibition floorplan

Key:
- Media/Publisher Zone (shell scheme stands)
- Associated Therapeutic Zone (shell scheme stands)
- Self-care/Wellness Zone (shell scheme stands)
- Start-up/Technology pod
- Mandatory shell scheme stands
- Space only stands
- Diabetes UK
- Posters

- *Exhibitor Lounge*
- *Main Entrance*
- *Exit*
- *Registration*
- *Pre-registration*
- *Delegate bags*
- *Catering*
- *Activity Zone*
- *Networking*
- *Internet Zone*
- *Mobile Charging*
- *Theatre*
- *Diabetes UK*
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- *Start-up/Technology pod*
Advertising opportunities

Demonstration Theatre
The Demonstration Theatre will provide exhibitors with the opportunity to showcase new products and services to delegates. It seats up to 45 delegates and you can book 15 minute presentation slots during conference breaks and lunch from Thursday, 26 September 2019. These are allocated on a first-come, first-served basis.  
£500 per 15 minute slot (multiple, but not consecutive, slots can be booked.)

Venue branding
There are several advertising and branding opportunities at the conference venue available to be booked. All options are placed outside the main entrance or on the boulevard between the entrance and conference registration and Exhibition Hall receiving high traffic and visibility to conference delegates. Please note that these areas are also accessible to the public. All options are subject to SEC availability. Production costs available on request.

East entrance trisigns lampposts
- Four lampposts available outside the main entrance
- 2500mm (h) x 750mm (w) x 3 sides

Cost: £500 per lamppost + VAT and production

Concourse floor vinyls
- Several locations available on the boulevard
- 1800mm (w) x 1200mm (h)

Cost: £200 per site + VAT and production

Concourse window display/advert
- Situated along the boulevard
- 2885mm (w) x 2050mm (h)

Cost: £300 + VAT and production

All prices exclusive of VAT.
Advertising opportunities

**Hanging banners**
- Several sites situated along the boulevard
- Large: 2000mm (w) x 6000mm (h)
- Medium: 1500mm (w) x 5000mm (h)

**Cost:** £280 per banner + VAT and production

**Concourse Walls; west corridor**
- Several sites, situated along the west corridor, visible as delegates exits the Exhibition Hall
- Long: 7500mm (w) x 3000mm (h) – 4 sites
- Short: 5400mm (w) x 3000mm (h) – 3 sites

**Cost:** Long £320 per site, Short £300 per site + VAT and production

**Delegate bag insert**
One A4 double sided flyer or one A5 four-sided leaflet.
Deadline: **Monday, 27 January 2020 for approval**

**£650 for exhibitors**

**£750 for non-exhibitors**

**Conference guide adverts**
Inside or outside back cover full page
**£1,500**

Inside front cover full page
**£1,275**

Standard full page
**£1,000**

Standard half page
**£650**

All prices exclusive of VAT.
Terms and Conditions

Section 1 – Definitions and Interpretation

1 This event is being organised by Diabetes UK. Diabetes UK is the operating name of the British Diabetic Association, a company limited by guarantee (company number 00339181) and a charity limited by guarantee in England and Wales (no. 215199) and in Scotland (no. SC039136) which has its registered office at Wells Lawrence House, 126 Back Church Lane, London E1 1FH.

2 Diabetes UK Services Limited (“DUKSL”) is a company registered in England and Wales with company number 891004. DUKSL is the wholly owned subsidiary of Diabetes UK and donates all of its taxable profits to Diabetes UK.

3 Diabetes UK and DUKSL have organised the Diabetes UK Professional Conference to be held on 18–20 March 2020 at SEC Glasgow (“the Event”). As part of the Event, DUKSL has agreed to offer exhibition stands, satellite symposia and promotional services on the terms and conditions set out here. The General Terms & Conditions set out in section 2 and the Payment and Cancellation Terms set out in section 5 shall apply to both exhibition stand and satellite symposia services. In addition, the Exhibition Terms & Conditions set out in section 3 shall apply to exhibition stands, and the Satellite Symposia Terms & Conditions set out at section 4 shall apply to satellite symposia and meeting room services. Together the Terms & Conditions set out in sections 2, 3, 4 and 5 are referred to as “the Terms”.

4 The provisions set out in the Corporate Opportunities guide (“the Guide”) will also apply to the provision of exhibition stands, satellite symposia and promotional services. In particular, the Guide sets out the fees (which are exclusive of VAT) payable in respect of exhibition stands, satellite symposia, meeting rooms and promotional services. In the event of any conflict between the terms set out in the Terms and the provisions set out in the Guide, the Terms shall prevail.

5 The Terms constitute the entire agreement between the parties in relation to exhibition stands, satellite symposia and promotion opportunities and supersede and extinguish all previous agreements, promises, assurances, warranties, representations and understandings between them, whether written or oral, relating to its subject matter.

6 Each party agrees that it shall have no remedies in respect of any statement, representation, assurance or warranty (whether made innocently or negligently) that is not set out in the Terms. Each party agrees that it shall have no claim for innocent or negligent misrepresentation or negligent misstatement based on any statement in the Terms.

7 No variation of the Terms shall be effective unless it is in writing and signed by the parties (or their authorised representatives).

8 No failure or delay by a party to exercise any right or remedy provided under the Terms or by law shall constitute a waiver of that or any other right or remedy, nor shall it prevent or restrict the further exercise of that or any other right or remedy. No single or partial exercise of such right or remedy shall prevent or restrict the further exercise of that or any other right or remedy.

9 Nothing in the Terms is intended to, or shall be deemed to, establish any partnership or joint venture between any of the parties, constitute any party the agent of another party, or authorise any party to make or enter into any commitments for or on behalf of any other party. Each party confirms it is acting on its own behalf and not for the benefit of any other person.

10 No one other than a party to the Terms shall have any right to enforce any of its terms.

11 The Terms and any dispute or claim arising out of or in connection with them or their subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of England and Wales. The courts of England and Wales shall have exclusive jurisdiction in relation to any disputes.

12 A reference to any party shall include that party’s personal representatives.

13 A reference to writing or written includes e-mail.

14 Any obligation on a party not to do something includes an obligation not to allow that thing to be done.

15 Any words following the terms including, include, in particular, for example or any similar expression shall be construed as illustrative and shall not limit the sense of the words, description, definition, phrase or term preceding those terms.

Section 2 – General Terms and Conditions

1 By completing an application form for an exhibition stand, satellite symposia, promotional services (“the Application Form”) the organisation named in the Application Form is applying for an exhibition stand or satellite symposia, meeting rooms or promotional services (as detailed in the Application Form) at the Event.

2 DUKSL is under no obligation to accept applications for exhibition stands or satellite symposia, meeting rooms or promotional services. If DUKSL wishes to accept any such application it shall confirm its acceptance in writing to the party named on the Application Form (“the Applicant”).

3 DUKSL will consider all completed Application Forms it receives. Incomplete Application Forms will only be considered at the sole discretion of DUKSL.

4 DUKSL will provide Applicants with information packs (“Applicant’s Packs”) setting out information relating to the Event.

5 Applicants will be entitled to include materials in the bags to be distributed to delegates at the Events (“Delegate Bags”). Applicants must ensure that any inserts submitted to DUKSL for approval and inclusion in the Delegate Bags are checked for accuracy and compliance with all relevant laws, regulations and industry codes. Any requests received by DUKSL to remove or replace an item in the Delegate Bags must be received by 5pm on Thursday, 6 March 2020. Requests must be in writing and should be sent to the Diabetes UK Conference Team. Any requests for removal or
Terms and Conditions

replacement of an item in the Delegate Bags received after 5pm on Thursday, 6 March 2020, will be complied with at the discretion of DUKSL and will incur a fee of £10,000 plus VAT to cover the reasonably incurred administrative costs of DUKSL. Applicants will be required to sign a statement agreeing to pay the stated administration fee (or such other agreed fee) before DUKSL undertakes any activity to remove or amend items in the Delegate Bags.

6 The Applicant hereby agrees to indemnify and keep indemnified Diabetes UK and DUKSL in respect of any costs, claims, loss or liability whatsoever suffered by any person (including legal costs and disbursements) as a result of any claim made or threatened against Diabetes UK and/or DUKSL for breach of any rights of any person in respect of materials produced, supplied or distributed at the Event by the Applicant or its representatives.

7 The Applicant shall comply with all applicable laws, regulations, codes and sanctions relating to anti-bribery, anti-corruption and modern slavery, including but not limited to the Bribery Act 2010 and the Modern Slavery Act 2015 (“Relevant Requirements”). During the continuance of this arrangement, the Applicant shall maintain in place, and shall enforce them where appropriate, adequate procedures to ensure compliance with the Relevant Requirements.

8 Except in respect of death or personal injury caused by its negligence (for which no limitation applies), DUKSL shall not be liable to the Applicant in respect of any loss of profit, loss of business, loss of revenue, loss of anticipated savings or loss of use or value or any indirect, special or consequential loss however arising by reason of any representation (unless fraudulent), any implied warranty, condition or other term, any duty at common law or any express term set out in the Application Form, these Terms and Conditions or the guide.

9 Diabetes UK and DUKSL accept no liability for damage, loss or theft of personal possessions or damage to Stands or other property of the Applicant at the Event. The Applicant must hold adequate insurance (or have adequate provision for self-insurance) to cover its property while at the Event and public liability in relation to any Stands or Symposium/Meeting Room it operates of at least £5 million per occurrence. The Applicant shall supply evidence of its insurance or self-insurance upon request by DUKSL.

10 Photographs and video recordings may be taken and made at the conference by an official Diabetes UK photographer/videographer. Diabetes UK may use these photos and videos in post-event publicity and on future marketing materials. In registering to attend the conference, delegates agree to the official photographer/videographer taking such photographs and videos, and to Diabetes UK using the photographs and videos as set out above. If you do not wish to be in any photography or video, you must notify a member of the Diabetes UK team immediately upon arrival at the conference for further guidance.

Please note: other attendees at the conference (delegates, speakers, exhibitors and sponsors etc.) may also take photographs and videos; Diabetes UK accepts no responsibility in connection with the use of these photographs or videos.

11 The Applicant agrees that Diabetes UK and DUKSL may process any personal data supplied by it in connection with the Event as follows: a) to transfer such personal data to third party suppliers to fulfil its obligations under this agreement, b) to process the Applicant’s application and provide applicable conference updates c) to communicate with the Applicant about future Diabetes UK Professional Conferences, if the Applicant has agreed to that contact on the application form, d) to communicate with the Applicant about the work of Diabetes UK and the different options for supporting Diabetes UK, if the Applicant has agreed to that contact on the application form and e) to provide delegate lists, only if the Applicant has opted-in on the application form to appear on the delegate list.

12 If the Applicant collects personal data from delegates during the conference (for example by collecting business cards on an exhibition stand or signing in attendees at a symposium or by hiring a barcode scanner from a supplier nominated by Diabetes UK), the Applicant shall be the data controller for this activity and shall be responsible for complying with all applicable data protection legislation.

13 Delegate lists will be made available upon request following the event and will contain delegate names, job titles and organisations as supplied when they registered. Note that delegate lists will only include individuals who have opted-in and granted permission to be included on the list.

14 Applicants must not arrange transportation to collect delegates from the Event venue or transport any delegates (regardless of whether or not they are attending the last Event session) from the Event venue prior to the completion of the last Event session.

15 Neither party shall be in breach of the Terms nor liable for delay in performing, or failure to perform, any of its obligations under the Terms if such delay or failure result from events, circumstances or causes beyond its reasonable control (which includes without limitation acts of God, flood, drought, earthquake or other natural disaster, epidemic or pandemic, terrorist attack, civil war, civil commotion or riots, war, threat of or preparation for war, armed conflict, imposition of sanctions, embargo, or breaking off of diplomatic relations, nuclear, chemical or biological contamination or sonic boom any law or any action taken by a government or public authority, collapse of buildings, fire, explosion or accident any labour or trade dispute, strikes, industrial action or lockouts non-performance by suppliers or subcontractors interruption or failure of utility service or declaration of a period of national mourning). In such circumstances the affected party shall be entitled to a reasonable extension of the time for performing such obligations. If the period of delay or non-performance continues for one month, the party not affected may terminate the Terms by giving 7 days’ written notice to the affected party.

16 The Terms are personal to the parties. The Applicant shall not assign or transfer any of its rights and obligations under the Terms. The Applicant may sub-contract its obligations under the Terms provided that it enters into a binding written agreement with the party to which such obligations are sub-contracted to which requires such party to comply with all relevant provisions of the Terms.
Section 3 – Exhibition Terms and Conditions

1. Where DUKSL has agreed to provide either a space only exhibition stand, a shell scheme stand, a pod or a table top stand (Diabetes UK Professional Conference: Insider on Saturday, 21 March 2020) as described in the Guide (collectively, a “Stand”); a. DUKSL will provide the benefits connected to such Stand, details of which are set out in the Guide; and b. The Applicant will pay the fee set out in the Guide.

2. The payment and cancellation terms set out at Section 5 of these Terms will apply to any Stand booking.

3. Priority in connection with the allocation of exhibition Stands will be given to Platinum, Gold and Silver Partners, Premium Sponsor and Sponsor (as described in the Guide). Allocation of other exhibition Stands will be at DUKSL’s discretion but will generally be allocated on a first-come, first-served basis.

4. Allocation of Stands will begin on Thursday, 3 October 2019. Applicants will have the option to request a specific exhibition Stand as part of the Application Form. If the requested Stand is not available, DUKSL will notify the Applicant of alternative Stands.

The Applicant must respond in writing to the Diabetes UK Conference Team within 7 days of its receipt of the notice of alternative Stand. If DUKSL receives no response from the Applicant in that 7 days period, it may allocate available Stands to other parties which will limit the Stands available to the Applicant.

5. DUKSL reserves the right to alter Stand allocations and the floor plan if required at its absolute discretion. Prior to making any alterations to Stand allocations that will affect the Applicant, DUKSL will discuss such alterations with the Applicant and will use reasonable endeavours to take into account any requests made by the Applicant.

6. If the Applicant has applied for a space only Stand, it shall ensure that its space only Stand does not exceed 4 metres in height and fits within the floor space allocated to it. All Stands must not in any way encroach into, impede access to or inhibit reasonable use of other exhibition stands and surrounding aisles.

7. The Applicant may not promote itself, its products or services or canvass outside its Stand. This includes (without limitation) promotion through electronic devices, wireless networks or by way of branded items, including clothing, outside of the exhibition hall, except for authorised sponsorship opportunities. If DUKSL considers that any Applicant is in breach of the requirements of this clause, it may (at its sole discretion): a. Require the Applicant to stop carrying on the activities which DUKSL deems to be in breach of this clause; and/or b. Require the Applicant to pay a fine of £10,000 plus VAT; and/or c. Close the Applicant’s Stand (and the Applicant shall not be entitled to be reimbursed for any fees) and/or d. Decline to permit the Applicant the opportunity to purchase an exhibition stand at future Diabetes UK/DUKSL events and conferences.

8. If the Applicant’s Stand is to include any other form of additional entertainment or attraction including (without limitation) cooking, music, presentations or rotating banners and/or logos, the Applicant must obtain written authorisation from DUKSL no later than one month prior to the Event. Authorisation may be granted or withheld at the absolute discretion of DUKSL.

9. Stands may not be used to promote, demonstrate or present products, services or information about other causes, unlinked medical conditions or charities without the explicit prior written permission of DUKSL. If DUKSL considers that an Applicant is in breach of this clause, it may require the Applicant to make any amendments that DUKSL considers necessary to the Stand, and if the Applicant fails to make such amendments, DUKSL may close the Applicant’s Stand.

10. The Applicant shall ensure that its Stand is open and staffed during all Event opening times, and that it does not dismantle or close the Stand or leave the Event before 2pm, Friday, 20 March 2020, (dismantle and close time for the Insider is to be advised). If the Applicant leaves its Stand during Event opening times, DUKSL may decline to permit the Applicant the opportunity to purchase an exhibition stand at future Diabetes UK/DUKSL events and conferences.

11. The Applicant is not permitted to promote or organise unofficial satellite symposia or similar corporate-organised events in Glasgow over the course of the period 17–20 March 2020.

12. Limited storage space will be available at the Event venue. Details will be available nearer the time of the Event. Anything stored at the Event venue shall be at the owner’s risk and Diabetes UK and DUKSL shall accept no liability for the loss of or damage to any such property.

13. The Applicant will comply with all reasonable instructions issued to it by DUKSL or Diabetes UK whether in the Applicant’s Pack or otherwise including (without limitation) those relating to stand build, set-up and breakdown, delivery of materials and/or equipment, health & safety and risk assessment forms.

14. Stands must be in place by, and will be inspected at, 7am on Wednesday, 18 March 2020 (set up time and inspection for the Insider to be advised). Any material deviation from the guidelines outlined in the Guide or any technical information provided by DUKSL, or any other unreasonable behaviour by the Applicant, may result in the closure of the Applicant’s Stand and withdrawal of any Applicant passes. DUKSL shall have full discretion to refuse to make any refund in such circumstances, to cover the opportunity cost it will have incurred from being unable to find a replacement Applicant at such short notice.

15. If the Applicant wishes to makes any changes to its Stand (including reducing the size of the stand or reallocating its position), it must notify DUKSL in writing no later than 5pm on Monday, 20 January 2020. Any changes to allocated Stands will be at DUKSL’s absolute discretion and, in any event, any reduction in size of the exhibition stand shall be limited to a maximum reduction of 20 per cent of the allocated floor space.
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Section 4 – Satellite Symposia & Meeting Room Terms & Conditions

1. Where DUKSL has agreed to provide satellite symposia and/or meeting room services (which shall include sponsored symposia, evening symposia, pre-symposium refreshments, press meetings, meeting room space and related promotional opportunities, together “Symposium/Meeting Room”) to the Applicant: a. DUKSL will provide the benefits connected to such satellite symposia and/or meeting room services, details of which are set out in the Guide; and b. The Applicant will pay the fee set out in the Guide.

2. The payment and cancellation terms set out at Section 5 of these Terms will apply to any Symposium/Meeting Room booking.

3. The Applicant shall not organise or hold any Symposium/Meeting Room during the Event programme session times other than Symposium/Meeting Room organised at the Event in accordance with the Terms.

4. The Applicant shall not promote or organise unofficial satellite symposia or similar corporate-organised events in Liverpool over the course of the Event period of 17–20 March 2020.

5. Each Symposium/Meeting Room must commence at the booked session time indicated unless exceptional circumstances apply, such as if the room needs to be rearranged to accommodate any catering requirements. DUKSL will consider any reasonable request from the Applicant for a different commencement time but shall be under no obligation to agree any change in time. If it is necessary for reasons out of the control of DUKSL for the commencement time of a Symposium/Meeting Room to be changed, DUKSL may, at its absolute discretion, change the commencement time by notice at any time.

6. All Symposium/Meeting Room topics must be approved in advance by the Diabetes UK Conference Team in accordance with the provisions set out in the Guide. Any duplication of topic(s) being presented at a Symposium/Meeting Room will be permitted or refused at the absolute discretion of DUKSL.

7. Scheduling of Symposium/Meeting Room will be at the absolute discretion of DUKSL. Priority in connection with the allocation of symposia will be given to Platinum, Gold and Silver Partners, Premium Sponsor and Sponsor (as described in the Guide). Allocation of other symposia will be at DUKSL’s discretion but will generally be allocated on a first-come, first-served basis and will endeavour to the extent possible to accommodate the Applicant’s requests regarding the date and time of its Symposium/Meeting Room and room allocation and topic. DUKSL will notify the Applicant of any such decision as soon as reasonably practicable.

8. Following its acceptance of an Application Form in respect of a Symposium/Meeting Room, DUKSL will book a room at the Event venue on behalf of the Applicant.

9. As rooms booked for the Symposium/Meeting Room will also be used for Event sessions, the Applicant may access any Symposium/Meeting Room rooms only after the end of the Event sessions being held in such rooms. Any alteration to the room, layout, seating or stage setting for evening symposia can only be conducted after the Event sessions have been completed and the applicable room has been cleared of delegates. The Applicant must ensure that the room is returned to its original set-up by 11.59pm on the night of the Symposium/Meeting Room or the next Conference session in that room. The Applicant shall be fully liable for any costs incurred as a result of or in relation to alterations to the room layout or set-up and break-down of Symposium facilities or extension of the use of a room which incurs additional costs to DUKSL. An invoice in respect of any such costs shall be submitted to the Applicant promptly after the Event and the Applicant shall pay such invoice within 30 days of its date.

10. The Applicant must notify DUKSL in writing in relation to any catering, audio-visual or other requirements by Friday 28, February 2020. Whether any additional equipment or services requested are to be provided will be determined by DUKSL at its absolute discretion. All catering, additional audio-visual (over and above the standard package available with all rooms hired, details of which are available from DUKSL upon request) and other costs incurred, such as, but not limited to, extension of use of a room, additional security or stewarding costs, will be in addition to the room hire costs as set out in the Guide.

11. The Applicant will comply with all reasonable instructions issued to it by DUKSL whether in the Guide, the satellite symposia and meeting room guidelines or otherwise including (without limitation) those relating to access times, conference signage restrictions, promotion opportunities and expected code of conduct from Applicants and their representatives.

12. DUKSL shall be permitted to enter and inspect any Symposium/Meeting Room at any time to confirm compliance with the Applicant guidelines and these terms and conditions. Any material deviation from the guidelines outlined in the Guide or otherwise provided by DUKSL may result in the closure of the Symposium/Meeting Room or the withholding of any further satellite symposium services. DUKSL shall have full discretion to refuse to make any refund in such circumstances, to cover the opportunity cost it will have incurred from being unable to find a replacement Applicant at such short notice.

13. The Symposium/Meeting Room will be advertised in the official Event programme in a form to be determined by DUKSL at its absolute discretion.

14. The Applicant may not promote itself, its products or services outside its Symposium/Meeting Room or its Stand except for authorised sponsorship opportunities. This includes (without limitation) promotion through electronic devices, wireless networks or by way of branded items, including clothing, outside of the Symposium/Meeting Room space. If DUKSL considers that any Applicant is in breach of the requirements of this clause, it may (at its sole discretion): a. Require the Applicant to desist carrying on the activities which DUKSL deems to be in breach of this clause; and/or b. Require the Applicant to pay a fine of £10,000 plus VAT; and/or c. Close the Applicant’s Symposium/Meeting Room (and the Applicant shall not be entitled to be reimbursed for any fees) and/or d. Decline to permit the Applicant the opportunity to participate at future Diabetes UK/DUKSL events and conferences.
Section 5 – Payment and Cancellation Terms & Conditions

Payment Terms

1. If an Applicant requires an estimate of the costs of a Stand and/or Symposium, it must include details of the request with its Application Form. Any other requests for a cost estimate will be responded to at DUKSL’s absolute discretion.

2. If an Applicant requires a purchase order number to be referenced as part of its internal invoicing processes, it must include this request as part of its Application Form. Applicants must submit purchase order numbers to DUKSL by Friday, 20 December 2019.

3. DUKSL will invoice the Applicant, setting out the cost of the Stand and/or Symposium (as appropriate).

4. Payment of any invoice must be received by DUKSL within 30 days of the date of the invoice, and in any event no later than Friday, 24 January 2020 (if earlier).

5. Failure to make payment of any invoice by its due date will entitle DUKSL to a. suspend the provision of services under the Terms which may include (without limitation) removal of the Applicant’s right to exhibit at its Stand and/or utilise its Symposium/Meeting Room, removing the Applicant’s name and details from the official Applicants List and from the Guide, withdrawal of the Applicant’s pass to the Conference, removal of rooms booked, removal of symposia notice in printed and online materials, instruction to the venue to withhold any catering, audio-visual or stewarding services; and/or b. terminate some or all of the Applicant’s rights under the Terms.

Cancellation

6. If the Applicant cancels a Stand and/or a Symposium/Meeting Room by written notice to DUKSL received before 5pm, Friday, 24 January 2020, it will be charged a fee of £500 per booking cancelled to cover the administrative costs incurred by DUKSL.

The Applicant will be entitled to be reimbursed in respect of any fees paid to DUKSL in respect of the cancelled Stand and/or Symposium/Meeting Room. DUKSL shall be entitled to deduct an administration fee in respect of each booking cancelled from any such reimbursement. If, as at the date of cancellation, the Applicant has not paid fees equal to any administration fees due to DUKSL under this clause 5, DUKSL will send an invoice to the Applicant in respect of any administration fees plus administration fee(s) payable. Invoices are due and payable within 30 days of the date of invoice.

7. If the Applicant cancels a Stand and/or a Symposium/Meeting Room by written notice to DUKSL received after 5pm on Friday, 24 January 2020 and before 5pm on Friday, 7 February 2020 it will incur: a) a fee of £500 per booking cancelled to cover the administrative costs incurred by Diabetes UK; and b) an additional cancellation fee equal to 50 per cent of the total original amount paid for the cancelled Stand and/or Symposium/Meeting Room, to compensate DUKSL for expenses it will incur in finding replacement Applicants at short notice and the risk that such replacement Applicants will not be found.

The Applicant will be entitled to be reimbursed in respect of 50 per cent of the total fees due (where such fees have been paid at the date of cancellation) in relation to the cancelled Stand and/or Symposium/Meeting Room less any administration fees due to DUKSL. If, as at the date of cancellation, the Applicant has not paid fees to DUKSL equal to 50 per cent of the fees due in respect of the cancelled Stand and/or Symposium/Meeting Room plus any administration fees payable under this clause 5, DUKSL will send an invoice to the Applicant in respect of any cancellation fees plus administration fee(s) payable. Invoices are due and payable within 30 days of the date of invoice.

8. No refund will be payable if the Applicant cancels its Stand or Symposia/Meeting Room by written notice to DUKSL received after 5pm, Friday, 7 February 2020 because DUKSL will not be able to apply resources to finding replacement Applicants after this time. DUKSL would therefore expect to incur an opportunity cost equivalent to the original amount paid for the cancelled Stand and/or Symposia for cancellations after this time in the absence of a 100 per cent cancellation fee.

If the Applicant has not paid all of the fees due in respect of the cancelled Stand and/or Symposia/Meeting Room as at the date of cancellation, it will promptly (and in any event within 30 days of the date of cancellation) pay all fees due and unpaid to DUKSL.
Contact details

To discuss package details and to book please contact Kate Glenn, Commerical Senior Services Manager.
Email kate.glenn@diabetes.org.uk
Call 07824 144 717
www.diabetes.org.uk/conference

Wider opportunities with Diabetes UK
Speak to Kate Glenn to discuss:
1. Corporate partnerships.
2. Regional conferences.
3. Specialist conferences.
4. Employee fundraising activities.

Exhibition contractor
Exhibition Services Ltd
Unit 6, 271 Merton Road, London SW18 5JS
020 8874 1787
info@exhibitionservices.com
www.exhibitionservices.com

Accommodation partner
Glasgow Convention Bureau
For group bookings:
0141 566 0821/0820
accommodation@glasgowconventionbureau.com
A full list of hotels is available to view and book via our website: www.diabetes.org.uk/conference

Conference venue
SEC Glasgow
Exhibition Way, Glasgow G3 8YW
0141 248 3000
www.sec.co.uk
Key dates

Applications open
Thursday, 26 September 2019 at noon

Sponsor priority allocation window closes
Thursday, 3 October 2019

Allocation of exhibition stands from
Thursday, 3 October 2019

Satellite symposia deadline, including symposia details
Friday, 15 November 2019

Exhibition application form deadline
Friday, 20 December 2019

Cancellation date
Friday, 24 January 2020

Payment deadline
Friday, 24 January 2020

Conference guide advertisements, text and logos
Monday, 27 January 2020

Delegate bag insert for approval
Monday, 27 January 2020

Delegate bag inserts delivered
Monday, 27 January 2020

Exhibitor registration deadline
Wednesday, 4 March 2020 at 5pm

Drinks reception for sponsors and exhibitors on the Diabetes UK Stand
Wednesday, 18 March 2020

Corporate Forum meeting
Thursday, 19 March 2020

Get in touch

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@DiabetesUK
www.diabetes.org.uk