

## Benefits

£25,000 + VAT (per annum)  
Inclusive of corporate membership

- Opportunity to speak at one BIR virtual event per year (subject to approval by BIR and availability)
- Opportunity to speak at BIR in-person events at discounted rate (subject to approval by BIR and availability)
- Your company logo on all BIR event marketing materials and programmes for a 12-month period
- The silver package at all BIR virtual events and gold package at all face-to-face events\*
- One free webinar per year (subject to approval by BIR) and logo on holding slides of all webinars delivered by BIR
- Up to 6 guest passes (for staff or invited guests) to all BIR events\*
- Your company identified as a platinum sponsor on our website and all BIR newsletters
- Acknowledgement in BJR
- Room hire at our offices in Farringdon, London (subject to government guidelines and availability)
- Logo on holding slide of webinars

\*All joint and partnership events are exempt from this package; however, opportunity to participate with a discounted rate can be made available upon request

To sponsor an event or to find out more about us visit our website:  
[www.bir.org.uk/sponsorship-opportunities/](http://www.bir.org.uk/sponsorship-opportunities/)

For further information please contact [conference@bir.org.uk](mailto:conference@bir.org.uk)

## BRONZE PACKAGE

£950 + VAT (£1,200 + VAT if you are NOT a BIR corporate member)

- Table top exhibition space
- Final delegate list
- Two exhibitor/delegate passes allowing attendance at educational sessions
- Lunch and full refreshments for your representatives
- Logo on the advance event programme and delegate booklet

## SILVER PACKAGE

£1,500 + VAT (£1,800 + VAT if you are NOT a BIR corporate member)

- Includes all of the Bronze Package benefits
- Four exhibitor/delegate passes allowing attendance at educational sessions
- Logo and 50 word profile in the delegate booklet
- Literature insert into delegate packs (maximum A4 size)

## GOLD PACKAGE

£2,000 + VAT (£2,600 + VAT if you are NOT a BIR corporate member)

- Includes all of the Silver Package benefits
- Six exhibitor/delegate passes allowing attendance at educational sessions
- Logo and 200 word profile in the delegate booklet
- Full page colour advert in the delegate booklet
- Opportunity to provide own conference stationery/lanyards
- Banner in BIR newsletter (one month)

## SPEAKER PREMIUM PACKAGE (WHERE AVAILABLE)

£3,500 + VAT for corporate members and £1,500 + VAT for Platinum sponsors (£5,000 + VAT if you are NOT a BIR corporate member)

- Includes all of the Gold Package benefits
- Selection of speaker of your choice at designated face-to-face / virtual event session\*
- Full delegate list with name and job title
- Banner on stage during sponsored speaker presentation
- Logo on media wall (where possible)
- BIR promotion via social media platforms on sponsors and speaker(s)

Terms and conditions apply:

- The proposed speaker and lecture title must be approved by the BIR before being confirmed on the programme.
- All speaker expenses i.e. travel, accommodation, subsistence etc, must be covered by the sponsor.
- Please note that the lecture delivered by the sponsored speaker must have a strong clinical focus.

## BRONZE PACKAGE

£1,300 + VAT (£1,700 + VAT if you are NOT a BIR corporate member)

- 6ft x 2ft table top exhibition space
- Final delegate list
- Two exhibitor/delegate passes allowing attendance at educational sessions
- Lunch and full refreshments for your representatives
- Logo on the advance event programme and delegate booklet

## SILVER PACKAGE

£1,900 + VAT (£2,300 + VAT if you are NOT a BIR corporate member)

- Includes all of the Bronze Package benefits
- Four exhibitor/delegate passes allowing attendance at educational sessions
- Logo and 50 word profile in the delegate booklet
- Literature insert into delegate packs (maximum A4 size)

## GOLD PACKAGE

£2,500 + VAT (£3,000 + VAT if you are NOT a BIR corporate member)

- Includes all of the Silver Package benefits
- Six exhibitor/delegate passes allowing attendance at educational sessions
- Logo and 200 word profile in the delegate booklet
- Full page colour advert in the delegate booklet
- Opportunity to provide own conference stationery/lanyards
- Banner in BIR

## SPEAKER PREMIUM PACKAGE (WHERE AVAILABLE)

£4,000 + VAT for corporate members and £1,500 + VAT for Platinum sponsors (£5,000 + VAT if you are NOT a BIR corporate member)

- Includes all of the Gold Package benefits
- Selection of speaker of your choice at designated event session\*
- Full delegate list with name and job title (including contact details where consent is given)
- Banner on stage during sponsored speaker presentation
- Logo on media wall (where possible)
- LCD TV screen
- BIR promotion via social media platforms on sponsors and speaker(s)

Terms and conditions apply:

- The proposed speaker and lecture title must be approved by the BIR before being confirmed on the programme.
- All speaker expenses i.e. travel, accommodation, subsistence etc, must be covered by the sponsor.
- Please note that the lecture delivered by the sponsored speaker must have a strong clinical focus.

# BIR

The British  
Institute of  
Radiology



## EXCLUSIVE SPONSORSHIP

Choose the topic, help devise the programme and get exclusive brand awareness on marketing materials.

Various options available – please ask us for details.

## Why exhibit at a BIR event?

- Direct contact with clinicians, scientists and leaders and decision-makers
- Build key relationships with practitioners and decision makers in a relaxed environment
- Develop new and stronger community networks
- Increase familiarity with your brand and products among experts in the field
- Gain first-hand insight about market developments and what your customers are thinking
- Gain access to highly targeted direct marketing channels

**To sponsor an event or to find out more about us visit our website:  
[www.bir.org.uk/sponsorship-opportunities/](http://www.bir.org.uk/sponsorship-opportunities/)**

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