

# Corporate Support Opportunities for Insulin Pump and Device Companies

## Association of British Clinical Diabetologists

Committed to the advancement and promotion of  
diabetes specialist services

ABCD is the only professional society dedicated exclusively to consultants and specialist trainees in diabetes in the UK. The organisation is well represented across the UK; about half of all eligible doctors have chosen to be members of the association and pay an annual subscription.

The association, a company limited by guarantee and a registered charity, promotes awareness of and interest in diabetes mellitus and diabetes care, both nationally and locally, and aims to enthuse young physicians to train in the specialty. It encourages clinical research into diabetes in all care settings, and provides education and professional development support for its members.

### Key features:-

- Professional support, lifelong learning and development developed by diabetologists for diabetologists
- Biannual association conferences providing high quality education, networking, collaboration and information on the latest diabetes clinical and policy news and research.
- Nationwide clinical and service delivery audits generating widely respected real world data
- The organisation is represented on many professional charities and boards including the National Institute for Health and Care Excellence, Royal College of Physicians, and works closely with Diabetes UK, CQC and the Society for Endocrinology, allowing us the opportunity influence national policy and guidance and represent the organisation.
- Joint education meetings with other organisations including the Royal College of Physicians and the Renal Association.
- The first ever UK-wide dedicated Insulin Pump Network of specialists (IPN-UK).

ABCD is proud of its relationship with commercial providers and its record of working in a way that protects the independence and integrity of ABCD as a not-for-profit charity whilst meeting the corporate governance requirements of companies and their business needs. Our industry partners provide essential funding to support the charitable work of ABCD. To discuss your sponsorship requirements for 2016 please do not hesitate to contact us via the secretariat on 01675 475401.

### What we offer you:

- A respected and authoritative voice in the diagnosis and management of complex diabetes conditions
- A relationship with key opinion leaders in the field
- Access to key customers in your market field
- Access to our educational tools, events and publications

- Access to our clinical research and audit programme
- Increased profile in the diabetes domain
- Association with a highly regarded charity
- Access to and special discounts for advertising and reprints in our peer reviewed quarterly publication, The British Journal of Diabetes & Vascular Disease, which will have a regular IPN-UK column.
- Participation in our new Insulin Pump Network launching later this year.

### Corporate Membership Packages

Corporate membership underpins the relationship ABCD has with its commercial company partners. It provides the foundation for a close working relationship and helps to provide much needed income to support ABCD core services such as influencing policy, membership development, maintaining the website as well as the basic infrastructure needed by ABCD to operate efficiently and effectively.

Corporate membership for device company manufacturers is the most effective and valuable way that companies can support the work of ABCD. There are three different levels of corporate membership. In recognition of the smaller size and available budgets of device company manufacturers, corporate membership packages are offered at 40% the pharmaceutical company rate.

### Insulin Pump Network (IPN-UK)

In 2016 we will be introducing our insulin pump network. The aims of the network are to:-

- **Collaborate**
- **Evolve**
- **Support \***

**We will be running** our first meeting of the insulin pump network in Spring 2016 in Manchester, aiming to attract approximately 100 delegates. This will be held before the ABCD conference. There will be the opportunity for an exclusive sponsored symposium for delegates registered for the IPN-UK meeting, and for those registered for the ABCD conference.

### ABCD Conferences

The ABCD biannual conference provides an ideal opportunity for ABCD members to update their clinical and service delivery knowledge, as well as collaborating on new ideas for research and audit, sharing best practice and liaising with peers.

The conference programme features expert and keynote speakers, abstract presentations and scientific posters, practical updates and discussion. Each conference is renowned for its friendly environment and offers ideal platform for companies to raise the profile of their brand(s) and communicate their key messages to their target audience. A new marketing campaign to promote attendance at each conference will be introduced in 2016 via our new online database with a newly introduced online registration and payment system.

**New for 2016** will be the addition of a pre-conference meeting in Spring of our newly launched Insulin Pump Network (IPN-UK), AND the opportunity for Gold sponsors to apply for an exclusive opportunity to host a satellite symposium at our Autumn meeting.

With the renewed focus on our conferences we aim to upgrade our events to include more professionally published and branded conference proceedings and materials.

Sponsorship of the conference starts at £850 for trade exhibition with a variety of optional extras.

<b>Sponsorship Package</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>TRADE</b>
<b>Insulin Pump Network</b>				
Full acknowledgement of sponsorship status on all ABCD Insulin Pump Network materials and correspondence	✓	✓	✓	
Opportunity to send targeted mailings to ABCD Insulin Pump network members*	4	3	2	£750
Opportunity to distribute an online survey/questionnaire to the Insulin Pump Network via the website and have it promoted to the membership in an email	✓			
<b>Conference</b>				
Complimentary company attendance places at ABCD biannual conferences and IPN meeting#	4	2		
Opportunity to attend ABCD Reception/conference dinner#	4	2		
Prominent stand location, premium stand space size with 2 exhibitor places#	✓			
Regular exhibition stand space with exhibitor places#		2		£850
Complimentary company attendance (1 person) and regular exhibition stand space and opportunity to attend reception and gala dinner at the Spring IPN/ABCD meeting (1 person)#			✓	
Opportunity to undertake sponsored technology symposium at Spring meeting open to IPN and ABCD conference registrants@	✓			
Acknowledgement of sponsorship in conference materials	✓	✓	✓	
150 word company information to be included in conference handbook	✓	✓	✓	£500
Inclusion of inserts into delegate packs	2	1		
Sponsorship acknowledgement in all emails to members about the conference from date of receipt of purchase order	✓	✓		
Company logo on holding slides and acknowledgement/logo on housekeeping slides	✓	✓		
<b>Website</b>				
Sponsorship acknowledgement (sliding scale in size)	✓	✓	✓	
Corporate logo with acknowledgement	✓			

Link to corporate website	✓	✓		
<b>Other Membership Access</b>				
Opportunity to meet the committee the main organizing group of ABCD at the annual GOLD supporters reception to discuss issues of common interest	✓			
Opportunity to distribute an online survey/questionnaire to the membership via the website and have it promoted to the membership in an email	✓			
<b>Education Programme</b>				
Opportunity to provide an educational grant to support members to attend/present scientific abstracts at other international conferences/congresses	✓	✓	✓	
Acknowledgement of corporate sponsorship in all materials related to the ABCD Leadership programme(s)~	✓	✓		
Opportunity to nominate ABCD members for inclusion in leadership and mentorship programme	2	1		
<b>British Journal of Diabetes &amp; Vascular Disease</b>				See rate card
Free half page advert in of BJDVD	3/yr	2/yr	1/yr	
20% discount on additional advertising in BJDVD	✓	✓		
20% discount on any reprint orders (excluding printing/production costs)	✓	✓		
10% discount on production of BJDVD supplements	✓	✓	✓	
Free hard copies of BJDVD distributed to named individuals at corporate office	6	4	2	
Discount on banner advertising on BJDVD website	20%	10%	5%	
<b>Discounted Fees for Device Company Manufacturers</b>	<b>£11,000</b>	<b>£8,000</b>	<b>£5,000</b>	

@ The fee for this unique and exclusive technology symposium is £5,000 and is offered on a first come, first served basis. Any technology symposium content will be subject to review by the conference organising committee and must be of high educational value and balanced content

\* Except those members who have opted out of receiving commercial emails. Copy must be provided as full html source code including images. Any mailings will be sent with a subject heading of Message sent on behalf of [Company Name] and will include a standard ABCD corporate footer

~ Opportunity for exclusive commercial support of leadership programmes available upon request subject to premium additional fee

# Any other company representatives will be charged an additional fee for attendance at ABCD conference events

### Other sponsorship opportunities

Conference pack insert £750.00

Mailing to members	£750.00
Branded conference badge lanyards	£750.00
Advert in conference handbook	£1,000.00
BJDVD advertising	See rate card
BJDVD reprints and supplements	Consult ABCD for information

### Statement on commercial funding

The Association of British Clinical Diabetologists seeks to work in collaboration with any organisation who shares its aims of improving the diagnosis, care and treatment of people with diabetes.

This includes commercial companies and government as well as other professional societies/charities. Our primary consideration in any collaboration is ensuring that our independence is not in any way compromised and we are free to act in the best interests of our members and what we consider to be the best interests of people with diabetes.

Written agreements are in place for all commercial sponsorship and funding. The sources of funding are declared and made transparent on the ABCD website and on relevant materials.

ABCD recognises its credibility and independence as its greatest assets both in terms of its ability to influence and to secure support. It further recognizes the potential conflicts that its reliance upon pharmaceutical industry brings. However, ABCD has strict governance processes in place to ensure it operates independently and is not unduly influenced by any third party.

ABCD (Diabetes Care) is a company limited by shares in England and Wales under company number 7270377, whose registered address is Sterling House, 1 Sheepscar Court, Meanwood Road, Leeds LS7 2BB. Diabetes Care Trust (ABCD) is a registered charity number 1139057, a company limited by guarantee in England and Wales under company number 74248361, whose registered address is Sterling House, 1 Sheepscar Court, Meanwood Road, Leeds LS7 2BB. ABCD (Diabetes Care) Ltd is a wholly owned subsidiary of the Diabetes Care Trust (ABCD) Ltd