

Corporate Partnership Opportunities for Device Company Manufacturers



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 and about half of all eligible doctors are members of the association.

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, Diabetes UK, 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 dedicated diabetes technology network for specialists

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 2019 please do not hesitate to contact us via the secretariat on 01675 477602.

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
- Participation in the ABCD-DTN-UK, the Diabetes Technology Network (formerly the Insulin Pump Network) that launched in 2016.

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 (i.e. non-pharmaceutical companies) corporate membership packages are offered at a 40% discount.

Diabetes Technology Network (DTN)

- The DTN-UK committee is dedicated to ensuring better access to diabetes technologies for people living with diabetes. The committee meet at least twice a year and have regular email correspondence in between on key issues.
- The DTN-UK committee consists of UK experts in diabetes technologies:

| | |
|-------------------------------------|---------------------------------|
| Emma Wilmot (Derby) | Eleanor Scott (Leeds) |
| Pratik Choudhary (London) | Sufyan Hussain (London) |
| Peter Hammond (Harrogate) | Iain Cranston (Portsmouth) |
| Alistair Lumb (Oxford) | Fraser Gibb (Edinburgh) |
| Dinesh Nagi (ABCD chair, Mid Yorks) | Sara Hartnell (Cambridge) |
| Philip Weston (Liverpool) | Mike Kendall (patient rep) |
| Fiona Campbell (Leeds) | Liam McMorrow (patient rep) |
| Mark Evans (Cambridge) | Joanna Mullineaux (patient rep) |
| Ian Gallen, (Reading) | |
| Nick Oliver (London) | |
| Geraldine Gallen (London) | |

- After three highly-successful conferences in Manchester, Belfast and Glasgow, the next annual conference for ~100 delegates will be immediately before the ABCD spring conference in Loughborough on 16th May 2019. Every year these meetings are over-subscribed.
- Following the success of our 2018 ‘team education days’ in Coventry, Leeds and Manchester, two further diabetes technology team days are planned in 2019. Each with space for a multi-disciplinary audience of ~60 delegates.
- Following the successful launch of three DTN-UK Best Practice Guides (see <https://abcd.care/dtn-uk-best-practice-guides>), in 2019 we aim to publish a further 3 Best Practice Guides: CGM, CSII in pregnancy and a Primary Care guide to diabetes technologies.

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 2019 DTN-UK annual conference will be on the 16th May. The conference programme features expert and keynote speakers, 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. There will be another opportunity for GOLD Pump and Device supporters to apply to host a symposium immediately afterwards. This will be open to delegates attending one or both of the DTN-UK and ABCD conferences.

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

Sponsorship of the conference starts at £1,060 for trade exhibition with a variety of optional extras.

| Sponsorship Package | GOLD | SILVER | BRONZE | TRADE |
|--|-------------|---------------|---------------|--------------|
| Diabetes Technology Network | | | | |
| Full acknowledgement of sponsorship status on all DTN materials and correspondence | ✓ | ✓ | ✓ | |
| Opportunity to send targeted mailings to ABCD DTN members* | 4 | 3 | 2 | £930 |
| Opportunity to distribute an online survey/questionnaire to the DTN via the website and have it promoted to the membership in an email | ✓ | | | |
| Annual DTN-UK Conference | | | | |
| Complimentary company attendance places at ABCD biannual conferences and DTN annual meeting [#] | 4 | 2 | 1 | |
| Opportunity to attend ABCD Reception/conference dinner [#] | 4 | 2 | 1 | |
| Prominent stand location, premium stand space (3m wide x 2m deep) with 2 exhibitor places [#] | ✓ | | | |

| | | | | |
|---|---|-------|-------|--------|
| Regular exhibition stand space (2m wide x 2m deep) with 2 exhibitor place [#] | | ✓ | | |
| Regular exhibition stand space (2m wide x 2m deep) with 1 exhibitor places [#] | | | ✓ | £1,060 |
| Opportunity to sponsor a technology symposium at annual DTN-UK meeting, open to DTN-UK and ABCD conference registrants [@] | ✓ | | | |
| Acknowledgement of sponsorship in conference materials | ✓ | ✓ | ✓ | |
| 150 word company information to be included in the dedicated conference app | ✓ | ✓ | ✓ | £625 |
| Opportunity to include digital collateral within the conference app (PDF files and URL links) | ✓ | ✓ | | |
| Opportunity for to have banner advertisement included on the conference app OR sponsored post sent out via the app to all delegates during the conference | 1 | £1000 | £1000 | £1000 |
| 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 | ✓ | ✓ | | |
| DTN team days | | | | |
| Regular exhibition stand space with 2 exhibitors | ✓ | ✓ | | |
| Company attendance at meeting | 2 | 2 | 1 | |
| Website | | | | |
| Sponsorship acknowledgement (sliding scale in size) | ✓ | ✓ | ✓ | |
| Corporate logo with acknowledgement | ✓ | | | |
| Link to corporate website | ✓ | ✓ | | |
| Other Membership Access | | | | |
| 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 | ✓ | | | |
| Education Programme | | | | |
| 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 | | |

| British Journal of Diabetes | | | | See rate card |
|--|----------------|----------------|---------------|---------------|
| Free half page advert in of BJD | 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 BJD supplements | ✓ | ✓ | ✓ | |
| Free hard copies of BJD distributed to named individuals at corporate office | 6 | 4 | 2 | |
| Discount on banner advertising on BJDVD website | 20% | 10% | 5% | |
| Discounted Fees for Device Company Manufacturers | £15,840 | £11,520 | £7,200 | |

@ 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 conferences

Other sponsorship opportunities

| | |
|-----------------------------------|------------------------------|
| App banner ad | £1,000.00 |
| Sponsored post | £1,000.00 |
| Digital collateral | £1,000.00 |
| Mailing to members | £930.00 |
| Branded conference badge lanyards | £750.00 |
| BJD advertising | See rate card |
| BJD reprints and supplements | Consult ABCD for information |

Opportunity to sponsor partner meetings (Renal Association, JDRF EXTOD-PEAK meetings)

Gold sponsors 100% discount, Silver sponsors 50% discount, Bronze sponsors 25% discount

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 body

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