

Corporate Support Opportunities

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.

ABCD is proud of its relationship with pharmaceutical and device companies and other commercial organisations 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 2018 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 special discounts for advertising and reprints in our peer-reviewed quarterly publication, The British Journal of Diabetes & Vascular Disease
- Participation in our new Insulin Pump Network UK 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 is the most effective and valuable way that companies can support the work of ABCD. There are three different levels of corporate membership.

ABCD Conferences

ABCD develops and organizes a series of innovative educational events for members and those interested in the management of diabetes. The events support ongoing professional development and learning and help to promote academic research and audit as well as offering an opportunity for networking and sharing best practice.

In 2019 we will be undertaking a review of our current conference programmes and implementing a series of exciting changes to facilitate new ways of learning including the possible introduction of parallel and satellite symposia.

Our events offer an ideal platform for companies to raise the profile of their brand(s) and communicate their key messages to their target audience.

In addition to our own events ABCD is delighted to partner with other organisations to bring high quality education to healthcare professionals. These include The Renal Association, EXTOD and JDRF. Corporate sponsors have the opportunity to participate in these events through our corporate programme.

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

ABCD 2019 Plans

During 2018 ABCD heavily invested in its web profile. In 2019 we will continue to invest in our digital strategy with a new invigorating digital marketing campaign to support members and those with a special interest in diabetes. Our work will help to ensure that we are a true digitally led organisation.

In 2019 we will be introducing an exciting new membership campaign aimed at increasing membership numbers and our sphere of influence. In addition to targeting new and existing diabetes consultants we will be introducing an associate scheme for allied healthcare professionals working in diabetes.

Our new infrastructure will support growth and development in key education programmes including our consultant development and mentorship programmes and with plans for a postgraduate certificate in clinical leadership. We will also be leading on new research and audit programmes and exploring innovative new work around the efficacy of closed loop systems and other key audits and research.

Our new digital grant application scheme has already seen an exciting submission and we will be encouraging and fostering other grant applications and also supporting members to share their research through abstract submissions at major congresses.

We will continue to organise grow and develop our Type 1 Collaborative and the Diabetes Technology Networks both of which are incredibly successful.

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We will continue to work with partner organisations to support educational programmes and events

We will continue to campaign for patients with diabetes to access the best possible care and help influence the diabetes agenda through our representation on key professional and national groups and organisations.

Sponsorship Packages	GOLD	SILVER	BRONZE	TRADE
Conference				
Complimentary company attendance places at ABCD biannual conferences [#]	4	2	1	
Opportunity to attend Reception and conference dinner [#]	4	2	1	
Prominent stand location, premium stand space size with 2 exhibitor places [#]	✓			
Regular exhibition stand space with exhibitor places [#]		2	1	£1060
Acknowledgement of sponsorship in conference materials	✓	✓	✓	
150 word company profile and logo within 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			
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	✓	✓		
Opportunity to apply for exclusive one only satellite symposium meeting during ABCD autumn conference [~]	✓			
Website				
Sponsorship acknowledgement (sliding scale in size)	✓	✓	✓	
Corporate logo with acknowledgement	✓			
Link to corporate website	✓	✓		
Membership Access				
Opportunity to send out commercial mailings to entire ABCD membership database* per year	4	3	2	£930
Opportunity to sponsor the ABCD Insulin Pump network at 20% discount	✓	✓		
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 [@]	✓	✓		
Opportunity to nominate ABCD members for inclusion in leadership programme	2	1		
British Journal of Diabetes				See rate card
Preferential option for advertising positioning	✓			
Free one page advert in of BJD	3/yr	2/yr	1/yr	
20% discount on additional advertising in BJD	✓	✓		
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 BJD website	20%	10%	5%	
Fee	£33,000	£24,000	£15,000	

* 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

~ The fee for this unique and exclusive satellite symposium, to be held on the Friday of the Autumn Conference, is £12,000 and is offered on a first come, first served basis. Any satellite symposium content will be subject to review by the conference organising committee and must be of high educational value and balanced content.

@ Opportunity for exclusive commercial support of leadership programme modules available upon request subject to premium additional fee

Additional exhibitor places, if available, are chargeable to ABCD

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.

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