



Childhood & Adolescent Obesity Conference

CHILDHOOD & ADOLESCENT OBESITY: A WHOLE-SYSTEM, STRATEGIC APPROACH

22 September 2011

Royal College of Obstetricians and Gynaecologists, London

SPONSORSHIP OPPORTUNITIES

Organised by:



In cooperation with:



*International Federation for the
Surgery of Obesity and Metabolic
Disorders (IFSO)*

www.ifso.com

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Why Advertise - Sponsor?

This conference will bring together the key decision makers of and specialists in childhood and adolescent obesity. These are the very people who can have a direct influence on your business opportunities.

With our line up of eminent and respected leaders in the field of childhood and adolescent obesity we expect the conference to draw a large audience of clinicians and commissioners, including Public health specialists, Health Planners, Commissioners as well as Family Practitioners, Paediatricians, Obstetricians, Health marketing professionals, Food industry representatives or Health media personnel.

The conference will provide opportunities for you to:

- » Network with key decision makers, referrers and purchasers.
- » Make key contacts to follow up.
- » Have opportunities to showcase your services and products.
- » Have opportunities to discuss details of your services and products.
- » Raise your company profile with the people who matter.
- » Keep up to date with what leaders in the field are thinking.

Programme

08.30 Registration and refreshments

09.30

Welcome

Conference Chair

09.40

Economic and health agenda

Richard Cienciala - *Deputy Director, Obesity Programme, Department of Health*

10.10

Commissioning to address childhood obesity at a local level

Carol Weir - *Public Health Specialist, NHS Rotherham*

10.40

Panel Discussion

10.50

Coffee and networking,

11.20

A paediatric perspective

Dr. Neil Wright

11.50

Psychological consequences of Childhood Obesity

Prof. Andrew Hill - *Head of Academic Unit of Psychiatry and Behavioural Sciences, University of Leeds*

12.20

The overweight child's perspective

Dr. Laurel Edmunds - *PHD, Oxford University UK*

12.50

Lunch and networking

14.00

Delivering effective services in a whole systems approach

Prof. Paul Gately - *Regional Chair of the National Obesity Forum (Yorkshire and the Humber), Professor at Leeds Metropolitan University and CEO of Carnegie Weight Management Centre (CWM)*

14.30

Change for Life Sheffield - evaluating a whole systems approach in one city

Dr. Robert Copeland - *Principal Research Fellow, Sheffield Hallam University*

15.15

Coffee and networking

16.00

A whole system strategic approach to addressing Childhood Obesity - what does good look like?

Kim Hastie - *Former Lead for National Support Team(UK) - Childhood Obesity*

16.30

Panel discussion - Where to now?

16.50

Chair's closing remarks

Sponsorship opportunities

Exhibition Area

Exhibition space / Working space

£800

- » Working desk -6 ft long.
- » Chair for exhibitor / 2 chairs for visitors.
- » Space behind desk for displays.
- » Contact details in the conference book
- » Material, boards, banners to be provided by sponsor.
- » One Exhibitor's delegate pass included in price.

Plasma screen behind the working area

£200

- » Laptops, logo, image(s), material to be provided by sponsor.

This setting will allow the sponsor to interact with delegates effectively. The sponsor will be able to distribute their corporate materials and use the area behind their table for banner or display or plasma presentation of their products. The sponsor should send the design layout to the organiser for approval 30 days before the event



Catering Packages

Conference Lunch Sponsoring

£500

Lunch of the conference is available for sponsoring. Sponsor will be mentioned in the conference book. Logo or small promotional of the sponsor will be on the lunch tables. Two Exhibitor's delegate pass included in price.

Conference coffee breaks Sponsoring

£500

» Coffee breaks of the conference are available for sponsoring. Sponsor will be mentioned in the conference book. Logo or small promotional of the sponsor will be on the high tables in the committee room. Two Exhibitor's delegate pass included in price.



Badges, lanyards and bags

» Delegate Badges and lanyards

£500

- Lanyards branding (provided by sponsor)
- Badge Back cover

Exhibitor's delegate pass can be purchased at 20% discount from normal delegate fee.



Delegate bag

» Branding of the conference bag + Insert

£500

Bags need to be provided by the sponsor.
One Exhibitor's delegate pass included in price.

» Insert in the delegate bag

£100

Exhibitor's delegate pass can be purchased at 20% discount from the normal delegate fee.

Insert is provided by the sponsor at least 7 days before the event.

Insert should be of a maximum A4 size.

For extra ordinary size or large documents, please ask for a quote.



Terms and Conditions

- 1) An application for booking of advertising space must be made in writing.
- 2) Applications will not be accepted from persons applying on behalf of other persons, unless this is declared at the time of the application.
- 3) The purpose of the hire of advertising space must be stated at the time of the confirmation, and the hirer must use the offered space for that purpose only.
- 4) The organiser reserves the right to refuse any application or to cancel bookings at any time.
- 5) The organiser reserves the right to alter or modify these conditions or to impose other conditions further to advising the sponsor.
- 6) The sponsor is fully responsible for licence(s), trade mark rights and any issues arising from the material they may advertise.

Payment of fees and cancellation fees

- 1) All sponsorship rates are payable in advance and include VAT and all taxes.
- 2) 50% of the total sponsorship charge to accompany the completed contract. (non refundable)
- 3) The balance to be paid 28 days prior to the event. No bookings will be considered firm until full payment has been received.
- 4) A 100% cancellation fee is charged for any cancellation of sponsorship 80 days prior to the event.
- 5) The booking of the advertising space /sponsorship shall constitute an acceptance of these terms and conditions.

Exhibitor/Delegate Pass

Sponsorship packages include Exhibitor's delegate pass(es) where indicated. This pass will entitle you to attend the conference, the coffee breaks and the lunch. Extra Exhibitor's delegate passes can be purchased with a 20% discount from the delegate fee.

