

EDINBURGH ANAESTHESIA FESTIVAL

21-23 AUGUST 2024

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RCOA

Royal College of Anaesthetists

CPD points applied for



EDINBURGH ANAESTHESIA FESTIVAL (EAF)

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Edinburgh Anaesthesia Festival, 21-23 August 2024

**Scotland's largest annual Anaesthesia, Pain Management
and Critical Care conference**

With around 500 delegates expected to attend our 36th Edinburgh Anaesthesia Festival (around 300 in-person and 200 online), we hope you can join us too, at the historic Royal College of Physicians Edinburgh (RCPE).

The EAF provides an opportunity to reach a specialised and engaged market, as well as helping to boost your brand awareness in this area. We offer a range of packages to suit your needs and budget (VAT is not applicable)

| Exhibitor | Gold Sponsor | Awards Sponsor (Exclusive) | Social Sponsor: Dinner & Drinks Reception (Exclusive) |
|------------------|---------------------|---------------------------------------|--|
| £1,295 | £2,500 | £3,000 | £4,000 |
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Alternatively, we welcome any suggestions and are happy to tailor sponsor packages to better meet your requirements – we are open to any ideas you may have.

As a sponsor, you can take advantage of half price parking at Q Park @ The Omni Centre, just 10-15 mins walk from the venue. (£12 per 24 hours).

We are keen to welcome non-medical sponsorship too. In previous years we are proud to have been supported by Lamborghini, Bentley, Tilney and Walkers Shortbread.

Please do not hesitate to contact us if you have any queries or if we can help in any way. We look forward to giving you a traditional and warm Scottish Welcome.

The Edinburgh Anaesthesia Festival Committee.

Sponsors and Exhibitors

We are extremely grateful for the support of our sponsors over the years, including:

Aguettant
B|Braun
Bentley Edinburgh
Chase De Vere
Covidien
Edwards Lifesciences Ltd
Evans Cycles
Getinge / Arjohuntleigh
Glidescope (Verathon)
Grunenthal
HCSA
Intersurgical Ltd
Karl Storz Endoscopy (UK) Ltd
Lamborghini Edinburgh
Masimo Europe Ltd
The Medical Defence Union, MDU
PAJUNK UK Medical Products Ltd
Proact Medical Ltd
Radiometer
Royal College of Anaesthetists
Royal Air Force
South Tees NHS Foundation Trust Teleflex
Tilney
Trucorp Ltd
Verathon Medical (UK) Ltd Walkers Shortbread

Edinburgh Anaesthesia Festival 2024

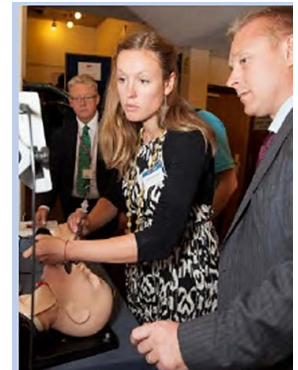
The Edinburgh Anaesthesia Festival (EAF) is the largest annual Anaesthesia, Critical Care and Pain Management conference in Scotland, and is based in the historic Royal College of Physicians Edinburgh (RCPE).

This 3 day conference held on 21st to 23rd August 2024 coincides with the various world renowned Edinburgh Festivals. It attracts delegates from around the world with over 20 presentations from both national and international speakers. These speakers are recognised as authorities in their field and will deliver topical lectures on a wide variety of anaesthesia, critical care and pain medicine.



The EAF programme includes a Drinks Reception at the end of the first day for delegates and the annual EAF Dinner following the second day - both are ideal opportunities for the social sponsor to network with potential clients in a relaxed and friendly atmosphere.

We are keen to encourage non medical sponsorships too. In previous years we are proud to have been supported by Lamborghini, Bentley, Tilney and Walkers Shortbread.



Edinburgh Anaesthesia Research and Education Fund

The Edinburgh Anaesthesia Festival has been running for 36 years, and is well known throughout the world by loyal delegates who attend year after year. The meeting is run by the Edinburgh Anaesthesia Research and Education Fund (EAREF), a registered Scottish charity whose main aim is to support anaesthesia and related matters in South East Scotland.

EAREF trustees award around £10,000 in grants each year. Projects funded include small research projects, bursaries to aid study for higher degrees and support for health care workers travelling to developing countries to provide medical care and education.



Brand Promotion

We can promote your company on X,(>1,100 followers,) Facebook (>3,000 likes', Direct Mail to 1,500 anaesthetists, our Abstract Journal, the EAF website and other marketing campaigns.

Media exposure

The EAF advertises in various medical journals worldwide, including the Anaesthesia News, Royal College of Anaesthetists Bulletin, ANZCA (a combined readership >37,000).

As part of the EAF marketing campaign, flyers and posters are sent to over 250 UK hospitals and >1,000 previous attendees.



Delegate Profile

As the largest annual Anaesthesia, Critical Care and Pain Management meeting in Scotland, the EAF attracts a specialist audience including Consultant Anaesthetists, Trainees and Research staff with approximately 500 delegates attending over 3 day (mixture of virtual and 'in-person').



- 84% of delegates attended from the UK, 68% from Scotland
- 52% of delegates attended the EAF for the first time, demonstrating the potential growth in the years to come.
- International delegates attended from Australia, Israel, Japan, Sweden, India, Indonesia, Netherlands, Norway, Pakistan, Saudi Arabia, UAE, Canada, USA and New Zealand, Switzerland, Germany, Iceland

Lead Generation

There is plenty of room at the EAF for trade stands and medical equipment. Refreshments and lunches will be held here giving ample opportunity to network with delegates, speakers and industry

peers. A list of delegates and speakers (where consent has been provided), will be supplied to allSponsors.

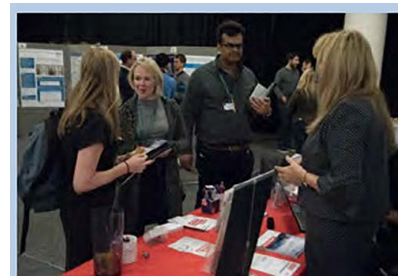
Exhibitors - £1,295 (no vat)

Refreshments and lunches will be provided in the Exhibitors' area, ideal for Sponsors to display merchandise and network with registrants, speakers and trade industry peers.

Trade stands will be staggered throughout the venue to maximise exposure to delegates. A competition will be held to encourage delegates to attend at least 6 stands (delegates will be asked to obtain to stamp their competition card at each trade stand they visit. A minimum of 6 stamps is required to enter a prize draw.) This competition proved extremely popular in previous years, many delegates even submitted 2 or 3 competition cards!

Entitlements

- Trade stand, electrical supply
- Logo on EAF website, Abstract Journal, Facebook, X and LinkedIn
- Buffet lunches and refreshments throughout day for 2 representatives
- Post conference review pack (stats, feedback about EAF24 etc)

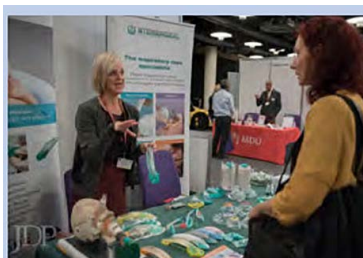


Gold Sponsor - £2,500 (no vat)

With several advertising opportunities, the Gold Sponsorship package offers a variety of ways to promote your company, brand and equipment whilst meeting the delegates at the Edinburgh Anaesthesia Festival.

Entitlements

- Choice of Trade stand location
- Half page advertisement (AS, landscape, colour) in Abstract Journal (reference guide for all registrants)
- Promotional email forwarded to all delegates before conference
- Option to have photographs taken of trade stand with delegates
- One complimentary registration to the conference, to pass onto a valued client
- Invitation for you to attend any of the talks at the venue
- Opportunity to network during delegates' arrival each morning
- Company logo on EAF website, Abstract Journal, Facebook, X and Delegates' Homepage (linked to website or advertising material)
- Opportunity to run competitions or activities during the EAF
- Advert displayed on main screen (rotating) in main auditorium to all delegates between sessions
- Opportunity to run virtual meetings with online delegates during lunchtime or post conference
- Opportunity to run a breakfast symposium or workshop
- Invitation to amend your sponsorship package to suit your requirements
- Post conference review feedback



Awards Sponsor - £3,000 (no vat)

In 2018, the Edinburgh Anaesthesia Festival invited abstracts for oral and poster presentation for the first time. The response was huge with entries from all over the world. With previous sponsorship from Edinburgh University, this has become a regular component of the Edinburgh Anaesthesia Festival and offers exclusive sponsorship opportunities.

This year, the winning abstracts will be published in the Anaesthesia News, the UK's leading anaesthesia, bi-monthly journal with readership >10,000. Winners will also receive the Professor Alistair Spence Award, complimentary passes to the following year's conference along with a cash fund of £750

Entitlements

- Choice of trade stand location
- Invitation to present the Awards to the Winners on Day 3
- Company logo printed on Winners' Certificates
- Full page advertisement in Abstract Journal (provided to all delegates)
- Logo included on winning abstract published within the Anaesthesia News
- Promotional email forwarded to all delegates before conference
- Acknowledgment as the Awards Sponsor (with your logo) projected on screen at the beginning of and between each session and throughout the Exhibitors area
- Lunches and refreshments for 3 representatives
- Invitation for sponsors to attend any of the talks at the venue
- Logo on EAF website, Abstract Journal, Facebook and X (promoted as Awards sponsor) with link to your own website
- List of delegates and work location where permission granted
- Advert displayed on main screen (rotating) in main auditorium to all delegates between sessions
- Opportunity to run virtual meetings with online delegates during lunchtime or post conference
- Invitation to amend your sponsorship package to suit your requirements
- Post conference review feedback



Social Sponsor - £3,500, (no vat) (Exclusive)

Drinks Reception: immediately after the first day of talks (5pm -6.30pm, Wednesday 21 August). Attended by the Lord Provost and delegates, this will be held in the stunning, historic Library of the RCPE.



Conference Dinner: held after the second day of talks and attended by approximately 100, in the majestic hall of the RCPE



This is the perfect sponsorship opportunity to network with delegates in a relaxed, informal atmosphere.

- Invitation for 4 people to attend the Drinks Reception (Day 1) and 4 people at the Conference Dinner (Day 2)
- Full page advert in Abstract Journal (reference guide for delegates)
- Option for waiters and waitresses to wear your company logo on sashes
- Optional welcome speech by your company representative at both the Drinks Reception and Dinner
- Opportunity to display company pop-up banners or similar along with flyers
- Company logo on printed on all Conference Dinner menus
- Option to choose Dinner Entertainment (previous years have included gaelic singers, highland dancers, magician, whisky tasting, Burns recital)
- Promotional email forwarded to all delegates before conference
- Acknowledgment as the Social Sponsor (with your logo) projected on screen at the beginning of and between each session and throughout the Exhibitors area
- Logo on EAF website, Abstract Journal, Facebook and X with link to own website
- Invitation for your staff to attend any of the talks at the venue
- Post conference review feedback

