



# BASS

British Association of Spine Surgeons



**BOURNEMOUTH  
INTERNATIONAL  
CONFERENCE  
CENTRE**

**20-22 MARCH 2024**

# BASS 2024

# Welcome

## Dear Colleagues and Friends,

On behalf of the Wessex Spine Unit, University Hospital Southampton, we are delighted to welcome you to Bournemouth International Centre (BIC) for the British Association of Spine Surgeons (BASS) meeting 2024.

We have a comprehensive programme covering all aspects of spine care with a principle theme of 'Controversies in spine trauma'. An esteemed international group of keynote speakers, national experts and a scientific programme to match will ensure there is a rich environment for educational discussion and debate.

As one of the largest conference and entertainment venues on the South coast, BIC offers a number of conference, exhibition and meeting spaces suitable for all our industry partners. Your continued support is invaluable to the ongoing success of this important event.

The conference banquet will be held at the Pavilion Theatre.

Following on from the success of BASS 2022 and building on the historic links between Belfast and Southampton, we hope this will be a 'Titanic event'!

We look forward to seeing you in sunny Bournemouth!

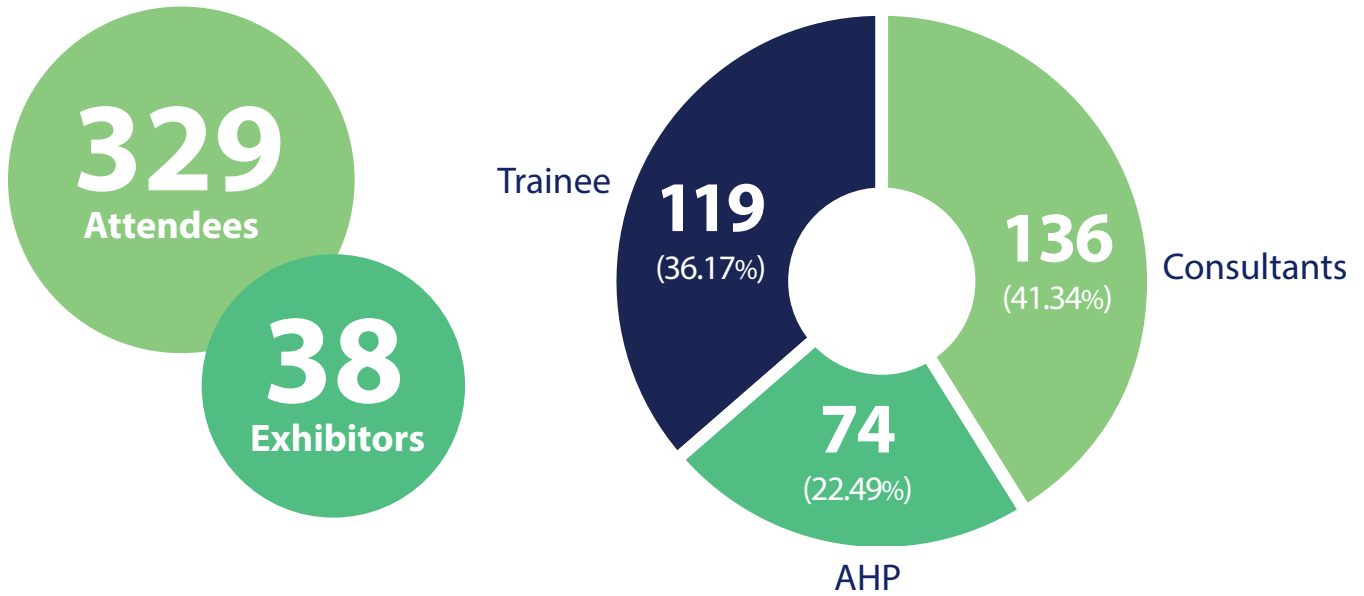
## Steve McGillion & Chris Dare

on behalf of the local organising committee  
Wessex Spine Unit, University Hospital Southampton

## FOR EVENT INFORMATION

+44 (0) 1904 702165 - [BASS@mosaicevents.co.uk](mailto:BASS@mosaicevents.co.uk)

# Why Exhibit at BASS in 2024?



Stats from BASS 2022

1	2	3
<p><b>Build Brand awareness</b></p> <ul style="list-style-type: none"> <li>- Branding opportunities around the venue</li> <li>- Advertising opportunities.</li> </ul>	<p><b>Launch new products</b></p> <ul style="list-style-type: none"> <li>- Exhibiting opportunities,</li> <li>- Lunchtime workshops available each day</li> <li>- Advertisements in digital delegate bags, conference programme, conference app.</li> </ul>	<p><b>Generate business opportunities</b></p> <ul style="list-style-type: none"> <li>- Meet in person</li> <li>- Build the connections</li> <li>- Collect potential leads</li> <li>- Attend networking events.</li> </ul>

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# Sponsorship Packages

## New structure for 2024:

1. Choose your package
2. Determine your level of sponsorship
3. Choose your extras

**£425+vat per square metre**

\*1 PACKAGE AVAILABLE PER COMPANY

## Differences from 2022

Increase in stand sizes from 2022 but no increase in square metre cost

Package prices charged per square metre but include extras at no additional cost

The option to add on additional extras

More passes included in packages and to allow access into the conference sessions

Stand Package	A	B	C	D	E
NUMBER AVAILABLE	1	3	7	15	11
Stand Space	36m <sup>2</sup>	24m <sup>2</sup>	18m <sup>2</sup>	6m <sup>2</sup>	4m <sup>2</sup>
Priority Stand Selection	1st	2nd	3rd	4th	5th
Conference and Exhibitor Passes	10	8	6	3	2
Welcome Drinks Reception Tickets	10	8	6	3	2
Lunch and Refreshments per person, per day	10	8	6	3	2
Company logo and overview on website	✓	✓	✓	✗	✗
Company logo and overview on conference programme	✓	✓	✓	✗	✗
Lead Retrieval	✓	✗	✗	✗	✗
Advanced Listing on the events app	✓	✓	✓	✗	✗
Basic Listing on the event app	✗	✗	✗	✓	✓
Representatives at the Faculty Dinner	2	2	✗	✗	✗
<b>COST</b>	<b>£15,300</b> +vat	<b>£10,200</b> +vat	<b>£7,650</b> +vat	<b>£2,550</b> +vat	<b>£1,700</b> +vat

## Determine your level of sponsorship

Please note the prices detailed below are based on total spend with package chosen plus extras added.

**Gold Sponsor**  
Over £19000 +VAT

**Silver Sponsor**  
Over £13000 +VAT

**Bronze Sponsor**  
Over £8000 +VAT

\*All VAT will be charged at the prevailing rate

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## Extra Opportunities

### CONFERENCE EVENT APP

**£5,000 +VAT\*** (REDUCED FROM 2022!)

New app provider for 2024 - **Crowdcomms**

#### Headline Sponsor of the Conference Event App

- > The Delegates #1 resource for staying updated and involved interactively
- > New media rich way to get in front of all attendees across various platforms
- > Extends reach/ exposure and drives online and physical traffic
- > Attendees will refer to the event app for session details, speaker biographies and much more. You will get exposure every time attendees check out the mobile event guide
- > Increases exposure and associate sponsor logos with an attendees' event information making for a more personal level of engagement.

As the main sponsor you will get to work with the event team to personalise the app with your individual company branding throughout the app such as a banner, splash screen, a unique branded icon with a link through to a document of your choice and link to your company website.

#### APP STATS FROM BRITSPINE 2023 IN GLASGOW

 **310** Total APP logins

 **324** Total APP Downloads

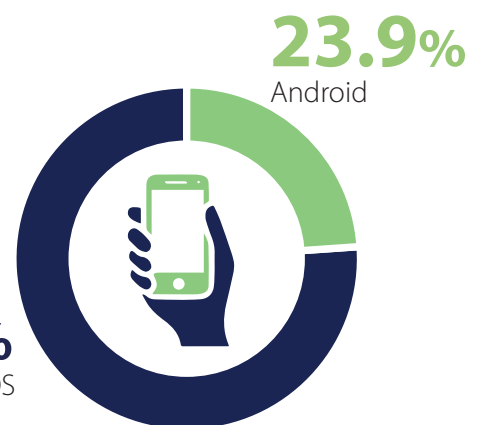
#### UPGRADE CONFERENCE APP LISTING

An additional opportunity to all sponsors want what to upgrade their listing

**£500 +VAT**

Upgrade to a Full Company listing on event app with a web link through to your company website and option to include a company overviews and logo.

#### STATS FROM BRITSPINE 2023 IN GLASGOW



**76.1%**  
iOS

Devices Uses

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## Extra Opportunities

### LEAD RETRIEVAL

Prices from **£250 +VAT\***

Now there is a real alternative that goes so much further than just collecting the business card information offered in general lead retrieval systems. We will be using RefTech for BASS 2024 who offer LeadReference. It is a lead management system that is revolutionising the way exhibitors collect and manage leads at events.

LeadReference is a powerful secure system that enables exhibitors to collect, manage and follow up helping to maximise ROI.

Once confirmed exhibitors will be sent an email containing a link to order LeadReference. You will be provided with your own, unique login details for the LeadReference system. This will enable you to create lead qualification questions well in advance of the event.

### SPONSOR A SESSION OR A ROOM

Take up this opportunity to either sponsor an individual workshop/session or hire a room for the duration of the conference \*SUBJECT TO AVAILABILITY

#### Option 1 – Individual session

**£2,500 +VAT**

Run a breakfast or a lunchtime 45 minute session. The cost will include room hire, use of presentation equipment, signage and a leaflet in the digital delegate bag.

#### Option 2 – Hire a room for the duration

**£5,000 +VAT**

Hire a room for the duration of the conference, this can be used for individual meetings, product displays, workshops, lectures etc.

\*Please note details must be given to the event organisers of how you wish to use the room and subject to approval.

### SPONSOR THE NAME BADGES

**£1,500 +VAT\***

Sponsors can have their company logo/strapline printed on the front and back of the delegate name badges.

### SPONSOR THE LANYARDS (supply only)

**£1000 +VAT\***

Sponsors can supply lanyards with the company branded which will be attached to all delegate badges. If the same sponsor, sponsors both name badges and lanyards, there is a reduction in the cost to **£2000 +vat\***

\*All VAT will be charged at the prevailing rate

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## Extra Opportunities

### ADVERTISE IN THE CONFERENCE PROGRAMME

The abstract book is a high quality, glossy programme supplied to every delegate in the delegate bag. It will contain the abstract of every oral and poster presentation for the whole meeting, as well as programme information. This is very valuable to delegates and something they will keep and refer to.

> Full page colour advert **£1,500 + VAT\***

> Half page colour advert **£800 + VAT\***

All adverts must be emailed to [bass@mosaicevents.co.uk](mailto:bass@mosaicevents.co.uk) by 1st February 2024.

The format that the adverts must be received in will be sent by the conference organisers.

### SUPPLY OF BRANDED STATIONERY **£350 +VAT\***

Sponsors are sought for the supply of pens and notepads for the use of all delegates.

Supply of the appropriate materials will need to be sent directly to the conference venue prior to the conference start date.

### INSERTION OF LEAFLET INTO A DIGITAL DELEGATE BAG

**£500 +VAT\***

A digital leaflet to be produced and sent to the event organisers for inserting into the digital delegate bag prior to the conference start date to be distributed to all delegates attending the conference.

### SPONSORSHIP OF THE SPINE MASTERCLASS **£2000 +VAT\***

The opportunity to be the headline sponsor of the Spine Masterclass which is taking place on Tuesday 19th March 2024. The Masterclass is aimed at new consultants and fellows.

#### The sponsorship will include:

- > Supply from sponsor of up to two pop up banners which can be displayed where the meeting will take place
- > Company logo on the main screen on welcome slide and breaks
- > Company logo on the programme and acknowledge of sponsorship
- > Two passes to attend the meeting to network during breaks.

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## Additional Ticket options

### ADDITIONAL PASSES

Please note packages include a minimum of 2 passes depending on the package purchased.

These passes must be pre-booked and named and collected from the registration desk on arrival. The Include entry into the conference presentations and exhibition as well as tea/coffee and lunch at the appropriate times with delegates.

If you require additional passes these can be ordered at a cost of:

#### Exhibition Entrance only Pass -

**£150 +VAT\*** for the duration of the conference

#### Exhibition and Conference presentations Pass -

**£250 +VAT\*** for the duration of the conference

### CONFERENCE DINNER TICKETS

This year there are no dinner tickets included in any of the packages. The conference dinner is taking place at the Pavilion in Bournemouth on Thursday 21st March 2024, the cost of the tickets are **£65 +VAT\***

**Dress Code** – Smart Casual

### ADDITIONAL TICKETS TO THE WELCOME RECEPTION

Please note packages include a minimum of 2 tickets depending on the package purchased if you require additional tickets there can be purchased extra. The Welcome reception will take place on Wednesday 20th March 2024 in the exhibition area at the Bournemouth International Centre.

Additional tickets are charged at **£30 +VAT\*** per person.

### INDUSTRY MASTERCLASS

As in previous year there will be an industry masterclass taking place on Tuesday 19th March 2024, this will be an interactive course with experienced and renowned spinal surgeons from across the UK covering the depth and breadth of spinal surgery. An afternoon of case-based discussions and sharing experiences.

Tickets are charged at **£100 +VAT\*** per person.

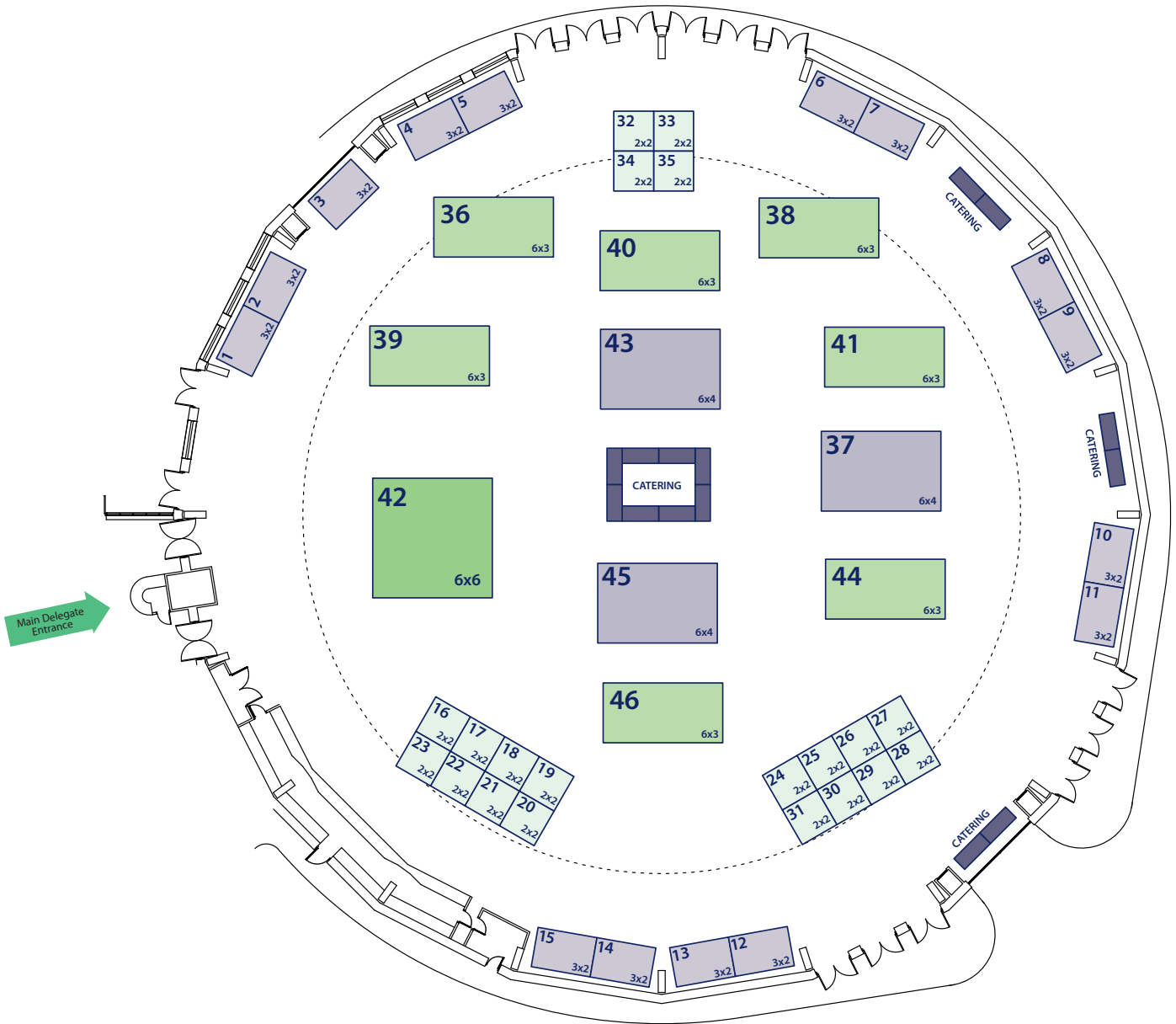
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# Floor Plan



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## General Information

### Event Managers

Mosaic Events Ltd  
Tower House, Mill Lane, Off Askham Fields  
Lane, Askham Bryan, York, YO23 3FS  
Telephone +44 (0) 1904 702165  
✉ [bass@mosaicevents.co.uk](mailto:bass@mosaicevents.co.uk)

### Event Venue

Bournemouth International Centre (BIC)  
Exeter Rd,  
Bournemouth  
BH2 5BH

### Contacts

🌐 [www.ukssb.com](http://www.ukssb.com)  
✉ [info@spinesurgeons.ac.uk](mailto:info@spinesurgeons.ac.uk)  
✉ [bass@mosaicevents.co.uk](mailto:bass@mosaicevents.co.uk)  
🌐 [www.spinesurgeons.ac.uk](http://www.spinesurgeons.ac.uk)

### LANGUAGE/SPECIAL NEEDS DIETARY REQUIREMENTS

If you have any special needs or dietary requirements please contact the event managers prior to the event.

### CONFERENCE DINNER

Maximise networking with delegates by attending the BASS Conference Dinner which will take place on Thursday 21 March at the Pavilion in Bournemouth, tickets are £65 per person +VAT.

### Hotel accommodation

Special rates have been arranged at various hotels in Bournemouth city centre. These must be booked via the event managers. Please contact us to check availability

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# Booking Form

Please note that all acknowledgements of your company will be generated from the following information:

Company Name: .....

Contact Name: .....

Address: .....

.....

Telephone: ..... Email: .....

Website address for hyperlinks: .....

VAT Number: .....

Contact telephone number if different from above: .....

Onsite contact name, email and telephone number: .....

**Please select your Sponsorship Packages by ticking the required boxes below. All prices are exclusive of VAT.**

- |   |  |
|---|--|
| <input type="checkbox"/> <b>Package A</b> £15300 +VAT | Please enter your preferred stand position ..... Second choice.....                |
| <input type="checkbox"/> <b>Package B</b> £10200 +VAT | Stands will be allocated on a first come first served basis.                       |
| <input type="checkbox"/> <b>Package C</b> £7650 +VAT  | Extra exhibitor passes are charged at £150 + Vat per pass per day.                 |
| <input type="checkbox"/> <b>Package D</b> £2550 +VAT  | Extra Conference Dinner tickets £65 +vat per person                                |
| <input type="checkbox"/> <b>Package E</b> £1700 +VAT  | *Please note there may be additional costs for electrics depending on requirements |

**Please select any additional passes/tickets by ticking the required boxes below and stating quantity:**

- |  |  |
|--|--|
| <input type="checkbox"/> Conference Event App £5,000 +VAT                          | <input type="checkbox"/> Sponsor & Supply Lanyards £1,000 +VAT       |
| <input type="checkbox"/> Upgrade company Listing on Conference Event App £500 +VAT | <input type="checkbox"/> Full Page Colour Advert £1,500 +VAT         |
| <input type="checkbox"/> Lead Retrieval Price From £250 +VAT                       | <input type="checkbox"/> Half Page Colour Advert £800 +VAT           |
| <input type="checkbox"/> Sponsor a Symposium £2,500 +VAT                           | <input type="checkbox"/> Supply of Branded Stationary £350 +VAT      |
| <input type="checkbox"/> Hire a room for the duration £5,000 +VAT                  | <input type="checkbox"/> Leaflet for digital delegate bag £500 +VAT  |
| <input type="checkbox"/> Sponsor the Name Badges £1,250 +VAT                       | <input type="checkbox"/> Sponsorship of Spine Masterclass £2000 +VAT |

Mosaic Events will need a high-res (print ready) version of your company logo and advert if applicable in jpeg or eps format. Please email this to [bass@mosaicevents.co.uk](mailto:bass@mosaicevents.co.uk) once your sponsorship booking has been confirmed.

An invoice will be issued upon receipt of this form. If you require a Purchase Order number to be stated on the invoice, please let us know when you return the booking form. Payment terms are 14 days from date of the invoice.

Please complete this page and read and sign the Terms and Conditions on the next pages, and return all pages to us at [bass@mosaicevents.co.uk](mailto:bass@mosaicevents.co.uk)

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# Terms and Conditions

## CONDITIONS

The event managers and BASS are responsible for the event. The sponsors and exhibitors are responsible for the control and supervision of their own stands. The event organiser's decision is final and decisive on any points not covered within the pack. Any decisions made will be in the interest of the event and all parties as a whole.

## EXHIBITORS HALL

Bournemouth International Centre (BIC)  
Exeter Rd, Bournemouth BH2 5BH  
The Exhibition will take place in Hall 1 Sections B-D.

## EXHIBITION OPEN TIMES\*

20th March 2024 08:00 - 17:30  
21st March 2024 08:00 - 17:30  
22nd March 2024 08:00 - 17:30

\*Subject to change

## EXHIBITOR REGISTRATION

All exhibitors must register in advance of the event. Name badges will be prepared for each exhibitor. Exhibitors are required to wear badges at all times. Two persons per stand are included in your exhibition package. Additional Pass details are listed on the booking form.

## STAND HEIGHT

The maximum height for all stands is 2m. Exhibitors are asked to ensure that all stands/displays are stable and safe at all times.

## STAND DETAILS

Please be aware that unless stated otherwise, stands consist of one table (approx. length 2.4m) and two chairs. If you require further equipment or exhibition services, please contact the event managers prior to the event who can advise of a supplier.

## RISK ASSESSMENT & HEALTH & SAFETY

The risk assessment shall cover the exhibition stand, work activities and any equipment that will be demonstrated on-site. An assessment of risk is a careful examination of all work associated activities that could cause harm to people. Hazard means anything that could cause harm (e.g. chemicals, electricity etc), Risk is the chance, great or small or harm caused by the hazard. You must evaluate the hazards and risks and conclude if existing precautions are adequate or further action is necessary. More information can be found in the relevant HSE publication entitled, Management of Health and Safety at Work; Approved Code of Practice and Essentials of Health and Safety. Further information is available from <http://www.hse.gov.uk/risk/>.

If you require further information or assistance with this procedure please contact the event organisers. Risk and health and safety assessments should be completed of your exhibition stand and surrounding area and should be made available upon request.

## FIRE PRECAUTIONS

All material used in construction work, display materials etc must be effectively fire proofed and made of non-flammable products in accordance with the standards of the appropriate authority. Fire precautions, regulations and extinguishers will be provided by the Bournemouth International Centre.

Terms and Conditions **Continued Overleaf**

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# Terms and Conditions (Continued)

## CANCELLATION POLICY

Cancellations can only be accepted in writing. In the unfortunate event of cancellation the following will apply:

- > 10% of the total invoice cost will be retained if the cancellation is made 6 calendar months or more before the start date of the event
- > 50% of the total invoice cost will be retained if the cancellation is made 3-6 calendar months before the start date of the event
- > 100% of the total invoice cost will be retained if the cancellation is made 3 calendar months or less, prior to the start of the event

If the event managers are able to re-sell the package a refund will be given less an administration fee of 15% of the total original invoice amount.

## INSURANCE

We recommend sponsors and exhibitors have appropriate insurance and are able to provide the event organisers with a copy of this policy if required. All risks on loss or damage, transit risks, public liability and property including fixtures and fittings and property of a personal nature should be covered by your event insurance.

Please note the event managers and venue are unable to accept responsibility for any of the above mentioned.

## PAYMENT TERMS

To sponsor or exhibit at this event please complete the forms on pages 7 and 9 of this document and return to the event manager. An invoice will be sent along with confirmation of your allocated stand number (if applicable).

Payment terms: 30 days after invoice date

Bookings made after 16th February 2024 will require payment before the booking is confirmed.

Payment can be made by the following methods:

- > Cheque or bankers draft in pounds sterling made payable to Mosaic Events Ltd.
- > Bank transfer to HSBC Wetherby, 11 North Street, Wetherby, West Yorkshire LS22 6NT
- > Sort Code: 40-44-01
- > Account Number: 00786519
- > Reference BASS 2024 and your company name

**Signed:** .....

**Name:** .....

**Position:** .....

**Date:** .....

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## Delivery Label

**Bournemouth International Centre (BIC), Exeter Rd, Bournemouth BH2 5BH**

**Event Name: BASS 2024**

**Receiver:** .....

**Event Date: 20th – 22nd March 2024**

**Exhibition Hall Name:** .....

**Number of Boxes:** .....

**Sender Contact Name & Phone Number:** .....

## Collection Label

**All items must be collected by 18.00 on Friday 22 March 2024**

**Event Finish Date: 22nd March 2024**

**Event Name: BASS 2024**

**Number of Boxes:** .....

**Courier Company:** .....

**Contact Name and Number:** .....

**Collection Date:** .....

**Destination:** .....