



Society
of Tissue
Viability

Solving skin and wound challenges together

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and Kerry Wiles

Date: 06.09.2022



**We are really
excited about our
2023 conference,
and we can't wait
for you to join us in
Peterborough**





Our vision and objectives

Our vision

- Solving Skin and Wound Challenges together

Our objectives for #SoTV2023

- Demonstrate a valuable experience for your company, both pre, during and post event
- Create a sustainable partnership, not just during the conference but into the future
- Develop an infrastructure to help the Society provide more and better education for Healthcare Professionals
- Turn interest into expertise and give professionals the support they need to make change happen in skin health and wound healing

5 great reasons to exhibit at #SoTV2023




Our flagship annual conference is a key event in the tissue viability calendar. It brings together people from across the UK and internationally to share the latest thinking on skin and wound challenges and connect with peers. It's a must-attend for anyone interested or working in skin health and wound care.

1. We attract over 300 KOLs, decision makers and influencers in wound care to our event as well as a host of other multidisciplinary healthcare professionals
2. Our popular exhibition gives you the opportunity to interact and showcase your

products and services to an engaged audience with a long lunch and breaks so you have time to chat

3. We have 2 types of event that you can sponsor – a breakfast symposium or a sponsored workshop
4. There are lots of cost-effective branding opportunities on offer
5. You will get contact details for all delegates who 'opt in' to having their details shared



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The venue

Our venue

- Kingsgate Conference Centre, Peterborough which is located minutes off Peterborough's main ring road with easy links to the A1 north and south, the Midlands and East Anglia
- Easy access with Virgin East Coast Line direct to London (50 minutes), Newcastle, Edinburgh and also to Liverpool, Manchester, Birmingham, Nottingham, Leicester



Exhibition areas

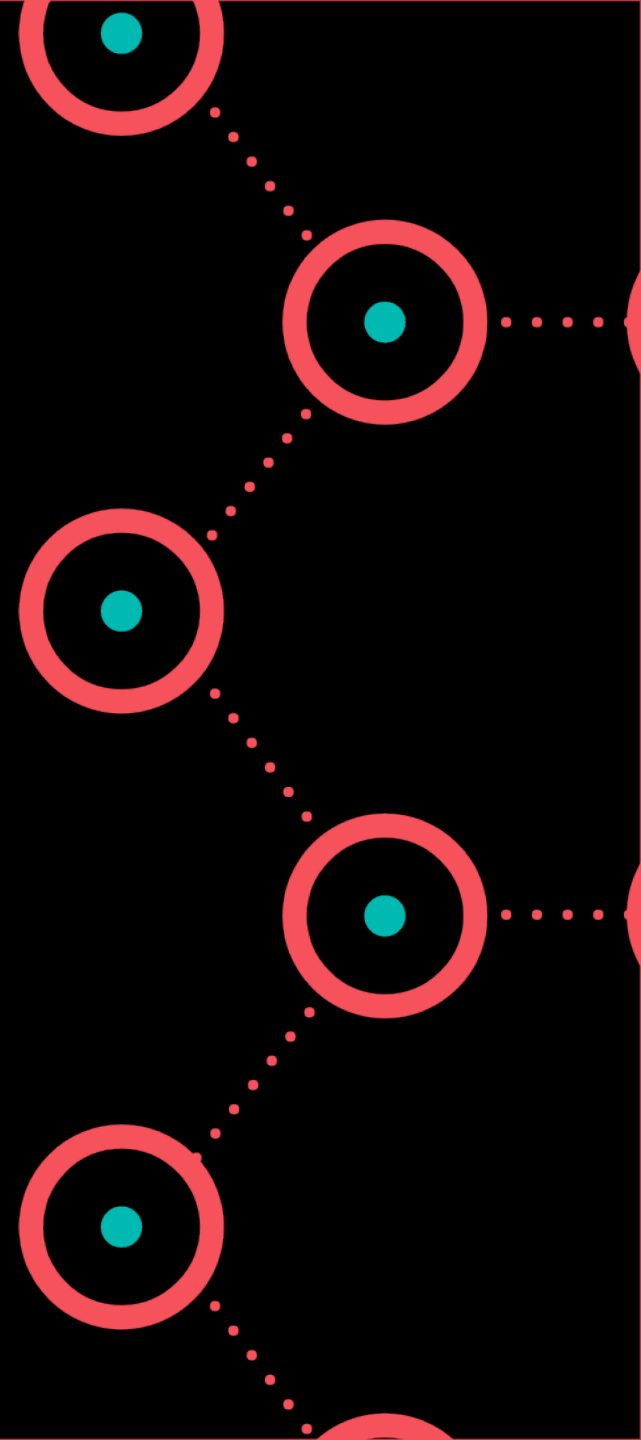


The Atrium and the Auditorium – both close to the main entrance



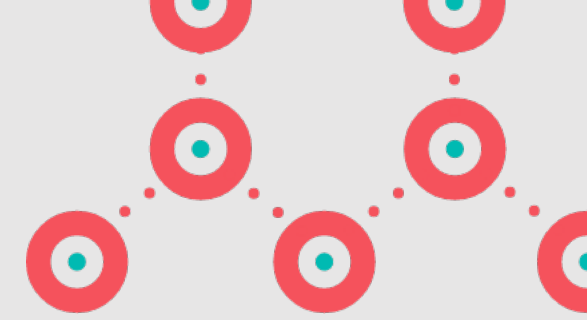
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Delegates

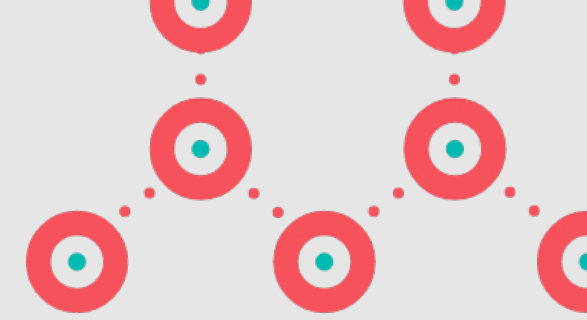


Our audience

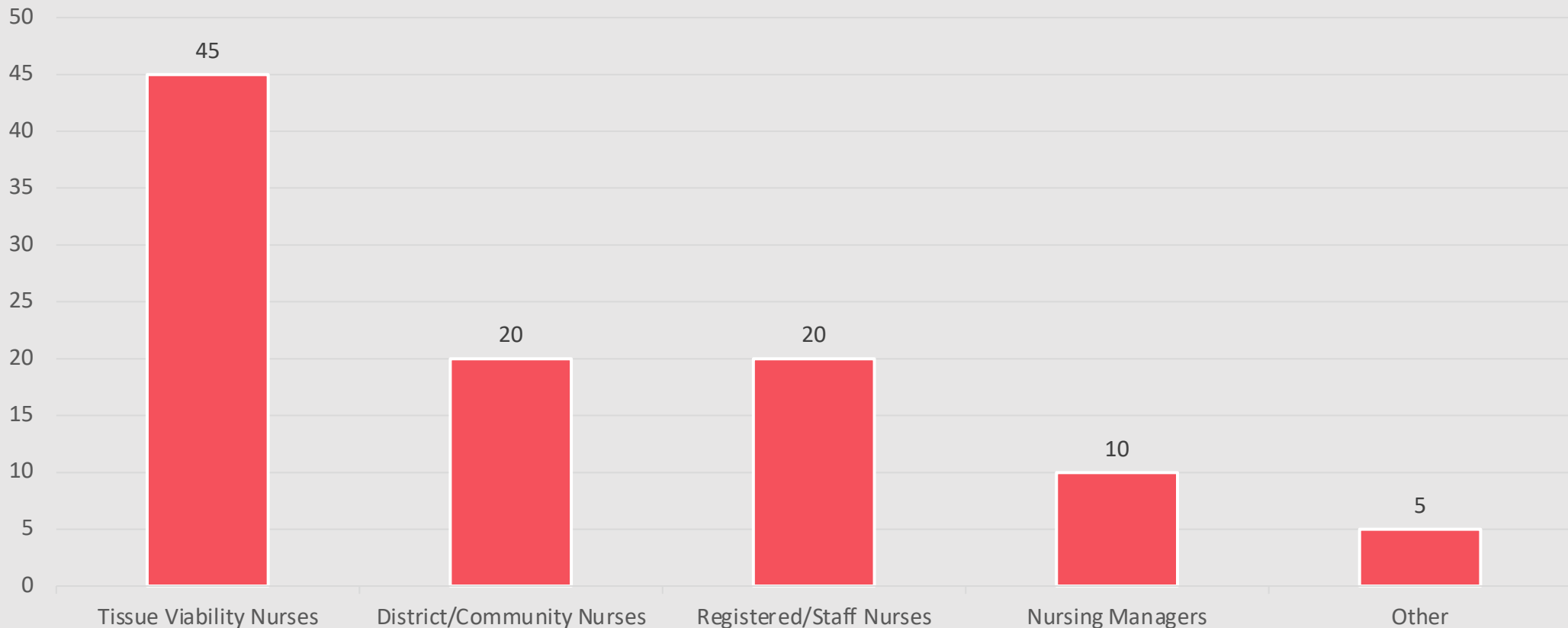
- We aim to attract 300+ clinical delegates from around the UK
- We actively encourage delegates from multidisciplinary backgrounds to join us and from experience, we attract the following:
 - Registered General Nurses
 - Community Nurses
 - Clinical Nurse Specialists
 - Podiatrists
 - Lymphoedema Specialists
 - Occupational Therapists
 - Practice Nurses
 - Educators
 - Research Professionals
 - Doctors/surgeons
 - Physiotherapists



Delegate demographic



We will have a true multidisciplinary audience and the normal audience demographic is:



Others – includes podiatrists, researchers, occupational therapists, GP's, home care workers



The cost for delegates

- All prices include VAT
- Dinner is not included. This will be payable separately (details to follow)
- Wounds Research Network (WReN) research masterclass is on the 27 April and is a fantastic opportunity to gain more knowledge of clinical research.

Registraton Type	2 Days	1 Day
Member	324	225
Non Member	360	240
Student	75	
Exhibitor	150	
WReN Industry Masterclass		750

Industry benefits

- Corporate A Partners will receive 10 tickets for their personnel to attend specific sessions – one ticket per person per session
- The Wounds Research Committee Scientific Committee are holding a Research Master Class targeting those research departments within wound care companies by providing delegates access to leading researchers in order to help them gain a better understanding/build on existing knowledge. This is being run by Professor Jane Nixon on the 27 April.

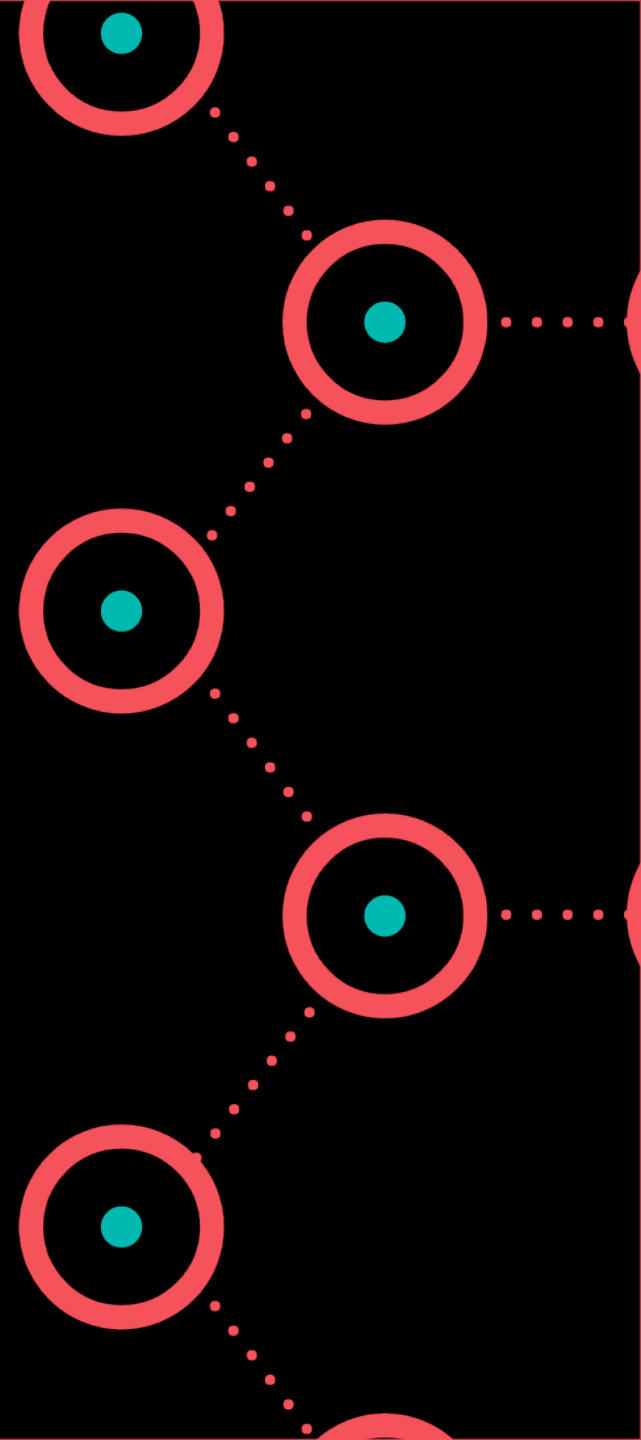
Further information on the content of the programme and the cost can be found here <https://societyoftissueviability.org/whats-on/the-role-of-clinical-research/>

- Please note - only registered delegates will be permitted in the Plenary Sessions

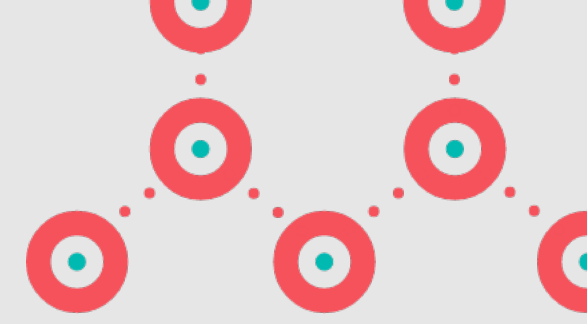


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Funded places




Funded places



We are delighted to be able to offer a number of funded places for attendance at our conference

- Those living more than 45 miles from the conference venue can request a travel and accommodation bursary – these are available to Society of Tissue Viability members working and residing in the UK
- Assistance is provided to those who are awarded a bursary with hotel and travel bookings

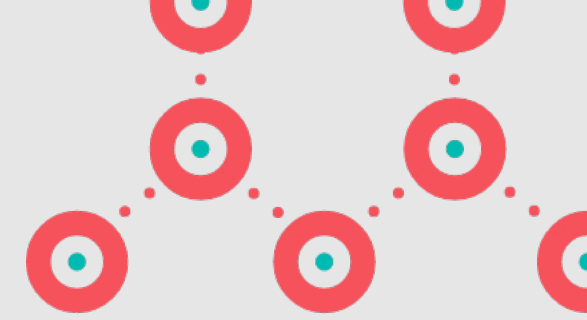


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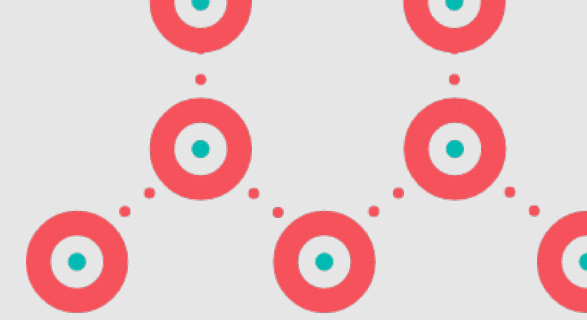
Our programme

Our programme

- Our conference really is a space where professional connections are made, ideas are shared and collaborative action happens
- The overall programme is still in it's planning phase but we are hoping to be able to share a draft with you very soon
- We will have a variety of lectures from leading experts on the following topics:
 - The very latest on pressure ulcer prevention and management
 - Managing surgical wounds and preventing and treating surgical site infections
 - Collaborative working in wound care
 - Panel debate with burns/trauma experts
 - Innovation and quality improvement
 - A full day devoted to evidence based practice
 - Our 'Fundamentals of wound care' day



Our workshops



- In addition to the lectures, we are offering a programme of interactive workshops on:
 - Advanced bandaging skills x 2
 - Vascular Assessment x 2
 - Debridement x 2
- NEW opportunity for industry to sponsor the workshops
- Opportunity to provide your products for use in the hands on demonstrations
- Have a table top exhibition in the room and up to 3 company representatives can attend – each workshop lasts 1.5hrs with a 10 minute break where you can chat to the delegates
- Cost £950 per workshop, 1 industry sponsorship per workshop, 6 workshops in total, booked on a first come first served basis

Breakfast symposia

Due to the success of the symposia during our 2022 conference, we are once again offering you the opportunity to book one of the unopposed symposia during #SoTV2023

The symposia take place on both days of the conference and start at 8am for one hour

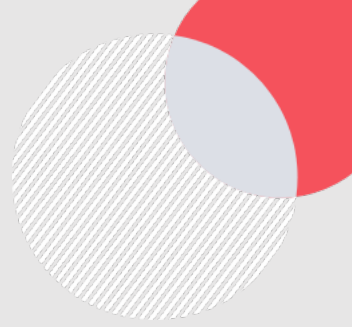
What's included:

- Light breakfast for all attendees

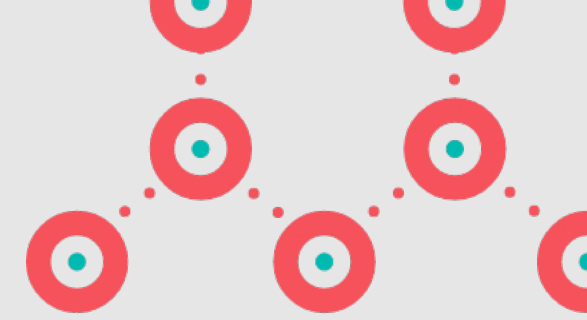
- Promotion across all social media platforms, website, newsletter
- Option for interactive audience participation using Slido or similar software
- Basic recording of the session for you to use across your own media platforms

The cost is £9,750 + VAT

Interested? Email dawn@pinkatpink.com



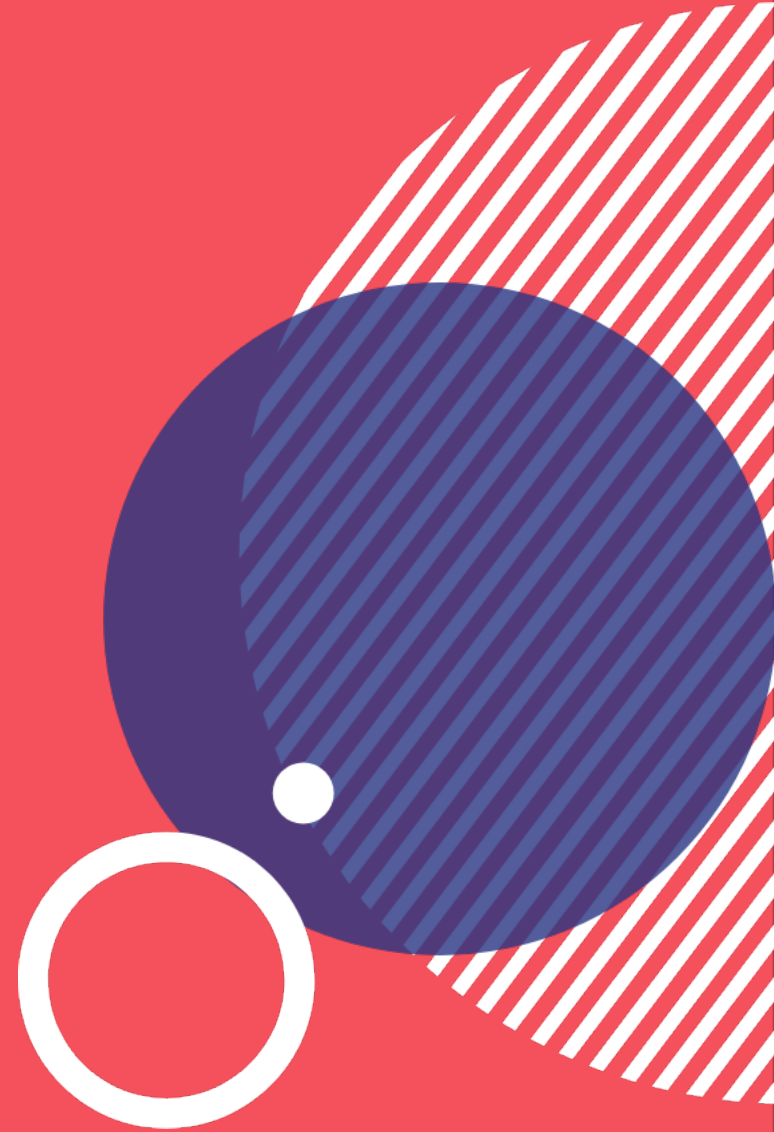
WReN MasterClass



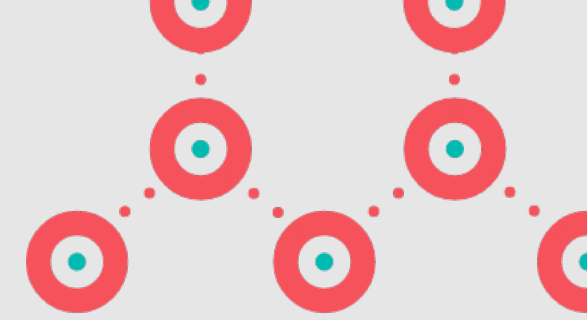
- A new initiative from The Wounds Research Network
- The MasterClass will be delivered at The Society Conference in Glasgow by **Professor Jane Nixon - PhD, RN, MBE, Professor of Tissue Viability and Clinical Trials Research, Director, Leeds Institute Health Sciences, Skin/Wounds Portfolio Lead, Leeds Clinical Trials Research Unit, University of Leeds**
- **Jane is an NIHR Senior Investigator**
- Who is it for? For people working in industry, either in Clinical Trials or a role where it is vital to be able to understand, evaluate and disseminate scientific evidence
- Only £750

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Call for abstracts



Call for abstracts is now open!




We have 3 categories:

- Research – posters and free paper oral presentations
- Quality improvements and service developments or projects – posters and free paper oral presentations
- Case study and product evaluation – posters only – industry submissions welcome

Closing date is Sunday 5 March 2023

Submit using our online abstract submission process at
<https://societyoftissueviability.org/abstract-submissions/>

N.B. Abstracts which have been supported by companies or authored by company personnel will not be considered for oral presentations.

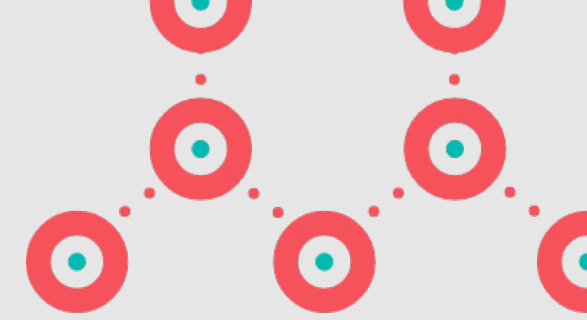


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Marketing and promotion

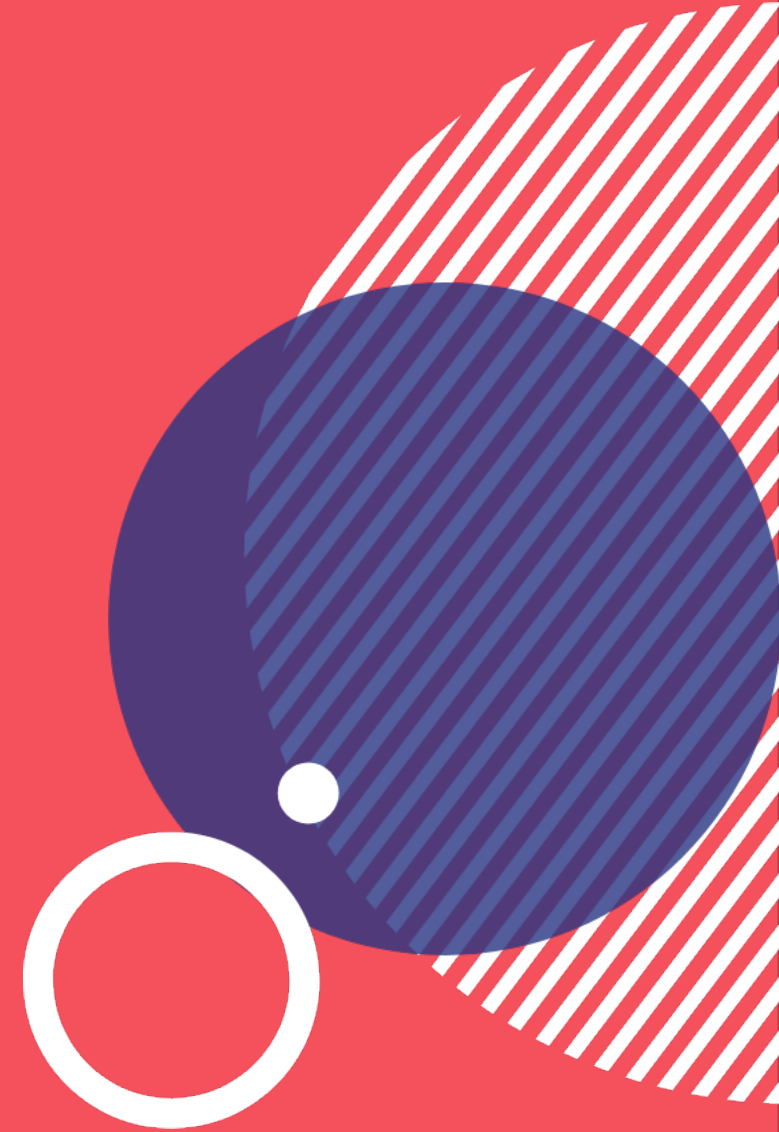
Channels

- Our social platforms where we have a combined audience of over 15,000 followers
 - Facebook – including paid advertising
 - Twitter
 - LinkedIn
 - Instagram
- Regular e-newsletters – we have a database of 5,000+ relevant contacts
- Society website – societyoftissueviability.org – we mostly get over 500 - 1,000 hits per day on our new website
- Other societies & journal websites who we have reciprocal arrangements with
- All of our programme of events
- Regional tissue viability groups and other communities



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Exhibiting at #SoTV2023



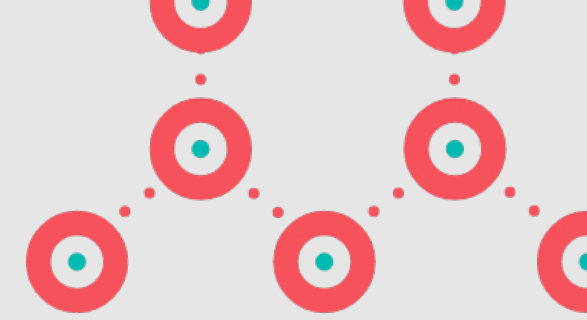


What's included

- Stand space cost - £395 + VAT per sqm
- Shell scheme exhibition stand - wall panels, name boards, electrics and lighting
- Space only includes just that!
- 50-word entry and logo in the Event Guide given to all attendees
- The delegate list
- N.B. a small extra charge applies for high-speed WiFi
- Discounts available for corporate partners, see next slide

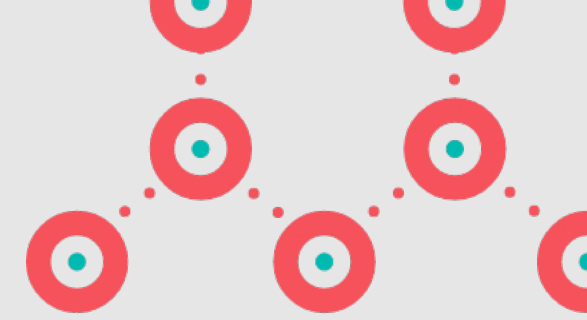
Passes		
Stand Size	Exhibitor Passes	Delegate Passes
4m ²	2	0
6-9m ²	2	1
10+m ²	2	2

Corporate partner benefits



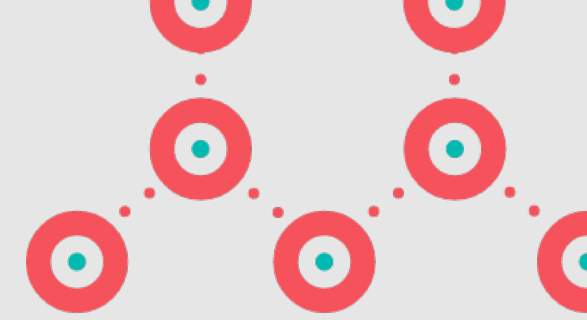
Level of Sponsorship	A	B	C
Conference			
Exhibition Space Discount - Exhibiting can be costly so we offer our A and B corporate partners a reduction in the cost of exhibiting at our Conference.	20%	10%	0
Priority Booking for Exhibition Space - Getting the right space at an exhibition can be vital and the Society Conference is no different. As a Corporate Partner you will have priority over non-sponsors when booking your exhibition space at our conference. Corporate A's will be given first priority, B's second and C's third.	First Choice	Second Choice	Third Choice
Recognition on Conference Media - As a Corporate Partner you will receive recognition for your sponsorship at our conference on various media. This could include (depending on your level of sponsorship): Banner stands, Programme Booklet, E-communications, Slides The higher your level of sponsorship the more media your company logo will appear on.	Yes	Yes	Yes
Conference Social Media - We have a strong Social Media programme at our Conference and every exhibitor will get a mention, both when you book a stand and pre, during and post meeting too	Yes	Yes	Yes

Additional information



- 10% discount for first time exhibitors
- 25% discount for charity/social enterprise organisations
- Priority booking (2 weeks) for Society corporate partners - see next slide for details – **on general release from 1 December**
- FOC stands for some societies/organisations with reciprocal agreements
- Table and 2 chairs available at an additional cost - must be reserved at time of stand booking
- Please take careful note of the exhibition hall layout, dimensions etc when booking your space and arranging the elements for your stand

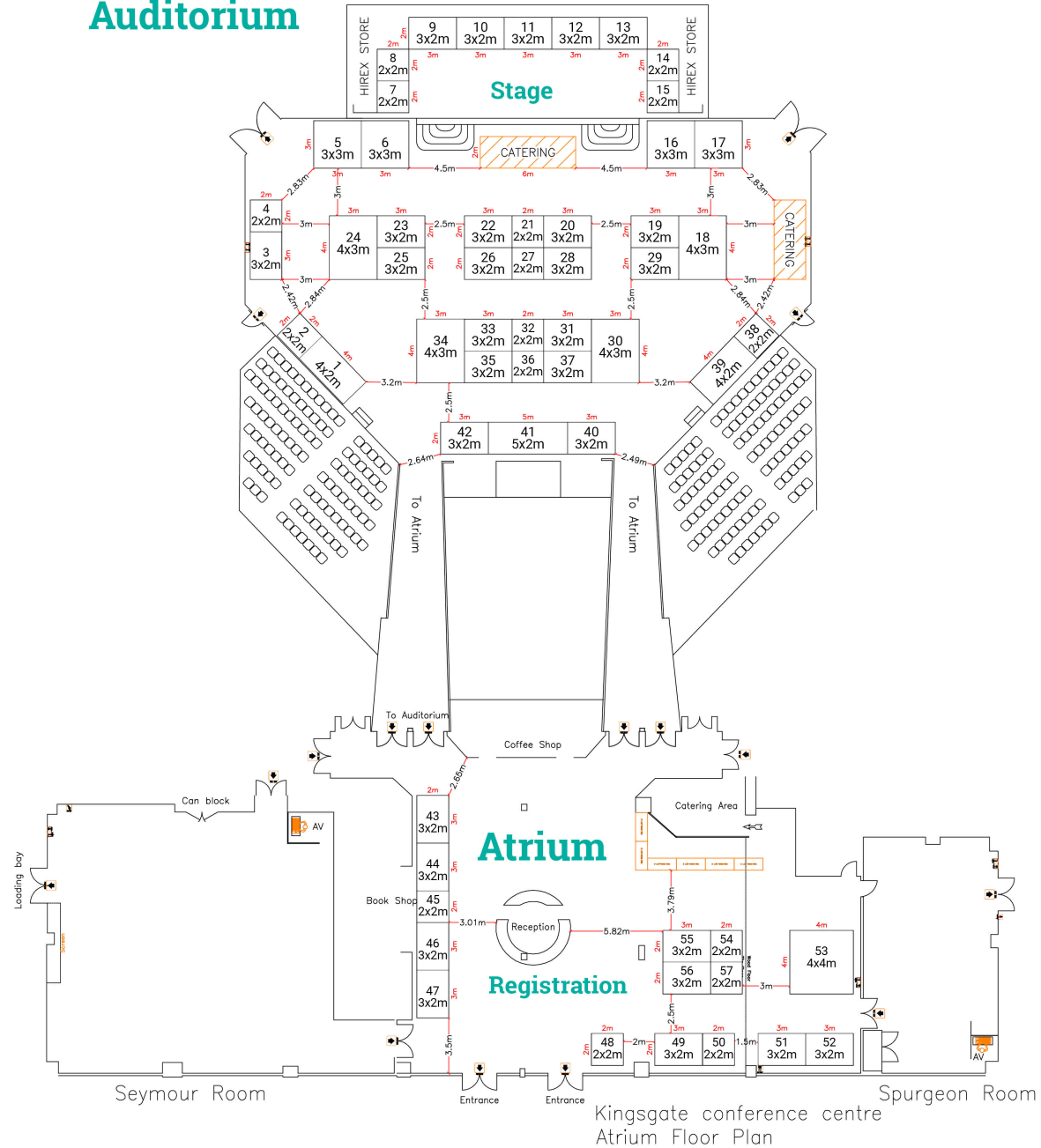
The exhibition



- The Exhibition Halls are located on the ground floor
- A treasure hunt with a worthwhile prize will be provided to encourage people to visit stands
- Commitment from the Society trustees to promote footfall in the Exhibition Hall
- Extended lunch break to 1.5 hours!
- Prizes for the best stands as judged by Society trustees: Best new entrant, Best small stand, Best large stand
- Announcements during sessions to visit the exhibition area and why!
- Please see the next slide for the floor plan
- If you don't see the stand size you would like, please ask and we will try to accommodate you!
- Please take careful note of the ceiling heights when booking your space and arranging the elements for your stand, particularly in the Atrium

Floorplan

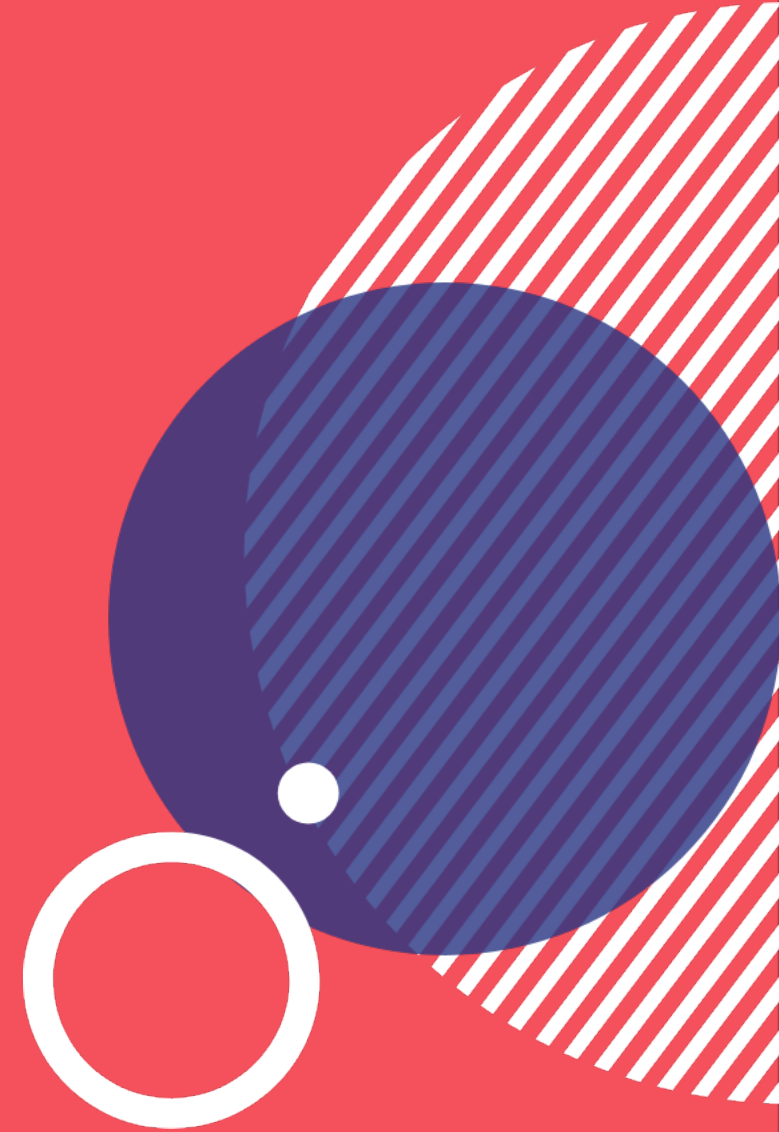
Auditorium



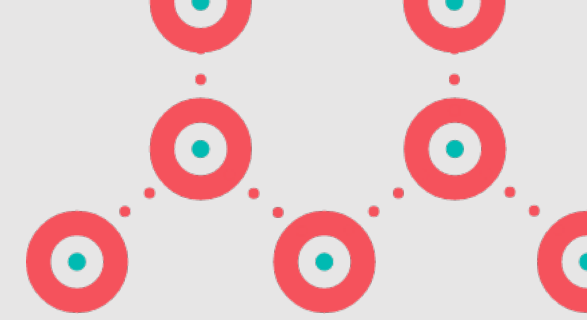
Kingsgate conference centre
Atrium Floor Plan

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Branding & sponsorship opportunities

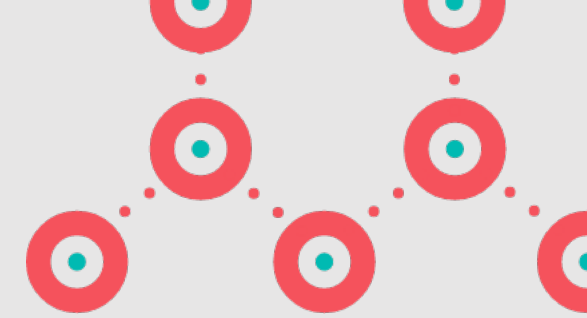


Banners & graphics



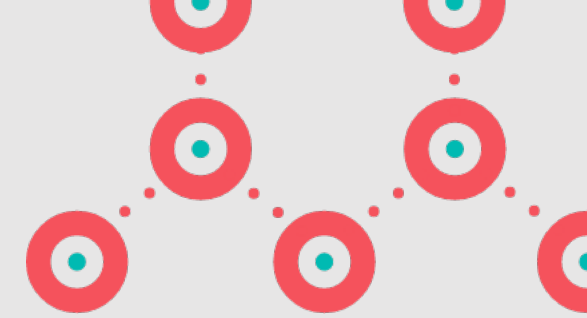
Opportunity	Description	Cost
Pull Up Banner	Displayed in and around the venue – 3 available	From £500 – Exclusive option available
Ribbon Banners	Exclusive use of the outside lamp-posts for displaying ribbon banners	£2,500 - Exclusive
Lunch and Refreshment Breaks	On both days 26-27 April. Your branding on the refreshment stations, announcements in the Exhibition Halls, acknowledgement in programme	£3,500 - Exclusive

Materials




Opportunity	Description	Cost
E-blast	E-blast – Pre-conference to registered attendees or to our database of over 3,000 email addresses – 6 blasts available	£850 + VAT per blast
Advertising in Event Guide	Various options available	IBC/OBC/IFC £500 – other pages @ £250
Insert in delegate bag	One piece of literature or promotional item supplied by company	£350 for Exhibitors £500 for non exhibiting organisations
Delegate bag	Your logo on the delegate bag	£2,500 - Exclusive
Lanyards	Branded with your company name/colour for all attendees	£2,500 - Exclusive
Notepad and pen	Your company logo/message on pads/pens	£2,500 - Exclusive

Other



Opportunity	Description	Cost
Workshops	Sponsor one of the workshops taking place in the programme! Opportunity to provide your products for use, have a table top banner in the room and up to 3 company representatives can attend!	£950 per workshop (6 in total) Exclusive option available
Breakfast symposia	Sponsor one of the 1 hour breakfast symposia taking place on the 26 and 27 April. Unopposed and includes light breakfast for all attendees, promotion across all media platforms, option to include interactive audience participation and you get to keep a basic recording for use across your own media platforms!	£9,750 Unopposed



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Hotels and parking

Hotels & parking



Hotel accommodation

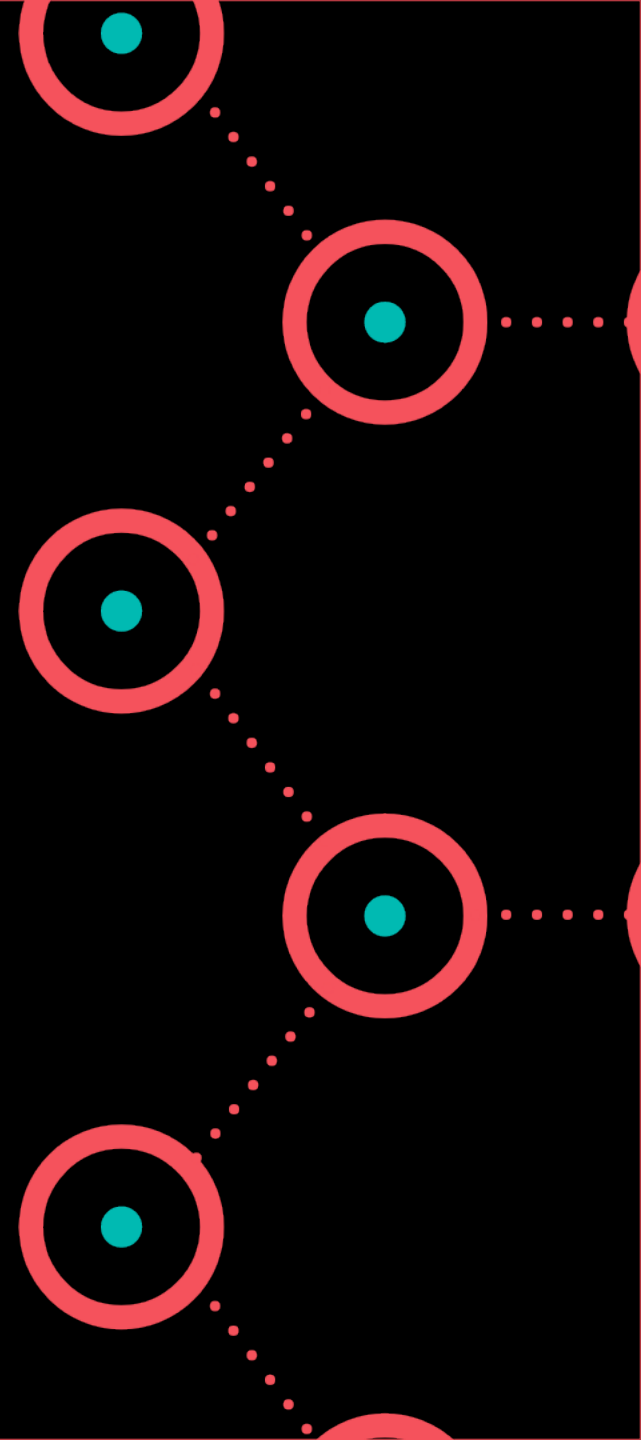
- For our annual conference, Zanna Events (formerly Venue Search) have been appointed to save you the time, energy and money finding the right accommodation during your stay!
- Here's the link
<https://zannaevents.vbookings.co.uk/b/societyoftissueviability2023/>

Parking

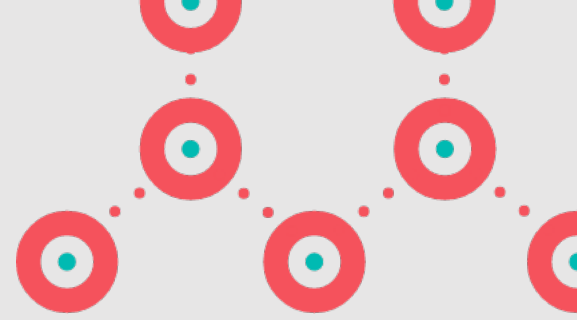
- Free parking is available at Kingsgate Conference Centre included within the delegate rate

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In summary...



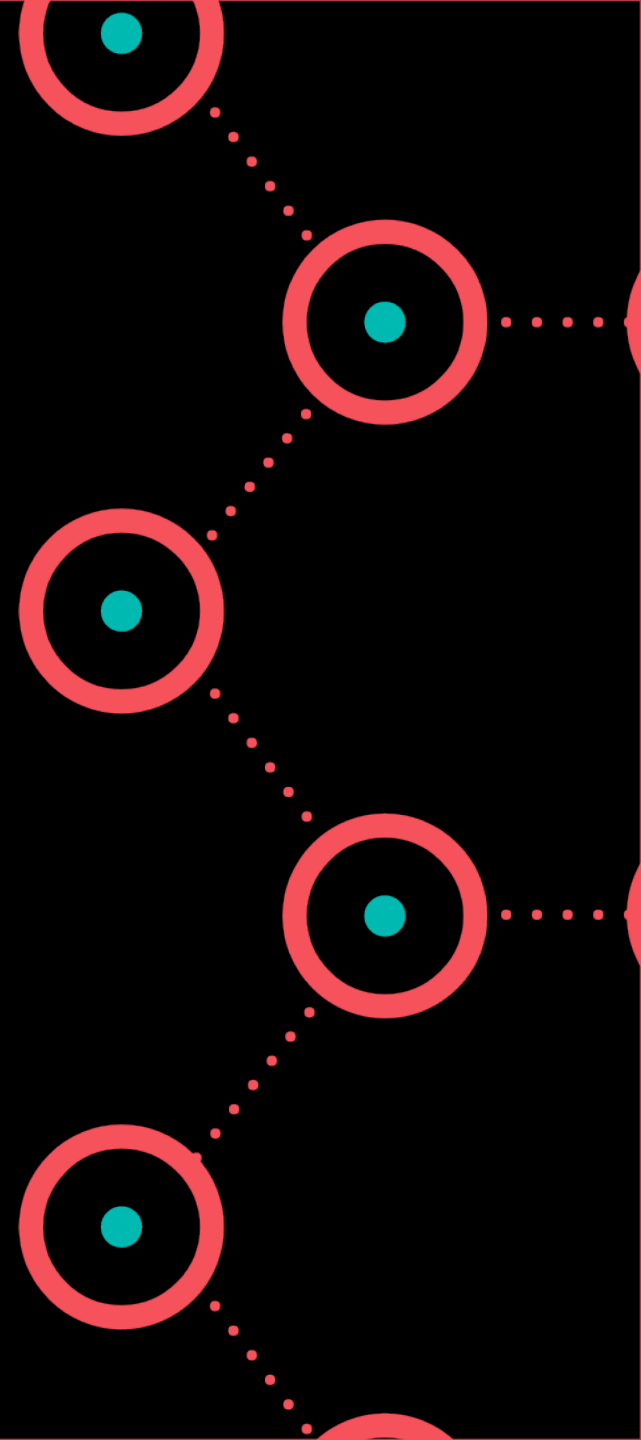
Summary



- #SoTV2023 is set to be a fantastic event...
- The Society Trustees are keen to grow the Conference so that it continues to be one of the key educational events in the wound care calendar
- If you have anything you would like to discuss about #SoTV2023 please give us a call or drop us an email!
- Dawn Rush
Tel: 07860 926 404
Email: dawn@pinkatpink.com


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Terms & Conditions & all important information



The small print

- **Payment** An invoice will be issued on receipt of the booking form and payment is due 30 days from the date of the invoice. If the event is within 4 weeks of the stand/sponsorship package being booked, Pink@Pink TVS Ltd will require full payment at least 48 hours before the event takes place
- **Cancellation** Receipt of the completed and signed booking form constitutes a firm booking. If at any time after receipt of an application for space and payment, an exhibitor withdraws from the exhibition, but no later than 3 months prior to the exhibition, the organiser will refund 70% of the total cost. If the withdrawal occurs within 3 months of the exhibition, no refund will be payable unless the stand is re-let, in which case 30% of the total cost will be allowed
- **Amendment of Exhibition Plan** Whilst every endeavour is made to preserve the published layout of the exhibition, should it be necessary to revise the layout for any purpose, the organiser reserves the right to transfer an exhibitor to an alternative suitable site
- **Postponement or abandonment** The exhibitor will have no claim against the organiser or their contractors with respect to any loss or damage consequent on the prevention or abandonment of the exhibition or the exhibition building becoming wholly or partially unavailable for the holding of the exhibition for reasons beyond the control of the organisers or their contractors
- **Literature for inclusion in delegate pack** Please send an example of your literature for approval by email to dawn@pinkatpink.com Please note: literature that conflicts with the Society of Tissue Viability cannot be included in the delegate pack
- **Branding opportunities** Please send a proof of your branding material for approval by email to dawn@pinkatpink.com Please note: branding that conflicts with the Society of Tissue Viability cannot be included in the delegate pack
- **Your Data** The information you provide will be held on the Pink@PinkTVS Ltd database and may be used to update you with Society of Tissue Viability information in the future



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**In recognition of our corporate
partners**



CORPORATE A SPONSORS



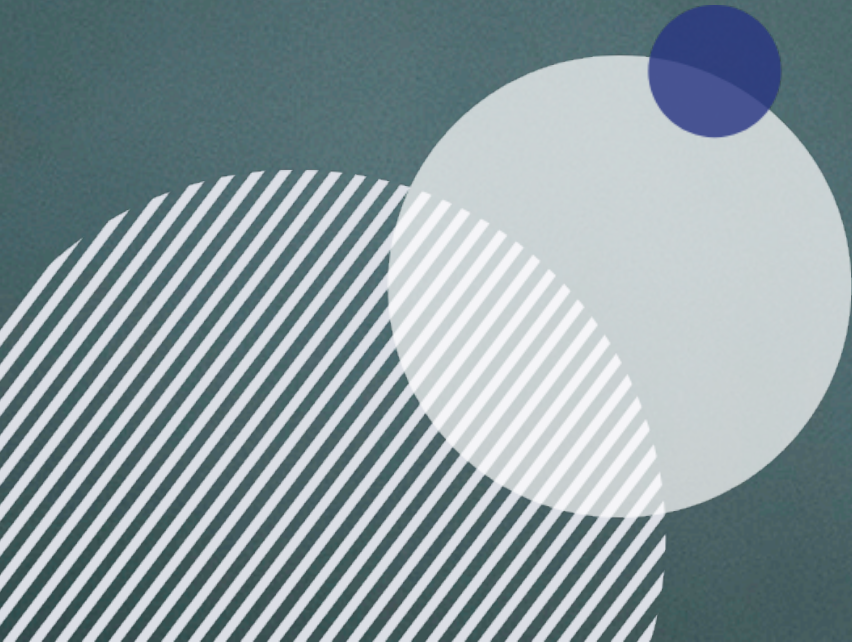
CORPORATE B SPONSORS



CORPORATE C SPONSORS



**We're a member-led charity
that uses the power of
collaborative thinking and
action to solve wound and skin
challenges**



Thank you

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Facebook [@societyoftissueviability](#)
societyoftissueviability.org

