



Solving skin and wound challenges together

Authors: Dawn Rush, Sue Simmonds
and Kerry Wiles

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**We are really
excited about our
2025 conference,
and we can't wait
for you to join us in
Bradford**



Our vision and objectives



Our vision

- Solving Skin and Wound Challenges together

Our objectives for #SoTV2025

- Demonstrate a valuable experience for your company, both pre, during and post event
- Continue to 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 #SoTV2025

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 350 KOLs (over 400 in 2022 and 2023), 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

- Bradford (City of Culture 2025 !)
- The LIFE Centre is a 10 minute walk from Bradford Forster Square train station, 20 minute walk from Bradford Interchange
- 30 minutes from Leeds/Bradford airport
- Bradford centre is 15 minutes by car
- There is space for 200 cars on site – front, back of building and to the side on a higher level – lots of on street parking available too



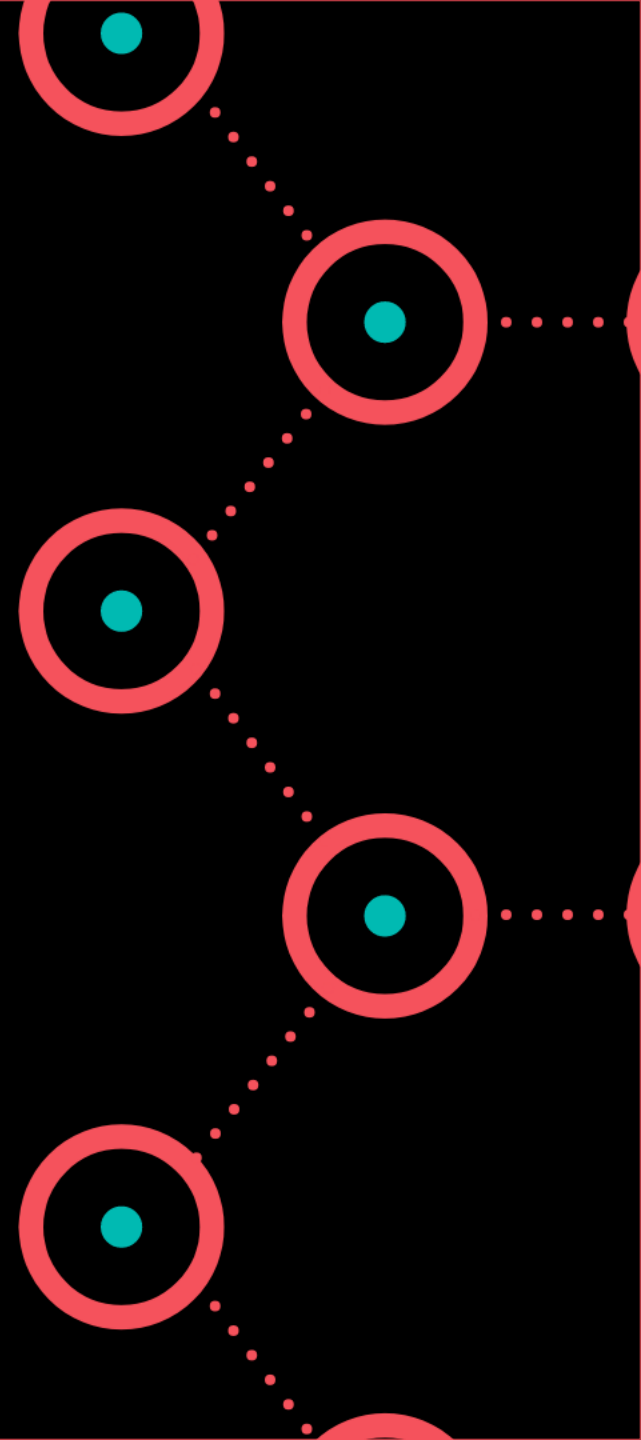


Exhibition areas – auditorium and foyer



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Delegates



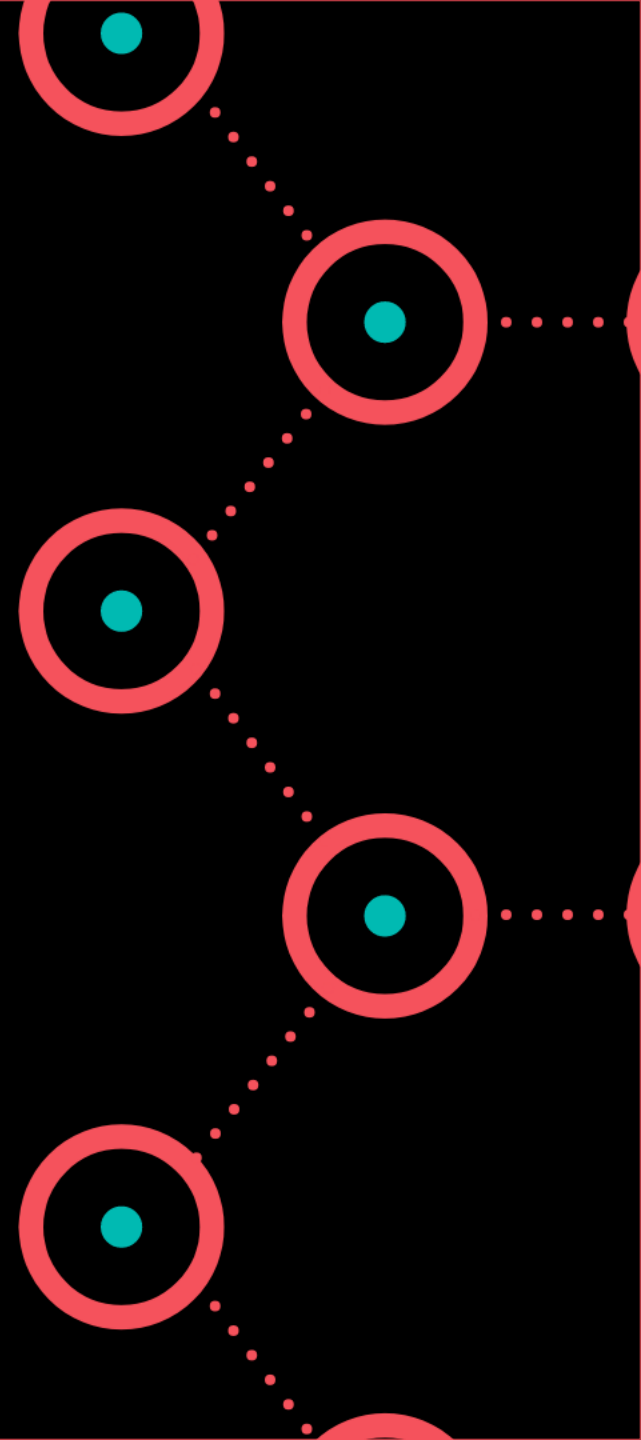
Our audience



- We aim to attract 350+ clinical delegates from around the UK (over 400 in 2023)
- 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

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Funded places



Funded places



We are delighted to be able to offer an amazing 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



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 including a main plenary

plus workshops, research and a community healthcare stream – more information to be shared soon



Sponsored breakfast symposia

Due to the success of the symposia at our previous conferences, we are once again offering you the opportunity to book one of the unopposed symposia during #SoTV2025

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

Cost is £9,750 – if interested, please email dawn@pinkatpink.com so we can send you the information once confirmed

Sponsored workshops

Due to the success of the workshops in Peterborough, we are once again offering you the opportunity to sponsor one of the workshops during #SoTV2025

The workshops will take place on both days of the conference – details are currently under discussion

What's included:

- Branded as workshop in partnership with relevant company

- Provide your products for use in the workshop
- A table-top display and/or pull up banner in the workshop room
- Attendance from up to 3 company representatives

Cost TBC – if interested, please email dawn@pinkatpink.com so we can send you the information once confirmed



Marketing and promotion

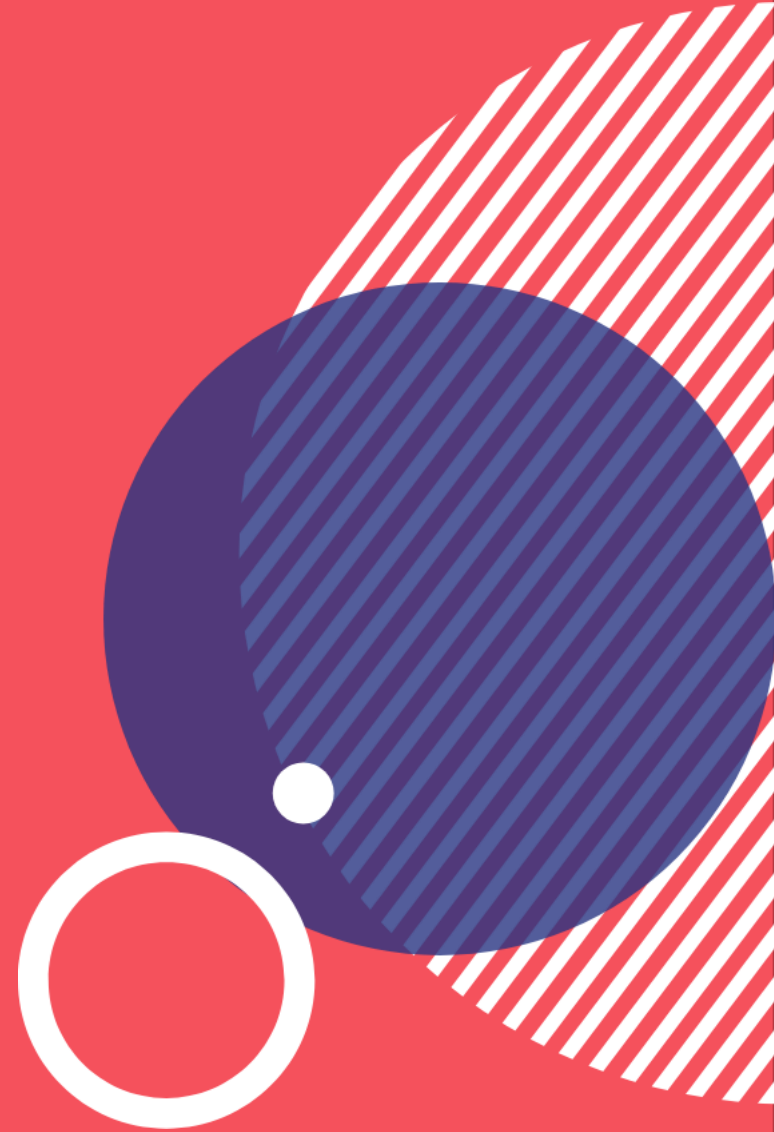
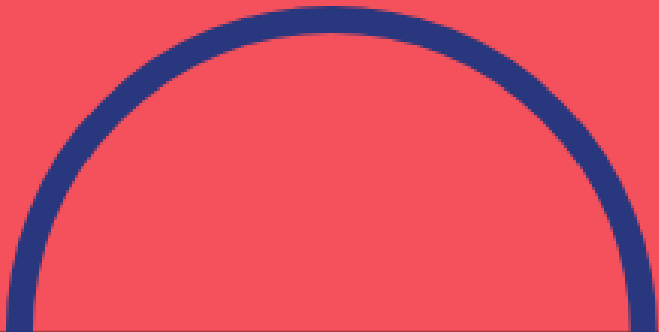
Channels



- 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 page views per day
- 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 #SoTV2025



What's included

- Stand space cost - £425 + 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 (includes contact details for those who opt in)
- 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 partnership	A	B	C
	£10,000	£5,000	£1,500
Conference			
Exhibition Space Discount at SoTV 2025 - Exhibiting can be costly so we offer our A and B corporate partners a reduction in the cost of exhibiting at our Conference. We get between 300-400 clinical delegates at our flagship conference and there are plenty of opportunities to showcase your company, your products and services and your initiatives.	20% discount	10% discount	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-partners when booking your exhibition space at our conference. Corporate A's will be given first priority, B's second and C's third.	1 st choice	2 nd choice	3 rd choice
Recognition on Conference Media - As a Society Corporate Partner you will receive recognition for your partnership at our conference on various media. This could include (depending on your level of partnership): Banner stands, Programme Booklet, E-communications, Slides. The higher your level of partnership the more media your company logo will appear on.	Yes	Yes	Yes
Conference Social Media - We have a strong Social Media programme at our Society 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 8 July**
- 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
- An exhibition competition 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
- Announcements during sessions to visit the exhibition area and why!
- Extended lunch break to 1.5 hours!
- Prizes for the best stands as judged by Society trustees: Best small stand, Best large stand
- 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!

Floorplan

2025 Conference

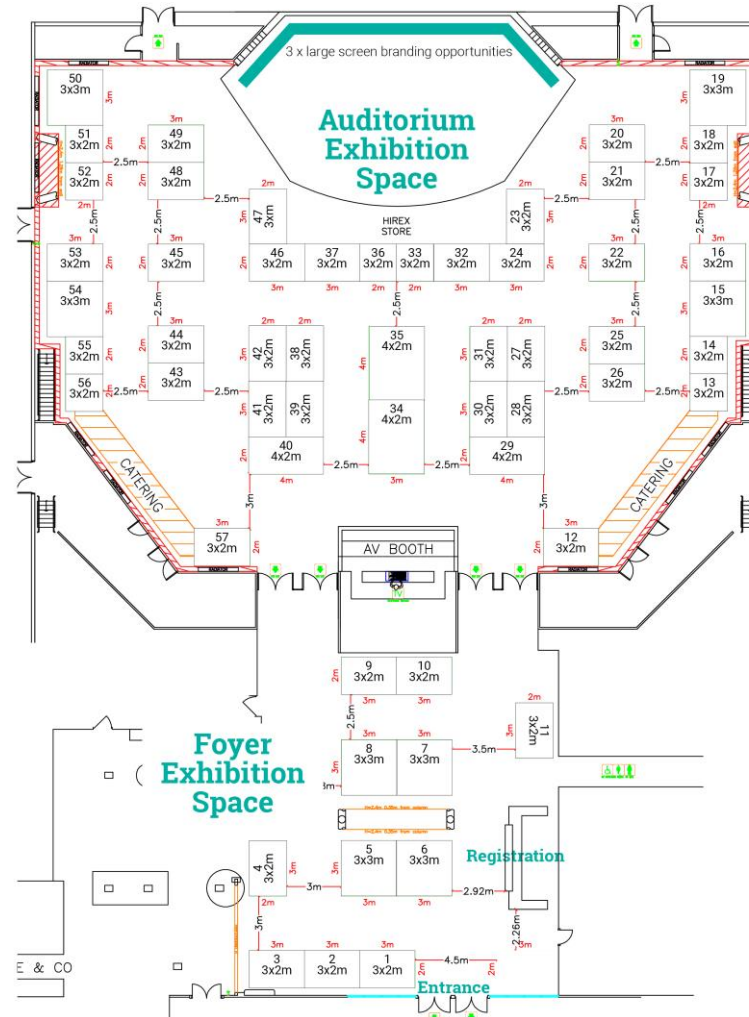
Exhibition Floor Plan

LIFE Centre, Wapping Road, Bradford BD3 0EQ, 30 April - 1 May, 2025

Call: 07860 926 404 Email: hello@societyoftissueviability.org

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EXHIBITORS

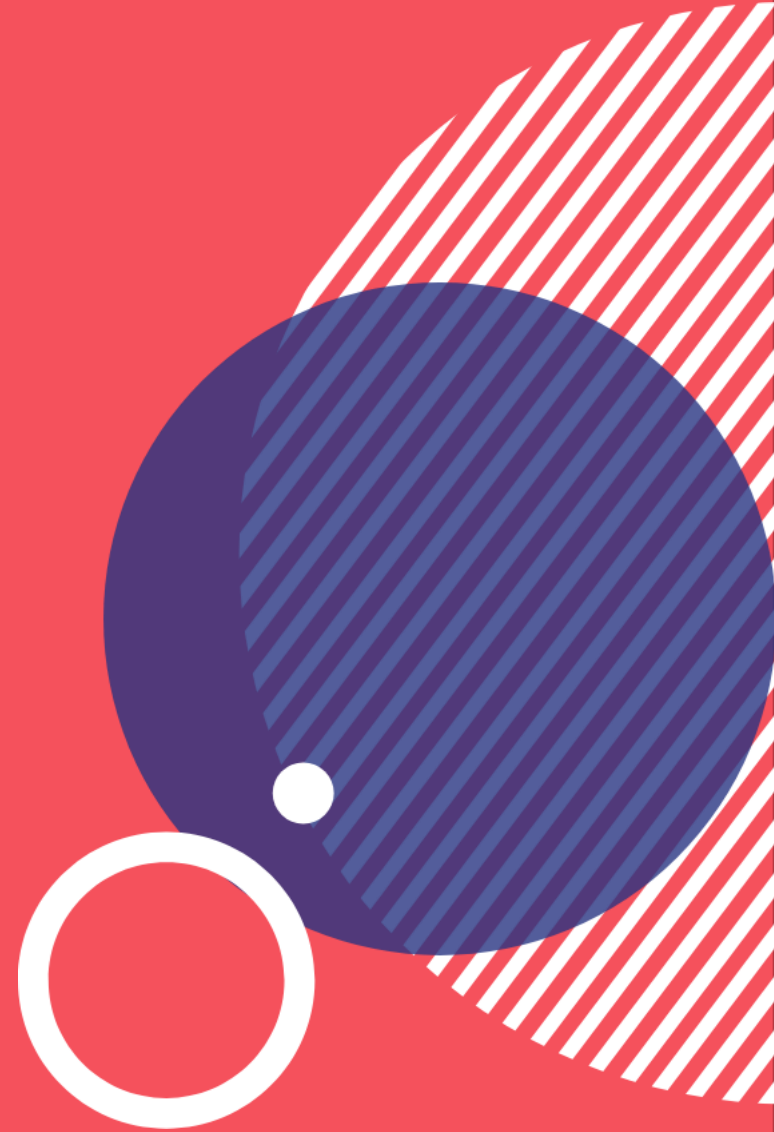
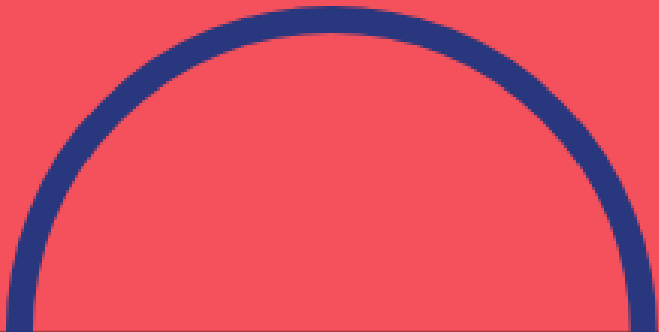


Scientific sessions across the car park





Branding & sponsorship opportunities



Events



Opportunity	Description	Cost
Trustee dinner	Sponsor the SoTV Trustee dinner on Tuesday 29 April. Your opportunity to have up to 4 company representatives attend the dinner and make a short (5 minute) talk to the audience. A small table-top display or banner stands can also be set up and provision of a promo item if desired.	£2,750
Workshops	Sponsor one of the workshops taking place in the programme! Opportunity to provide your products for use, have a table-top display and in the room and up to 3 company representatives can attend!	Cost and more information TBC
Breakfast symposia	Sponsor one of the 1 hour breakfast symposia taking place on the 30 April and 1 May. 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 – 2 available

Materials



Opportunity	Description	Cost
Delegate bag	Production cost of delegate bag not included so feel free to provide your own or we can help	£950 - Exclusive
Lanyards	Production cost of lanyards not included so feel free to provide your own or we can help	£950 - Exclusive
Notepad and pen for delegate bag	Production cost of note pad and pen not included so feel free to provide your own or we can help	£950 - Exclusive
Insert in delegate bag	One piece of literature or promotional item supplied by company	£350 for Exhibitors £500 for non-exhibiting organisations



Other advertising



Opportunity	Description	Cost
Screens	On both days, sponsor the screens in the Auditorium with your branding – 3 available Screens – large screen - £1,000, smaller ones £500 – all 3 together £1,750	Large screen £1,000 2 x smaller screens £500 each Exclusive option £1,750
Lunch and Refreshment Breaks	On both days 30 April-1 May. Your branding on the refreshment stations, announcements in the Exhibition Halls, acknowledgement in programme	£3,500 - Exclusive
E-blast	E-blast – Pre-conference to registered attendees or to our database of over 5,000 email addresses – 6 blasts available	£950 + VAT per blast
Pull Up Banner	Displayed in and around the venue – 3 available	From £500 – Exclusive option available
Advertising in Event Guide	Various options available	IBC/OBC/IFC £500 – other pages @ £250

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/societyoftissueviability2025/>

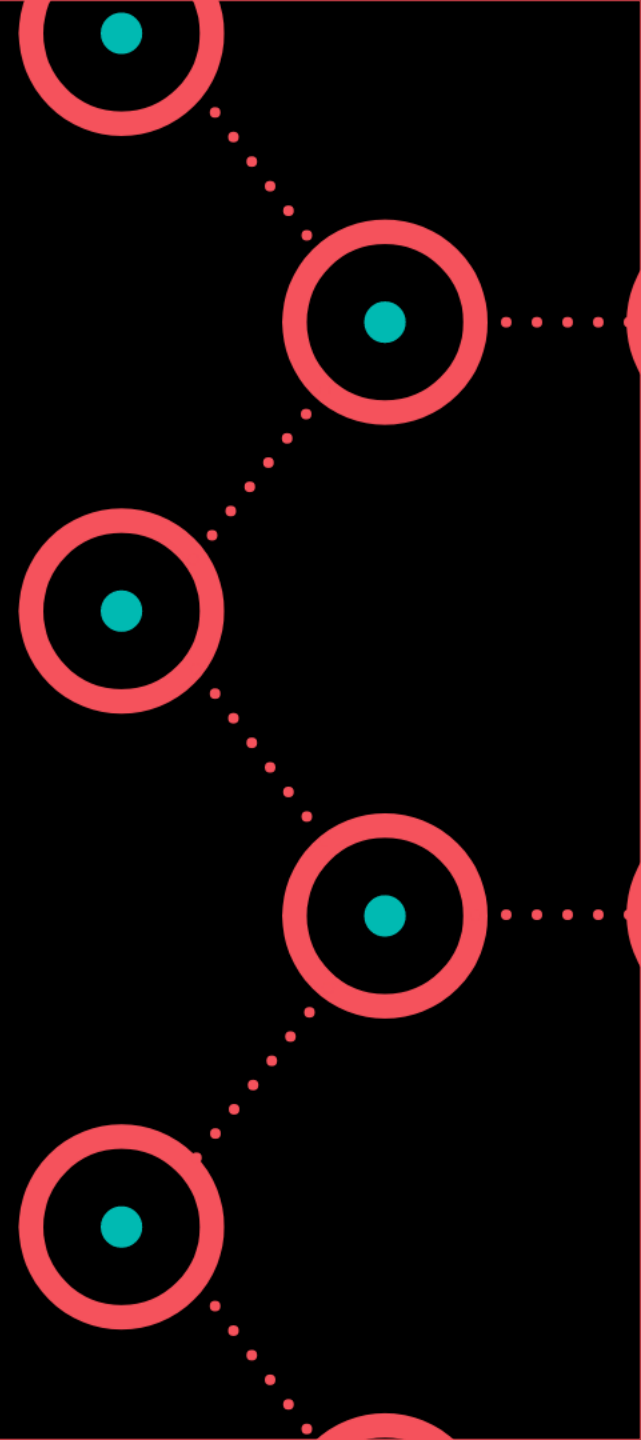
Parking

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



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In summary...



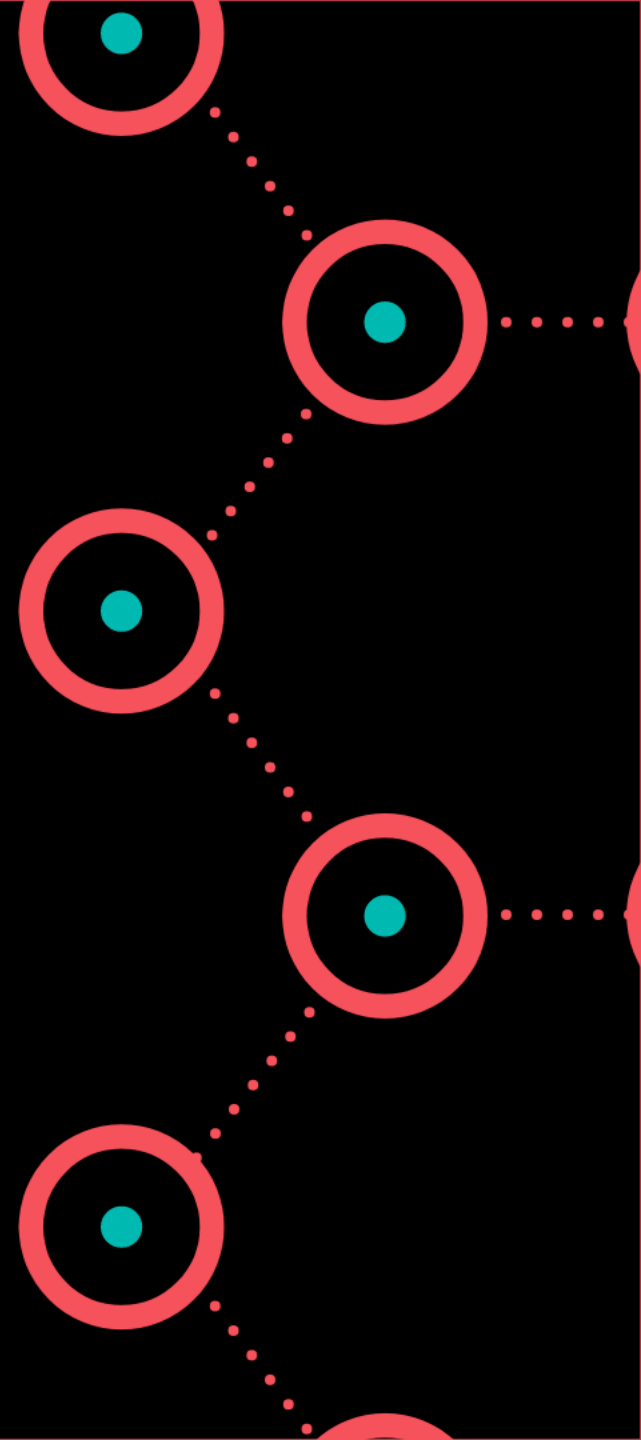
Summary



- #SoTV2025 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 #SoTV2025 please give us a call or drop us an email!
- Dawn Rush
Tel: 07860 926 404
Email: dawn@pinkatpink.com



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@Pink TVS Ltd database and may be used to update you with Society of Tissue Viability information in the future



**In recognition of our corporate
partners**

With thanks to our corporate partners

Corporate A



Helps. Cares. Protects.



Smith+Nephew

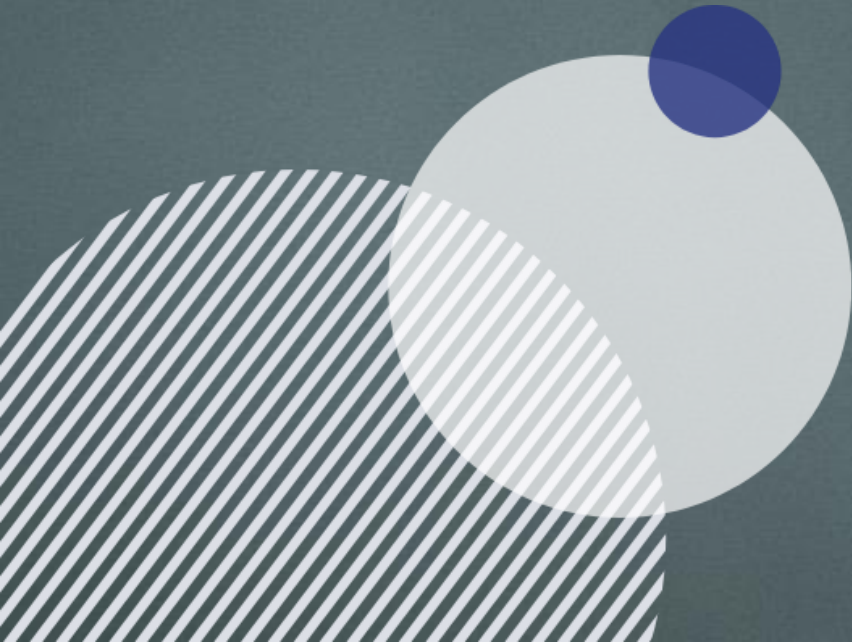
Corporate B



Corporate C



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



Thank you

Tweet @SoTV_UK

Facebook @societyoftissueviability
societyoftissueviability.org

