



The British Society for Rheumatology Annual Meeting
&
The British Health Professionals in Rheumatology Spring
Meeting

21-23 April 2010

EXHIBITOR MANUAL

International Convention Centre
Birmingham



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EXHIBITION TEAM CONTACTS

▪ Event Organisers

All aspects of the Rheumatology 2010 Exhibition will be managed by:

Stephanie Tame BSR Senior Events Officer
Direct Line: + 44 (0)20 7356 0941
Email: stame@rheumatology.org.uk
(Part time – only in the office Monday-Wednesday)

Other members of the Rheumatology 2010 staff team are:

Briony Wilson BSR Senior Events Officer
Direct Line: + 44 (0)20 7842 0917

Louis Bellintani BSR Education and Events Officer
Telephone: + 44 (0)20 7842 0913

James Glavin BSR Head of Education, Events and Journal
Telephone: + 44 (0)20 7842 0912

RHEUMATOLOGY GENERAL INFORMATION

The BSR Annual Meeting 2009 held at the SECC, Glasgow attracted one of our highest ever number of delegates.

The total number of attendees was: 2,084, consisting of:

BSR Delegates: 1298
BHPR Delegates: 298
BSR & BHPR Speakers: 161
Exhibitors & Visitors: 327

In 2010, back in Birmingham, with its ease of access, along with our new streamlined conference format we hope to achieve even higher numbers.

The event has again achieved a high number of abstract submissions: **638**

The final programme will be available onsite. Please visit www.rheumatology.org.uk/conference for the most up to date programme details.



VENUE / EXHIBITION SCHEDULE

❖ EXHIBITION DATES & ADDRESS

The venue for Rheumatology 2010 is the International Convention Centre (ICC).

Dates: 21 April – 23 April 2010

Location: The ICC
Broad Street
Birmingham
B1 2EA

The Exhibition will be held in **Hall 3**.

❖ EXHIBITION BUILD-UP

The Exhibition Hall will be open to exhibitors and their contractors for stand building as follows:

Monday 19 April 2010	
Space only stands	08.00 – 18.00 hrs
Tuesday 20 April 2010	
All stands	08.00 – 18.00 hrs

❖ EXHIBITION OPEN TIMES

The exhibition will be open at the following times:

Wednesday 21 April 2010	08.30 – 16.30 hrs
Thursday 22 April 2010	08.30 – 16.00 hrs
Friday 23 April 2010	08.30 – 14.00 hrs

❖ BREAKDOWN

Friday 23 April 2010 **14.00 – 20.00 hrs**

Please do not attempt to breakdown your stand before 14.00 hrs as this is a health and safety risk to our delegates. Breakdown is strictly monitored and failure to adhere to the policy may result in your suspension from future BSR events.

Please note that exhibitors will be permitted to break down their stands from *14.00 hrs to 20.00 hrs* on Friday 23 April 2010. All stands must be derigged and removed by 20.00 hrs on Friday 23 April 2010.

❖ CORE HOURS

In response to exhibitor feedback we are now only asking stands to be manned during the following core hours:

Wednesday 21 April 2010	Tea/Coffee	10.30 – 11.00hrs
	Lunch/Poster Viewing	12.30 – 14.00hrs
	Tea/Coffee	16.00 – 16.30hrs



Thursday 22 April 2010	Poster Viewing & Tea/Coffee	08.30 – 10.00hrs
	Lunch	12.00 – 14.00hrs
	Tea/Coffee	15.30 – 16.00hrs
Friday 23 April 2010	Poster Viewing	08.30 – 10.00hrs
	Lunch	12.00 – 13.30hrs

Outside of these hours you may leave your stand unmanned, however you must ensure that your stand is as safe as is reasonably practicable, preferably using rope and post to prevent delegates entering the area.



A-Z INFORMATION

Accommodation

The BSR have appointed Fresh! Reservations as accommodation agents. They have reserved rooms on behalf of our delegates and exhibitors however, with several large events happening in Birmingham on the week of Rheumatology 2010 we suggest you book early to avoid disappointment. Please reserve your hotel online via their website www.freshres.co.uk or via the accommodation link on the www.rheumatology.org.uk/conference website.

Please do not contact the BSR with any accommodation queries as unfortunately we will be unable to assist you, however you may contact Fresh! Reservations on:

Tel: + 44 (0) 845 310 3333

Website: www.freshres.co.uk

Badges and Passes

No access into the exhibition area will be permitted at any time unless the relevant pass is displayed.

Please read the section below detailing the different badges in use:

▪ Contractor Passes

Anyone employed to build-up or break-down your stand (including representatives from the exhibiting company) will require a Contractor Pass for security purposes. This will allow them access to the exhibition hall during build-up and break-down (but not during the exhibition open times).

Please fill in and return the form at the back of this manual to request your contractor passes.

▪ Exhibitor Badges

Exhibitor badges are required for all personnel working on your stand during the open period.

These badges will entitle you to entry to the exhibition area only. Should you wish to attend any of the scientific sessions you will need to register as a delegate.

Complimentary exhibition passes are allocated at 1 badge per 2 square metres of stand space.

To register your exhibitor badges, please use the voucher code which you will be emailed separately. This voucher code will entitle you to the appropriate number of free passes. If you require additional badges, you can book these at the same time at a cost of £35.25 each including VAT.

All badges will be available for collection by each INDIVIDUAL company representative at the Exhibitor Registration desk in the registration area of the ICC. The registration desk will be open from 08.00 on Wednesday 21 April 2010. Each exhibitor must collect their own badge before gaining access to the exhibition. If you require entry to the exhibition hall before 08.00 on Wednesday 21 April 2010, you will require a contractor pass.



Each exhibitor will be entitled to the following:

- Access to the exhibition hall
- Refreshments (to be served 15 minutes prior to the delegate refreshment breaks)
- Lunch (to be served 30 minutes prior to delegate lunch breaks)
- Access to the Welcome Reception on Wednesday 21 April, 19.30-21.00 hrs. Spaces are limited, so if you wish to attend, please email Briony Wilson on bwilson@rheumatology.org.uk to register your interest.
- Access to BSR Plenary Sessions (Heberden Oration & Round, State of the Art Lecture, and Plenary Oral Presentation of Abstracts)

Please note, if you wish to attend the BHPR Social Event on Thursday 22 April 2010, you will need to purchase a ticket at the cost of £25 including VAT via the registration site.

▪ **Delegate Badges**

Should you wish to attend any scientific sessions you must register as a delegate via the normal registration procedure. (visit www.rheumatology.org.uk/conference for details)

Banking Facilities

There is one ATM located on the mall next to the cloakroom. Please note that this machine levies a charge on use. The nearest ATM without charges is opposite Boots on Brindleyplace, 2 minutes from the ICC.

Build up and Break Down

Please refer to the Exhibition schedule at the front of this manual for build up and breakdown times.

Business Service

The ICC has an onsite business centre which exhibitors can use at their own expense. A full list of services and costings is provided with this manual.

Car Parking

The nearest pay and display parking for vehicles is at the National Indoor Arena, on King Edwards Road: www.necgroup.co.uk/visitor/thenia/Home.asp?section=parking.

Carpet

Hall 3 is fully carpeted. If you wish to lay your own carpet you will need to order floor flats via the Melville or your dedicated contractor. Your own carpet can be affixed to this or you can hire carpet from Melville.

Catering

The ICC is the sole catering supplier for the venue – all food and beverage items and equipment must be ordered via the ICC. Please contact Craig Hancox on 0121 644 5017, or by email craig.hancox@theicc.co.uk.

Cleaning

Aisle ways and catering areas will be cleaned regularly throughout the exhibition. If you require any special cleaning please order these services directly with the ICC via their website.

Contractors

Space only stands may employ the stand contractor of their choice. If you are employing a contractor to build your stand, it is important that your contractor is fully aware of relevant



forms and deadlines and their responsibilities under all health and safety legislation. Please note it is your responsibility to ensure that these details are forwarded on to them. Please let us know your contractor details by completing and returning the form at the back of this manual.

Deliveries/Collections

▪ **Deliveries**

For security reasons, the organisers cannot accept deliveries on your behalf, so please ensure that there is someone onsite when your delivery is due, otherwise it will be turned away.

Deliveries forwarded directly to the ICC during the BSR tenancy can be addressed as follows:

Stand No:

Company/Organisation:

Event Name: Rheumatology 2010

Hall 3

ICC

Broad Street

Birmingham

B1 2EA

Deliveries will be accepted from Monday 19 April 2010 provided you are onsite to sign for them. **Please note that neither the ICC or BSR will accept deliveries on your behalf.** Melville logistics are able to accept deliveries but charges may apply.

▪ **Collections**

Exhibitors should ensure that arrangements are made for the collection of all items from the ICC at the end of the event.

Any items left at the ICC after 20.00 hrs on Friday 23 April 2010 will be treated as unwanted and disposed of. You may be charged for disposal of any items you leave on site. No member of BSR staff will be able to take responsibility for items left in the exhibition hall.

Dilapidations

The use of nails, screws or bolts to attach materials to the hall floor and walls is strictly forbidden. You will be charged for the cost of making good, restoring or renewing any dilapidations to the hall or site.

Disabled Visitors

The Disability Discrimination Act 1995 (DDA) states that all disabled persons must be provided with the same service, on the same terms and to the same standard that is provided to others. Reasonable changes, adjustments and alterations must be made in order to facilitate this. In particular, we would ask that you ensure your stand and exhibits are easily accessible to disabled visitors with wheelchairs and consideration is given to the visually impaired. Your risk assessment must cover disabled visitors and we recommend that your staff are aware of any disabled facilities on offer.



Distribution of Promotional Material

All business including the dispensing of literature and promotional material must be conducted from your stand. You are forbidden to hand out leaflets etc. in any part of the exhibition hall or at the entrance to the event, in the gangways, concourse or conference rooms.

Electrical Services

No lighting or power is included in the cost of your stand. This must be ordered separately via Melville using the forms at the back of this manual.

Fire Precautions

There are strict regulations governing the materials that may be used in the construction of stands and in the demonstration of products. Materials must comply with British Standards and be fire-proofed to the satisfaction of the NEC Group Fire Officer.

Please ensure that all stand staff are aware of the emergency procedures and are familiar with the use of fire extinguishers which are located throughout the halls.

First Aid

All ICC security stewards are trained in first aid and will be able to make appropriate arrangements for treatment. Please see a member of the Rheumatology 2010 team should you require assistance.

Forklift Truck

If you require the use of a forklift truck for unloading or loading you will need to book this with Melville directly, via the logistics form at the back of this manual.

Furniture

No Furniture is included in the cost of your stand. Furniture can be ordered via the Melville website www.melville.co.uk.

Insurance

Neither the BSR nor its contractors shall accept any liability for the loss, damage or destruction of any exhibits or contents therein. Exhibitors are reminded that in accordance with the Terms and Conditions of booking they should take out adequate insurance cover against any risk of loss, damage, injury or liability.

Late Working

It may be possible to arrange an extended build period until 20.00hrs on both days of build – please contact Stephanie Tame for prices.

Marking out of the Stands

This will be carried out by the Venue prior to the exhibition build times.

Name Boards

All shell scheme stands are provided with a fascia board bearing the exhibiting company's name in standard script. This must be ordered separately via Melville website www.melville.co.uk. If you do not submit a name, the name of the company as it appears on your contract will be shown.



PA System

The PA system is for use by the BSR for official announcements only. We regret that it is not available to exhibitors for any purpose whatsoever.

Security

While every reasonable precaution is taken during the show to ensure the premises are adequately patrolled, the organisers and the venue expressly disclaim responsibility for any loss or damage to property of any exhibitor from any cause.

To help ensure good security at the show, please follow these points:

- Do not leave cash, handbags, phones, valuables etc. in drawers, cupboards or on exhibits on your stands.
- Do not leave valuables in unattended clothing.
- Check all lockable desks and cupboards before leaving your stand.
- Please note that the build-up/break-down days are high risk periods. You are recommended to work in pairs so that the stand is manned at all times.
- Should you have small valuables that you wish to leave on your stand, you are advised to obtain lockable steel cabinets or other safe storage areas.

Stand Information

▪ **Shell Scheme Specification**

Shell Scheme booths are built to an overall height of 2.5mtr high, consisting of aluminium components, white foamex walls, 300mm deep fascias to all open sides and a name signs. The booths will be constructed by the Melville Contractor.

Shell Scheme includes:

- 3 walls with 1 open side or 2 walls on a corner stand
- Fascia panel with Stand No. and Company name

PLEASE NOTE THAT NO FURNITURE, POWER OR LIGHTING IS INCLUDED IN THE COST OF YOUR STAND – THIS MUST BE ORDERED IN ADVANCE VIA THE MELVILLE WEBSITE WWW.MELVILLE.CO.UK

▪ **Space Only Specification**

Space only stands are allocated by request, no stand services are provided, and exhibitors are responsible for building their own displays. The maximum stand height for free builds in Hall 3 is: **4m**

Flat access to main hall floor via loading Bay A on Cambridge Street.

You are required to supply a plan, method statement and risk assessment for all free build stands for approval and these should be forwarded for the attention of Stephanie Tame, BSR Senior Events Officer, at the address at the front of this manual. **Deadline: 15 March 2010.** The plan must show the name of the Company, Stand Number and Stand Measurements. No exhibit or part of any structure may extend beyond the boundaries of the area allocated. Risk assessments must cover build, break down and open periods.

All services, such as power, telecommunications etc. must be ordered separately via Melville or the ICC using the attached forms.



HEALTH & SAFETY INFORMATION

It is essential that all exhibitors and contractors read this section of the exhibition manual, sign and return the Health and Safety Declaration Form to confirm that you agree to adhere to the regulations stated. All personnel entering the ICC must comply with the current health and safety legislation.

RESPONSIBILITIES AND POLICY STATEMENT

BSR takes its responsibilities as laid out in accordance with the Health & Safety at Work Act, 1974, very seriously and it is vital that all exhibitors and contractors involved in Rheumatology 2010 do the same. As the organiser, it is the BSR's policy to manage Rheumatology 2010 in accordance with the Health & Safety at Work Act and make the event safe so far as is reasonably practicable.

EXHIBITOR'S RESPONSIBILITIES

All exhibiting companies/organisations are responsible for ensuring that their staff, contractors and sub-contractors comply with the Health and Safety at Work Act, 1974. You should ensure that your exhibits and materials comply with the act, and that due thought and consideration is given to their own, and others, health safety and welfare throughout the event. Neither your actions, nor the actions of those working on your behalf should give rise to accidents, injuries or an unsafe working environment so far as is reasonably practicable.

ALCOHOL AND SUBSTANCE ABUSE

Workers must not present themselves for work under the influence of alcohol or other substances and consumption of alcohol on-site during the stand build or break down days will not be tolerated. If alcohol is consumed off-site during the working day this should be in strict moderation. Workers who are seen to be breaching this policy must be brought to the attention of the organiser (James Glavin at the BSR, or the Duty Manager at the ICC) whereupon steps may need to be taken to remove the person concerned from site.

Drivers, users of machinery, electrical equipment, or those working at height are at particular risk where alcohol consumption is concerned, and the exhibiting company should ensure that all individuals or sub-contractors working on its behalf adhere to this policy.

CHILDREN ON-SITE

It is not permissible for children under the age of 16 to have access to any part of Rheumatology 2010 including the exhibition build and break down periods. Please note that this policy will be strictly enforced on-site.

EXCESSIVE NOISE

Exhibitors should be aware of noise levels on their stand and all noise should be under levels deemed acceptable by Health and Safety legislation and the BSR. If noise from your stand is considered to be excessive you will be asked to lower the volume or remove the cause of noise.

PLATFORM EDGES ON SPACE-ONLY STANDS



Historically, at major exhibitions there have been numerous injuries caused by having a vertical step on the stand edge. It has been found that a non-slip gradient (of up to 20 degrees) to the platform edge significantly reduces the risk of slips, trips and falls, and eliminates serious injuries, therefore the BSR advises exhibitors with space only stands to bear this in mind when designing their stands. The ramp must be part of the marked stand area, not added to the edge of the space. It is also important to insure

RISK ASSESSMENT

Each exhibitor must undertake a risk assessment prior to the exhibition, identifying the hazards present on-site and ways in which these hazards will be controlled. A risk assessment form is included for your convenience. If you have no hazards or risks present, please mark NO RISKS clearly on the form. NB – this is a legal requirement.

METHOD STATEMENT – SPACE ONLY STANDS

If you have a space-only stand please ensure that you submit a full Method Statement to the BSR at the same time as your risk assessment form. Your method statement should include the following:

Named responsible person:	The employee who will be responsible for overseeing all the main construction and break down of your stand.
Details of the stand:	Loadings, dimensions, location/stand number, unusual features.
Erection:	The sequence and schedule in which all the stand elements will be built, and any safety control measures.
Stability:	Methods of ensuring adequate structural support of any vertically aligned stand elements.
Scaffolding:	Details of any construction work to be carried out at height, and the methods employed to ensure a safe system of work.
COSHH:	Any proposed use of hazardous and toxic substances, including protection provided for employees and workers on adjacent stands.
Environment:	Consider any abnormal noise created through constructing your stand, or work that may create dust or fumes – what control measures will be provided?
Safety equipment:	Identify the safety equipment and precautions that you will be providing on-site.
Exhibits:	Detail any exhibits that will be on the stand and may present a hazard to the delegates and/or the operator.

HOT WORK PERMITS

A hot work permit should be raised when there is a requirement for any of the following work scenarios during exhibition build or breakdown:

1. Work involving flames or temperatures likely to cause ignition of flammable gas including the use of welding, burning or soldering equipment, blow torches, some power-driven tools, sand-basting etc.
2. Work involving steelwork or pipe work being erected or dismantled which needs welding, cutting or grinding.
3. Any work requiring an open flame.



The venue will specify the safety precautions in the hot work permit, as an example for welding these may include:

- Operatives must wear suitable protective clothing
- A fire extinguisher might need to be placed locally
- Combustible rubbish and waste material might need to be removed from the surrounding area
- The area might need to be cordoned off and signage erected
- A fire screen or guard may be required to stop stray sparks

Therefore, if your stand might require a hot work permit, please contact James Glavin at the BSR and we will investigate this further for you.

GENERAL GUIDELINES FOR STAND BUILD AND BREAK DOWN PERIODS

1. Pedestrian operated vehicles (e.g. trolleys) should be used safely avoiding damage to the building fabric at all times.
2. All floor cabling must be made safe and kept neat and tidy at all times.
3. All access equipment must be in safe, clean condition and if appropriate, tested before use on the ICC premises.
4. Hardhats and safety harnesses and other protective / safety equipment / clothing should be provided by the contractor and worn if the event risk assessments warrant it. This includes appropriate footwear which should be provided to all contractors working during the build and breakdown periods.

CARE OF THE BUILDING

1. Please do not fix anything to the walls, e.g. sellotape, velcro, gaffer tape, blu-tac etc. No nails or similar fixings are permitted to be used on any property belonging to the ICC.
2. Carpet tiles and ceiling tiles may not be uplifted or removed by anyone other than ICC personnel.
3. All furniture and fittings should be used for the correct purpose only, e.g. no standing on, or laying of equipment on chairs.
4. Due care should be taken at all times, when transporting equipment around the building, to avoid any damage to doors and the fabric of the building.
5. All damage, however small, must be reported prior to leaving the premises. All damage to the building fixtures and fittings (internal and external) will be assessed by ICC personnel and charges may be levied where necessary.

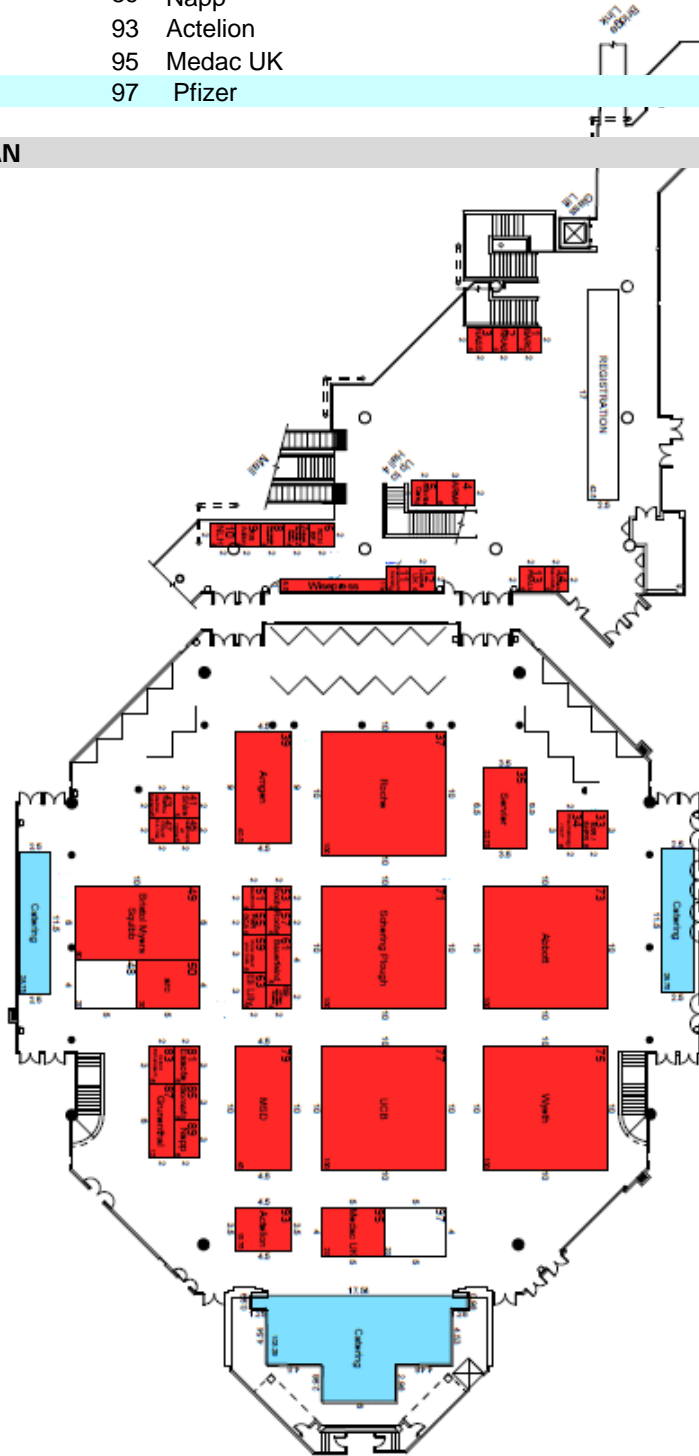


EXHIBITOR LIST

Stand Number	Company
1	BARC
2	NRAS
3	Arthritis Care
4	ARMA
5	NASS
6	RCN RF
7	National Association for the relief of Paget's disease
8	Fybromyalgia Association
9	RSI Action
10	National Library for Health
11	Scleroderma Society
11a	Wisepress
12	Lupus UK
13	PSALV
14	Psoriasis Association
33	BSR
34	<i>Rheumatology</i>
35	Servier
37	Roche
39	Amgen Ltd
41	Shire
43	Toshiba Medical Systems
45	Healthcare at Home
47	TRACE RA
48	
49	Bristol Myers Squibb
50	arc
51	Medtronic
53	Roche
55	PMR GCA
57	Roche (Education Programme: Teaching Clinical Skills)
59	Know about your DAS
61	Bauerfeind
63	Eli Lilly
69	4S Dawn
71	Schering Plough
73	Abbott
75	Wyeth
77	UCB
79	MSD
81	Esaote
83	Oxford Immunotec
85	Biomarin
87/91	Grunenthal

- 89 Napp
- 93 Actelion
- 95 Medac UK
- 97 Pfizer

FLOORPLAN





ORDER FORMS AND DEADLINES

BSR Forms

To be returned to Stephanie Tame by fax on +44 (0)20 7842 0914

- Contractor Badges **Due 26/03/10**
- Exhibitor Listing **Due 26/02/10**
- Health & Safety Declaration **Due 26/03/10**
- Shell scheme risk checklist **Due 15/03/10**
- Space only Risk Assessment Form **Due 15/03/10**
- **Method statement and stand plan to be returned to Stephanie Tame no later than 15 March 2010**

Registration Codes – will be sent out by email

ICC Forms

All ICC services can now be ordered online via their website, using the details below:

- Telecommunications & Networks
- Audio Visual
- Floral
- Stand Catering
- Additional products and services

Address – <http://www.theicc.co.uk/organiser/onlineordering/exhibitorservices/default.aspx>

Event name – British Society of Rheumatology

Passcode – 20955

All orders must be submitted no later than 3 days prior to the start date of the event.

Melville Forms

To be returned via their website www.melville.co.uk

Logistics form attached

- Electrical Order form **3 weeks prior to event**
- Logistics Form **As above**
- Name board Order form **As above**
- Shell Scheme Extra's **As above**
- Furniture **As above**

If you are receiving this Manual in electronic format – form are available to download as separate pdf's.