

THE MUST-ATTEND GATHERING FOR EVERYONE INVOLVED IN SURGERY



"Future Surgery 2021 will be the first of its kind in the UK, drawing on the work our Commission on the Future of Surgery has done to predict the transformation in the medical care for millions of patients."

**ANDREW REED, CHIEF EXECUTIVE OF
THE ROYAL COLLEGE OF SURGEONS OF ENGLAND**

FUTURE SURGERY

in partnership with



Royal College
of Surgeons
of England

**9-10 November 2021
ExCeL London**

[FUTUREURGERYSHOW.COM](https://www.futureurgeryshow.com)

FUTURE SURGERY 2021 IS A FACE-TO-FACE EVENT, OFFERING SURGICAL PROVIDERS THE OPPORTUNITY TO CONNECT AND ENGAGE WITH SURGEONS AND THEIR PERIOPERATIVE AND PURCHASING TEAMS

GOING
LIVE
FOR
2021

Future Surgery is the largest gathering of surgeons and their perioperative and purchasing teams in 2021. The event is produced by the Royal College of Surgeons of England and supported by the surgical Royal Colleges of Ireland & Glasgow, ASiT – The Association of Surgeons in Training and via the FSSA the speciality surgical associations plus the AfPP, CODP, RCN and numerous other sector associations.

Future Surgery delivers an inspirational conference programme from sector experts, and offers sponsors, exhibitors & visitors two unmissable days of free education, networking, lead generation and industry insight. The event offers surgery suppliers an unparalleled marketing opportunity to secure contacts, customers and partners.



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OUR SPONSORS & PARTNERS

EVENT PARTNER



PLATINUM SPONSOR



GOLD SPONSORS



SPONSORS



EVENT SUPPORTERS



MEDIA PARTNERS



A PROVEN CONCEPT

Our concept works.
Future Surgery ran
virtually in October
2020 and delivered:



1897
DELEGATES



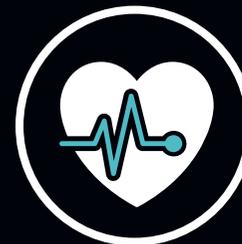
+6300
NETWORKING MESSAGES
WERE EXCHANGED BETWEEN
DELEGATES AND SPONSORS



A NUMBER OF SESSIONS
DELIVERED MORE THAN
500
DELEGATES



1626
SURGEONS



THE MOST POPULAR
SESSION ATTRACTED
675
ATTENDEES

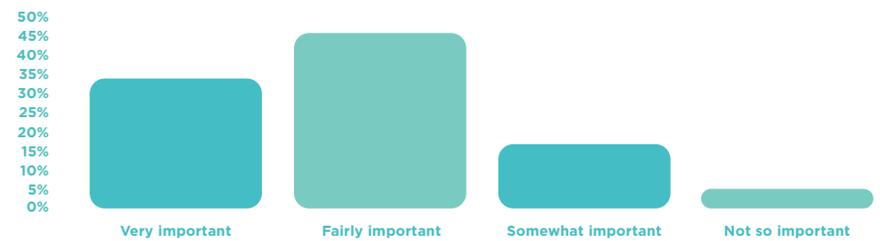
DELEGATE FEEDBACK FROM THE 2020 EVENT



+95% were either very satisfied or satisfied with Future Surgery



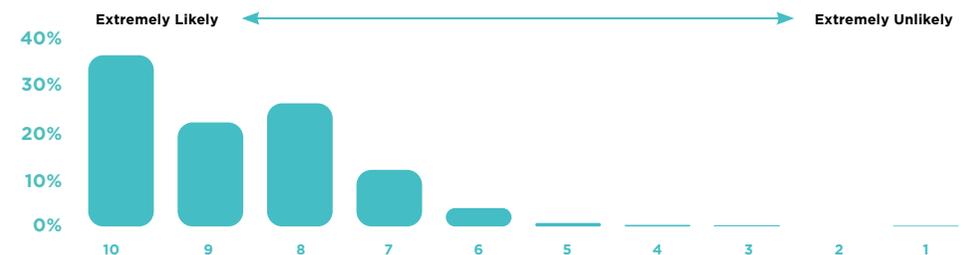
+95% Future Surgery was important to thier Job/profession



+75% said they would attend the 2021 face to face event



97% said they were likely to recommend Future Surgery to a friend or colleague



WHO YOU'LL MEET IN NOVEMBER AT EXCEL LONDON

Future Surgery has already attracted partner events wishing to benefit from the reach and scale of the event, including the Royal College of Surgeons Women in Surgery conference & ASIT's (The Association of Surgeons In Training) annual innovation event.

FUTURE SURGERY'S VISITORS ARE:

SURGEONS

CONSULTANT SURGEON
CORE SURGICAL TRAINEE
ASSOCIATE SURGEON
SPECIALIST SURGEON
STAFF GRADE SURGEON
CAREER GRADE SURGEON
CT1
CT2



PERIOPERATIVE TEAM

OPERATING DEPARTMENT
PRACTITIONER
OPERATING ROOM NURSE
OPERATING ROOM MANAGER
THEATRE HEALTHCARE
ASSISTANT
THEATRE LEAD
THEATRE MANAGER



THEATRE DIRECTOR

CLINICAL LEAD SURGICAL
PURCHASING TEAMS FROM
BOTH THE NHS AND
PRIVATE PROVIDERS



OUR DELEGATES IN 2020 SAID...

'Effective communication
of new and vital issues
for practising surgeons'

'Surprisingly fabulous,
practical and inspiring...
all at once'

'It is invaluable
to my career'

'Very informative all
speakers were very good.
Lots to think about'

'Great content update with
current and good exposure
to future practice'

'Very important
and current points
of discussion
which highlighted
the need to
approach surgical
training from a
new angle'

'Travelling to
the future...'

'Amazing talks from amazing
people - truly inspirational
work is being done'

'Excellent view of
the future advances
in surgery'

'Inspiring, thought
provoking and pertinent'

'Some very valued
balanced approaches
to the buzz of new
technology alongside
a more human
understanding of
patient care'

'Awesome and
exceptional'

'Well organised and
relevant'

'Honestly amazing,
enjoyed all the talks
thoroughly!'

'Horizon
broadening'

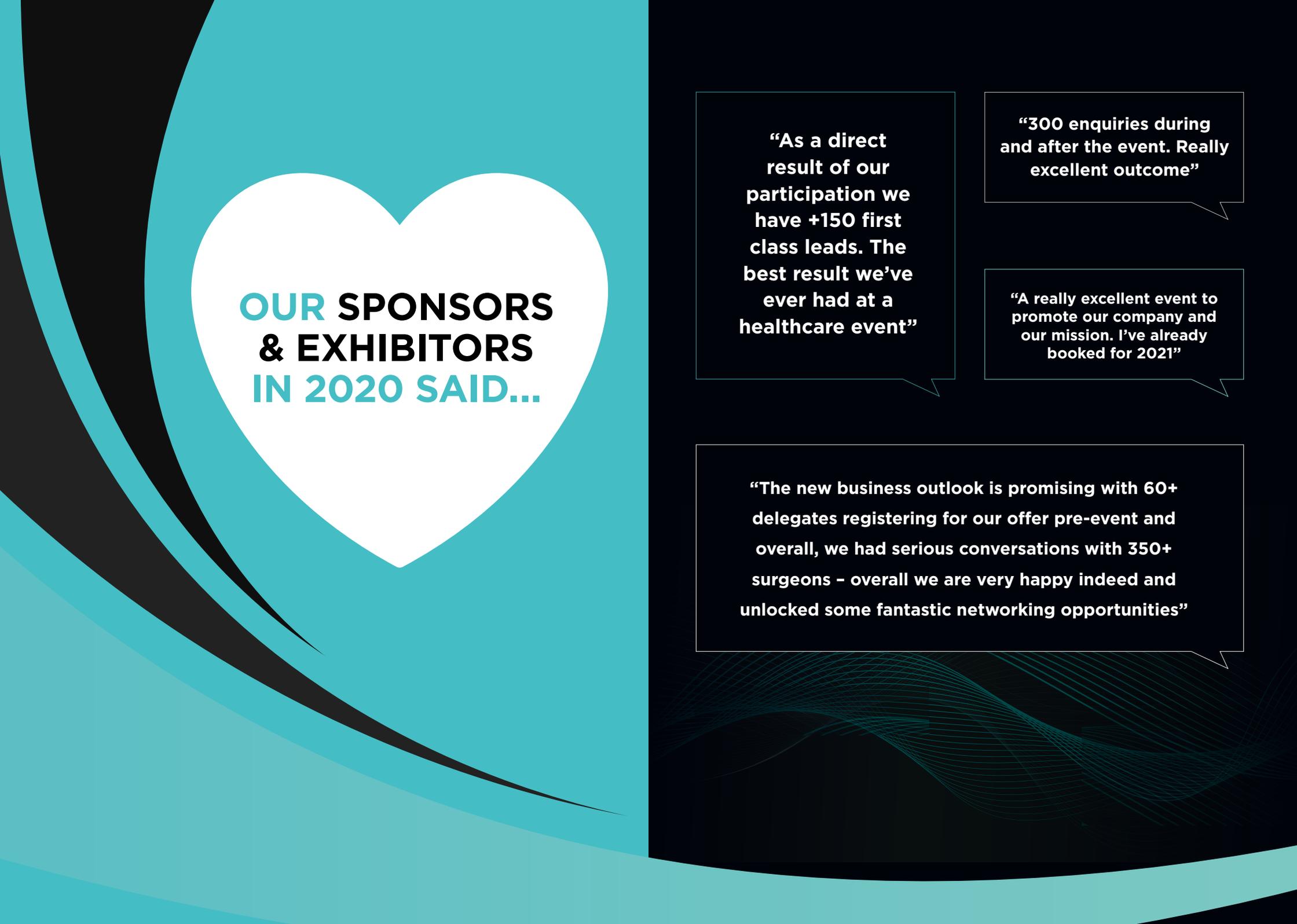
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**OUR SPONSORS
& EXHIBITORS
IN 2020 SAID...**

“As a direct result of our participation we have +150 first class leads. The best result we’ve ever had at a healthcare event”

“300 enquiries during and after the event. Really excellent outcome”

“A really excellent event to promote our company and our mission. I’ve already booked for 2021”

“The new business outlook is promising with 60+ delegates registering for our offer pre-event and overall, we had serious conversations with 350+ surgeons - overall we are very happy indeed and unlocked some fantastic networking opportunities”



£600 MILLION

OF ANNUAL NHS SURGICAL BUDGET
IS GUARANTEED TO ATTEND - & YOU
CAN MEET THEM IN PRE-ARRANGED
1-2-1 MEETINGS



THE NHS ARE DRIVING THE EVENTS BUYER
PROGRAM AND HAVE COMMITTED TO
PROVIDING 25 OF THE NATION'S LARGEST
BUYERS OF SURGICAL EQUIPMENT AND
SERVICES TO EXCLUSIVELY MEET WITH FUTURE
SURGERY'S SPONSORS AND EXHIBITORS.



EACH SURGICAL BUYER REPRESENTS
EITHER A TRUST OR NHS BUYING GROUP
AND TOGETHER HOLD IN EXCESS OF

£600 MILLION

OF ANNUAL NHS SURGICAL SPEND



WHO SHOULD SPONSOR AND EXHIBIT?

Accountants, Associations and charities, Banks and financial institutions, diagnostic and equipment manufacturers, Employers, Instrument and device suppliers, Insurers, IT and technology providers, Medical indemnifiers, NHS Trusts, Pharmaceutical companies, Private healthcare providers, Private practice advisors, Recruitment agencies, Representative bodies, Training and exam providers.

HOW YOU CAN PARTICIPATE



SPACE ONLY

Space only gives you the most creative opportunity possible to showcase your products and services at the show. Exhibitors just purchase exhibition floor space and then create their own look using a bespoke stand builder. Lighting, power and carpet etc. must be purchased separately.

£469
per sq/m



SHELL SCHEME

The simplest way to exhibit at the show. A readymade package comprising of walls, ceiling grid, carpet and fascia nameboard that you can personalise* with your own stand fixtures, furniture and dressings.

£489
per sq/m



SHOWREADY UPGRADE

Take the hassle out of designing and building a custom stand with one of our off-the-shelf options. Our approved stand-builder will work with you to construct and customise a stand to your specification at a fraction of the usual cost. *In addition to space only rate.

POA

EXHIBITING STAND PACKAGES



BASIC EXHIBITOR PROFILE LISTING

- Company logo
- 50-word company bio
- Stand number
- 5 product listings
- Contact details (company address, website, phone number, email)
- Social links

FREE
TO ALL
EXHIBITORS



ENHANCED EXHIBITOR PROFILE LISTING

- Includes all basic listing info
- 150-word company bio
- 10 product listings
- List of 10 of your existing clients
- Enhanced listing badge
- Two promotional videos (pulled from YouTube)
- 5 press release/case study listings

£750
+VAT



“MUST SEE EXHIBITOR” CAMPAIGN

- Product specific email highlighting top 10 companies to see (per show)
- Your company logo, hyperlink and 30- word profile which you can use to describe products, launches and news
- Sent 2 weeks prior to the relevant event delegation (approx. 15k)
- Your logo featured on signage at onsite registration (one of 10 per show)

£3,500
+VAT

THEATRE SPONSORSHIP

KEYNOTE THEATRE SPONSORSHIP

At the heart of all **Future Surgery**, the Keynote Theatre welcomes the top thinkers and experts across the field of Surgery. The Keynote Theatre will welcome the majority of our delegates during the show, guaranteeing huge brand recognition and thought leadership.

- **Exclusive one off**
- **Pre-show & onsite branding across marketing collateral and signage**
- **30-minute speaking session opportunity within the Theatre on one of the days**
- **The data of every attendee who attends the theatre across both days**
- **Opportunity to seat-drop literature/gifts prior to your session**
- **Full pre-event marketing campaign with your logo on promotional e-mail campaigns**

£25,000
+VAT

THEATRE SPONSORSHIP

Exclusive to 4 co-sponsors per theatre, theatre sponsorship gives you intellectual ownership of the specific theatre. It also gives you unrivalled thought leadership and lead generation opportunities.

- **Pre-show & onsite branding across marketing collateral and signage in theatre**
- **25-minute speaking session**
- **Data of every attendee to your session, plus the data of attendees to every other session in the theatre across the two days will be shared post event (in compliance with data protection regulations)**
- **Opportunity to seat-drop literature/gifts prior to your session**
- **Full pre-event marketing campaign with your logo on promotional e-mail campaigns**

£15,000
+VAT

PREMIUM & VIP SPONSORSHIPS

HEADLINE SPONSORSHIP

- Exclusive Headline Sponsor across all three events
- Branding on all marketing campaign collateral, website and show guide
- Headline sponsor branding on Hanging Banner at the show entrance
- 1 x 30 minute session on the Keynote Theatre (subject to conference organisers approval)
- 1 x 25-minute customer session on a main show floor Theatre (excludes Keynote Theatre)
- Co-market the event to prospects with personalised promotions
- Opportunity to nominate prospects for us to contact (on your behalf and subject to approval) as part of our VIP telemarketing campaign
- Newsletter editorial (subject to editorial approval)
- 1 pre-event dedicated email to pre-registered visitors

SOLD

SOLD

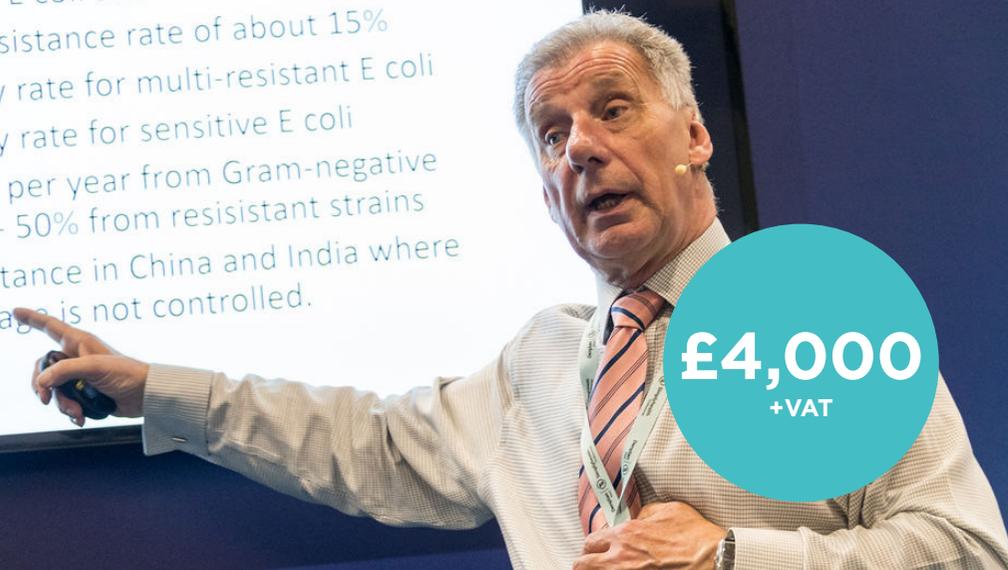
CONTENT SPONSORSHIP

SPEAKING SESSION

Presenting a session on one of our 4 stages provides the perfect springboard to promote your sector expertise and become part of the conversation.

- Available to exhibitors only
- 25-minute case study on the stage of your choice with a client (excluding Keynote Theatre)
- Suggested format - 20-minute presentation and 5-minute Q&A
- Session outline and speaker profile published on the official event website in advance
- Data of every attendee who attends your session

due to E coli and other GNB
as a resistance rate of about 15%
mortality rate for multi-resistant E coli
mortality rate for sensitive E coli
deaths per year from Gram-negative
aemia - 50% from resistant strains
% resistance in China and India where
otic usage is not controlled.



£4,000
+VAT

BRANDING & NETWORKING SPONSORSHIPS

REGISTRATION AREA SPONSORSHIP

- Ensure your brand is the first and last to be seen as visitors and exhibitors enter and leave the events by sponsoring the Registration Area
- Logo branding within registration area at the entrance to the shows
- Branded t-shirts (provide by sponsor) & pre-show branding

£6,500
+VAT

SPEAKER & PRESS LOUNGE SPONSORSHIP

- Dedicated lounge for press and speakers
- Press will have dedicated quiet areas to write-up stories and content
- All speakers will be directed to the lounge to submit their presentations prior to speaking
- Exclusive access for sponsor

£2,500
+VAT

LANYARD SPONSORSHIP

- Worn by all visitors, this is the perfect opportunity to get your brand seen by everyone
- Excludes production

£4,500
+VAT

HANGING BANNER

- Opportunity to rig a banner with your logo branding and stand number hanging from the ceiling of the show
- Price includes rigging and production

£2,500
+VAT

FLOOR WALKER

- Reach out to all visitors with branded floorwalker on the show floor - Limited to five opportunities
- Highly visible
- Opportunity to drive traffic to your stand - Staff to be supplied by sponsor

£1,500
+VAT

PRE-SHOW REGISTRATION EMAIL SPONSOR

- Your company logo, hyperlink and 30-word profile within the email body sent to entire show database
- One sponsored email to the whole database

£3,500
+VAT

FLOOR TILES

- 1m x 1m vinyl cut tile into the show floor carpet
- You design and choose location, we print and install
- Be seen by all delegates at the show - Sign-post delegates to your stand and promote show offers

£999
+VAT FOR ONE
£1,599
+VAT FOR TWO

CONTACT US

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