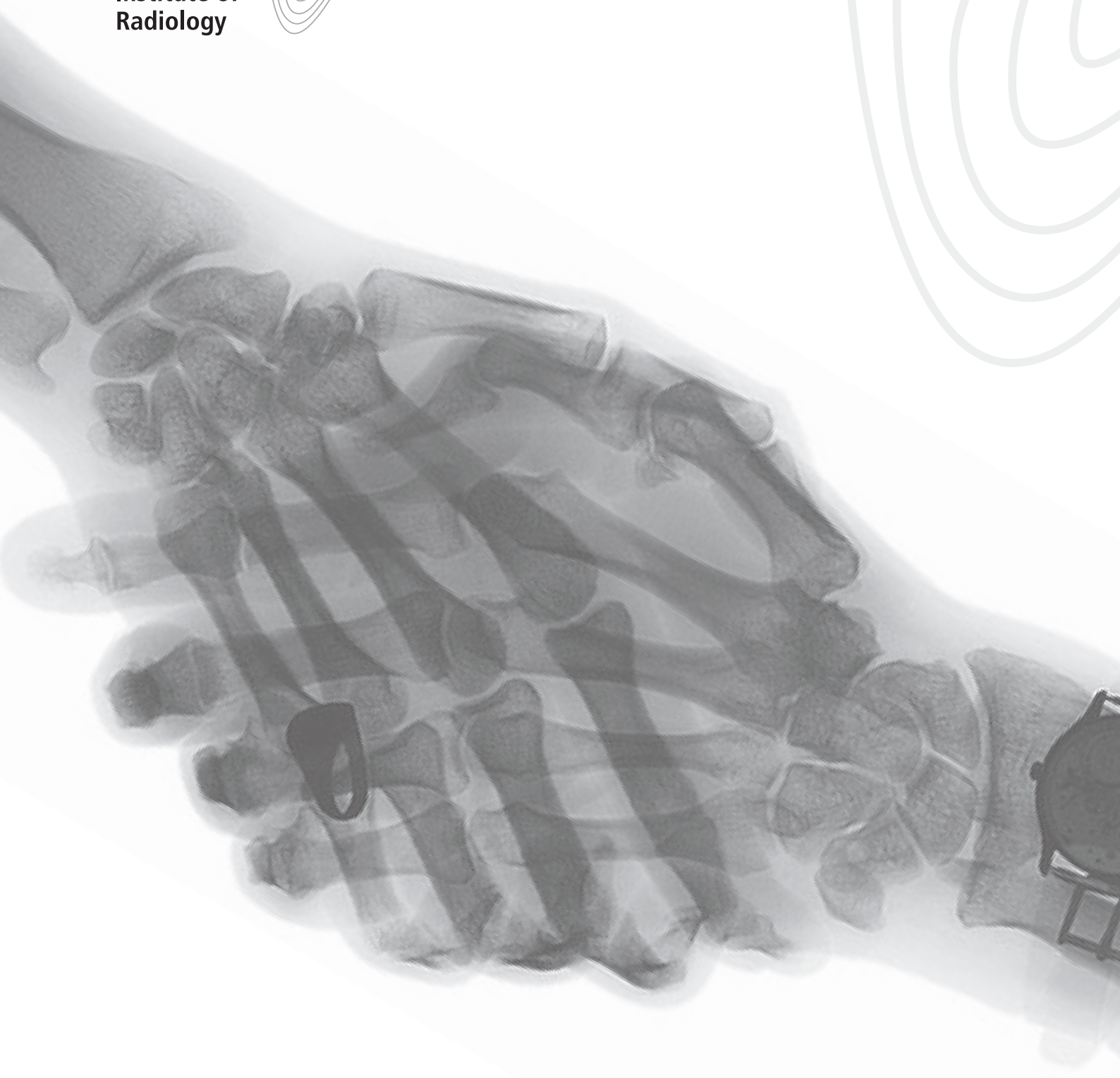


**BIR**

The British  
Institute of  
Radiology



**CORPORATE MEMBERSHIP**

**The British Institute of Radiology (BIR)** is a growing, dynamic multidisciplinary membership organisation for everyone working in radiology, radiation oncology and the underlying sciences.

Our members include radiologists, radiographers, physicists, oncologists, medical physicists and clinical scientists as well as service managers.

The BIR provides unique opportunities to learn, exchange ideas and gain new perspectives on technologies and treatments. We do this through our journals (**BJR and BJR case reports**), high quality education (both in-person and online), a range of publications and our active special interest groups, which share best practice and develop our first-class educational programme as well as advise on policy and guidelines.

## Why join the BIR as a corporate member?

- Direct contact with clinicians, scientists and professionals in the field
- Raise brand awareness
- Exposure of new products and services
- Networking and relationship building
- Access to the latest research and technology
- To demonstrate a corporate social responsibility programme

## What's included

### Networking and influencing

- Free membership for two company nominees, who will enjoy all the benefits of an individual member
- Opportunity for company nominees to join online special interest groups (SIGs)
- Opportunity to join management groups of SIGs and initiate and develop educational events, publications and position papers, contribute to consultation documents and influence policy
- Invitation to an annual networking event
- Access to discussion forums
- Annual meeting with senior staff of the BIR to review relationship

### Education involvement

- Collaboration in the development of face-to-face events, from concept to delivery
- Priority opportunities to suggest a topic or speaker for a webinar
- Priority opportunities to sponsor webinars
- Special rates for exhibiting at BIR events (see sponsorship brochure), promotional literature in delegate packs, use of logo in promotional materials and e-bulletins
- Support for, or participation in, the BIR's development of a 'portfolio' programme of education
- Eligibility for "platinum" level sponsorship package

### Advertising and promotion

- Logo and company profile included on the BIR's website along with weblink
- Contact details included in **BJR**
- Inclusion of logo in the BIR's Annual Review
- Logo on the BIR's digital screen, displayed in reception and used at events across the UK
- Contribute to the BIR's blog, promoted through social networking channels
- Opportunity to include your company news via the BIR website and newsletter (10,000 recipients)

- At least 25% discount\* for banner advertising on the BIR publications website (around 450,000 pageviews per month)
- At least 25% discount\* for banner advertising in the BIR newsletter (10,000 recipients)
- At least 25% discount\* for advertising on the BIR's website and on the digital screen
- Priority sponsorship of BIR books, **Best of BJR** and eTOCs (**BJR's** table of contents)
- Discounted rates for advertising on the BIR's Jobs Board
- Promotion by the BIR on social networking channels
- A framed membership certificate for display in public areas
- A corporate subscriber logo for use on letterhead, promotional materials and your website.

\*subject to terms and conditions

## Bespoke opportunities

Our corporate package is flexible, so do let us know if you have ideas for how we can support you to reach your audience.

Here are some ways we can help you get the most out of your membership:

- Launch or test your products through round table discussions organised via our SIGs
- Sponsor existing annual awards and eponymous lectures or launch a brand new award which meets the vision of both parties
- Special rates to get your educational events "BIR Approved"
- Discounted group membership for all your staff. Give your staff an attractive perk and offer them development and networking opportunities
- Special member rate for purchasing **BJR** from the beginning, the digital archive from 1896 to 2008.

## Membership fee

The cost of corporate membership is:

**£4,000 + VAT per annum**

*"I would commend those that share the aims and objectives of the BIR to come on board and support the Institute."*



Peter Harrison,  
Managing Director, Siemens plc  
(Healthcare Sector)

## How to join

**Call us on 020 3668 2200**

Or email

**communications@bir.org.uk**

**www.bir.org.uk**



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 /britishinstituteofradiology.com

 The British Institute of Radiology

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