



# Sponsorship opportunities – virtual events

[www.bir.org.uk](http://www.bir.org.uk)

# Who we are

We are a multidisciplinary membership organisation for everyone working in radiology, radiation oncology, and the underlying sciences. Founded in 1897, we are the longest standing radiological society in the world. We are a registered charity, governed by and for our members.

We are a community working to improve medicine, health and patient care through the science and practice of imaging and radiation oncology. We do that by supporting the work of our members and colleagues to achieve professional excellence and to provide continuing professional development.

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## Why sponsor a BIR virtual event?

With a changing environment and keeping in line with government guidelines, the BIR has made the decision to deliver its educational events programme virtually until further notice. Turning this unexpected change into new opportunities, sponsors can now engage and reach a higher number of delegates – both nationally and internationally. The BIR is committed to delivering high-quality education and providing sponsors with a different but similar experience via a virtual platform.

Benefits of sponsoring our virtual events:

- A wider reach of delegates spanning globally and with on-demand access online after the event
- Direct contact with clinicians, scientists and leaders and decision-makers through live chat boxes during the event
- Build key relationships with practitioners and decision makers in a relaxed environment
- Develop new and stronger community networks
- Increase brand visibility and awareness among experts in the field
- Gain first-hand insight about market developments and what your customers are thinking
- Gain access to highly targeted direct marketing channels

# Virtual event packages

## BRONZE PACKAGE

**£750 + VAT** (£1,000 + VAT if you are NOT a BIR corporate member)

- Full delegate list with name and job title (including contact details where consent is given)
- Opportunity to include a live link within pre- and post-event emails
- Logo on the advance event programme, webpage, emails and holding slides

## SILVER PACKAGE

**£1,100 + VAT** (£1,500 + VAT if you are NOT a BIR corporate member)

- Includes all of the Bronze Package benefits
- 50 word profile on the event webpage
- Opportunity to host sponsored video on the event page pre- and post-event
- One-page advertisement in online programme
- Feature in event email campaign to BIR mailing list (approximately 20,000 contacts)
- Access to sponsor chat box to interact with delegates during the event

## GOLD PACKAGE

**£1,900 + VAT** (£2,400 + VAT if you are NOT a BIR corporate member)

- Includes all of the Silver Package benefits
- 200 word profile on the event webpage
- Banner in BIR newsletter (one month)
- **Featured speaker in event programme (subject to availability)\***

\*Terms and conditions apply:

- The speaker slot availability is dependent on the programme and will be available on a first come, first served basis, where applicable
- The proposed speaker and lecture title must be approved by the BIR before being confirmed on the programme
- Please note that the lecture delivered by the sponsored speaker must have a strong clinical focus.

For the opportunity to have more than one speaker, please contact us at [conference@bir.org.uk](mailto:conference@bir.org.uk)

## What is the difference between a virtual event and a webinar?

A webinar is up to an hour long educational offering usually delivered by one presenter on a single subject or topic. Webinars can be sponsored by a corporate member and are free to register and available on-demand to BIR members after the event. Webinars provide 1 CPD point.

A virtual event can be several hours or spread across several 'sessions' or days and is delivered by multiple presenters on various topics. Virtual events can be sponsored by multiple organisations and involve more interactivity than webinars with a host and question moderator as well as providing delegates the opportunity to speak and interact with sponsors via a sponsorship chat box and/or breakout rooms. Virtual events provide a minimum of 3 CPD points and are only freely available after the event to those who have registered for the event (unless otherwise stated).

### WEBINAR SPONSORSHIP

**£1,000 + VAT** (single presenter) / **£1,300 + VAT** (multi-presenter)  
Available to corporate members only

- Full delegate list
- Opportunity to choose topic of educational value
- Opportunity to choose a speaker of your choice
- Logo on the event webpage and programme

### EXCLUSIVE SPONSORSHIP

Choose the topic, help devise the programme and get exclusive brand awareness on marketing materials.

Various options available – please ask us for details.

## PLATINUM PACKAGE

**£20,000 + VAT** (per annum)

Only available to corporate members

- Your company logo on all BIR event marketing materials and programmes for a 12-month period
- The silver package at all BIR virtual events and gold package at all face-to-face events\*
- One webinar per annual year (subject to approval by BIR) and logo on holding slides of all webinars delivered by BIR
- Opportunity to offer BIR membership to staff at a special negotiable reduced rate
- Your company identified as a platinum sponsor on our website and all BIR newsletters
- Acknowledgement in BJR
- Room hire at our offices in Farringdon, London (subject to government guidelines and availability)
- Logo on holding slide of webinar
- Opportunity to speak at one BIR event per annual year (subject to approval by BIR and availability)

\*All joint and partnership events are exempt from this package; however, opportunity to participate with a discounted rate can be made available upon request

To sponsor an event or to find out more about us visit our website:  
[www.bir.org.uk/sponsorship-opportunities/](http://www.bir.org.uk/sponsorship-opportunities/)

Email us at: [conference@bir.org.uk](mailto:conference@bir.org.uk)

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