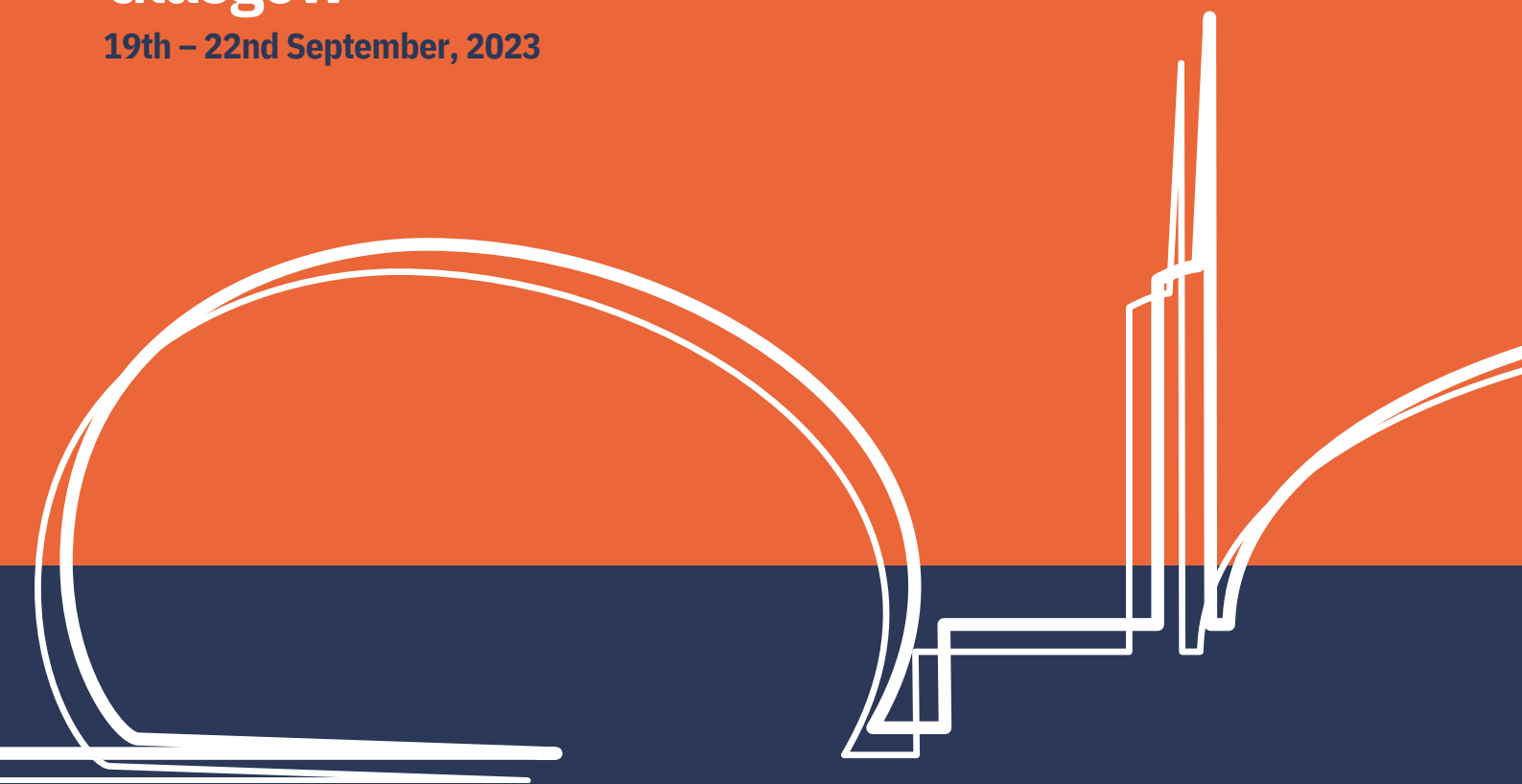


SPONSORSHIP & EXHIBITION BROCHURE

**GIN 2023 Hybrid Conference
Glasgow**

19th – 22nd September, 2023



Maintaining quality while pursuing efficiency

Scottish Charity Number SC034047

Welcome

On behalf of GIN and our 2023 organising committees, we are delighted to invite you to be an integral part of a unique event - the first Guidelines International Network (GIN) hybrid conference.

This is our 18th annual conference, providing an opportunity for our members, colleagues and supporters across the guideline world to network, connect and collaborate.

We recognise the importance of networking for our delegates and sponsors and that this cannot be fully replicated online. Therefore, we needed to consider how we support those opportunities to meet and collaborate, whilst minimising our impact to the environment and promoting sustainability. We consulted the Global Destination Sustainability index of sustainable tourism and conference cities that could deliver a fully hybrid event and Glasgow was selected!

Our 2023 hybrid conference will take place from 19 – 22 September in Glasgow. The conference will be held in the Strathclyde University Technology & Innovation Centre located in the heart of the city. GIN 2023 promises to reignite collaboration, networking and learning with academic, private and NGO stakeholders in the guideline world.

GIN 2023 promises to be a conference like no other, with 500+ delegates joining us for our hybrid format, held within a world class academic institution with state of the art conference facilities. Hosted in a vibrant city that is steeped in cultural and heritage, all while trying to minimise its carbon footprint. Join us and support GIN 2023.

GIN 2023 Hybrid Conference Team

Conference Theme

Maintaining quality while pursuing efficiency

The theme will explore:

- Collaboration and harmonisation, within and between guidelines
- Automation and technology to support guidelines development
- Sustainability through prioritisation
- Resolving gaps in knowledge with real world data
- Involving stakeholders
- Improving consensus methods



About GIN

Guidelines International Network (GIN) is a global network, founded in 2002. Its mission is to lead, strengthen and support collaboration and work within the guideline development, adaptation and implementation community.

As a major player on the global healthcare quality stage, GIN facilitates networking, promotes excellence and helps our members create high quality clinical practice guidelines that foster safe and effective patient care.

GIN is the connector in the guideline world. Established in 2002, we currently have 113 Organisational Members and 135 Individual Members from 61 Countries – all with a common goal of improving healthcare, through using evidence and implementing evidence-based guidelines.

GIN's aims are simple – to enable and facilitate networking and collaboration, whether national or international, bring the best minds together and support continuous learning and improvement and at the same time, reduce duplication of effort across the guideline world.

Our vision is Trustworthy and accessible guidance for better health.

Leadership

Zac Munn
GIN Chair

Gillian Leng
GIN Conference Committee Chair

Murad Alam
Scientific Committee Chair

Safia Qureshi
Scientific Committee Vice Chair

Elaine Harrow
GIN CEO



Conference Participants

A wide range of stakeholders will attend the GIN Conference, including professionals in the fields of evidence-based practice, evidence synthesis, guideline development and implementation, quality improvement, performance measurement, health services research, public health, healthcare policy, utilisation review, clinical administration, and clinical care.

Participants will include prominent policymakers, leading academic researchers, clinicians and consumers, and key staff from around the world.

The conference will also provide a unique opportunity for students and those new to the guideline world to gain the experience to learn, network and develop vital skills in guideline development, assessment, implementation, and dissemination.

Our live conferences attract over 450 multidisciplinary delegates and provide an exceptional opportunity to engage with the guideline community. We expect to reach a wider audience with the hybrid conference as it will provide an opportunity for those previously restricted by travel time and expense.



The Hybrid Experience

The GIN Conference 2023 will be hybrid and we are committed to providing sponsors, exhibitors and delegates with a fulfilling conference experience whether attending in-person or virtually.

In-person Experience

For those attending GIN 2023 In-Person, you will have the benefit of experiencing what you would typically expect at a GIN conference including access to multiple parallel sessions, visiting the exhibition, viewing posters and networking with colleagues. However, in addition to this, we can still facilitate networking and engagement with those joining the event online. This is primarily done via the GIN Hybrid Conference App where you can engage with all delegates (in-person and online) through features such as the Meeting Hub, Live Q&A, Gamification and Live Polling.

We are hosting the conference in the state of the art Technology & Innovation Centre at the University of Strathclyde in Glasgow City Centre. This venue allows us to achieve the best of both worlds, having a modern flexible space for our in-person attendees, combined with the technical facilities to accommodate an event in hybrid format.

Virtual Experience

The GIN Hybrid Conference Portal will provide access to streamed sessions, the Virtual Exhibition, the Poster Gallery and the Meeting Hub, where there will be plenty of opportunities for networking, not only with those online but also those attending the conference in-person.

The Hybrid Conference Portal acts as a hub through which delegates will access the conference program, join the streamed sessions and network.

Networking is a key reason for attending a conference and the Meeting Hub and Online Networking Session will ensure that delegates still have the opportunity to meet new people and to connect with colleagues. In the Meeting Hub, you can connect, message and live call with other delegates whither attending in-person or online.

Combined with the GIN Hybrid Conference App, which is connected to the GIN Hybrid Conference Portal, the opportunities to network, connect and collaborate are endless.

Benefits

- Increased delegate reach
- Greater engagement with delegates
- New branding opportunities
- Create marketing material to last
- Access to valuable data and insights
- Presentation opportunities
- In-person and Virtual sponsorship opportunities

Key Dates

- Registration opens – **17 January**
- Call for Abstracts opens – **17 January**
- Abstract submission closes – **4 April**
- Notifications of Abstract Acceptance – **30 May**
- Early Bird Registration closes – **6 July**
- Author confirmation/registration deadline – **6 July**
- Conference - **19 – 22 September 2023**

Why support GIN 2023?

The GIN 2023 Hybrid Conference is an exciting opportunity for all those who work with guidelines in health and social care to come together; from development and methodology through to implementation and evaluation.

Apart from creating a positive impact and return on investment for your organisation, your participation will enable you to take advantage of the following unique conference benefits:



Provide an excellent opportunity to promote your name and brand and maintain a high profile before, during and after the conference



Align your corporate responsibility program with the goals of the conference



Consolidate corporate relationships and expose your colleagues and organisation to key markets



Expose your organisation to a keenly interested, relevant and above all, influential audience in an educational environment



Allow your organisation to demonstrate its commitment to best practices to a highly diverse and representative audience



Enable your representatives to interact informally with participants from around the world

Sponsorship Packages

GOLD SPONSOR

Sponsorship - £8,000 + VAT (1 Year) or £21,600 + VAT (3 Year deal)

- Exhibition Space – table top, 6m x 2m – assigned in the foyer outside the main conference room (Supplies: 2 tables with tablecloths, 4 chairs, power supply)
- 5 x complimentary Exhibitor/Delegate registrations (access to all sessions, includes Welcome Reception)
- 2 x complimentary Gala Dinner tickets
- Acknowledgement as Gold Sponsor during the opening and closing sessions of the conference
- Gold-level recognition with company logo (with hyperlink to website) and a company profile published on the Sponsor page of the conference website
- Gold-level recognition with company logo linked to the sponsor website on the Conference App
- 1 x push notification via the Conference App
- Company logo and profile displayed in the ‘Meet Our Sponsors’ promotional email in advance of the conference that will be sent to all registered delegates
- Promotion on GIN social media platforms including Twitter and LinkedIn - including acknowledgement of sponsorship
- Opportunity to host a Lunchtime Symposium/Workshop (subject/content to be approved by the GIN Committee) - includes a branded email invitation inviting delegates to your session and for Hybrid attendees, your company logo in the Session Information in the Virtual Conference Portal and online conference program
- Rolling Digital Banner in central location

SILVER SPONSOR

Sponsorship - £6,000 + VAT (1 Year) or £16,200 + VAT (3 Year deal)

- Exhibition Space – table top, 3m x 2m – assigned in the foyer outside the main conference room (Supplies: 1 table with tablecloth, 2 chairs, power supply)
- 4 x complimentary Exhibitor/Delegate registrations (access to all sessions, includes Welcome Reception)
- Acknowledgement as Silver Sponsor during the opening and closing sessions of the conference
- Silver-level recognition with company logo (with hyperlink to website) and a company profile published on the Sponsor page of the conference website
- Silver-level recognition with company logo linked to the sponsor website on the Conference App
- Company logo and profile displayed in the ‘Meet Our Sponsors’ promotional email in advance of the conference that will be sent to all registered delegates
- Promotion on GIN social media platforms including Twitter and LinkedIn - including acknowledgement of sponsorship
- Rolling Digital Banner in central location

BRONZE SPONSOR

Sponsorship - £4000 + VAT (1 Year) or £10,800 + VAT (3 Year deal)

- Exhibition Space – table top, 3m x 2m – assigned in the foyer outside the main conference room (Supplies: 1 table with tablecloth, 2 chairs, power supply)
- 2 x complimentary Exhibitor/Delegate registrations (access to all sessions, includes Welcome Reception)
- Bronze-level recognition with company logo (with hyperlink to website) and a company profile published on the Sponsor page of the conference website
- Bronze-level recognition with company logo linked to the sponsor website on the Conference App
- Company logo and profile displayed in the ‘Meet Our Sponsors’ promotional email in advance of the conference that will be sent to all registered delegates.

SUMMARY OF BENEFITS

	GOLD	SILVER	BRONZE
Exhibitor/Delegate Registrations	5 TICKETS	4 TICKETS	2 TICKETS
Gala Dinner tickets	2	⊗	⊗
Exhibition Space (Table Top)	6m x 2m	3m x 2m	3m x 2m
Company logo, profile and hyperlink to website published on Conference Website	✓	✓	✓
Company logo linked to the sponsor website on the Conference App	✓	✓	✓
Push Notification via the Conference App	✓	⊗	⊗
Company logo and profile included in 'Meet our Sponsors' promotional email	✓	✓	✓
Rolling Digital Banner in central location	✓	✓	⊗
Promotion on GIN social media platforms	✓	✓	⊗
Lunchtime Symposium/Workshop	✓	⊗	⊗
Acknowledgement at conference opening and closing sessions	✓	⊗	⊗

Exhibition Package

EXHIBITION STAND

GIN Org or Not for Profit - £1500; GIN Associate Member - £2000; Non GIN Member - £2500. All +VAT

- Exhibition Space – table top, 3m x 2m – assigned in the foyer outside the main conference room (Supplies: 1 table with tablecloth, 2 chairs, power supply)
- 2 x Exhibitor registrations (no access to sessions)
- 2 x Welcome Reception admission
- Company logo published on the Sponsor page of the conference website

Add on access to all sessions for an extra £500 per exhibitor registration with this package.

The GIN 2023 Hybrid Conference recognises the importance of sustainability, so we will be recognising one exhibitor with an award for the Most Sustainable Stand. The winner will be the stand that keeps sustainability in mind when it comes to conference materials and connecting with delegates.



Additional Sponsorship Opportunities



Gala Dinner (Exclusive) - £3000 + VAT

- Logo on screen
- Logo on menus
- Space for roll up banner
- Acknowledgement on Conference Website and Conference App



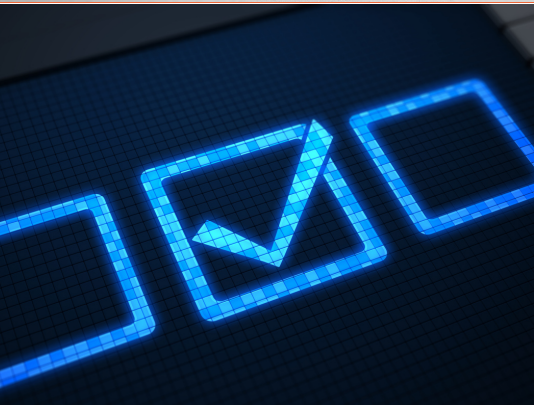
Conference App (Exclusive) - £4000 + VAT

- Dedicated Page on App
- Logo on App loading page
- Logo on App announcement to delegates
- Logo on Conference Website



Logo on Conference Website - £400 + VAT

- Company Logo published on Sponsor Page on GIN website, with link to company website



Logo on Digital Rolling Screens - £600 + VAT

- Rolling Digital Logo in central location

Online / Virtual Exhibition Package

EXHIBITION STAND

GIN Org or Not for Profit - £500; GIN Associate Member - £1000; Non GIN Member - £1500 All + VAT

- 1 x complimentary Exhibitor registration (no access to sessions)
- Up to 2 company brochures/promotional materials available in the Virtual Exhibition - downloadable by delegates
- 1 video available in the Virtual Exhibition Video Gallery– delegates can view your video whilst waiting to meet with you or when the exhibition is closed
- Company logo listed in the Virtual Exhibition Virtual Exhibition
- Company profile listed in the Virtual Exhibition
- Option to add FAQs which can be viewed by delegates
- Build your connections with virtual video meetings with delegates during the conference – delegates can request to live call or live chat with you
- Option to request one to one video meetings with delegates in the Meeting Hub

Add on access to all sessions for an extra £500 with this package.

Alert in Conference App - £400 + VAT

- App alert to be sent during the conference to highlight your company and invite delegates to visit your stand

e-Poster Displays - £1000 + VAT

- Opportunity to create a Poster for your company and include it on our rolling e-Poster displays. Posters can include logo, profile, images, contact details etc



Online / Virtual Sponsorship Package

HYBRID PLATFORM

Exclusive Sponsorship - £4000 + VAT

- 4 x complimentary Exhibitor/Delegate registrations (access to all sessions)
- Up to 6 company brochures/promotional materials available in the Virtual Exhibition -downloadable by delegates
- Up to 6 videos available in the Virtual Exhibition Video Gallery– delegates can view your videos whilst waiting to meet with you or when the exhibition is closed
- Company logo listed in the Virtual Exhibition
- Company profile and website listed in the Virtual Exhibition
- Option to add FAQs which can be viewed by delegates
- Build your connections with virtual video meetings with delegates during the conference – delegates can request to live call or live chat with you
- Option to request one to one video meetings with delegates in the Meeting Hub Virtual Exhibition
- Acknowledgement as Virtual Platform Sponsor during the opening and closing sessions of the conference
- Company logo, with link to your website, displayed on a banner at the top of the Virtual Conference Portal with acknowledgement as Virtual Platform Sponsor
- Company logo (with hyperlink to website) and a company profile published on the conference website
- Company logo and profile displayed in the ‘Meet Our Sponsors’ promotional email in advance of the conference that will be sent to all registered delegates
- Promotion on GIN social media platforms including Twitter and LinkedIn - including acknowledgement of sponsorship
- 3 x Gamification trivia questions related to your company – delegates will need to visit your stand or have a live call to find the answer
- Opportunity to host a Lunchtime Symposium (subject/content to be approved by the GIN Committee) - includes a branded email invitation inviting delegates to your session and your company logo in the Session Information in the Virtual Conference Portal and online conference program

Terms & Conditions

EXHIBITION SPACE

Exhibition space is assigned alphabetically within the sponsorship tiers. Full details of exhibitor setup will be distributed prior to the conference.

PAYMENT AND CANCELLATION

The full payment is payable 30 days upon receipt of the invoice. All cancellation requests must be submitted in writing. Cancellations received before 1st September 2023 will be required to pay 25% of full payment due. After 1st September 2023, no refunds will be made. GIN reserves the right to cancel the sponsorship or terminate the contract for any reason at any time upon written notice to the exhibitor. In this event, a refund will be made for any fees paid by the sponsor under the contract.

LIABILITY

The organisers accept no responsibility should the conference be cancelled due to force majeure cases. It is advised that the exhibitors carry their own insurance against any risk of loss.



Testimonials

“The annual GIN conference is the most important scientific event for MAGIC, networking with colleagues around the world and trying to fix problems with guidelines. This is the true spirit of GIN and vision of MAGIC, we greatly look forward to the first true hybrid event in Glasgow!!!”

*Per Olav Vandvik, M.D, Ph.D
CEO/Chair of the Board
MAGIC*

“The GIN conference is a great opportunity to network with other organisations developing and using guidelines”

*Alex Rae-Grant, MD, FRCPC, FAAN
Senior Deputy Editor, DynaMedex*

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Visit: g-i-n.net/conference

@gin-member



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