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Belfast



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ICC BELFAST 2 LANYON PLACE BELFAST BT1 3WH

TECHNICAL MANUAL



Invited guests – THE SOCIETY OF NEUROLOGICAL SURGEONS

SOCIETY OF BRITISH NEUROLOGICAL SURGEONS

35-43 Lincoln's Inn Fields, London WC2A 3PE • www.sbns.org.uk
Sponsorship Enquiries: **Alix Gordon** admin2@sbns.org.uk
Tel: **020 7869 6887**



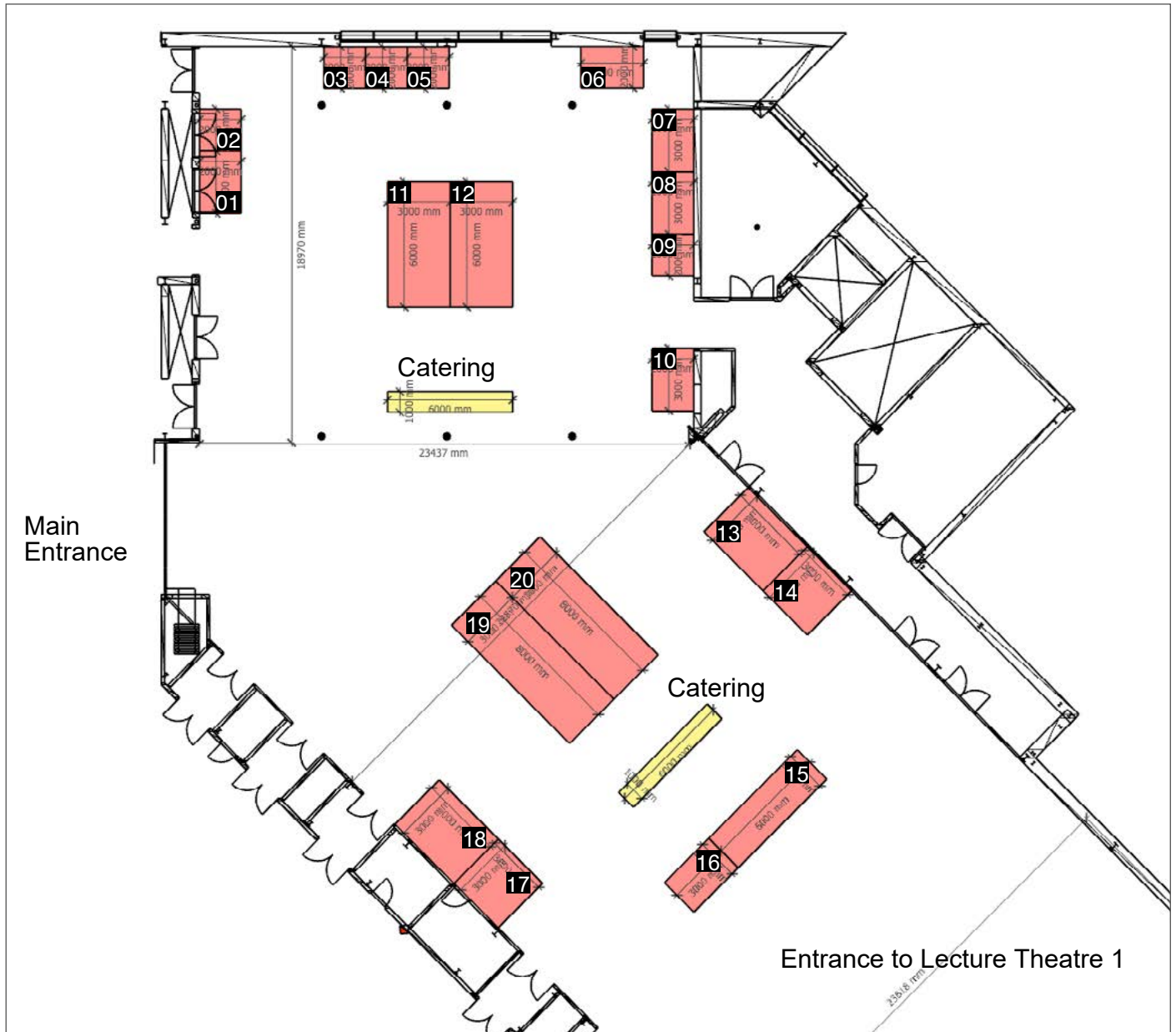


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SOCIETY OF BRITISH NEUROLOGICAL SURGEONS

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35-43 Lincoln's Inn Fields, London WC2A 3PE | www.sbns.org.uk

SBNS SPRING MEETING EXHIBITION FLOOR PLAN



Stand/Exhibitor

- 1. Ovidius Solutions
- 2. Medac
- 3. Joint Operations
- 4.
- 5. Eurospine
- 6. RIWOspine
- 7. Baxter

Stand/Exhibitor

- 8. Renishaw
- 9. Inomed
- 10. Novocure
- 11. Brainlab
- 12. Stryker UK Ltd
- 13. Delta Surgical
- 14.

Stand/Exhibitor

- 15. Severn Healthcare
- 16. Insightec
- 17. Corza Medical
- 18. Medtronic
- 19. Codman Surgical Specialty
- 20.

INTRODUCTION

DATES

The SBNS Spring meeting takes place from 12-14 March 2025.

DEFINITIONS

In this manual, the following terms are defined as:

Exhibition: The exhibition being held in conjunction with the SBNS Spring Meeting.

Exhibitor: Includes any person, firm, company or corporation and its employees to whom space has been allocated for the purpose of exhibiting at the commercial exhibition.

Organisers: SBNS

Premises: ICC, Belfast

EXHIBITION VENUE

ICC Belfast

2 Lanyon Place

Belfast

BT1 3WH

For directions go to: <https://iccbelfast.com/>

WEBSITE

For further information and continuous updates regarding the SBNS Spring Meeting 2025 please visit the website:

<https://www.sbns.org.uk/index.php/conferences/belfast-2025/>

COURIERS

Neither ICC nor the SBNS are responsible for arranging couriers. **All deliveries will be made as per the instructions that have been provided by the conference venue contained within this Manual.**

FIRE PROCEDURES

All exhibitors are reminded to comply with any reasonable instructions to avoid the risk of fire.

FIRST AID

In the event of an emergency or illness, please contact the Registration Desk or a member of staff at the venue.

LANGUAGE

The official language of the meeting is English.

SECURITY

Exhibitors are requested to use common sense precautions at all times and ensure that all stand personnel wear their badges whilst on-site. Any suspicious or un-identified articles should be reported immediately to staff at the Registration Desk. It is the stand manager's duty to ensure that no person touches or approaches the article concerned until security personnel, the organisers or the police arrive.

DELIVERY ACCESS/LOADING/UNLOADING AT ICC

BUILD-UP AND BREAKDOWN

Exhibitors must supply Alix Gordon admin2@sbns.org.uk with a vehicle list of all contractors who require access to the service yard during build-up and breakdown. Access is restricted for unloading and loading only and once complete, vehicles should be removed from the service yard to allow access for others. Please make sure you book a 30 minute delivery slot with Alix Gordon admin2@sbns.org.uk as the venue need to know about all deliveries before the meeting and this will be strictly enforced by ICC Belfast traffic marshals. If a vehicle needs to remain on-site for any reason, this should be pre-arranged with Alix Gordon and will be subject to availability.

SERVICE YARD (GOODS ACCESS)

Access to the ICC Belfast Service Yard is via the ICC Belfast/Hilton Hotel shared service entrance, located at the rear of Lanyon Place, adjacent to the Lanyon Place multi story car park. Please note there is a height restriction of 4.0m within the service yard.

DELIVERIES & COLLECTIONS

Deliveries and collections can only be made during 11th – 14th March 2025. Any deliveries attempted outside of this time will be turned away. ICC Belfast will not accept deliveries on behalf of exhibitors. Please ensure a representative is available on-site to receive and sign for any goods.

All deliveries should be addressed in the following way:

SBNS Belfast 12-14 March 2025

Stand number:

Location:

Exhibiting Company:

Exhibiting Companies on-site contact and their mobile number:

ICC Belfast

2 Lanyon Place

Belfast

BT1 3WH

Exhibitors are responsible for ensuring all goods and materials are collected before the end of tenancy and must not leave them unaccompanied for collection at a later date. ICC Belfast will not take responsibility for ensuring items are collected following an event and reserve the right to dispose of any uncollected goods or materials which are left after tenancy.

Deliveries will be held in the 'glass house' which is beside backstage reception. We can organise for deliveries to be brought up and left at the relevant stand once built.

- All exhibitors are limited to a maximum of 30 minutes to unload
- Porters will **NOT** be available to assist with unloading.
- Exhibitors are advised to bring their own trolleys to move their goods from vehicle to stand.

EXHIBITION DETAILS

EXHIBITION OPENING TIMES

The official exhibition opening times are as follows:

Wednesday	09:30 – 17:00
Thursday	10:00 – 17:00
Friday	10:00 - 11:30

Exhibitors are allowed into the exhibition area 30 minutes prior to opening and may leave 30 minutes after closing. All stands must be open and fully staffed during the official exhibition opening hours as stated above.

To encourage delegates to frequent the exhibition, lunch and tea & coffee will be served within the exhibition area during the official refreshment breaks. We will endeavour to serve exhibitors their lunch before the end of the sessions.

EXHIBITOR BADGES

All exhibitors are required to have a badge displaying their exhibiting company name. Company name badges will be printed off onsite through the QR code provided via email for all exhibitor personnel allowing them access into the exhibition, lunch areas and selected sessions that may be of interest.

For exhibitors wishing to attend all of the Scientific Sessions you must register as an SBNS Non Member in the normal way.

Please go to:

<https://www.sbns.org.uk/index.php/conferences/belfast-2025/registration-and-accommodation>

Exhibitor badges will be included in your stand package depending on the package booked. Additional stand personnel will be charged a registration fee of £60.00 + VAT. If you would like to book additional badges please contact Alix Gordon.

All personnel will require badges to access the exhibition area. Exhibitor badges are for the use of company personnel only for stand manning purposes and should not be used by companies to bring visitors to the exhibition.

Company name badges may be collected from the registration area during the official registration opening hours.

EXHIBITION ETIQUETTE

All exhibitors are reminded to respect each other's privacy when commercial interactions are taking place. They are also reminded that they should only enter another exhibitor's stand if invited to do so.

POSTERS

Posters will be on the Meeting app and Electronic Poster Boards.



PACKAGE ITEMS AND SPONSORSHIP

SOCIAL EVENTS

Both Welcome Reception and Gala Dinner tickets are included in your stand package the amount depends on which package you have booked as follows:

Package	Welcome Reception Tickets	Gala Dinner Tickets
A	6	6
B	5	5
C	4	4
D	3	3
E	2	2
F	2	2
Table Top	1	0

In order to book your **COMPLIMENTARY** tickets and order additional ones (subject to availability), please contact Alix Gordon by **5th February 2025**.

If you do NOT respond by the deadline date we will assume that you will NOT attend the function and NO tickets will be issued after this date

Additional Welcome Reception tickets are available to exhibitors at a charge of 60.00 +VAT per ticket and additional Gala Dinner tickets are available at a cost of £150 + VAT. Admission will be by ticket only which must be purchased in advance of the date.

All social tickets will be allocated on a "first come, first served" basis. For info on the Social Events go to:

<https://www.sbns.org.uk/index.php/conferences/belfast-2025/social-programme>

ADVERTISING OPPORTUNITIES WITHIN THE MEETING APP

- **Home screen widget** - £700 + VAT (Included in package A)

Home screen widget is a company logo on the home screen. This is the first section all delegates will view. It also has the main features of the app on it. By clicking on this widget it will take the delegate through to the exclusive partners section of the app.

- **Company name on the Navigation Menu** - £500 + VAT (Only 2 available)

Once clicked it can either take the user to your profile within the app or an external webpage.

- **Company Logo throughout the main academic programme** - £500 + VAT (Only 3 available)

This is a banner ad which will appear within the main academic programme.

The banner can either link to your profile within the app or a 'pop-up' image or overlay screen, the image will appear when users click on the ad.

If more than 1 company chooses this option then they will be evenly distributed and rotate every 15 seconds.

- **Banner ads** - £500 + VAT (only 4 available)

This is 1 banner (company logo) in 4 different locations. These will be located in 'Speakers', 'Sponsors', 'Attendees' sections and **on top of the menu bar** within the app. These banners will be evenly distributed and rotate every 15 seconds.

Banners can have different causes to action. It can link to either:

- **Sponsor's profile page within the app**
 - **Any external website**
 - **Custom - A 'pop-up' or overlay screen with the custom ad will appear when users click on the ad**
 - **Image - A 'pop-up' or overlay screen with the image will appear when users click on the ad**
- **Sponsored Alerts** - £99.00 + VAT (only 4 available)
- Sponsored Alerts will be sent to each delegate within the app and also to their email address. This can include images and a message with links to within the app or to an external destination.

TALKING SLIDES

We are continuing to record all presentations throughout the meeting; they will be published on line and accessible to all members of our association for **twelve months** on the Talking Slides platform <http://sbns.talkingslideshd.com/home> There is an opportunity for your logo to be on the front page of this site as a hyperlink directly to your website.

This is a very popular service for delegates and will offer a great opportunity for further brand awareness from our sponsors, not only to delegates who attended the conferences but also those who did not.

We have two levels of sponsorship that last for 12 months:

- **Gold** £300.00 + VAT (maximum of 4 available) your logo will appear at the top of the web page as people log on
- **Silver** £200.00 + VAT (maximum of 6 available) the logo swaps from the bottom of the page to the top after each refresh

DELEGATE BAG INSERT

Those stands that have booked a delegate bag insert need to send 350 copies to the SBNS Office for the attention of **Alix Gordon** by **28th February 2025** at the latest.

Delegate Bag Inserts should be: **Maximum A4 size, 1 sheet only** subject to approval of the Scientific Committee.

EXHIBITORS' SLIDE

Exhibitors are entitled to one PowerPoint slide that will be shown at the end of the sessions on a loop system. Please submit the slide in a Power Point format to **Alix Gordon** – admin2@sbns.org.uk by **29th January 2025**. The slide is subject to the Scientific Committee approval.



INSTALLATION

INSTALLATION TIMES

Exhibitors will be allowed access from the following times:

Tuesday: 09:00 – 18:00 Wednesday: 08:00 – 09:30

All exhibits must be completed to the satisfaction of the Organisers and must be fully staffed and ready for the official exhibition opening at 09:30 on Wednesday.

DISMANTLING/BREAKDOWN TIMES

Breakdown will be between the following hours: **11:30 - 17:00 on Friday**. Exhibits must not be disturbed, dismantled or removed prior to the official dismantling time. Exhibitors and their appointed stand contractors will be responsible for any charges incurred if ICC is not clear by **by 17:00**.

BUILD UP HEIGHT

The maximum building height for all exhibition stands is **2.6m**.

ELECTRICITY

Each stand will have 2 x 13amp sockets that will provide around 1000 watt in total. This will be ample for laptops, LED lighting etc. Should your stand require a larger power supply this will need to be ordered from the venue at the cost below:

16amp Single Phase	0.00	☰	EA	245.00
32amp 3 Phase	0.00	☰	EA	755.00
32amp Single Phase Power	0.00	☰	EA	420.00
63amp 3 Phase	0.00	☰	EA	1 270.00
63amp Single Phase Power	0.00	☰	EA	610.00

This will be provided on a single phase c-form connection. NB: You will need to provide your own distribution from c-form allowing you to add your own distribution as you require. It will be run to your stand at floor level.

For additional power please contact Behn at Talking Slides Ltd by 12th February 2025.

behn@talking-slides.com or call 01803 864464

STAND CONSTRUCTION

ON SITE SERVICES

There has been no appointed stand contractor/ lifting agent or provider of onsite services regarding exhibition stands. Companies are responsible for the safe construction and break down of their stands.

STORAGE

It is strictly prohibited to store packaging materials or packing cases on, under or behind stands and all packing cases must be removed from the display area of the Exhibition hall. Exhibitors can store their empty boxes at the venue, however please note that the venue has limited space and are unable to guarantee that there will be space available.

STOCK DELIVERIES

Exhibitors needing to re-stock their stands during the meeting should make arrangements with the Organisers to do so prior to the official Exhibition Opening Times. NO deliveries will be permitted during the hours of opening.

FLOOR PLAN

The floor plan contained within this manual is correct at the time of printing. The layout has been prepared for maximum use of space, facilitation of floor traffic and attendee and exhibitor satisfaction. Every effort is made to accommodate exhibitor requests for space and position on the floor; however the SBNS reserves the right to change, if deemed necessary, the location and layout of stands.

FLOORING

Care should be taken when building and dismantling stands.

INSURANCE

Neither the Organisers, nor ICC, their representatives or agents will be held responsible for any loss or damage to exhibitor's property. Exhibitors must take precautions to protect their property against pilferage.

LIABILITY INSURANCE

The Organisers do not provide insurance for exhibitors and their property. The exhibitor is responsible for his/her property and person and for the property and persons of their employees through full and comprehensive insurance, and shall hold harmless the Organisers for any and all damage claims arising from theft and those perils usually covered by a fire and extended-coverage policy. Therefore, you are obliged to have a public liability insurance covering all injuries to persons and damages that might cover in connection with the exhibition. We also recommend that you have additional coverage against loss or damage to exhibition material during transport and during exhibition times. Please make arrangements for insurance coverage through your company's insurer.

STAND CONSTRUCTION

No shell scheme has been provided at this venue therefore all stands will be free build. Exhibitors are responsible for ensuring that they keep within their allocated space which will be clearly marked out on the floor.

You can order 6ft tables and chairs for your stand free of charge through Alix Gordon admin2@sbns.org.uk

Exhibitors are particularly reminded of the following points:

- No stand may exceed the height of 2.6m
 - All structures, materials, special designs, unusual constructions and all signs shall conform to British Safety Standards and Code of Practice and comply with all relevant Statutory Authority regulations.
 - If you are providing walls between you and adjoining exhibitors they must be a **maximum of 2.6m high** and must be cleanly decorated on both sides. **If you have a stand in the middle of the room please check with Alix Gordon whether the stand behind you is building as well.**
 - Please note that double height stands are not permitted
-

INTERNET CONNECTION

Wi-Fi is free of charge throughout the venue.

STAND CLEANING

The Organisers will arrange for general cleaning of the exhibition premises (excluding exhibits and displays) prior to the opening of exhibition and daily prior to opening thereafter. Each exhibitor is obliged to keep their stand and surrounding areas perfectly clean.

ACCOMMODATION

For accommodation details click on the link:

<https://www.sbns.org.uk/index.php/conferences/belfast-2025/registration-and-accommodation>

DISCLAIMER

The Information provided in this Technical Manual has been prepared by the SBNS to assist the exhibitors. Whilst every care has been taken to ensure that the details are correct at time of issue, the SBNS, shall not be liable, or responsible to any Stand Organiser, Exhibitor or any other person, in respect of inaccuracy or omission in the information contained herein, nor shall they be responsible or in any way concerned with any contract or agreement made by Stand Organiser or Exhibitor with any person, firm or company whose services are described herein.

SBNS – January 2025



12-14 MARCH



Invited guests – THE SOCIETY OF NEUROLOGICAL SURGEONS