



Patient Information Forum

For everyone involved in health information and support

www.pifonline.org.uk

‘The Power of Partnership: Working in collaboration to deliver high-quality healthcare information and support’

INFORMATION FOR SPONSORS AND EXHIBITORS

11th Annual Conference for People Working in Healthcare Information and Support held by the Patient Information Forum

**Wednesday 25 May 2016
Royal College of Physicians London**

Visit: www.pifonline.org.uk/2016-conference

Twitter: @PiFonline - #pifconf2016

Thank you for sponsoring/exhibiting at the Patient Information Forum’s Annual Conference for People Working in Healthcare Information and Support 2016. We hope you have a successful and enjoyable event with us.

This pack contains important information for Sponsors and Exhibitors. Please take the time to read the information in this document carefully.

Contact information

For all general enquiries please contact:

Nicole Naylor | Joint Head of Operations | Patient Information Forum
nicole.naylor@pifonline.org.uk | 07813 143 384

For specific venue enquiries please contact:

Sophie Duboisset | Account Manager | Royal College of Physicians |
Sophie.Duboisset@rcplondon.ac.uk | 020 7034 4912

Social media

Please engage with us on Twitter: **@PiFonline**. The official conference hashtag is **#pifconf2016**.

<p>*Exhibition Stand</p> <p>If you have an Exhibition Only package, or if an Exhibition Stand is included with your sponsorship package, and you wish to send exhibition items to the venue <u>prior</u> to the date of the conference please follow the instructions below:</p> <ol style="list-style-type: none"> 1. If sending items via courier prior to the event, please inform Sophie Duboisset of the date/time, amount of items and courier name: Sophie Duboisset Account Manager Royal College of Physicians Sophie.Duboisset@rcplondon.ac.uk 020 7034 4912 2. Stands/boxes delivered to the venue must be clearly marked using the address below (you can use the packing slip on page 12). Doors are open between 9am-5pm; Monday to Friday. FAO: Patient Information Forum (PIF) Annual Conference 2016. 25 MAY 2016, Osler Long Room / Wolfson Theatre Exhibitor name: INCLUDE YOUR COMPANY NAME HERE C/O: Sophie Duboisset Royal College of Physicians, 53 Albany Street, London NW1 4EB 	<p>Tues 24 May 2016</p>
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Information for Exhibitors

- The exhibition area will be located in the Osler and Long Rooms, on the 2nd Floor of the Royal College of Physicians.
- You can set up your stand from 08:00am on Wednesday 25 May 2016 and must be ready to receive delegates by 09.00am. Delegates will commence registration at 9.15am and the conference sessions will start promptly at 09.45am. We regret that stands cannot be erected the day before the conference.

What is included in your exhibitor package?

- You will be provided with a 6ft x 3ft clothed table and two chairs
- If you require a power socket please inform nicole.naylor@pifonline.org.uk prior to the event.
- Lunch will be provided to all exhibitors. It will be served as soon as possible prior to the delegates breaking for lunch.

Extra AV requirements and how to order

- Any extra AV requirements you have must be communicated to Sophie Duboisset at the Royal College of Physicians (see contact details on page 1) prior to the event. Telephone lines, extra furniture, screens, laptops, power strips, adaptors, extension cables etc will NOT be available on the day unless ordered and paid for, if necessary, in advance.

- Costs for installation of any extra requirements will be borne by the Sponsor/Exhibitor who will be invoiced directly by the Royal College of Physicians as soon as the order is received and agreed.

Safety and insurance

- Exhibitors need to take out their own insurance against accidental damage, loss or theft.
- All fire exits, doorways and pedestrian routes must be kept clear of any obstruction - an exhibition map will be sent to you prior to the event.
- Stands and chairs must be kept well away from any paintings, and historic items.

Driving traffic to your stand

All exhibitors will be highly visible to attendees throughout the refreshments, lunch break and during the speed networking. Delegates will be incentivised to visit every exhibition stand so that they can be entered into a prize draw. The following link may also give you some useful ideas about how to attract delegates to your stand:

<http://www.eventmanagerblog.com/drive-more-attendees-to-exhibition-booths>

Badges

Badges must be worn by all Exhibitors throughout the event. **Please note that Exhibitor Badges do not allow access to any of the conference sessions**, unless previously agreed with PIF conference staff.

Distribution of promotional material

Please note that it is not permitted to distribute promotional material other than from your stand, unless it has been previously agreed with PIF conference staff. Any literature which is distributed in seating, or other areas, without prior agreement will be removed.

Breakdown and collection

- The post-event drinks reception will take place between 4.30-5.00pm in the exhibition area. You are welcome to join the drinks reception for more networking opportunities, but the room must be vacated by 5.00pm. Therefore please commence close down of your stand after the afternoon break at 3.20pm, so that you may have a quick exit at 5.00pm.
- Stands must be dismantled and removed at the end of the event. You may leave items for collection in the venue's holding area overnight.
- Equipment that has been left post-event for courier collection must be well sealed, labelled and accompanied by a completed Courier Collection Form (see p. 13) to reduce the risk of return errors. Couriers should be advised to collect from the rear entrance of the College at 53 Albany Street, London NW1 4EB.
- Neither the Patient Information Forum, nor the Royal College of Physicians, can accept responsibility for loss of items left overnight.

Payments, refunds, cancellations and substitutions

Payment must be received for your sponsorship of the conference no less than 30 days from the date of your invoice. Full payment must be received in advance of the conference, or we will be unable to admit you to the event.

Cancellations must be made in writing no later than 31 March 2016, and are subject to a 50% cancellation fee. After 1st April 2016 no refunds will be given.

If your package involves discounts on delegate fees, please note the following:

- Replacement delegates can be accepted at any time, but we will require their name, job title, organisation name and any dietary requirements as a minimum so that we can produce a name badge, include them on the attendee list and provide appropriate catering.
- A non-member replacing a Patient Information Forum member will be required to pay the difference in the delegate fee.

Attendee Information

Please inform us of the details of your intended attendees (delegates and/or exhibitors depending on the entitlements of your sponsorship package) by completing and sending back the Name Badge Form provided.

Agenda: Please refer to the Patient Information Forum website for the most current agenda at: www.pifonline.org.uk/2016-conference

Cloakroom: A supervised cloakroom will be available on the Lower Ground Floor, where you are welcome to leave suitcases and coats.

Access: The College is accessible to wheelchair users, but please contact us beforehand so that we can advise of the best possible arrangements.

Dietary requirements: Please let us know of any dietary requirements when completing the Name Badge Form, or let us know at least 10 days PRIOR to the conference by emailing Nicole Naylor at nicole.naylor@pifonline.org.uk.

Venue and travel information

Royal College of Physicians
11 St Andrews Place
Regent's Park
London NW1 4LE

Tel: +44 (0)20 3075 1649

Web: www.rcplondon.ac.uk

Rich in history the Royal College of Physicians is an award-winning, modern building overlooking Regent's Park in the centre of London.

The College has been awarded small museum status and an accolade of a Grade 1 listing in recognition of its architectural importance. It has an impressive Heritage Collection, architecture and unique physic garden.

The main entrance can be reached by approaching the Outer Circle from Park Square East, and the A501 Marylebone Road.

By underground

- Regent's Park Station on the Bakerloo line (3 minutes walk)
- Great Portland Street Station on the Circle, Metropolitan and City lines (5 minutes walk)
- Warren Street Station on the Victoria and Northern lines (10 minutes walk)
- King's Cross Station (5 minutes by taxi) – step-free access

By train

- Euston Station (15 minutes walk) – step-free access (but not to Underground)
- King's Cross Station (5 minutes by taxi) – step-free access
- St Pancras Station – Eurostar terminal (5 minutes by taxi) – step-free access
- Marylebone Station (5 minutes by taxi)

By road

- From the north: A4201 Albany Street from A41 North, the M1, A1, M40 and M25
- From the east: A501 Euston Road from A13 East, the M25, the M20 and the M2
- From the west: A501 Marylebone Road from A40 Westway, the M4 Heathrow and the M25
- From the south: A4201 Portland Place from Westminster and the A23, M25 and M23 Gatwick

Car parking

Exhibitors may stop in front of the building for off-loading purposes only if they do not have a car park space booked.

A limited number of car parking spaces are available at the College for exhibitors, which should be booked in advance via the RCP reception, on +44 (0)20 3075 1649. A charge of £25.00 per day is payable, on a first come, first served basis.

Pay and display meters are available directly outside the RCP and around the perimeter of the park. There are also public car parks located within walking distance on A4201 Portland Place, Devonshire Street, Munster Square and Cardington Street.

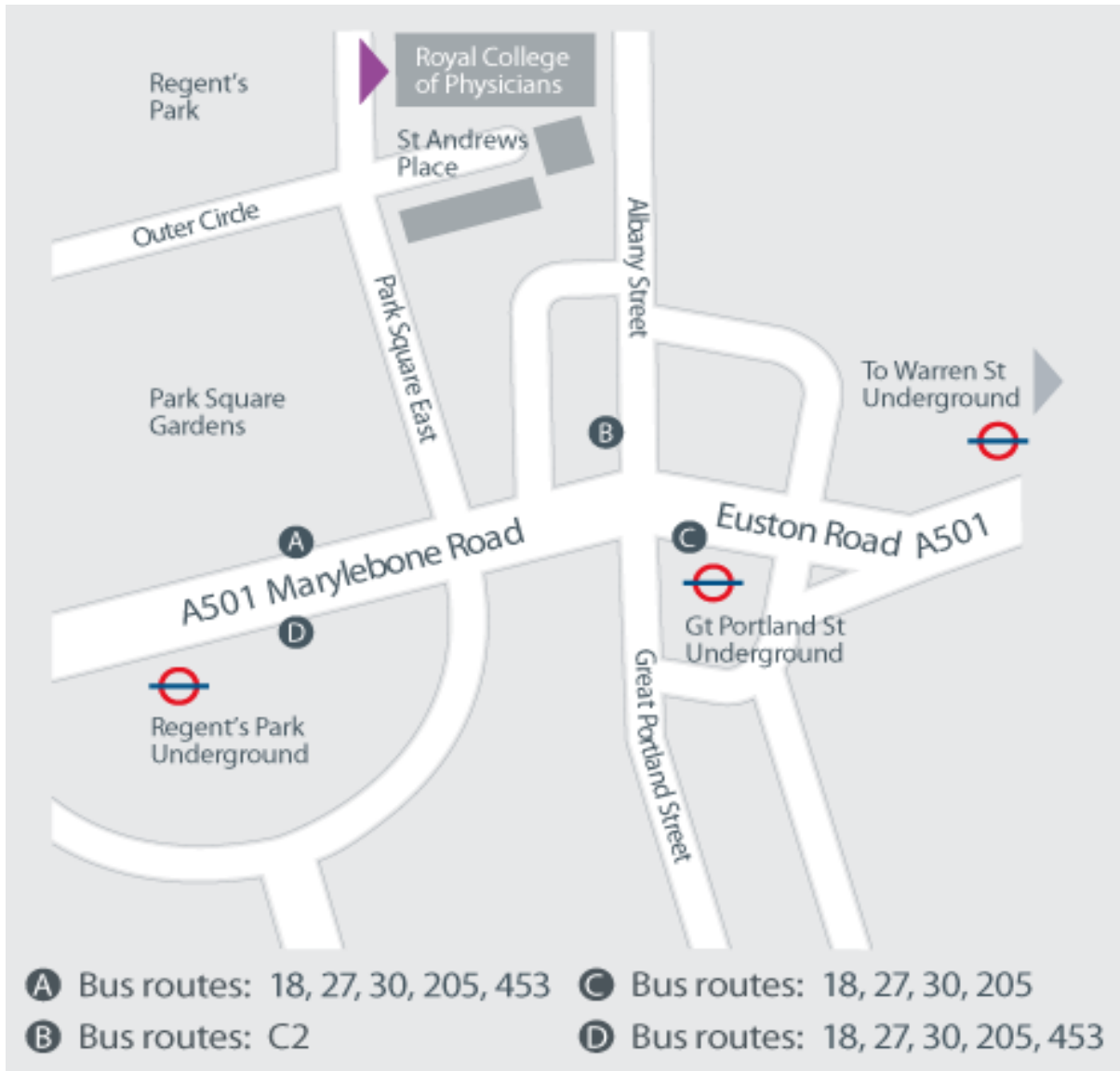
The College is situated outside the Congestion Charge Zone.

Cycle stands

The RCP has cycle stands for visitors. Please enquire at reception - Tel: +44 (0)20 3075 1649.

By air

- Heathrow: Express train from Heathrow Airport (15 minutes to Paddington Station, then 3 stops on the Underground to Great Portland Street Station)
- Gatwick: Express train from Gatwick Airport (30 minutes to Victoria Station, then 3 stops on the Underground to Warren Street Station)
- Stansted: Express train from Stansted Airport (45 minutes to Liverpool Street, then 5 stops on the Underground to Great Portland Street Station)



Hotel accommodation

The Royal College of Physicians offers bedrooms in its newly refurbished William Harvey House accommodation, next to the RCP main building, at rates ranging from £100 to £160 for one person (extra guests are £25.00 per guest), including 20% VAT and a cooked or continental breakfast.

For more information, availability and to book, please contact the William Harvey team on 020 3075 1425 or HarveyHouse@rcplondon.ac.uk. Please quote 'Patient Information Forum conference – Wednesday 25 May 2016' as reference when you book bedrooms to receive this special offer.

Royal College of Physician's Hotel Booking Agent:

There are also a good range of 3, 4 and 5 star hotels in close proximity to the College. The College's recommended hotel booking agent has negotiated discounted rates with local hotels for both individuals and group bookings. For more information and rates, please contact:

Wendy Line | Hotel Reservations Limited

E: res@hotelreservations.uk.com | Tel: 01268 572003

Local accommodation options include:

Melia Hotels International

Albany Street, Regent's Park, London, NW1 3UP

<http://www.melia.com/en/hotels/united-kingdom/london/melia-white-house/>

4 Star

Distance to College: approx 1 minute walk

Holiday Inn Regent's Park

Carburton Street, Regent's Park, London, W1W 5EE

<http://www.ihg.com/holidayinn/hotels/us/en/london/lonrp/hoteldetail>

4 Star

Distance to College: approx 10 minute walk

Grange Fitzrovia Hotel

20-28 Bolsover Street, London, W1W 5NB

<http://www.grangehotels.com/hotels-london/grange-fitzrovia/>

4 Star

Distance to College: approx 10 minute walk

Grange Langham Court Hotel

<http://www.grangehotels.com/hotels-london/grange-langham-court/>

31 - 35 Langham Street, London, W1W 6BU

4 Star

Distance to College: approx 15 minute walk

Thistle Hotel Euston

Cardington Street, Euston, NW1 2LP

http://www.thistle.com/en/hotels/united_kingdom/london/thistle_euston/

4 Star

Distance to College: approx 15-20 minute walk

The Grafton - Raddisson Edwardian Hotel

130 Tottenham Court Road, London, W1T 5AY

<http://www.radissonblu-edwardian.com/london-hotel-gb-w1t-5ay/gbgrafto>

4 Star

Distance to College: approx 15-20 minute walk

Hotel Ibis London St Pancras

3 Cardington St, London, NW1 2LW

<http://www.accorhotels.com/gb/hotel-0921-ibis-london-euston-st-pancras/index.shtml>

3 Star

Distance to College: approx 15-20 minute walk

Travelodge London Central Euston Hotel

1-11 Grafton Place, London, NW1 1DJ

<https://www.travelodge.co.uk/hotels/344/London-Central-Euston-hotel>

3 Star

Distance to College: approx 15-20 minute walk

Travelodge London Central Marylebone Hotel

Harewood Row, Marylebone, London, NW1 6SE

<https://www.travelodge.co.uk/hotels/312/London-Central-Marylebone-hotel?WT.tsrc=PPC>

3 Star

Distance to College: approx 20-25 minute walk

Premier Inn London St Pancras Hotel

88 Euston Road, London, NW1 2RA

<http://www.premierinn.com/en/hotel/LONSTP/london-st-pancras>

3 Star

Distance to College: approx 20-25 minute walk

You are advised to book and pay for accommodation yourself. PIF cannot accept any liability for the quality of the accommodation booked.

The Patient Information Forum

The Patient Information Forum (PIF) is the UK membership organisation and network for people working in, and involved with, healthcare information and support.

We are committed to improving the healthcare experience of patients and the public. We do this by supporting individuals and organisations to provide clearly communicated, evidence based health and care information and support, which is accessible and developed with its users.

www.pifonline.org.uk

PACKING LABEL FOR EXHIBITION MATERIALS

Ship your exhibition materials direct to the venue using the packing label below. Please ship your materials to arrive **ON TUESDAY 24 MAY 2016**. PLEASE DO NOT SEND BEFORE AS YOUR MATERIALS MAY BE LOST.

**FAO: PATIENT INFORMATION FORUM (PIF) ANNUAL CONFERENCE 2016
25 MAY 2016, OSLER LONG ROOM / WOLFSON THEATRE**

Exhibitor name: **INSERT YOUR COMPANY NAME HERE**

C/O: Sophie Duboisset

Royal College of Physicians

53 Albany Street

London NW1 4EB

COURIER COLLECTION FORM

You may leave items for collection by a courier following the conference. Please package up your items carefully, and leave them in the exhibition area for collection. To minimise losses and errors please complete the form below, and leave it with the items to be collected.

Items should be collected from the rear entrance of the College as follows:

Royal College of Physicians
53 Albany Street
London NW1 4EB

Contact Sophie Duboisset, Account Manager, Royal College of Physicians with any queries:
Sophie.Duboisset@rcplondon.ac.uk | 020 7034 4912

Name of Contact	
Contact Phone Number	
Your Company Name	
Date of Event	Wednesday 25 May 2016
Address where the item/s are to be returned	
Description of items to be collected	
No. of items to be collected	
Date and time of expected collection	
Name of courier company	

Please note that responsibility for sealing packages and arranging collection lies with yourselves.

The Royal College of Physicians, nor the Patient Information Forum, can accept any responsibility for any items lost, collected in error or not collected at all.

Signature