What is Acute Medicine?

Acute Medicine is the fastest growing medical specialty in the UK.

Building strong ties with the pharmaceutical industry, to ensure that effective and appropriate prescribing choices are made for the tens of thousands of patients they see every day, is essential. Acute Physicians have a major influence on prescribing policy in both primary and secondary care - in a month a single acute medical unit (AMU) can spend over £50,000. An average unit sees 50 patients each day resulting in approximately 2000 different prescriptions being issued every month.

Most patients discharged from an AMU leave with five medicines. 1 in 4 of these are long term items that will be continued following discharge by the GP.

AMUs treat patients with a wide range of medical conditions. They include respiratory, cardiology, gastroenterology, infectious diseases, neurological, endocrine and oncology. The most frequently prescribed groups of drugs include: antibiotics, bronchodilators, anti-anginal drugs, lipid lowering agents, anti-coagulant and anti-hypertensive medications. Most patients suffer from 2-3 different medical conditions.

All UK Hospitals now have an AMU. Several hundred acute medical consultants have been appointed across the UK and over 450 registrars are now undertaking specialist training in acute medicine. Unlike A&E, where care is short term, consultants in acute medicine care for their patients for several days in the AMU, prior to their discharge home or transfer to a speciality ward.

Acute Physicians are actively involved in their hospital’s formulary committees and develop prescribing guidelines for patients admitted as medical emergencies. AMUs have dedicated pharmacists who help shape and manage their prescribing policy as indicated in National Guidelines.

Sponsorship Highlights:

- Engage with key prescribers and opinion leaders
- Build relationships with influential clinicians
- Unparalleled access to 700 delegates and influential prescribers in all major UK hospitals
- Be part of an emerging field of hospital care

“Conversations with delegates allowed us to answer their queries on the use of our new medicine and position it correctly in the doctor’s mind.”

Previous SAM sponsor
What is the Society for Acute Medicine?

SAM is the national representative body for all clinicians working in acute medical units. Formed in 1999, the Society now has over 1000 members, the majority of whom are doctors. However SAM recognises the importance of the multi-disciplinary team (MDT) in the AMU.

THE DELEGATES

SAM Brighton

8th International Conference

The Society for Acute Medicine is at the Brighton Centre on the 2 - 3 October 2014. This is the premier Conference for those working within the specialty of Acute Medicine and covers the broad range of clinical topics relevant to our audience. Our conferences attract up to 700 physicians, the vast majority being consultants from the UK specialising in acute medicine, respiratory medicine, cardiology and elderly medicine. We offer an independent programme, based on the most recent research and development.

Who will you meet at SAM Brighton?

Delegate Breakdown from our previous International Conferences:

<table>
<thead>
<tr>
<th></th>
<th>2013 SAMGlasgow</th>
<th>2012 SAMManchester</th>
<th>2011 SAMLondon</th>
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</thead>
<tbody>
<tr>
<td>Total number of delegates</td>
<td>588</td>
<td>602</td>
<td>586</td>
</tr>
<tr>
<td>Medics</td>
<td>93%</td>
<td>86%</td>
<td>93%</td>
</tr>
<tr>
<td>Nurses</td>
<td>5%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>AHPs</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
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</tbody>
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Of the medical delegates, 45% are consultants and 40% higher specialist trainees in acute medicine.

“The SAM Conference was a huge success with lots of networking and establishing key contacts with new customers taking place on our stand. Our company’s view of acute medicine has had to change as we now understand their influence within our disease areas.”

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Nurses
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4%

AHPs
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2%

Pharmacists
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3%
1%
Engage with a range of key prescribers and opinion leaders in acute medicine. Build relationships with acute medicine by supporting the International Conference which attracts up to 700 attendees.

The conference provides unparalleled access to a large number of influential prescribers within acute medicine, with the majority of UK hospitals represented.

Involvement in SAMBrighton offers a unique opportunity to make contact with an influential group of clinicians, as well as being part of a vibrant and emerging field of hospital care.

“it was great to see so many people. The feedback from delegates was fantastic and we have taken it back to our sales and marketing colleagues who see a definite role for us in acute medicine.”

What we offer:

- A unique opportunity to meet and build relationships with a large number of influential clinicians in just two days
- Work with you pre-Conference to ensure you achieve your objectives
- A Conference to give maximum exposure to your target customers with over 6 hours of direct contact time built within the programme

Who should sponsor?

- Associations and Charitable Bodies involved in improving patient care
- NHS Bodies
- NHS Employers
- Medical indemnifiers
- Pharmaceutical companies
- Private healthcare providers
- Equipment and healthcare device suppliers
- IT and healthcare technology companies
- Medical Recruitment agencies
We are offering access to up to 700 delegates with opportunities to suit all budgets and organisational objectives.

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
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<tbody>
<tr>
<td><strong>EXHIBITION STAND</strong></td>
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<tr>
<td>The exhibition is designed so that every stand is well placed for maximum footfall. With all catering and refreshments in the same area, delegates will visit the exhibition up to 8 times across the 2 days with 6 hours of contact time. The two day exhibition package includes:</td>
</tr>
<tr>
<td>- Exhibition space</td>
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<tr>
<td>- Entry in Exhibitor section in Delegate guide</td>
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<tr>
<td>- Lunch, refreshments and entry to conference sessions for 2 exhibitors</td>
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| **ONLINE PROMOTION**      |
| Display your logo on:     |
| - The dedicated SAM website [www.acutemedicine.org.uk](http://www.acutemedicine.org.uk) and online registration website, visited by all delegates |
| - SAMBrighton flyers distributed widely |
| - E-newsletters sent out regularly to the 800 delegates who will register for the event | £2,000 + VAT |

| **DELEGATE GUIDE INSERT** |
| Reach every delegate with your message | £350 + VAT |

| **SPONSOR THE DELEGATE BAGS** |
| A highly visible opportunity for your company branding – quality bags that delegates will re-use | £3,500 + VAT |

| **SPONSOR THE DELEGATE NAME BADGES** |
| Display your logo on every delegate name badge | £2,000 + VAT |

| **ADVERTISE IN THE DELEGATE GUIDE** |
| Display your key messages for every delegate to see | £1,500 + VAT |

| **HOST A SATELLITE SYMPOSIUM** |
| Deliver your tailored message to a targeted audience | £4,000 + VAT |

| **HOST A NETWORKING RECEPTION** |
| Full branding opportunity | £3,000 + VAT |

*50% discount available for charities/not-for-profit organisations*
CONTACT US

For more information on the vast range of opportunities available or to tailor a package to suit your requirements, contact Christine Lawson at Eventage.

christine.lawson@eventage.co.uk

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