



2025 
BAsem
Annual Conference

Forging Ahead

Celebrating SEM
Past, Present & Future

Sponsor & Exhibitor Options

ROYAL ARMOURIES

Tues Wed
18 - 19
Nov 25

An Unmissable Annual Event for all Health Professionals Involved in SEM. This year, 'Celebrating SEM **Past, Present and Future.**'



Dr Dane Vishnubala
 MBBS Msc (SEM) FRCGP
 MSc (SEM) DipSEM (UK)
 FFSEM SFHEA PhD

Chair of Education British Association of
Sport and Exercise Medicine

British Association of Sport and Exercise
Medicine Non Executive Board Member

The British Association of Sport and Exercise Medicine (BASEM) Annual Conference is a two-day event that moves geographically around the country each year. This year we are at the Royal Armouries, Leeds UK.

The 2025 conference aims to bring together over 400 leading health professionals, scientists, clinicians and researchers to share and discuss the latest scientific research, clinical best practice and ethics in the field of sports and exercise medicine and will offer a platform for debate, discussion and new ideas.

Dane and his conference education committee are in the process of putting together a strong line up of talks and speakers. The programme is due to be published in a few weeks, but in the meantime, the below will give you a bit of a flavour of their plans:

"Our 2025 conference programme will cover our core themes in SEM: Team Care, MSK, Physical Activity and this year a focus on day 2 on the Female Athlete. We really want to ensure a strong integrated research thread throughout, and this will be reflected through presentations by researchers and academics embedded into the conference faculty and sessions.

We are looking forward to welcoming **Dr Enda King** on day 1, a world leading rehabilitation expert in hip and groin and the ACL based at Aspetar. On day 2 we are delighted to be joined by **Professor Kirsty Elliott-Sale** who heads up the Manchester Institute of Sport's Centre of Excellence for Women in Sport and another world leading researcher in the female athlete space.

We will also be joined by **Professor Ben Jones**, who is doing some stellar work in concussion currently focusing on instrumented mouthguards in both Rugby League and Union. He will be building on the popular session last year that he chaired.

Our popular workshops will continue, with workshops in ultrasound and careers, amongst others being planned.

We know that many of our members come to the conference to connect with colleagues past and present and to meet new peers and providers in the field of SEM. We will be continuing to emphasise and prioritise this to ensure that those who attend have the time and space to network over the 2-day meeting."

The 25+ industry manufacturers supporting BASEM 2024 in Coventry last November engaged with an audience of approximately 450 people onsite made up of:

The Audience

- Medical practitioners, physiotherapists and all groups of healthcare professionals, from both the NHS and private sectors, working within the sport and exercise medicine specialty.
- SEM consultants
- Primary care sports medicine doctors and physiotherapists
- GP and hospital based doctors
- Allied health professionals encountering musculoskeletal injuries
- Sports scientists
- Healthcare professionals involved in sports and exercise
- Students pursuing a career in sport and exercise medicine
- Coaches
- Sports media



The following pages provide detail of the different sponsorship options for your review.

Visit the conference online hub for more information about the event.

Contact

GEORGIE HOLMES

Event Manager

BASEM Annual Conference 2025

E: georgie@pemberleyevents.co.uk

T: 07747 866 638



The Benefits of Exhibiting at the BASEM Annual Conference

- Hosted by a highly respected membership group, this event has an established reputation in the SEM world. It has a strong track record of attracting a quality delegate audience and therefore offers a solid foundation for good return on investment.
- It's the ideal place to showcase latest products; generate new leads; meet existing and prospective clients; network with industry peers and complementary businesses.
- Range of sponsorship options and price packages to suit budgets, from basic table top exhibition to headline sponsorship.
- Offers opportunities for industry to present complementary content on the programme via sponsored workshops.
- Industry reps are invited to attend as many of the conference sessions as they wish, enabling immersion in the latest clinical research, thinking and movements to stay at the top of your field.

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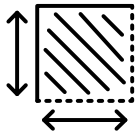
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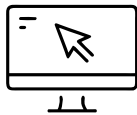
T: 07747 866 638

Bronze Sponsorship Package

£2,415^{+Vat}



2m x 2m



Branded
Weblink



Programme
Listing



x1 Personnel
Representative

- Table Top Stand Space - Clothed table and 2 chairs in a 2m x 2m space on both days, including access to an electric socket point and space for x 2 pop-up banners
- Branding - Logo with hyperlink on the event website
- Branding - Listed as exhibitor in printed programme given to all participants
- Personnel - x 1 representative with access to all catering and lectures

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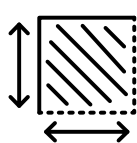
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Silver Sponsorship Package

£3,625^{+Vat}



2m x 3m



Branded
Weblink



Programme
Listing



1x
Goodie bag
Inserts



x1
Social Media
Promotion



x2
Personnel
Representatives

- Table Top Stand Space - Clothed table and 2 chairs in a 2m x 3m space on both days, including a table and access to an electric socket point and space for x 2 pop-up banners
- Branding - Logo with hyperlink on the event website
- Branding - Listed Silver Sponsor listing including logo in printed conference programme
- Marketing - 1 x goodie bag item insert
- Marketing - Handle and hashtag linked to x 1 social media event promotion post
- Personnel - x 2 representatives with access to all catering and lectures

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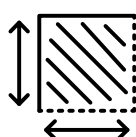
T: 07747 866 638

Gold Sponsorship Package

£5,995^{+Vat}



60 minute
Sponsored Workshop



3m x 3m



Branded
Weblink



Programme
Listing



2x
Goodie bag
Inserts



1/2 pg
Programme
Advert



x2
Social Media
Promotions



x3
Personnel
Representatives

- Exhibition Space - 3m x 3m space on both days including access to electric socket points to allow for bespoke branded booth/large product equipment (clothed table and 2 chairs may also be included if preferred)
- Branding - Logo with hyperlink on the event website
- Branding - Gold Sponsor listing including logo in printed programme given to all participants
- Marketing - Half page advert (A4 landscape) in the conference programme
- Marketing - 2 x goodie bag inserts
- Personnel - x 3 representatives with access to all catering and lectures
- Marketing - Handle and hashtag linked to x 2 social media event promotion posts.
- Workshop – 60 minute sponsored workshop to run alongside the conference lectures. Workshops content and products showcased are subject to discussion and approval of the Conference Chair.

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HEADLINE SPONSOR

Bespoke Sponsorship Package **£10,000**^{+Vat}

New for 2025, BASEM is offering an exclusive opportunity to be the Headline Sponsor of the Annual Conference, allowing you to tailor a sponsorship package that aligns perfectly with your marketing goals.



Images shown for illustration purposes

Benefit Examples;

- Maximise brand awareness through association with your logo co-branded across all event materials – from signage and lanyards to lecture screens and documentation.
- Enhance your visibility further by sponsoring the social media channel for outgoing content throughout the event viewed by an additional digital audience.
- Showcase SEM expertise with a dedicated topic workshop.
- Entertain the delegate audience through sponsorship of the conference dinner.

Pricing is flexible and negotiable, starting at £10,000, depending on the benefits chosen for your bespoke package.

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“ Partnering with BASEM on the Annual Conference is a great opportunity to connect with key SEM industry professionals and elevate your brand through association with **The British Association of Sports and Exercise.**”

Optional Add Ons

(Extras available to any sponsorship category)

- **Printed Advert in Conference Programme**
(Subject to availability, offered on first come first served basis). **£420 half / £575 full page +Vat**
- **Insert into Goodie Bag**
Examples: marketing flyer, hand gel, water bottle, snack bar, key ring, pen etc. (Sponsor to source and provide). **£350 for 1, £500 for 2 +Vat**
- **Additional Sponsor Rep Badge**
Sponsor company personnel only. Badge includes access to the programme of lectures, and exhibition catering. **£65 per day +Vat**
- **Conference Dinner Tickets**
Evening of Day 1 - Tuesday 18 November)
Three course meal, drinks and entertainment. **£99 per person**
- **Education Access Support**
Block of 3 x Delegate Badges **£1,134 (£378 per delegate)**
(Vat not applicable)

Purchase a block of 3 delegate badges to invite clients/prospective client practitioners to meet you at your stand and attend the BASEM 2025 Annual Conference as your complimentary guest. Funding educational access may have the added advantage of enabling you to fulfil an element of philanthropic responsibility within your organisation's overall CSR programme, particularly if offered to practitioners who may not be able to afford the meeting registration fee and associated costs without support.

ABOUT BASEM

The British Association of Sport and Exercise Medicine (BASEM) was founded in 1953 and is the largest multidisciplinary sports medicine membership group in the UK for medical practitioners working in sport and exercise medicine. BASEM has its own internationally recognised journal, The British Journal of Sports Medicine and is dedicated to the promotion of good health through physical activity, and the provision of sports medicine expertise to optimise athletic performance at all levels.

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Click on the links below for further details about BASEM and this years 2025 Conference.

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