Exhibition Opportunities
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About the Royal College of Psychiatrists

The Royal College of Psychiatrists is the professional medical body responsible for supporting psychiatrists throughout their careers, from training through to retirement, and in setting and raising standards of psychiatry in the United Kingdom.

The College aims to improve the outcomes of people with mental illness, and the mental health of individuals, their families and communities. In order to achieve this, the College sets standards and promotes excellence in psychiatry; leads, represents and supports psychiatrists; improves the scientific understanding of mental illness; works with and advocates for patients, carers and their organisations. Nationally and internationally, the College has a vital role in representing the expertise of the psychiatric profession to governments and other agencies.

The core purposes of the Royal College of Psychiatrists are to:

- Set standards and promote excellence in psychiatry and mental healthcare
- Lead, represent and support psychiatrists
- Work with patients, carers and other organisations interested in delivering high quality mental health services
A history of the International Congress

The Royal College of Psychiatrists celebrated its first International Congress in 2010 with just over 1,300 delegates. Since then, the event has grown steadily to become one of the most prestigious mental health events in the world attended in 2019 by over 3,400 delegates. The congress attracts local, national and international delegates from various professional backgrounds. It is the ideal opportunity for psychiatrists to network, share best practice and ensure they are up to date with the latest findings in mental health.

The 2019 Congress took place in London and hosted 3,456 delegates from 65 countries, making it the largest ever RCPsych Congress.

Taking the Congress online...

Due to the events of 2020, our Congress was unable to take place as planned. Instead, we took a number of key sessions from what would have been our 2020 Congress and instead delivered ‘Highlights from the International Congress’, an exciting programme of webinars, masterclasses and training, watched by 2,977 delegates from across the globe.

This year, for the first time ever, Congress will be hosted on a new virtual platform, one that provides an immersive and interactive experience. All content will be available for attendees to watch live or on demand, giving them even more time to engage with you, our exhibitors.

With options to chat, upload video content, add in hyperlinks and sophisticated reporting systems, the virtual Exhibition Hall will be an exciting opportunity for you to engage with delegates from across the UK and abroad.
Delegate breakdown

Attendance numbers

- 2015 (Birmingham): 2434
- 2016 (London): 3038
- 2017 (Edinburgh): 2531
- 2018 (Birmingham): 2795
- 2019 (London): 3456

Delegate breakdown by professional role

- Consultants (51%)
- Advanced trainees (11%)
- SAS Doctors (11%)
- Core trainees (16%)
- Retired (3%)
- Students and foundation doctors (9%)
Delegate membership

Delegate breakdown by faculty
Breakdown by world region

Europe - UK: 81%
Asia and Pacific: 10%
Europe - Other: 4%
Central and South America: 0%
Africa: 1%
Middle East: 2%
North America: 2%
International Congress 2021

This year, Congress will be returning, online, between **21-24 June 2021**. The new virtual platform will give you the opportunity to engage with more delegates than ever before, with options to chat, upload video content, add in hyperlinks and sophisticated reporting systems.

We are anticipating more delegates than in previous years, so that participating at the RCPsych International Congress 2021 will provide you with the opportunity to:

- connect with thousands of UK and international delegates online;
- network with other leading organisations from the industry;
- raise your organisation’s profile virtually on the global stage;
- personalise your exhibition stand;
- arrange one-to-one or group chats with delegates;
- and, get detailed reports on who visits your stand.

We understand that this may be a brand new way of exhibiting for many of you, so we are more than happy to talk through the options with you and how the exhibition will work in the virtual environment.
Exhibition Packages

Overview

As with our face-to-face exhibition, the packages vary depending on the size of your virtual stand and what you can do with them. There are a variety of options including what content you can upload to your stand, to what extent you can customise your stand, how many representatives from your organisation can attend and what level of exposure your organisation will get in the virtual platform.

Sponsorship Levels

<table>
<thead>
<tr>
<th></th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>£6,500</td>
<td>£3,000</td>
<td>£1,500</td>
<td>£750</td>
</tr>
<tr>
<td><strong>Number of delegate passes included</strong></td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td><strong>Video content uploaded to stand</strong></td>
<td>4 videos</td>
<td>1 video</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>PDFs uploaded to stand</strong></td>
<td>8 PDFs</td>
<td>4 PDFs</td>
<td>4 PDFs</td>
<td>x</td>
</tr>
<tr>
<td><strong>Hyperlink to website</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Private meeting room attached to stand</strong></td>
<td>Yes</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>Video on media wall</strong></td>
<td>Yes</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>Push notifications</strong></td>
<td>2</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>Banner advert</strong></td>
<td>Exclusive</td>
<td>Rotating</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>Customisable stand</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Limited</td>
<td>x</td>
</tr>
<tr>
<td><strong>PDF in virtual delegate bag</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>Delegate engagement report</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Ability to chat with delegates</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>x</td>
</tr>
</tbody>
</table>
Gold Package
£6,500 (+ VAT)

The Gold Package is our premium level of sponsorship. These stands will be the largest and most prominent in the virtual exhibition hall. You will also have access to all available stand interactivities, push notifications to send out to all delegates and the opportunity to fully customise your stand.

- Prominent location in the virtual exhibition hall
- Opportunity to upload 3 videos to your stand
- Opportunity to upload up to 8 PDF documents to your stand
- Opportunity to attach a private meeting room to your stand
- 6 passes, including access to the Congress sessions
- One exclusive (non-competing) banner advert
- Feature a video on the Congress Media Wall
- 2 push notifications through platform
- PDF insert in the virtual delegate bag
- Fully customisable stand – you can make it look however you like!
- Invite delegates to chat
- Detailed report on delegate engagement with your stand
Silver Package
£3,000 (+ VAT)
Our silver packages allow you to engage with delegates using video and static content, as well as allowing you to customise your stand.
- Prominent location in the virtual exhibition hall
- Opportunity to upload a video to your stand
- Opportunity to upload up to 4 PDF documents to your stand
- 4 passes, including access to the Congress sessions
- One banner advert on rotating board
- PDF insert in the virtual delegate bag
- Customisable stand
- Invite delegates to chat
- Detailed report on delegate engagement with your stand, including data capture

Bronze Package
£1,500 (+ VAT)
If you aren’t looking to produce video content for the event, the bronze package allows you to share information using static content only.
- A stand in the virtual exhibition hall
- Opportunity to upload up to 4 PDF documents to your stand
- 2 passes, including access to the Congress sessions
- A choice of stand templates to use for your stand
- Invite delegates to chat
- Detailed report on delegate engagement with your stand, including data capture

Exhibitor
£750 (+ VAT)
If you’re working on a small budget, are short on time or aren’t able to send a representative to the event, this is the option for you. You can still feature in our virtual exhibition hall, with very little time and input from you.
- Standard stand template in exhibition hall, linking straight to your website
- Detailed report on delegate engagement with your stand, including data capture
Additional Opportunities and Extras

Add a private meeting room to your stand
Attach a private room to your stand for meetings, interviews or networking.
£4,000 + VAT

Video on media wall
Feature a video on the media wall, for all delegates to see
£2,000 + VAT

Banner Advertisement
Advertise in the virtual Congress exhibition hall.
Exclusive £1,250 + VAT
Rotating (non-exclusive) £950 + VAT

PDF advert in virtual delegate bag
£200 + VAT

Push notifications
Send a one-off message to all delegates
£250 + VAT per notification.

Contact Details

To make a booking or to discuss your individual requirements, please contact congress@rcpsych.ac.uk

*Photos included in this brochure are indicative of what the online platform may look like and may not reflect the eventual design*
2019 exhibitors

We would like to thank our 2019 exhibitors:

PLATINUM

GOLD

SILVER