


AGENDA ITEM: 15	
FARC MEETING ON	Tue 3 June 2025
PREPARED BY:	Executive Head of Membership and Marketing
SUBJECT	Congress Update

[As provided to the Membership & Marketing Committee on 16 May 2025]

Exhibition Updates

1. Following the complete sell-out of exhibition space, focus has shifted to maximising participation from confirmed exhibitors and offering opportunities to companies that were unable to secure space.
2. During April work started on contacting all confirmed exhibitors, to discuss how they can make the most of their presence at Congress. These discussions have covered promotional opportunities, sponsorship options, and ideas to elevate their involvement through programme features, branding visibility, and delegate engagement tools. Examples of items discussed include advertising in the Congress diary, banners on the Balcony of Hall 4 as well as looking at onsite printed materials such as the Delegate Pad and the CPD Booklet.
3. During April a company expressed interest in sponsoring the Cytopathology programme, discussions have continued into May. If the sponsorship is confirmed it would be the first time that all 9 of the core disciplines have been sponsored. There are currently there are 16 of the 19 disciplines sponsored and 2 of the 3 Plenary programmes.
4. It is pleasing to report that full MedTech approval was achieved.
5. Work is ongoing with companies that want to participate at the IBMS Congress, as stand space isn't an option we are offering sponsorship options. This is a different proposition as majority want some onsite presence, so we are working with solutions that allow targeted approach to maximise their branding to key parts of the delegate profile.

Sponsorship Updates

1. During April the Lanyard design was agreed and the final artwork sent to print.
2. This year we have been successful in securing a sponsor for the delegate bag, Biomerieux. This will be similar to the 2023 bag in terms of sustainability, but will

have the addition of a zip top rather than being open. The bag will be joint branded with the IBMS and bioMérieux logo.

3. As of the end of April a total of £279,847.50 + vat of sponsorship was achieved.
4. The key items sponsored so far include:
 - a. 3 x Primary Sponsors
 - b. 12 x Principal Sponsors
 - c. 2 x Main Sponsors
 - d. Exhibitor/Delegate and Exhibition Visitor Lanyards
 - e. Congress Delegate Bag
 - f. Opening Plenary 1 and 2
 - g. 15 Discipline Programme streams
 - h. All Executive Suites/ Meeting Spaces
 - i. Registration Area
 - j. Overall Scientific Programme

Delegate Updates

1. By the end of April, delegate registrations are as follows:
 - a) 473 registered delegates
 - b) 1,139 invoiced places that are yet to be allocated.
2. By comparison, previous years to the same point were:

Year	Allocated Places	Unallocated Places	Total
2025	473	1,139	1,612
2023	501	1,009	1,510
2022	564	454	1,018
2019	873	134	1,007

It is encouraging to note that delegate numbers are at their highest in comparison with the same point in previous Congresses.