

# BOC 2025

ICC WALES

SPONSORSHIP  
& EXHIBITION  
PROSPECTUS



**24 - 26 September 2025**  
**International Convention Centre**

# Welcome from Dr Guy Deeming, Chair of the BOC 2025 Committee



I very much look forward to welcoming you, your colleagues and businesses to the British Orthodontic Conference (BOC) 2025 which this year will be held at the beautiful and world class ICC Wales.

We are delighted that you are considering attending the BOC as a sponsor and exhibitor and I am sure that it will be a tremendous success for you whether as a new supporter of the premier orthodontic event in the UK calendar or as a long standing attendee and friend of the BOS.

We place huge value on the partnership between the conference and our commercial partners and in 2025 we are continuing to re-evaluate our offering to deliver what best serves our delegates and sponsors. We have listened to all the partner and delegate feedback from the 2024 event and are delighted to share with you an even larger and improved range of opportunities to network and interact directly with BOC delegates through social events, speaking and exhibition presence. We are very excited about this and hope you will be too - this prospectus outlines these partnerships and I would encourage you to read it in full to ensure you choose the best options to support your business needs and position in the orthodontic marketplace into 2026 and beyond.

BOC 2025 will of course run virtually as well as in person and see yet another world class line-up of speakers that our delegates have come to expect as well as a packed parallel and social programme.

I look forward to seeing you at the ICC in Wales and continuing to cement BOC as the most important orthodontic event in the UK calendar and beyond.

# Welcome from Dr Paul Scott, Sponsorship Coordinator, BOC Committee



The British Orthodontic Society has always looked to deliver the best value to our commercial partners and most relevant exhibition to our members.

Sponsorship of the British Orthodontic Conference (BOC) will allow you to highlight your brand as a key supporter of the orthodontic community and wider dental profession in the greatest gathering of buying power in the UK.

A variety of sponsorship opportunities are available, many for the first time, and at various price points depending on budget and exposure. The popular Trade Theatre, from last year will be available again and there will be the opportunity for our partners to run pre-conference workshops on the Wednesday morning.

As well as the physical conference we will again be holding a virtual conference and exhibition.

This virtual element allows us to not only support a physical event, but to reach out to new audiences; orthodontists and dentists in the more remote parts of the UK, our colleagues in Europe and further afield as well as those that may have only previously attended the conference infrequently due to the many and varied demands of modern life. This increased audience can only be of benefit to our commercial supporters. The platform will also allow our sponsors an opportunity to host and share educational and promotional videos with delegates.

As a Society, we have worked hard to deliver a wide variety of sponsorship options at different price points that we hope will appeal to you and look forward to the opportunity to tailor the packages to our commercial partners as required.

I look forward to helping you have an enjoyable and successful conference.

# GENERAL INFORMATION

## DATES

### Conference

Wednesday 24 to  
Friday 26 September 2025.

Set up for stand space only will  
be from Tuesday 23 September.

Breakdown will be from  
4pm on Friday 26 September.

### Location

ICC Wales  
Coldra Woods Newport  
South Wales  
NP18 1DE

### Profile of Attendance

BOC 2025 is expected to attract  
attendees from all sectors of the  
Orthodontic community from  
across the UK, as well as Europe.

### Conference Accreditation

The conference will be accredited  
by the Royal College of Surgeons  
London and the Royal College of  
Surgeons Scotland.

## CONFERENCE CONTACTS

British Orthodontic Society  
Royal College of Surgeons England  
38-43 Lincolns Inn Fields  
London WC2A 3PE

Tel: 020 7353 8680  
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To find out more, please call 020 7353 8680  
or email [eventsmanager@bos.org.uk](mailto:eventsmanager@bos.org.uk)

# ABOUT THE CONFERENCE

The British Orthodontic Conference is renowned for being the premier event for orthodontic professionals in the UK providing a dedicated space to meet, learn and collaborate amongst peers and colleagues.

The conference and associated exhibition has grown substantially over the years and continues to maintain a friendly and warm atmosphere. Our delegates welcome the invaluable support that the exhibitors give to the conference and that they are able to learn more about the latest innovations and techniques within the orthodontic world.

This year's conference chaired by Dr Guy Deeming will take place in a new venue for the BOC – the ICC Wales which is a state-of-the-art conference centre, set in 39 hectares and surrounded by greenery and woodland, yet only a stone's throw away from the M4 (J24), major train stations (1.5 hours from London Paddington to Newport) and two international airports (Cardiff and Bristol).

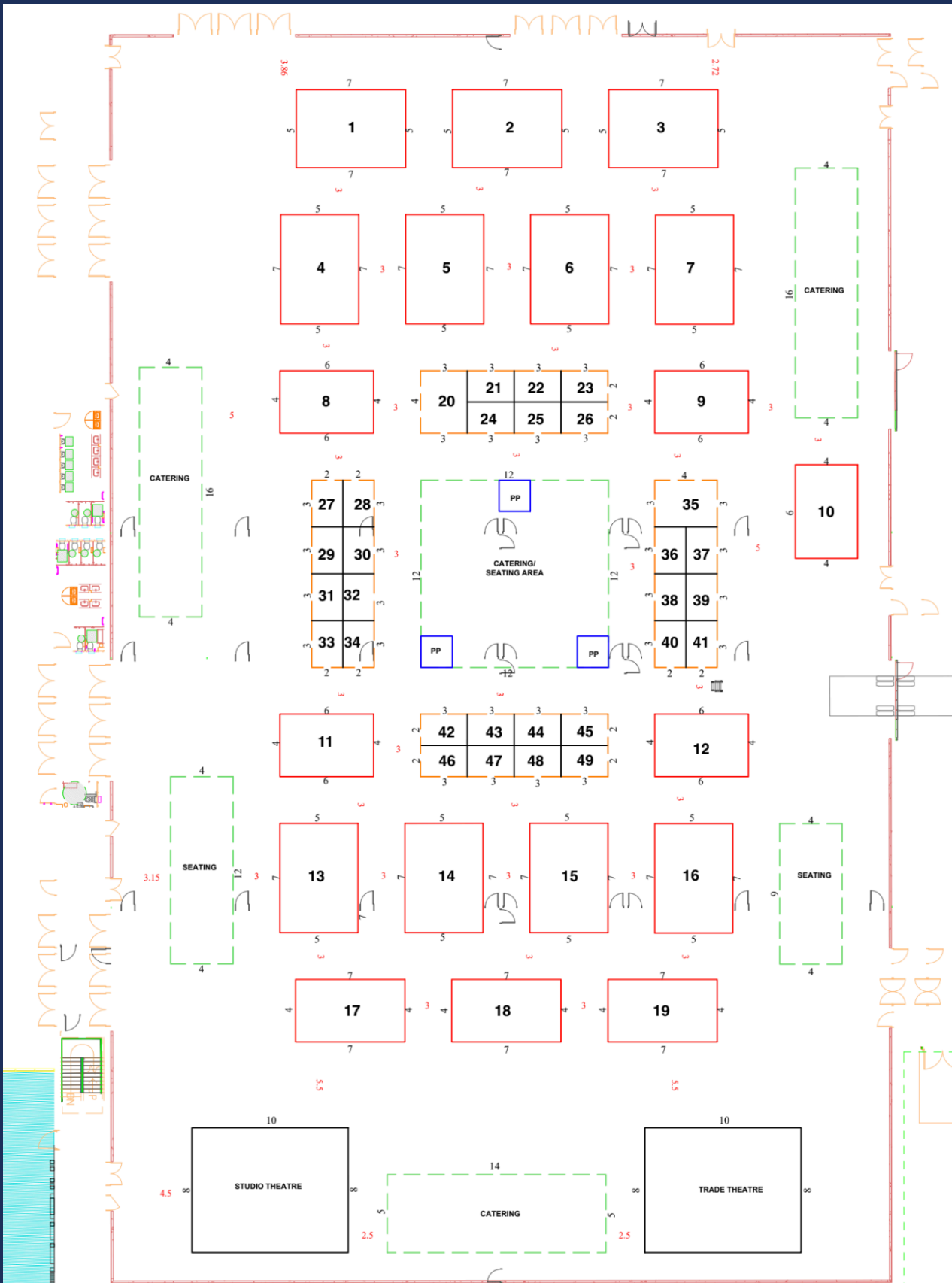


We hope that you will join us at BOC 2025 which this year will include an outstanding scientific programme offering comprehensive insights within the field, showcasing exhibition and sponsorship opportunities designed to enhance professional knowledge and skills. The event is crucial for networking, learning, and staying updated on the latest in orthodontics.



To find out more, please call 020 7353 8680 or email [eventsmanager@bos.org.uk](mailto:eventsmanager@bos.org.uk)

# EXHIBITION FLOORPLAN



# WHY SHOULD YOU EXHIBIT AT BOC 2025?

The British Orthodontic Conference is the only conference in the UK dedicated to orthodontics. If you are a company that provides orthodontic supplies/services or dental materials relevant to orthodontics, then it is a must attend event. In a friendly environment, you and your team will be in front of a specialist orthodontic audience and decision makers – meaning you can generate high quality sales enquiries and an excellent return on your investment.

- Specialists in Practice
- Consultant Orthodontists
- Training Grades
- Orthodontic Therapists
- GDPs undertaking orthodontics
- Dental Care Professionals

Over the last decade, more than 15,000 unique visitors have attended the number one event for those interested in orthodontics in the UK. Don't miss the opportunity to meet face-to-face and virtually with committed dental professionals.

**To book visit [www.bos.org.uk/boc2025](http://www.bos.org.uk/boc2025)**



To find out more, please call 020 7353 8680  
or email [eventsmanager@bos.org.uk](mailto:eventsmanager@bos.org.uk)

# BOC 2025

**BOC 2025 is committed to continuing to deliver an even better value proposition for our partners and will be offering a host of opportunities for companies to create and build relationships with the orthodontic community.**

## Wednesday Workshops

Last year's Saturday Sessions are now this year's 'Wednesday Workshops' as we are offering our sponsors the opportunity to deliver extended skills clinics, seminars, onboarding events or even team-training to BOC delegates before the main conference begins on Wednesday afternoon (24th September).

All workshops will be held at the ICC Wales in the on-site meeting rooms with standard A/V included. These sessions can be aimed at BOC delegates, or indeed other individuals who only wish to attend this course. We provide the co-ordination and you run the courses as you wish. This is provided on a first come, first served basis. We strongly recommend that interested companies plan their programmes in good time before the conference so that all delegates can plan accordingly.

## Trade Theatres will return this year

We are delighted to be hosting our dedicated Trade Theatre which proved incredibly popular in 2024 with delegates and sponsors alike. The theatre will be located within the Exhibition Hall and will hold up to 40 people with A/V included. Sponsors will have the opportunity to provide their own content/hands on sessions to a dedicated BOC audience. These sessions will run during breaks in the main programme to avoid scheduling conflicts. Available on a first come, first served basis.

## Exhibition Floorplan

This year's floorplan will include larger stands on the outside that then work down in size to the central zone creating an easier flow for all to mingle and converse. Please note that shell scheme stands will have a height restriction of 2.4m which cannot be changed once purchased.

## Welcome Drinks Reception in the Exhibition Hall

A great opportunity to network and meet with existing and new customers following the conclusion of the lectures on the Wednesday evening starting at 5:30 pm.



# FAQs

## What is the Date for Exhibition Set Up?

Space only stands will be allowed access to the venue on Tuesday, 23 September. Shell scheme stands will set up on Wednesday, 24 September before the Exhibition opens.

Final timings will be confirmed in the Technical Manual which will be distributed to all confirmed exhibitors 3.5 months before the event.

## Do I need to pay when I reserve the stand?

No - we will invoice you after you have made your reservation.

## What is the Date for Break-down of Exhibition?

Break-down will be on Friday, 26 September from 4pm onwards.

## What if the stand I want is no longer available?

If you cannot see your preferred stand available for reservation, it means that this has been reserved.

## How can I book a Trade Theatre slot?

The Trade Theatre will run within the exhibition hall during conference breaks and trade drinks sessions so as not to clash with the main programme. There are a number of slots on the Thursday and Friday which will be available to purchase.

## When is the Welcome Reception?

The Welcome Reception will take place in the Exhibition Hall on Wednesday, 24 September from 5:30 – 7:30pm with the opportunity for you to take clients for dinner after this.

## When is the Gala Evening taking place?

This year, the Gala Evening will be held at the ICC Wales on Thursday, 25 September. Further details will be available in due course.

# EXHIBITION & SPONSORSHIP OPPORTUNITIES

**BOC 2025 is pleased to offer exhibition space at the below rates. Please refer to the floorplan on Page 6 for available space.**

The stand fee for both stand space only and shell scheme includes the following items:

- Listing as an exhibitor on the conference registration website prior to the conference with a link to your company website
- 100 word company/product profile on the website and app
- Company name on exhibition signage during the conference
- Exhibitor badges according to the stand size. Badge allows access to scientific sessions and catering functions included with conference registration.
- Daily cleaning of public areas and gangways

Please note that this year, we have re-arranged the packages to include catering and social event tickets for all companies based on the size of the space chosen.

## SPACE ONLY FEES

<b>Exhibition Stand</b>	<b>Benefits include</b>	<b>Cost</b> (exc. VAT)
Space only		
4m x 6m	Exhibitor Badges x 4 persons which includes all food & beverage served within the Exhibition Area and 4 tickets to the Gala Evening on Thursday, 25 September	£13,600
7m x 4m	Exhibitor Badges x 5 persons which includes all food & beverage served within the Exhibition Area and 5 tickets to the Gala Evening on Thursday, 25 September	£14,000
5m x 7m	Exhibitor Badges x 6 persons which includes all food & beverage served within the Exhibition Area and 6 tickets to the Gala Evening on Thursday, 25 September	£17,800

# EXHIBITION & SPONSORSHIP OPPORTUNITIES (continued)

## SHELL SCHEME FEES

Exhibition Stand	Benefits include	Cost (exc. VAT)
Shell scheme		
2m x 3m	Exhibitor Badges x 2 persons which includes all food & beverage served within the Exhibition Area and 2 tickets to the Gala Evening on Thursday, 25 September	£3,500
3m x 4m	Exhibitor Badges x 3 persons which includes all food & beverage served within the Exhibition Area and 3 tickets to the Gala Evening on Thursday, 25 September	£6,800

Please note: shell scheme stands will have a height restriction of 2.4m to allow the exhibition to resemble an amphitheatre in the middle area.

Once your shell scheme has been booked there is no option to convert to space only due to this restriction.

### Shell scheme packages include

- Shell scheme frame, basic lighting and power
- One table and two chairs
- Fascia panel with standard lettering

Exhibition space will be assigned on a “first-come, first-served” basis according to the date of the exhibition space booking and the date of receipt of payment.

Our sponsorship packages are designed to provide all key elements to maximise your exposure at the conference. However, if your requirements don't fit the mould, we can customise your package to suit you.

# PASSPORT FOR PRIZES

This year the BOC is excited to launch a new initiative to our exhibitors and sponsors – the 'Passport for Prizes' competition which will be held over the 2.5 days of the exhibition. Guaranteed to boost traffic within the exhibition area, delegates will visit participating stands to win prizes from sponsors.

We encourage all exhibitors to contribute prizes to the passport competition. Every exhibitor will be able to draw the winner of their prize.

Further details on how to participate will be included in the online booking process which will open on 14 February 2025 at 10:00 am.



# WEDNESDAY WORKSHOPS

This year, companies have the opportunity to host pre-conference workshops at the ICC Wales in the morning of Wednesday, 24 September. This is an ideal time to take a slot as these sessions are not running in conjunction with the main programme.

There are several meeting rooms available and these will be provided on a 'first come first served' basis. Bookings can be made from 14 February once the online portal is open.

The opportunities are endless with free reign to promote your company in the way that best benefits you. We provide the co-ordination and you run the courses you wish. In the past, the sessions have been used for hands on training courses (CBCT/TAD/Wire Bending etc).

We strongly recommend that interested companies plan their programmes in good time before the conference so that all delegates can plan accordingly. A provisional title must be provided no later than 31 March so that the session can be promoted in good time.



# TRADE THEATRE

Trade theatre slots will be offered to interested companies at the following times during the 2.5 days of the Conference:

<b>TT1</b>	<b>Wednesday 24 September and drinks reception</b> Exclusive use of the Trade Theatre for Wednesday afternoon slot and drinks reception	£10,000
<b>TT2</b>	<b>Thursday 25 September (Breakfast slot)</b> Exclusive use prior to the start of the main programme	£2,000
<b>TT3</b>	<b>Thursday 25 September (Morning break slot)</b> Exclusive use during the morning break	£3,000
<b>TT4</b>	<b>Thursday 25 September (Lunch break slot)</b> Exclusive use during the lunch break	£5,000
<b>TT5</b>	<b>Thursday 25 September (Afternoon break slot)</b> Exclusive use during the afternoon break	£3,000
<b>TT6</b>	<b>Friday 26 September (Breakfast slot)</b> Exclusive use during prior to the start of the main programme	£2,000
<b>TT7</b>	<b>Friday 26 September (Morning Break slot)</b> Exclusive use during the morning break	£3,000
<b>TT8</b>	<b>Friday 26 September (Lunch break slot)</b> Exclusive use during the lunch break	£5,000

All costs indicated above exclude VAT.

Trade Theatre slots will be available on a 'first come first served' basis. Bookings can be made from 14 February once the online portal is open.

# SPONSORSHIP OPPORTUNITIES

Additional sponsorship opportunities are available for all companies to further enhance their profile at the BOC. Booking for these items will be available online from Friday, 14 February at 10:00 am.

## Opportunities include

<b>ST1</b>	<b>Studio Theatre Sponsorship - Exclusive Sponsorship</b> Branding of the Studio Theatre with all sessions sponsored by your company. The studio will be located in a prominent position within the exhibition hall, featuring short lectures and in-depth interviews from our speakers to small audiences.	£5,000
<b>SO1</b>	<b>Steward Polo Shirts (30 stewards)</b> Branded conference shirts worn by all BOC stewards	£3,500
<b>SO2</b>	<b>Lanyards / name badges</b> Worn by all delegates and exhibitors throughout the conference	£4,000
<b>SO3</b>	<b>Aspiring orthodontist lunch and learn</b> Sponsorship of lunch and learn for all invitees	£1,500
<b>SO4</b>	<b>Posters Screens Sponsor (centre of the exhibition hall)</b> Sponsor of Posters and Poster sessions	£4,000
<b>SO5</b>	<b>Conference app online Sponsor - Exclusive Sponsorship</b> High profile opportunity for App sponsor with the app being the primary source of communication on site for all delegates	£6,000
<b>SO6</b>	<b>Inclusion on shared email blast / social media prior to the event</b> (included with Trade Theatre purchase) Mailshots will be sent out in advance of BOC 2025 promoting all sponsors	£300
<b>SO7</b>	<b>Supplier of water bottles</b> Water bottles with company logo to be provided for all delegates	£1,500
<b>GE</b>	<b>Gala Evening - Exclusive Sponsorship</b> Exclusive branding at the Gala evening sponsored by "your company" on the programme plus 12 tickets to attend the Gala.	£10,000

There will also be several branding opportunities available within the ICC Centre. Details will be included online from 14 February.

All costs indicated above exclude VAT.

To find out more, please call 020 7353 8680  
or email [eventsmanager@bos.org.uk](mailto:eventsmanager@bos.org.uk)

# THE BOOKING PROCESS

All Sponsorship and Exhibition bookings for BOC2025 will be made online. This will make the whole process simple, transparent and straightforward.

All sponsorship opportunities will be offered on a first come, first served basis.

## Timeline

### Friday, 14 February 10:00 am

The booking process will open allowing companies to book both stands and available sponsorship opportunities. The link will be available at [www.bos.org.uk/boc2025](http://www.bos.org.uk/boc2025).

All bookings will be confirmed by the BOS office.

Please note that bookings can only be confirmed upon the receipt of the first deposit payment which is due within the terms of the invoice.

Online booking will close at 17:00 on Monday 31st March 2025.





A decorative graphic consisting of several semi-transparent triangles in various shades of blue and teal, arranged in a vertical column on the right side of the page. The triangles vary in size and orientation, creating a modern, geometric pattern.

## **CONTACT US**

**To find out more, please email  
[eventsmanager@bos.org.uk](mailto:eventsmanager@bos.org.uk)  
or call 020 7353 8680**