



ASiT SPONSORSHIP PROSPECTUS 2023/24

The Association of Surgeons in Training
April 2023





Association of Surgeons in Training

Royal College of Surgeons of England

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ASiT CONTACT INFORMATION

The Association of Surgeons in Training

ASiT is a pan-specialty and pan-grade organisation established in 1976, with 3,800 current members.

The Association of Surgeons in Training (ASiT) was originally established in 1976 as a forum for senior registrars to meet socially and discuss training matters. Fast forward 47 years and ASiT has now expanded to represent all surgical trainees across the United Kingdom and Ireland at all surgical training levels, with numerous professional leaders and Royal College Presidents amongst its alumni. The organisation is a registered charity (charity no. 1196477) and forms one of the largest surgical specialty associations in the UK and Ireland with 3,800 members.



The membership of ASiT is diverse and derived from all surgical subspecialties, affording the association a pan-surgical remit. ASiT accordingly works closely with all the major subspecialty associations to ensure full representation of all specialty trainees. The mainstay of the organisation's activity is conducted through the delivery of high-fidelity training courses, trainee grants, prizes, and fellowships, including the recently pioneered ASiT Future Leadership Fellowship Programme. We strive to ensure our membership remains affordable at a nominal fee for all doctors to ensure the members can participate in the organisation's activities regardless of financial circumstances.

The annual schedule culminates in the ASiT Annual Conference, which usually sees around 1,000 delegates attending a weekend packed with educational courses, scientific presentations (often with over 1000 abstract submissions), lectures, and topical debate on all aspects of surgery and surgical training.

The association remains independent of all other professional medical organisations and is run by trainees for trainees to fundamentally promote excellence in training.



Meet the Honorary Secretary Team

Mr Matthew Harris - Honorary Secretary



Matt is an ST3 General Surgeon in Mersey. He is currently undertaking a Cancer Research UK funded PhD as part of a collaboration between Manchester Cancer Research Centre and Leeds Clinical Trials unit, investigating weight loss intervention to prevent obesity-related cancer. He recently completed a Postgraduate Diploma in Surgical Innovation with Imperial College London, focusing on the adoption of Robotic-Assisted Surgery within the NHS. He is particularly interested in bariatric surgery, technology-enhanced surgery, and data science.

Mr Vasudev Zaver - Associate Honorary Secretary



Vasudev is an ST3 Trauma & Orthopaedic Surgeon in Mersey. Vasudev joined ASiT in 2021 as the Northwest Regional Representative, where he organised and delivered numerous educational courses, including the ever-popular Foundation Skills in Surgery course and the inaugural Basic Academic Skills in Surgery (BASiS) course. Whilst open to many different options, his interests lie in trauma surgery, elite sports and exercise surgery, and innovation and biomechanical engineering in Trauma & Orthopaedic Surgery. He is passionate about advocating on behalf of the surgical community and widening participation to make surgery more equitable and accessible for all through the delivery of high-quality courses and grassroots schemes.

ASiT Executive Council 2023-24



President
Srinivas
Cheruvu



**Immediate
Past
President**
Martin King



**Past
President**
Lola Giwa



**Vice
President**
Roberta
Garau



**Vice
President**
Lara Rose
Manley



**Honorary
Secretary**
Matthew
Harris



**Associate
Honorary
Secretary**
Vasudev Zaver



**Director of
Education /
Yearbook Editor**
Raiyyan Aftab



**Conference
Coordinator**
Alona
Courtney



Treasurer
Emily Mills



**Webmaster &
Bursary Liaison**
Helen Skinner



**Social Media
Officer**
Setthasorn Ooi



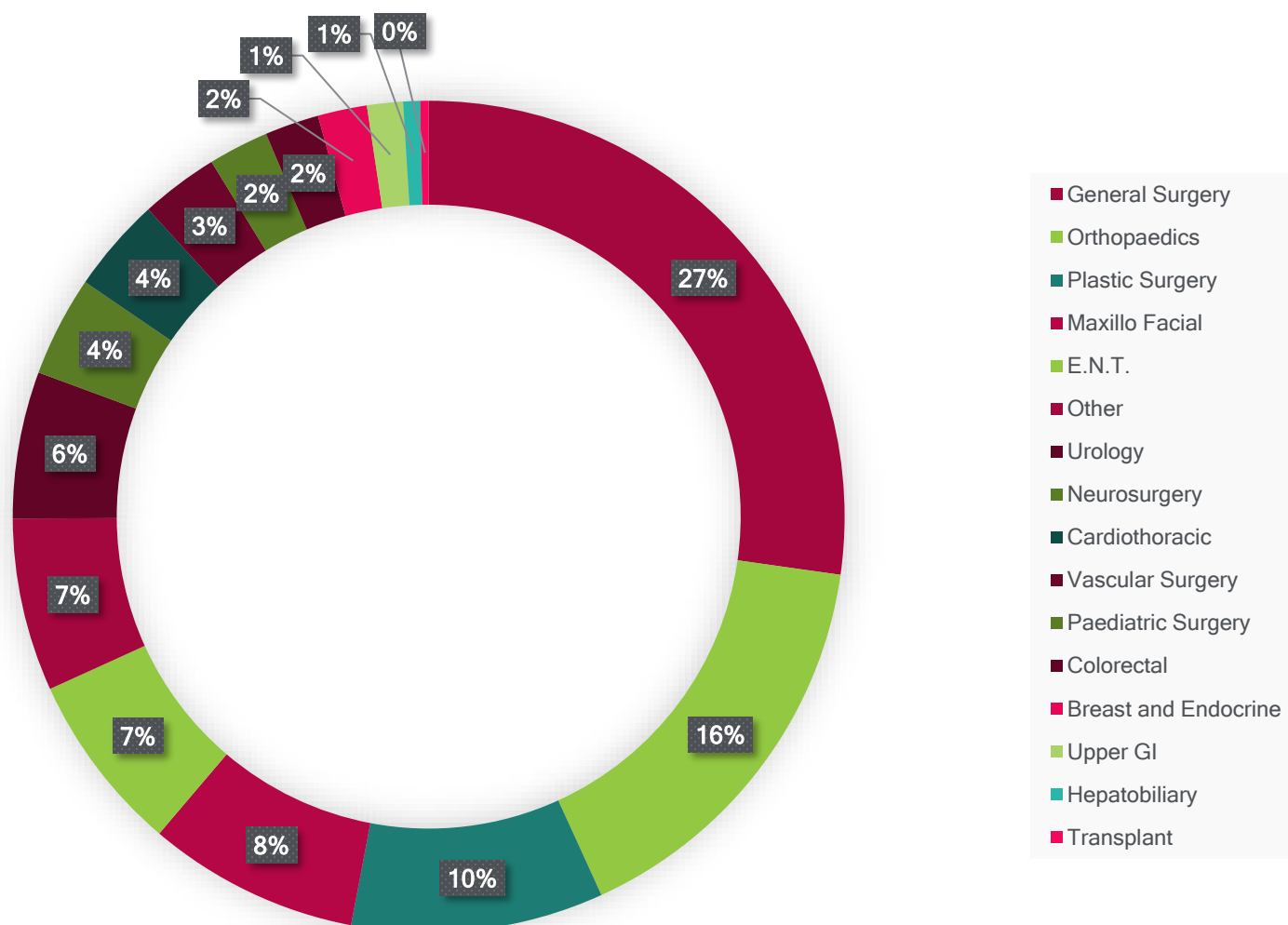
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Officer**
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Membership & Engagement

Membership

- **Total membership:** 3,800 members
- **Member grade:** 89% of members are pre-consultant

Distribution of Membership by Specialty



Social Media



ASiT

@ASiTofficial [Follows you](#)

The Association of Surgeons in Training (ASiT) is a registered charity & educational organisation working to promote the highest standards in surgical training

1,180 Following 21.8K Followers

➤ Current number of Twitter followers (as of 7th April 2023):		21,848
	Last 12 months	Monthly average
➤ New followers:	2,222	185
➤ Impressions:	2,366,400	197,200
➤ Profile visits:	245,457	20,455
➤ Mentions:	7,665.6	639
	Last 4 months	Monthly average
➤ Retweets:	1,070	268
➤ Likes:	2,421	605
➤ Replies:	131	33
➤ Link clicks:	2,548	637



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Following ▾

Message

+👤

ASiT

The Association of Surgeons in Training (ASiT) is a professional body promoting the highest standards in surgical training

www.asit.org

➤ Current number of Instagram followers (as of 7th April 2023):		3,831
	Last 8 months	Monthly average
➤ New followers:	978	122
➤ Content interactions: (defined as likes, comments, shares, saves)	3,878	485
➤ Reach:	23,480	2,935



Sponsorship Opportunities

As a not-for-profit organisation, ASiT works closely with industry partners to deliver on our mission statement to promote the highest yield surgical training and advocate on behalf of surgical trainees across the UK and Ireland. In accordance with this, ASiT offers each of the following sponsorship opportunities to purchase either as a package with add-ons or as individual items.

Sponsorship Package Overview

	Diamond +	Diamond	Platinum	Gold	Silver	Corporate
Annual Cost (exc. VAT)	POA	£30,000	£25,000	£15,000	£7,500	£3000
ASiT website	Priority logo placement 450-word company profile & advertisements.	Priority logo placement 450-word company profile & advertisement	Large logo 350-word company profile & advertisements.	Medium logo 100-word company profile & advertisements.	Small logo 3-bullet point company profile.	-
Education section of website	Included	Included	-	-	-	-
ASiT newsletter	1 x every 2 months	1 x every 2 months	1 x every 4 months	1 x every 6 months	-	-
Social media	1 x every 2 months	1 x every 2 months	1 x every 4 months	1 x every 6 months	-	-
ASiT committee meeting	1 x Full Council meeting	1 x Full Council meeting	1 x Executive meeting only	-	-	-
Further negotiated opportunities		-	-	-	-	-

Conference Overview

	Diamond +	Diamond	Platinum	Gold	Silver	Corporate
Pre-conference email	✓	✓	-	-	-	-
Exhibition space	4x with potential for educational zone	4x	3x	3x	2x	1x
Exclusive breakout space	45-minute main room breakout session	45-minute main room breakout session	Educational zone breakout session	-	-	-
Pre-conference course	✓	✓	-	-	-	-
Displayed logo	Large	Large	Medium	Small		
Conference app	350-word profile	350-word profile	250-word profile	200-word profile	100-word profile	3-bullet point profile
Delegate bag logo	✓	✓	✓	-	-	-
Delegate bag merchandise	✓	✓	✓	-	-	-
Additional merchandise sponsorship	✓	✓	✓	✓	-	-
Exhibitor passes	4x	4x	3x	3x	2x	2x
Opening ceremony invitations	4x	4x	3x	3x	2x	2x
Charity dinner tickets	4x	4x	3x	3x	2x	-

Sponsorship Packages

Diamond Plus Sponsor

***Price on Application**

Diamond Plus is an opportunity to support ASiT at the highest level. Beyond our diamond package, it allows for the exclusive sponsorship of a wide range of opportunities throughout the year. This can be tailor made depending on your requirements.

Diamond Sponsor

£30,000 (excluding VAT)

Overall Package

- Priority company logo placement on the ASiT website home page (up to 18,000 visits per month)
- Priority company logo placement in the sponsorship section of the ASiT website (up to 18,000 visits per month)
- Diamond sponsor listing in the sponsorship section of the ASiT website with a link to the company website, a 450-word company profile including advertisements for relevant company products and services, and an overview of the Diamond partnership.
- Exclusive website area for educational and marketing content
- 1 x marketing opportunity within the ASiT Newsletter every 2 months to our membership (3,800 members).
- 1 x social media post (Twitter, Instagram, Facebook) every 2 months in agreement with ASiT to promote the partnership/additional courses/events.
- Opportunity to present at 1 x ASiT full Council meeting (includes Executive Council)
- Minimum of a monthly meeting with a member of the Executive council

Diamond Sponsorship Package at Annual Conference

- Exclusive pre-conference Diamond partnership email to 3,800 members
- Exclusive booking for Exhibition Space (up to 4x standard space)

- Exclusive 45-minute breakout session within the main programme (optional)
- The opportunity to sponsor a Pre-Conference Course with relevant technology.
- Large organisation logo displayed within the main conference meeting room.
- Large company logo displayed on side panels within the main conference room.
- Company logo and link detailed on the conference webpage.
- Company referred to as Diamond Sponsor in the ASiT Conference App with a 350-word company profile, including website link, email and social media links, and embedded PDFs.
- Company logo featured on the ASiT Conference delegate bag.
- The opportunity to include merchandise and materials within the ASiT Conference delegate bag.
- The opportunity to sponsor additional merchandise for conference.
- 4 x Exhibitor Passes for the duration of Conference.
- 4 x invitations to the Opening Ceremony and Welcome Drinks
- 4 x invitations to the Charity Dinner

Platinum Sponsor

£25,000 (excluding VAT)

Overall Package

- Large company logo placement in the sponsorship section of the ASiT website (up to 18,000 visits per month) after Diamond partner
- Platinum sponsor listing in the sponsorship section of the ASiT website with a link to the company website, a 350-word company profile including advertisements for relevant company products and services, and an overview of the Platinum partnership.
- 1 x marketing opportunity within the ASiT Newsletter every 4 months to our membership (3,800 members).
- 1 x social media post (Twitter, Instagram, Facebook) every 4 months in agreement with ASiT to promote the partnership/additional courses/events.
- The opportunity to present at an ASiT Executive Council meeting.

Platinum Sponsorship Package at Annual Conference

- Exclusive 30-minute lunchtime Educational Zone breakout session
- Exclusive booking for Exhibition Space (up to 3x standard space)
- Medium company logo displayed within the conference main meeting room.
- Company logo and link detailed on the conference webpage.
- Company referred to as Platinum Sponsor in the ASiT Conference App with a 250-word company profile, including website link, email and social media links, and embedded PDFs.
- Company logo featured on the ASiT Conference delegate bag.
- The opportunity to include merchandise and materials within the ASiT Conference delegate bag.
- The opportunity to sponsor additional merchandise for Conference.
- 3 x Exhibitor passes for the duration of Conference.
- 3 x invitations to the Opening Ceremony and Welcome Drinks
- 3 x invitations to the Charity Dinner

Gold Sponsor

£15,000 (excluding VAT)

Overall Package

- Medium company logo placement in the sponsorship section of the ASiT website (up to 18,000 visits per month)
- Gold sponsor listing in the sponsorship section of the ASiT website with a link to the company website, a 100-word company profile including advertisements for relevant company products and services, and an overview of the Gold partnership.
- 1 x marketing opportunity within the ASiT Newsletter every 6 months to our membership (3,800 members)

Gold Sponsorship Package at Annual Conference

- Gold Sponsorship Package at annual conference
- Exhibition Space booking (up to 3x standard space)
- Small company logo displayed within the conference main meeting room.
- Company logo and link detailed on the conference webpage.
- Company referred to as Gold Sponsor in the ASiT Conference App with a 200-word company profile, including website click through, email and social media links.
- The opportunity to sponsor additional merchandise for Conference.
- 3 x Exhibitor passes for the duration of Conference.
- 3 x invitations to the Opening Ceremony and Welcome Drinks
- 3 x invitations to the Charity Dinner

Silver Sponsor

£7,500 (excluding VAT)

Overall Package

- Small company logo placement in the sponsorship section of the ASiT website (up to 18,000 visits per month)
- Silver sponsor listing in the sponsorship section of the ASiT website with a 3-bullet point company profile with a link to the company website.

Silver Sponsorship Package at Annual Conference

- Exhibition Space booking (up to 2x standard space)
- Company logo and link detailed on the conference webpage.
- Company referred to as Silver Sponsor in the ASiT Conference App with a 100-word company profile, including website link, and email and social media links.
- 2 x Exhibitor passes for the duration of Conference.
- 2 x invitations to the Opening Ceremony and Welcome Drinks
- 2 x invitations to the Charity Dinner

Corporate Partner Package

£3,000 (excluding VAT)

Corporate Partner Package at Annual Conference

- Exhibition Space booking (standard space)
- Organisation referred to as Corporate Sponsor on the ASiT Conference App with a short 3-bullet point profile, including a website link.
- 2 x Exhibitor passes for the duration of Conference.
- 2 x invitations to the Opening Ceremony and Welcome Drinks
- 2 x invitations to the Charity Dinner

Additional Items for Conference Packages

Exhibitor pass - £85pp (excluding VAT)

An all-access pass to the two-day conference, can be purchased as individual passes or in combination.

Additional conference space - price available on enquiry and subject to availability

Additional power source - price available on enquiry and subject to availability

Additional charity dinner tickets - £90pp (excluding VAT)

Sponsorship Add-Ons

ASiT E-Newsletter

ASiT publishes a bi-monthly email newsletter that is sent to all current members and alumni registered through our mailing list. This principally contains key details of current activities, education and training news, along with other information that may be of interest to our membership.

Available offer:

- Advert(s) for courses, books, products, meetings or other miscellaneous. Please note that the adverts must align with the ASiT objectives.

ASiT Email Adverts

ASiT distributes dedicated HTML advertising emails to members and alumni based on graphics supplied by the interested party.

Available offer:

- Advert(s) for courses, books, products, meetings or other miscellaneous. Please note that the adverts must align with the ASiT objectives.

ASiT Website

Link: www.asit.org

We run a content-rich website, featuring the latest information and news relevant to members. Our publications and position statements are freely available, and a members-only section contains e-forum for online debate, in addition to numerous special offers and discounts available to members. Our current website is undergoing a full reconstruction, with the new website estimated to go live in August 2023. This will provide a modern interface and the opportunity for Diamond sponsors to have an exclusive section of the website for educational content and marketing.

Advertising on the website takes the form of:

- Links
- Banners
- Sponsors pages
- Downloadable material

We are able to design suitable website banners and logos for advertising on the ASiT website in-house, based on information and graphics provided by advertisers. Adverts and sponsors pages can be integrated into email adverts through dedicated weblinks. Previous links have taken advantage of the educational nature of ASiT by providing online learning modules showcasing their products.

New Website Preview

Homepage

The screenshot displays the ASiT website homepage. At the top, the ASiT logo is followed by the text 'The Association of Surgeons in Training'. Navigation links include HOME, ABOUT, NEWS, EVENTS, CONFERENCE (active), RESOURCES, SPONSORS, BECOME A MEMBER, and CONTACT US. A search bar and login button are also present.

The main banner features a large image of surgeons in an operating room with the text "Lorem ipsum dolor sit amet, consectetur adipiscing elit." Below this, the title "46th International Surgical Conference" is displayed, along with the subtitle "Surgical Training: The Evolution". The location is listed as "P&J Live, Aberdeen TECA" and the dates as "4th-6th March 2022". A graphic of a city skyline is shown to the right.


The "Overview" section contains two paragraphs of placeholder text. The "Registration" section also contains placeholder text and a "REGISTER NOW" button.


The "From Our Twitter" section features three tweet cards:

- A tweet about a Mentoring Course with a link to asit.org.
- A tweet announcing that early bird registration for the 2022 Annual Conference closes on 19/01/2022, with a link to a registration page.
- A tweet about the RCSEd Non-Technical Skills in Surgery (NOTSS) pre-conference course, with a link to a course page.

The footer includes the ASiT logo, the full name "Association of Surgeons in Training", the address "Royal College of Surgeons of England, 35 - 43 Lincoln's Inn Fields, London, WC2A 3PE", and a "CONTACT US" button. Logos for sponsors Proximie, Braun, CMR Surgical, and The Royal College of Surgeons of Edinburgh are also displayed.

Exclusive sponsors' area


The Association of Surgeons in Training

[LOGIN](#) [SEARCH](#) 


[HOME](#) [ABOUT](#) [NEWS](#) [EVENTS](#) [CONFERENCE](#) [RESOURCES](#) [SPONSORS](#) [BECOME A MEMBER](#) [CONTACT US](#)

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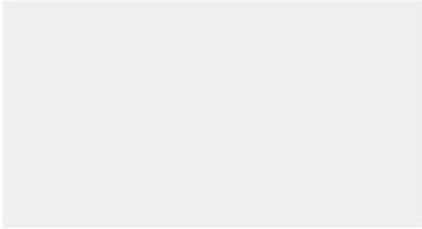
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[VIEW WEBSITE](#)

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[PLATINUM SPONSOR](#)





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[CTA BUTTON](#)

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[CTA BUTTON](#)


Sign up to Our Newsletter

[SIGN UP](#)


From Our Twitter

 **ASiT** @ASITofficial - 21h
Last few places for our Mentoring Course!

 [asit.org](#)
The Association of Surgeons in Training

 **ASiT** @ASITofficial - 22h
ONE WEEK TIL EARLY BIRD REGISTRATION CLOSES

Secure the best value rates to the **#ASIT2022** Annual Conference plus pre-conference skills courses exclusive to delegates by the deadline

 **ASiT** @ASITofficial - Jan 12
LIMITED PLACES LEFT

NOTSS course, exclusive to delegates of **#ASIT2022** Annual Conference. 4th March 2022, secure your place now!

ASiT Contact Information

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