SOA 2018 Exhibition & Sponsorship opportunities
REASONS TO INVEST IN THE STATE OF THE ART CONFERENCE

- The State of the Art Conference is the largest event in intensive care in the UK and takes place every year.

- Delegates and speakers who attend the Conference are leaders in the field of intensive care both in the UK and internationally.

- It provides an unmissable opportunity to contribute to the healthcare debate and increase your company profile and product awareness among your target audience.

- Sponsorship will give you access to delegates before, during and after the Conference.

- Sponsorship will assure your inclusion in the marketing campaign for what is known as the flagship Conference of the Intensive Care Society.

- An exciting programme, encompassing a wide range of streams will attract a broad spectrum of delegates all under one roof and is designed to offer plenty of networking opportunities.

- A presence at the State of the Art Conference assures your access to key decision makers, offering you the opportunity to maintain relationships with existing contacts and generate the interest of prospective customers.
THE ICS - WHO WE ARE AND WHAT WE DO

We are the leading organisation in the UK representing multi-disciplined healthcare professionals working in critical care. We focus our energies on improving patient safety, clinical standards, and professional development. We are also a leader in research and education in critical care medicine.

- The ICS was founded in 1970 as the first ever national society of doctors specialising in intensive care medicine.
- The objective was, and still is, to bring together clinicians caring for critically ill patients with the primary aims of improved patient outcomes through education and research.
- Professional membership now stands at over 3,200, including over 1,800 consultant intensivists, drawn from anaesthetists, surgeons and physicians. One of our strengths as a society is the multi-disciplinary makeup of our growing membership. Our members include nurses and allied health professionals as well as intensive care trainees.

The Society provides expert advice on intensive care to many other external bodies including:

<table>
<thead>
<tr>
<th>Department of Health</th>
<th>Adult Critical Care Clinical Reference Group and other commissioning bodies</th>
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</thead>
<tbody>
<tr>
<td>Royal Colleges</td>
<td>Critical Care Leadership Forum</td>
</tr>
<tr>
<td>Specialist Societies related to critical care medicine</td>
<td>UK Critical Care Research Forum</td>
</tr>
<tr>
<td>NICE</td>
<td>Intensive Care National Audit &amp; Research Centre</td>
</tr>
<tr>
<td>Faculty of Intensive Care Medicine</td>
<td>Nursing organisations</td>
</tr>
</tbody>
</table>

Activities

The ICS is a vibrant and forward thinking society whose activities include:

- A major scientific conference – a 3 day ‘State of the Art’ meeting held in December each year with national and international Key Opinion Leaders educating, inspiring and entertaining delegates.
- Seminars – a series of seminars held throughout the year covering a rolling programme of key intensive care issues.
- E-newsletters to all members highlighting activities and news.
- Information based website – continually developed with additional functionality for members.
- Grants to aid research through the Intensive Care Foundation.
- Working Groups including a ‘Relatives and Patients’ Committee.
- Personal Insurance provision for members.
- Trainee support and assistance.
- Liaison with influential external bodies.
GOLD SPONSOR PACKAGE

The fee for GOLD Sponsorship includes: £18,000 +VAT
One hour EXCLUSIVE satellite symposium during one lunch break (date & time to be confirmed)

- Exhibition space: 18 sq. m (shell scheme included)
- Logo on exhibition map
- 1 hour lunch symposium (topic & speaker subject to approval of Scientific Committee)
- 50% Discount on all Sponsored Star items
- Company logo on the Conference website with hyperlink from this logo to a website of their choice
- The right to use the Conference logo (subject to approval of Scientific Committee)
- Exhibition stand passes (£180 each): x 5
- Delegate registrations (£450 each): x 4 NB: not to be used by authors of an accepted abstract
- Conference App: Highlighted Exhibitor
- Conference App: 1 x Push Notification promoting your Symposium
- Full page advert in final programme (subject to approval of Scientific Committee)
- Acknowledgement in final programme with logo (100 words)
- 1 x advanced email communication (one month prior to the Conference) for the purpose of sending satellite invitations by Hampton Medical
- Consultation Support from ICS Council

**Symposia content**

Sponsorship of a symposium will allow sponsoring companies to present a scientific programme relevant to the main theme of the meeting. This is subject to the programme being acceptable to the Scientific Committee, who will be happy to advise on the structure of the sponsored symposium programme. All delegates attending the conference (whether or not sponsored by the major sponsors) will be encouraged to attend the sponsored symposia.

The cost of the GOLD symposium includes:

- Hire of standard conference stage set
- Hire of standard audio-visual equipment and technician
- Staff to assist e.g. with distribution of material and roving microphones during symposium
SILVER SPONSOR PACKAGE

The fee for SILVER Sponsorship includes: £12,000 +VAT
One hour Parallel breakfast satellite symposium pre conference (date & time to be confirmed)

- Exhibition space: 12 sq. m (shell scheme included)
- Company logo on the Conference website with hyperlink from this logo to a website of their choice
- 1 hour breakfast symposium (topic & speaker subject to approval of Scientific Committee)
- 25% Discount on all sponsored Star items
- Exhibition stand passes (£180 each): x 4
- Delegate registrations (£450 each): x 2 NB: not to be used by authors of an accepted abstract
- Conference App: Highlighted Exhibitor
- Half page advert in final programme (subject to approval of Scientific Committee)
- Acknowledgement in final programme with logo (75 words)
- Logo on exhibition map
- Consultation Support from ICS Council

Symposia content

Sponsorship of a symposium will allow sponsoring companies to present a scientific programme relevant to the main theme of the meeting. This is subject to the programme being acceptable to the Scientific Committee, who will be happy to advise on the structure of the sponsored symposium programme. All delegates attending the conference (whether or not sponsored by the major sponsors) will be encouraged to attend the sponsored symposia.

The cost of the SILVER symposium includes:
- Hire of standard conference stage set
- Hire of standard audio-visual equipment and technician
- Staff to assist e.g. with distribution of material and roving microphones during symposium

BRONZE SPONSOR PACKAGE

The fee for BRONZE Sponsorship includes: £8,000 +VAT

- Exhibition space: 9 sq. m (shell scheme included)
- 10% Discount on all Sponsored Star Items
- Exhibition stand passes (£180 each): x 2
- Acknowledgement in final programme with logo (75 words)
- Logo on exhibition map
- Company logo on the Conference website with hyperlink from this logo to a website of their choice
- Consultation Support from ICS Council

EXHIBITION SPONSOR PACKAGE

The stand fee is inclusive of the following services: £6,000 +VAT

- Exhibition space: 6 sq. m (shell scheme included)
- Exhibition stand passes (£180 each): x 2
- Acknowledgement in final programme with logo (50 words)
- Company logo on the Conference website with hyperlink from this logo to a website of their choice
- Consultation Support from ICS Council
### EXHIBITION STANDS

Shell Scheme is provided for all stands unless a space only block is requested (please note this does not constitute a reduction in price). The charge per square metre of space rental is exclusive of electrics and furniture.

Additional exhibitor passes can be purchased for £180 + VAT for the duration of the meeting.

### ADDITIONAL SPONSORSHIP OPTIONS

<table>
<thead>
<tr>
<th>Sponsorship Item</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegate lanyards (Sponsor to provide)</td>
<td>£4,000</td>
</tr>
<tr>
<td>Final Programme advert (Outside Back Cover) - 1 X AVAILABLE</td>
<td>£3,000</td>
</tr>
<tr>
<td>Final Programme advert (Inside Full Page) - 2 X AVAILABLE</td>
<td>£2,000</td>
</tr>
<tr>
<td>Demonstration Room – Book a 30min Demonstration or training slot in a dedicated Conference Room to showcase or deliver a hands-on interactive presentation. (Topic subject to Committee Approval)</td>
<td>£2,000</td>
</tr>
<tr>
<td>Pop Up Podium Talk – Book a 15min slot in on our Pop up podium stage to deliver a presentation on the latest topics, concerns or interests. (Topic subject to Committee Approval)</td>
<td>£2,000</td>
</tr>
<tr>
<td>One advanced email communication (one month prior to the Conference) for the purpose of sending satellite invitations by Hampton Medical</td>
<td>£2,000</td>
</tr>
<tr>
<td>Final Programme advert - 1/2 Page - 4 X AVAILABLE</td>
<td>£1,000</td>
</tr>
<tr>
<td>Logo on exhibition map</td>
<td>£1,000</td>
</tr>
<tr>
<td>Final Programme advert - 1/4 Page - 4 X AVAILABLE</td>
<td>£500</td>
</tr>
<tr>
<td>Company logo the Conference website with hyperlink from this logo to a website of their choice</td>
<td>£500</td>
</tr>
</tbody>
</table>

Final designs and artwork for all sponsored items must be approved by ICS prior to production. Please note that the use of any SOA 2018 Conference event branding needs ICS approval prior to being used.
EXCLUSIVE SOCIAL & EDUCATIONAL SPONSORSHIP PACKAGES

E-POSTER PACKAGE

The fee for E-POSTER Sponsorship includes: £5,000 +VAT

E-posters will be displayed in a dedicated zone within the Conference for the duration of the event.

Zone 1: Comprising of approximately 10 plasma screens. Posters will rotate on the screens. Your company logo will appear on the plasmas at regular intervals between poster displays.

Zone 2: Laptops will be located in this area for delegates to browse all posters at their leisure.

Zone 3: Poster viewing ‘on demand’ area – this is a popular area where a couple of plasmas will be located. Delegates will be able to search for their poster, show and discuss it with friends and colleagues and take a photo. This area (6sqm) will be available for you to brand with your company logo.

Post Conference branding: Posters will be available to view online for 1 year following the close of the Conference. We offer you the opportunity to include branding on the e-poster online site.

Delegate Registrations: 2 complimentary delegate registrations to attend SOA 2018

DRINKS RECEPTION PACKAGE (Exhibition Hall, ACC Liverpool)

The fee for Conference: £5,000 +VAT

- Sponsor of the SOA 2018 Drinks Receptions (Monday or Tuesday)
- Delegate registrations: 2 complimentary delegate registrations to attend SOA 2018
- Your company brand highlighted to over 1300 delegates
- E-Poster & information screens branded throughout the exhibition area during the reception
- Acknowledgment on website, printed material, APP and Programme
- Welcome reception signage to include your company logo
EXHIBITION INFORMATION

The SOA 2018 Conference exhibition will be held in conjunction with the meeting and will be open from Monday 10th December until Wednesday 12th December 2018. Catering and e-poster zones will all be located within the exhibition areas to ensure maximum contact between exhibitors and delegates. The Conference Welcome Reception will also be held in the exhibition areas on the evening of Monday 10th December.

Provisional Exhibition Opening Hours

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Exhibition</th>
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</thead>
<tbody>
<tr>
<td>Sunday 9th December 2018</td>
<td>10:00 – 20:00</td>
<td>Build</td>
</tr>
<tr>
<td>Monday 10th December 2018</td>
<td>08:00 – 18:00</td>
<td>Open</td>
</tr>
<tr>
<td>Tuesday 11th December 2018</td>
<td>08:00 – 18:00</td>
<td>Open</td>
</tr>
<tr>
<td>Wednesday 12th December 2018</td>
<td>08:00 – 21:00</td>
<td>Open &amp; breakdown</td>
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ICS INDUSTRY PARTNERSHIP

The Intensive Care Society understands that working with others is crucial in order to best support and educate the intensive care community.

If you are interested in learning about how an ongoing relationship with the Intensive Care Society could benefit your organisation, contact us at info@ics.ac.uk or call +44 (0)20 7280 4350 to discuss our new Industry Partnership Scheme.

We have a range of partnership options available which can be tailored to your organisation’s aims and needs. Through this scheme, the Intensive Care Society creates mutually beneficial partnerships with a select number of organisations whose educational and research goals are aligned with our own.
QEII
The refurbished QEII Centre is the largest dedicated conference, events and exhibition space in central London. Located in Westminster, the venue offers world class facilities for high profile conferences, conventions, exhibitions, awards dinners and corporate events with capacity of up to 2,500. The Centre hosts over 400 national and international events a year.

GETTING TO QEII

BY RAIL
The Queen Elizabeth II Conference Centre is located in the very heart of Westminster and can be reached by London Underground and mainline stations. The Centre's nearest underground station is Westminster but there are tube links from St James’s Park and the centre is only minutes away from both Waterloo and Victoria mainline stations.

To plan your route, for updates on travel news or more information about London Underground, visit http://www.tfl.gov.uk/
To plan your train journey to London you can use National Rail Enquiries, http://www.nationalrail.co.uk/

There are three mainline rail stations within a mile of the Centre. These are Charing Cross, Victoria and Waterloo.


Walking from Charing Cross (0.7 miles)
Exit the front of Charing Cross Station and turn left towards Trafalgar Square. Turn left down Whitehall and continue until Parliament Square. Follow Parliament Square around to the right and turn right onto Broad Sanctuary. The Centre is on your right directly opposite Westminster Abbey.

Walking from Victoria (0.7 miles)
Exit the front of Victoria Station, walk across the bus stand area and turn right onto Victoria Street. Continue along Victoria Street until you reach Westminster Abbey. The Centre is on your left, directly opposite the Abbey.

Walking from Waterloo (1 mile)
Exit the station onto York Road. Turn left and walk to the roundabout with County Hall Hotel on your right. Cross York Road and take Westminster Bridge Road on your right. Cross the bridge to Parliament Square and follow Parliament Square around to the right. Turn right onto Broad Sanctuary. The Centre is on your right directly opposite Westminster Abbey.

St Pancras International - Eurostar
You can reach St Pancras International Station easily by public transport from Victoria Station. For more information on travelling on the Eurostar, contact National Rail Enquiries on 0845 7484950.
GETTING TO QEII

BY BUS
With the QE2 located next to Parliament Square, the number 3, 11, 12, 24, 53, 87, 88, 148, 159, 211 and 453 stop within walking distance of the venue, many running for 24 hours. Wheelchair users are entitled to free travel on buses and all London buses are low floor vehicles fitted with a retractable ramp. http://www.tfl.gov.uk/

BY AIR
It will take you 45 minutes to an hour to reach the QEIICC on public transport from any of London’s airports.

Travelling from Heathrow Airport (Approximate journey time: 1 hour)
Take the tube to Green Park on the Piccadilly Line. Change to the Jubilee Line and stop at Westminster. Alternatively take the Heathrow Express to Paddington, and then take the Circle Line tube to Westminster.

Travelling from Gatwick Airport (Approximate journey time: 45 minutes)
Take the Gatwick Express to Victoria Railway Station. The Centre is a 15-minute walk from Victoria via Victoria Street.

Travelling from Stansted Airport (Approximate journey time: 1 hour)
Take the Stansted Express to Liverpool Street and then take the Circle Line tube to Westminster tube station.

Travelling from London City Airport (Approximate journey time: 45 minutes)
Take the Jubilee Line from the airport to Westminster tube station.

Travelling from Luton Airport (Approximate journey time: 1 hour 15 minutes)
Take one of the special connecting buses from the airport to Luton Railway Station. Take one of the frequent trains to Kings Cross, and from here take the Circle Line tube to Westminster

By London Underground
The Queen Elizabeth II Conference Centre is located in the very heart of Westminster and can be reached by London Underground and mainline stations. The Centre’s nearest underground station is Westminster but there are tube links from St James’s Park and the centre is only minutes away from both Waterloo and Victoria mainline stations.

To plan your route, for updates on travel news or more information about London Underground, visit http://www.tfl.gov.uk/
BY BICYCLE
There are many cycle routes across Greater London. To plan the best route for you to get to the QEIIICC visit the Transport for London cycle website. http://www.tfl.gov.uk/modes/cycling/

BY ROAD
Please be advised that it is quicker and easier to travel to the QEIIICC using public transport and that we are within the congestion charging zone. http://www.tfl.gov.uk/modes/driving/congestion-charge

CAR PARKING
We are pleased to be able to offer all our clients discounted parking with Q-Park, our preferred parking partner. The Q-Park Westminster car park is located just a short distance from The Queen Elizabeth II Conference Centre in Great College Street, SW1P 3RX. Discounts of 10% are available on pre-booked parking. To receive your discount please visit www.q-park.co.uk and enter the promotional code ‘QEII’ when making your booking in the pre booking area. Alternatively please click on the following link: https://bookings.parkmagic.net/cpreservations/booking.aspx?mi=140&cp=73&pc=Q E11&ds=1
## Booking Procedure

Please note that sponsorship, exhibition space and sponsorship items will be allocated on a first-come-first-served basis and ONLY upon receipt of a completed booking form.

### Contact Information

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
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<tbody>
<tr>
<td>Contact Name</td>
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<tr>
<td>Company</td>
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<td>Product</td>
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<td>Fax</td>
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<td>Email</td>
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### Sponsorship Package(s) Requested

<table>
<thead>
<tr>
<th>Package Nr.</th>
<th>Value</th>
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<tbody>
<tr>
<td>1</td>
<td>£</td>
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#### Sponsor Star Items Included in Package Entitlement

<table>
<thead>
<tr>
<th>Item</th>
<th>Star Value Per Item</th>
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<tbody>
<tr>
<td>1</td>
<td></td>
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<tr>
<td>2</td>
<td></td>
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<td>3</td>
<td></td>
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<td>4</td>
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#### Additional Sponsor Star Items

<table>
<thead>
<tr>
<th>Item</th>
<th>Star Value Per Item</th>
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<tbody>
<tr>
<td>1</td>
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<td>2</td>
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Total cost of additional star items (individual stars £1,000+VAT) £

### Size of Area Required

Size of area required _______ m x _______ m

Additional space can be purchased – please inquire for details

### Total Amount Payable

TOTAL AMOUNT PAYABLE £

Cheque enclosed for £

(Or) Please send an invoice quoting Purchase Order No: PO No:

### Important: Please ensure that all cheques and purchase orders are made payable to SOA Conference 2018

Name and address to which invoices should be sent:

Address: 

### Accounts Payable Contact Details:

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
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<tbody>
<tr>
<td>Name</td>
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<tr>
<td>Email</td>
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<tr>
<td>Tel</td>
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</table>

### Payments Must Be Received Within 30 Days of the Invoice Date, or Prior to the Commencement of the Meeting

A Confirmation Letter and Invoice Will Follow

I confirm that:

1. I have read the terms and conditions on the following page and agree to be bound by them
2. I understand the cancellation charges explained on the following pages
3. I am authorised to sign this document on behalf of the company named above
4. I understand that, whilst every endeavour will be made to adhere to the published layout of the exhibition, the Organisers shall be entitled to vary the layout depending on final Exhibition sales. If, in their opinion, this is in the best interests of the exhibition.

Signature: 
Printed Name: 
Date: 

### Please Return This Form To

Jim Lucas
State of the Art Conference
Hampton Medical Conferences Ltd, Rapier House, 4-6 Crane Mead, Ware, Hertfordshire, SG12 9PW UK
Tel: +44 (0) 1920 885170
Fax: +44 (0) 1920 885102
Email: j lucas@hamptonmedical.com
VENUE
QEI Centre, London, UK

ORGANISER
Hampton Medical Conferences on behalf of the intensive Care Society

PACKAGES

1. GENERAL DESCRIPTION

The scientific programme of the Congress will consist of parallel and plenary talks by invited speakers, oral and e-poster free communications based on refereed abstracts.

1.2 Satellite symposia will be held by the Sponsors of the Congress in conjunction with the main conference programme. The scientific or social satellite symposia will be reviewed by the Scientific Committee to ensure the symposia complement the content of the main Congress, are ethically acceptable and of an appropriate scientific standard.

1.3 The College will not support scientific companies to participate in an accompanying trade exhibition, which will complement the main meeting.

2. THE ORGANISER UNDERTAKES THE FOLLOWING:

2.1 To provide a core scientific conference programme relevant to the theme of the conference;

2.2 To book the Venue and deal with all correspondence and arrangements regarding the Venue in accordance with the standard terms and conditions applicable to the Venue;

2.3 To invite to thethem and speakers;

2.4 To send invitations by mail to suitable potential delegates, to publicise the meeting on its website and in newsletters and to deal with all correspondence with delegates;

2.5 To obtain insurance cover for the Conference to the reasonable satisfaction of the Sponsor under the headings of Cancellation, Abandonment, Public Liability, and Employers Liability and upon such terms and conditions as the Organizer shall reasonably determine.

2.6 To make due credit for sponsorship in the Final Programme.

2.7 To organise the conference in conformity with the current edition of the Code of Practice for the Pharmaceutical Industry (ABPI Code) and any other relevant code, regulation, act or other legislation from now or from time to time in force.

3. THE SPONSOR/EXHIBITOR UNDERTAKES THE FOLLOWING:

3.1 To pay to the College a Sponsorship Fee detailed on the booking form within 30 days of the invoice. Please note: UK VAT (at the prevailing rate of 20%) is applicable on the Sponsorship and Exhibition space rates.

3.2 To provide all reasonable facilities for which are incurred by the Organiser on behalf of the Sponsor where the Sponsor has agreed in writing to pay such costs including VAT where applicable in the supply, delivery, erection and dismantling of the Sponsor's exhibition stand, and also for the first day of the Congress. The exhibitor will not be allowed to exhibit if any money is outstanding at the event start date.

3.3 To discuss and submit all plans for press coverage before, during and after the Congress for the Sponsor for approval and to obtain the approval of the Organiser before speakers are either informally approached or officially invited to participate, such approval not to be unreasonably withheld.

3.4 To ensure that presentations prepared for the satellite symposia and delegates and containing the Programme and/or Abstracts should be scientific and not commercial in nature.

3.5 To ensure that materials prepared for the satellite symposia and delegates and containing the Programme and/or Abstracts should be scientific and not commercial in nature.

3.6 Not to organise social events or other scientific meetings, the timing of which would result in delegates missing the official Congress sessions or social events;

3.7 To ensure that the Congress Programme and/or Abstracts should be scientific and not commercial in nature;

3.8 To ensure that any potential conflict of interest is declared and that the Congress Programme and/or Abstracts should be scientific and not commercial in nature;

3.9 To indemnify the Organiser against all claims in respect of the installation or supply of any mechanical or electrical equipment on the Venue premises supplied by the Sponsor or via a third party hired by the Sponsor and to comply with all regulations and plans, and ideas relating to the other party or any of its Affiliates or any of its products.

4. SPONSORSHIP - THE FEE FOR GOLD OR SILVER SPONSORSHIP WILL PROVIDE THE SPONSOR WITH

4.1 Provision to present a Symposium relevant to the main theme of the meeting. The scientific content of the session must be approved in writing by the College before the speakers are either informally approached or officially invited to attend;

4.2 Standard conference set up in room (lectern, top table);

4.3 Standard audio-visual equipment for Symposium (data projector for PowerPoint presentations)

4.4 Size of exhibition space at the Venue as detailed in the exhibition form.

4.5 Complimentary exhibit stand passes for company personnel detailed in the packages will be provided:

i) Lunches each day
ii) Morning coffee and afternoon tea on each day of the Congress
iii) Lunches each day
iv) Morning coffee and afternoon tea on each day of the Congress
v) Complimentary registration for company personnel detailed in the packages
vi) Complimentary dinner tickets at Welcome reception.

5. TERMINATION

5.1 If either party shall commit any material breach of any clause of this Agreement and fails to remedy such breach (in the case of a breach capable of being remedied within 21 days of receipt of written notice from the other party requiring the same to be remedied and giving particulars of the breach, the other party shall be entitled forthwith to terminate this Agreement.

5.2 If this Agreement is terminated by the Sponsor for reasons of material breach by the Organiser under clause 5.1 the Organiser will refund to the Sponsor the sponsorship fee in full if only a portion of the fee has been paid that portion of the fee which has been