

#NHSP18



change

ANNUAL
CONFERENCE AND
EXHIBITION 2018

Manchester Central
9-10 October

SUPPORTER
OPPORTUNITIES

An unrivalled opportunity
to speak to the leaders of
NHS trusts and foundation trusts

Welcome from the chief executive



The NHS Providers annual conference and exhibition is the leading event where suppliers can meet key health leaders and decision makers of the NHS hospital, mental health, community and ambulance service trusts that deliver healthcare in England. It provides an unmissable opportunity for you to make connections with more than 600 leaders in board-level positions in trusts.

This year's conference theme is all about change. As the NHS embarks on a significant programme of transformation there is growing realisation that we have to go further and faster to meet the needs of local communities. The event will provide a platform for trust leaders to showcase best practice, discover practical solutions, debate key topics and source products, services and ideas from our supporters.

We see our commercial partners and other stakeholders as playing a key role in supporting our members in the delivery of change. Your products, services and ideas are essential in helping our members shape the way services are delivered, positively contributing to NHS finances and ultimately providing safe and high-quality care to patients.

There are a variety of ways for you to get involved in our event. I do hope that you will take advantage of them so that we can work together to support trusts and ultimately to deliver high-quality care and value for money for the public.

Thank you for your continued support of NHS Providers and our members. I look forward to welcoming you in October.

Chris Hopson

Chris Hopson, Chief Executive



change

Why this is the leading health conference

Now in its seventh year NHS Providers' annual conference and exhibition has quickly become established as the leading event in the sector with over 600 delegates attending from across the country.

This year the programme theme is **Change** reflecting both the challenges and tasks facing the NHS today. As transformation proceeds apace through the development of sustainability and transformation partnerships and integrated care organisations, the event will highlight how frontline leaders are working together to deliver improvements in care.

95% delegate satisfaction rate in 2017

About NHS Providers

We are the membership body and trade association for the NHS hospital, mental health, community and ambulance trusts in England. **We have all 232 eligible trusts in membership.** Our members are responsible for **£74bn of the NHS budget and employ over one million staff.**

No other organisation has this number of trusts in membership. This means we can speak to government, national bodies and the media on behalf of the whole provider sector. We are widely recognised as the authoritative voice of trusts.

Five reasons to support the event

1 Connecting you with senior-level health professionals

The event will be marketed through a multi-channel promotion plan using targeted e-marketing, direct mail, PR, advertising, social media and telemarketing campaigns to a database of over 4,000 health chairs, chief executives and directors across the UK. The campaign includes exposure at all of our events and member only networks. We are also offering half-price development places for those just below board level looking to develop their careers, so you can meet the next generation of NHS leaders.

2 Protected exhibition time

We don't fill the exhibition floor with additional programme content, social events, themed zones or fringe activities. We know that the breaks are your chance to speak to our delegates and we don't want anything to get in the way of that.

3 Repeat attendance and quality feedback

With the time pressures placed upon our senior audience it is testament to **the quality of our event and the loyalty of our members** to it that so many return year after year. Our delegate feedback is excellent, reflecting not just the programme but also the contribution of partners and exhibitors.

4 A focused event attracting the right audience

Our event has a focus, both in terms of the programme and attracting the audience you want to reach. As the membership body for the provider sector we are uniquely placed in our ability to get your brand in front of your target audience.

5 Supporting transformation

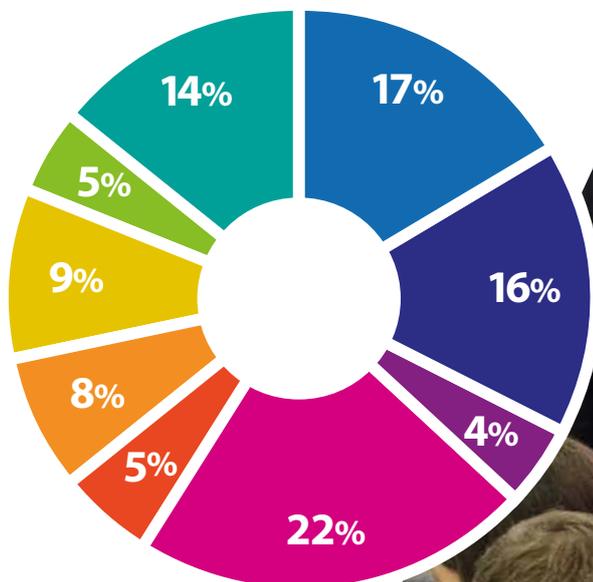
As the pace of transformation increases, our members are actively seeking solutions for the new challenges they face. Our annual conference could not come at a better time for you to provide the support our members need.



Who will you meet?

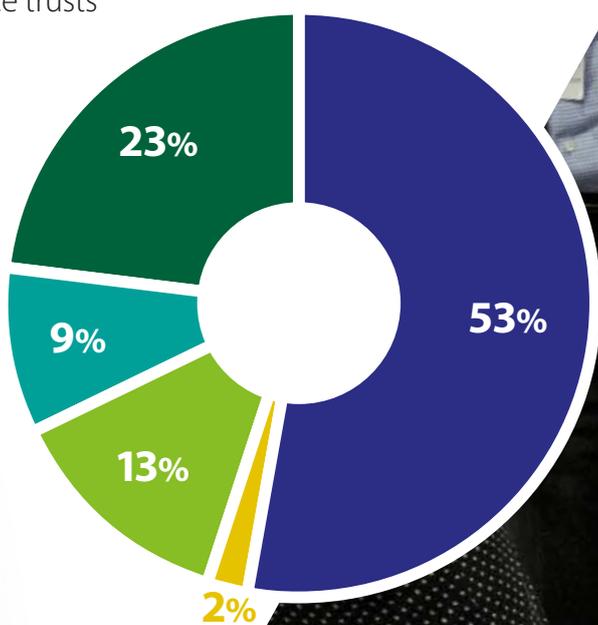
A breakdown of the attendees by job role

- Chief executives and deputies
- Chairs and vice chairs
- Chief operating officers and directors of operations
- Directors
- Non-executive directors
- Chiefs and heads of
- Media
- Partner
- Others



A breakdown of the attendees by trust type¹

- Acute trusts
- Community trusts
- Integrated trusts
- Mental health trusts
- Ambulance trusts



¹ The Association of Event Organisers

Our partnership packages

Packages have been carefully designed to provide you with optimum branding, thought leadership, advertising, contact building and networking opportunities.

EVENT PARTNER

This package is designed to give you the strongest association with NHS Providers throughout the year, as well as the highest presence available at our annual conference and exhibition.

We will work with you to create a package best suited to your needs.

At the event

- **Top-level branding as overall event partner**
- **Your logo prominently featured on:**
 - the main plenary stage and all event signage
 - all annual conference and exhibition communications including brochures and email campaigns
 - the event website with a hyperlink and company description
 - post-event survey sent to all delegates
- **Opportunity to deliver an hour-long session as part of the core conference programme**
- **Prime exhibition space**
- **One pre-event blog on the NHS Providers website, subject to approval**
- **Delegate places for members of your team**
- **Three additional delegate places for NHS clients**
- **Two top table places at the annual conference dinner**

Throughout the year

- **Complimentary associate membership of NHS Providers**
- **Opportunity to hold a one-hour session and exhibit during the lunchbreak at one of our chairs and chief executives network meetings held each year**
- **Opportunity to hold a one-hour session at one other member network meeting with NHS Providers chief executive and chair and other senior personnel**

All packages are bespoke and are built to meet each partner's needs. Price upon request.

STRAND PARTNER

Supporting a strand at our annual conference and exhibition means you can align your organisation with key areas of importance to our members and delegates. The package enables you to do this through a range of media both at the event and throughout the year.

Set within the overall conference theme of **Change**, we will cover three areas that straddle key issues such as NHS reform, finances, quality of care and the patient experience, workforce, regulation and transformation.

Our strands this year are:

changing lives

How trusts and their partners are improving care for patients and service users.

changing places

How trusts and their partners are grasping the opportunities presented by local system working by changing how care is delivered through closer integration and collaboration.

changing times

How trusts are innovating through using new technology and other approaches to improving care quality and efficiency.

The package includes:

- **High-level branding as strand partner**
- **Opportunity to write a blog around the strand subject area to be hosted on the NHS Providers website, subject to approval**
- **12m² exhibition stand in prime location**
- **Logo to feature on:**
 - all annual conference and exhibition communications relating to the strand
 - the event website
 - all directional signage relating to the strand
- **Two delegate places**
- **Opportunity to hold a one-hour session prior to one of our wider NHS Provider network meetings held annually (excluding the chairs and chief executive network meetings)**

£12,000 plus VAT

BREAKFAST SESSION

The opportunity to deliver a thought leadership piece in one of three breakfast sessions on the morning of 10 October. This is a fantastic opportunity to get in front of a select audience with a special interest in your area of influence.

Package includes:

- An hour-long breakfast session on day two of the conference
- Two full two-day conference passes
- Two one-day speaker passes
- Continental breakfast provided to session delegates
- Opportunity to invite six clients to attend the breakfast session
- Marketing support and regular updates on delegate attendance
- Branding on all signage related to the breakfast session

£9,500 plus VAT

On average, perception
of quality and value of
a brand improves

21%
after seeing it
at an exhibition¹

76%
of visitors to exhibitions
make new purchasing
decisions or have existing
ones reinforced¹

¹ The Association of Event Organisers



THE EXHIBITION

An exhibition presence creates opportunities that other marketing media cannot.

- The leadership of NHS trusts have never been under such pressure or been so time-poor. How else can you connect with them? Direct mail? Arrange a one-on-one meeting? Send them an email? The exhibition provides an unrivalled opportunity to meet this hard to reach audience.
- Start a conversation. The issues facing health and social care are complex and so are the solutions that will help. A presence in the exhibition enables you to have a detailed conversation to explain how you can help and to hear what the trust needs.
- An exhibition stand enables you to show off your greatest asset – your staff. Get your biggest advocates in front of your audience.
- Getting it right. An exhibition stand and the time out of the office is a significant investment and deserves a strategy to back it up. We will support you in getting the most out of your investment – offering advice and help from setting your objectives to measuring your return on investment.

We have designed an exhibition package to offer great value for money and to position the exhibition and your staff at the very heart of the event.

**Value
for money**
- so many decision
makers in one
room

**Your
people**
- your greatest
advocates

Feedback
on how to
develop your
offering

EXHIBITION STANDS

Shell scheme

The package includes:

- Shell scheme stand structure
- Electrical package: two spotlights, one power socket
- Fascia nameboard on each open side
- Pre-event link from our website
- Exhibition briefing day
- Company listing on our dedicated event website
- One full two-day delegate place
- Two delegate places at 50% discount
- Ten stand personnel passes
- All lunches and refreshments at the event
- Carpet for your stand
- 50-word entry on the event website

Aisle stand (open one side)
£380.00 plus VAT per m²

Corner stand (open two sides)
£395.00 plus VAT per m²

Space only

The package includes:

- Pre-event link from our website
- Exhibition briefing day
- Company listing on our dedicated event website
- One full two-day delegate place
- Two delegate places at 50% discount
- Ten stand personnel passes
- All lunches and refreshments at the event
- Carpet for your stand
- 50-word entry on the event website

£370.00 plus VAT per m²
(minimum size 6m²)

THE EXHIBITION FLOORPLAN

change

Exhibitor 

Partner 

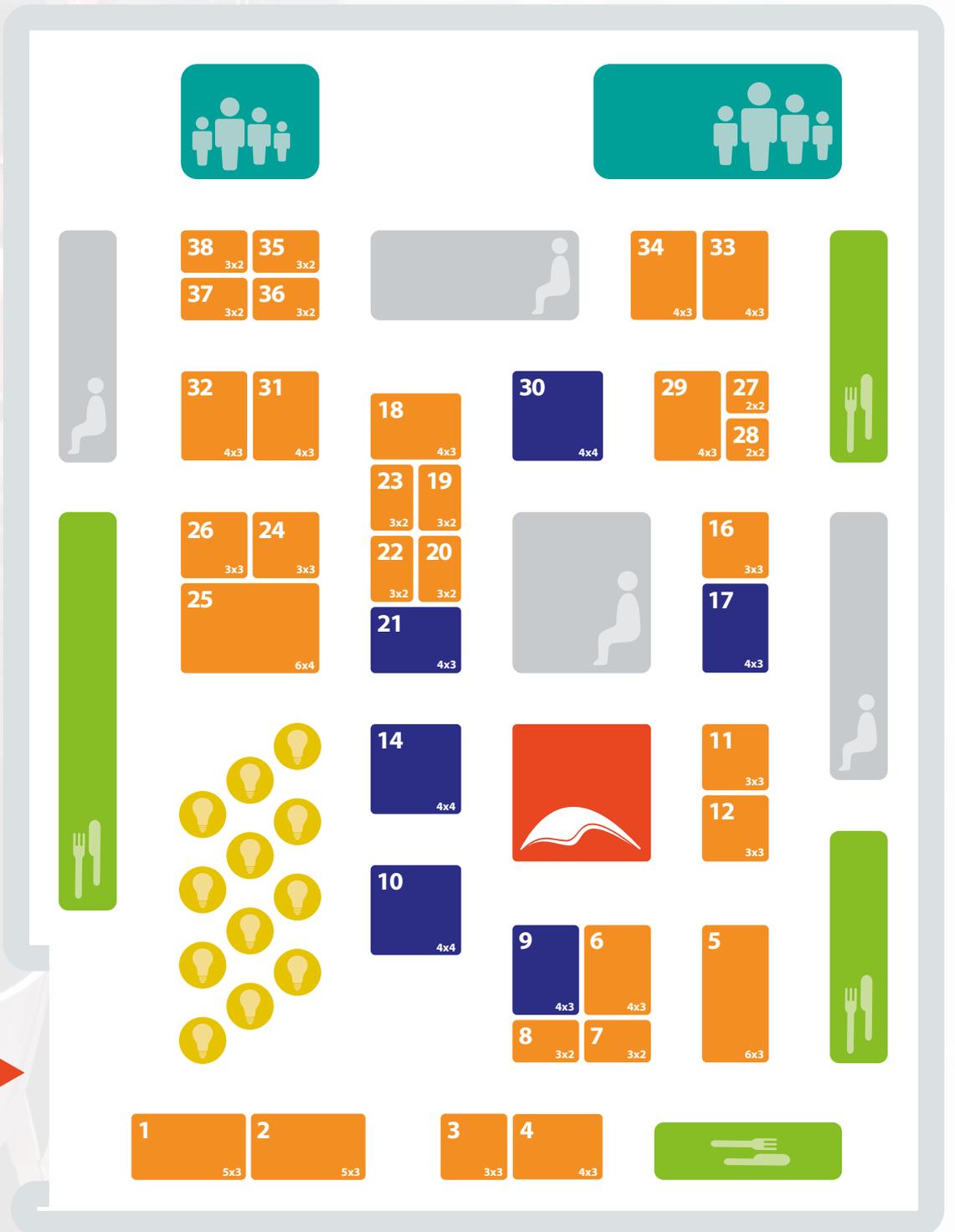
NHS Providers 

NHS Provider showcase 

Feature area 

Catering 

Seating 





provider showcase

PROVIDER SHOWCASE PACKAGE

This popular feature highlights innovation and best practice from our members. Twelve trusts are chosen from member applications (of which there were 42 in 2017) and each is given a place within the showcase area to display and discuss their work.

Support of the showcase shows your commitment to innovation and best practice and will raise your profile with the audience, helping you make valuable connections.

The package includes:

- **Logo on all showcase banners and signage**
- **A space within the showcase area to highlight your work with the NHS**
- **Two full conference delegate places**
- **One place at the annual conference dinner**

£7,500 plus VAT

WELCOME RECEPTION

Open to all delegates and exhibitors, our welcome reception comes at the close of the first day of conference. This is a great opportunity to get your brand and message in front of delegates.

The package includes:

- **A note of thanks from the chair of NHS Providers**
- **Two full conference delegate places**
- **Opportunity to display promotional material at the reception**

£4,000 plus VAT

CONFERENCE DINNER

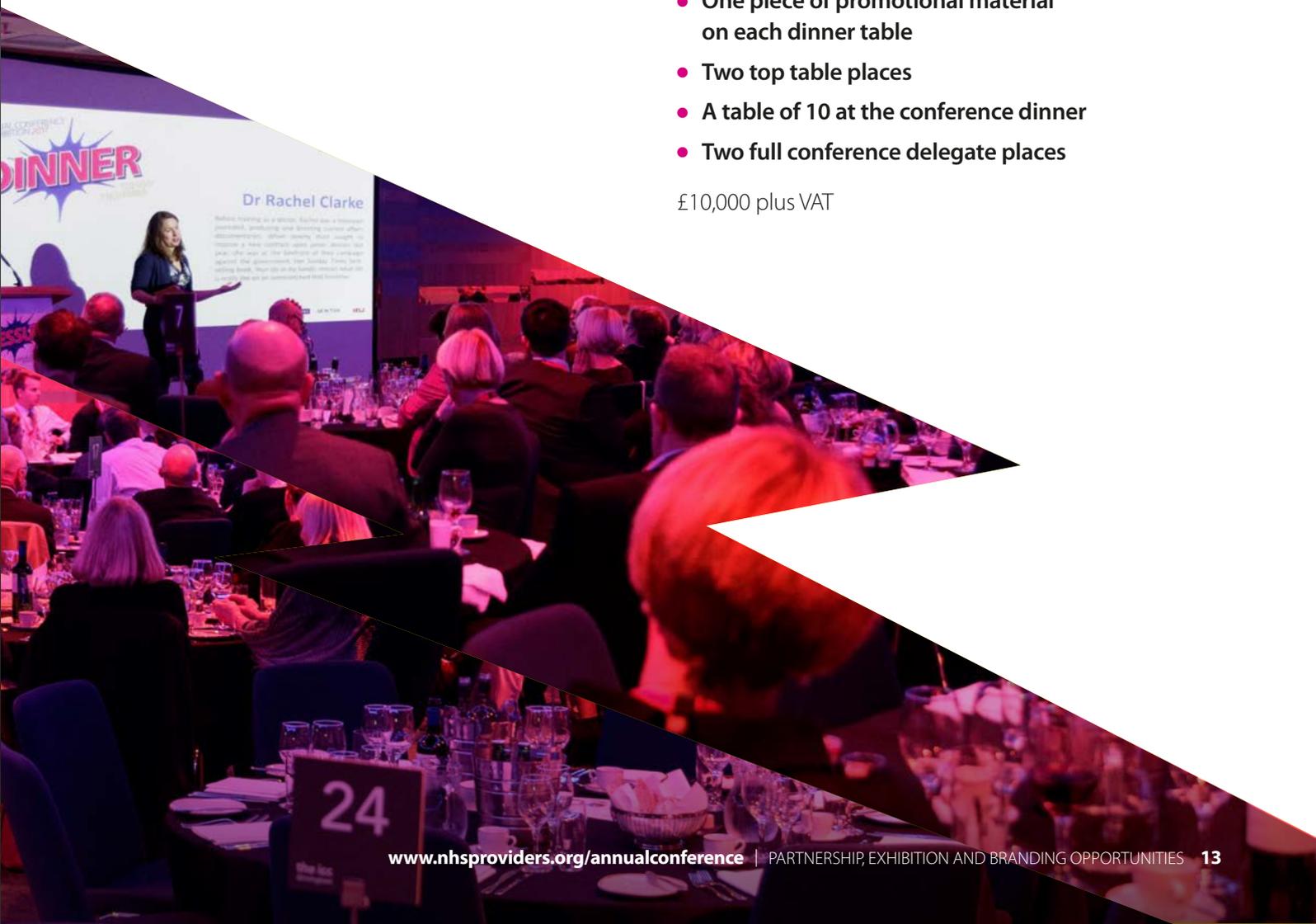
Always a highlight of the year for our members, the dinner will be held at the Midland Hotel, directly opposite the conference centre.

The dinner offers delegates, speakers, partners and exhibitors a chance to relax and hold discussions in a more informal environment. It is often the case that some of the most important conversations at conference take place at the dinner. As a supporter of the dinner you can demonstrate how you value the leadership of NHS trusts. There will be an after dinner speaker to inform and entertain delegates.

The package includes:

- **Five minute address before dinner – how do your organisation's values align with those of the NHS?**
- **High-level branding**
 - conference website
 - menu and dinner tickets
 - pop-up banners at the dinner
 - dinner signage
- **One piece of promotional material on each dinner table**
- **Two top table places**
- **A table of 10 at the conference dinner**
- **Two full conference delegate places**

£10,000 plus VAT



Branding opportunities

DELEGATE BADGES AND LANYARDS

This year we are using a new e-badge system to provide delegates with more information and to support networking. Sponsorship of the badges will keep your brand in front of the delegates throughout the event.

The package includes:

- **Your logo on the lanyards**
- **A 40-word company description page within the e-badge**
- **Two full conference places**

£6,000 plus VAT

DELEGATE BAGS

Each delegate will be handed a bag upon arrival and will use them throughout the event. Often bags continue to be used long after the event closes, extending the package value beyond the conference.

The package includes:

- **Your logo on all delegate bags**
- **Two full conference delegate places**

£5,000 plus VAT

DELEGATE BAG INSERTS

Direct delegates to your stand or include a standalone piece of literature outlining your product, service or idea (maximum eight page A4).

£2,500 plus VAT

REGISTRATION DESKS

The registration area is where delegates pick up their badges and conference bags. They also return throughout the event with any queries they may have. Branding this area means that your organisation is noticed as soon as delegates arrive and throughout the event.

The package includes:

- **Branding throughout the registration area**
- **Your literature available in the registration area**
- **Delegate pack insert**
- **Two full delegate places**

£4,000 plus VAT

£5,500 plus VAT - including 6m² exhibition stand



Contact us

To find out more about supporting or exhibiting at this or other NHS Provider events, please contact:

David Morgan, Business Development Manager
on **020 7227 1164** or **07842 405 135**
or email **david.morgan@nhsproviders.org**

NHS Providers is the membership organisation and trade association for the NHS hospital, mental health, community and ambulance services that treat patients and service users in the NHS. We help those NHS foundation trusts and trusts to deliver high-quality, patient-focused care by enabling them to learn from each other, acting as their public voice and helping shape the system in which they operate.

NHS Providers has all NHS trusts in membership, collectively accounting for £84bn of annual expenditure and employing more than one million staff.

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FORTHCOMING EVENTS 2018-19

- **NHS at 70 debate**
25 July, Liverpool
- **Governor focus 2019**
9 May, London
- **Quality conference 2019**
4 June, London

To find out more visit
nhsproviders.org/annualevents



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