



Annual conference and exhibition

**PARTNERSHIP
OPPORTUNITIES
2020**

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

Working in partnership to support the NHS



I am delighted that so many organisations have supported and worked with NHS Providers over the years. Our aim is to build long-term partnerships in which we fully understand your goals and work together to help you achieve them, while delivering value to our members.

By collaborating with you we can embrace the challenges and successes integral to creating an innovative health and social care system. Our annual conference and exhibition is a key date in the calendar for NHS Providers – bringing together leading NHS trusts and foundation trusts involved in acute, ambulance, community and mental health care.

This year, the conference will be further extending its reach with an exciting mix of renowned experts from inside and outside the sector in a combination of plenary and strand sessions, making the conference the premier event in 2020 for senior health leaders with top-level purchasing authority.

An exciting range of partnership opportunities have been developed to ensure a successful outcome for all sponsors and stakeholders. Sponsorship packages have been designed to suit a range of budgets. By taking advantage of the fantastic exhibition and sponsorship packages available, you will have the opportunity to position your brand and product at the forefront of the health community and early confirmation of your sponsorship or exhibition packages will ensure an even higher level of exposure.

If you don't see something that works for you please don't hesitate to get in contact with Roberta Henry, sponsorship and exhibition manager, to discuss a bespoke package.

Thanks again for your support and we look forward to working with you.

Chris Hopson

Chris Hopson,
Chief Executive, NHS Providers

Who we are

NHS Providers represent NHS trusts and foundation trusts in England and we currently have 100% of trusts in membership. This demonstrates the value of our service and gives authority to our message. We act as their voice and influence the landscape, making their views known to government, the wider health and care system and the public.

Why work with us?

No other organisation has a closer relationship with the leadership of NHS trusts and foundation trusts. This gives us a unique position in the current health and care landscape of being close to decision makers who are leading the transformation of healthcare provision – both representing and influencing their views as well as supporting their work.

How you can show your support to the sector

As well as working with other public sector organisations from local government, the police and education, the NHS has to look wider for the innovation and new ways of working that will help it adapt.

As the NHS can only do so much to develop new products and ways of working, the supplier community's role is vital to improve how services are provided and to save the NHS money. NHS Providers is committed to highlighting new ways in which our members can improve the quality of the services they deliver.

We can use our trusted voice to highlight your support to our members by:

- promoting your product, service or idea to our loyal network of leaders
- positioning your organisation as experts and thought leaders
- giving you the latest information around providers' objectives
- providing you with access to our expertise acquired through working with our members
- building a partnership and fostering collaboration to improve the provision of health and care
- communicating through our database of key contacts throughout NHS trusts and foundation trusts.



**Lots of networking time
included in the programme.**

2019 EXHIBITOR



**We not only had more
but also better quality
conversations.**

2019 EXHIBITOR

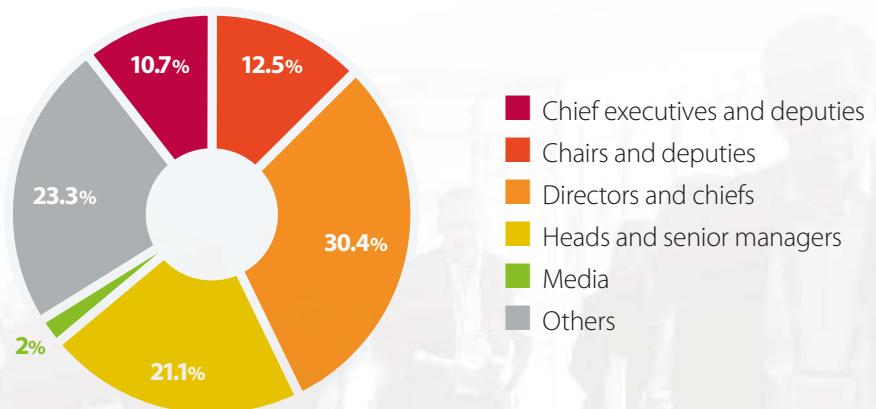
Building on success

NHS Providers' annual conference and exhibition saw an 8.8% increase in delegate numbers last year, despite the time pressures faced by senior healthcare leaders. The conference confirmed its position as the leading event for those leaders responsible for delivering NHS care.

We work hard to increase delegate numbers year-on-year while maintaining the seniority of the audience. Our conference and exhibition is designed for, marketed to and attended by chairs, chief executive and board level delegates from provider trusts.

Sponsoring or exhibiting at NHS Providers' annual conference and exhibition 2020 will allow your organisation to be associated with one of the most important events in the national health calendar.

Breakdown of annual conference attendees in 2019 by job title



97%
satisfaction rate from
our delegates last year

100%
of trusts
in membership

70%
of all trusts
represented

Our audience is
responsible for
£84bn of the
NHS budget

500+
delegates attend –
plus exhibition
visitors

Who will you meet?

The level of seniority at the NHS Providers annual conference and exhibition offers exceptional value for money to our supporters.

By delivering a self-selecting group of senior delegates actively searching best practice, new ideas and solutions, this event can replace hours of phone calls and hundreds of miles in meeting senior trust executives.

What sets us apart?

One of the overriding reasons why our annual conference and exhibition continues to be so successful is our relationship with our audience. Our close contact with our members helps us to shape our event and it offers our supporters a powerful communication tool to reach our audience.

Membership of our organisation is voluntary with NHS trusts paying an annual subscription fee. 100% of trusts have chosen to join us.

How you can get involved

Our supporters bring another dimension to the annual conference and exhibition – sharing insights, innovation and best practice that support the NHS to deliver care and provide value to patients and the public.

There are many ways in which you can get involved in the annual conference and exhibition – from speaking directly to our delegates to disseminating printed information throughout the conference.

Exhibition packages cost as little as £1,880 – offering unbeatable value and enabling you to get in front of key decision makers in the most efficient way.

How will the event be marketed?

Promotion of the exhibition will be featured in our integrated marketing campaign, with monthly emails and a direct mail campaign sent to over 4000 contacts. Delegates can hear about your product and services before the event and plan to visit your stand.

The programme

Our programme is designed to attract delegates who are involved in the strategic direction of NHS trusts and the national landscape.

All our sessions are developed and led by our experienced policy team. We consult with our members to ensure the event is highly relevant to their needs and meets their priorities, meaning we maintain the high-quality content they expect.

While the strand sessions will share best practice from trusts and address the practical issues facing our members, the plenary stage will host a number of keynote sessions from national health leaders and politicians to discuss the direction of health and care provision in the country.

This year's programme will include sessions that address the priorities of all our members and system leaders, including:

- acute trusts
- mental health providers
- ambulance service trusts
- community trusts.

We will look at key issues, including:

- integration and system working
- workforce and culture
- finance
- regulation
- governance
- digital
- improvement.

NHS PROVIDERS STRATEGIC PARTNER

This is a 12 month partnership centred around a pivotal presence at the annual conference and exhibition.

We also work with our strategic partners throughout the year to promote your work and support our members on areas of mutual interest.

This flexible package enables strategic partners to input directly into the key issues facing the health service today and contribute to the debates that help shape policy and transform services. NHS Providers value the insight that our partners bring and their level of expertise supplements our policy work.

Regular consultation meetings

Throughout the year our senior management team meet with your representatives to:

- share insight into the priorities, concerns and ambitions of our membership
- give constructive feedback on strategic partners' plans and policies
- see how we can work together to achieve ultimate impact
- explore ways in which partners' expertise can help inform and support members.

Speak to our members

NHS Providers hold four events each year for our chairs and chief executives which regularly attract between 90 and 126 delegates. These Chatham House style meetings are designed to provide members a safe space for discussion as well as giving them an opportunity to hear from system leaders.

In 2019 the meetings featured presentations from, among others, CQC's chief inspector of hospitals, Public Health England's chief executive, CQC's chief executive, the Secretary of State for Health and Social Care, GMC's chief executive, NHS Improvement's executive director of strategy, the chair of NHS England and NHS Improvement's chief executive.

Our strategic partners will have the opportunity to deliver a satellite session on a subject of their choice, supported by a presence in the networking area during lunch.

You will also get the chance to deliver a satellite session at one of our other network meetings including:

- Communications leads
- Company secretaries
- Digital leads
- Directors of operations/chief operating officers
- Finance directors and commercial leads
- HR directors
- Mental health leaders
- Non-executive directors
- Nursing and medical directors
- Strategy directors

Thought leadership

Strategic partners are invited to contribute to one published piece throughout the year as well as submitting blogs to be featured on the NHS Providers website. This can be a great way to connect with your audience, establish yourself as an expert in the sector and deliver the information you want.

How strategic partnership will benefit you

The strategic partner package at the annual conference and exhibition is designed to reflect your alignment with our objectives and membership. You will get the opportunity to raise your profile through a variety of media:

- deliver a conference session as part of the main programme
- video burst – deliver a filmed message from the conference stage as delegates enter and exit the plenary room
- a large exhibition stand adjacent to the NHS Providers stand to reflect the strategic relationship – this is at the hub of the exhibition guaranteeing heavy foot fall
- branding – your logo on every piece of signage and event literature, including:
 - main stage set – specially designed for the event and highly prominent branding for delegates as well as media coverage of main speakers
 - all pre-event communication
 - directional signage
 - conference website
 - post-event summary and survey
- delegate places for members of your team
- bursary places for clients
- one full page advertisement or advertorial in the printed conference guide used by every delegate throughout the event
- two places at one of the top tables at the annual conference dinner
- all benefits of NHS Providers associate membership – see page 17.

COST: £POA

EVENT SUPPORTER

Be at the centre of the event by becoming one of our event supporters, participating in the programme and getting your brand in front of every delegate. This package includes:

- the opportunity to deliver a satellite symposium for up to 40 delegates on day one
- a large exhibition stand in a prominent position in the exhibition hall
- prominent branding on event literature, the website and via marketing emails
- delegate places for members of your team
- a place at one of the top tables at the annual conference dinner for one of your team
- guest blog on relevant content featured on NHS Providers website in the weeks preceding the conference
- supporter session at one of the NHS Providers networks running throughout the year
- all benefits of NHS Providers associate membership
- one additional branding opportunity – choose from:
 - delegate bags
 - conference registration area
 - delegate badges and lanyards.

COST: £25,000 plus VAT

BREAKFAST SESSIONS

limited availability

At the beginning of day two there are a limited number of opportunities to deliver a session to a cohort of our delegates. This hour-long session, on a subject area of your choice, gives you a chance to show how you are supporting NHS trusts.

Package includes:

- one hour-long session at the beginning of day two of conference
- promotion of session to delegates via:
 - direct mail
 - NHS Providers website
 - social media
- entry in the printed event guide
- delegate places for members of your team
- delegate bag insert.

COST: £9,500 plus VAT

SATELLITE SESSIONS

limited availability

Running in the exhibition hall, satellite sessions run for twenty minutes allowing you to promote your product or service to our audience during the busy break times between the main programme sessions. **This package is only available to supporters exhibiting at the event.**

Package includes:

- 20 minute session in the exhibition hall
- facility to deliver a PowerPoint presentation
- space for 2x1 panel pull up banners in the exhibition theatre
- promotion of session pre-event via event website and direct email to booked delegates
- featured in the printed event guide
- two delegate places included.

COST: £3,000 plus VAT

THE EXHIBITION

The exhibition at the event forms the networking hub of the conference. Exhibitions provide a great opportunity to reach your target audience. Each exhibition is different and it's vital to do your research so that you can plan and execute your exhibition presence to get optimal return on investment.

What makes exhibitions different?

Show If you have a product, software programme or similar, an exhibition is the perfect environment to demonstrate it to potential clients. It's much easier than trying to explain the benefits in print or even by video. The immediacy of the environment means that you can reply to any questions or objections straight away.

Tell The benefits of some ideas and services are quite obvious and can be relayed in a couple of seconds. Others need more time. An exhibition stand gives you the time and space to fully explain the benefits you can bring to an NHS trust by digging deeper into your methodology and taking more time with the client.

Ask The stand-out benefit of an exhibition stand is that it facilitates conversations. You can find out what your customer's individual needs are and how your service meets them.

Most support services have to tailor their offering to some extent to achieve best fit – the exhibition can serve as the fitting! Even if you discover that what you are offering is not suitable for the client, you can find out what is. The information you gain about the wider market is an important advantage – it's not just about what you say but about what you hear.

Your people We've adapted our exhibition package so that you can make the most of your best asset with flexible stand passes and catering support.

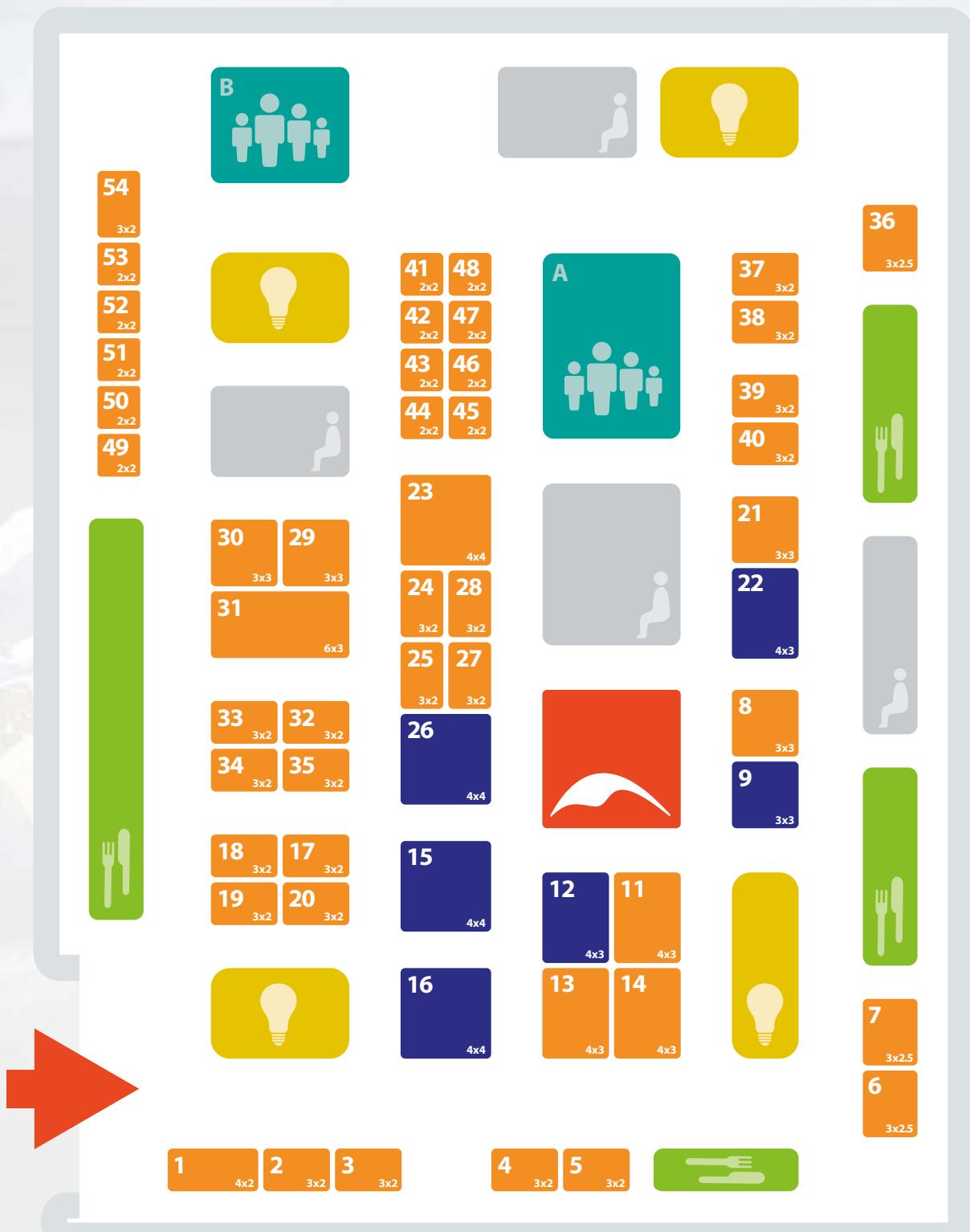
The audience You already know that NHS Providers annual conference and exhibition offers the greatest concentration of NHS trust leaders this year. Exhibiting at the event provides excellent value for money:

- Chief executives and senior directors are extremely time poor so getting appointments with them outside conference is very difficult.
- This event has maintained its focus in attracting senior managers from NHS provider trusts. This means you will be talking to the people that matter to your business – one conversation can easily cover the cost of your attendance.
- There to learn: our delegates tell us the event provides an opportunity to find new ways of working to improve their organisations – this makes them a self-selecting and receptive audience in listening mode, ready to engage with you.

Different media As well as the conversations you will have on your stand, the exhibition enables you to communicate with your audience in other ways including via video, reports and feedback.

We want every one of our supporters to have a successful and enjoyable event. Take a look at the exhibition floorplan to help you plan where to place your stand to ensure you get the most footfall.

THE EXHIBITION FLOORPLAN



Exhibitor



Partner



NHS Providers



NHS Provider showcase



Theatre



Catering



Seating

THE EXHIBITION PACKAGE

Our delegates have over seven hours of protected time in the exhibition. The exhibition package is designed to help you have as productive and effective time as possible including:

- a free delegate place included in your package so that a member of staff can sit in conference sessions and report back on what is being discussed
- generous allocation of stand personnel passes: helping you to create a stand rota to keep your staff fresh and still have passes to let senior staff visit the exhibition for busy periods
- all lunches and refreshments: no need to queue or pay extra for lunch, you are served lunch 30 minutes earlier than delegates so you can be back on your stand before they break
- power and electrical supply included – don't worry about extra charges
- plenary sessions broadcast into the exhibition hall so that your staff can watch the keynote speakers.

We'll provide you with support to make the most of your exhibition stand, but here are some suggestions on how to maximise your return on investment and make the most of your package:

- set clear objectives: make them specific to this event in light of the audience, your stand personnel and your investment
- get organisational engagement: let your colleagues know about the event, what you'll be saying and how they can get involved. Secure the engagement of senior management early – starting now!
- support your staff with the knowledge, space and time to make the most of the stand time
- keep informed – ask us for delegate numbers and delegate info
- programme content – join in the conversation
- follow up with delegates post event.

What you'll get

Shell scheme package

- fascia name board
- carpet for your stand
- one electrical point and two spotlights
- up to ten stand personnel passes
- one free delegate place (worth £1020)
- listing in the on-site conference guide
- pre-event link from our website
- all lunches and refreshments at the event
- delegate bag insert at a reduced rate of £250

COST: £495.00 plus VAT per m² (corner stand)
£480.00 plus VAT per m² (aisle stand)

Space only stand

- carpet for your stand
- up to ten stand personnel passes
- one free delegate place (worth £1020)
- listing in the on-site conference guide
- pre-event link from our website
- all lunches and refreshments at the event
- delegate bag insert at a reduced rate of £250

COST: £470.00 plus VAT per m²

ANNUAL CONFERENCE DINNER

The NHS Providers annual dinner is one of the social highlights of conference for delegates. Support our annual conference dinner to be at the heart of the action where delegates unwind and discuss their learning from the day as well as their insights into the future of healthcare. Be part of some of the most important discussions of the event.

The package is the perfect combination of brand association, networking and visibility to raise your profile and make influential contacts:

- prominent branding at the dinner
 - signs displayed at the entrance to the conference dinner
 - signage displayed during conference dinner and logo exposure on menus available at each table
 - possibility of distributing marketing material or corporate gifts prior to conference dinner (supplied by supporter)
- supporter recognition and brief introduction by your representative at the start of dinner
- one page advertisement in the conference guide
- two full conference delegate passes
- a dedicated table for your staff and guests at the conference dinner
- 20% discount on exhibition space.

COST: £8,000 plus VAT

CONFERENCE DRINKS RECEPTION

At the end of a busy first day at conference, all delegates and exhibitors can relax around the NHS Providers stand in the exhibition area for a well deserved drink and chat.

Supporting this reception gives you the chance to introduce your organisation, speaking alongside the chair of NHS Providers. This is the perfect opportunity to launch a publication, report or campaign and will attract high level visibility for you across a broad section of our members and other delegates. The package includes:

- pull-up banners (provider by supporter)
- logo and message display on the NHS Providers stand
- five minute presentation to assembled guests
- opportunity to distribute literature at the reception
- invitations for up to ten of your staff to attend
- two full conference delegate passes
- 20% discount on exhibition space.

COST: £2,500 plus VAT

NHS Providers showcase

Our members have a proud history of developing new ways of working to improve care for patients. The annual conference and exhibition offers them an opportunity to showcase their innovations so that other member trusts can learn from their best practice. Each year we give up to ten NHS trusts the chance to display their work in the **NHS Providers showcase** – a feature that attracts a lot of footfall in the exhibition.

Sponsoring the showcase can demonstrate your support for best practice in the sector, raise your profile with the audience and highlight how you are contributing to innovation within the NHS. This package includes:

- your 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.

COST: £5,000 plus VAT



Registration

All delegates, exhibitors, speakers and press visit the registration desk throughout the event to pick up their passes, conference packs and to have their queries answered. Ensure your brand is noticed as soon as they arrive at the event by sponsoring the registration area.

- branding throughout the registration area
- literature available as delegates arrive
- delegate bag insert
- two full delegate places
- 20% discount on exhibition space.

COST: £2,500 plus VAT

Delegate bags

Our conference bags are spotted in NHS settings long after the event. They are distributed to each delegate, containing the important information they need to help them throughout the conference. This package offers highly visible association with the NHS Providers brand which is increasing in its influence.

- your logo featured on 700+ delegate bags
- two full delegate places
- 20% discount on exhibition space
- listing in the event guide.

COST: £2,500 plus VAT

Delegate pack inserts

This is an easy way to distribute your message to our delegates. Literature can be up to a maximum of eight pages of A4 – or talk to us about including some other giveaway in the delegate bag.

- distributed to every delegate upon arrival
- 700 copies to be supplied by customer.

COST: £500 plus VAT

(£250 plus VAT for exhibitors)

Delegate badges and lanyards

Network plays an important role at the event as delegates learn from each other and from our supporters. The badges are key to this, enabling all attendees to make new contacts over the two days. Support of the badges mean that your logo is seen by delegates during these networking conversations, giving high levels of visibility.

- your logo on all badges distributed to delegates, exhibitors, speakers and press – over 700
- link and ten word message in joining instructions sent to all attendees
- two full delegate places
- 20% discount on exhibition space.

COST: £2,500 plus VAT

Pads and pens

Delegates are presented with lots of information across the two days of the event. The pads of paper and pens supplied in the delegate packs are used throughout and referred to after the event. Your logo will feature prominently on both, giving you brand exposure long after the delegates have returned home.

- your logo and short message featured prominently on the front cover of the conference notebook
- your logo on the conference pen
- two full delegate places
- 20% discount on exhibition space.

COST: £2,000 plus VAT

Recent supporters of NHS Providers annual conference and exhibition include



**Increasing
your brand exposure
throughout the year**

GOVERNANCE CONFERENCE 2020

7 May, London

Our Governance conference offers a rare opportunity to showcase your contribution to the sector among senior board members. The event is offered free to our members with an anticipated audience of over 250.

We offer a range of exhibition and sponsorship opportunities. Contact us to find out how you can get involved.



Our associate membership scheme helps the NHS supplier community meet our members' needs.

Why you should join

- get the inside track on what our members want – giving you competitive advantage
- benefit from an efficient introduction to the sector
- gather regular information on what's coming down the track
- Get your organisation or product noticed through our website or bulletins.

Also included in associate membership

- exclusive discounts to NHS Providers events
- regular update through our daily news bulletins, weekly updates and on the day briefings
- supplier listing on NHS Providers website
- opportunity to advertise in our bulletins.



We also support suppliers with proven solutions for our members through our *NHS Providers Connect* programme. This forms part of our work in offering practical help to our members in meeting the challenges they face.

We want to work with partners who are able to:

- save our members money
- spread innovation that improves patient care
- promote best practice
- help the NHS meet its challenges.

What you'll get as part of NHS Providers Connect

- a co-produced case study report specific to each *NHS Providers Connect* partner
- promotion of your service through our website, member email bulletins and social media
- exclusive sessions at NHS Providers network meetings
- partnership package and opportunities for promotion at NHS Providers' annual conference and exhibition a direct mail campaign highlighting your service to all NHS Providers members.

Contact us today to discuss how you can support the NHS and be part of our work.

NHS Providers is the membership organisation for the NHS hospital, mental health, community and ambulance services that treat patients and service users in the NHS. We help those NHS trusts and foundation 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 trusts in voluntary membership, collectively accounting for £84bn of annual expenditure and employing more than one million staff.

FIND OUT MORE

To find out more about supporting or exhibiting at NHS Providers events please contact:

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