

NHS Providers' Annual Conference and Exhibition 2020

Sponsorship and Exhibition opportunities

In 2020, for one year only, NHS Providers' annual conference and exhibition goes virtual.

Annual conference and exhibition 2020 will most likely be the first opportunity for the sector to share and interact with each other since the onset of COVID-19. The event will still encompass all the best components of our event including problem solving, best practice, the chance to discuss and debate and share with one another.

Given that NHS Confederation, Health+Care and IHEEM have all been postponed until 2021, this provides NHS Providers annual conference and exhibition with a good opportunity to fill some of this space in the market for those interested in providing goods, services or solutions to the health sector.

Virtual events will never replace face-to-face events but it is likely that in future more and more events will have some virtual element, allowing us to increase the buyer/seller opportunity and also to deliver excellent content to an even wider (virtual audience) through increasing visitor numbers and partnerships.

Why sponsor or exhibit?

Our dynamic platform will allow you to connect with hundreds of decision-makers and senior leaders from the across the sector.

The virtual event will enable you to:

- generate leads
- build brand awareness
- facilitate rich connections
- grow your business.

We believe that the value and impact for supporters will not be diminished in the virtual world. We feel we will be able to enhance your interaction with our members by:

- Increasing the amount of data and leads that will be available to support you in getting high level ROI
- Number of attendees
- Social media reach
- Leads captured
- Brand awareness
- Direct audience engagement
- Survey results

Sponsorship and exhibition packages 2020

Headline sponsor - £30,000+VAT

- deliver a conference session as part of the main programme
- video burst – deliver a filmed message from the virtual conference platform to be shown at varying times throughout the event
- ability to dictate a live poll in a conference session (to be agreed with policy colleagues)
- premium exhibition stand package (see below)
- premium branding package (see below)
- additional invite-only event and conference – breakfast briefing or networking round table
- one full-page advertisement in annual conference guide
- provide documents and collateral to be hosted in the virtual library
- 6 full delegate places / 10 visitor passes / unlimited links to sponsored session (only)

Roundtable sponsor - £10,000+VAT

- deliver a roundtable session as part of the virtual conference – content to be agreed with NHS Providers policy colleagues with speakers and branding
- ability to show video and other promotional opportunities as part of the session and in the waiting room to the sessions
- ability to dictate a live poll during networking (to be agreed with policy colleagues)
- premium exhibition stand package (see below)
- premium branding package (see below)
- one full-page advertisement in annual conference guide
- provide documents and collateral to be hosted in the virtual library
- 4 full delegate places / 10 visitor passes / unlimited links to sponsored session (only)

Research sponsor – £20,000+VAT

- support NHS Providers delivery of publications and/or research for launch at virtual conference– including branding, advert and 150 word profile
- ability to dictate a live poll during networking (to be agreed with policy colleagues)
- premium exhibition stand package (see below)
- premium branding package (see below)
- one full-page advertisement in annual conference guide
- provide documents and collateral to be hosted in the virtual library
- 4 full delegate places / 10 visitor passes

Breakfast briefing – £10,000+VAT

- deliver a breakfast briefing as part of the virtual conference – content to be agreed with NHS Providers policy colleagues with speakers and branding
- ability to show video and other promotional opportunities as part of the session and in the waiting room to the sessions
- ability to dictate a live poll during networking (to be agreed with policy colleagues)

- premium exhibition stand package (see below)
- premium branding package (see below)
- one full-page advertisement in annual conference guide
- provide documents and collateral to be hosted in the virtual library
- 4 full delegate places / 10 visitor passes / unlimited links to sponsored session (only)

Tech platform sponsor – £10,000+VAT

- ability to show video and other promotional opportunities as part of the session and in the waiting room to the sessions
- ability to dictate a live poll during networking (to be agreed with policy colleagues)
- premium exhibition stand package (see below)
- premium branding package (see below)
one full-page advertisement in annual conference guide
- provide documents and collateral to be hosted in the virtual library
- 4 full delegate places / 10 visitor passes

Exhibitor presence - £3,000+VAT

- 5 delegate places, 10 visitor places
- access to one breaktime roundtable each promote themselves in the virtual marketplace - with full company profile, product demos, videos, white paper, personnel profiles (premium only)
- chat room - the table can be branded to an exhibitor or a topic
- matchmaking between them and the delegate audience offered exclusivity
- ability to send link to clients to visit exhibition area and networking space, plus attendance at sponsored session(s) (premium only)
- a number of promotional emails to the delegate audience pre/during/post event
- access to all recordings of content post-event to share with their organisation
- 1 push notification each to a segmented audience ability to target a segment of audience with other exhibitors in the same category (e.g. for all your health and safety needs)

Branding/supporter package - £3,000+VAT

- 2 delegate place, 10 visitor places
- pre-event promotional opportunities to NHS Providers members from signing of contract to event promotional literature
- use of the 2020 conference image in your own marketing materials
- display of your corporate logo in key areas of the virtual conference venue
- display of your corporate logo on the 'graphics loop' that is shown on the AV systems prior to all plenary sessions in the main virtual auditorium
- opportunity to provide documents and collateral to be hosted in the virtual library
- display of your corporate logo, company message (150 words) and contact details in the virtual conference guide
- full page full colour advertisement in the conference guide (using supplied artwork)
- display of your corporate logo, details and hyperlink on the conference webpage

Media partner – POA

Media partner to provide:

- Pre-event awareness and profile including adverts, alerts, online banners and promotion
- features and articles including promotion of agreed conference speakers and/or NHS Providers content
- full event coverage
- post event interview and theme content

NHS Providers to provide:

- Prominent brand package on all event communications and website as Media Partner
- access to speaker notes where possible in advance
- distribution of Journals and collateral to delegates at the in the virtual library
- exhibitor package as outlined
- 4 press (delegate) passes

Other packages include:

- Tech innovation zone sponsor
- Networking sponsor
- Virtual delegate bag
- Registration sponsor

Please contact Roberta Henry, Sponsorship and Exhibition Manager on [07909 898 322](tel:07909898322) or email roberta.henry@nhsproviders.org for further details.

Benefits at a glance

	Headline sponsor	Tech platform sponsor	Round table sponsor	Breakfast briefing sponsor	Research sponsor	Supporter	Media partner
Branding on all comms	X	X			X		X
Branding on all event slides	X	X			X		X
Branding on session comms			X	X			
Branding on session event slides			X	X			
Branding on end of session slides						X	
Dedicated briefing marketing				X			
Work with team on briefing subject				X			
Opportunity to dictate one of the polls	X			X			
Speaking slot at a breakout session	X		X	X			
Lead gen - all opt in registrants	X	X			X		
Briefing write up				Optional			
Supporter logo						X	
Host docs as resource	X	X	X	X			
Option to play video	X						
Lead gen - opt in session attendees			X	X			
Virtual roundtable pre event	X						
Delegate places	6	4	4	4	4	2	
Pre-event advertorial with media partner	X	X					
Digital ad	X					X	