



Annual conference and exhibition

PARTNERSHIP
OPPORTUNITIES
2021

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 over the years, so many organisations have supported and worked with NHS Providers, the membership organisation for all 216 acute hospital, ambulance, community, and mental health trusts. 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 help build the partnerships with our members that are integral to creating an innovative and successful 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 panel sessions. This will make our conference the premier event in 2021 for senior, board-level trust leaders who have top-level purchasing authority.

We have developed an exciting range of partnership opportunities 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 these exhibition and sponsorship packages you will have the opportunity to position your brand and product at the forefront of the health community. Early confirmation of your participation will ensure an even higher level of exposure at our events.

If you don't see something that works for you please don't hesitate to get in contact with our chief operating officer, Kevin Rennie, 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 voluntary membership. This demonstrates the value of our service and gives authority to our message. We act as trusts' voice, making their views known to government, the wider health and care system and the public and influencing the landscape.

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 must look wider for the innovation and new ways of working that will help it adapt.

At NHS Providers we know that NHS can only do so much to develop the innovative products and ways of working that will help sustain and transform the services they deliver. The supplier community's role is vital in saving the NHS money while improving how services are provided. 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 help highlight your support to our members in improving and transforming their services in a number of ways. We can help you to:

- promote your transformation product, service or idea to our loyal network of leaders
- position your organisation as experts and thought leaders
- benefit from the latest information around providers' objectives
- benefit from our expertise acquired through working with our members
- build a partnership and foster collaboration to improve the provision of health and care
- communicate through our database of key NHS trust and foundation trust contacts.



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

PREVIOUS EXHIBITOR

ANNUAL CONFERENCE AND EXHIBITION

ACC, Liverpool
16-17 November

2021

97%
satisfaction rate from
our delegates last year

Building on success

NHS Providers annual conference and exhibition saw a 140% 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 delegates numbers 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 2021 will allow your organisation to be associated with one of the most important events in the national health calendar.

100%
of trusts
in membership

70%
of all trusts
represented

Our audience is
responsible for

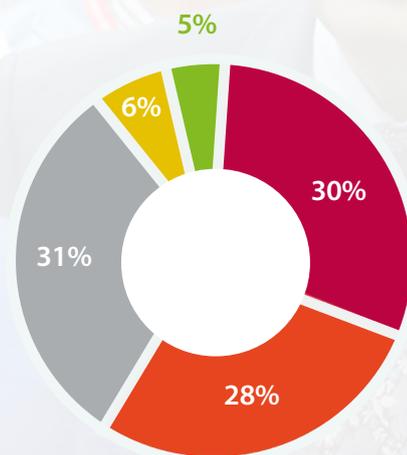
£84bn of the
NHS budget

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.

900+
delegates
plus exhibition
visitors last year

Breakdown of annual conference attendees



- Chief executive
- Chair
- Non-executive director
- Chief operating officer
- Medical director

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 via our website 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 including:

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

We will look at key issues including:

- integration
- workforce
- finance
- regulation
- governance.

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 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.

What sets us apart?

- a programme designed by our respected policy team – close to our members and reflecting their needs
- we consistently attract the most senior audience of any health and care event in the UK
- over 500 delegates attend – plus exhibition visitors
- protected networking time throughout the two days to support our partners and exhibitors
- high satisfaction rate from our delegates year after year
- increased delegate attendance year-on-year.

An event built on partnership

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 for you to be involved in the annual conference and exhibition - from speaking directly to our delegates to having your brand on our conference material.

Exhibition packages cost as little as £2,500 + VAT, offering unbeatable value and enabling you to get in front of key decision makers in the most efficient way.

MAIN EVENT SPONSOR

Be at the centre of the event by becoming one of our main event sponsors, participating in the programme and getting your brand in front of every delegate:

- deliver a satellite symposium for up to 40 delegates on day one
- exhibition - large exhibition stand in a prominent position in the exhibition hall
- branding - prominent branding on event literature and electronic marketing email
- delegate places for members of your team
- places at the annual conference dinner
- 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 + 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 e-mail
 - NHS Providers website
 - social media campaigns
- entry in the printed event guide
- delegate places for members of your team
- delegate pack insert / or equivalent.

COST: £10,000.00 + 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 – **only available to supporters exhibiting at the event.**

Package includes:

- 20 minute session in the exhibition hall
- facility to deliver a power point presentation
- space for 2 x 1 panel pull up banner 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: £5,000 + VAT

THE EXHIBITION

The exhibition in 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 in which to demonstrate it to potential clients. It's much easier than trying to explain the benefits in print or even video media. The immediacy of the environment also means that you can reply to any questions or objections straight away.
- Tell** The benefits of some ideas and services are 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; dig deeper into your methodology and take 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 the 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. This 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 that 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, the big message and feedback.

We want every one of our supporters to have a successful and enjoyable event. NHS Providers know how essential the support and innovation of suppliers to the NHS is in meeting the challenges we face.

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:

- 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
- A free delegate place included in your package so that a member of staff can sit in sessions and report back on what is being discussed
- 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 or space only exhibitor package to include:

- | | |
|--|------------------------|
| • ten stand personnel passes | 2x2sqm - £2,500 |
| • two free delegate places | 3x3sqm - £4,455 |
| • listing in the conference guide | 4x3sqm - £5,940 |
| • pre-event link from our website | 4x4sqm - £7,920 |
| • all lunches and refreshments at the event. | 6x3sqm - £8,910 |

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 programme
- Two full conference delegate passes
- Two directors' guest places at the conference dinner
- Five additional dinner places
- 20% discount on exhibition space

COST: £7,500 + 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.

Support of this reception gives you the opportunity of presenting a quick 'burst' presentation (5 minutes) introducing your organisation, speaking alongside the Chair of NHS Providers. This will attract high level visibility for you across a broad section of our members and other delegates.

- Prominent branding for the reception
 - Pull-up banners (provider by supporter)
 - Logo and message display on the NHS Providers stand
 - 5 minute presentation to assembled guests
 - Opportunity to distribute literature at the reception
 - A perfect opportunity to launch a publication, report or campaign
 - Invitations for up to ten of your staff to attend
 - Two full conference delegate passes
 - 20% discount on exhibition space

COST: £4,500 + 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 showcase our members' work in the NHS Providers showcase – a feature that greets delegates as they enter the exhibition where up to ten trusts display and discuss their work to their peers.

Support of 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. As part of the showcase, you'd gain:

- 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: £7,500 + 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 that 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 pack insert
- two full delegate places
- 20% discount on exhibition space.

COST: £4,000 + 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. Benefits include:

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

COST: £5,000 + VAT

Delegate badges and lanyards

Network forms an important role at the event as delegates learn from each other as well as 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 750
- Link and ten word message in joining instructions sent to all attendees
- Two full delegate places
- 20% discount on exhibition spacing.

COST: £5,000 + 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 give-away in the delegate bag.

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

COST: £2,500 + VAT

Bespoke packages can also be arranged, please get in touch with our sponsorship and exhibition manager, roberta.henry@nhsproviders.org to discuss your needs.

We are currently planning for a physical event - should we need to review the options in line with government guidelines, packages and opportunities will be re-evaluated.

Increasing your brand exposure throughout the year

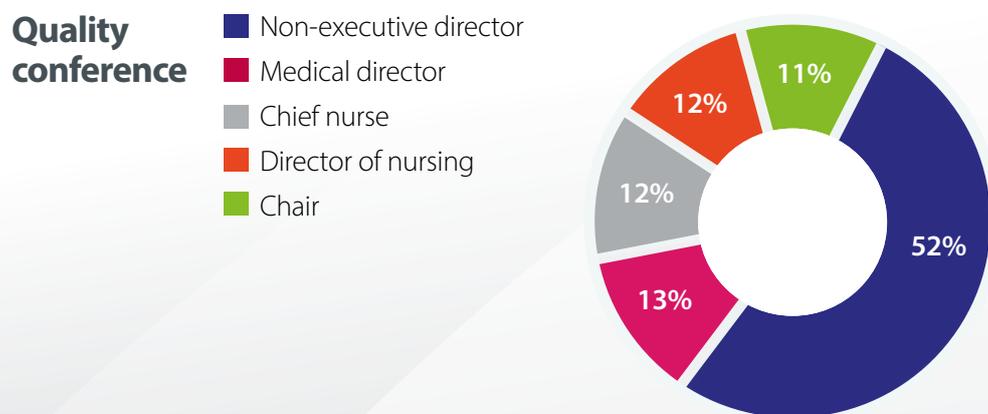
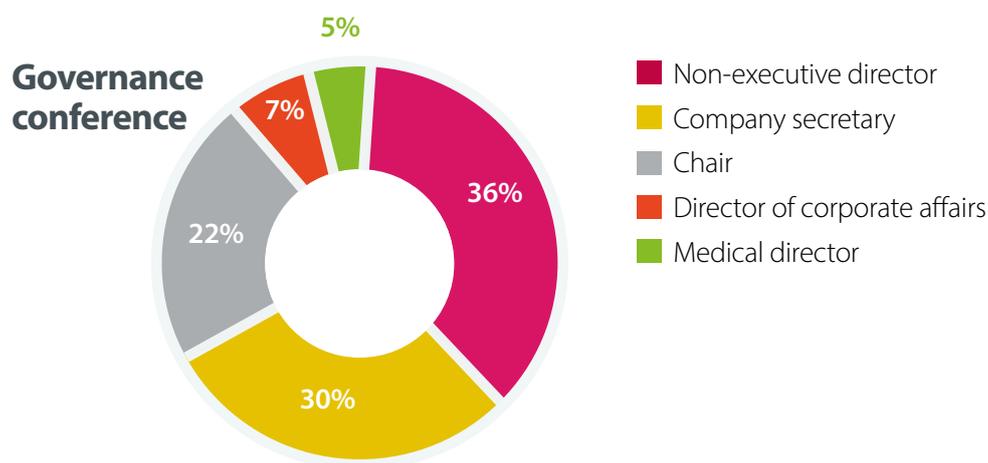
There are lots of other ways you could raise awareness of your company with our members. We have several one day events covering key topics in the sector where you can exhibit or sponsor.

GOVERNANCE AND QUALITY CONFERENCE 2021

17-20 May, Online

This year we've combined our Governance and Quality conference into one event. Taking place over four days the event 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 400.

Breakdown of attendees



HOW YOU CAN GET INVOLVED

in governance and quality conference 2021

Event partner

The headline supporter package at the event includes elements that enable you to communicate with our delegates on a number of levels:

- opportunity to deliver a breakfast session at the start of the event
- promotion of session and presence through our integrated marketing campaign
- exhibition stand in the orangery where all refreshments are served during the breaks
- three full delegate passes enabling your staff to attend sessions
- high profile branding featured on
 - delegate communication
 - event marketing material
 - event web pages
 - plenary stage set
- delegate list post-event
- dedicated email to all registered attendees before the conference.

COST: POA

Branding package

- prominent branding on conference website
- banners and acknowledgment in event promotional materials
- 2 x delegate places at the event.

COST: £1,000 + VAT

Recent supporters of NHS Providers annual conference and exhibition include



PARTNER WITH US

Helping the NHS supplier community meet our members' needs

At NHS Providers we understand the benefits other organisations can bring in supporting NHS trusts and foundation trusts with insight, experience, fresh ideas, and innovation. We want to work with those organisations that our members trust and value.

As the voice for all acute, ambulance, community and mental health trusts in England, we aspire to build lasting, two-way relationships with commercial, public and third sector organisations, enabling us to understand how best we can work together to support them to deliver market-leading products and services that will really make a difference to our members and support them in providing the best care for their patients and service users.

How to partner with us

Our partners are important to us and we want to support those organisations that share our values and ambitions for NHS trusts and foundation trusts. We offer a range of ways in which organisations can work with us and our members, but we know that each partner is unique and we pride ourselves on building bespoke relationships with each one.

There are a variety of ways to partner with us including through associate membership, our NHS Providers Connect programme, or panel membership. If you would like to discuss the opportunities we have on offer or talk to someone about creating a bespoke package please contact our senior partnership and membership manager, Sandra Marshall sandra.marshall@nhsproviders.org.

Why you should partner with us:

- get the inside track on what our members want – giving you competitive advantage
- benefit from an efficient introduction to the sector
- keep abreast of development in the NHS
- be aware of your customers' objectives and the wider environment – find out what's coming down the track
- gain access to the valuable information we put out to influence and shape your products and services as well as your approach to NHS trusts
- get exclusive discounts to NHS Providers events
- regular updates through our daily news bulletins, weekly updates and on the day briefings
- get your company listed on the NHS Providers website.

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:

Roberta Henry
Sponsorship and Exhibition Manager
roberta.henry@nhsproviders.org
07842 405 135



One Birdcage Walk, London SW1H 9JJ
020 7304 6977
enquiries@nhsproviders.org
www.nhsproviders.org
[@NHSProviders](https://twitter.com/NHSProviders)



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Registered Office
One Birdcage Walk, London SW1H 9JJ