



# PARTNERSHIP AND EXHIBITION OPPORTUNITIES 2022

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

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# Working in partnership to support the NHS



I am delighted that over the years, so many organisations have supported and worked with NHS Providers. This support has been integral to us continuing to grow and develop our offer for our members.

Now, more than ever before, with the changing face of the NHS, embracing new systems and ways of working, along with enormous operational challenges; we are looking to build our collective strength through collaboration and are committed to continue to build on our strong working relationships with all of our partners.

Our continued aim is to build meaningful and long-term partnerships with organisations which provide crucial support, services and expert added value for our members. We pride ourselves on being a member-led organisation, and maintain extremely close links with our membership, to ensure we understand their needs, priorities, challenges and concerns.

This year we're really looking forward to re-connecting with so many of our members at our Annual Conference and Exhibition in November in Liverpool. As a sector, we have achieved some amazing things over the last two years, overcome major challenges and shown incredible strength. Having listened and supported our members throughout the peaks of the COVID-19 pandemic, our theme of resilience with a focus on resilient services, resilient communities, and resilience for the future was an easy decision for this year's annual conference and exhibition.

Sponsorship packages at the conference have been designed to suit a range of budgets. If you don't see something that works for you, please don't hesitate to get in contact with our commercial partner manager, Roberta Henry, to discuss a bespoke package.

We've also outlined our other partnership and sponsorship opportunities in this brochure. Thanks again for your support and we look forward to working with you.

A handwritten signature in black ink that reads "Saffron Cordery". The signature is fluid and cursive.

**Saffron Cordery,**  
Interim 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, making their views known to government, the wider health and care system and the public. We influence the landscape in which our members work so that they can deliver better healthcare. We support them in their work through sharing innovation, best practice, and continued learning.

## Why work with us?

No other organisation has a closer relationship with the leadership of NHS trusts and foundation trusts. Our hybrid mix of virtual and face-to-face meetings, membership surveys, training programmes and consultations, ensures that we seek our members' views to effectively act on their behalf, which has never been more important. This affords 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.

## Support the sector through partnership

The NHS is facing a series of challenges which have been exacerbated by the COVID-19 pandemic. We are currently facing the longest funding squeeze since the NHS was founded in 1948 as well as demographic changes, the development of treatments, changes in communities and the environmental impacts of housing and employment. This means that the NHS must adjust how it delivers care to continue to meet the needs of patients and the public.

The NHS cannot do this alone. As well as working with other public sector organisations from local government, the police and education, the NHS must look wider for new and innovative ways of working that will help it to adapt.

At NHS Providers, we understand that the NHS can only do so much to develop 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. We are committed to highlighting new ways in which our members can improve the quality of the services they deliver.

Our trusted voice can help to highlight your support in improving and transforming services by:

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

## Helping the NHS supplier community meet our members' needs

At NHS Providers we appreciate that NHS services are improved by a better understanding of how suppliers can support our members. Our Associate membership gives your organisation a competitive advantage by enabling you to understand the current needs of the healthcare market and NHS trusts. Through unrivalled insight, targeted information, networking and advertising opportunities, this membership is a powerful way to:

- introduce your new members of staff to the NHS landscape
- keep abreast of developments in the NHS
- be aware of your customers' objectives and wider environment
- gain access to the valuable information we put out to NHS trusts to help you shape your offer.

## Specially curated events to suit your needs

For 2022, we have planned a series of events specifically curated for those who supply professional services and products to NHS trusts. Each event will feature the NHS Providers policy view and a comment from one of our members, followed by a discussion among other associate members. These meetings are held under Chatham House rules and proposed subject areas are:

- a look ahead: what the future year holds for the NHS, giving you an insight into our members' real priorities
- workforce
- the legal framework
- finance – challenges and priorities.

## A valuable induction for your new staff

Navigating the NHS is a difficult task at the best of times, even more so as we recover from the peaks of the COVID-19 pandemic. Our Associate membership events can provide a valuable introduction for your staff to the NHS, our members' priorities, and the latest policy developments. Embed attendance at one of our associate membership events as part of your regular induction programme to:

- get the inside track – giving you competitive advantage
- benefit from a quick efficient introduction to the sector
- gather regular information on what's coming down the track
- network with other suppliers
- hear from our members.

## 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 the NHS Providers website
- opportunities to advertise in our bulletins.

connect



The challenges facing the modern NHS are vast. As trusts continue to transform the way services are delivered there is a huge opportunity for collaboration. We believe the supplier community is a valuable part of the solution in ensuring the sustainability and quality of NHS care.

As the trusted membership body of NHS trusts and foundation trusts, we use our position to shine a spotlight on solutions that meet our members' needs by actively promoting the wider adoption of new ways of working.

We support the spread of innovation by using our networks and brand to highlight where our members are saving money through partnerships with suppliers. In doing so we:

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

panel



NHS Providers has created a panel of top legal and advisory companies who are specialists in the health sector and experts in their field. The panel offers members access to fast, free and expert responses to the questions their trusts are grappling with. This is a way for you and your trust to quickly gather insights from different perspectives on a key challenge. The panel are committed to answering your questions on a pro-bono basis.

The panel focus on a few key areas of specialist support that our members need as board level leaders of their organisations including:

- continuous improvement
- digital development
- strategy alignment and goal delivery
- system change and partnerships.

## For more information

For more information on our Connect and Panel memberships, please get in touch with our team.

**Roberta Henry**, Commercial Partnerships Manager  
07909 898 322

# Some of our partners, past and present



# ANNUAL CONFERENCE AND EXHIBITION 2022



# resilience

ACC Liverpool 15-16 November

## Building on success

NHS Providers annual conference and exhibition is our flagship event and like all events during the peaks of the COVID-19 pandemic we pivoted to a virtual platform to ensure that our delegates wouldn't miss out. With that said, we are pleased to announce that we will be in Liverpool this November for our first large scale face-to-face event since 2019. We hope that you can join us and experience first-hand why our annual conference and exhibition has successfully confirmed its position as the premier event for leaders responsible for delivering NHS care.

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

## What sets us apart?

- Our programme is 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 700 delegates on site in 2019 (our last face-to-face conference).
- Protected networking time throughout the two days to support our partners and exhibitors.
- 97% rated the conference good or excellent in 2019.

# 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 plus VAT – offering unbeatable value and enabling you to get in front of key decision makers in the most efficient way.

## 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, meets their priorities, and maintains 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
- integrated care systems.

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 the relationship we have with our audience.

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

Our close contact with our members helps us shape our event and it offers our supporters a powerful communication tool to reach our audience.

## How will the event be marketed?

Promotion of the exhibition will be featured in our integrated marketing campaign; included in emails, social media, conference guide, and other communication channels, meaning that delegates can hear about your product and services before the event and plan to visit your stand.

Your logo will feature on all promotional material about the event including website, email, print advertising and through our social media activity before and during the event.

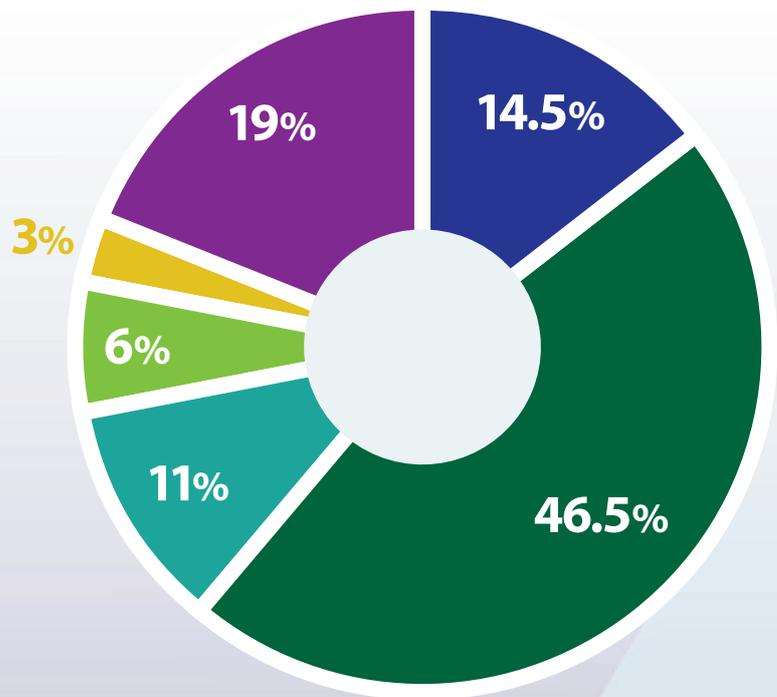
## About our attendees

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.

### Breakdown of annual conference delegates in 2019 by job title

- Chief executives and deputies
- Chairs and deputies
- Directors and chiefs
- Heads and senior managers
- Non-executive directors
- Media



## 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:
  - 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 campaigns
- entry in the printed event guide
- delegate places for members of your team
- delegate pack insert or equivalent.

COST: £10,000.00 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 – 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 banner in the exhibition theatre
- promotion of session pre-event via conference website and direct email to booked delegates
- featured in the printed event guide
- two delegate places.

COST: £5,000.00 plus VAT



## The exhibition

The exhibition at the event forms the networking hub of the conference. Exhibitions provide a great opportunity to directly 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.

If you attend a lot of events, it's important that you treat each one differently. Different visitor profiles, event schedules and industry sectors all require different approaches so it's important to keep this in mind when you set your objectives.

How could you benefit from exhibiting?

**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 via 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 can be 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; dig deeper into your methodology and take more time with the client.

**Ask** The clearest benefit of an exhibition stand is that it facilitates conversations. You can find out what your customer's specific needs are and how your service meets them. Most support services must 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 assets 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.

# The exhibition package

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

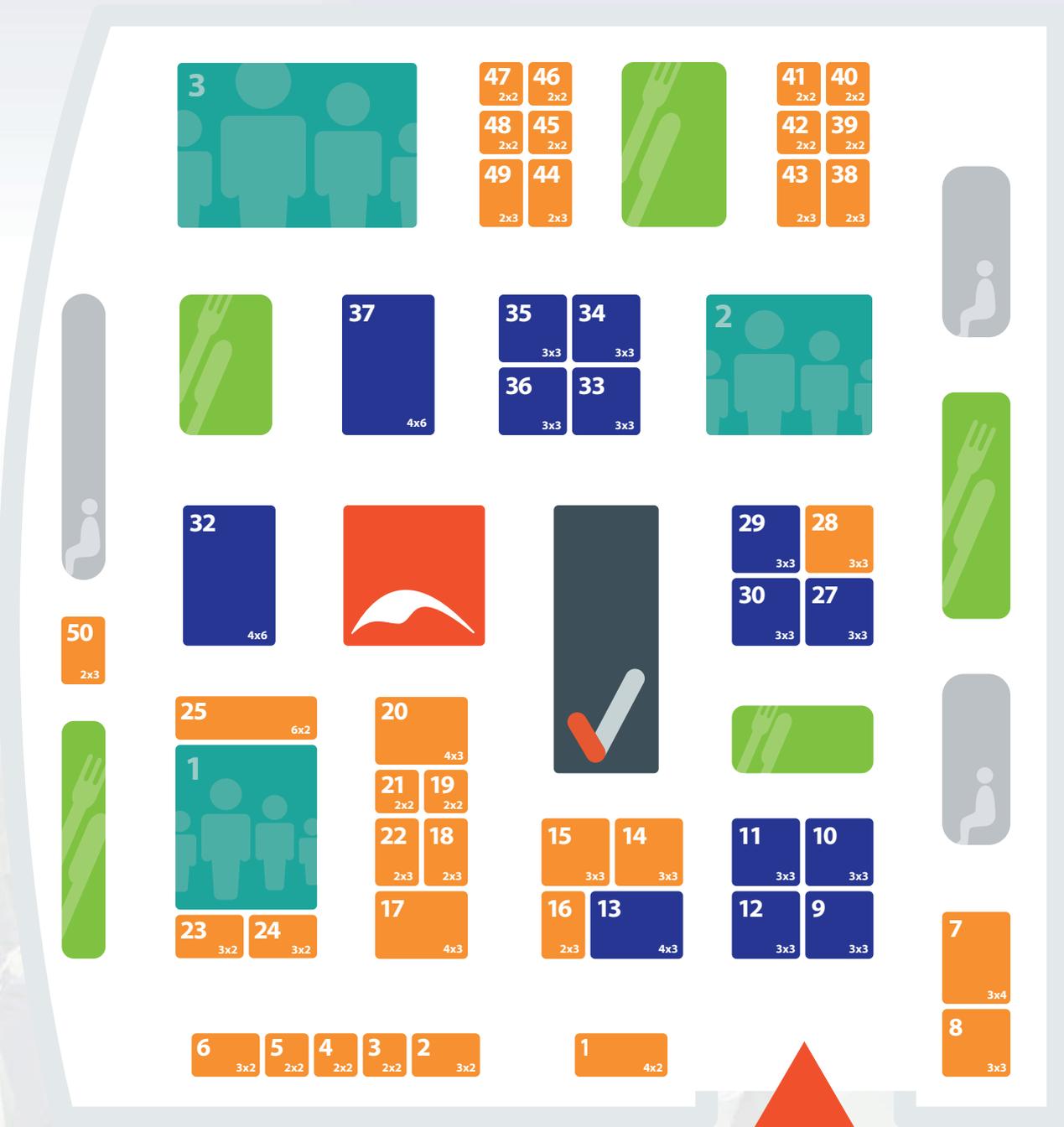
- ten stand personnel passes
- two free delegate places
- listing in the conference guide
- pre-event link from our website
- all lunches and refreshments at the event

Cost per square meter, plus VAT:

- 2x2m<sup>2</sup> – £2,500
- 3x3m<sup>2</sup> – £4,455
- 4x3m<sup>2</sup> – £5,940
- 4x4m<sup>2</sup> – £7,920
- 6x3m<sup>2</sup> – £8,910

# THE EXHIBITION FLOORPLAN

Exhibitor  Partner  NHS Providers  Providers Deliver  Satellite theatre  Catering  Seating 



## Annual conference dinner

The NHS Providers conference annual dinner is the social highlight of the conference for delegates. Support our 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.

We cap the attendance to this dinner. Over the past two years we've purposely kept it to 200 guests – allowing them to network and socialise effectively. The package is the perfect combination of brand association, networking, and visibility to raise your profile and make influential contacts. Be part of some of the most important discussions of the event. This package includes:

- 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 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.

Support of this reception gives you the opportunity to present a quick 'burst' presentation (five 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 includes:

- pull-up banners (provided by you)
- logo and message display on the NHS Providers stand
- five minute presentation to assembled guests
- opportunity to distribute literature at the reception
- a perfect opportunity to launch a publication, report or campaign
- opportunity for up to ten of your staff to attend
- two full conference delegate passes
- 20% discount on exhibition space.

COST: £4,500 plus VAT

## Providers Deliver

Our members have a proud history of developing new ways of working to improve care for patients. The annual conference and exhibition provides an opportunity to showcase their innovations so that other member trusts can learn from their best practice.

Each year we showcase some of our members' work from across the year on the NHS Providers Deliver exhibition stand. Positioned in a prominent location at the heart of the exhibition, it displays the innovative work of trusts in key areas of core interest and value to delegates, and is a source of useful, thought-provoking ideas, which is always popular with delegates.

Support of Providers Deliver demonstrates your support for best practice in the sector, raising your profile with the audience and highlights how you are contributing to innovation within the NHS. As part of Providers Deliver, you would gain:

- your logo on all Providers Deliver banners and signage
- a space within the stand area to highlight your work with the NHS
- two full delegate places
- one place at the annual conference dinner.

COST: £7,500 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 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 plus VAT

## Delegate badges and lanyards

Networking 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 space.

COST: £5,000 plus VAT

Bespoke packages can also be arranged.

To discuss your needs, please get in touch with our sponsorship and exhibition manager,

**Roberta Henry**, at [roberta.henry@nhsproviders.org](mailto:roberta.henry@nhsproviders.org)

# GOVERNANCE CONFERENCE 2023

## Spring 2023

After the success of our Governance Conference 2022, we are pleased to announce that the conference will be back next year. *Governance conference 2022* saw the event increase in popularity. The event was attended by 347 delegates representing 165 organisations, including 150 NHS trusts.

The conference will take place over three days, and will focus on good governance from the scale of individual trusts, through partnership working of all shapes and sizes and up to system scale. This event will be the perfect opportunity to come together to learn, network and engage with colleagues across the healthcare sector to delve into what good governance looks like at provider level. Trusts will also have an opportunity to showcase their work as part of our governance showcase series.

To discuss sponsorship opportunities at Governance conferences, please get in touch with our sponsorship and exhibition manager, Roberta Henry, at [roberta.henry@nhsproviders.org](mailto:roberta.henry@nhsproviders.org)



**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 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 trusts in England in voluntary membership, collectively accounting for £104bn of annual expenditure and employing 1.2 million staff.

## CONTACT US

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

**Roberta Henry**  
**Commercial Partnerships Manager**  
[roberta.henry@nhsproviders.org](mailto:roberta.henry@nhsproviders.org)  
**07909 898322**



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

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Registered Office  
One Birdcage Walk, London SW1H 9JJ