

# NHSSCOTLAND EVENT 2012 DRIVING QUALITY THROUGH INNOVATION

21 – 22 June 2012

Scottish Exhibition and Conference Centre, Glasgow

## SPONSORSHIP & EXHIBITOR OPPORTUNITIES



“This is always a useful event to exhibit at and an opportunity to raise awareness of our work, and of the resources we provide.”

Exhibitor quote 2011 Event



healthier  
scotland  
SCOTTISH GOVERNMENT

## AN INVITATION TO GET INVOLVED

The annual NHSScotland Event is the leading health event in Scotland. It provides an opportunity for individuals working in, and with, NHSScotland to consider and discuss some of the important challenges for health and social care now and in the future.



I invite you to get involved and be part of this year's event which is being held at the Scottish Exhibition and Conference Centre (SECC) in Glasgow on 21 and 22 June.

The Healthcare Quality Strategy sets out three clearly articulated and widely accepted ambitions based on what people have told us they want from their NHS: care, support and services which are person-centred, safe and effective.

The theme of the 2012 NHSScotland Event is **'Driving Quality Through Innovation'**. The programme will focus on how to encourage creativity and accelerate innovation to drive quality outcomes.

We all know that the demands for healthcare and the circumstances in which it will be delivered will be radically different in future years. From the advances in technology through to changes in clinical practice and greater collaborative working, the need for innovation has never been greater. Innovation in its many different forms is a key enabler for our Quality Ambitions and is essential for delivering high quality sustainable care and support for the future.

This year's event will be an exceptional showcase for some of the most exciting technologies, techniques and approaches in modern healthcare. Showcasing the best in healthcare innovation from the public, private, voluntary, academic and scientific communities will provide a unique opportunity for people from different sectors to share ideas about how we can collaborate to improve the outcomes and experience of care.

The 2012 NHSScotland Event provides excellent opportunities for our partners, sponsors and exhibitors. This is a unique opportunity to engage with a range of key stakeholders and staff. It will also help to raise the profile of your organisation amongst the most influential healthcare audience in Scotland.

We are offering sponsors and exhibitors numerous opportunities to support this year's event and have built a number of packages tailored to suit your organisation's needs. I welcome your support at the 2012 NHSScotland Event in Glasgow.

A handwritten signature in black ink, appearing to read 'Derek Feeley', written over a white background.

Derek Feeley

Director General Health and Social Care and Chief Executive of NHSScotland

### Get involved in the 2012 NHSScotland Event

For more information on the conference, supporter and exhibition opportunities contact:

Tel: 0141 639 8123 Email: [info@nhsscotlandevent.com](mailto:info@nhsscotlandevent.com)

[www.nhsscotlandevent.com](http://www.nhsscotlandevent.com)

## WHY GET INVOLVED?

The NHSScotland Event, now in its seventh year, has consistently provided a successful platform for bringing our staff together with our partners, sponsors and exhibitors.

Accessing your customers can prove difficult at times, as is finding the right launch platform. With a wide range of customers under one roof, supporting the NHSScotland Event will provide you with a unique opportunity to connect with our audience.

### What's in it for your organisation?

- Sell more products or services
- Raise your profile
- Launch new initiatives
- Keep up with your audience
- Build new relationships
- Strengthen existing relationships



**“The NHSScotland Event never disappoints as it attracts many of the important decision makers from within the NHS in Scotland.”**

EXHIBITOR QUOTE 2011



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## WHO WILL YOU MEET?

We're expecting over 1000 delegates to attend the 2012 event, and these will include a range of staff from all sectors in the health service

and our partners from other public and voluntary sector organisations.



## DELEGATE BREAKDOWN 2011



- Allied Health Professional
- Administrative Services
- Dental Services
- Emergency Services
- Medical & Dental Support
- Medical Services
- Nursing & Midwifery
- Ophthalmic Services
- Other Therapeutic
- Personal & Social Care
- Pharmacy Care
- Support Services

**“We always support the NHSScotland Event as most of our key customers attend and it allows us to network extensively and hold significant conversations.”**

EXHIBITOR QUOTE 2011

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# OPPORTUNITIES FOR 2012

Supporting the event as a sponsor or exhibitor is an effective way to raise the profile of your organisation and promote your work and services.

We are offering you access to 1000 delegates and this year we have even more packages suited to every budget and aim.

## Choose your package

- Increase your brand awareness by demonstrating new products or services.
- Educate and connect with your audience.
- Raise your profile and heighten your organisation's visibility.
- Source new, and strengthen existing, customer relations by driving brand sales.



**“The event provided an ideal opportunity to get out and about and mix with the delegates. From our perspective the event provides excellent networking opportunities.”**

EXHIBITOR QUOTE 2011

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# SPONSORSHIP OPPORTUNITIES

## EVENT PARTNER

A UNIQUE OPPORTUNITY

**COST: £17.5k**

At this level of support your organisation will benefit from the highest level of participation and profile available at the event. You will be promoted as the official 2012 NHSScotland Event partner and will receive high-profile branding at the event to reflect 'event partner' status. This package includes the hosting of one parallel session in the main programme on day one of the event.

### THE BENEFITS

- Your parallel session will be listed within the main event programme and all delegates will be invited to attend
- Your session will be recorded and available to view from your exhibition stand
- Your session will be promoted on the event website and in the delegate guide
- Consultation with Event Team personnel to develop workshop content
- You will receive regular pre-event updates on which delegates have booked to attend your session
- The Events Team will facilitate the full logistical delivery of the workshop, including providing a conference room at the event venue with capacity for approximately 200 delegates

### FURTHER BENEFITS FOR YOUR ORGANISATION

- You will be supplied with an approved NHSScotland Event logo which can be used on your website
- Exhibition space in a prime location with 4m x 3m exhibition space (with option to increase)
- Live video feed of all plenary sessions to your exhibition stand
- Half page advert in one issue of the daily event newsletter
- Exclusive use of your logo/GOBO on signage during one of the main plenary sessions
- Acknowledgement in pre-conference publicity and information
- Full page colour advert on inside front cover of the delegate guide and logo on the back cover of the delegate guide.
- Entry in the supporters section of the delegate guide
- Promotional insert into every delegate bag
- Branding on all delegate communication
- Branding on event website
- Pre-event access to event delegate list (subject to data protection requirements)
- Post-event access to delegate contact information (subject to data protection requirements)

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## **EVENT SUPPORTER**

ENGAGE WITH HEALTH SECTOR LEADERS

**COST: £10k**

This package guarantees that your organisation will have a high-level profile at the event which includes hosting one lunchtime session on one of the days or a morning session on day two.

### **THE BENEFITS**

- Your session will be listed within the main event programme and all delegates will be invited to attend
- Your session will be recorded and available to view from your exhibition stand
- You will receive regular pre-event updates on which delegates have booked to attend your session
- The Events Team will facilitate the full logistical delivery of the workshop, including providing a conference room at the event venue with capacity for approximately 100 delegates
- Promotion of your session on the event website and in the delegate guide

### **ACTIVITIES AT THIS LEVEL INCLUDE:**

- Exhibition space in prime location with 4m x 3m exhibition space (with option to increase)
- Live video feed of plenary sessions to your exhibition stand
- Promotional insert into every delegate bag
- Pre-event branding on delegate communication
- Quarter page advert in one issue of the daily event newsletter
- Entry in the supporter's section of the delegate guide



## **Get involved in the 2012 NHSScotland Event**

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# RAISING YOUR PROFILE

	Package	What's Included?	Cost*
<b>Plenary Speaker Support</b>	Supporting a particular speaker session will ensure that delegates associate your organisation with the key themes and issues being debated.	<ul style="list-style-type: none"> <li>• Promoted as a supporter for that session in the delegate guide.</li> <li>• Brand presence in the main plenary hall during the session and on signage.</li> <li>• A seat drop of your promotional material in the Lomond Auditorium which seats approx 650.</li> <li>• Branded acknowledgement in the sponsor section of the delegate guide.</li> </ul>	£3k
<b>Parallel Session Support</b>	Closely align your organisation with one of the many parallel programme sessions.	<ul style="list-style-type: none"> <li>• Promoted as a supporter for that session in the delegate guide.</li> <li>• Brand presence in the parallel room during the session.</li> <li>• A seat drop of your promotional material in the parallel room.</li> <li>• Branded acknowledgement in the sponsor section of the delegate guide.</li> </ul>	£1k
<b>Daily Event Newsletter</b>	A great opportunity to drive delegates to your stand and raise the profile of your organisation.	<ul style="list-style-type: none"> <li>• A quarter page advert in one issue of the newsletter.</li> <li>• A quarter page advert in both issues of the newsletter.</li> </ul>	£750 £1200
<b>Poster Display and Awards</b>	Raise your organisation's profile by sponsoring the poster exhibition and poster awards.	<ul style="list-style-type: none"> <li>• Prominent brand presence on the poster guide, the event website and at the poster awards ceremony.</li> <li>• A representative from your organisation will present the poster awards alongside a Scottish Government official.</li> </ul>	£2.5k
<b>Networking Reception</b>	Engage with your target audience by hosting a networking reception after the event on day one.	<ul style="list-style-type: none"> <li>• Private area in the SECC.</li> <li>• Support in identifying and targeting your key audience groups.</li> </ul>	£5k

\*Charges for charities and not-for-profit organisations will be at a 50% reduction.

## Get involved in the 2012 NHSScotland Event

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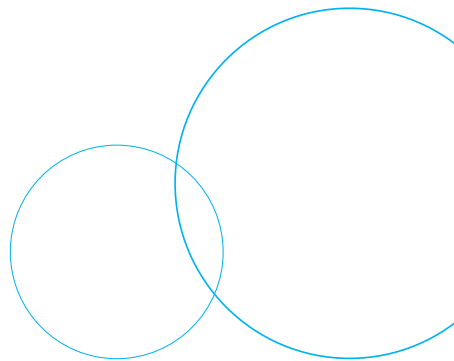
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# RAISING YOUR PROFILE

	Package	What's Included?	Cost*
<b>Experience Zone</b>	Increase your organisation's visibility or launch a product or service at the Experience Zone.	<ul style="list-style-type: none"> <li>• Prominent brand presence at the Experience Zone.</li> <li>• Dedicated 15-minute slot at the Experience Zone to present to a mixed audience.</li> <li>• Branded acknowledgement in the sponsor section of the delegate guide.</li> </ul>	£2k
<b>Delegate Bags</b>	These bags are supplied to every delegate on arrival. This is a highly visible opportunity for one organisation to promote their brand.	<ul style="list-style-type: none"> <li>• Prominent brand presence on the front of the delegate bag.</li> <li>• Promotional insert in each bag.</li> <li>• Branded acknowledgement in the sponsor section of the delegate guide.</li> </ul>	£3.5k
<b>Delegate Guide</b>	This essential guide is produced as a comprehensive tool for all delegates and contains details of all the sessions, speakers and exhibitor information. It is used as a working document throughout the event and for reference post-conference.	<ul style="list-style-type: none"> <li>• A full-page colour advertisement printed on the inside front cover of the delegate guide.</li> <li>• Branded acknowledgement in the sponsor section of the delegate guide.</li> </ul>	£1k
<b>Delegate Bag Insert</b>	Ensure that you reach every delegate by placing an insert in the delegate guide.	<ul style="list-style-type: none"> <li>• One A4 double-sided insert in the delegate bag.</li> </ul>	£400

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## EXHIBITION OPPORTUNITIES

Exhibiting at the event provides a great opportunity to raise the profile of your organisation and engage with some of the key leaders and staff in NHSScotland.

Face-to-face contact is the most efficient way to engage with stakeholders and the main exhibition at the NHSScotland Event provides an effective platform to do this.

Our delegates use the exhibition as a key opportunity to source information and keep up to date with new developments and initiatives. It also provides them with the opportunity to network and take valuable new ideas or learning back to their workplace.

In 2011 we had over 40 exhibitors from a wide range of NHS and private sector organisations.

## BENEFITS OF EXHIBITING

- Access to senior NHS leaders and decision makers
- Opportunity to launch or promote your latest products or services
- Arrange to meet key contacts on your stand
- Programme designed to provide delegates with high proportion of the day in the exhibition hall.

A circular inset image shows a man in a dark suit and tie looking at an NHS exhibition stand. The stand features the NHS logo and the text 'NHS Forth Valley'.

**In 2012, we will be allocating around seven hours specifically for delegates to visit stands and network in the exhibition area.**

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Package	What's Included?	Cost*
<b>Exhibition</b> The exhibition presents the most effective method of raising your profile and provides excellent communication and marketing opportunities.	<ul style="list-style-type: none"> <li>• Shell scheme stand and fascia name board within the main exhibition hall.</li> <li>• One power point and two spotlights.</li> <li>• Carpeting for your stand.</li> <li>• Entry in Exhibitor section in delegate guide.</li> <li>• Refreshments and lunch on both days for two exhibitors.</li> <li>• Entry to the conference sessions for two exhibitors.</li> <li>• A wide range of stand sizes are available from 6m<sup>2</sup> to 48m<sup>2</sup>.</li> </ul>	£325 per m <sup>2</sup>

\*Charges for charities and not-for-profit organisations will be at a 50 % reduction.

View the exhibition floor plan at [www.nhsscotlandevent.com](http://www.nhsscotlandevent.com)

**“The volume of delegate traffic in the exhibition hall was consistent throughout the event and this helped to raise our profile.”**

EXHIBITOR QUOTE 2011



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For more information on the sponsor and exhibitor packages available, or to discuss opportunities which demonstrate innovation in and around the programme, please contact:

Tel: **0141 639 8123**

Email: [info@nhsscotlandevent.com](mailto:info@nhsscotlandevent.com)



NHSScotland reserves the right not to accept sponsorship from any organisation where a potential conflict of interest exists.