**EXHIBITOR AND SPONSOR BROCHURE** 



# NHS Scotland Event 2020

24 – 25 June 2020 Scottish Event Campus (SEC), Glasgow

leeting the Challenges:

Meeting the Challenges: Building on Success and Reforming for the Future



### YOU ARE INVITED TO BE PART OF THE LEADING ANNUAL EVENT IN NHS SCOTLAND

The NHS Scotland Event is the leading health Event in Scotland. It continues to be the 'premier meeting place' for those committed to providing sustainable high quality health and social care services for the people of Scotland.

Every year, the Event provides the opportunity for those working in, and with, the NHS in Scotland to come together to consider the challenges, to share best practice and the most innovative approaches to delivering the highest quality of care, and to take away tools and techniques that will support them in their various roles.

The Health and Social Care Delivery Plan set the aim of 'a Scotland with high quality services, that have a focus on prevention, early intervention and supported self-management'. Ongoing work to achieve that aim has been set in the context of the now well-understood challenges of demographic changes, increasing public expectation, and demand for services against the background of an increasingly tightening financial situation.

The different elements of the reform agenda have an essential role to play in addressing these challenges, with the key reform programmes including: the Integration of Health and Social Care; the Reform of Adult Social Care; and Public Health Reform.

To achieve our ambitions and face the challenges, the Cabinet Secretary for Health and Sport has given particular focus to a set of clear priorities driving reform and sustainable change:

- embedding and sustaining health and social care integration;
- improving access to services, notably for waiting times; and
- transforming mental health services.

In order to be a more successful country, we need to see an overall improvement in our population health, and close the gap between the health of our wealthiest communities and the health of our poorest.

The NHS Scotland Event 2020 will provide a focus to the ongoing challenges. The programme will feature inspiring examples of work being taken forward across these priority areas and will challenge thinking about what we still need to do. What more do we need to do to achieve the kind of shift to prevention, integration and closer collaboration to ensure we are healthy and active, and deliver improved population health outcomes? How do we ensure that our health and social care services can sustainably respond to the complex challenges of the 21st century? These are fundamental to achieving the Scottish Government's National Outcome that 'we are healthy and active', and have a significant role in the National Outcome that 'we live in communities that are inclusive, empowered, resilient and safe'.

Throughout the Event – including the poster exhibition – delegates will be able to see many examples of how a focus on this is improving the quality of care people receive and the outcomes they experience.

# EXHIBITOR OPPORTUNITIES AT THE NHS SCOTLAND EVENT 2020

#### WHY GET INVOLVED?

A valued strength of the NHS Scotland Event is the exhibition which, together with a full programme of keynote speakers and learning sessions, provides the ideal mix of educational and networking elements that will deliver a stimulating and highly motivational delegate experience.

#### **BENEFITS OF EXHIBITING**

The NHS Scotland Event offers a wide range of creative exhibitor opportunities which will enable you to demonstrate dedication and investment in NHS Scotland.

Exhibiting at the NHS Scotland Event offers the means to communicate key messages to a focused, influential audience and to communicate your service offering.

#### WHO WILL YOU MEET?

Last year, the Event attracted over 2,000 health and social care leaders, key decision-makers and frontline staff from across NHS Scotland and its partners and provided them with a unique opportunity to listen, learn and participate in crucial dialogue about the future of health and care in Scotland.

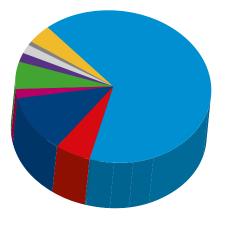
The Event provides a showcase for the best examples of health and social care services from the public, commercial, voluntary, academic, and scientific communities.



#### NHS SCOTLAND EVENT DELEGATES

The Event attracts delegates from the different health professions within NHS Boards, Health and Social Care Partnerships and the Third Sector as well as those in senior management positions with control of budgets at local level. The NHS Scotland Event 2019 registration system recorded the following delegate breakdown by (i) place of work and by (ii) job function.

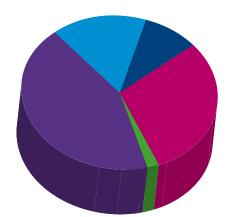
#### **By Place of Work**



NHS Board

- Health and Social Care Partnership
- Scottish Government Health Directorate
- Local Authority
- Third Sector Organisation
- Commercial Organisation
- University/College
- Royal College/ Faculty
- Other

#### By Role



- Allied Health Professional
- Medical and Dental Support
- Nursing and Midwifery
- Pharmaceutical
- Support Services

## OVERVIEW OF THE NHS SCOTLAND EVENT EXHIBITION

#### **EXHIBITOR OPPORTUNITIES**

The exhibition forms an integral part of the annual NHS Scotland Event and, as well as providing an effective way to raise the profile of your organisation, it will also provide you with excellent communication and marketing opportunities.

The 2020 exhibition will be located in Hall 4 of the SEC. We fully expect the Event to be energetic and lively and the large exhibition area will be one of the main features of the Event. The layout of the exhibition will be expertly designed to ensure optimised delegate flow offering maximum exposure to all exhibitors.

The exhibition will also be the business hub for delegates to network and meet exhibitors. As well as the large catering points, there will be a poster display area strategically positioned to encourage delegates to walk the length and breadth of the exhibition area.

#### FIRST-TIME EXHIBITORS

The NHS Scotland Event is happy to welcome first-time exhibitors and to work with you to see how we can best meet your needs within the available exhibition packages.

#### DON'T MISS OUT ON THESE UNIQUE BENEFITS

#### **CONNECTING YOU**

- Interact and network with over 2,000 health and social care professionals.
- Connect with senior leaders and key decision-makers in NHS Scotland and its partners.
- Build new partnerships and increase customer contacts and business opportunities.
- Exchange ideas, share information and educate the audience.

#### WIDE EXPOSURE

Increased awareness of your products and/or services amongst Scotland's most influential health and social care decision-makers.

#### TARGET MARKET

- Raise the profile and heighten your organisation's visibility within the health and social care sectors.
- Target those most likely to engage with your products and/or services.

### **RESERVATION AND ASSIGNMENT OF EXHIBITION SPACE**

All reservations for exhibition space are subject to approval by the Event team. Space will be assigned as requested wherever possible.

A current floorplan can be obtained from alison.notley@eventage.co.uk. Please complete the enclosed booking form to reserve exhibition space. The completed form should be emailed to: NHSScotlandevent@eventage.co.uk.

Exhibition stands cannot be confirmed until a signed booking form has been received.



NHS Scotland Event 2020 Meeting the Challenges: Building on Success and Reforming for the Future



# EXHIBITOR INFORMATION

#### **EXHIBITION TIMETABLE**

#### **Exhibition Build**

Tuesday 23 June 2020 Wednesday 24 June 2020\* 16:00 – 20:00 hours 07:00 – 08:30 hours

#### \* All stands must be fully operational by 08:30 hours on Wednesday 24 June 2020.

#### **Exhibition Break Times**

The exhibition will be open throughout the duration of the Event. Delegates will have fixed times in the Event Programme to view the exhibition and these will be:

Wednesday 24 June 2020	10:30 – 11:15 hours 12:30 – 13:30 hours 14:45 – 15:30 hours
Thursday 25 June 2020	10:30 – 11:00 hours 12:15 – 13:15 hours 14:30 – 15:00 hours
<b>Exhibition Dismantle</b> Thursday 25 June 2020*	16:00 – 19:00 hours

\* Please note that all materials must be cleared from the SEC by 19:00 hours at the latest on Thursday 25 June. Please ensure your contractors are aware of these timings.

#### WHAT IS INCLUDED IN THE PACKAGE?

All exhibition stands will be set up within a modular shell scheme and include a fascia name board, two spotlights and one power socket. Furniture is not included but can be ordered from the NHS Scotland Event exhibition contractors, Dimension 8. For exhibitors wishing to construct their own stand, the option of purchasing a 'space only' area within the Exhibition Hall is also available.

Exhibitors can also sign up to participate in the Event Fortune Card competition which will drive traffic to participating exhibition stands. To be in with a chance of winning a top prize, delegates must visit all of the exhibitors participating in the Event Fortune Card competition to get their card stamped. This is a great opportunity for exhibitors to make new contacts and raise awareness of your products and/or services. See page 6 for more details.

#### **EXHIBITOR COSTS**

### Early Bird Offer – costs for stands booked on or before 29 February 2020

STAND SIZE	COMMERCIAL COST	NOT-FOR-PROFIT COST (50% REDUCTION)
2m x 3m	£2,130 + VAT	£1,065 + VAT
3m x 3m	£3,195 + VAT	£1,598 + VAT
4m x 3m	£4,260 + VAT	£2,130 + VAT

A wide range of other exhibition stand sizes are available at £355 plus VAT per m<sup>2</sup>.

#### Costs for stands booked on or after 1 March 2020

STAND SIZE	COMMERCIAL COST	NOT-FOR-PROFIT COST (50% REDUCTION)
2m x 3m	£2,460 + VAT	£1,230 + VAT
3m x 3m	£3,690 + VAT	£1,845 + VAT
4m x 3m	£4,920 + VAT	£2,460 + VAT

A range of other exhibition stand sizes are available at £410 plus VAT per m<sup>2</sup>.

### OTHER SPONSORSHIP AND ADVERTISING OPPORTUNITIES

The NHS Scotland Event brings the health and social care community together and through exhibiting at the Event, your organisation will gain direct access to employees within NHS Scotland as well as those of its partners.

These packages are designed to help you engage, impress and network with the event delegates and provide a unique opportunity to raise your profile and engage with NHS Scotland and its partners.

#### **ADVERTISING OPPORTUNITIES**

#### **Delegate Guide**

All delegates receive a delegate guide upon arrival at the NHS Scotland Event. Delegates use this guide as a reference for important information including Plenary, Mini-plenary, Parallel and Spotlight Session times, rooms, speaker information etc. Advertising in the delegate guide will provide your organisation with high visibility during the Event. Costs below indicate how many opportunities there are and the cost per opportunity.

Back cover (one opportunity) @ £1,570 + VAT Inside back cover (one opportunity) @ £1,040 +VAT Full page (three opportunities) @ £785 +VAT Half page (four opportunities) @ £525 +VAT

#### **ENHANCING YOUR BRAND AWARENESS**

#### **Delegate Bag**

Up to two organisations can sponsor the Delegate Bag and have their logo and brand noticed.

This is a much sought after sponsorship item due to its high profile use throughout the event and beyond. Every delegate will receive a bag on their arrival at the event. Bags will be sourced and produced by the organisers.

Cost: Two opportunities at £1,570 + VAT

#### **DELEGATE BAG INSERTS**

There will be up to 15 opportunities to advertise your products and/or services and ensure that you reach every delegate by placing an insert into the delegate bags.

Cost: £385 + VAT for one item £470 + VAT for two items £550 + VAT for three items

#### **EVENT FORTUNE CARD COMPETITION** – OVERALL SPONSOR

This opportunity will certainly bring a large number of delegates to your exhibition stand. Every delegate participating in the Event Fortune Card competition must return their fully-stamped Fortune Card to your exhibition stand in order to enter the competition. What better way to engage with a wide range of Event delegates!

#### What's included?

- Recognition as the overall sponsor of the Event Fortune Card competition in the delegate guide;
- Promotion of your organisation as sponsor of the Fortune Card competition to all registered delegates in pre-event communication;
- The prize of an iPad; and
- The winner drawn and announced at your exhibition stand on Day Two of the Event.

Cost: £990 + VAT

### EVENT FORTUNE CARD COMPETITION – PARTICIPANT

As one of the organisations who feature on the Event Fortune Card, delegates who enter the Fortune competition will visit your stand and get their Fortune Card stamped. This is your opportunity to impress them with your service offering.

#### What's included?

- Recognition as a participant of the Event Fortune Card competition in the delegate guide.
- Cost: 12 x opportunities £120 + VAT

#### **EVENT LANYARDS**

Every delegate, speaker and exhibitor will receive a conference badge and lanyard which must be worn throughout the event. Event attendees will not only see your logo, but they will wear it! Be the first to say 'Welcome' and introduce your organisation name on the NHS Scotland Event 2020 lanyard.

#### What's included?

- Lanyard distribution to all event delegates, speakers, poster authors, sponsors and exhibitors; and
- Recognition in the delegate guide.

Cost: £3,100 + VAT

#### WATER BOTTLES

Help attendees stay hydrated and refreshed with a co-branded reusable water bottle. This sponsorship will outlive the Event, as delegates will be sure to use long after the Event ends. Water bottles will be handed out to every delegate upon registration.

#### **Benefits:**

- Company logo placed on water bottle alongside the NHS Scotland logo;
- Recognition as sponsor within the delegate guide; and
- Promotion of your organisation as sponsor of the water bottle to all registered delegates in pre-event communication.

Cost: £9,500 + VAT



NHS Scotland Event 2020 Meeting the Challenges: Building on Success and Reforming for the Future

08



# EXHIBITOR INFORMATION

#### ORDERING EXHIBITION STAND COMPONENTS AND FURNITURE

Dimension 8 is the official exhibition supplier of the NHS Scotland Event and you should order all additional shell scheme components and furniture from this company. The contact is Nathan Collier tel: **01633 270808** or email: **nathan@dimension8.com** 

Ordering can be done online at: www.dimension8.com/onlineordering.php

However, you will need to wait until your exhibition stand number has been confirmed as you will need this number to place your order. Once you access the Dimension 8 website, click on the 'online ordering' button and enter your company details and stand number. The exhibition password is **glasgow2020** This will take you to the order page for the NHS Scotland Event 2020.

Tablecloths can be ordered if required at a cost of £10 plus VAT per tablecloth. Please email:

 $\label{eq:nonlinear} NHSScotlandevent@eventage.co.uk \ to \ order.$ 

#### WIFI

WiFi is available to delegates and exhibitors free of charge at the SEC. The WiFi will support basic web browsing, checking of emails and social media usage. Exhibitors who require internet access to showcase and utilise web-based products and services are recommended to purchase dedicated internet access from the SEC. Please contact technical.services@sec.co.uk to make arrangements.

#### CATERING

Lunch is included on both days for up to two exhibitors per exhibition space. Further refreshments have been organised to coincide with the exhibition timings. Lunch will be available to exhibitors at midday – prior to delegates arriving back in the exhibition hall.

#### **DELIVERIES AND COLLECTIONS**

Deliveries will only be accepted on the following days and during the times stated:

 Tuesday 23 June 2020
 07:00 –

 Wednesday 24 June 2020
 07:00 –

07:00 – 18:00 hours 07:00 – 17:00 hours

Packages should be addressed as follows: NHS Scotland Event 2020 – Hall 4 Stand No. and Company Name SEC, Exhibition Way, Glasgow G3 8YW

Please ensure that all stands and packages are delivered to the SEC on these dates and times. Please note that the SEC will not accept responsibility nor sign for any items delivered in advance of the above dates.

Exhibitors must supervise all collection of goods after the Event. Any items left in the halls after 19:00 on 25 June will be returned to Cameron Logistics. It will be the exhibitors responsibility to organise the return of their items. There is no provision for storage on-site after tenancy has expired. The organisers accept no responsibility for loss or delay of any deliveries or collections to/from the SEC.

It is strongly advised that any materials left for collection in the exhibition area are clearly marked with the name of the courier and full destination details.

#### CLEANING

The exhibition aisles will be cleaned daily outside the Event opening hours. The exhibition stands will NOT be cleaned unless specifically requested. Please advise a member of the Event Team if any additional cleaning is required. If empty boxes are flattened and left in the aisle they will be uplifted.

#### SECURITY

The exhibition area will be locked and secured outside the Event opening hours. It is recommended that no items of value are left unattended. The Event organisers accept no liability for any loss or damage to items on exhibition stands. If the venue implements any additional security measures, all exhibitors will be notified of the procedures ahead of the Event.

#### **ASSISTANCE DURING THE EXHIBITION**

The NHS Scotland Event organisers, with additional support staff, will be available during the build-up day on Tuesday 23 June and throughout the Event to assist with any queries. They can be found at the delegate registration desk located in Hall 4 at the SEC.

#### **DISABILITY DISCRIMINATION ACT**

All exhibition stands must comply with the Disability Discrimination Act (DDA). The DDA applies to all disabilities, including wheelchair users, people with impaired sight and hearing, and walking difficulties. All of these factors need to be taken into consideration when laying out your exhibition stand. If you have any questions, please email: NHSScotlandevent@eventage.co.uk

#### HEALTH AND SAFETY AT WORK REGULATIONS

It is the responsibility of the exhibitor to ensure that their contractor or employees are aware that their exhibition space must comply with the latest legislation regarding the Health and Safety at Work Act 1974. All subsequent legislation and amendments, updates and revisions shall be complied with. Full details of the General Regulations for the Scottish Event Campus are available on request.

#### FIRST AID AND MEDICAL EMERGENCIES

Should anyone attending the NHS Scotland Event become unwell or require medical assistance they should attend the Medical Centre located opposite the Clyde Built Restaurant at the East Entrance; notify a member of the Event Team; or notify a member of the SEC staff who will alert the Medical Staff.

In the event of a medical emergency please alert a member of the Event Team or a member of the SEC staff who will alert the Medical Response Team. Should a situation arise where an ambulance must be called immediately, please alert a member of the Event Team or a SEC staff member as soon as possible to ensure that they are aware that an emergency vehicle has been requested and to ensure the most suitable access is given to the vehicle.

#### **KEY CONTACTS**

#### Stand booking and all Event enquiries:

Alison Notley Eventage Ltd Hazeltonhead Farm, Mearnskirk Glasgow G77 6RS Tel: 0141 639 8123 Email: alison.notley@eventage.co.uk

### **Exhibition stand components and furniture ordering:** Dimension 8

Contact: Nathan Collier Tel: 01633 270 808 Email: nathan@dimension8.com Ordering: www.dimension8.com/onlineordering.php

#### **High Speed Internet:**

SEC Technical Services Tel: 0141 275 6218 Email: technical.services@sec.co.uk



# **EXHIBITOR TERMS AND CONDITIONS**

#### **ALLOCATION OF EXHIBITOR SPACES**

Exhibition spaces are allocated on a first-come, first-served basis. The NHS Scotland Event organisers reserve the right to alter stand allocations if required. This will only be done if unavoidable and will be done in consultation with the exhibitor.

#### **EXHIBITION INSPECTION**

All exhibition stands must be operational **by 08:30 hours on Day One, Wednesday 24 June** at which time each exhibition stand will be inspected by the organisers. This will include confirming that no consumables (food and drink) are present on the stand, in line with the general terms and conditions of booking, as outlined below.

#### **STAFFING OF EXHIBITION STANDS**

Exhibitors are required to ensure that their stands are staffed during the opening hours of the exhibition and must not dismantle their stands or leave the exhibition **before 15:00 hours on Day Two, Thursday 25 June**. Any exhibitor leaving before the exhibition has closed will incur a penalty charge of 25% of the original amount paid for their stand.

#### **EXHIBITOR CONTRACTORS**

It is the responsibility of exhibitors to ensure that contractors receive and adhere to these guidelines.

#### **TECHNICAL ASPECTS**

Guidelines for all technical aspects should also be adhered to. This includes stand build, set-up and breakdown, delivery of materials and/or equipment, health and safety and risk-assessment guidelines.

#### PHARMACEUTICAL COMPANIES EXHIBITING AT THE EVENT

Exhibition stands and sponsor support from pharmaceutical companies must conform to the ABPI Code of Practice for the Pharmaceutical Industry.

#### ACCEPTANCE OF GENERAL TERMS

Those wishing to participate as a sponsor or exhibitor unreservedly accept, and undertake to comply with these general terms. The Event organiser reserves the right to give notice should any new provisions, circumstances or changes in the interest of the event occur.

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

On entering this arrangement, exhibitors undertake not to do anything in relation to your booking that will negatively impact on the reputation of NHS Scotland.

# **GENERAL TERMS AND CONDITIONS**

#### **BOOKING ARRANGEMENTS**

If you would like to be a sponsor or exhibitor, please complete, sign and return the relevant booking/ application form(s) email.

Email: NHSScotlandevent@eventage.co.uk

Upon receipt of the completed booking form, your organisation will be issued with the necessary invoice with full payment instructions, allocated stand number and all necessary logistical information.

#### **CANCELLATION POLICY**

Cancellations and changes to your original booking must be made in writing to Eventage.

Eventage Ltd Hazeltonhead Farm, Mearnskirk, Glasgow G77 6RS Please note all committed sponsorship is non-refundable. Should the NHS Scotland Event be cancelled by NHS Scotland, all monies will be refunded.

#### **PAYMENT TERMS**

All prices quoted are exclusive of VAT, with the exception of participant registration fees. Full payment is required prior to the Event.

#### **DATA PROTECTION**

The data you provide in the attached Exhibition Registration Form will be used for planning and delivering the NHS Scotland Event 2020 and planning for the NHS Scotland Event 2021. Specific data consent is required for holding this information and using it for these purposes. Tick boxes are included in the Exhibition Registration Form.

#### UNSCHEDULED MEETINGS AND EVENTS

During the Event, no delegate, sponsor or exhibitor may organise, attend or favour meetings, gatherings or any other events, relating to the topics covered by the NHS Scotland Event 2020 which have not been reported to, and approved by, the organising committee beforehand.

### FILMING AND PHOTOGRAPHY AT THE EVENT

Please note that there will be video cameras and photographers at the NHS Scotland Event. The images remain the property of the NHS Scotland Event and are for the purpose of promoting the Event through the website and other Event material. Access to images remain at the discretion of the Event Team.

If you are planning on carrying out filming/photography at your stand for promotional purposes, you must make this clear to delegates visiting your stand, by displaying an A4-sized sign in a prominent position with the following message:

'Delegates are asked to note that filming and/ or photography activity will take place at this stand periodically for our organisation's promotional purposes. Delegates who do not wish to feature in these should make themselves known to the stand manager so that appropriate action can be taken.'

Please note that the appropriate action in this circumstance would be to stop filming/photography whilst the delegate in question was present.

### FOOD AND DRINK ON EXHIBITION STANDS

During the Event, the provision on any consumables, including food, drink and confectionary, is prohibited on exhibitor stands. As a health Event we must be seen to promote healthier behaviours throughout the entire Event as well as address health and safety concerns about allergies.



# **EXHIBITION REGISTRATION FORM**

#### NHS SCOTLAND EVENT, 24 – 25 JUNE 2020, SEC, GLASGOW

<b>STAND NAME</b> (This is what will appear on the Stand Fascia Board, the NHS Scotland Event website and in the Delegate Guide as well as other promotional materials related to the NHS Scotland Event)	
COMPANY NAME AND ADDRESS FOR INVOICE	
CONTACT NAME	
CONTACT EMAIL	
CONTACT PHONE NUMBER	
STAND REQUESTED	1st Choice: 2nd Choice: 3rd Choice: Stands can be combined to create larger spaces
SHELL SCHEME OR SPACE ONLY STAND Shell scheme stands will include a fascia name board, two spotlights and one power socket. Furniture is not included. If you request space only your space will be marked out and you will build your own stand.	
<b>STAND SIZE</b> Please see page 5 for costs per m <sup>2</sup>	
<ul> <li>TOTAL STAND COST</li> <li>Stands booked up to, and including, 29 February 2020:</li> <li>Exhibition space will be invoiced at £355 + VAT per m<sup>2</sup> with a 50% reduction for charity/not-for-profit organisations</li> <li>Stands booked from 1 March 2020:</li> <li>Exhibition space will be invoiced at £410 +VAT per m<sup>2</sup> with a 50% reduction for charity/not-for-profit organisations</li> </ul>	

# **EXHIBITION REGISTRATION FORM**

#### NHS SCOTLAND EVENT, 24 – 25 JUNE 2020 SEC, GLASGOW



#### **Data Protection Permissions**

I agree to Eventage using the data provided in this form to:

Contact me regarding my booked exhibition space to provide updates about the NHS Scotland Event 2020

### Please note that unless you tick the above box to agree to this arrangement, we cannot accept your request to exhibit at the NHS Scotland Event 2020.

I agree to Eventage using the data provided in this form to:

- Send me an evaluation form about the NHS Scotland Event 2020
- Contact me in 2021 to enquire whether I wish to exhibit at the NHS Scotland Event 2021

Please return the completed form to: Alison Notley, Eventage, Hazeltonhead Farm, Mearnskirk, Glasgow G77 6RS Tel: 0141 639 8123

 ${\bf Email: alison.notley} @eventage.co.uk \\$ 

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