

Exhibitor Brochure

NHS Scotland Event 2021

22 – 24 June 2021

www.nhsscotlandevents.com

Re-mobilise, Recover, Re-design

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.

Following the postponement of the 2020 Event due to the COVID-19 pandemic and the ongoing challenges faced by our health and social care staff, the decision was made to run the 2021 Event virtually.

Our top priority is the health and wellbeing of our delegates, speakers, exhibitors, and staff, and we are extremely grateful for your patience and support as we embrace these changes together.

In the past year NHS Scotland and its partners across health and social care have risen to the challenge of dealing with the Coronavirus (COVID-19) pandemic. The NHS was put on an emergency footing – maintaining urgent care, flexing capacity from paused services to meet demand and developing innovative ways of working. Alongside this, community health and social care teams adapted their services to support as many people as possible in their own homes, working in closer and more integrated ways. The response of local public health teams in managing outbreaks has been outstanding.

Those working across health and social care have shown incredible resolve and flexibility, in many cases being deployed into new roles and into new ways of working across our health and social care system. People felt united around a shared purpose, working with a spirit of kindness, openness and inclusivity.

Re-mobilise, Recover, Re-design, published in May 2020, set out plans to restart as many aspects of our NHS as is possible. It set out that restoring normal services should mean capitalising on the gains we have made in ways of working, prioritisation and collaboration, with the roll-out of new techniques, technology and clinically safe but faster pathways to care for patients.

We undoubtedly face significant challenges going forward. The pandemic has interrupted the progress we had made on reducing waiting times, and the effect of this will be felt for some time to come. We will need to tackle this with vigour, while meeting the challenge of rolling out the vaccination programme for COVID-19.

In particular, we must face up to what the pandemic has exposed about health inequalities in Scotland – and how it has exacerbated them. COVID-19 has caused disproportionate harm to older people, minority ethnic groups, the people living in

greatest deprivation and those with obesity, diabetes and respiratory and cardiovascular disease.

To step up to meet these challenges, we must look to the achievements and successes of those working in health and social care during this challenging period.

The NHS Scotland Event 2021 will focus on what we have learned so far during the COVID-19 pandemic: the importance of kindness, of working together, of breaking down barriers and silos, of re-discovering our shared purpose. It will showcase the work being done to recover from the COVID-19 pandemic while maintaining the progress made in redesigning services to improve access to services, to integrate care and to provide the highest quality person-centred, safe and effective health and care services as we move into a post-COVID world.

Now is the time to grasp change: communicate, innovate, lead and collaborate. As we look to the future, the event programme will provide opportunities to reflect on what we can achieve when we work together to Re-mobilise, Recover and Re-design.

Throughout the Event 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.

VIRTUAL EXHIBITION OPPORTUNITIES AT THE NHS SCOTLAND EVENT 2021

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 learning and networking elements that will deliver a stimulating and highly motivational delegate experience.

The virtual NHS Scotland Event promises to deliver the same engaging programme content, impactful connections with peers and access to exhibitors in a dynamic, digital setting that will be accessible from anywhere. Our virtual conference format will allow your organisation to:

- reach new attendees beyond those who traditionally attend in-person;
- engage with stay at home audiences;
- heighten brand exposure;
- provide greater flexibility; and
- be more cost-effective and environmentally friendly.

BENEFITS OF EXHIBITING

The virtual NHS Scotland Event offers creative exhibitor opportunities which will enable you to demonstrate dedication and investment in NHS Scotland. Exhibiting within a virtual platform offers the means to communicate key messages to a focused, influential audience and to communicate your service offering directly to delegates.

WHO WILL YOU MEET?

We aim to attract more than 2,000 health and social care leaders, key decision-makers and frontline staff from across NHS Scotland and its partners and provide them with a unique opportunity to listen, learn and participate in crucial dialogue about the future of health and care in Scotland.

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

The NHS Scotland Event Virtual Conference Platform uses profiles and special interest tags to allow delegates and exhibitors with matching interests to connect. The platform also allows for direct messaging and video chats.

NHS SCOTLAND EVENT DELEGATES BY ROLE

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.

OVERVIEW OF THE NHS SCOTLAND EVENT VIRTUAL EXHIBITION

VIRTUAL EXHIBITOR OPPORTUNITIES

The virtual exhibition will form an integral part of the NHS Scotland Event 2021 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 virtual exhibition will be held on the NHS Scotland Event Virtual Conference Platform. The virtual exhibition area will be one of the main features of the Event with plenty of opportunities for you to engage with delegates.

Exhibitors will be given access to the NHS Scotland Event Virtual Conference Platform in advance of registered delegates, to allow you to create your organisation's profile page. Your page will include your logo, contact information, website and social media links and an organisation overview. In addition you will be able to upload resources and collateral including, video links, images, documents and podcasts.

For more information about the Event visit www.nhsscotlandevents.com
Keep up with what's happening at the NHS Scotland Event 2021 @NHSScotEvents #nhsscot21

The virtual exhibition will also be the business hub for delegates to network and meet exhibitors. Delegates, speakers and participants will be able to view the virtual exhibition at any time during the Event.

The virtual platform will open ahead of the live Event dates and will stay open beyond the Event to allow on-demand viewing and visiting of the virtual exhibition.

Detailed guidance and instructions on creating your profile page and how to engage with delegates on the NHS Scotland Event Virtual Conference Platform will be provided to all virtual exhibitors.

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 at a time when face to face contact and meetings are a challenge.
- 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 VIRTUAL EXHIBITION SPACE

All reservations for the virtual exhibition are subject to approval by the Event team.

Please complete the enclosed booking form to reserve a virtual exhibition space. The completed form can be emailed to: NHSScotlandevent@eventage.co.uk.

Virtual exhibition spaces cannot be confirmed until a signed booking form has been received.

VIRTUAL EXHIBITOR INFORMATION

Virtual Exhibition Break Times

The virtual exhibition will be open throughout the duration of the Event, however, delegates will have fixed times in the Event Programme to view the virtual exhibition and these will be:

Tuesday 22 June 2021	10:00 – 10:15 hours
	11:15 – 11:45 hours
	12:45 – 13:15 hours
	14:15 – 14:30 hours
	15:30 – 16:00 hours

Wednesday 23 June 2021	10:00 – 10:15 hours
	11:15 – 11:45 hours
	12:45 – 13:15 hours
	14:15 – 14:30 hours
	15:30 – 16:00 hours

Thursday 24 June 2021	10:00 – 10:15 hours
	11:15 – 11:45 hours
	12:45 – 13:15 hours
	14:15 – 14:30 hours
	15:30 – 16:00 hours

Please note: Timings may vary as programme develops

WHAT IS INCLUDED IN THE PACKAGE?

Virtual exhibitor package (Commercial £1,500 +VAT) (Not for profit £750 +VAT). The package includes:

- A dedicated organisation profile page within the exhibitor listing area of the Event website – Your page will include your logo, contact information, website and social media links and an organisation overview. In addition you will be able to upload resources and collateral including, video links, images, documents and podcasts.
- The ability to arrange live video calls (group and 1:1) within the virtual platform for meetings, enquiries and product demos. No limits on the number or duration of calls.

WIFI

We recommend all participants in your exhibition ensure they have good WiFi connectivity, and are in a suitable space for recording video and audio, in advance of the Event.

FURTHER INFORMATION

If you require any further information about this year's Event, please contact the Events team at nhsscotlandevents@gov.scot

ASSISTANCE DURING THE VIRTUAL EXHIBITION

The NHS Scotland Event organisers, with additional support staff, will be available throughout the Event to assist with any queries.

KEY CONTACTS

Virtual Exhibition booking and all event enquiries:

Eventage Ltd

Hazeltonhead Farm, Mearnskirk

Glasgow G77 6RS

Tel: 0141 639 8123

Email: alison.notley@eventage.co.uk

EXHIBITOR TERMS AND CONDITIONS

ACCEPTANCE OF GENERAL TERMS

Those wishing to participate in the virtual exhibition unreservedly accept, and undertake to comply with the 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.

The NHS Scotland Event reserves the right not to accept an exhibition from any organisation where a potential conflict of interest exists.

On entering this arrangement, virtual 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 virtual 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 followed by full instructions and guidance on creating your virtual exhibition profile and page.

CANCELLATION POLICY

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

Eventage Ltd
Hazeltonhead Farm,
Mearns Kirk
Glasgow G77 6RS

Please note all committed virtual exhibition funds are 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 and 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 2021 and planning for the NHS Scotland Event 2022. Specific data consent is required for holding this information and using it for these purposes. Tick boxes are included in the Exhibition Registration Form.

VIRTUAL EXHIBITION REGISTRATION FORM

NHS SCOTLAND EVENT, 22 - 24 June 2021

Organisation Name (this is what will appear on the NHS Scotland Event Virtual Conference Platform, the NHS Scotland Event Website 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:	
Signature: <i>Those wishing to participate as an exhibitor unreservedly accept, and undertake to comply with the general terms and conditions outlined on Page 8 in the NHS Scotland 2021 Exhibitor Brochure.</i>	

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 2021

☐

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 2021

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

- Send me an evaluation form about the NHS Scotland Event 2021
- Contact me in 2022 to enquire whether I wish to exhibit at the NHS Scotland Event 2022

☐☐

**Please return the completed form to: Alison Notley, Eventage, Hazeltonhead Farm, Mearnskirk, Glasgow, G77 6RS Tel/Fax: 0141 639 8123
Email: alison.notley@eventage.co.uk**