

NHS Scotland Event 2023

Recovery and Renewal in
our Health and Care Services

Monday 19 June 2023
SEC, Glasgow



**Healthier
Scotland**
Scottish
Government



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

The NHS Scotland Event is considered to be one of the leading health events in Scotland. This annual gathering is the 'premier meeting place' for people committed to not only providing safe, effective and person-centred care but also to delivering high quality sustainable care and support for the future.

The event unites over 1,000 healthcare leaders, key decision-makers and frontline staff from across NHS Scotland and provides them with a unique opportunity not just to listen and learn, but to be part of changes that will impact the future of healthcare in Scotland.

This year's NHS Scotland Event will focus on **Recovery and Renewal in our Health and Care Services** and will engage delegates with a breadth of keynote presentations, parallel sessions and lunchtime sessions as well as plentiful opportunities for networking. With the need for health and care to continually evolve, there has never been a better – or more critical – time for your organisation to be part of our event.

'The NHS Scotland Event allowed us to meet with many key people within NHS Scotland and we were delighted with who took an interest in our services'

'The NHS Scotland Event never disappoints as it attracts many of the important decision-makers from within the NHS in Scotland'

Get involved in the 2023 NHS Scotland Event. For more information on the sponsor opportunities please get in touch by telephone on: **0141 639 8123** or by email at: alison.notley@eventage.co.uk



THE NHS SCOTLAND EVENT 2023

BENEFITS AND VISIBILITY THROUGH SPONSORING

The 2023 NHS Scotland Event offers a wide range of unique and creative sponsor opportunities, which will enable you to demonstrate dedication to and investment in NHS Scotland. Sponsoring the 2023 NHS Scotland Event offers the means to communicate key messages to a focused, influential audience, leaving a strong and lasting impression of your brand and services.

WHY GET INVOLVED?

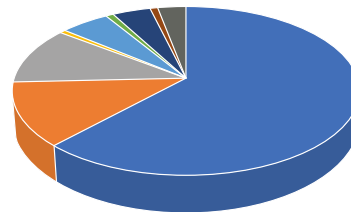
One of the most notable strengths of the NHS Scotland Event is a full programme of speakers and sessions, which provides an ideal mix of educational and networking elements that will deliver an impactful delegate experience.

WHO WILL YOU MEET?

The event attracts around 1,100 delegates from all sectors in the health service as well as our partners from other public and voluntary sector organisations.

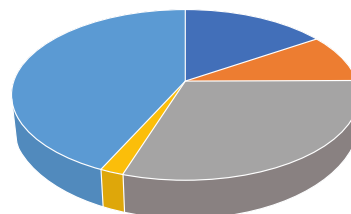
NHS SCOTLAND EVENT DELEGATES BY ORGANISATION

The majority of delegates who attend are from NHS Scotland.



- NHS Scotland including independent contractors providing NHS services
- Health and Social Care Partnership
- Scottish Government
- Local Authority
- Third Sector Organisation
- Commercial Organisation
- Educational Institution
- Royal College/Faculty
- Other

NHS SCOTLAND EVENT DELEGATES BY JOB FUNCTION



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

Get involved in the 2023 NHS Scotland Event. For more information on the sponsor opportunities please get in touch by telephone on: **0141 639 8123** or by email at: alison.notley@eventage.co.uk



SUPPORTER PACKAGES

SUPPORTER OPPORTUNITIES

There are many benefits to supporting the NHS Scotland Event – all of which will provide the maximum return on your investment.

Our supporter opportunities are designed to help you engage, impress and network with our delegates.

Whether you are seeking new business, or hoping to grow your partnerships with key clients, sponsoring the NHS Scotland Event will provide you with an excellent platform to engage and connect with our audience.

We can also offer tailored packages to suit your budget and your marketing objectives, so why not talk to us about customising your own package.

If you have any questions or you would like to support and get involved in the NHS Scotland Event please get in touch by calling **0141 639 8123** or emailing: alison.notley@eventage.co.uk.

Event
Partner

Event
Supporter

75th
Anniversary
Reception
Sponsor

Lunch
Sponsor

Refreshment
Sponsor

Water
Sponsor

Delegate
Bag Sponsor

Delegate
Bag Inserts

Advert in
Conference
Programme

WHAT ARE THE OPPORTUNITIES?

EVENT PARTNER

As our **Event Partner** you can design and deliver a bespoke lunchtime session where you can gain direct access to up to 100 key leaders and personnel from within NHS Scotland and its partners to promote and inform them of your products and services. You will also receive high profile branding and promotion in the run up to the event, at the event as well as promotion on the Event website and through our social media platforms. A bespoke 30 minute lunchtime session for up to 100 delegates hosted in a dedicated area as part of the Event programme.

EVENT SUPPORTERS

As one of our **Event Supporters** you will receive high profile branding and promotion in the run up to the event, at the event as well as promotion on the Event website and our social media platforms. It will help you raise the profile of your organisation to 1,100 key leaders and personnel from within NHS and its partners.

75TH ANNIVERSARY RECEPTION SPONSOR

This year marks the 75th Anniversary of the NHS in Scotland. There will be a networking reception immediately after the Event to mark the Anniversary. Be our **75th Anniversary Reception Sponsor** and welcome guests along with Ministers and senior NHS Scotland leaders. You will also receive high profile branding at the event as well as promotion on the website and our social media platforms.

REFRESHMENT SPONSOR

As our **Refreshment Sponsor** you will give our delegates that much needed cuppa while they catch up on their networking with old and new colleagues! All delegates will receive two vouchers branded with your logo, one for mid morning and one for the afternoon which they will exchange for a refreshment of their choice.

LUNCH SPONSOR

As our **lunch sponsor** you will be providing our delegates with sustenance for the afternoon sessions! You will also have the opportunity to welcome delegates and give a 3-5 minute presentation to promote your products and services. All delegates will receive a voucher which will be branded with your logo which they will exchange for a lunch bag to keep them going for the rest of the day!

WATER SPONSOR

As our **Water Sponsor** you will make sure that all our NHS workers are well hydrated! We will provide all of our delegates with a joint branded reusable water bottle and this will ensure that the delegates will remember your organisation for a long time after the event.

DELEGATE BAG SPONSOR

Be our **Delegate Bag Sponsor** and get your logo and brand noticed! This is a much sought after sponsorship item due to its high profile use throughout the Event and beyond! Each delegate will receive a bag upon arrival.

DELEGATE BAG INSERTS

Advertise your products and services and ensure that you reach every delegate by placing an **insert into the delegate bag**.

ADVERT IN CONFERENCE PROGRAMME

Everyone receives a Conference Programme upon arrival at the event. Delegates use this guide as a reference for session times, rooms, speaker information etc. Advertising in the conference programme will provide your organisation with high visibility during the event.



Event Partner

Two opportunities

Cost: £12,000 + VAT

What's included in the package?

- A bespoke 30 minute lunchtime session for up to 100 delegates hosted in a dedicated area as part of the conference programme.
- Your branding to be included on all title slides prior to each session on the conference programme.
- Your branding to be positioned on digital screens throughout the venue giving information about the event.
- A 100 word company listing, your logo and promotion of your session in the conference programme.
- Promotion through the Event social media channels.
- Your branding on all communication to delegates in the run up to the event.
- Branding, information about your company/organisation and a link to your website from the Event website.
- Your organisation and support acknowledged in the opening session of the Event.
- Two delegate spaces at the NHS Scotland Event.

Event Supporter

Three opportunities

Cost: £3,000 + VAT

What's included in the package?

- Your branding to be included on all title slides prior to each session on the conference programme.
- Your branding to be positioned on digital screens throughout the venue giving information about the event.
- A 50 word company listing and your logo in the conference programme.
- Promotion through the Event social media channels.
- Your branding on all communication to delegates in the run up to the event.
- Branding, information about your company/organisation and a link to your website from the Event website.
- Your organisation and support acknowledged in the opening session of the Event.
- Two delegate spaces at the NHS Scotland Event.



75th Anniversary Sponsor

One opportunity

Cost: Contact us to discuss

What's included in the package?

- Branding on any materials or communication relating to the 75th Anniversary Reception.
- The opportunity to welcome, address and network with guests along with the Cabinet Secretary for Health and Social Care and NHS Scotland senior leaders.
- The opportunity to have your branding and promotional material prominently displayed in the Networking Reception area.
- Acknowledgment within the conference programme.
- Branding, information about your company/organisation and a link to your website from the Event website.
- Your organisation and support acknowledged in the opening session of the Event.
- One delegate space at the NHS Scotland Event.

Refreshment Sponsor

One opportunity

Cost: £8,500 + VAT

What's included in the package?

- An opportunity to supply your own promotional materials such as pop up banners in the networking area.
- Promotion and branding on closing slides at the end of the opening plenary.
- Your branding on the Refreshment Vouchers.
- Acknowledgment within the conference programme.
- Branding at the refreshment serving points acknowledging your support.
- Branding, information about your company/organisation and a link to your website from the Event website.
- Branding on any materials or communication relating to the refreshments element of the Event.
- Promotion through the Event social media channels.
- Your organisation and support acknowledged in the opening session of the Event.
- Two delegate spaces at the NHS Scotland Event.



Lunch Sponsor

One opportunity

Cost: £6,000 + VAT

What's included in the package?

- An opportunity to supply your own promotional materials such as pop up banners in the networking area.
- Promotion and branding on closing slides at the end of the parallel sessions.
- Branding on any materials or communication relating to the lunch element of the Event.
- Branding on the Lunch Vouchers.
- Acknowledgment within the conference programme.
- Branding at the lunch serving points acknowledging your support.
- Promotion through the Event social media channels.
- Branding, information about your company/organisation and a link to your website from the Event website.
- Your organisation and support acknowledged in the opening session of the Event.
- Two delegate spaces at the NHS Scotland Event.

Water Sponsor

One opportunity

Cost: £5,500 + VAT

What's included in the package?

- A reusable water bottle for each delegate with joint branding along with NHS Scotland.
**If you would like to provide your own company's branded reusable water bottle, please speak to the sponsorship team.*
- An opportunity to supply your own promotional materials such as pop up banners in the networking area.
- Acknowledgment within the conference programme.
- Branding, information about your company/organisation and a link to your website from the Event website.
- Promotion through the Event social media channels.
- Your organisation and support acknowledged in the opening session of the Event.
- One delegate space at the NHS Scotland Event.

Delegate Bag Inserts

Twelve opportunities

Cost: £500 + VAT

What's included in the package?

- Branding, information about your company/organisation and a link to your website from the Event website.

Delegate Bag Sponsor

One opportunity

Cost: £2,500 + VAT

What's included in the package?

- A cotton bag for each delegate with joint branding along with NHS Scotland.
- Acknowledgment within the conference programme.
- Branding, information about your company/organisation and a link to your website from the Event website.
- Promotion through the Event social media channels.
- Your organisation and support acknowledged in the opening session of the Event.
- One delegate space at the NHS Scotland Event.

Advert in Conference Programme

Everyone receives a Conference Programme upon arrival at the event. Delegates use this guide as a reference for session times, rooms, speaker information etc. Advertising in the conference programme will provide your organisation with high visibility during the event.

- Inside quarter page - £300 + VAT
- Back page - £1,000 + VAT
- Inside back page - £750 + VAT
- Inside half page - £500 + VAT

SPONSOR TERMS AND CONDITIONS

1. ALLOCATION OF SPONSOR OPPORTUNITIES

Sponsor opportunities are allocated on a first-come, first-served basis. The NHS Scotland Event organisers reserve the right to withdraw or alter any of the sponsor opportunities. This will only be done if unavoidable and will be done in consultation with the sponsor.

2. 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.

3. PHARMACEUTICAL COMPANIES SPONSORING THE EVENT

Sponsor support from pharmaceutical companies must conform to the ABPI Code of Practice for the Pharmaceutical Industry.

4. ACCEPTANCE OF GENERAL TERMS

Those wishing to participate as a sponsor 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.

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

NHS Scotland reserves the right not to accept sponsorship from any organisation.

5. CANCELLATION POLICY

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

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.

6. PAYMENT TERMS

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

7. DATA PROTECTION

The data you provide on this Sponsor Booking Form will be used for planning and delivering the NHS Scotland Event 2023 and planning for the NHS Scotland Event 2024. Specific data consent is required for holding this information and using it for these purposes. Tick boxes are included on the Sponsor Booking Form.

SPONSOR BOOKING FORM

NHS SCOTLAND EVENT | 19 JUNE 2023 | SEC, GLASGOW

SPONSOR NAME <i>(this is what will appear on the NHS Scotland Event Website and in other promotional materials related to the NHS Scotland Event)</i>		
COMPANY NAME AND ADDRESS FOR INVOICE		
CONTACT NAME		
CONTACT EMAIL		
CONTACT PHONE NUMBER		
PLEASE MARK WITH AN 'X' EACH SPONSORSHIP ITEM APPLIED FOR. FULL DETAILS ON ALL ITEMS CAN BE FOUND IN THE SPONSOR GUIDE. <i>Please note that all sponsorship items are available on a first come, first served basis and the NHS Scotland Event. NHS Scotland reserves the right not to accept sponsorship from any organisation. Please see the full terms and conditions on the reverse of this form.</i>		
EVENT PARTNER - £12,000 + VAT		DELEGATE BAG SPONSOR - £2,500 + VAT
EVENT SUPPORTER - £3,000 + VAT		DELEGATE BAG INSERT - £500 + VAT
75th ANNIVERSARY RECEPTION SPONSOR - TBC		CONFERENCE PROGRAMME ADVERT: BACK PAGE - £1,000 + VAT
LUNCH SPONSOR - £6,000 + VAT		CONFERENCE PROGRAMME ADVERT: INSIDE BACK PAGE - £750 + VAT
REFRESHMENT SPONSOR - £8,500 + VAT		CONFERENCE PROGRAMME ADVERT: INSIDE HALF PAGE - £500 + VAT
WATER SPONSOR - £5,500 + VAT		CONFERENCE PROGRAMME ADVERT: INSIDE QUARTER PAGE - £300 + VAT
TOTAL SPONSORSHIP COST		
SIGNATURE <i>I wish to participate as a sponsor and unreservedly accept, and undertake to comply with, the general terms and conditions outlined on the reverse of this form.</i>		

Get involved in the 2023 NHS Scotland Event. For more information on the sponsor opportunities please get in touch by telephone on: **0141 639 8123** or by email at: alison.notley@eventage.co.uk

Data Protection Permissions

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

- Contact me regarding my sponsorship arrangements and to provide updates about the NHS Scotland Event

Please note that unless you tick the above box to agree this arrangement, we cannot accept your request to sponsor the NHS Scotland Event 2023.

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

- Send me an evaluation form about the NHS Scotland Event 2023
- Contact me in 2024 to enquire whether I wish to be involved with the NHS Scotland Event 2024

Please return the completed form to:

Alison Notley, Eventage Ltd **Tel:** 0141 639 8123 **Email:** alison.notley@eventage.co.uk

This information will be published in the Conference Programme and on the NHS Scotland Event website.

KEY DATES

In order to meet the print deadlines for the Conference Programme please return this completed form and your logo no later than 19 May 2023 to: alison.notley@eventage.co.uk.

