

NHS Scotland Event 2022

**Pandemic Recovery and
Reform for the Future**

Tuesday 21 – Wednesday 22 June 2022
P&J Live, Aberdeen



**Healthier
Scotland**
Scottish
Government

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

Over the past year, NHS Scotland and its partners across health and social care have once again risen to the many challenges and pressures during this unprecedented time in dealing with the Coronavirus (COVID-19) pandemic.

Health and social care colleagues have been extraordinary in their response to increased demands and have often had to deliver services in innovative and sometimes unfamiliar ways. Community health and social care teams have adapted their services to support as many people as possible in their own homes, working in closer and more integrated ways.

The collaborative response of local public health teams in continuing to deal with the difficulties of this pandemic, while remobilising essential services, has been outstanding.

Of course, we know that there is a long journey ahead to recover from the effects that COVID-19 has had, not only on the effective delivery of services but on the mental health and wellbeing of both patients and staff. The effects of which will be felt for a long time, and we cannot underestimate the significant challenges that lie ahead.

The process and road to recovery must have at its heart an acknowledgment and understanding of the challenges of the last year and more. The NHS Scotland Event 2022 will focus on how we can address these challenges by focusing on our priorities and building on our successes while working collaboratively to deliver the highest quality person-centred, safe and effective integrated care for every individual in Scotland.

We have made incredible progress over the past year, in particular the effective and rapid roll out of the vaccination programme, not to mention the significant innovative advances of the delivery of care. However, the impact of addressing the COVID-19 pandemic has meant that many health and care services have had to be suspended or reduced in scope and scale and as a result, there are many people who are waiting longer for the care they need.

Addressing this backlog of care, while continuing to meet the ongoing urgent health and care needs of the country, is the central aim of the overall recovery and reform agenda.

We must also continue to face up to the fact that this pandemic has exposed and exacerbated deep-rooted health and social inequalities in

Scotland. A key focus of the Event will look at how we will act to mitigate these and ensure that services are provided in a way that is proportionate to need, and how we can support those that are most vulnerable (socially and clinically) in our society

While it is important to stress that recovery is the immediate task, the overall agenda is about ensuring that the process of recovery also delivers long term sustainability. That is why service innovation and redesign - as well as creating additional capacity - is central to this.

There is no doubt that transformational change is needed in order to deliver safe, affordable and sustainable services in a post-Covid world, especially as demand continues to rise. The Event will explore how we can work towards transforming the way care is delivered in an effective and sustainable way.

The task ahead will be challenging and will take time to be fully realised, but with the right support and collective approach across our health and social care system, we can deliver our priorities and maintain a sustainable recovery for the people of Scotland.

NHS SCOTLAND 2022, P&J LIVE, ABERDEEN

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.

We're delighted to be back in person for the 2022 Event in a brand new location at the P&J Live in Aberdeen. We're hopeful that our new location for this year is more accessible to delegates in the North and the Islands and will offer the opportunity for a number of first-time delegates to attend. This is an exciting year to be part of the NHS Scotland Event and we're looking forward to seeing all our delegates and exhibitors in person again.

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.

As well as our new venue for 2022, we will also be launching our NHS Scotland Event App. The Event App will replace the Delegate Guide which was previously handed out to all delegates attending the Event. Further details on the Event App benefits for exhibitors are included on page 8.

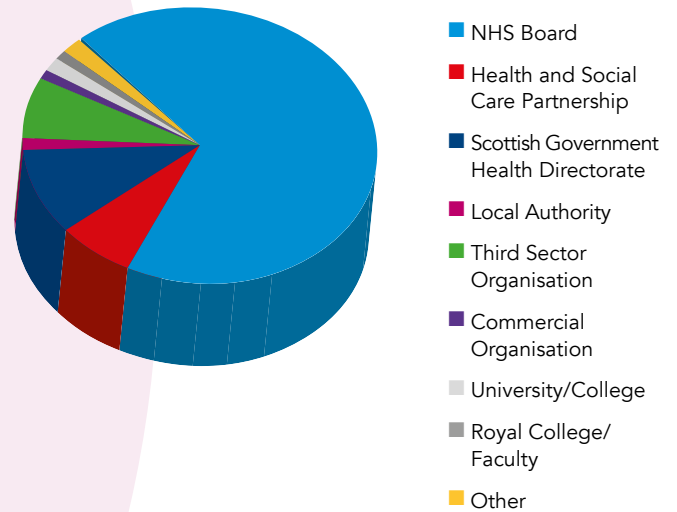
WHO WILL YOU MEET?

The last in-person Event took place in 2019 at the SEC in Glasgow and was attended by over 2,000 delegates giving exhibitors access to health and social care leaders, key decision-makers and frontline staff from across NHS Scotland and its partners. Providing them with a unique opportunity to listen, learn and participate in crucial dialogue about the future of health and care in Scotland.

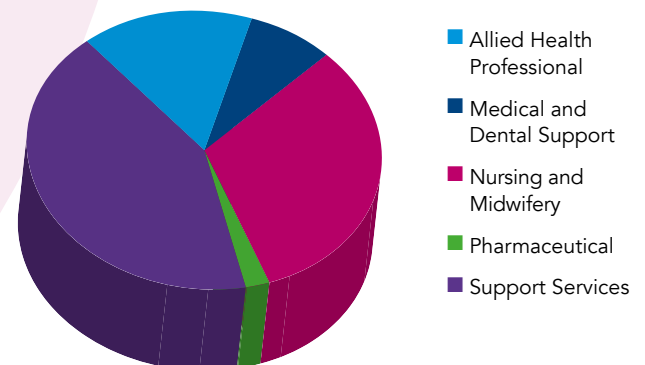
NHS SCOTLAND EVENT DELEGATES BREAKDOWN

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. In 2019, the registration system recorded the following delegate breakdown by (i) place of work and by (ii) job function.

NHS Scotland Event Delegates by Place of Work



NHS Scotland Event Delegates by Role



OVERVIEW OF THE NHS SCOTLAND EVENT EXHIBITION

EXHIBITOR OPPORTUNITIES

The exhibition forms an integral part of the 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.

We fully expect this year's 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.

CONNECTING YOU

- Interact and network with 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 nhsscotlandevent@eventage.co.uk Please complete the enclosed booking form to reserve exhibition space. The completed form can be emailed to: nhsscotlandevent@eventage.co.uk.

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

EXHIBITOR INFORMATION

EXHIBITION TIMETABLE

Exhibition Build

Monday 20 June 2022	16:00 – 20:00 hours
Tuesday 21 June 2022	07:00 – 08:30 hours*

* All stands must be fully operational by 08:30 on Tuesday 21 June 2022*

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:

Tuesday 21 June 2022	11:00 – 11:45 hours
	13:00 – 14:00 hours
	15:15 – 16:00 hours
Wednesday 22 June 2022	11:00 – 11:45 hours
	13:00 – 14:00 hours
	15:15 – 16:00 hours

EXHIBITION DISMANTLE

Wednesday 22 June 2022 16:00 – 19:00 hours*

* Please note that all materials must be cleared from the P&J Live by 19:00 hours at the latest on Wednesday 22 June. Please ensure your contractors are aware of these timings.

EXHIBITOR COSTS

Bookings received before 31 March will be charged at the early bird rate. There is a 50% reduction on price for charities and not-for-profit organisations.

STAND COSTS INCLUDE:

- **Shell scheme stand** with your fascia name board, two spotlights and one power socket. Stand furniture is not included but will be available to book directly with the P&J Live via the online exhibitor shop.
- **Entry on the NHS Scotland Event App (NEW FOR 2022).** Your App entry will include a logo; organisation profile; links to website and social sites; organisation contact names; and the option to link to supporting resources such as documents, web pages, videos and images.
- **Lead scanning via the NHS Scotland Event App.** All delegates at the Event using the App will have a unique QR code. Exhibitors will be able to scan the delegate QR code to their 'Leads' section in the App. Post Event, exhibitors will be able to download the names and email addresses from their scanned leads.
- **Listing on the NHS Scotland Event Website.** All exhibitors will be listed on the NHS Scotland Events website, nhsscotlandevents.com, with a link to their website home page.

The table below provides an illustration of costs for different stand sizes. Other stand sizes are available and stands on the plan can be combined to form larger stand options.

Early Bird Offer – costs for stands booked on or before 31 March 2022.

STAND SIZE	COMMERCIAL COST	NOT-FOR-PROFIT COST
2 m x 3 m	£2,190 + VAT	£1,095 + VAT
3 m x 3 m	£3,285 + VAT	£1,642.50 + VAT
4 m x 3 m	£4,380 + VAT	£2,190 + VAT

A range of other exhibition stand sizes are available at £365 plus VAT per m².

Costs for stands booked on or after 1 April 2022

STAND SIZE	COMMERCIAL COST	NOT-FOR-PROFIT COST
2 m x 3 m	£2,580 + VAT	£1,290 + VAT
3 m x 3 m	£3,870 + VAT	£1,935 + VAT
4 m x 3 m	£5,160 + VAT	£2,580 + VAT

A range of other exhibition stand sizes are available at £430 plus VAT per m².

ADDITIONAL OPPORTUNITIES

Event Fortune Competition

Exhibitors can also sign up to participate in the Event Fortune 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 competition and scan the QR codes located at the stands. Please note that a maximum number of 16 x Exhibitors can take part in the Event Fortune competition.

This is a great opportunity for exhibitors to make new contacts and raise awareness of your products and/or services.

What's included?

- Recognition as a participant of the Event Fortune competition in the Event App.

Cost: £130 + VAT

WIFI

WiFi is available to delegates and exhibitors free of charge at the P&J Live. 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 P&J Live. Hard wired internet will be available to book through the Online Exhibitor Shop.

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 30 minutes prior to delegates arriving back in the exhibition hall.

KEY CONTACT

Stand booking and all Event enquiries:

Eventage Ltd

Hazeltonhead Farm, Mearnskirck
Glasgow G77 6RS

Tel: 0141 639 8123

Email: alison.notley@Eventage.co.uk

EXHIBITION REGISTRATION FORM

NHS SCOTLAND EVENT, 21 - 22 JUNE, P&J LIVE, ABERDEEN

STAND NAME (this is what will appear on the Stand Fascia Board, the NHS Scotland Event Website and in the Event App 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 Stands can be combined to create larger spaces	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, 2 spotlights and 1 power socket. Furniture is not included. If you request space only, your space will be marked out and you will build your own stand.	
STAND SIZE	
TOTAL STAND COST Stands booked up to and including 31 March 2022: Exhibition space will be invoiced at £365 + VAT per m ² with a 50% reduction for charity / not-for-profit organisations. Stands booked from 1 April 2022 Exhibition space will be invoiced at £430 + VAT per m ² with a 50% reduction for charity / not-for-profit organisations	
Please tick the box if you would like to take part in the Event Fortune Competition	<input type="checkbox"/> Event Fortune Competition Participant £130 + VAT
SIGNATURE I wish to participate as a sponsor or exhibitor unreservedly accept, and undertake to comply with the general terms and conditions outlined on the reverse of this form.	

Data Protection Permissions

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

- Contact me regarding my booked exhibition space to provide updates about the NHS Scotland Event 2022

Please note that unless you tick the above box to agree this arrangement, we cannot accept your request to exhibit at the NHS Scotland Event 2022.

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

- Send me an evaluation form about the NHS Scotland Event 2022
- Contact me in 2023 to enquire whether I wish to exhibit at the NHS Scotland Event 2023

Please return the completed form to:

Alison Notley, Eventage, Hazeltonhead Farm, Mearnskir, Glasgow, G77 6RS

Tel: 0141 639 8123

Email: alison.notley@Eventage.co.uk

EXHIBITOR TERMS AND CONDITIONS

1. 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.

2. EXHIBITION INSPECTION

All exhibition stands must be operational **by 08:30 hours on Day One, Tuesday 21 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 point 7, as outlined below.

3. 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 16:00 hours on Day Two, Wednesday 22 June**. Any exhibitor leaving before the exhibition has closed will incur a penalty charge of 25% of the original amount paid for their stand.

4. EXHIBITOR CONTRACTORS

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

5. 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 2022 which have not been reported to and approved by the organising committee beforehand.

6. 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.

7. 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.

8. 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.

9. 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.

10. 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. 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.

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

11. 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.

12. PAYMENT TERMS

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

13. DATA PROTECTION

The data you provide in this Exhibition Registration Form will be used for planning and delivering the NHS Scotland Event 2022 and planning for the NHS Scotland Event 2023. Specific data consent is required for holding this information and using it for these purposes. Tick boxes are included in the Exhibition Registration Form.

