

**Mental Health Network  
Annual conference & exhibition 2019  
14 March, The King's Fund, 11 Cavendish Square**

**Foreword**

The 2019 Mental Health Network Annual Conference and Exhibition will bring together over 100 senior leaders from the mental health sector together to focus on the future following a year of exciting policy developments. 2018 saw the unveiling of the NHS Long-Term Plan and findings of the once-in-a-generation independent review of the Mental Health Act.

The Network and its members, having played a driving role in influencing these pieces of work, will now come together to focus on the challenges and opportunities ahead for the mental health sector within this new context.

Our growing membership is delivering mental health services in increasingly innovative ways, which will be reflected this in this year's programme as we include important topics such as implementing the long-term plan, improving the physical health of people with severe mental illness and the Independent Review of the Mental Health Act. Attendees will hear keynotes from Rt Hon Stephen Dorrell and Claire Murdoch, national mental health director at NHS England. The themes of digital innovation and equality, diversity and inclusion will be embedded throughout the day.

This conference has become the go-to event for leaders in the mental health sector. It brings together senior executives, partners and stakeholders to share practical ideas, tools and solutions to help us respond to increasing pressures and address the big strategic and operational challenges facing us today. The programme will feature the key figures whose influence and decision making determines the future of mental health services. Further details about the programme will be announced soon.

This annual conference and exhibition attracts leaders and decision makers from across the mental health sector, offering an unrivalled opportunity to connect with this very senior audience and showcase your products, services and ideas. The 2018 feedback indicates this year's event will be very popular again and will give your organisation a valuable opportunity to raise your company's profile and build relationships with senior leaders from across the mental health and care sector.

We are pleased to be able to offer supporters and exhibitors a unique opportunity to showcase how their products and services can support mental health services as they take on unprecedented challenges.

On behalf of the Mental Health Network, I look forward to welcoming you in 2019.



Sean Duggan Chief Executive  
Mental Health Network

## Welcome to the Mental Health Network

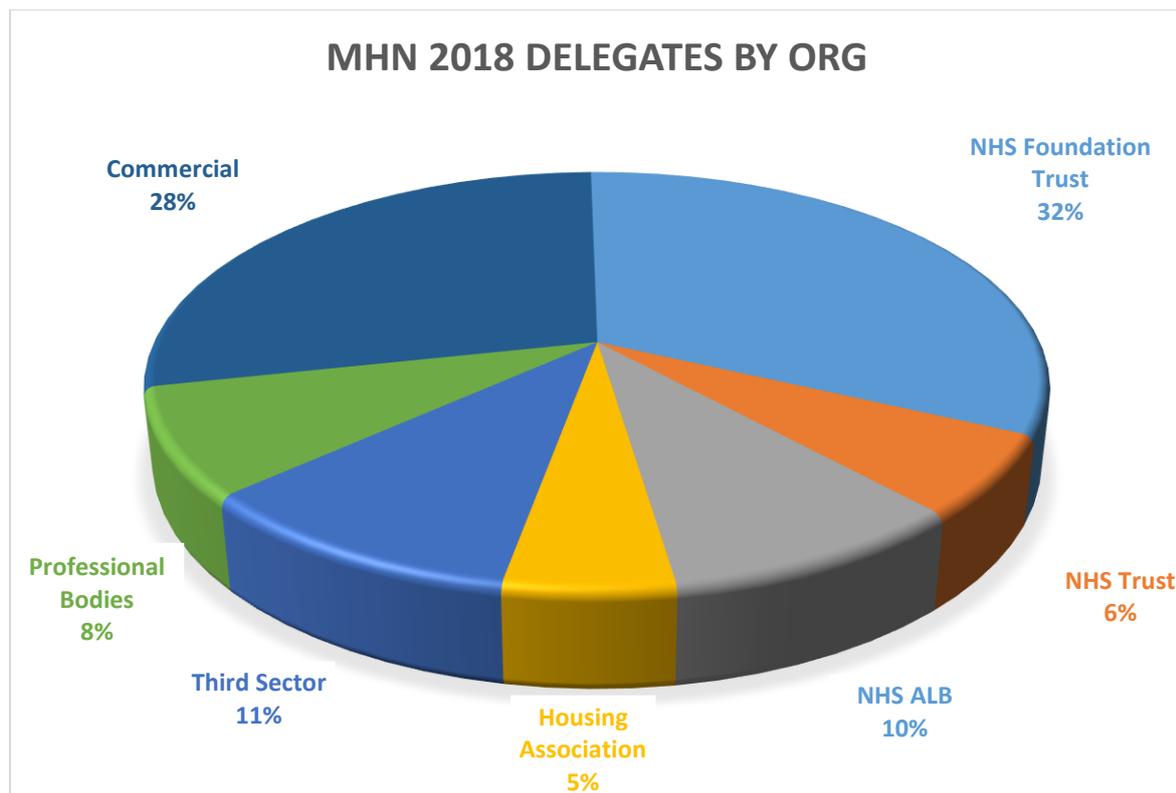
The Mental Health Network of the NHS Confederation is the voice for NHS funded mental health and learning disability service providers in England.

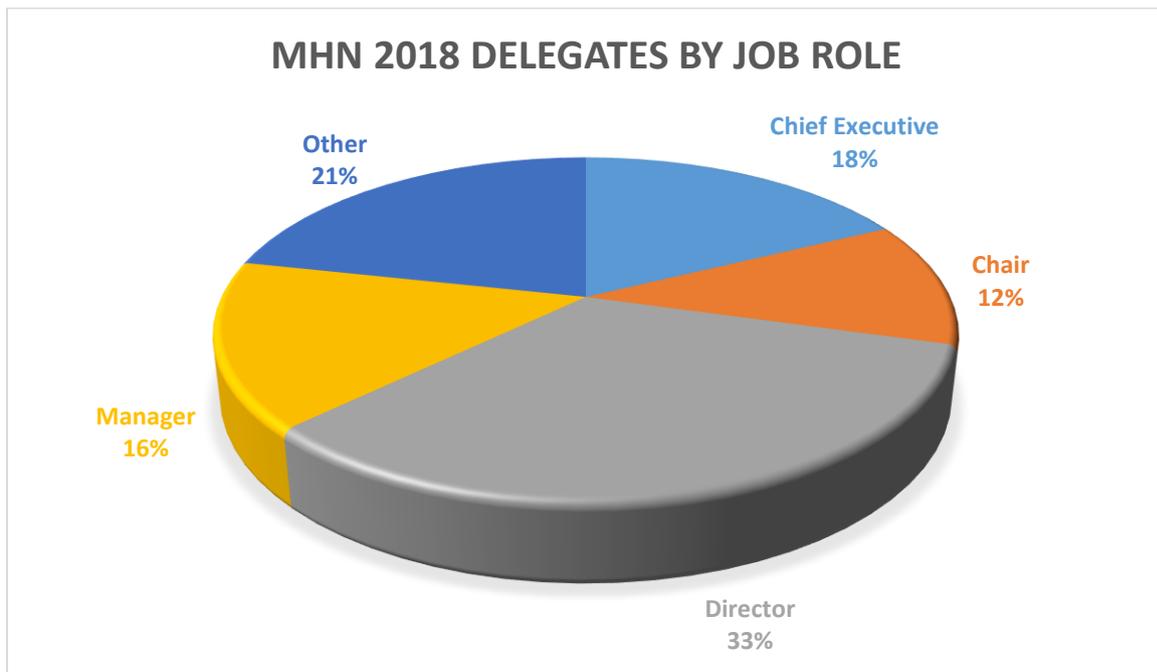
We are a membership organisation representing providers from across the statutory, independent and third sectors in working with government, regulators, opinion formers, media and the wider NHS to promote excellence in mental health services and the importance of good mental health.

We help shape and challenge national policy and legislation affecting our members. We make sense of the broader political and policy environment, and provide members with up to date news and analysis. We also work to identify and spread good practice and innovation in the mental health sector.

The Network has 69 member organisations which includes 93 per cent of statutory providers (NHS foundation trusts and trusts) and a sizeable number of commercial and not-for-profit organisations.

### 2018 delegate profile





## Partnership, commercial and exhibition opportunities

### MHN event partner

This is the highest level of support and the greatest association with both the themes of the event and the Mental Health Network itself. The package is designed to support contact with the Mental Health Network and its members throughout the year. The package includes:

- Your corporate branding on pre-event marketing materials
- Corporate branding on
  - Pre-event marketing collateral
  - On-site signage
  - Conference website
  - Plenary room stage set
- 1 x 1.5m exhibition space
- Three delegate places
- Seat drop of promotional material at the opening plenary session
- Delegate pack insert (up to 8-sides of A4)
- Access to post-event delegate contact information (subject to data protection restrictions)
- 150-word entry and logo in the event guide
- One full-page advertisement in the event guide
- Quarterly meetings with the senior Mental Health Network team to build ongoing relationships

**Cost: £POA**

## **MHN event supporter**

This package offers second-tier branding to the Event Partner and offers visibility throughout the marketing of the event and on site.

- Corporate branding on
  - Pre-event marketing collateral
  - Conference website
- 1 x 1.5m exhibition space
- Two delegate places
- Delegate pack insert (up to 8-sides of A4)
- Access to post-event delegate contact information (subject to data protection restrictions)
- 150-word entry and logo in the event guide
- Half-page advertisement in the event guide
- One policy update with senior Mental Health Network staff

**Cost: £7,000.00**

## **Breakfast session**

The opportunity to host an hour-long breakfast session before the start of the conference. The content of the session must be agreed with the Mental Health Network to ensure that it is complementary to the programme and our wider work. The package includes:

- Delivery of an hour-long breakfast session (topic TBC with MHN)
- Mental Health Network will issue invitations to those individuals on the delegate list selected by the supporter
- Corporate branding within session room
- Opportunity to seat drop promotional material at the session
- Pastries, teas, coffees provided in the session
- One conference delegate place
- Opportunity to distribute 5 passes for the breakfast session only to either colleagues or guests
- 150-word entry and logo in the event guide

**Cost: £5,000.00 + VAT**

## **Conference dinner**

An exclusive pre-conference dinner only open to Mental Health Network member chairs and chief executives will be held the night before the event at social enterprise restaurant Brigade. We anticipate 50 diners and the only opportunity for non-member organisations to attend is through support of the dinner.

- Branding on all communication referring to the dinner
- Your logo on all menus and tent-cards
- Two invitations to attend the dinner
- Two delegate places for the main conference and exhibition
- Opportunity to display a promotional banner at the dinner
- Note of thanks in pre/after dinner speech

**Cost: £POA**

## **The exhibition**

The exhibition is central to the whole event, offering delegates a chance to supplement the knowledge gained and discussions started in the conference sessions by sourcing the support, products and services showcased in the exhibition.

### **Why exhibit?**

Face to face marketing has been shown to one of the most effective ways to communicate with your target audience. It also represents tremendous value for money. The Mental Health Network will have done the work to bring these hard-to-reach decision makers to you using our long-standing contact with our members, partners and stakeholders. This presents you with the opportunity to engage with key clients, key prospects and key influencers.

Unlike direct mail, advertising and other forms of sales and marketing exhibitions are all about people and conversations so at the MHN annual conference and exhibition you will be able to:

- Get in front of the people that matter when they are away from the pressures of the office and more open to ideas
- Take advantage of the opportunity to communicate directly with your clients
- Demonstrate products and services
- Answer questions
- Overcome objections
- Meet your market face-to-face
- Get your biggest advocates, your people, to talk to your clients

### **Exhibition package**

The 2019 exhibition package includes:

- Trestle table, two chairs & power
- One delegate place
- One stand personnel pass
- 150-word entry and logo into event guide
- Website listing and link to your own website
- Lunch and refreshments

**Cost: £1,500.00 + VAT**

## **Branding opportunities**

### **Delegate badges and lanyards**

Networking is an important part of the event and the badges worn by every delegate, speaker and exhibitor offer an opportunity for your logo to be seen many times throughout the day.

- Branding on all delegate badges and lanyards
- One delegate place
- 150 word entry in the event guide

**Cost: £1,750.00 + VAT**

## **Delegate bags**

Distributed to all delegates upon arrival. The delegate bags are used long after the event providing the supporter with additional visibility. The supporter's logo will be displayed prominently and exclusively on one side of the hessian bag.

- Branding on all delegate bags
- One delegate place
- One delegate bag insert
- 150 word entry in the event guide

**Cost: £1,750.00 + VAT**

## **Delegate registration area**

This is the first area visited by all delegates, exhibitors, speakers and press when they arrive at the event. It offers a very visible branding opportunity, as delegates return to the area for information and directions throughout the event. The delegate registration package includes:

- High profile branding throughout the registration area
- Opportunity to display banners and literature in the registration area
- One delegate place
- 150-word entry and logo in the guide

**Cost: £1,500 + VAT**

## **Pens and pads**

Support of the pens & pads will provide a highly-visible branding opportunity. The pens and pads package includes:

- Logo on 120 pens and pads
- One delegate place
- 150 words and logo in the guide

**Cost £1,000 + VAT**

## **Advertisements in the event guide**

- £350 – half page advert
- £500 – full page advert
- £750 – back page advert

## **Delegate pack inserts**

A maximum of five inserts will be included in the delegate pack which will also contain the conference programme, supporter and exhibitor guide, delegate list and other essential information.

- Max four pages (eight sides) A4
- 150 required

**Cost: £300.00 + VAT**

All supporter, exhibition and branding opportunities are managed by our in-house commercial team. To book your package or to discuss the options available please contact us at:

Phil Manning  
[philip.manning@nhsconfed.org](mailto:philip.manning@nhsconfed.org)  
Tel: 0113 306 3111

Shaz Azam  
[shaz.azam@nhsconfed.org](mailto:shaz.azam@nhsconfed.org)  
Tel: 0113 306 3113

[supporters@nhsconfed.org](mailto:supporters@nhsconfed.org)  
Tel: 0844 800 5989