NICON20; Annual Conference and Exhibition

Thursday 30 April to Friday 01 May 2020, La Mon Hotel and Country Club, Belfast.

Partnership Opportunities Brochure

The NICON Annual Conference and Exhibition has grown both in size and reputation consistently since its inception in 2011. It offers an unrivalled opportunity in Northern Ireland to better understand key strategic health and social care policy, hear updates on key transformation projects, join the debate, and engage with a wide range of HSC leaders.

The focus in 2020 will be on;
- Learning from national and international best practice
- Showcasing progress on transformation
- Collective leadership
- Digital transformation
- Workforce

We expect that 500 delegates will gather at La Mon Hotel, Belfast, and, as the representative body for HSC in Northern Ireland, NICON will enjoy strong participation from the Department of Health NI, chairs, chief executives and senior leaders from the HSC sector, clinicians, and partner organisations.
As part of your exhibition or sponsorship package at NICON 2020 Annual Conference and Exhibition, you will have the opportunity to:

- Better understand the political and financial context
- Hear updates on the strategic approach to delivering Health and Wellbeing 2026 – Delivering Together and identify innovative opportunities for your organisation
- Hear from an array of high-profile speakers about emerging local, national and international best practice
- Engage with our 500 delegates and be part of the whole system conversation around supporting transformation. Key themes with involve:
  - Technology
  - Leadership
  - Integration
  - Health inequality
  - Good governance

- Network with leaders from every sector involved in health and social care
- Attend a range of practical workshops to help you transform your own practice

Last year, partnership opportunities sold out, with 50 exhibitors and 14 sponsors. In 2020, there are a wide range of ways you can get involved – as an event partner, gala dinner or networking drinks reception sponsor, fringe session contributor, or as an exhibitor. We may also be able to tailor a package to meet your specific requirements.

We look forward to you joining us at La Mon, Belfast, for NICON20.
2019 Delegate Breakdown

We have provided a breakdown of delegates who attended NICON in 2019 by job title, this demonstrates the reach and influence our partners can tap into right across the health and social care sector in NI. We expect a similar delegate demographic in 2020 and delegate lists are shared with partners, subject to data protection, ahead of the event.
Sponsorship & Networking Packages

Event Partner

This package offers the highest level of visibility, branding and involvement throughout NICON20 and includes:

- The opportunity to engage in a main stage session (subject to agreement with NICON)
- Pre-event branding:
  - Logo on website
  - Logo on marketing emails
  - Logo on delegate joining instructions
- Top level branding onsite:
  - Logo on signage and stage set
  - Logo on printed delegate materials
  - Logo on holding slides
- Exhibition stand in prime location
- Delegate pack inserts, or a seat-drop
- One place at the pre-conference dinner
- Three delegate passes
- Three gala dinner tickets with priority seating
- Welcome note and entry in the conference guide
- Note of thanks from conference chair
- Electronic copy of delegate list (subject to data protection)

Price on Agreement
Event Supporter / Participant

As a NICON supporter / participant you can either run a fringe session at the end of day one or a breakfast session at the start of day two (limited numbers available)

- Opportunity to engage in a session, run a fringe session or breakfast session, with breakfast provided, which will be promoted to delegates as part of conference marketing
- Branding to appear on the event website and on pre-event and on-site collateral where the programme sessions are mentioned
- Two delegate passes
- Two gala dinner tickets – one with priority seating
- Delegate pack inserts or a seat drop
- Exhibition stand
- Entry in the conference guide
- Electronic copy of delegate list (subject to data protection)

Cost £3,500 + VAT

NICON20 Gala Dinner

The gala dinner will be held on the first evening of the main conference, at the La Mon Hotel and the package includes:

- Corporate branding on all dinner communications with delegates
- Opportunity to display banners at the dinner
- Branding on dinner menus
- Two delegate passes
- Four places at the gala dinner
- Entry in the conference guide

Cost: £3,000 + VAT

Dinner Table Booking

We are offering the opportunity for supporters to engage and network with clients and delegates by reserving a table for 10 at the gala dinner. There will only be a limited number of tables available for reservation.

Cost: £600 + VAT
Networking Drinks Reception

Held at the close of day one, sponsorship of the reception provides high-profile brand visibility and the opportunity to engage with delegates, this package includes:

- Corporate branding at the reception
- Note of thanks in speech from reception chair
- Two delegate passes
- Entry in the conference guide

Cost: £2,500 + VAT

Healthy Options

We seek to provide a healthy meal and refreshment options for delegates together with an ample supply of fruit and water throughout the two-day event. Sponsorship of our healthy options offering includes:

- Corporate branding on fruit baskets and water bottle stations
- Entry in the conference guide

Cost £1,000 + VAT

Internet Access

At NICON we seek to ensure good internet access for delegates and therefore we invest in a booster system.

- Corporate branding to be included on WiFi landing / sign-in screen
- Entry in the conference guide

Cost £1,000 + VAT
Exhibition Packages

Exhibition is central to the whole event, and with protected exhibition time built into the agenda it provides our partners with an opportunity to engage directly with budget holders and decision makers.

Commercial Exhibition Package

- 6ft trestle table and two chairs
- One delegate place (which includes a complimentary place at the gala dinner)
- Two exhibition stand personnel passes
- Access to power
- Wi-Fi internet access [hard line internet access is available in certain locations at an additional cost]
- Lunch and refreshments
- Entry in the conference guide

Cost £1,250 + VAT [10% discount for NICON associate members]

Charity Exhibition and Participation

- 6ft trestle table and two chairs
- One delegate place (which includes a complimentary place at the gala dinner)
- Two exhibition stand personnel passes
- Access to power
- Wi-Fi internet access [hard line internet access is available in certain locations at an additional cost]
- Lunch and refreshments
- Entry in the conference guide

Cost £500 + VAT

Charity Exhibition Only

- 6ft trestle table and two chairs
- Two exhibition stand personnel passes
- Access to power
- Wi-Fi internet access [hard line internet access is available in certain locations at an additional cost]
- Lunch and refreshments
- Entry in the conference guide

Cost £350 + VAT
Branding Packages

Delegate Badges and Lanyards

Networking is an important part for both delegates and exhibitors and the delegate badges and lanyards play an important part in this. By supporting the delegate badges and lanyards, your logo will be in front of delegates throughout the event. This package includes:

- Your logo on all delegate, exhibitors, speaker and press badges
- Your logo on all delegate, exhibitor, speaker and press lanyards
- One delegate pass
- Entry in the conference guide

Cost: £2,000 + VAT

Delegate Bags

- Corporate logo prominently featured on delegate bags
- One delegate bag insert (up to eight sides of A4)
- One delegate pass
- Entry in the conference guide

Cost: £1,500 + VAT

Pads and Pens

- Branding on NICON20 pads and pens
- One delegate pass
- Entry in the conference guide

Cost: £1,000 + VAT

Delegate Bag Insert

There will be a maximum of eight sponsor inserts in the delegate packs, each being no more than eight sides of A4

Cost: £350 + VAT

If you would like to discuss any of the packages in more detail, please contact Robert Burton on robert.burton@nhsconfed.org or call 0113 306 3268.