



Communications conference 2018 - for NHS and care communicators

Taking place on Tuesday 12 June, the Communications Conference 2018 in its second year will bring together over 100 frontline NHS and social care communications professionals and practitioners leading on patient, internal and corporate communications. Our theme this year is *Future-proofing communications in a modern NHS* and we'll be inviting experts from across the public and private sector to deliver practical, highly interactive plenary, masterclass sessions and panel discussions. The event provides an excellent opportunity for supporters and partners to get their key messages in front of those responsible for strategic and day to day communications in the NHS.

Supporter opportunities

Event Partner

This package offers the highest level of visibility, branding and involvement at the communications conference. The event partner package includes:

- Opportunity to speak in a session on the programme (subject to agreement with NHS Confed)
- Branding pre-event
 - logo on event website
 - logo on marketing emails
 - logo on delegate joining instructions
- Top level branding onsite
 - logo on signage
 - logo on any printed delegate materials
 - logo on holding slides in plenary
- Opportunity for sponsor to have banners, literature in session
- Seat drop in the opening plenary session or delegate pack insert (up to 8 sides of A4)
- 3x2m exhibition space in prime location
- Note of thanks from conference chair
- 150 word entry plus logo in the conference guide/brochure
- 1 delegate place at the communications conference
- Copy of delegate list (Subject to data protection)

Cost £2,500.00 + VAT



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. This presents you with the opportunity to engage with key clients, key prospects and key influencers.

- 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
- Meet your market face-to-face
- Get your biggest advocates, your people, to talk to your clients

Exhibition package

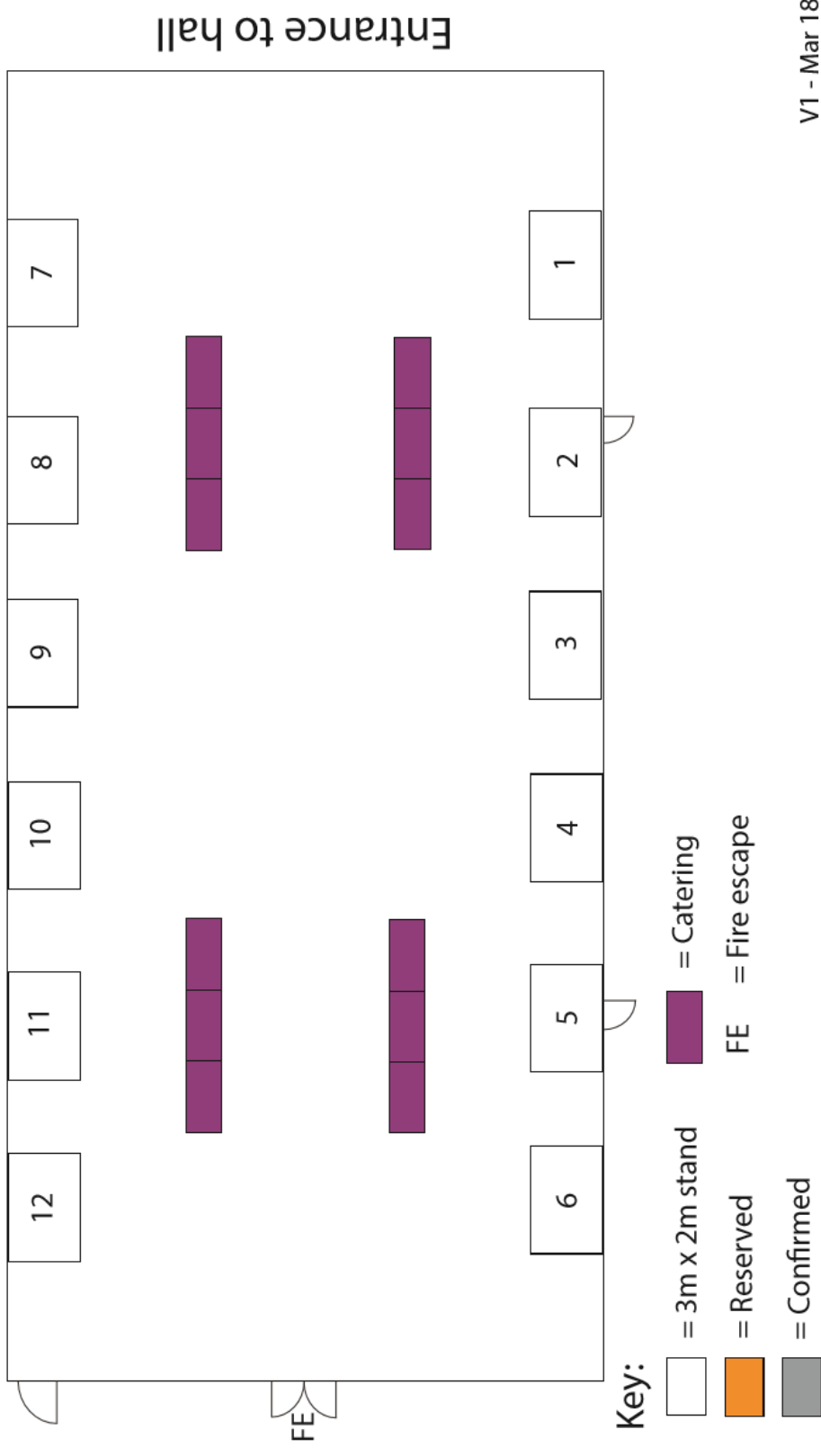
This package includes:

- 3x2m exhibition space
- Trestle table, two chairs & power
- One delegate place
- One stand personnel pass
- 150 word entry and logo into event guide/brochure
- Website listing and link to your own website
- Lunch and refreshments

Cost: £1,250.00 + VAT (registered charities receive 30% discount)

10% off for associates

NHS Employers Communications Conference 12 June 2018 - Manchester Central - The Gallery



V1 - Mar 18





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 to extend the reach of your brand or organisation.

- Branding on all delegate badges and/or lanyards
- One delegate place
- 100 word entry in the event guide/brochure

Cost: £1,250.00 + 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 a hessian bag.

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

Cost: £1,250.00 + VAT

Twitter wall

Two large plasma screens will display the live Twitter feed in the exhibition area, so delegates can see what important messages and facts are coming out of the event.

- Branding of Twitter wall
- One delegate place
- 150 word entry in the event guide

Cost: £1,000.00 + VAT



Delegate registration area

This is the first area visited by all delegates, exhibitors, speakers and press when they arrive at the summit and pre- event lectures. 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
- 1 delegate place
- 150 word entry and logo in the guide

Cost: £1,500.00 + VAT

Advertisements in the conference guide/brochure

£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 4 pages (up to eight sides) A4
- 150 required

Cost: £300.00 + VAT