

Partnership brochure

PCN Network and Primary Care Federation
Network Conference and Dinner
3-4 November 2021

September 2021



About us

The NHS Confederation is the membership organisation that brings together, supports and speaks for the whole healthcare system in England, Wales and Northern Ireland.

The members we represent employ 1.5 million staff, care for more than 1 million patients a day and control £150 billion of public expenditure. We promote collaboration and partnership working as the key to improving population health, delivering high-quality care and reducing health inequalities.

The PCN Network and Primary Care Federation Network are part of the NHS Confederation. They provide a strong, national voice for primary care networks (PCNs) and GP federations across England.

Foreword



Ruth Rankine
Director, PCN Network



Dr Graham Jackson
Senior Clinical Adviser

The inaugural PCN Network conference in November 2020 was an enormous success both in terms of attendance (over 1,300 delegates) and feedback. Since then, the PCN Network has continued to grow and we have added a new network to the primary care family – the Primary Care Federation Network. As a result, we fully anticipate welcoming more people to our annual conference and are preparing a packed agenda with inspiring keynote speakers (including Sir Michael Marmot and the newly appointed Amanda Pritchard, chief executive, NHS England) as well as informative breakout sessions based on topics of most interest to our members.

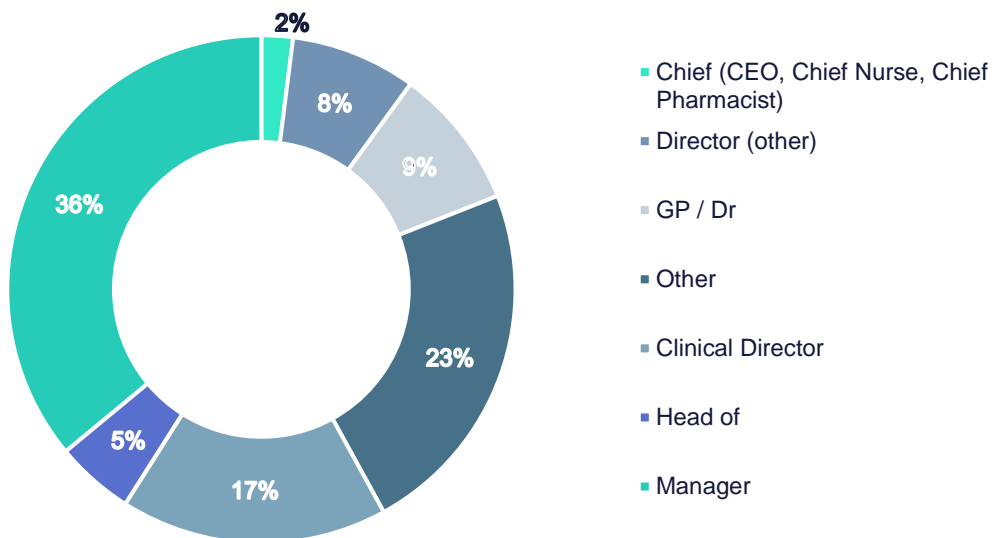
Primary care has been absorbed in the pandemic response for the last 18 months and now is an exciting period as primary care networks (PCNs) and primary care federations look to the future, returning to their core purpose of being the front door for the population's health needs.

You can find out more about our [PCN Network](#) and our [Primary Care Federation Network](#). We invite you to join us as valued partners in supporting primary care providers to continue to evolve, meeting the needs of neighbourhoods through innovation and dedication.

Who will you meet?

Below is a breakdown of delegates by job title from the 2020 PCN Network Conference. Over 1,300 colleagues from across primary care networks attended the conference in 2020, 77 per cent (over 1,000) of whom were from within a senior role. This year we will be joined by the Primary Care Federation Network which will significantly increase the variety of attendees from within primary care.

2020 delegate breakdown by job role



2021 dates and details

PCN Network and Primary Care Federation Network Dinner – 3 November

Where: The Tower Hotel, St Katharine's Way, London E1W 1LD

PCN Network and Primary Care Federation Network Conference 2021 – 4 November

Where: Virtual event

Sponsorship opportunities

Event Partner – max three event partners

- Branding across virtual platform and in all communications to delegates pre and post event.
- Opportunity to lead or host a virtual session during the Primary Care Conference (topic and format to be agreed with the networks).
- Session recorded and made available to repurpose across your own social assets.
- Three-minute event partner video profile to be hosted on virtual platform (partner to supply).
- 30-second commercial partner video message to be played live before or after keynote address – partner to supply and subject to the networks' agreement.
- Virtual exhibition booth.
- Opportunity to upload marketing collateral to platform for download (file size TBC).
- Engagement metrics made available on hosted content (document views, video views etc), including who accessed virtual session - subject to GDPR.
- Note of thanks from chair.
- 150-word entry in online guide.
- Five delegate passes to the Primary Care Conference.
- One promotional piece of literature to be included in pre-event mailing to booked delegates to promote session (partner to provide and subject to agreement with the networks).

-
- One post-event joint publication with the networks that will be circulated to PCN and Federation Network members (topic and format to be agreed with the networks).
 - Copy of post-event delegate list (subject to GDPR).

Supporter fee: £12,000 + VAT

Event Supporter

This package offers second-tier presence to the Event Partner:

- An opportunity to sponsor The Future of Primary Care session on the day of the conference.
- A seat on the panel for supporter to influence debate and guide discussions (format and content to be agreed with the networks).
- Support from the networks to shape contribution to ensure it resonates with the audience.
- Corporate branding on virtual platform and in all communications to delegates wherever the session is mentioned.
- Positioning your organisation as a thought leader in your sector.
- Three delegate places to the Primary Care Conference.
- Note of thanks from the chair.
- Option to include an exhibition stand at a significantly reduced rate.

Sponsor fee: £8,000 + VAT

Add exhibition booth for only £250 + VAT



Breakfast session (limited openings)

Limited openings for pertinent partners to support a breakfast session on the morning of the conference. The sessions will be delivered in a 'How to' format giving prospective partners the opportunity to contribute to the debate and demonstrate expertise in their field. Session topics are to be confirmed.

- An opportunity to sponsor a breakfast session on the day of the conference.
- Opening for supporter to influence debate and guide discussions at the session (format and contribution to be agreed with the networks).
- Support from the networks to ensure session resonates with the audience.
- Corporate branding on virtual platform and in all communications to delegates wherever the breakfast session is mentioned.
- Two delegate places to the Primary Care Conference.
- Note of thanks from session chair.
- Option to include an exhibition booth at a significantly reduced rate.

Sponsor fee: £7,000 + VAT

Add exhibition booth for only £500 + VAT

On-Demand Fringe Session (limited openings)

Opportunity to host a 30-minute, pre-recorded session available on the platform on an on-demand basis during and after the conference.

- 30-minute pre-recorded session that will be available to all delegates on an on-demand basis across the conference and post-event; the session can take the format of your choice.

-
- Support from the networks on topic and format of session to ensure it resonates with the audience.
 - Session made available to repurpose across your own channels.
 - Engagement metrics on who accessed on-demand session made available post event (subject to GDPR).
 - One delegate place to the Primary Care Conference.
 - Copy of post-event delegate list (subject to GDPR).

Supporter fee: £2,000 + VAT

Add exhibition booth for only £500 + VAT

Networking opportunities

Dinner

An exclusive pre-conference dinner, only open to clinical directors and senior leaders from primary care networks and federations, will be held the night before the event at The Tower Hotel, London. We anticipate between 30-50 diners to attend the conference dinner.

- Corporate branding on all communication referring to the dinner.
- Corporate branding on the event website wherever the dinner is mentioned.
- Your logo on all menus and tent cards.
- Two invitations to attend the dinner.
- Two delegate places for the Primary Care Conference.
- Opportunity to display a promotional banner at the dinner.
- Note of thanks in pre/after dinner speech.

Supporter fee: £6,000 + VAT

Add exhibition booth for only £500 + VAT with this package



Exhibition

The exhibition booth package offers partners an opportunity to showcase their products and services, network with delegates and develop relationships with primary care providers.

- Branded virtual exhibition booth.
- Option to upload marketing collateral such as brochures, reports and case studies (file size TBC).
- Live chat function to interact with delegates and answer questions.
- Live video call function for face-to-face interaction and product demos where relevant.
- Tag function to enable delegates to easily access areas that are of interest to them and allow exhibitors to identify delegates who may be interested in their products or services.
- Polls function to encourage delegate interaction and gather insights.
- Option to upload a three-minute video introducing your organisation, or a product demo for delegates to better understand your solution.
- Engagement metrics on materials delegates accessed made available to shape your post-event follow up (subject to GDPR).
- 150-word entry and corporate branding in the online guide.
- One delegate place to the Primary Care Conference.
- Copy of post-event delegate list (subject to GDPR).

Exhibitor fee: £1,200 + VAT

Find out more

Please contact shaz.azam@nhsconfed.org or call 0113 306 3113

18 Smith Square
Westminster
London SW1P 3HZ

020 7799 6666
www.nhsconfed.org
@NHSConfed

If you require this publication in an alternative format,
please email enquiries@nhsconfed.org

© NHS Confederation 2021. You may copy or distribute this work,
but you must give the author credit, you may not use it for commercial
purposes, and you may not alter, transform or build upon this work.

Registered charity no. 1090329

