

**Northern Ireland
Confederation**
for Health and Social Care

2022 Conference
& exhibition

**NICON22 annual
conference and exhibition**
Partnership opportunities

19 – 20 October 2022

La Mon Hotel and Country Club, Belfast

 **@NHSC_NI #NICON22**

NICON22 annual conference and exhibition

Partnership opportunities

The NICON Annual Conference and Exhibition has grown both in size and reputation consistently since its inception in 2011 and is now the key annual event for the HSC system to come together. In 2020 and 2021, the event was run on a virtual platform and this year there is significant anticipation as the event returns to an in-person event. NICON22 offers an unrivalled opportunity to better understand key strategic health and social care policy issues, hear updates on key transformation programmes, join the debate, and engage with a wide range of HSC leaders and partners.

The focus in 2022 will be on:

- Hearing from a new Minister and new Permanent Secretary
- Focus on recovery, transformation and living with the pandemic
- Learning from national and international best practice
- First steps in developing our new Northern Ireland HSC planning and performance arrangements
- Digital transformation
- Mental Health and Social Care
- Workforce and system leadership

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 2022 Annual Conference and Exhibition, you will have the opportunity to:

- Better understand the political and policy context- hearing for the first time from the new Minister for Health, following the 2022 election
- Hear updates on the strategic approach to delivering the next stage of 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.
- 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

At the last live NICON event, partnership opportunities sold out, with over 50 exhibitors and 14 sponsors. In 2022, 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. Please also feel free to tailor a package to meet your specific requirements.

We look forward to you joining us at La Mon, Belfast, for NICON22.

Michael Bloomfield
Chair



Heather Moorhead
Director

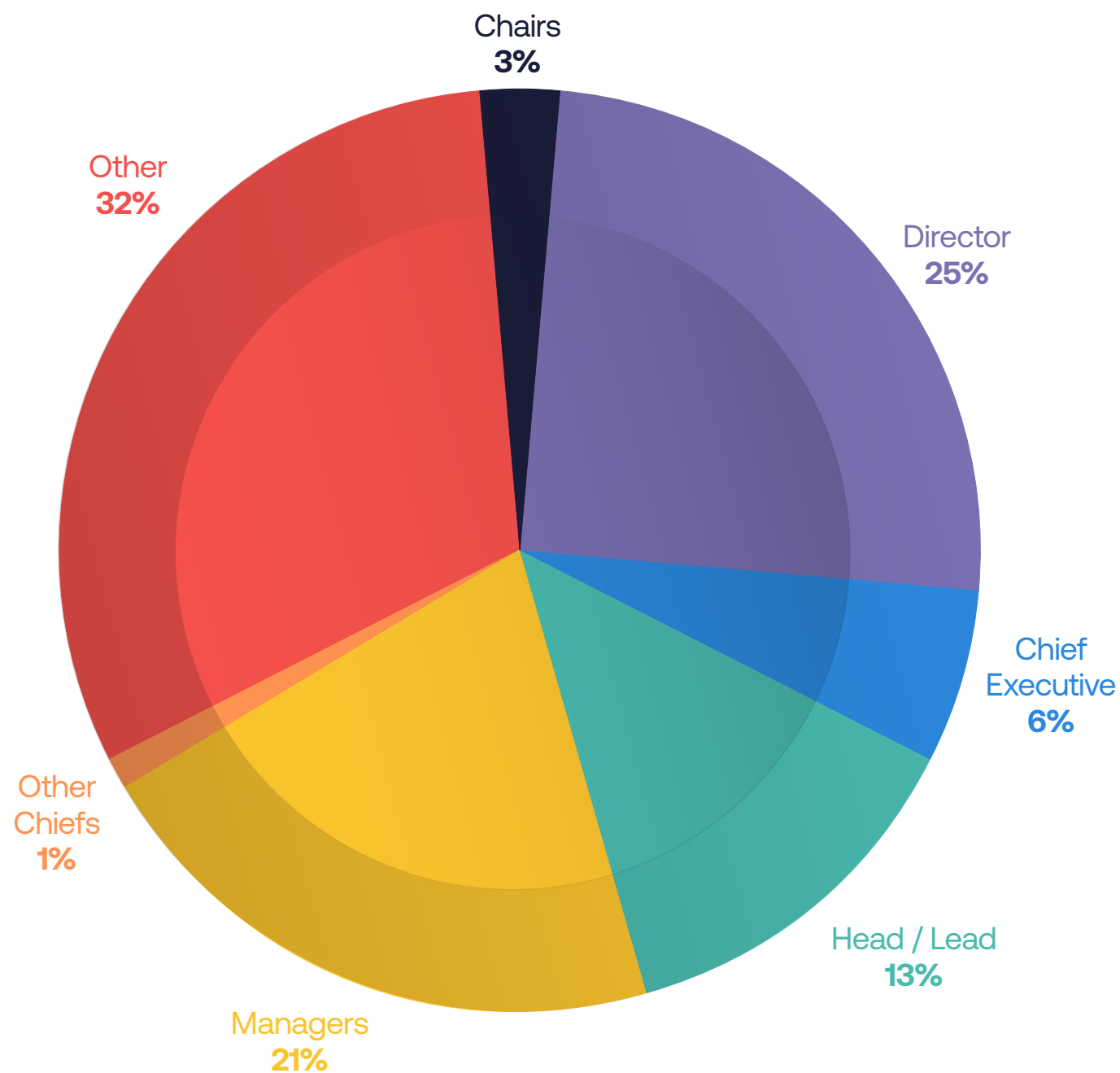


If you would like to discuss any of the packages in more detail, please contact **Ross Edwards** on ross.edwards@nhsconfed.org

2019 Delegate Breakdown (last physical event)

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 2022 and delegate lists are shared with partners, subject to data protection, ahead of the event.



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Partnership Packages 2022

Headline Strategic Partner

(limited to 2 partners)

Pre-event

- Advertorial in NICON member engagement bulletin pre-event
- Pre-event solus email to all registered NICON22 delegates
- Pre-event NICON 2022 branding:
 - Logo on website, marketing emails, delegate joining instructions

Onsite

- Bespoke involvement on the NICON 2022 agenda (subject to agreement with NICON)
 - Main Stage or Parallel Session
 - Additional specialist session at conference (eg launch of a publication or a breakfast launch engagement with key leaders)
- Top level branding onsite:
 - Logo on signage and stage set, printed delegate materials, holding slides
- Exhibition stand in prime location
- One place at the pre-conference dinner (Expected to attract VIP Leaders)
- Five 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)
- Full page advert into the event guide

In year involvement

During the year we plan to work more strategically with our partners and with this package we will work with you to create a key opportunity for you to engage with the HSC around key policy issues. This package could include the following elements;

- a face to face seminar / or a policy round table
- a webinar
- or support for the Celtic Dinner at the NHS Confederation
- or the team would be happy to work with you to design a bespoke programme.

Cost £10,000+VAT



Speaking and sponsorship opportunities 2022

2022 Event Supporter

As a NICON 2022 Event supporter 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 £4,250+VAT

Networking opportunities 2022

NICON Café Conversations

At conference we will offer a set of Café Conversations, where staff and our partners tell their transformation stories and where people can easily discuss emerging best practice. the session will involve in the region of 200 colleagues.

Sponsorship of the overall session includes;

- Branding on all marketing materials
- An exhibition stand
- Opportunity to comment in the opening remarks
- 2 delegates passes, including the conference dinner

Cost £3,000+VAT

NICON 2022 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 £3,500+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 £750+VAT

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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

Pre-event networking dinner

Taking place on the night before NICON22, this exclusive opportunity will offer you high levels brand visibility and networking with a senior invite only NHS audience as well as key stakeholders from government. This package includes:

- Corporate branding on all dinner communications with invited delegates
- Opportunity to display banners at the dinner
- Branding on dinner menus
- One delegate pass for NICON22
- One place at the pre-event networking dinner
- Entry in the conference guide

Cost £3,500+VAT



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Wider opportunities to support

Bursary Scheme

We invite you to support 10 colleagues to attend conference. This could be a generic offer, or could be marketed to a targeted group, which could include clinicians, or patient groups – or system partners of your choice. This package includes:

- Corporate branding associated with Bursary marketing and promotion
- An exhibition stand
- 2 delegate passes for NICON22
- Branding on Promotional materials
- Priority seating at conference dinner

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 supporter

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 opportunities 2022

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 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 £350+VAT

If you wish to also host a café conversation – limited numbers apply. A café conversation is a hosted table discussion which runs 3 times over a period of one hour on day one

Preferential charity rates available for session delivery (£POA)

Cost £600+VAT

Charity pop-up display

For smaller Charities there is a pop up showcase, where you display a pop up banner and marketing materials. This package includes:

- 1x1m space to host a pull-up banner and limited literature
- Entry in the conference guide

Cost £100+VAT

Branding and Advertising Packages 2022

Delegate Badges and Lanyards

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

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

Cost £2,000+VAT

Advertising in the delegate guide

Full page advert

£500+VAT

Half page advert

£300+VAT

Back cover

£750+VAT

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