



PARTNERSHIP AND EXHIBITION OPPORTUNITIES 2024

**An unrivalled opportunity to speak
to the leaders of NHS trusts
and foundation trusts**

Event
partners

Altera.
SUPPORTING HEALTHCARE



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NEWTON

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12 -13 November 2024**
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conference 2024**



NHSProviders

ANNUAL
CONFERENCE
AND EXHIBITION
2023

Working in partnership to support the NHS

NHS Providers is the membership organisation for NHS hospital, mental health, community, and ambulance services that treat patients and service users in the NHS.

Over the years, many organisations have supported and worked with us, and this support has been integral to growing and developing our offer for our members.

We deliver a series of conferences across the year that we have carefully curated with our members in mind, delving into their most pressing concerns.

Our annual conference and exhibition in 2023 saw record breaking numbers, as we welcomed over 780 delegates to the conference venue in Liverpool, and heard from over 80 speakers across 30 conference sessions.

Our conference sponsorship packages have been specifically designed to suit a range of budgets. If you don't see something that works for you, please get in touch with our commercial partner manager, Roberta Henry, to discuss a bespoke package.

We've also outlined our other partnership and sponsorship opportunities in this brochure.

Thank you again for your support and we look forward to working with you.

Who we are

NHS Providers represent NHS trusts and foundation trusts in England and we currently have 100% of trusts in membership. This demonstrates the value of our service and gives authority to our message. We act as their voice, making their views known to government, the wider health and care system and the public. We influence the landscape in which our members work so that they can deliver better healthcare. We support them in their work through sharing innovation, best practice, and continued learning.

Why work with us?

No other organisation has a closer relationship with the leadership of NHS trusts and foundation trusts. Our hybrid mix of virtual and face-to-face meetings, membership surveys, training programmes and consultations, ensures that we seek our members' views to effectively act on their behalf, which has never been more important. This affords us a unique position in the current health and care landscape of being close to decision makers who are leading the transformation of healthcare provision – both representing and influencing their views as well as supporting their work.

Support the sector through partnership

The NHS is facing a series of challenges which have been exacerbated by the Covid-19 pandemic and industrial action. We are currently facing the longest funding squeeze since the NHS was founded in 1948 as well as demographic changes, the development of treatments, changes in communities and the environmental impacts of housing and employment. This means that the NHS must adjust how it delivers care to continue to meet the needs of patients and the public.

The NHS cannot do this alone. As well as working with other public sector organisations from local government, the police and education, the NHS must look wider for new and innovative ways of working that will help it to adapt.

At NHS Providers, we understand that the NHS can only do so much to develop innovative products and ways of working that will help sustain and transform the services they deliver. The supplier community's role is vital in saving the NHS money while improving how services are provided. We are committed to highlighting new ways in which our members can improve the quality of the services they deliver.

Our trusted voice can help to highlight your support in improving and transforming services by:

- **promoting** your transformation product, service, or idea to our loyal network of leaders
- **positioning** your organisation as experts and thought leaders
- **providing** access to the latest information around providers' objectives
- **sharing** our expertise acquired through working with our members
- **building** a partnership to improve the provision of health and care
- **communicating** through our database of key contacts in NHS trusts and foundation trusts.

Helping the NHS supplier community meet our members' needs

At NHS Providers we appreciate that NHS services are improved by a better understanding of how suppliers can support our members. Our Associate membership gives your organisation a competitive advantage by enabling you to understand the current needs of the healthcare market and NHS trusts. Through unrivalled insight, targeted information, networking and advertising opportunities, this membership is a powerful way to:

- introduce your new members of staff to the NHS landscape
- keep abreast of developments in the NHS
- be aware of your customers' objectives and wider environment
- gain access to the valuable information we put out to NHS trusts to help you shape your offer.

A valuable induction for your new staff

Navigating the NHS is a difficult task at the best of times, even more so as we recover from the peaks of the Covid-19 pandemic. Our Associate membership events can provide a valuable introduction for your staff to the NHS, our members' priorities, and the latest policy developments. Embed attendance at one of our associate membership events as part of your regular induction programme to:

- get the inside track – giving you competitive advantage
- benefit from a quick efficient introduction to the sector
- gather regular information on what's coming down the track
- network with other suppliers
- hear from our members.

Also included in Associate membership

- exclusive discounts to NHS Providers events
- regular update through our daily news bulletins, weekly updates and on-the-day briefings
- supplier listing on the NHS Providers website
- opportunities to advertise in our bulletins.



The challenges facing the modern NHS are vast. As trusts continue to transform the way services are delivered there is a huge opportunity for collaboration. We believe the supplier community is a valuable part of the solution in ensuring the sustainability and quality of NHS care.

As the trusted membership body of NHS trusts and foundation trusts, we use our position to shine a spotlight on solutions that meet our members' needs by actively promoting the wider adoption of new ways of working.

We support the spread of innovation by using our networks and brand to highlight where our members are saving money through partnerships with suppliers. In doing so we:

- save our members money
- spread innovation that improves patient care
- support suppliers with proven solutions
- promote best practice
- help the NHS meet its challenges.



NHS Providers has created a panel of top legal and advisory companies who are specialists in the health sector and experts in their field. The panel offers members access to fast, free and expert responses to the questions their trusts are grappling with. This is a way for you and your trust to quickly gather insights from different perspectives on a key challenge. The panel are committed to answering your questions on a pro-bono basis.

The panel focus on a few key areas of specialist support that our members need as board level leaders of their organisations including:

- continuous improvement
- digital development
- strategy alignment and goal delivery
- system change and partnerships.

For more information

For more information on our Connect and Panel memberships, please get in touch with our team.

Roberta Henry, Commercial Partnerships Manager
07909 898 322

Some of our partners, past and present



ANNUAL CONFERENCE AND EXHIBITION 2024

Building on success

NHS Providers annual conference and exhibition is our flagship event, and we are pleased to announce that following on from the success of our 2023 conference, we will be back in Liverpool this November. We hope that you can join us and experience first-hand why our annual conference and exhibition has successfully confirmed its position as the premier event for leaders responsible for delivering NHS care.

We work hard to increase delegate numbers while maintaining the seniority of the audience. Our annual conference and exhibition is designed for, marketed to, and attended by chairs, chief executives and board level delegates from provider trusts.

What sets us apart?

- Our programme is designed by our respected policy team – close to our members and reflecting their needs.
- We consistently attract the most senior audience of any health and care event in the UK.
- Over 800 registered delegates in 2023.
- Protected networking time throughout the two days to support our partners and exhibitors.
- 86% rated the conference good or excellent in 2023.

An event built on partnership

Our supporters bring another dimension to the annual conference and exhibition, sharing insights, innovation and best practice that support the NHS to deliver care and provide value to patients and the public.

There are many ways for you to be involved in the annual conference and exhibition – from speaking directly to our delegates to having your brand on our conference material. Exhibition packages cost as little as £3,250 plus VAT – offering unbeatable value and enabling you to get in front of key decision makers in the most efficient way.

The programme

Our programme is designed to attract delegates who are involved in the strategic direction of NHS trusts and the national landscape.

All our sessions are developed and led by our experienced policy team. We consult with our members to ensure the event is highly relevant to their needs, meets their priorities, and maintains the high-quality content they expect. While the strand sessions will share best practice from trusts and address the practical issues facing our members, the plenary stage will host a number of keynote sessions from national health leaders and politicians to discuss the direction of health and care provision in the country.

This year's programme will include sessions that address the priorities of all our members and system leaders, including:

- acute trusts
- mental health providers
- ambulance service trusts
- community trusts
- integrated care systems.

We will look at key issues, including:

- integration
- workforce
- finance
- regulation
- governance.

One of the overriding reasons why our annual conference and exhibition continues to be so successful is the relationship we have with our audience. Membership of our organisation is voluntary, with NHS trusts paying an annual subscription fee. 100% of trusts have chosen to join us. Our close contact with our members helps us shape our event and it offers our supporters a powerful communication tool to reach our audience.

How will the event be marketed?

Promotion of the exhibition will be featured in our integrated marketing campaign; included in emails, social media, conference guide, and other communication channels, meaning that delegates can hear about your product and services before the event and plan to visit your stand.

Your logo will feature on all promotional material about the event including website, email, print advertising and through our social media activity before and during the event.

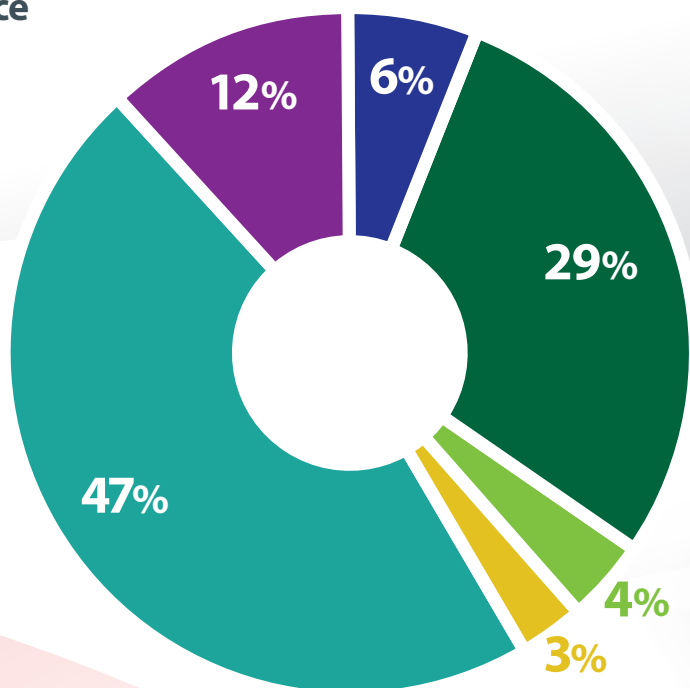
About our attendees

The level of seniority at the NHS Providers annual conference and exhibition offers exceptional value for money to our supporters.

By delivering a self-selecting group of senior delegates actively searching best practice, new ideas and solutions, this event can replace hours of phone calls and hundreds of miles in meeting senior trust executives.

Breakdown of 2023 annual conference delegates, by role.

- Chief executives
- Chairs
- Directors
- Non-executive directors
- Below board level
- Media



Main event sponsor

Be at the centre of the event by becoming one of our main event sponsors, participating in the programme and getting your brand in front of every delegate:

- deliver a satellite symposium for up to 40 delegates on day one
- exhibition – large exhibition stand in a prominent position in the exhibition hall
- branding – prominent branding on event literature and electronic marketing email
- delegate places for members of your team
- places at the annual conference dinner
- guest blog on relevant content featured on NHS Providers website in the weeks preceding the conference
- two-minute welcome at the conference dinner
- invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team
- all benefits of NHS Providers associate membership
- one additional branding opportunity – choose from:
 - conference registration area
 - delegate badges and lanyards.

COST: £25,000 plus VAT



Breakfast sessions limited availability

At the beginning of day two there are a limited number of opportunities to deliver a session to a cohort of our delegates. This hour-long session, on a subject area of your choice, gives you a chance to show how you are supporting NHS trusts.

Package includes:

- one hour-long session at the beginning of day two of conference
- promotion of session to delegates via:
 - direct mail
 - NHS Providers website
 - social media campaigns
- entry in the printed event guide
- delegate places for members of your team
- delegate pack insert or equivalent
- invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team.

COST: £8,500.00 plus VAT

Satellite sessions limited availability

Running in the exhibition hall, satellite sessions run for thirty minutes, allowing you to promote your product or service to our audience during the busy break times between the main programme sessions – only available to supporters exhibiting at the event.

Package includes:

- 30-minute session in the exhibition hall
- facility to deliver a PowerPoint presentation
- branding within the exhibition theatre
- promotion of session pre-event via conference website and direct email to booked delegates
- featured in the online and printed (limited) event guide
- two delegate places
- invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team.

COST: £6,500.00 plus VAT

The exhibition

The exhibition at the event forms the networking hub of the conference. Exhibitions provide a great opportunity to directly reach your target audience. Each exhibition is different and it's vital to do your research so that you can plan and execute your exhibition presence to get optimal return on investment.

If you attend a lot of events, it's important that you treat each one differently. Different visitor profiles, event schedules and industry sectors all require different approaches so it's important to keep this in mind when you set your objectives.

How could you benefit from exhibiting?

Show If you have a product, software programme or similar, an exhibition is the perfect environment in which to demonstrate it to potential clients. It's much easier than trying to explain the benefits in print or even via video media. The immediacy of the environment also means that you can reply to any questions or objections straight away.

Tell The benefits of some ideas and services can be quite obvious and can be relayed in a couple of seconds. Others need more time. An exhibition stand gives you the time and space to fully explain the benefits you can bring to an NHS trust; dig deeper into your methodology and take more time with the client.

Ask The clearest benefit of an exhibition stand is that it facilitates conversations. You can find out what your customer's specific needs are and how your service meets them. Most support services must tailor their offering to some extent to achieve best fit – the exhibition can serve as the fitting! Even if you discover that what you are offering is not suitable for the client – you can find out what is. The information you gain about the wider market is an important advantage – it's not just about what you say but about what you hear.

Your people We've adapted the package so that you can make the most of your best assets with flexible stand passes and catering support.

The audience You already know that NHS Providers annual conference and exhibition offers the greatest concentration of NHS trust leaders this year. This provides excellent value for money:

- Chief executives and senior directors are extremely time poor so getting appointments with them outside conference is very difficult.
- This event has maintained its focus in attracting senior managers from NHS provider trusts. This means you will be talking to the people that matter to your business – one conversation can easily cover the cost of your attendance.
- There to learn: our delegates tell us that the event provides an opportunity to find new ways of working to improve their organisations – this makes them a self-selecting and receptive audience in listening mode, ready to engage with you.

The exhibition package limited availability

Our delegates have over seven hours of protected time in the exhibition. The exhibition package is designed to help you have the most productive and effective time possible, including:

- generous allocation of stand personnel passes: helping you to create a stand rota to keep your staff fresh and still have passes to let senior staff visit the exhibition for busy periods
- all lunches and refreshments: no need to queue or pay extra for lunch, you are served lunch 30 minutes earlier than delegates so you can be back on your stand before they break
- power and electrical supply included – don't worry about extra charges
- a free delegate place included in your package so that a member of staff can sit in sessions and report back on what is being discussed
- plenary sessions broadcast into the exhibition hall so that your staff can watch the keynote speakers.

We'll provide you with support to make the most of your exhibition stand, but here are some suggestions on how to maximise your return on investment and make the most of your package:

- set clear objectives: make them specific to this event in light of the audience, your stand personnel and your investment
- get organisational engagement: let your colleagues know about the event, what you'll be saying and how they can get involved – secure the engagement of senior management early, starting now!
- support your staff with the knowledge, space and time to make the most of the stand time
- keep informed – ask us for delegate numbers and delegate info
- programme content – join in the conversation
- follow-up with delegates post-event.

What you'll get

Shell scheme or space only exhibitor package to include:

- up to ten stand personnel passes, depending on stand size
- two free delegate places
- listing in the online and printed (limited) event guide
- pre-event online link from our website
- all lunches and refreshments at the event
- 3x3m² exhibition packages and above include 12-month associate subscription.

Cost per square meter, plus VAT:

- 2x2m² – £3,250
- 3x2m² – £4,250
- 3x3m² – £5,250
- 4x3m² – £6,750
- 6x3m² – £9,750

THE EXHIBITION FLOORPLAN (subject to change)

Exhibitor 
 NHS Providers 
 Providers Deliver 
 Theatre 
 Catering 
 Seating 



Annual conference dinner **SOLD**

The NHS Providers conference annual dinner is the social highlight of the conference for delegates. Support our conference dinner to be at the heart of the action where delegates unwind and discuss their learning from the day, as well as their insights into the future of healthcare.

We cap the attendance to this dinner. Over the past two years we've purposely kept it to 200 guests – allowing them to network and socialise effectively. The package is the perfect combination of brand association, networking, and visibility to raise your profile and make influential contacts. Be part of some of the most important discussions of the event. This package includes:

- prominent branding at the dinner
 - signs displayed at the entrance to the conference dinner
 - signage displayed during conference dinner and logo exposure on menus available at each table
 - possibility of distributing marketing material or corporate gifts prior to conference dinner (supplied by supporter)
- supporter recognition and brief introduction by your representative at the start of dinner
- one page advertisement in the conference programme
- two full conference delegate passes
- five additional dinner places
- 20% discount on exhibition space
- invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team
- elements of the dinner may be sponsored separately – get in touch to discuss.

COST: £10,000 plus VAT

Conference drinks reception **SOLD**

At the end of a busy first day at conference, all delegates and exhibitors can relax around the NHS Providers stand in the exhibition area for a well deserved drink and chat.

Support of this reception gives you the opportunity to present a quick 'burst' presentation (five minutes) introducing your organisation, speaking alongside the chair of NHS Providers. This will attract high level visibility for you across a broad section of our members and other delegates.

Prominent branding for the reception includes:

- pull-up banners (provided by you)
- logo and message display on the NHS Providers stand
- five minute presentation to assembled guests
- opportunity to distribute literature at the reception
- a perfect opportunity to launch a publication, report or campaign
- opportunity for up to five of your staff to attend the reception
- two full conference delegate passes
- 20% discount on exhibition space
- invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team.

COST: £5,500 plus VAT



Branding opportunities

Registration

All delegates, exhibitors, speakers, and press visit the registration desk throughout the event to pick up their passes, conference packs and to have their queries answered. Ensure that your brand is noticed as soon as they arrive at the event by sponsoring the registration area.

- branding throughout the registration area
- literature available as delegates arrive
- two full delegate places
- 20% discount on exhibition space
- invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team
- 12-month associate subscription.

COST: £6,000 plus VAT

Delegate badges and lanyards

Networking forms an important role at the event as delegates learn from each other as well as from our supporters. The badges are key to this, enabling all attendees to make new contacts over the two days. Support of the badges mean that your logo is seen by delegates during these networking conversations giving high levels of visibility.

- your logo on all badges distributed to delegates, exhibitors, speakers and press – over 750
- your logo on all lanyards
- two full delegate places
- 20% discount on exhibition space
- entry in the conference guide and on the conference website
- social media promotion via the official NHS Providers account
- 12 months associate subscription
- invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team.

COST: £7,500 plus VAT, badges and lanyards

Charging stations

Corporate branding within the charging station area (large footprint on the exhibition floor). Exclusive opportunity to distribute literature within the recharge area.

- branding throughout the charging station area
- literature available within the charging station area
- opportunity to hire badge scanner and consolidate leads
- entry in the conference guide and on the conference website
- two full delegate places
- social media promotion via the official NHS Providers account
- 20% discount on exhibition space
- invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team
- 12-month associate subscription.

COST: £5,000 plus VAT

Plenary live feed

Corporate branding of Shake-it platform live streaming all plenary sessions to NHS Providers wider membership.

- branding of the Shake-it platform
- entry in the conference guide and on the conference website
- full page advert in the conference guide
- two full delegate places
- social media promotion via the official NHS Providers account
- 20% discount on further exhibition space
- invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team
- 12-month associate subscription.

COST: £5,000 plus VAT

Catering and refreshment areas

The catering and refreshment areas will be visited by attendees at some point during the conference – two lunches, four refreshment breaks and an evening drinks reception – at a minimum of two catering areas within the exhibition.

- branding throughout the refreshment serving areas
- branding recognition within the event guide
- mention and thanks prior to refreshment break on day one
- entry in the conference guide and on the conference website
- two full delegate places
- social media promotion via the official NHS Providers account
- 20% discount on further exhibition space
- invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team
- 12-month associate subscription.

COST: £7,500 plus VAT

Advertising in the online and (limited) printed guide

Full-page advertisement in online and (limited) printed guide available for all attendees.

COST: £950 plus VAT

Branded floor tiles

Be seen underfoot by all attendees – a colourful opportunity for brand recognition.

COST: £950 plus VAT

Signage

Branding of all agreed directional signage through the venue.

- entry in the conference guide and on the conference website
- one full delegate place
- social media promotion via the official NHS Providers account
- 20% discount on further exhibition space
- invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team
- 12-month associate subscription.

COST: £5,000 plus VAT

Bespoke packages can also be arranged. To discuss your needs, please get in touch with our commercial partnerships manager, **Roberta Henry**, at roberta.henry@nhsproviders.org



County Hall, London

23 May

QUALITY^{AND} IMPROVEMENT CONFERENCE 2024

Our Quality and Improvement Conference is back in 2024, marking the first time we'll gather face-to-face for this event since 2019.

This year's conference theme is *North Star*, guiding us to embed quality and improvement into patient care.

We're bringing together industry leaders, innovators and experts to discuss how ongoing service pressures impact the quality of care.

To discuss sponsorship opportunities and how you showcase your brand to key NHS decision-makers, please get in touch with our commercial partnerships manager, Roberta Henry, at roberta.henry@nhsproviders.org



NHS Providers is the membership organisation for the NHS hospital, mental health, community and ambulance services that treat patients and service users in the NHS. We help those NHS foundation trusts and trusts to deliver high-quality, patient-focused care by enabling them to learn from each other, acting as their public voice and helping shape the system in which they operate.

NHS Providers has all trusts in England in voluntary membership, collectively accounting for £115bn of annual expenditure and employing 1.4 million staff.

CONTACT US

To find out more about supporting or exhibiting at NHS Providers events please contact:

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