



PARTNERSHIP,  
SPONSORSHIP AND  
EXHIBITION  
OPPORTUNITIES  
2025/26

**An unrivalled opportunity to engage  
with leaders of NHS trusts  
and foundation trusts**

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# 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, the expertise and support of our partner organisations has helped us connect NHS leaders with innovative solutions and services that drive real improvements in care quality and operational efficiency.

We deliver a series of conferences, events and engagement opportunities across the year that we have carefully curated with our members in mind, addressing their most pressing concerns.

Our Annual Conference and Exhibition in 2024 saw record breaking numbers, as we welcomed over 800 delegates and heard from more than 80 speakers across 30 conference sessions.

Within this brochure you will find a selection of conference sponsorship packages 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 partnerships manager, Roberta Henry, to discuss a bespoke package.

Alongside our flagship conference, we offer a variety of opportunities for partners to work closely with us and engage with our members. You'll find a summary of these opportunities in the following pages.

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

## Who we are

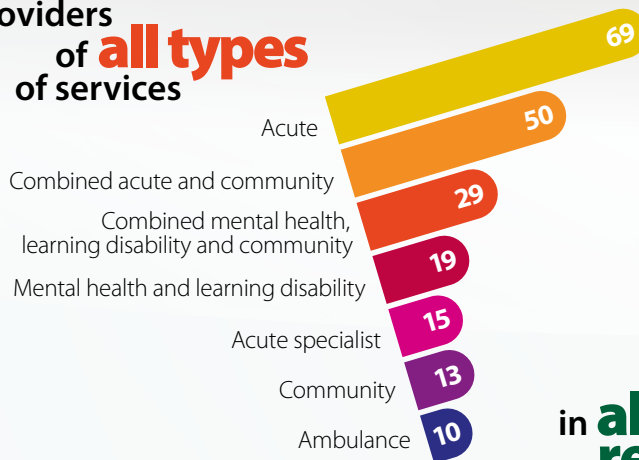
NHS Providers represent NHS trusts and foundation trusts in England, with currently 100% of trusts in membership. This reflects the value of our service and strengthens the authority to our voice. We champion their views to government, the wider health and care system, and the public, shaping the environment in which they work. By influencing policy, sharing innovation, best practice, and fostering continuous learning, we empower our members to deliver better healthcare for patients.

**We represent  
England's NHS trusts  
and foundation trusts, with**

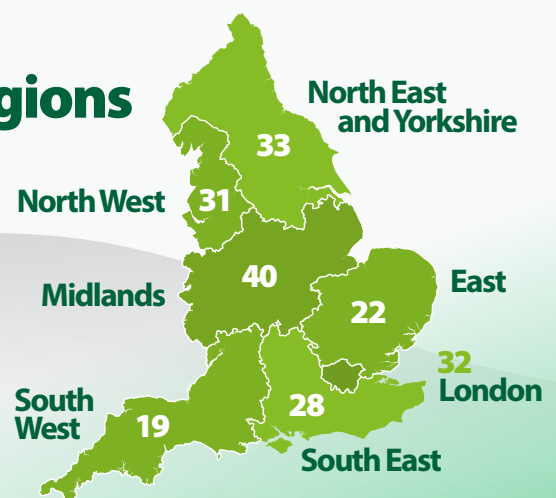


**in voluntary  
membership**

covering  
providers  
of **all types**  
of services



in **all  
regions**





## 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, policy and media work ensures we capture our members' views and act effectively on their behalf—something that has never been more important. This gives us a unique position in the health and care landscape, close to decision makers leading the transformation of healthcare provision, and to NHS providers and their staff at the frontline of delivering high quality care.

## Support the sector through partnership

With over 500 million patient interactions each year and an annual budget of around £130bn, the NHS relies on the vital contributions of the commercial and third sectors to deliver the products, equipment, and services that make care possible. Our 205 member trusts across England – providing hospital, mental health, community, and ambulance services – rely on these partnerships and suppliers to provide high-quality care to patients.

Equally, our partners have much to gain from a closer and deeper understanding of our members' expertise and experience. NHS trusts are pioneering new ways of working, innovating to meet unprecedented demand and discovering new medicines, treatments and therapies for patients. Partners who bring fresh ideas and solutions while understanding the complex challenges trusts face can play a crucial role in supporting this progress.

Recognising this shared opportunity, NHS Providers works with commercial partners to deliver value to our members in meaningful ways – from joint publications to thought leadership sessions and webinars. We've seen first-hand how successful partnerships enable trusts to deliver care more effectively while offering partners a platform to showcase their expertise and solutions to the sector's most pressing challenges.

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.

## Ways to partner

Explore our four partnership tiers – **Insight**, **Connect**, **Collaborate**, and **Transform**. Each tier offers tailored benefits to meet your organisation's needs, from essential policy updates to direct engagement with NHS trust members.

Whether your goal is to build connections, increase visibility, or drive meaningful impact, there's an option designed to help you achieve your business objectives.

What's on offer:

- brand recognition and association
- news and insight
- advertising and brand awareness
- member engagement and event presence
- account management and stakeholder engagement
- collaborative opportunities.

**insight**  
partnership Pricing starts from £2,750.

As an Insight partner, you'll have the opportunity to share insight with our members and engage with providers. Through in-depth briefings and reports, you'll stay ahead of the NHS political landscape, gaining insights that shape the healthcare sector.

You'll benefit from invaluable policy updates, prime advertising opportunities twice a year in our bulletins, inclusion in our periodic commercial partners' offers brochure, subscriptions to our key newsletters, and invitations to conferences updating you on sector developments.

**connect**  
partnership Pricing starts from £17,000 per year.

Our Connect partnership serves as a gateway for approved commercial organisations to connect with our NHS trust members. As a Connect partner, you'll directly showcase solutions benefiting NHS trusts financially, improving patient care, or endorsing best practices.

Connect with our members at our Annual Conference and Exhibition, share case studies demonstrating the benefits of your work in trusts, promote your products or services in our newsletters, secure visibility on our website, and receive added promotion through our social media channels.

## collaborate partnership

Pricing starts from £25,000 per year.

As a Collaborate partner, you'll work directly with the NHS Providers team, contributing with your expertise and solutions to our member community. Together, we'll foster continuous improvement, drive digital advancements, and support strategic alignment – helping to influence real-time decision-making in healthcare.

You'll also have the chance to collaborate on joint projects and increase your visibility through speaking engagements at our conferences and events.

## transform partnership

£POA.

Our top tier partnership is designed for a limited number of organisations, offering access to our NHS trust members' intelligence, and an opportunity to help transform the healthcare sector and provide a sustainable system for the future.

Gain exclusive insights through regular one-to-one meetings with senior staff and seize additional collaborative opportunities and invites for influencing networking events such as private dinners or roundtable discussions.

## For more information

Explore all the partnership, sponsorship and exhibiting opportunities by emailing Roberta Henry at [roberta.henry@nhsproviders.org](mailto:roberta.henry@nhsproviders.org).





Manchester Central  
11-12 November

# ANNUAL CONFERENCE AND EXHIBITION 2025

## Building on success

The NHS Providers Annual Conference and Exhibition is our flagship event and a key opportunity for organisations to connect with senior leaders driving the NHS. Following the success of our 2024 conference, we're excited to bring this event to Manchester in November 2025.

With a highly engaged audience of NHS chairs, chief executives, and board-level leaders, our Annual Conference and Exhibition provides an unrivalled platform for partners and exhibitors to gain visibility, share expertise, and connect directly with key decision-makers shaping the future of healthcare.

One of the key reasons behind the success of our event is the trusted relationship we have with our audience. Membership of NHS Providers is voluntary, with 100% of NHS trusts choosing to join us. This unique connection enables us to shape the event around their priorities and offers our partners a powerful opportunity to reach NHS leaders in a meaningful way.

## What sets us apart?

- **Member-driven content:** Our programme is designed by our policy experts, ensuring it reflects the priorities and needs of our members.
- **Senior leadership focus:** We attract the most senior delegates of any health and care event in the UK.
- **Strong attendance:** More than 800 attendees joined us in 2024.
- **Meaningful connections:** Dedicated networking time across both days to maximise opportunities for partners and exhibitors.
- **Proven success:** 90% of attendees would recommend the conference to a colleague.



***Excellent event and will  
definitely recommend  
to colleagues.***

# Your platform to connect

Your organisation can also play a key role at our Annual Conference and Exhibition by sharing insights, innovation, and best practice that help the NHS deliver better care for patients and the public.

There are many ways to get involved, from speaking directly to delegates to showcasing your brand on conference materials. Exhibition **packages start at £3,500 plus VAT**, offering a cost-effective way to connect with key NHS decision-makers.

## The programme

Our conference programme is built around the priorities that matter most to NHS leaders and system partners.

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. It features a mix of plenary sessions with national health leaders and politicians, alongside practical strand sessions sharing best practice and tackling real-world challenges faced by NHS trusts.

Our conference 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 and system partners, including from primary care, social care and the voluntary sector.

## How will the event be marketed?

Promotion of the exhibition will be featured in our integrated marketing campaign, including emails, social media, the conference guide, and other communication channels.

Exhibitors will be promoted through the website and conference guide, ensuring delegates are aware of your participation and can plan to visit your stand during the event. Main sponsors will receive additional exposure, with their logos featured prominently across all promotional materials, including emails, social media, and event branding.





# About our attendees

We deliver exceptional value for sponsors and exhibitors, attracting NHS leaders actively seeking best practice, fresh ideas, and solutions.

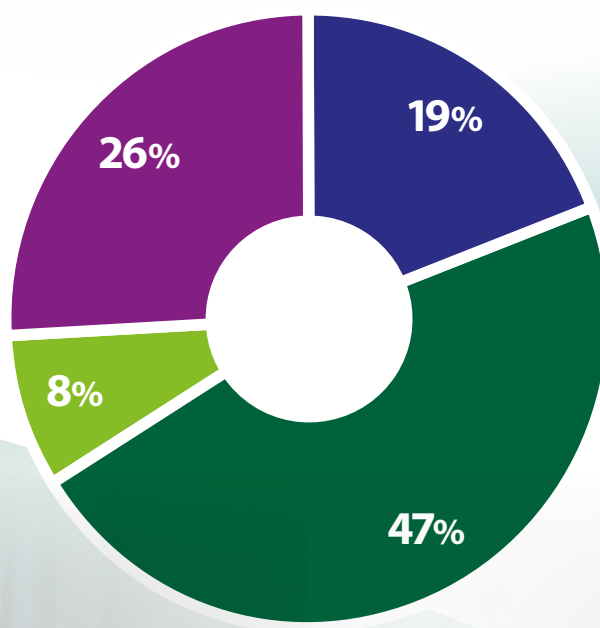
This event can save you hours of phone calls and hundreds of miles of travel for meetings.

In 2024, we saw a 15% increase of delegates in attendance in comparison to 2023.

## 2024 Annual Conference and Exhibition

### Breakdown of member attendees, by role.

- Chief executives
- Chairs
- Directors
- Non-executive directors





## 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:

- One-hour breakout session as part of the core conference programme for up to 50 delegates.
- Exhibition – large exhibition stand in a prominent position in the exhibition hall.
- Branding – prominent branding on event literature and email marketing.
- Additional delegate places for members of your team.
- Places at annual conference dinner, including one place at the VIP table.
- Guest blog on relevant content featured on NHS Providers website in the weeks preceding the conference.
- Two-minute welcome at the conference dinner, plus a full page advert in the conference guide and a 30-second video to be shown prior to the plenary sessions in the conference hall.
- Invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team.
- All benefits of NHS Providers Insight membership.

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 50-minute session, on a subject area of your choice, gives you a chance to show how you are supporting NHS trusts.

This package includes:

- one 50-minute session at the beginning of day two of conference
- promotion of session to delegates via:
  - email marketing
  - conference website
  - social media campaigns
- inclusion in the printed and online event guide
- delegate places for members of your team
- invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team.

COST: £8,500 plus VAT

## Satellite sessions limited availability

Running in the exhibition hall, satellite sessions run for 30 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.

This package includes:

- 30-minute session in the exhibition hall
- opportunity to deliver a presentation
- branding within the exhibition theatre
- promotion of session to delegates via:
  - email marketing
  - conference website
  - social media campaigns
- 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: £6,950 plus VAT





# The exhibition

Our exhibition is the heart of networking at the conference, giving you direct access to your target audience. To make the most of your investment, plan ahead – know the audience, set clear objectives, and tailor your approach.

Every event is different. Visitor profiles, schedules, and industry focus vary, so treating each exhibition as unique is key to getting results.

## 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** An exhibition stand is your opportunity to have meaningful conversations. It helps you understand your customers' needs, show how your service fits, or discover where adjustments are needed. Even when your offer isn't the right fit, the insights you gain about the market can be invaluable – it's not just about what you say, but what you learn.

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

**Audience** Access to NHS trust leaders in one place – a rare opportunity to connect with decision-makers who are often hard to reach. Delegates attend to learn and explore new ways of improving their organisations, making them a highly receptive audience 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:** you don't need to worry about extra charges.
- **Two free delegate places:** so that staff can attend sessions and report back on what is being discussed.
- **Plenary sessions broadcast into the exhibition hall:** your staff can watch the keynote speakers without leaving the space.

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:** give them the knowledge, space, and time to maximise stand time.
- **Keep informed:** ask us for delegate numbers and delegate info.
- **Follow up with delegates:** connect with them promptly after the event.

## What you'll get

Shell scheme or space only exhibitor package to include:

- up to 10 stand personnel passes, depending on stand size
- two free delegate places
- listing in the online and printed (limited) event guide
- all lunches and refreshments at the event
- 4x3m exhibition packages and above include 12-month Insight partnership.

Cost per square meter, plus VAT:

- 2x2m<sup>2</sup> – £3,500
- 3x2m<sup>2</sup> – £4,500
- 3x3m<sup>2</sup> – £5,500
- 4x3m<sup>2</sup> – £6,950
- 6x3m<sup>2</sup> – £9,950

# THE EXHIBITION FLOORPLAN (subject to change)

Exhibitor 
 NHS Providers 
 Providers Deliver 
 Theatre 
 Lounge 
 Catering 
 Seating 



# Annual conference dinner

Our Conference Dinner is the standout social event where delegates come together to unwind, connect, and share insights from the day, as well as their thoughts on the future of healthcare.

With attendance capped at 200 guests, this exclusive dinner creates a relaxed environment for meaningful networking. Sponsorship puts your organisation at the centre of the evening, offering brand visibility and opportunities to build influential connections. This package includes:

- prominent branding at the dinner
  - signs displayed at the entrance to the conference dinner
  - logo included in conference dinner branding and on menus available at each table
  - opportunity to distribute 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 event guide
- 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: £12,000 plus VAT





# Conference networking area

These branded areas offer delegates and exhibitors a place to meet, network and charge their mobile phones and laptops during the event.

This package will ensure your brand is displayed throughout the lounge, offering you a unique opportunity to be seen over the course of the event.

This package includes:

- corporate branding within the lounge (large footprint on the exhibition floor, next to the NHS Providers stand)
- opportunity for pop up banner stands (or the equivalent) plus literature distribution points
- five delegate passes and five exhibitor passes
- one badge scanner
- full-page advert in the event guide
- 12-month Insight partnership (not available to current commercial partners).

COST: £10,000 plus VAT



# Branding opportunities

## Registration

All delegates, exhibitors, speakers, and press visit the registration desk throughout the event to pick up their passes, 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.

This package includes:

- 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 Insight partnership.

COST: £6,000 plus VAT

## Delegate badges and lanyards

Networking is at the heart of the event, as delegates connect and learn from each other and our supporters. Badges are key to this, helping attendees make new contacts over the two days.

Sponsoring the badges means your logo is seen throughout these networking conversations, delivering high visibility.

This package includes:

- your logo on all badges distributed to delegates, exhibitors, speakers and press – over 800
- your logo on all lanyards
- two full delegate places
- 20% discount on exhibition space
- entry in the event guide and on the conference website
- promotion through the official NHS Providers social media channels
- invitation to attend pre-event exhibitor briefing webinar with senior members of the NHS Providers policy team.
- 12-month Insight partnership.

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





## 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.

This package includes:

- 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 event guide and on the conference website
- two full delegate places
- promotion through the official NHS Providers social media channels
- 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 Insight partnership.

COST: £7,500 plus VAT

## Advertising in the online and 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.

This package includes:

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

COST: £5,000 plus VAT

## Bespoke packages

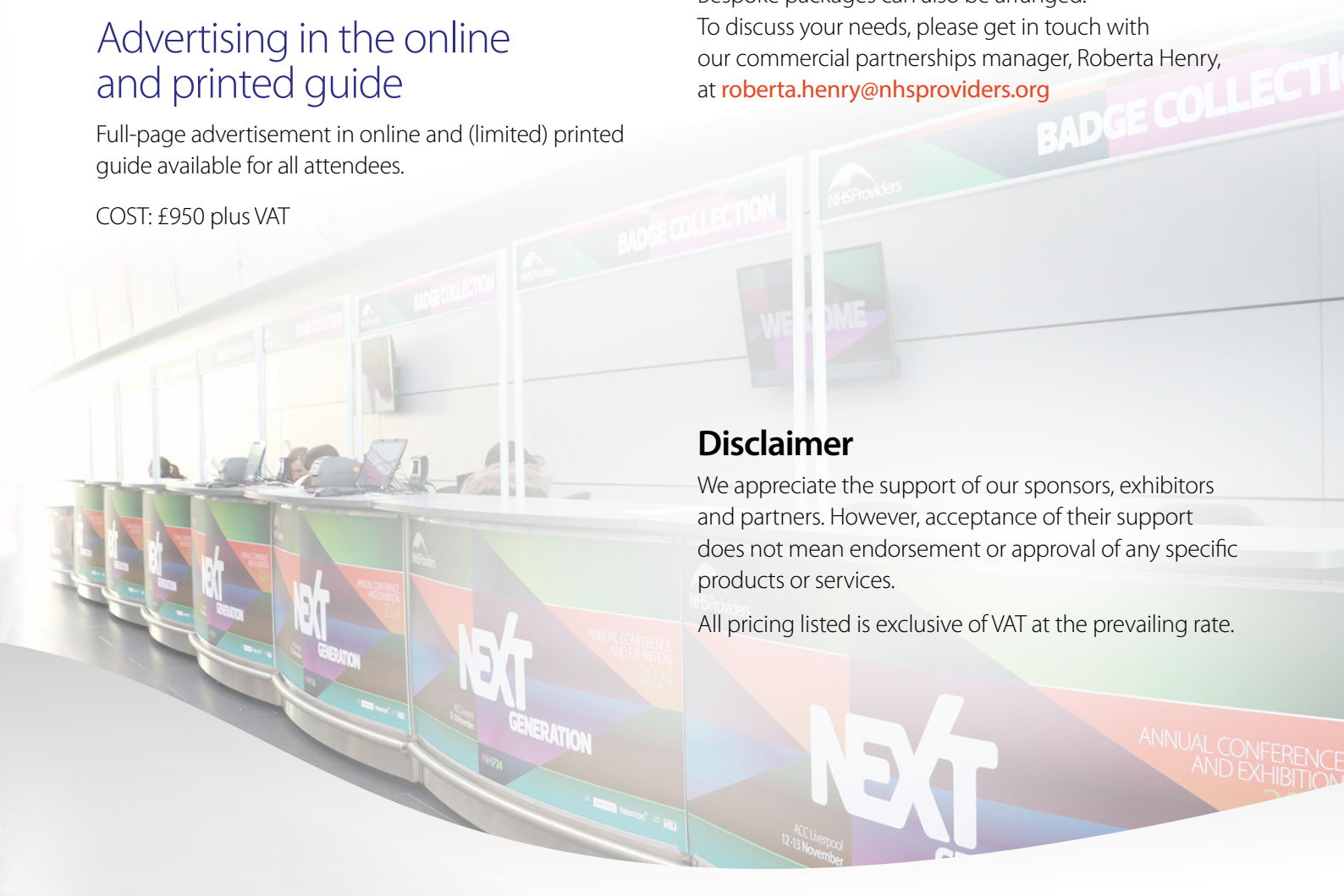
Bespoke packages can also be arranged.

To discuss your needs, please get in touch with our commercial partnerships manager, Roberta Henry, at [roberta.henry@nhsproviders.org](mailto:roberta.henry@nhsproviders.org)

## Disclaimer

We appreciate the support of our sponsors, exhibitors and partners. However, acceptance of their support does not mean endorsement or approval of any specific products or services.

All pricing listed is exclusive of VAT at the prevailing rate.





# Additional engagement opportunities

In addition to our formal commercial partnership programme and sponsorship at our flagship Annual Conference and Exhibition, we also have several other engagement opportunities which will enable selected partners to connect with NHS Providers members.

These include sponsorship of:



- **One face-to-face member network event**

With 12 profession-based member networks meeting several times a year, our Networks are specifically designed to provide board member roles with information, peer support and inspiration.



- **Private roundtable dinner series**

An intimate setting for conversations with key stakeholders and inspiring speakers. In-person dinners are exclusive to chairs and chief executive officers, while virtual roundtables are open to other board member roles.



- **Governance Conference (virtual)**

Designed for NHS senior leaders, including company secretaries and non-executive directors, this event offers a unique opportunity to learn from high-profile speakers on board priorities and engagement in peer learning focused on good governance.



- **Governor Focus Conference (virtual)**

Our national conference is the leading free event for NHS governors. We equip governors with skills to better support trusts in delivering high quality healthcare.



- **Webinars and roundtables**

Specifically curated to discuss hottest topics in the sector, the policy webinars and roundtables aim to engage all NHS board members.

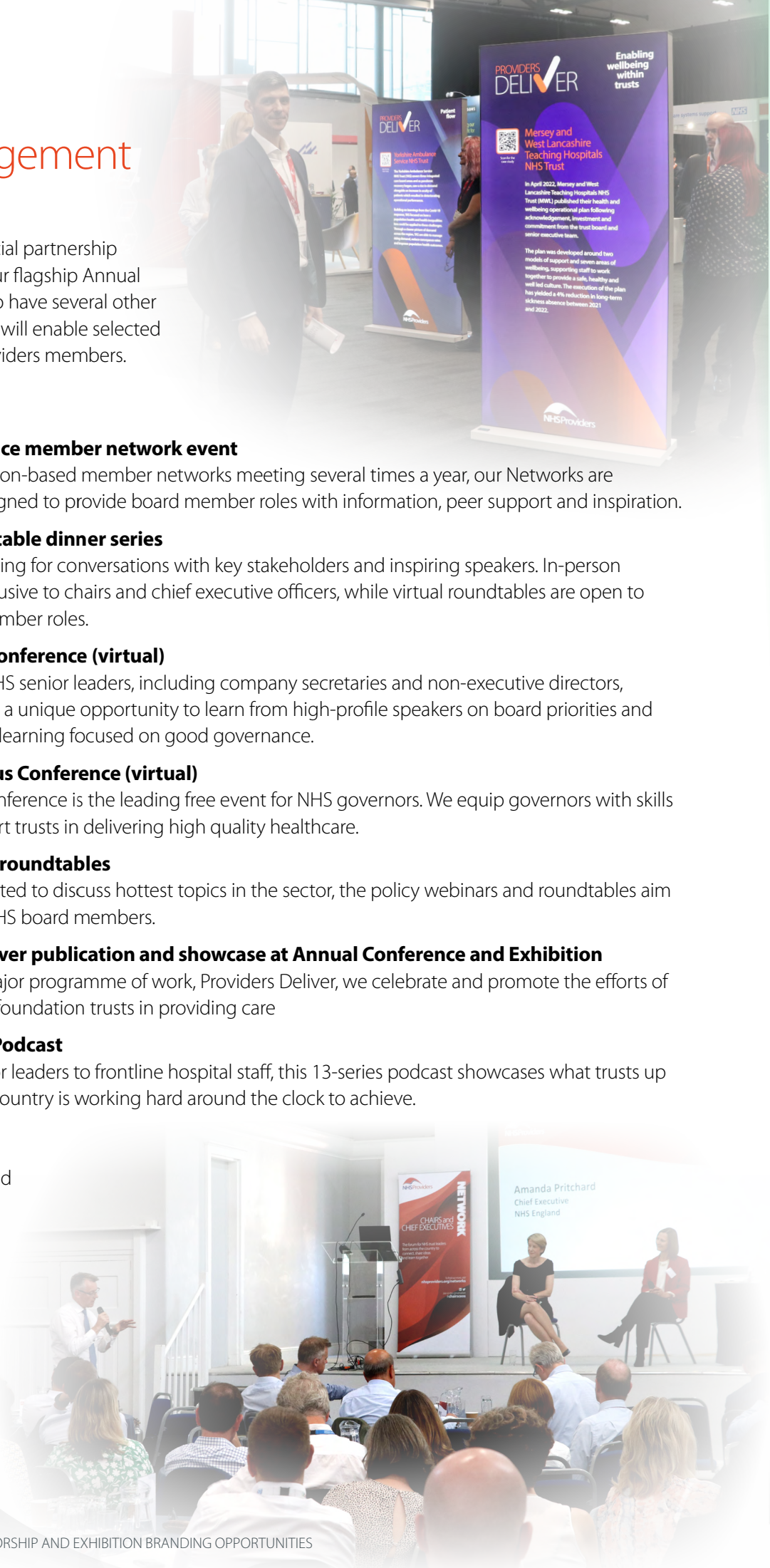
- **Providers Deliver publication and showcase at Annual Conference and Exhibition**

Through our major programme of work, Providers Deliver, we celebrate and promote the efforts of NHS trusts and foundation trusts in providing care

- **The Provider Podcast**

From NHS senior leaders to frontline hospital staff, this 13-series podcast showcases what trusts up and down the country is working hard around the clock to achieve.

We can also collaborate with potential partners to design tailored packages that align perfectly with individual goals and objectives.



# Some of our partners, past and present











#NHSP24

NHS Providers

Scan for the full conference guide and other NHSP24 resources

# NEXT GENERATION

Part of HEMPSONS Newton+ HSI

**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 £124bn of annual expenditure and employing 1.5 million staff.

## CONTACT US

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

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