

# 2017 Annual NHS R&D Forum

Hilton Deansgate,  
Manchester

15th & 16th May 2017

PROMOTIONAL  
OPPORTUNITIES



Research and Development Forum

# Introduction

The 2017 Annual R&D Forum is to be held in association with the Health Research Authority. It is a National event for provider and commissioning organisations who are driving and delivering research and innovation in health and care, and their R&D management teams. Over the two days we will share good practice, discuss new policy and strategic insights, influence leaders, and debate and discuss hot topics; we will also ensure that our delegates meet, learn, network and share, regardless of role.

The aim of the event is therefore to bring the UK-wide health and care R&D community together and delegates include: R&D Leads, Directors, Managers, researchers and their teams, the Department of Health, NHS England, NIHR, Regulators, Charities, Academic Institutions, and Industry Sponsors and Partners.

Exhibiting at the 2017 Forum will provide you with a fantastic opportunity to showcase your support for UK health and care research. You will connect with key people who want to bring improvements to their organisations and who strive to support researchers to develop and deliver ideas and innovations.

Help the UK NHS R&D Forum create a vibrant event and an innovative quality research culture for health and care by joining us in May 2017. We hope that you will.

Angie Major  
Event Organiser

# Sponsorship

## Premier Sponsor (up to 3 Premier Sponsors)

Ref: 2017PS1

---

Premier Sponsors of the 2017 Annual R&D Forum will be able to benefit from the following:

- Organisation Logo displayed underneath the event title on electronic and printed materials (e.g. delegate guide, website, signage). This will be enabled as soon as payment has been made for the Premier Sponsorship.
- Organisation Logo displayed at the front of the main Conference room throughout the event
- Full page full colour advert in the delegate guide
- Logo, description and web link to your organisation from event website
- Twitter and LinkedIn acknowledgement from the NHS R&D Forum
- Opportunity to display a roller banner at a highly visible location within venue

**Price: £750 per sponsor**

## Gala Dinner Sponsor

Ref: 2017GD1

---

The Gala Dinner is one of the social highlights of the Annual NHS R&D Forums. With up to 400 people attending this can provide a high profile opportunity to increase recognition of your organisation/brand. The opportunity to sponsor the Gala Dinner is one that is usually very popular and there can be only one sponsor. The benefits of sponsoring the Gala Dinner include:

- Organisation logo on the Gala Dinner tickets
- Organisation logo and brief description in on-table menus
- Opportunity to place a gift/flyer/give-away on each place setting at the Gala Dinner. (subject to the prior approval of the Organisers)
- Two free places at the Gala Dinner
- Logo, description and web link to your organisation from event website – status as an Event Sponsor
- Twitter and LinkedIn acknowledgement from the NHS R&D Forum

**Price: £500**

# After Dinner Entertainment Sponsor

Ref: 2017AD1

---

After dinner entertainment can be one of the most talked about parts of a Gala Dinner. Sponsoring the After Dinner Entertainment enables the sponsor to achieve the following benefits:

- Introduce (either before or during the entertainment) the entertainment and acknowledge the sponsoring organisation. This can be done by a representative of the Sponsor or someone designated by them.
- Organisation name mentioned in on-table menus
- Two free places at the Gala Dinner
- Logo, description and web link to your organisation from event website – status as an Event Sponsor
- Twitter and LinkedIn acknowledgement from the NHS R&D Forum

Please note that this Sponsorship Opportunity is for the entertainment chosen by, contracted to, and paid for by the 2017 Annual NHS R&D Forum. The choice of entertainment is not determined by the Sponsor.

**Price: £500**

# After Dinner Entertainment Provider & Sponsor

Ref: 2017AD2

---

After dinner entertainment can be one of the most talked about parts of a Gala Dinner, the more unique and captivating the better. Providing the after dinner entertainment, be it a professional after dinner speaker, a band, or something more innovative, can provide great recognition for an organisation.

This opportunity provides the same benefits as above but the choice of entertainment is down to you as the Provider. The choice of entertainment has to be approved by the organisers of the 2017 Annual NHS R&D Forum.

Sponsoring the After Dinner Entertainment enables the sponsor to achieve the following benefits:

- Introduce (either before or during the entertainment) the entertainment and acknowledge the sponsoring organisation. This can be done by a representative of the Sponsor or someone designated by them.
- Organisation name and logo mentioned in on-table menus
- Two free places at the Gala Dinner
- Logo, description and web link to your organisation from event website– status as an Event Sponsor
- Twitter and LinkedIn acknowledgement from the NHS R&D Forum

Please note that the entertainment will be coordinated, contracted and paid for by the Provider and Sponsor purchasing this opportunity. This will be subject to approval by the organisers of the 2017 Annual NHS R&D Forum.

**Price: £150** (plus the entertainment costs which will be dealt with directly between the Provider and Sponsor and the entertainment act)

## Hosted Table at Gala Dinner

Ref: 2017HT1

---

Places at tables for the Gala Dinner are unreserved. This means that there is no guarantee that groups of people will be able to be seated together. A hosted table is an opportunity for an Organisation to have a reserved table (tables will be at least 8 places). This table will have an organisation logo in the middle and reserved status.

The Organisation hosting will have the following benefits:

- Reserved table towards the centre of the room
- Organisation logo on the table
- Opportunity to invite people to join the table (method of invitation is at the discretion of the Host)
- Option to create separate 'tab' for payment for additional items (e.g. drink)
- Logo, description and web link to your organisation from event website– status as an Event Sponsor
- Twitter and LinkedIn acknowledgement from the NHS R&D Forum

Please note that this reservation does not include the attendance fee for entry to the Gala Dinner. All invited guests on the hosted table MUST have a fully paid entry to the Gala Dinner.

**Price: £100 per hosted table (up to 6 available tables)**



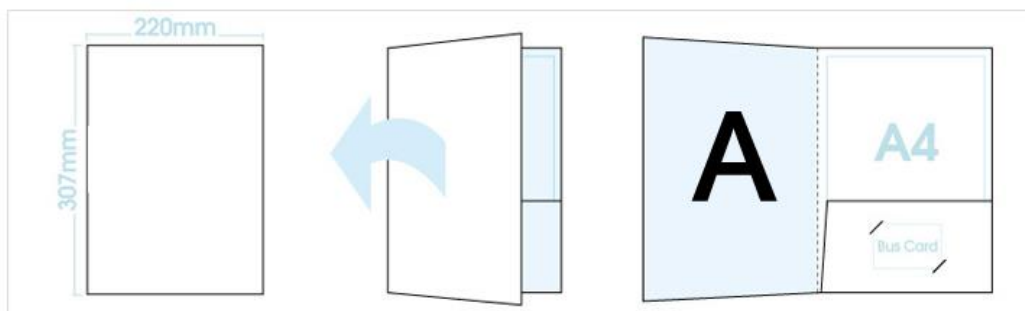
# Delegate Pack

Ref: 2017DP1

---

The delegate pack for the 2017 Annual NHS R&D Forum will be an A4 type presentation folder. The sponsor of the delegate pack has the opportunity to place a full page full colour A4 advert on either the inside front cover (A in the diagram below) or on the rear cover. The benefits to the sponsor include:

- Full page advert as an integral part of over 400 delegate packs.
- Logo, description and web link to your organisation from event website– status as an Event Sponsor
- Twitter and LinkedIn acknowledgement from the NHS R&D Forum



**Price: £250**

# Satellite Events

## Satellite Events

---

With over 450 people expected to attend the 2017 Annual NHS R&D Forum there are numerous opportunities for organisations to further engage with the delegates. Organisations may wish to engage with delegates for numerous reasons, for example: promotional activities (e.g. free workshops, presentations, drink receptions, product demonstrations), focus groups, market research.

To facilitate this we have created a limited number of opportunities to host satellite events at the 2017 Annual NHS R&D Forum. The Organisers of the event will provide the room/space and specified provisions for the satellite event but it is the responsibility of the purchaser to invite, manage and coordinate the actual satellite event. The 2017 Annual NHS R&D Forum Organisers can assist in disseminating information, invitations etc by email to the delegates of the event if required.

All Satellite Event Opportunities are for 15<sup>th</sup> May 2017

<b>Satellite Event</b>	<b>Event space/Max No. of delegates</b>	<b>Included</b>	<b>Options</b>	<b>Price</b>
10.30-12.30 Ref: 2017SE1	Meeting Room: 40	Room, Projector & Screen, Tea & Coffee		£450
17.30-19.30 Ref: 2017SE3	Meeting Room: 40	Room, Projector & Screen, Tea & Coffee	Drinks Reception @ £7 per head*	£450+COST PER HEAD
17.30-19.30 Ref: 2017SE4	Meeting Room: 30	Room, Projector & Screen, Tea & Coffee	Drinks Reception @ £7 per head*	£400+COST PER HEAD
17.30-19.30 Ref: 2017SE5	Bar Area: 100+	private roped off section	Drinks Reception @ £7 per head*	£500+COST PER HEAD

\* price per head provided as a guide. Exact pricing can be obtained once specification is determined, e.g. type of drink, inclusion of canapés etc.

# Exhibiting

## Exhibition Stands

---

The 2017 Annual NHS R&D Forum will be held at the Hilton Deansgate Hotel, Manchester. The event will run over two floors. The ground floor and the first floor. The main exhibition area is on the ground floor. The main conference and breakout rooms are on the first floor.

### Ground Floor

The ground floor area will be where the lunch and coffee breaks will be held. The area for the main exhibition stands is next to the lunch and coffee areas in a large, high ceiling, light and spacious area. The area around the stands will be where people will stand to have coffee breaks and lunch.

### First floor

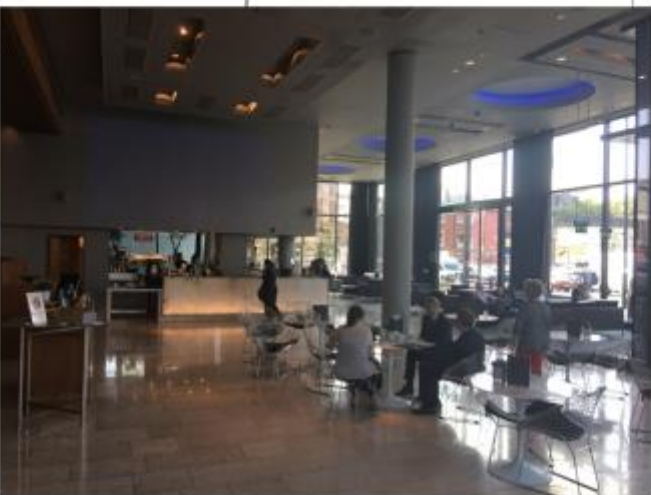
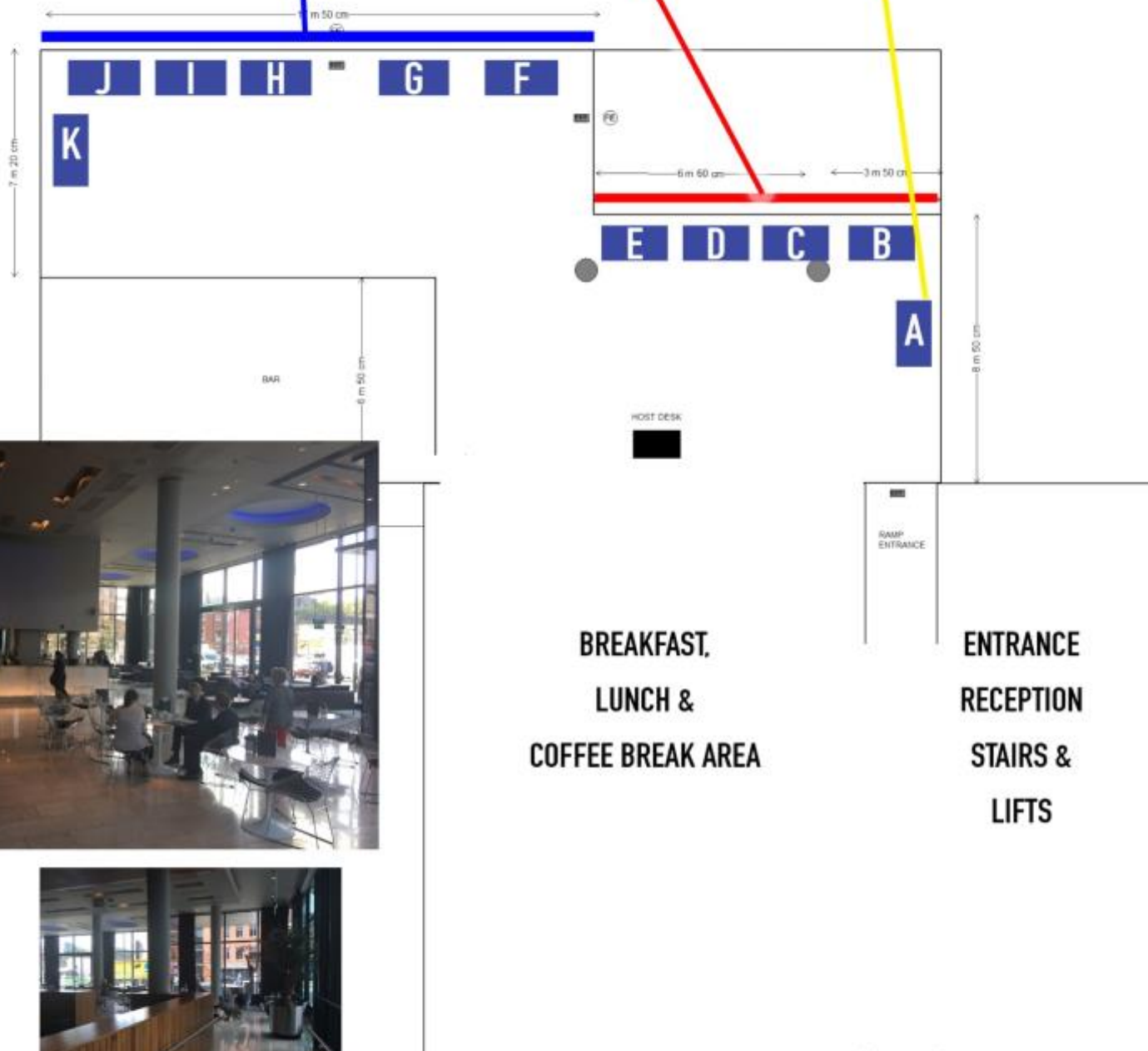
The first floor area is directly outside the main conference room and breakout rooms. Some coffee will be served in this area as well as the area on the ground floor. The drinks reception prior to dinner will be held in this area. People must pass through this area to enter and leave the main meeting rooms and will wait in this area to enter the main room.

### Pricing (for locations see following pages)

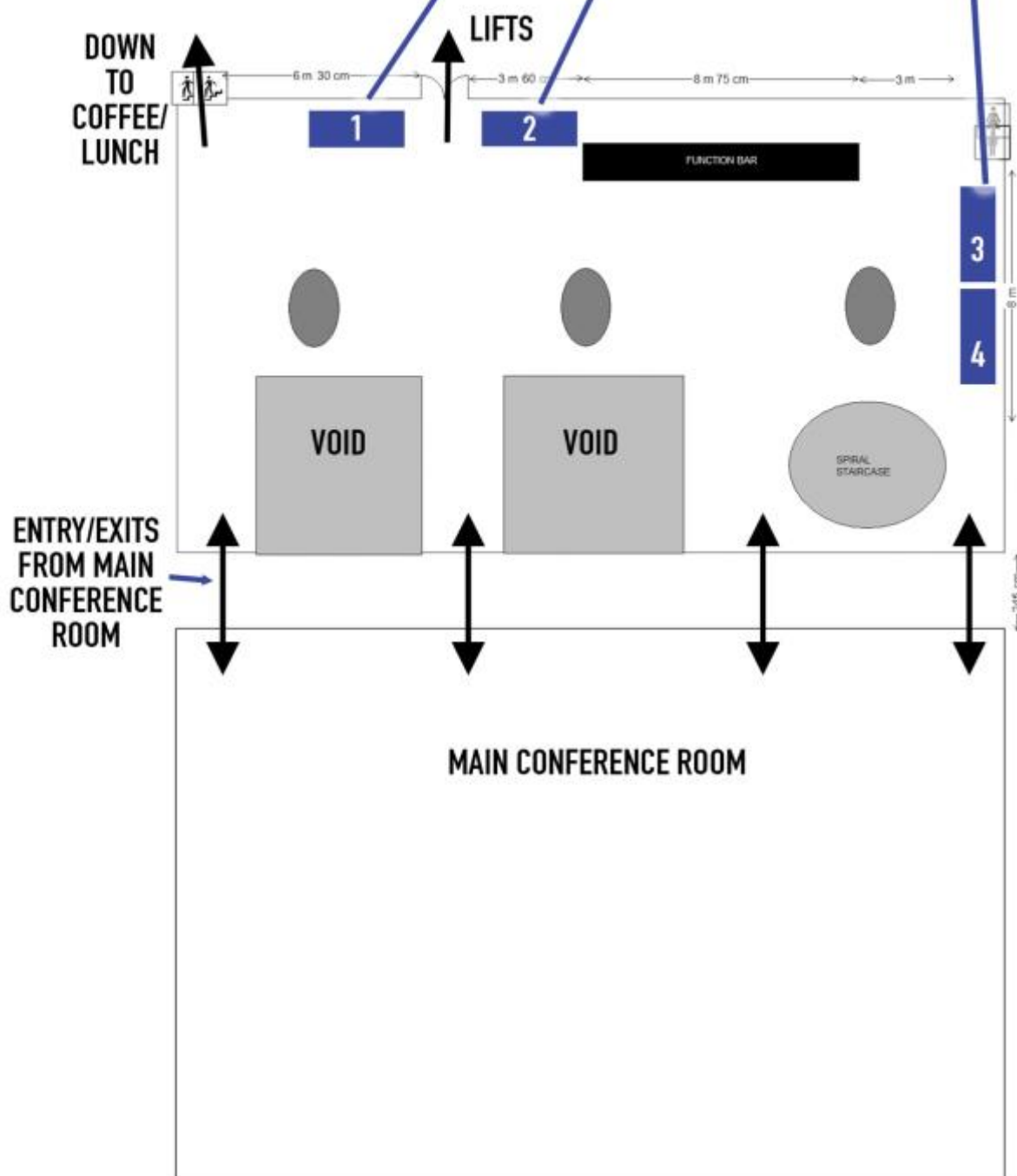
All Stands have a maximum size of 2.75m x 2m.

Stands	Price	Discounted Price for Non-commercial organisations (25% off)
A to E	£575	£431.25
F to G	£450	£337.50
H to K	£375	£281.25
1, 2 (first floor)	£500	£375
3, 4 (first floor)	£350	£262.50

# GROUND FLOOR: MAIN EXHIBITION, LUNCH & COFFEE



# FIRST FLOOR: CONFERENCE ROOM & BREAKOUT ROOMS



## Exhibitor Stand booking options

---

Exhibition stand bookings include one free stand person each day. The nominated 'free' person can differ each day. Additional stand personnel can be added to your exhibition booking as well as accommodation and gala dinner tickets.

Additional Stand Personnel: £55 per person, per day

Hotel B&B: £125 per room per night on a single occupancy basis

Gala Dinner ticket: £45 per person

Please ensure that you book your exhibition stand and accommodation as soon as possible. We have a limited number of B&B rooms available in the Hilton Deansgate and these are allocated on a first come first served basis. Once these are fully booked accommodation will be allocated in the alternative hotels we have arranged for the event.

## Exhibitor Session Pass

---

Any stand personnel wishing to attend a conference session can do so by purchasing a Session Pass for their stand. Each stand would be allowed a maximum of 1 session pass per day. The Session Pass will not be allocated to a particular person so is interchangeable and can be used by any of the stand personnel.

**Price:**

£100 per stand, per day



# Advertising

# Large Screen Exhibition/Lunch/Coffee Area Advertising

Ref: 2017LS1

---



Adverts/images can be projected onto a large area in the Exhibition/Lunch/Coffee area. The position is above head height which allows everyone to see the projection and is in a prominent position. A maximum of 4 adverts (30 seconds each) will be shown in a continuous loop.

**Price: £250 per advert**

## On Screen Advertising

Ref: 2017OS1

---

The main conference room for the 2017 Annual NHS R&D Forum will seat around 400 people. This advertising opportunity allows the purchaser to show an advert on the main screen (shown below) during each break, prior to each session, and at the end of each session on both days of the event in the main conference room.

There will be a maximum of 5 adverts to be shown on the main screen which will be shown on a continuous rotation of a minimum of 30 seconds per advert.

**Price: £150 per advert.**

## Delegate Guide Advertising

The delegate guide for the 2017 Annual NHS R&D Forum is a bound printed book containing all the information about sessions, speakers, delegates, sponsors and other information. This opportunity allows the purchaser to place an advert one a page in the delegate guide. A delegate guide is given to each delegate and speaker and therefore will be provided to over 400 people.

<b>Specification</b>	<b>Price</b>
Full page inside front cover (ref: 2017DA1)	£200
Full page rear cover (ref: 2017DA2)	£200
Full page (main body of delegate guide) (ref: 2017DA3)	£175
Half page (main body of delegate guide) (ref: 2017DA4)	£125
Loose flyer (up to A4) placed in delegate pack	£150

## Flyer/Advert on Delegate Seats

Ref: 2017FA1

---

With up to 450 people to be seated in the main plenary sessions there is an opportunity to really make your flyer/advert stand out by placing a copy on each of the chairs prior to a session. The delegates will have to pick up the flyer in order to sit down and while waiting for a session to start will most likely read the flyer. There will only be one flyer placed on a chair prior to each session so you are guaranteed exclusivity per session.

**Price: £175 per flyer/advert per session**

## Delegate Notebook/Writing Pads

Ref: 2017PAD

---

Delegates need to have some method of making notes throughout the 2017 Annual NHS R&D Forum. This opportunity allows the purchaser to provide a branded (with your own branding) pen and notebook, folio, writing pad (or other suitable material all subject to the approval of the organisers) for each delegate at the event. These will be distributed one per delegate at registration along with the delegate packs.

Please note that this requires the purchaser to provide 450 sets delivered to the venue (number subject to revision) all at their own cost. The price for this opportunity is only for the opportunity and not for any materials.

**Price: £100**

## Roller Banner/Non-manned advertising

Ref: 2017NM1

---

Throughout the venue for the 2017 Annual NHS R&D Forum there are high profile locations suitable for advertising. This opportunity allows the purchaser to display a roller banner/advert in one of these locations as well as placing a leaflet holder alongside the banner. These adverts cannot be accompanied by an individual 'manning them' and are purely a display opportunity.

Please note that the organisers of the event will erect and breakdown the banner/advert if you would prefer to courier this to the event rather than erect it yourself. If this is the case you will need to make arrangements for the return of the banner/advert to yourself.

**Price: £75 per advert**