

# **FUTURE HEALTHCARE 2019**

EXHIBITION & CONFERENCE

**18-19 March** | Olympia London

## **Sponsorship packages**

This world-class exhibition and conference is the only UK event dedicated to showcasing healthcare products, services and innovations on a global scale.

**[futurehealthcareuk.com](http://futurehealthcareuk.com)**



**By sponsoring this event  
you are positioning your  
organisation at the...  
forefront of the  
Future of Healthcare.**

## WHAT IS **FUTURE HEALTHCARE 2019?**

Future Healthcare 2019 is an exhibition and conference, bringing together the world's leading organisations and experts in healthcare. Products and services will be showcased to the national and international audience. Experts will address the biggest challenges facing 21st century healthcare and to understand how advances in innovation will offer greater integration and collaboration to better serve future generations of patients.

Aimed at both the public and private sector, this is an opportunity for healthcare policy makers, buyers and practitioners to re-imagine existing systems, learn from international case studies, find new technology and network with those leading the way in cutting-edge healthcare.

Held 18-19 March 2019 at Olympia London, this event is easily accessible and will create a fantastic hub for highly focused business meetings over two days. Professionals in the healthcare sector can apply for their free pass to attend online now. We offer sponsorship packages to suit every budget, and all are designed to help you make the maximum impact at Future Healthcare 2019.

### **Sponsorship is the perfect way to:**

- ✓ Gain greater recognition by raising your profile with key decision-makers, government procurement officers, investors and many more
- ✓ Piggy-back an international marketing campaign which will see your brand reaching influential healthcare experts
- ✓ Enhance your position as a forward-thinking organisation in the healthcare sector
- ✓ Demonstrate your company's commitment to the healthcare market.

## KEY REASONS TO EXHIBIT

**COLLECT HIGH  
QUALITY LEADS**  
and generate a pipeline of sales



**MEET POTENTIAL  
BUYERS**  
face-to-face over two days



**NETWORK**  
with buyers, the media, your  
customers and other exhibitors



# WHO WILL BENEFIT FROM SPONSORING?

We are looking for thought-leaders, innovators and experts in their field to bring together solutions for the Future of Healthcare. If your organisation has a product or service to sell to an international audience of purchasers and decision-makers then make sure your brand is associated to this game-changing event. Join us and help shape the future of healthcare.

## MEDICAL PRODUCTS/ SERVICES

- ✓ Laboratory Services
- ✓ Medical Devices
- ✓ Medical Equipment
- ✓ Healthcare Solutions
- ✓ Disease Management
- ✓ Devices & Technology
- ✓ Health Monitors & Home Care Devices
- ✓ Telemedicine
- ✓ Nutritional Products
- ✓ Rehabilitation Equipment
- ✓ Work Wear/Textiles/Apparel

## HEALTHCARE SOLUTIONS

- ✓ Private Hospitals
- ✓ Urgent Care Centres
- ✓ Healthcare Consultants
- ✓ Medical Premises
- ✓ Genetic Services
- ✓ Care and Social Care

## TECHNOLOGY

- ✓ Smart City Technologies
- ✓ 3D Printing
- ✓ Personal Healthcare Technology
- ✓ Wearable Technology - Smart Watches, Fitness Trackers and Applications
- ✓ Software for Healthcare Providers

## EDUCATION, TRAINING & RECRUITMENT

- ✓ Training Providers
- ✓ Colleges & Universities
- ✓ Recruitment Specialists
- ✓ Learning and Development Advisors
- ✓ Research Centres

## ADVISORS & OUTSOURCE SERVICES

- ✓ Estates Management

## AGENTS

- ✓ Cleaning & Hygiene Providers
- ✓ Catering Services
- ✓ Legal Services
- ✓ Marketing Services
- ✓ Business Consultants
- ✓ Regulatory Bodies
- ✓ Insurance
- ✓ Accounting & Billing Services
- ✓ Venture Capital Finance
- ✓ Payment Processing
- ✓ Business Travel
- ✓ Architects/Construction Experts
- ✓ Media

## AGENTS

- ✓ Dealers
- ✓ Distributors
- ✓ Wholesalers
- ✓ Retailers



**RAISE YOUR PROFILE**  
in a competitive market



**LAUNCH NEW PRODUCTS OR SERVICES**  
directly to the market, attract press attention and gain feedback from prospective purchasers



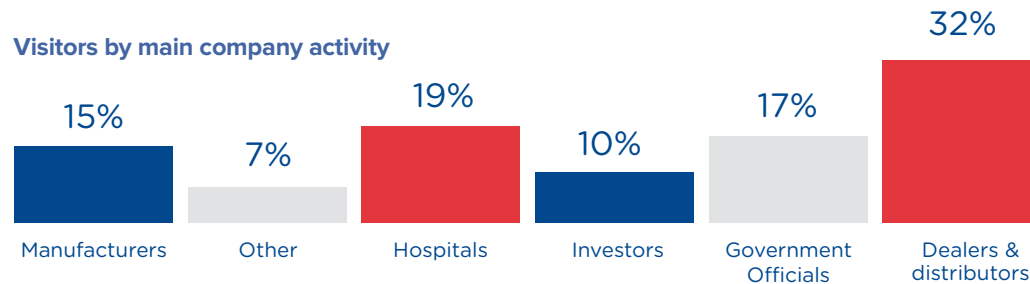
**ENHANCE YOUR KNOWLEDGE**  
with unprecedented access to the marketplace

# WHO WILL YOU MEET?

Future Healthcare 2019 will attract visitors with budgets to spend on the latest products, services and advancements in healthcare technologies and solutions, as well as the commitment to find the right collaborations with companies like yours. A recent independent study found that 34% of trade visitors are high influencers and will spend twice as much as their peers as a result of attending an event. 44% are also more likely to recommend brands they have seen at a trade event.

Participate at Future Healthcare 2019 in London and meet an anticipated 4,000 attendees from 45 countries

## Visitors by main company activity



## VISITORS BY AREA OF INTEREST



Buyers of Products and Services



Setting up in Private Practice



Collaboration with International Markets



Technology and its Place in the Future of Healthcare



Collaboration between Public/Private Sector



Application of Business Models for Global Trade



ICT in Healthcare Environments



Finance & Investments



Global Opportunity Value



Education



Device Innovations



Estates Management



Networking

**80%** of pre-registered visitors feel this event is mandatory to help facilitate global relations

**85%** of exhibitors are ready to Go Global

**75%** of

# SPONSOR MARKETING ALLIANCE

Future Healthcare is the leading annual trade exhibition in the UK dedicated to the global Healthcare Sector.

Complimenting the exhibition is the 21st Century Future Healthcare Forum running alongside the event. That makes it the perfect platform to launch new products, showcase existing lines, and meet with key industry specialists ready to do business. Future Healthcare, is an excellent opportunity for trade professionals to network with key decision makers.

## CAMPAIGN OVERVIEW

The Future Healthcare marketing campaign has been carefully and strategically planned and there will be key promotional weeks that will see bursts of marketing activity, culminating in the highest volume of activity from September 2018 through to March 2019. The campaign will encompass activity across the board, including:

**SUPPORTERS** Future Healthcare 2019 is fortunate to have fantastic support from major national and international influencers and policy makers. This network and route to market is essential to attract the quantity and quality of visitors you want to meet.

**ADVERTISING** across a wide range of printed and digital publications, websites, blogs and social media channels - UK and International.

**LOOSE INSERTS** invitations to attend will be printed and included in relevant trade publications.

**DIRECT MAIL** invitations posted to our highly researched database of contacts.

**PR CAMPAIGN** An in-depth PR campaign will focus on attracting media attention throughout the run-up to the event and during the open hours. If you have something to say, we will support you to spread the message.

**EMAIL NEWSLETTERS** Regular newsletters will give valuable news and insights for our database of contacts as well as offering the chance for exhibitors to share their news.

**SOCIAL MEDIA** Twitter and LinkedIn will play an important role in building a wider network and community or promotional reach.

**VIP CAMPAIGN** A dedicated and more targeted campaign approach will be made to a hand-picked VIP database.

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**As a sponsor our marketing team will work closely with you to incorporate your own messages and campaign elements into the event campaign, including dedicated PR activity, email news messages, online articles and social media. We will also work with you to ensure that your VIP guests will be invited on your behalf.**

# LEAVE A **LASTING IMPRESSION** WITH ONE OF THESE PACKAGES

## **OVERALL EVENT SPONSOR (EXCLUSIVE OPPORTUNITY)**

**£25000**

Take the leading role with this major opportunity, includes:

- Speaking slot in Conference theatre
- Feature article within the official show guide
- 10 x VIP conference delegate passes for clients and staff
- Branding on pre-event collateral and website
- Strategic PR and social media campaign
- Dedicated press releases
- Dedicated email shot
- Branding on site around the event and on signage, in show guide etc.
- Post-event list of everyone who attended (from scanners)

## **VIP, SPEAKER & PRESS LOUNGE (EXCLUSIVE OPPORTUNITY)**

**£25000**

Our global thought-leading healthcare speakers, VIPs and national press will be using this lounge to do business, do interviews and network throughout the event, making it a prime space for brand exposure.

The package includes:

- Exclusive branding of this elite area
- Staff passes to use the area – including a seat at the welcome desk if required to greet VIPs as they enter
- Opportunities to host a breakfast and/or lunch with the VIP audience
- Build brand new data and information via an interactive questionnaire which we will circulate to all users of this area on your behalf

## **MAIN CONFERENCE SPONSOR X 2 FUTURE HEALTHCARE 2019 CONFERENCE**

**£14,000**

Two-day conference programme addressing the delivery of 21st century healthcare through an innovative, integrated and truly collaborative service.

*Conference fee for private sector (£395/£495), free to attend for NHS, wider public sector and voluntary/third sector. All delegates must register in advance.*

- Keynote speaking slot
- 5 x VIP delegate passes for clients and staff
- Branding on pre-event collateral
- Key part of our social media campaign
- Dedicated press release
- Branding on the theatre and signage
- Post-event list of everyone who attended (from scanners)

## **INVEST IN HEALTH THEATRE SPONSOR X 2**

**£12000**

Showcase for cutting edge technologies in development with a focus on matching investors with new ideas.

*Free to attend, open to all exhibition visitors especially investors in new technology and professionals sourcing new technology for the future.*

- Opportunity to present 1 x new innovation in programme on Day One
- 5 x VIP event delegate passes for clients and staff
- Branding on pre-event collateral and website
- Part of our social media campaign
- Content in Invest in Health theatre press release
- Branding on the Invest in Health theatre and signage plus in Show Guide

## **VIP GALA DINNER**

**£ PRICE ON REQUEST**

Dinner for Future Healthcare participants to network on the evening of the first day – 18th March. This event will be scoped specifically to meet the needs, requirements and budget of the sponsor.

If you are interested in any of the sponsorship opportunities, please contact our sponsor

### **CATERING AREA SPONSORSHIP (EXCLUSIVE OPPORTUNITY)**

**£10500**

A dedicated catering area within the exhibition will act as a refreshment area and a place for visitors and delegates to meet, do business and network. Associate your brand with this area with a package that includes:

- Exclusive branding of the area with poster sites
- Permission to distribute literature within the area
- Opportunity to have branded cups/napkins etc (to be supplied by the sponsor)

### **PARTNER EVENT SPONSOR X 8**

**£5000**

- High-level partner branding on pre-event collateral and website
- Article within the official show guide
- 5 x VIP conference delegate passes for clients and staff
- Key part of our social media campaign
- Content in press releases plus dedicated "Partners" press release
- Branding on site around the event and on signage, in show guide etc

### **ONSITE REGISTRATION AREA (EXCLUSIVE OPPORTUNITY)**

**£7000**

Be the first and last thing visitors and delegates see at the show by sponsoring the registration area, making sure your brand leaves an impactful and lasting impression. Package includes:

- Every visitor/delegate who enters the show will be met with your brand before they meet anyone else.
- Your logo and imagery will be featured front of house welcoming visitors into the event
- Your branding on all registration staff uniforms
- Literature display opportunities, pens and brochures on registration desks (supplied by sponsor)

### **FUTURE HEALTHCARE AWARD SPONSOR**

**£5000**

Ensure your organisation is seen to be a key supporter of recognising excellence and innovative thought-leading ideas by sponsoring an award category. Your brand will be exclusively associated with the award category throughout the campaign, including logo on the award and a sponsor representative to present the award on the day.

### **ONLINE REGISTRATION AREA (EXCLUSIVE OPPORTUNITY)**

**£5000**

Have your brand seen by thousands of potential customers for an average of 4 minutes per visit for the months of October 2018 to March 2019. Your logo will also be placed on the registration confirmation that visitors will bring with them on the day.

### **SEATING AREA SPONSORSHIP (EXCLUSIVE OPPORTUNITY)**

**£5000**

When thousands of potential customers need respite from the rigours of touring the exhibition floor, ensure they do it in a seating area branded exclusively with your branding and with your marketing collateral available.

### **VISITOR SHOW BAGS (EXCLUSIVE OPPORTUNITY)**

**£4500**

Visitor bags are handed to visitors at the entrance to the show. This is exclusive to one exhibitor who will provide bags and an insert which will be placed inside. A high profile, long lasting opportunity which combined with the insert, ensures a really cost-effective way to mass distribute your literature directly into the hands of every visitor. Bag to be supplied by the sponsor and approved by the organiser.

### **SPONSORSHIP OF BADGE MAILER (EXCLUSIVE OPPORTUNITY)**

**£4500**

Have your brand placed in front of thousands of your potential customers who will have pre-registered to attend this event. This has the benefit of letting your target audience know where they can find you and lays the groundwork for your team to have a productive time at the show by maximising your engagement opportunities.

ship team at **SPONSORSHIP@FUTUREHEALTHUK.COM** or call **+44 (0) 203 740 4666**

## **LANYARDS** **£3000**

Lanyards are handed to delegates at the entrance and worn around necks to carry the badge by both visitors and exhibitors. Have your brand directly handed to and worn by thousands of potential customers during and after the event and ensure your brand is visible on every single stand, catering point and theatre throughout the event. Sponsor to produce and provide branded bulldog clip style lanyards.

## **HANGING BANNERS (CLIENT TO SUPPLY)** **£3000**

Stand out from your competitors and make sure your customers can find you from anywhere on the exhibition floor by placing your branding above your stand via a 2mx2m banner hung from the ceiling.

## **INSERT IN BADGE MAILER** **£2500**

Ensure your marketing message is seen by the key organisations within the healthcare industry (and your potential customers) even before the event takes place by placing either a product sample or print marketing collateral alongside the attendee badges which are distributed to each pre-registered delegate and visitor weeks before the show takes place. This lets every one of your potential customers know not only where they can see you, but also why they should make you a must-see part of their event itinerary.

## **20 MUST SEE EXHIBITORS** **£1300**

We will make sure that you are on our delegates 'must see' list before the event even begins and ensure the longevity of your message even once the event has ended. Package includes a full digital, print and physical campaign designed to engage your customers with your brand before any of your competitors.

## **BANNER ADVERTS** **£1500**

Banners at the top of the website are available – all are displayed on all pages of our site. They run from the time of confirming and supplying creative until after the event. You will be raising your profile to every delegate but also to exhibitors, the industry, and non-attending delegates and visitors to the website.

## **YOU ARE HERE BOARDS** **£1250**

There will be a number of 'You are Here boards' around the show floor to help attendees find their way around the show. As a sponsor you will get to raise your profile and capture the attention of our delegates as they are exploring the show

## **VISITOR BAG INSERT** **£1200**

Ensure your marketing message is seen by your potential customers/partners who will be attending the event by placing an item of your marketing collateral within all of the visitor bags (max weight 20g per item).

## **FLOOR TILES** **£950**

Floor tiles are an innovative and eye-catching opportunity to give directions to your stand. Packages of 1, 3 or 5 available – sized 1mx1m.

## **SPONSORED E-SHOTS** **£950**

Show information will be communicated via an e newsletter series, to keep our delegates up to date with the latest news on the show and exhibitors.

- Logo providing brand awareness
- 30 word overview of your company to capture imagination of prospects
- Link to provide more in-depth information on your products
- A 'contact me' button to arrange meetings at the show itself

## **SEAT DROPS** **£750**

This is a way of targeting a specific audience during a particular programme or session. Sponsor to produce and print literature.

## **HOLDING SLIDES** **£500**

To maximise the value of your involvement why not have your logo and stand number displayed after relevant sessions that relate to your solutions. Theatre attendees will be thinking about the session and the holding slide will drive them to visit those companies featured. Increases insight into your services, enhances engagement with interested delegates, and connects you with the right audience at the right time.

**email: [sponsorship@futurehealthuk.com](mailto:sponsorship@futurehealthuk.com)**

**or call +44 (0) 203 740 4666 or visit [futurehealthcareuk.com](http://futurehealthcareuk.com)**