Govconnect is a social enterprise dedicated to assisting the wide range of organisations in the UK challenged with delivering health and social care policy.

We seek to ensure that the vision for health and care is delivered upon, and all partner organisations have a platform through which they can communicate implementation strategies, disseminate best practice and share lessons learned.

Through a series of strategic conferences and accompanying digital and social engagement strategies, Govconnect will provide a platform to drive greater collaboration.

In turn, it is hoped that models of care can be improved upon, partnerships strengthened and that through engagement with local communities and their local and national delivery agents tasked with the provision of health & care; the quality of patient experience, safety, and care is enhanced.

To ensure that we deliver on our pledge we are urging policy makers, government departments and all responsible agencies and organisations to work with us on these unique set of challenges.

As a social enterprise we will work with a range of local community projects on issues linked to dementia, long term conditions & public health in addition to investing our profits to key research charities and many other worthy causes.
Probably the most remarkable characteristic of our conferences is that we truly care about our clients. We care about best practices, sharing, our work, learning, improving our skills and progressing the challenge. This spirit is the driving force behind our daily work as a social enterprise and delivering the very best conferences.

You can present your brand, company products and services to our attendees and meet potential clients and new employees face to face. Use the exhibition space to demonstrate your services and products to the many potential partners and customers.

We will work with you every step of the way to create the very best conditions for forging lasting, meaningful connections with our attendees. Our conferences bring together talented experts associated with the world of health & social care who work tirelessly to improve the quality of patient experience, safety and care.

**Exhibition Opportunities**

Up-to 250 delegates policy makers, central & local government, national governing bodies, private sector professionals and many more.

**Team work**

We’re dedicated to making you part of a truly great conference experience, this is why we like to refer to our sponsors as “partners”. We like to work together and offer everyone the most out of every event.

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For further information call: +44 (0)161 246 6240
or email: sponsors@govconnect.org.uk
Headline Sponsor

Introduction
The Headline Sponsorship package, available to only one sponsor per conference, has been designed to deliver maximum exposure. Our Headline sponsor will be positioned and promoted as the industry expert on the conference topic. By taking advantage of a wealth of benefits and pre and post conference exposure, the sponsor is able to associate their own brand with leading debate on the key issues across the agenda.

Benefits
• A twenty minute presentation slot delivered to the entire delegation, appearing alongside the morning key plenary, conference speakers and stakeholders.
• Acknowledgement from the conference Chair during the morning opening address.
• Corporate branding to appear on plenary staging, all conference printed and digital promotional literature, at the delegate registration desk, on the front cover of the delegate event guide and delegate lanyards.
• Corporate logo to appear on venue plasma screens.

• The opportunity to supply a list of 10 delegates, either specific individuals, job titles or organisations to be invited to the conference on your behalf.
• An electronic copy of the delegate list, including full contact details, post conference.
• Inclusion of logo on all associated conference printed materials.
• Branding in email communication and social media engagement.
• 6 m x 2 m exhibition space in the prime location in the network zone.
• The opportunity to provide promotional literature, or other branded collateral, for all 250+ delegate bags.

• Five complimentary delegate passes for the conference, with a 50% discount off the cost of any further passes.
• Corporate logo and 100 word company profile in the printed conference brochure.
• Corporate logo to appear on the homepage and partners page of the conference website, incorporating a hyperlink to associated website.
• Permission to use the conference branding and web link on external websites.
• Access to the Govconnect resource library.

Package Price £12,000

For further information call: +44 (0)161 246 6240
or email: sponsors@govconnect.org.uk
Case Study Presentation

Introduction
Available at specific times and at the discretion of Govconnect, this package allows the sponsor to present a strictly non-commercial session to the entire delegate audience.

Benefits
- A 20 minute presentation slot delivered to the entire delegation, appearing alongside the morning key plenary conference speakers and stakeholders.
- Corporate logo to appear on venue plasma screens.
- Inclusion of logo on all associated conference printed materials.
- A half page advert in conference brochure.
- Branding in email communication and social media engagement.
- An electronic copy of the delegate list, including full contact details, post event.
- Session professionally filmed by award winning AV team. Edited version of the presentation will form part of a post conference collection and will be sent as an on demand function to in excess of 80,000 Health & Social care professionals. Edited version/copy will be provided for your own personal usage.
- The opportunity to provide promotional literature, or other branded collateral, for all 250+ delegate bags.
- Three complimentary passes for the conference, with a 30% discount off the cost of any further passes.
- Corporate logo and 100 word company profile in the printed conference brochure.
- Corporate logo appearing on the homepage and partners page of the conference website, incorporating a hyperlink to associated website.
- Access to Govconnect’s exclusive and secure LinkedIn groups.
- Permission to use the conference branding and web link on external websites.
- Access to the Govconnect resource library.

Package Price £5,000

For further information call: +44 (0) 161 246 6240 or email: sponsors@govconnect.org.uk
Plenary Presentation

Introduction
Available at specific times and at the discretion of Govconnect, this package allows the sponsor to present a strictly non-commercial session to the entire delegate audience.

Benefits

• A 45 minute themed workshop style presentation delivered to a split delegation.

• Corporate logo to appear on venue plasma screens.

• Inclusion of logo on all associated conference printed materials.

• A half page advert in conference brochure.

• Branding in email communication and social media engagement.

• An electronic copy of the delegate list, including full contact details, post event

• Session professionally filmed by award winning AV team. Edited version of the presentation will form part of a post conference collection and will be sent as an on demand function to in excess of 80,000 Health & Social care professionals. Edited version/copy will be provided for your own personal usage.

• The opportunity to provide promotional literature, or other branded collateral, for all 250+ delegate bags.

• Three complimentary passes for the conference, with a 30% discount off the cost of any further passes.

• Corporate logo and 100 word company profile in the printed conference brochure.

• Corporate logo appearing on the homepage and partners page of the conference website, incorporating a hyperlink to associated website.

• Access to Govconnect’s exclusive and secure LinkedIn groups.

• Permission to use the conference branding and web link on external websites.

• Access to the Govconnect resource library.

Package Price £7,000
Exhibitor Stand

Introduction

The Networking zone is a dedicated exhibition area designed to maximise interaction between delegates and industry partners. Sponsors will have direct face-to-face access to upwards of 250 delegates, allowing you to extend that ‘personal touch’. Our delegates will also be encouraged to make use of our ‘make an appointment’ both prior and post the conference.

Benefits

- 3m x 2m exhibition space in the network surgery, including covered table, chairs, electrical point and WiFi access.
- The opportunity to provide promotional literature, or other branded collateral, for all 250+ delegate bags.
- Three complimentary passes for the conference, with a 30% discount off the cost of any further passes.
- Corporate logo and one hundred word company profile in the printed conference brochure.
- Corporate logo appearing on the partners page of the conference website, incorporating a hyperlink to associated website.
- An electronic copy of the delegate list, including full contact details, post the event.
- Access to Govconnect’s exclusive and secure LinkedIn groups.
- Permission to use the conference branding and web link on external websites.
- Access to the Govconnect resource library.

Package Price £3,000
Delegate Pack Insert

Introduction
An opportunity to provide printed material or a ‘widget’ promoting your company’s skills and services to be placed in all delegate bags.

Benefits
- The opportunity to provide promotional literature, or other branded collateral, for all 250+ delegate bags.
- 2 complimentary passes for the conference, with a 30% discount off the cost of any further passes.
- Corporate logo and 100 word company profile in the printed conference brochure.
- Corporate logo appearing on the partners page of the conference website, incorporating a hyperlink to associated website.
- An electronic copy of the delegate list, including full contact details, post the event.
- Access to Govconnect’s exclusive and secure LinkedIn groups.
- Permission to use the conference branding and web link on external websites.
- Access to the Govconnect resource library.

Package Price £1,250
Drinks Reception

Introduction
Take advantage of this unique sponsorship for a post-conference evening networking session. The drinks reception presents a unique opportunity to host your very own networking session outside of the pre-determined conference programme, inviting a number pre-defined guests.

Benefits
- Exclusive branding on 2 plasma screens located in a prominent position in the networking area, and the opportunity to display a short corporate promotional video or rolling PowerPoint presentation on the same plasma screens.
- A half page advert in the conference brochure.
- Exclusive branding on all invitations to the drinks reception.
- The opportunity to provide promotional literature, or other branded collateral, for all 250+ delegate bags
- Up to 30 pre-defined attendees for your drinks reception.
- Corporate logo and 100 word company profile in the printed conference brochure.
- Corporate logo appearing on the partners page of the conference website, incorporating a hyperlink to associated website.
- Access to Govconnect’s exclusive and secure LinkedIn groups.
- Permission to use the conference branding and web link on external websites.
- A hard copy of the delegate list to facilitate networking on the day of the conference.
- Access to the Govconnect resource library.

Package Price £3,000
Refreshment Break Sponsor

Introduction
An exclusive branding opportunity to sponsor the refreshment area in the networking zone. Make use of two plasma screens located in a prominent position next to the catering stations.

Benefits
• Exclusive branding on 2 plasma screens located in a prominent position in the networking area, and the opportunity to display a short corporate promotional video or rolling PowerPoint presentation on the same plasma screens.
• The opportunity to provide promotional literature, or other branded collateral, for all 250 plus delegate bags.
• 2 complimentary passes for the conference, with a 30% discount off the cost of any further passes.
• Corporate logo and 100 word company profile in the printed conference brochure.
• Corporate logo appearing on the partners page of the conference website, incorporating a hyperlink to associated website.
• Access to Govconnect’s exclusive and secure LinkedIn groups.
• Permission to use the conference branding and web link on external websites.
• A hard copy of the delegate list to facilitate networking on the day of the conference.
• Access to the Govconnect resource library.

Package Price £2,000

For further information call: +44 (0)161 246 6240
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Webinars

Introduction

Webinars are broadcast live, allowing viewers to communicate in real time, asking questions or responding to polls as they watch. Govconnect will project manage the whole event, from helping to ensure content is suitable for live broadcast, to production, promotion and trouble-shooting.

Benefits

- A live one hour webcast, accessible to Govconnect users through a system of pre-registration.
- Branding on all promotional materials, pre and post event.
- Ability for online audience to ask live questions or respond to speaker comments.
- Ability for sponsor to ask questions of registrants, either on the registration form pre-event, during the live broadcast, or in the form of a post-event survey.
- Webinar made available as on demand content or as a download post event.
- Content link provided to allow sponsor to promote the session on their own website.
- Full campaign report, including number of video plays and impressions.
- Full data capture of viewers who access the live webcast and those who view or download it, post-event.

Marketing Schedule, pre event

- Automatic emails alert to all Govconnect subscribers, encouraging them to register and view the webinar.
- Homepage promotion on govconnect.org.uk.
- Editorial promotion on all relevant e-newsletters.
- Promotional emails to the entire Govconnect third party mailing list.
- Confirmation email to all registrants.
- Reminder email 1 week before the event.
- Follow-up reminder 24 hours before the event.
- ‘Starting now’ email sent 15 minutes before the event.

Marketing Schedule, post event

- Confirmation email to all registered viewers when content is available on-demand.
- Post-event email to registrants who did not watch the live webinar.
- On-demand/downloadable version available.
- Link to content for client promotion on own website.
- Homepage promotion on govconnect.org.uk.
- Promotion on all relevant e-newsletters.

Package Price £12,000

Package Price £8,000
Testimonials

Dementia Scotland 2016

“I was delighted to not only present our research at the Govconnect Inaugural Dementia Conference in Edinburgh but also to be able to be a sponsor of this event. In bringing together academics, front line staff, the 3rd sector, policy makers and the commercial sector; the full day meeting both informed and allowed new collaborations and contacts to be made. The care for people with dementia and the ability to present its onset can only be improved and achieved by people and groups working effectively together and knowledge exchange and networking new ideas and innovations is core to us achieving this. I very much look forward to participating in the conference next year”

“Taking part in the Dementia Scotland 2016 conference at Dynamic Earth was very worthwhile for me. I got the latest briefing on what the Scottish government, inspection and education agencies were doing. The research updates from professors who are world leading in their field was inspirational. In addition there was great networking with a different new set of people and old colleagues in dementia care. Through the exhibition I picked up business opportunities and sold a surprising number of my books, as well as having the opportunity to share ideas and advice with a wide range of delegates.”

Professor Craig Ritchie
Director
University of Edinburgh Centre for Dementia Prevention

Professor June Andrews OBE
Professor Emeritus
University of Stirling
Dementia 2020 North

“I found this conference very helpful, I think it’s brought people together and it’s galvanised action, which will have a ripple on the pond effect far wider than the people here today. I think it’s very helpful to include not only people just with dementia but those on the receiving end of care, it destigmatises, it opens people’s eyes, sets a level playing field, and helps both sides understand things from the other person’s point of view, I think it’s terribly important and I congratulate you for having done it.”

Professor Ilora Finlay
Baroness Finlay of Llandaff
House of Lords

“The power of conferences like this is that it brings together a wide range of interested parties: people with dementia, those who have got responsibilities for decision making and planning with experts, in a rarefied environment and adds great leverage. The three biggest priorities for a conference like this are inclusion, inclusion and inclusion, and by funding places for people with dementia who otherwise wouldn’t be able to get here is paramount and you’re absolutely to be congratulated for doing that.”

Professor James Goodwin
Chief Scientist
Age UK