

ROYAL COLLEGE  
OF PHYSICIANS,  
LONDON,  
8-10 JUNE, 2020



ROYAL COLLEGE OF PHYSICIANS LONDON | 8-10 JUNE 2020

# EUROPEAN HEALTHCARE DESIGN

RESEARCH • POLICY • PRACTICE

## SPONSORING KNOWLEDGE & IMPROVEMENT

The 6<sup>th</sup> European Healthcare Design 2020 (EHD2020) Congress & Exhibition will be held on 8–10 June, 2020 at the Royal College of Physicians in London, UK.

Organised by Architects for Health and SALUS Global Knowledge Exchange, the congress aims to take a whole-systems approach to understanding how to redesign European health systems and services through the exchange of knowledge, research and international best practice on the relationship between health service and system design, technology and the built environment.

The congress is organised in partnership with the UK and Europe's expert professional bodies from the healthcare and design fields, international academic institutions, leading public and private health providers, and the healthcare industries.

Providing an international forum for researchers, policymakers and practitioners to share knowledge and research on how to redesign health systems and infrastructure to achieve fiscal balance, better access, greater efficiency, higher quality and improved health outcomes, papers will be presented by the world's leading experts through a variety of presentation formats, including themed papers, posters, workshops and colloquiums. Abstracts are welcomed from all professional disciplines within research, policy and practice to encourage an inclusive and interdisciplinary dialogue.

### Supporting thought leadership and knowledge exchange

We are delighted to invite sponsors and exhibitors to support this prestigious, world-leading event.

By sponsoring or exhibiting at EHD2020, your organisation will be supporting and participating in the creation and exchange of knowledge between the world's leading health researchers, practitioners and policymakers.

A knowledge-led approach to sponsorship creates opportunities to align your brand with a range of content-focused offerings, including: themed sessions and posters; workshops and colloquiums; study tours, and networking events, such as the Welcome Reception, the Garden Party, and lunch sessions. These can be combined with other exciting branding opportunities to raise the visibility of your organisation, such as an exhibition stand (limited availability), conference bag and name-badge sponsorship, or advertising online or in the printed Final Programme.

The publication and dissemination of videos of all the talks, full written research papers and posters on the SALUS Global Knowledge Exchange ([www.salus.global](http://www.salus.global)) also means that your sponsorship support gains from association with the congress content and outputs across multiple social media channels all year around.

## TIMETABLE

The European Healthcare Design 2020 Congress, Awards & Exhibition is held from 8–10 June, 2020, with two days of conference and one day of study tours of innovative healthcare infrastructure projects.

Monday 8 June, 2020  
08.00–09.00: Registration

09.00–18.00: Congress and Exhibition  
18.00–20.30 Welcome Drinks Reception

Tuesday 9 June, 2020  
08.00–09.00: Registration

09.00–17.00: Congress and Exhibition  
17.00–18.00: EHD2020 Awards ceremony  
19.00–22.00 Garden Party:

Wednesday 10 June, 2020  
Study visits to UK health facilities (to be advised)

*Times are subject to change.*

**To book your sponsorship or exhibition,  
contact Marc Sansom at [marc@salus.global](mailto:marc@salus.global)**

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Partners



# SPONSORSHIP PACKAGES

Sponsorship opportunities can be flexibly designed to meet your unique requirements. Choose from the packages below or call to discuss tailoring a solution to meet your specific needs and preferences. 'Knowledge sponsorships' provide focused opportunities to support and participate in the dialogue and engage with leading thinkers. These can be combined with other exciting branding opportunities to widen and reinforce your identity – for example, by branding a 'networking occasion' or one of the widely-used congress items, eg delegate bags or badges.

## GOLD PARTNER - £15,000

- Primary branding on all literature and digital promotions
- Primary branding on stage backdrop during entire congress
- Acknowledgement by congress chair in opening and closing remarks
- Gold sponsor's welcome address in Final Programme
- Exclusive sponsorship of opening keynote congress sessions (day 1 & 2)
- Exclusive branding on video of sponsored opening keynote presentations
- Opportunity to embed video of sponsored opening keynote presentation on own website
- Logo on cover of Preliminary and Final Programme
- One full page cover or double page spread advertisement in Final Programme
- Six complimentary full-package delegate passes
- Exhibition space in networking area
- Company profile, logo and web link on EHD2020 website

## SILVER PARTNER - £12,000

- Branding on all congress literature and digital promotions
- Digital branding on stage backdrop during entire congress
- Exclusive sponsorship of closing keynote address (day 1 & 2)
- Exclusive branding on video of sponsored closing keynote address
- Opportunity to embed video of sponsored opening keynote address on own website
- Logo on cover of Preliminary and Final Programme
- One full-page cover advertisement in Final Programme
- Four complimentary full-package delegate passes
- Exhibition space in networking area
- Company profile, logo and web link on EHD2020 website

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## BRONZE PARTNER - £8,000

### Garden Party Partner

- Sponsorship of Garden Party
- Sponsor's introduction of keynote address at Garden Party
- Branding on all congress literature and digital promotions
- Digital branding on stage backdrop during entire congress
- One full-page advertisement in Final Programme
- Three complimentary full-package delegate passes
- Company profile, logo and web link on EHD2020 website

### Welcome Reception Partner

- Exclusive sponsorship of Welcome Reception
- Sponsor's introduction of keynote address at Welcome Reception
- Branding on all congress literature and digital promotions
- Digital branding on stage backdrop during entire congress
- One full-page advertisement in Final Programme
- Three complimentary full-package delegate passes
- Company profile, logo and web link on EHD2020 website

### Lunch and Networking Partner

- Branding on all congress literature and digital promotions
- Digital branding in networking area and on stage backdrop
- Sponsorship of two lunches and four coffee breaks with branding
- One full-page advertisement in Final Programme
- Three complimentary full-package delegate passes
- Exhibition space in networking area
- Company profile, logo and web link on EHD2020 website



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For reservations or more info call Marc Sansom on  
+44 (0) 1277 634176 or at [marc@salus.global](mailto:marc@salus.global)  
[www.europeanhealthcaredesign.eu](http://www.europeanhealthcaredesign.eu)

# SPONSORSHIP PACKAGES

## KNOWLEDGE PARTNER

Congress stream knowledge partner - £6000

- Branding on all congress literature and digital promotions
- Sponsor's acknowledgement by session chair persons
- Digital branding on stage backdrop during congress stream
- Exclusive branding on published videos of sponsored stream (up to 8 papers)
- One full-page advertisement in Final Programme
- Two complimentary full-package delegate passes
- Company profile, logo and web link on EHD2020 website

Workshop knowledge partner - £5000

- Sponsorship of breakfast or lunchtime workshop
- Sponsor's address during opening remarks
- Branding on all congress literature and digital promotions
- Digital branding on stage backdrop during congress stream
- Exclusive branding on video of sponsored workshop
- One full-page advertisement in Final Programme
- Two complimentary full-package delegate passes
- Company profile, logo and web link on EHD2020 website

Poster gallery knowledge partner - £4000

- Sponsorship of poster gallery in prestigious Library
- Branding on all congress literature and digital promotions
- Exclusive digital branding and video play on large digital screen
- Sponsorship of poster gallery in prestigious Library
- Exclusive clothed table stand in Library
- One full-page advertisement in Final Programme
- Two complimentary full-package delegate passes
- Company profile, logo and web link on EHD2020 website

Study tour knowledge partner - £3000

- Sponsorship of study tour to benchmark UK healthcare facility
- Sponsor's address during lunch or tour visit
- Branding on all congress literature and digital promotions
- Digital branding on stage backdrop during themed session
- One full-page advertisement in Final Programme
- Two complimentary full-package delegate passes inc. study tour
- Company profile, logo and web link on EHD2020 website

## EXHIBITION PARTNER – £3500

- Exhibition space (3x1m) in networking area
- Branding on all congress literature and digital promotions
- One full-page advertisement in Final Programme
- One full-package delegate pass (inc. lunch, coffees, conference and garden party)
- One exhibition only area pass
- Company profile, logo and web link on EHD2020 website

## CONGRESS BAGS – £2950 LANYARDS – £1950

- Exclusive branding on congress delegate bags or name badges
- Branding on all congress literature, website and digital promotions
- One full-page advertisement in Final Programme
- One complimentary full-package delegate pass
- Company profile, logo and web link on EHD2020 web site

## ADVERTISING AND MARKETING

- Double page spread in Final Programme - £1450
- Full page advertisement in Final Programme - £800
- Literature drop in delegate bag - £450

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# EUROPEAN HEALTHCARE DESIGN AWARDS 2020 SPONSORSHIP

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**EUROPEAN  
HEALTHCARE DESIGN**  
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The European Healthcare Design Awards 2020 aims to set new standards in the creation of healthcare environments that promote health and wellness, support the delivery of treatment and care and embed quality improvement in an accessible, economic and equitable way.

Organised by Architects for Health and SALUS Global Knowledge Exchange, the awards are an integral feature of the prestigious European Healthcare Design 2020 Congress & Exhibition, held at the Royal College of Physicians, on 8-10 June.

Comprising ten categories across primary, secondary and tertiary levels of international healthcare provision and delivery, the awards, which are evaluated by some of the world's leading researchers and practitioners in healthcare design, contribute towards the development of knowledge and standards in the design of healthcare environments around the world.

The awards ceremony are held during the final session of the European Healthcare Design 2020 Congress in front of a capacity audience of more than 400 UK and international delegates. This prestigious event will be the climax to the congress, and the culmination of a four-month worldwide submission process and rigorous judging to identify the world's leading healthcare projects, research and design innovations.

By sponsoring the awards, you can show your support and recognition of the outstanding performances of the award winners, aligning your brand in UK, European and international markets around the values of design excellence and innovation.

As well as the chance to network and enjoy photographic and video opportunities with the award judges and winners, your brand will also gain international exposure through the digital marketing around the congress and the awards. This includes promotion of the call for entries and shortlist announcement before the event, in press releases and e-news announcements of the awards winners, and in the publication of videos of the ceremony after the event.

We look forward to confirming your support and partnering with you in the raising of design quality standards around the globe.

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## EHD2020 Awards Lead Partner £5000

- Acknowledgement by chair of judging panel of awards
- Presentation of prestigious Design Champion Award and one Award Category
- Branding on video of presentation of Design Champion & Award Category winners
- Branding on all awards literature and e-promotions
- Branding around stage set during awards ceremony
- Branding around Awards Poster Gallery in RCP library at EHD2020
- Logo on front cover of Awards Call for Entries and Final Programme
- Logo on chosen category on Call for Entries and event site
- One full-page advertisement in Final Programme
- Three complimentary congress delegate passes
- Logo, profile and link on event web site
- Branding on award winners material on AfH/EHD web sites
- Recognition in post-awards e-news and press releases

## EHD2020 Awards Category Partner £2500

- Acknowledgement by category chair of judging panel
- Presentation of chosen award category
- Branding on video of presentation of Award Category winners
- Branding on all awards literature and promotions
- Branding around stage set during the awards ceremony
- Branding around chosen category in Awards Poster Gallery
- Logo on front cover of EHD2020 Final Programme
- Logo on chosen category on Call for Entries and event site
- One full-page advertisement in Final Programme
- Two complimentary congress delegate passes
- Logo, profile and link on events web site
- Branding on award winners material on AfH/EHD websites
- Recognition of category support in post-awards e-news and press releases

