

# SPONSORING KNOWLEDGE & IMPROVEMENT

The 7th Healthy City Design 2023 (HCD 2023) International Congress & Exhibition will be held from 16-17 October, 2023 at the Royal College of Physicians in Liverpool, UK, and broadcast 'live' on SALUS TV to a worldwide audience.

Organised by SALUS Global Knowledge Exchange in collaboration with Helen Hamlyn Centre for Design, Royal College of Art, the congress seeks to share and stimulate new research, innovative practice and progressive policy ideas on how to design economically and ecologically sustainable cities that enhance citizen health and wellbeing. By providing an interdisciplinary forum for policy advisors, researchers and practitioners from around the globe, HCD 2023 is established as the world's leading forum for the design of healthy and sustainable cities.

Papers will be presented by some of the world's leading experts through a variety of presentation formats, including themed papers, posters and workshops.

We are delighted to invite sponsors and exhibitors to commit their support towards this prestigious, world-leading event. By sponsoring or exhibiting at HCD 2023, your organisation is supporting and participating in the exchange of knowledge between the world's leading researchers, practitioners and policy-makers.

By blending the value of 'in person' networking with the opportunity to broadcast 'live' into a dedicated virtual platform, this year's congress promises to be more valuable and better attended than ever before, with more affordable access to many more participants from all around the world.

A knowledge-led approach creates opportunities to align your brand to a range of content-focused sponsorships, including: themed sessions, posters; workshops; and the evening networking dinner. These can be combined with branding opportunities to raise visibility, such as an exhibition stand, conference bag and name badge sponsorship, and advertising in the final programme.

Your 'in person' event sponsorship is also blended with the global broadcast on SALUS TV in our virtual platform, where the event session recordings available to delegates to view for two months after the 'in person' event closes. This enables you to reach a larger audience for longer with a virtual exhibition stand as standard, including video and literature downloads. Our fully integrated in-person, digital and broadcast event solution is designed to optimise your exposure to the city design and planning community both in Europe and around the world.

# HEALTHY CITY DESIGN INTERNATIONAL

RESEARCH • POLICY • PRACTICE

16-17 OCTOBER 2023

ROYAL COLLEGE OF PHYSICIANS, LIVERPOOL

## TIMETABLE

### March 2023

Launch and announcement of Call for Papers

### May 2023

Deadline for HCD 2023 Congress abstracts

### July 2023

Launch of Preliminary Programme

### September 2023

Deadline for early bird/speaker registration

### 16 – 17 October 2023

Congress and Evening Networking Dinner

For sponsorship and exhibition information, contact: [marc@salus.global](mailto:marc@salus.global)

Organised by



In collaboration with



Journal partner



Event partners



# SPONSORSHIP PACKAGES

## Headline partner packages

- Platinum Health leader – £12,500+
- Diamond Thought leader – £10,000+
- Gold Design leader – £8,000+
- Silver Knowledge leader – £6,000+
- Bronze Innovation Leader - £4,000+

### Platinum Health Leader – £12,500\*

- Acknowledgement by congress chair in opening and closing remarks
- Written welcome address in Final Programme
- Corporate video on HCD/SALUS web sites and newsletters pre event
- Video welcome address in virtual event platform and in day 1 keynote session
- Exclusive sponsorship of opening keynote congress sessions (day 1 & 2)
- Exclusive branding on post event video of opening keynote presentations
- Embed code for video of opening keynote presentations on own website
- Premium placement of logo on cover of Preliminary and Final Programmes
- Double page spread advertisement inside covers of Final Programme
- 10 complimentary full-package delegate passes
- 20 complimentary virtual delegate passes
- Exhibition space (3x1m) in networking area

### Diamond Thought leader – £10,000\*

- Exclusive sponsorship of closing keynote address (day 1)
- Exclusive branding on video of sponsored closing keynote address
- Embed code for video of closing keynote presentation on own website
- Day 1 Main Theatre Stream Sponsor with acknowledgement by session chairs
- Exclusive branding on published videos of sponsored stream (up to 8 papers)
- Logo on cover of Preliminary and Final Programme
- 1 full-page back cover advertisement in Final Programme
- 8 complimentary full-package delegate passes
- 15 complimentary virtual delegate passes
- Exhibition space (3x1m) in networking area

### Standard – All partners receive the following\*

- Company profile, logo and web link on HCD2023 website
- Branded virtual stand in virtual event platform with ability to upload video and literature assets, live chat and 1-2-1 video meets, and qualified audience analytics
- Branding on all HCD and SALUS social channels, inc. Linked-in and Twitter
- Branding on all digital promotions and congress newsletters
- Digital branding on stage backdrop during entire congress
- Branding on preliminary and final programme
- Company profile, logo and web/social links in virtual event hub
- Branding on virtual event lobby carousel

### Gold Design leader – £8,000\*

#### Evening Networking Dinner Partner

- Exclusive sponsorship of Evening Networking Dinner
- Sponsor's address at Evening Networking Dinner
- Introduction of keynote speaker at Evening Networking Dinner
- Branding on all congress literature and digital promotions
- Digital branding on stage backdrop during entire congress
- 1 full-page advertisement in Final Programme
- 6 complimentary full-package delegate passes
- 10 complimentary virtual delegate passes
- Company profile, logo and web link on HCD 2023 website

#### Programme Launch Reception Partner

- Sponsorship of in-person Programme Launch panel event
- Sponsor's address at Programme Launch event
- Sponsorship of live broadcast on SALUS TV
- 1 full-page advertisement in Final Programme
- 5 complimentary full-package delegate passes
- 10 complimentary virtual delegate passes

#### Lunch and Networking Partner

- Sponsorship of two lunches and four coffee breaks
- 1 full-page advertisement in Final Programme
- Exhibition space (3x1m) in networking area
- Digital branding and corporate video played on digital screen
- 6 complimentary full-package delegate passes
- 10 complimentary virtual delegate passes



ROYAL COLLEGE  
OF PHYSICIANS  
LIVERPOOL,  
16 – 17 OCTOBER 2023

To book contact Marc Sansom on  
+44 (0) 7534 784 350  
or at [marc@salus.global](mailto:marc@salus.global)

# SPONSORSHIP PACKAGES

Silver Knowledge leader and Bronze Innovation leader include all 'Standard' features detailed on the previous page

## Silver Knowledge leader – £6,000\*

### Stream partner

- Sponsor's acknowledgement by session chairs
- Exclusive branding on published videos of sponsored stream (up to 8 papers)
- 1 full-page advertisement in Final Programme
- 3 complimentary full-package delegate passes
- 5 complimentary virtual delegate passes

### Poster + Video gallery partner

- Sponsorship of poster + video gallery in prestigious RCP Library
- Sponsorship of virtual video gallery in virtual event platform
- Digital branding and corporate video played on digital screen with poster videos
- Exclusive clothed table stand in Library
- 1 full-page advertisement in Final Programme
- 3 complimentary full-package delegate passes
- 5 complimentary virtual delegate passes

## Bronze Innovation Leader – £4,000\*

### Workshop partner

- Sponsorship of breakfast or lunchtime workshop
- Sponsor's address during opening remarks
- Exclusive branding on video of sponsored workshop
- Embed code for video of workshop to feature on own website
- 1 full-page advertisement in Final Programme
- 2 complimentary full-package delegate passes
- 3 complimentary virtual delegate passes

## Exhibition Partner – £3,000\*

- Exhibition space (3x1m) in networking area
- Branding on all congress literature and digital promotions
- 1 full-page advertisement in Final Programme
- 2 full-package delegate passes
- 2 complimentary virtual delegate passes

## Congress Bags Partner – £3,000\* Lanyards – £2,000\*

- Exclusive branding on congress delegate bags or name badges
- Branding on all congress literature, website and digital promotions
- 1 full-page advertisement in Final Programme
- 1 complimentary full-package delegate pass
- 2 complimentary virtual delegate passes

## Advertising and marketing

- Virtual content booth - £1950
- Double page spread in Final Programme - £1450
- Literature drop in delegate bag - £1250
- Full page advertisement in Final Programme - £950

## Virtual delegate packages

- 10 x delegates - £1250
- 15 x delegates - £1600
- 20 x delegates - £1850



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# What our attendees say...

“ A collection of very thought-provoking papers, posters and keynotes. I thoroughly enjoyed the event, and found it very stimulating. One of the best yet

Chris McGinley, PhD, Senior Research Fellow, Research Leader, Age & Diversity Space, Design Age Institute The Helen Hamlyn Centre for Design, Royal College of Art, UK

I really enjoyed the Conference. The quality of the presentations and the Posters was very high, I really felt like I learned from attending, looking forward to future participation”

Felicia Cleper-Borkovi, AIA, Consultant, Arup USA

“ The hybrid event technology was really good. It was useful to also have access to all the talks, sessions and galleries post event to catch up on any missed or that ran in parallel with other sessions

Karen Balthasar, Public Health Improvement Officer (WDoH), Thurrock Council, UK

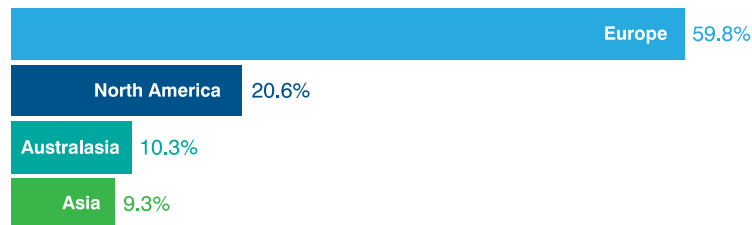
This is exactly what such an event can and should do - create buzz to stoke conversations further”

Blake Jackson, US Northeast Sustainability Design Leader, Stantec, USA

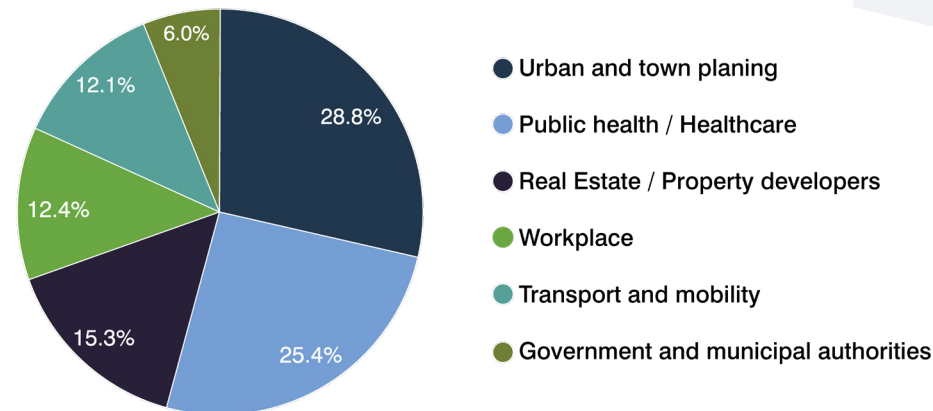
# OUR COMMUNITY

## Attendance for 2022

Breakdown by geography



## Breakdown by sector



## HCD2022

Attendees: 415

