

NHSScotland Event 2018

18–19 June 2018
Scottish Event Campus,
Glasgow

DELIVERING NOW,
IMPROVING FOR
THE FUTURE



Healthier
Scotland
Scottish
Government

YOU ARE INVITED TO BE PART OF THE LEADING ANNUAL EVENT IN NHSSCOTLAND

The NHSScotland Event is the leading health Event in Scotland. In its thirteenth year, the Event continues to be the 'premier meeting place' for those committed to providing sustainable high quality health and social care services for the people of Scotland.

Every year, the Event provides the opportunity for those working in and with the NHS in Scotland to come together to consider the challenges, to share best practice and the most innovative approaches to delivering the highest quality of care, and to take away tools and techniques that will support them in their various roles.

This year marks the 70th Anniversary of the NHS providing us with an opportunity to celebrate what this has meant for people in Scotland, recognise and thank staff for their outstanding contribution, and confirm our continuing commitment to the founding principles of the NHS for the future.

2018 also marks Scotland's Year of Young People. The Event theme '**Delivering Now, Improving for the Future**' recognises that young people today will be the beneficiaries of the care we are planning and delivering now and into the future. As we look forward to the next 70 years, our responsibility to generations to come is to develop and deliver new models of care and to work in different ways that allow us to secure the future of health and social care services in Scotland – while delivering the excellent care people expect and deserve now and in the years ahead.

Through our 2020 Vision for Health and Social Care, we have set a vision for a healthier Scotland where everyone can live longer, healthier lives at home or in a homely setting – where we have a health and social care system that is integrated, focused on anticipation and prevention, and in which care is provided in the right setting.

We have made good progress. People in Scotland are already living longer, healthier lives as a result of better standards of living, and improvements in our health and social care services. We have seen significant advances in patient safety and quality, and satisfaction with services remains high.

But there is no dispute that transformational change is needed in the way that we deliver health and social care in Scotland. Demand continues to rise, and so do expectations. There is widespread agreement that further transformational change is needed in order to deliver safe, affordable and sustainable services in the future.

The Event will focus on how we can address these challenges in our journey toward 2020 and beyond, building on our successes and accelerating progress with an approach that balances sustained and targeted investment with a collective approach to work across the whole of our health and social care system to deliver our priorities.

The Event will focus on our continuing journey to plan and deliver services that meet the needs of future generations to ensure we achieve our aims of better care, better health and better value.

TESTIMONIALS

"The [Event delegates] were a perfect audience as many have first-hand experience of our services, what we provide and the often life-changing benefits to patients". (Exhibitor)

"The variety of delegates that attend the Event is always good – and useful to engage with people who aren't aware of [our services]" (Exhibitor)

EXHIBITOR OPPORTUNITIES AT THE NHSSCOTLAND EVENT 2018

WHY GET INVOLVED?

A valued strength of the NHSScotland Event is the exhibition which, together with a full programme of keynote speakers and learning sessions, provides the ideal mix of educational and networking elements that will deliver a stimulating and highly motivational delegate experience.

BENEFITS OF EXHIBITING

The NHSScotland Event offers a wide range of creative exhibitor opportunities which will enable you to demonstrate dedication and investment in NHSScotland.

Exhibiting at the NHSScotland Event offers the means to communicate key messages to a focused, influential audience and to communicate your service offering.

WHO WILL YOU MEET?

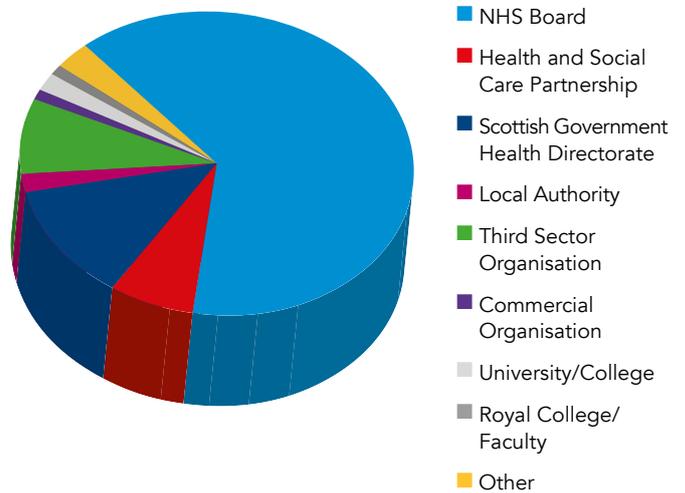
Last year, the Event attracted almost 2,000 health and social care leaders, key decision-makers and frontline staff from across NHSScotland and its partners, providing them with a unique opportunity to listen, learn and participate in crucial dialogue about the future of health and care in Scotland.

The Event provides a showcase for the best examples of health and social care services from the public, commercial, voluntary, academic and scientific communities.

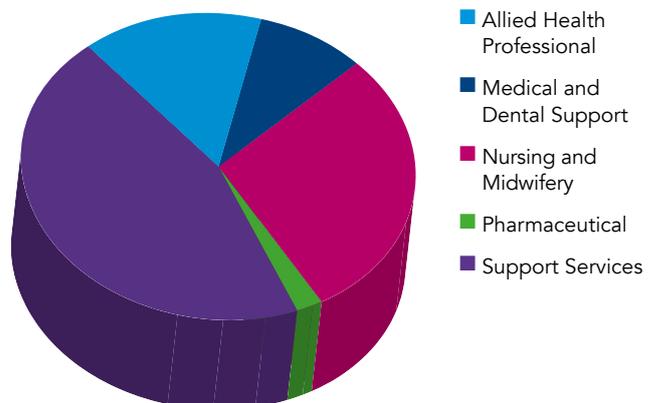
NHSSCOTLAND EVENT DELEGATES BY ROLE

The Event attracts delegates from the different health professions within NHS Boards, Health and Social Care Partnerships and the Third Sector as well as those in senior management positions with control of budgets at local level. The NHSScotland Event 2017 registration system recorded the following delegate breakdown by (i) place of work and by (ii) job function.

NHSScotland Event Delegates by Place of Work



NHSScotland Event Delegates by Role



OVERVIEW OF THE NHSSCOTLAND EVENT EXHIBITION

EXHIBITOR OPPORTUNITIES

The exhibition forms an integral part of the annual NHSScotland Event and, as well as providing an effective way to raise the profile of your organisation, it will also provide you with excellent communication and marketing opportunities.

This year's exhibition will be located in Hall 4 of the SEC. We fully expect the Event to be energetic and lively and the large exhibition area will be one of the main features of the Event. The layout of the exhibition will be expertly designed to ensure optimised delegate flow offering maximum exposure to all exhibitors.

The exhibition will also be the business hub for delegates to network and meet exhibitors. As well as the large catering points, there will be a poster display area strategically positioned to encourage delegates to walk the length and breadth of the exhibition area.

FIRST TIME EXHIBITORS

The NHSScotland Event is happy to welcome first-time exhibitors and to work with you to see how we can best meet your needs within the available exhibition packages.

DON'T MISS OUT ON THESE UNIQUE BENEFITS

CONNECTING YOU

- Interact and network with almost 2,000 health and social care professionals.
- Connect with senior leaders and key decision-makers in NHSScotland and its partners.
- Build new partnerships and increase customer contacts and business opportunities.
- Exchange ideas, share information and educate the audience.

WIDE EXPOSURE

- Increased awareness of your products and/or services amongst Scotland's most influential health and social care decision-makers.

TARGET MARKET

- Raise the profile and heighten your organisation's visibility within the health and social care sectors.
- Target those most likely to engage with your products and/or services.

RESERVATION AND ASSIGNMENT OF EXHIBITION SPACE

All reservations for exhibition space are subject to approval by Eventage Ltd, on behalf of the NHSScotland Event. Space will be assigned as requested wherever possible.

A current floorplan can be obtained from alison.notley@eventage.co.uk

Please complete the booking form at the back of this brochure to reserve exhibition space.

The completed form can be emailed to: nhsscotlandevent@eventage.co.uk or faxed to 0141 639 8123.

Exhibition stands cannot be confirmed until a signed booking form has been received.





EXHIBITOR INFORMATION

EXHIBITION TIMETABLE

Exhibition Build

Sunday 17 June 2018	16:00 – 20:00 hours
Monday 18 June 2018*	07:00 – 08:30 hours

* All stands must be fully operational by 08:30 on Monday 18 June 2018

Exhibition Break Times

The exhibition will be open throughout the duration of the Event. Delegates will have fixed times in the Event Programme to view the exhibition and these will be:

Monday 18 June 2018	10:30 – 11:15 hours
	12:30 – 13:30 hours
	14:45 – 15:30 hours
Tuesday 19 June 2018	10:30 – 11:00 hours
	12:15 – 13:15 hours
	14:30 – 15:00 hours

Exhibition Dismantle

Tuesday 19 June 2018*	16:00 – 19:00 hours
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* Please note that all materials must be cleared from the SEC by 19:00 hours at the latest on Tuesday 19 June. Please ensure your contractors are aware of these timings.

WHAT IS INCLUDED IN THE PACKAGE?

Exhibition stands will be set up within a modular shell scheme as standard, and include a fascia board, 2 x spotlights and 1 x power socket. Furniture is not included but can be ordered from the NHSScotland Event exhibition contractors, Dimension 8. The option of purchasing a 'space only' area within the Exhibition Hall is also available.

EXHIBITOR COSTS

Early Bird Offer – costs for stands booked on or before 28 February 2018

STAND SIZE	COMMERCIAL COST	NOT-FOR-PROFIT COST (50% REDUCTION)
2 m x 3 m	£2,100 + VAT	£1,050 + VAT
3 m x 3 m	£3,150 + VAT	£1,575 + VAT
4 m x 3 m	£4,200 + VAT	£2,100 + VAT

A wide range of other exhibition stand sizes are available at £350 plus VAT per m².

Costs for stands booked on or after 1 March 2018

STAND SIZE	COMMERCIAL COST	NOT-FOR-PROFIT COST (50% REDUCTION)
2 m x 3 m	£2,400 + VAT	£1,200 + VAT
3 m x 3 m	£3,600 + VAT	£1,800 + VAT
4 m x 3 m	£4,800 + VAT	£2,400 + VAT

A wide range of other exhibition stand sizes are available at £400 plus VAT per m².

OTHER SPONSORSHIP AND ADVERTISING OPPORTUNITIES

The NHSScotland Event brings the health and social care community together and through exhibiting at the Event, your organisation will gain direct access to employees within NHSScotland as well as those of its partners.

These packages are designed to help you engage, impress and network with the event delegates and provide a unique opportunity to raise your profile and engage with NHSScotland and its partners.

ADVERTISING OPPORTUNITIES

Delegate Guide Advertisement

All delegates receive a delegate guide upon arrival at the NHSScotland Event. Delegates use this guide as a reference for important information including Plenary, Parallel and Spotlight Session times, rooms, speaker information etc. Advertising in the delegate guide will provide your organisation with high visibility during the Event. Costs below indicate how many opportunities there are and the cost per opportunity.

Back Cover (1 opportunity) @ £1,545 + VAT

Inside back cover (1 opportunity) @ £1,025 + VAT

Full Page (3 opportunities) @ £770 + VAT

Half Page (4 opportunities) @ £515 + VAT

ENHANCING YOUR BRAND AWARENESS

Delegate Bag

Up to two organisations can sponsor the Delegate Bag and have their logo and brand noticed.

This is a much sought after sponsorship item due to its high profile use throughout the event and beyond. Every delegate will receive a bag on their arrival at the event. Bags will be sourced and produced by the organisers.

Cost: 2 opportunities at £1,545 + VAT

DELEGATE BAG INSERTS

There will be up to 15 opportunities to advertise your products and/or services and ensure that you reach every delegate by placing an insert into the delegate bags.

Cost: £380 + VAT for one item
£460 + VAT for two items
£540 + VAT for three items

EVENT FORTUNE CARD COMPETITION – OVERALL SPONSOR

This opportunity will certainly bring a large number of delegates to your exhibition stand. Every delegate participating in the Event Fortune Card competition must return their fully-stamped Fortune Card to the sponsor's exhibition stand in order to enter the competition. What better way to engage with a wide range of Event delegates!

What's included?

- Recognition as the overall sponsor of the Event Fortune Card competition in the delegate guide;
- Promotion of your organisation as sponsor of the Fortune Card competition to all registered delegates in pre-event communication;
- Provision of an iPad as a prize.

Cost: £975 + VAT

EVENT FORTUNE CARD COMPETITION – PARTICIPANT

Delegates who enter the Event Fortune Card Competition will visit participating exhibitor stands and get their Fortune Card Stamped. This is an opportunity to impress them with your service offering.

What's included?

- Recognition as a participant of the Event Fortune Card competition in the delegate guide, and on the card itself.

Cost: £115 + VAT

EVENT LANYARDS

Every delegate, speaker and exhibitor will receive a conference badge and lanyard which must be worn throughout the event. Event attendees will not only see your logo, but they will wear it! Be the first to say 'Welcome' and introduce your organisation name on the NHSScotland Event 2018 lanyard.

What's included?

- Lanyard distribution to all event delegates, speakers, poster authors, sponsors and exhibitors; and
- Recognition in the delegate guide.

Cost: £3,050 + VAT



EXHIBITOR INFORMATION

ORDERING EXHIBITION STAND COMPONENTS AND FURNITURE

Dimension 8 is the official exhibition supplier of the NHSScotland Event and you should order all additional shell scheme components and furniture from them. The contact is Nathan Collier tel: 01633 270808 or email: nathan@dimension8.com

Ordering can be done online at: www.dimension8.com/onlineordering.php however, you will need to wait until your exhibition stand number has been confirmed as you will need this number to place your order. Once you access the Dimension 8 website, click on the "online ordering" button and enter your company details and stand number. The exhibition password is **glasgow2018**. This will take you to the order page for the NHSScotland Event 2018.

Tablecloths can be ordered if required at a cost of £10 plus VAT per tablecloth. Please email: nhsscotlandevent@eventage.co.uk to order.

WIFI

WiFi is available to delegates and exhibitors free of charge at the SEC. The WiFi will support basic web browsing, checking of emails and social media usage. It is recommended that exhibitors who require internet access to showcase and utilise web based products and services purchase dedicated internet access from the SEC. Please contact technical.services@sec.co.uk to make arrangements.

CATERING

Reserving exhibition space includes the provision of lunch on both days for up to two exhibitors. Further refreshments have been organised to coincide with the exhibition

timings. Lunch will be available to exhibitors at midday – prior to delegates arriving back in the exhibition hall.

STAND CATERING

If you require any additional catering for your stand, you need to order this from Levy Restaurants who are the official caterers of the SEC and have the sole rights to provide food and drink for consumption on exhibition stands.

Your orders must be received one week before the start of the NHSScotland Event to guarantee stock availability. Please contact Levy Restaurants at the SEC for stand catering on 0141 576 3140.

DELIVERIES AND COLLECTIONS

Deliveries will only be accepted on the following days and during the times stated:

Sunday 17 June 14:00 – 18:00

Monday 18 June 07:00 – 17:00

Packages should be addressed as follows:
NHSScotland Event 2018 – Hall 4
Stand No. and Company Name
SEC, Exhibition Way, Glasgow,
G3 8YW

Please ensure that all stands and packages are delivered to the SEC on these dates and times. Please note that the SEC will not accept responsibility nor sign for any items delivered in advance of the above dates.

Exhibitors must supervise all collection of goods after the event. Any items left in the halls after 19:00 on 19 June will be disposed of by the venue. There is no provision for storage on-site after tenancy has expired. The organisers accept no responsibility for loss or delay of any deliveries or collections to/from the SEC.

It is strongly advised that any materials left for collection in the exhibition area are clearly marked with the name of the courier and full destination details.

CLEANING

The exhibition aisles will be cleaned daily outside the event opening hours. The exhibition stands will NOT be cleaned unless specifically requested. Please advise a member of the Event Team if any additional cleaning is required.

SECURITY

The exhibition area will be locked and secured outside the Event opening hours. It is recommended that no items of value are left unattended. The Event organisers accept no liability for any loss or damage to items on exhibition stands. If the venue implements any additional security measures, all exhibitors will be notified of the procedures ahead of the Event.

ASSISTANCE DURING THE EXHIBITION

The NHSScotland Event organisers, with additional support staff, will be available during the build-up day on Sunday 17 June to assist with any queries. Exhibitors who have questions at this time or during the Event should speak to a member of staff at the delegate registration desk located in Hall 4 at the SEC.

DISABILITY DISCRIMINATION ACT

All exhibition stands must comply with the Disability Discrimination Act (DDA). The DDA applies to all disabilities, including wheelchair users, people with impaired sight and hearing, and walking difficulties. All of these factors need to be taken into consideration when laying out your exhibition stand. If you have any questions, please email: nhsscotlandevent@eventage.co.uk

HEALTH AND SAFETY AT WORK REGULATIONS

It is the responsibility of the exhibitor to ensure that their contractor or employees are aware that their exhibition space must comply with the latest legislation regarding the Health and Safety at Work Act 1974. All subsequent legislation and amendments, updates and revisions shall be complied with. Full details of the General Regulations for the Scottish Event Campus are available on request.

FIRST AID AND MEDICAL EMERGENCIES

Should anyone attending the NHSScotland Event become unwell or require medical assistance they should attend the Medical Centre located opposite the Clyde Built Restaurant at the East Entrance; notify a member of the Event Team; or notify a member of the SEC staff who will alert the Medical Staff.

In the Event of a medical emergency please alert a member of the Event Team or a member of the SEC staff who will alert the Medical Response Team. Should a situation arise where an ambulance must be called immediately, please alert a member of the Event Team or a SEC staff member as soon as possible to ensure that they are aware that an emergency vehicle has been requested and to ensure the most suitable access is given to the vehicle.

SEC Medical Centre: 0141 275 6333 or x333 if dialling from an SEC internal phone.

KEY CONTACTS

Stand booking and all event enquiries:

Eventage Ltd
Hazeltonhead Farm, Mearnskirch
Glasgow G77 6RS
Tel: 0141 639 8123
Email: alison.notley@eventage.co.uk

Exhibition stand components and furniture ordering:

Dimension 8
Contact: Nathan Collier
Tel: 01633 270808
Email: nathan@dimension8.com
Ordering: www.dimension8.com/onlineordering.php

Stand catering:

Levy Restaurants
Tel: 0141 576 3140

High Speed Internet:

SEC Technical Services
Tel: 0141 275 6218
Email: technical.services@sec.co.uk



EXHIBITOR TERMS AND CONDITIONS

ALLOCATION OF EXHIBITOR SPACES

Exhibition spaces are allocated on a first-come, first-served basis. The NHSScotland Event organisers reserve the right to alter stand allocations if required. This will only be done if unavoidable and will be done in consultation with the exhibitor.

EXHIBITION INSPECTION

All exhibition stands must be operational by **08:30 hours on Day One, Monday 18 June** at which time each exhibition stand will be inspected by the organisers. Any deviation from the guidelines outlined in this publication may result in closure of the exhibition stand.

STAFFING OF EXHIBITION STANDS

Exhibitors are required to ensure that their stands are staffed during the opening hours of the exhibition and must not dismantle their stands or leave the exhibition **before 15:00 hours on Day Two, Tuesday 19 June**. Any exhibitor leaving before the exhibition has closed will incur a penalty charge of 25% of the original amount paid for their stand.

EXHIBITOR CONTRACTORS

It is the responsibility of exhibitors to ensure that contractors receive and adhere to these guidelines.

TECHNICAL ASPECTS

Guidelines for all technical aspects should also be adhered to. This includes stand build, set-up and breakdown, delivery of materials and/or equipment, health and safety and risk-assessment guidelines.

PHARMACEUTICAL COMPANIES EXHIBITING AT THE EVENT

Exhibition stands and sponsor support from pharmaceutical companies must conform to the ABPI Code of Practice for the Pharmaceutical Industry.

ACCEPTANCE OF GENERAL TERMS

Those wishing to participate as a sponsor or exhibitor unreservedly accept, and undertake to comply with these general terms. The event organiser reserves the right to give notice should any new provisions, circumstances or changes in the interest of the event occur.

NHSScotland reserves the right not to accept sponsorship from any organisation where a potential conflict of interest exists.

On entering this arrangement, exhibitors undertake not to do anything in relation to your booking that will negatively impact on the reputation of NHSScotland.

GENERAL TERMS AND CONDITIONS

LETTER OF COMMITMENT

If you would like to be a sponsor or exhibitor, please complete, sign and return the booking form attached to this brochure by fax or email.

Fax: 0141 639 8123

Email: nhsscotlandevent@eventage.co.uk

Upon receipt of the completed booking form, your organisation will be issued with the necessary invoice with full payment instructions and the code of conduct form.

CANCELLATION POLICY

Cancellations and changes to your original booking must be made in writing to Eventage.

Eventage Ltd
Hazeltonhead Farm,
Mearnskirk
Glasgow G77 6RS

Please note all committed sponsorship is non-refundable. Should the NHSScotland Event be cancelled by NHSScotland, all monies will be refunded.

PAYMENT TERMS

All prices quoted are exclusive of VAT, with the exception of participant registration fees. Full payment is required prior to the event.

DATA PROTECTION

The data you provide in the attached Exhibition Registration Form will be used for planning and delivering the NHSScotland Event 2018 and planning for the NHSScotland Event 2019. Specific data consent is required for holding this information and using it for these purposes. Tick boxes are included in the Exhibition Registration Form.

UNSCHEDULED MEETINGS AND EVENTS

During the Event, no delegate, sponsor or exhibitor may organise, attend or favour meetings, gatherings or any other events, relating to the topics covered by the NHSScotland Event 2018 which have not been reported to and approved by the organising committee beforehand.

FILMING AND PHOTOGRAPHY AT THE EVENT

Please note that there will be video cameras and photographers at the NHSScotland Event. The images remain the property of the NHSScotland Event and are for the purpose of promoting the Event through the website and other Event material. Access to images remain at the discretion of the Event Team.

If you are planning on carrying out filming/photography at your stand for promotional purposes, you must make this clear to delegates visiting your stand, by displaying an A4 sized sign in a prominent position with the following message:

'Delegates are asked to note that filming and/or photography activity will take place at this stand periodically for our organisation's promotional purposes. Delegates who do not wish to feature in these should make themselves known to the stand manager so that appropriate action can be taken.'

Please note that the appropriate action in this circumstance would be to stop filming/photography whilst the delegate in question was present.



EXHIBITION REGISTRATION FORM

NHSSCOTLAND EVENT, 18-19 JUNE 2018, SEC, GLASGOW

STAND NAME <small>(this is what will appear on the Stand Fascia Board, the NHSScotland Event Website and in the Delegate Guide as well as other promotional materials related to the NHSScotland Event)</small>	
COMPANY NAME AND ADDRESS FOR INVOICE	
CONTACT NAME	
CONTACT EMAIL	
CONTACT PHONE NUMBER	
STAND REQUESTED	<p>1st Choice: 2nd Choice: 3rd Choice: Stands can be combined to create larger spaces</p>
SHELL SCHEME OR SPACE ONLY STAND <small>Shell scheme stands will include a fascia name board, 2 spotlights and 1 power socket. Furniture is not included. If you request space only your space will be marked out and you will build your own stand.</small>	
STAND SIZE <small>Please see Page 5 for costs per sqm</small>	
TOTAL STAND COST <small>Stands booked up to and including 28 February 2018: Exhibition space will be invoiced at £350 + VAT per sqm with a 50% reduction for charity / not-for-profit organisations Stands booked from 1 March 2018: Exhibition space will be invoiced at £400 + VAT per sqm with a 50% reduction for charity / not-for-profit organisations</small>	

EXHIBITION REGISTRATION FORM

NHSSCOTLAND EVENT, 18-19 JUNE 2018, SEC, GLASGOW

Please tick which other sponsorship and advertising opportunities you wish to take advantage of:

Please see page 6 for full details.

- Delegate Bag sponsorship
2 opportunities at £1,545 + VAT
- Delegate Bag Inserts:
One item: £380 + VAT
- Two items: £460 + VAT
- Three items: £540 + VAT
- Delegate Guide Adverts
Back Cover £1,545 + VAT
- Inside Back Cover £1,025 + VAT
- Full Page £770 + VAT
- Half Page £975 + VAT
- Exhibitor Fortune Card
Overall Sponsor, £975 + VAT
- Exhibitor Fortune Card
Participant £115 + VAT
- Lanyard sponsorship
One opportunity £3,050 + VAT
- No thanks

SIGNATURE

Those wishing to participate as a sponsor or exhibitor unreservedly accept, and undertake to comply with the general terms and conditions outlined on Page 9 in the NHSScotland 2018 Exhibitor and Sponsor Brochure.

Data Protection Permissions

I agree to Eventage using the data provided in this form to:

- Contact me regarding my booked exhibition space to provide updates about the NHSScotland Event 2018

Please note that unless you tick the above box to agree to this arrangement, we cannot accept your request to exhibit at the NHSScotland Event 2018

I agree to Eventage using the data provided in this form to:

- Send me an evaluation form about the NHSScotland Event 2018
- Contact me in 2019 to enquire whether I wish to exhibit at the NHSScotland Event 2019

Please return the completed form to: Alison Notley, Eventage, Hazeltonhead Farm, Mearns Kirk, Glasgow G77 6RS
Tel/Fax: 0141 639 8123 Email: alison.notley@eventage.co.uk



SEMINAR SUITE
HALL 1
HALL 2
HALL 3
HALL 4
WCS/ BAR
WEST E

SEMINAR SUITE
HALL 1
HALL 2
HALL 3
HALL 4
WCS/ BAR
WEST E

Welcome to the
2018/2019 event
Leading Transformation
Change for Health
and Social Care