NHSScotland Event 2017
20–21 June 2017
Scottish Exhibition and Conference Centre, Glasgow

WORKING DIFFERENTLY ACROSS BOUNDARIES:
TRANSFORMING HEALTH AND SOCIAL CARE
YOU ARE INVITED TO BE PART OF THE LEADING ANNUAL HEALTH EVENT IN SCOTLAND

The NHSScotland Event is the leading health event in Scotland. In its twelfth 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 is no different. With the theme ‘Working Differently Across Boundaries: Transforming Health and Social Care’ the NHSScotland Event 2017 will focus on the ambitious transformation we have embarked on in Scotland.

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, focuses on prevention, anticipation and supported self-management and focuses on providing the highest standards of quality and safety, whatever the setting, with the people at the centre of all decisions.

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 is high.

But health and care services in Scotland are changing and must continue to evolve. 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.

An ageing population means that we must adapt the way we work so that people living with multiple and complex conditions are supported in their own homes and communities for as long as possible. And while we have made progress on tackling health inequalities, there is still a great deal to be done.

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 transformational and far-reaching reform.

This year’s Event will consider what transformational change work is already underway and working well, and will explore how working in different ways, in new teams and across boundaries can ensure we achieve the aims of better care, better health and better value at pace.

**TESTIMONIALS**

“Good to see such a range of people from different sectors – NHS, wider healthcare, local councils, the third sector etc”. (Exhibitor)

“Due to the way the sessions were scheduled it meant that there was a constant flow of people throughout the two days rather than concentrated around breaks and meal times. This allowed us to have more time with staff discussing and demonstrating available resources”. (Exhibitor)
EXHIBITOR OPPORTUNITIES AT THE NHSSCOTLAND EVENT 2017

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?
The Event attracts over 1,500 health and social care leaders, key decision-makers and frontline staff from across NHSScotland and its partners and provides 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 2016 registration system recorded the following delegate breakdown by (i) place of work and by (ii) job function.

Delegate Breakdown by Place of Work
- NHS Boards
- Scottish Government
- Local Authority
- Third Sector
- Commercial Sector
- University/College
- Other

Delegate Breakdown by Job Function
- Allied Health Professional
- Medical and Dental
- Nursing and Midwifery
- Pharmaceutical
- Support Services
- Other

For more information about the event visit www.nhsscotlandevent.com or telephone 0131 244 2064
Keep up with what’s happening at the NHSScotland Event 2017 @NHSScotlandEvnt #nhsscot17
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 SECC. 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.

WIDE EXPOSURE
■ Increased awareness of your products and/or services amongst Scotland’s most influential health and 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 enclosed booking form 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.

DON’T MISS OUT ON THESE UNIQUE BENEFITS

CONNECTING YOU
■ Interact and network with over 1,500 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.

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EXHIBITOR INFORMATION

EXHIBITION TIMETABLE

Exhibition Build
Monday 19 June 2017 16:00 – 20:00 hours
Tuesday 20 June 2017* 07:00 – 08:30 hours

* All stands must be fully operational by 08:30 on Tuesday 20 June 2017

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:

Tuesday 20 June 2017 10:30 – 11:20 hours
12:30 – 13:30 hours
14:40 – 15:30 hours

Wednesday 21 June 2017 10:30 – 11:10 hours
12:20 – 13:20 hours
14:30 – 15:00 hours

Exhibition Dismantle
Wednesday 21 June 2017* 16:00 – 19:00 hours*

* Please note that all materials must be cleared from the SECC by 19:00 hours at the latest on Wednesday 21 June. Please ensure your contractors are aware of these timings.

WHAT IS INCLUDED IN THE PACKAGE?

All exhibition stands will be set up within a modular shell scheme and include a fascia name board, two spotlights and one 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.

Exhibitors can also sign up to participate in the Event Fortune Card competition which will drive traffic to participating exhibition stands. To be in with a chance of winning a top prize, delegates must visit all of the exhibitors participating in the Event Fortune Card competition to get their card stamped. This is a great opportunity for exhibitors to make new contacts and raise awareness of your products and/or services. See page 6 for more details.

EXHIBITOR COSTS

Early Bird Offer – costs for stands booked on or before 28 February 2017

<table>
<thead>
<tr>
<th>STAND SIZE</th>
<th>COMMERCIAL COST</th>
<th>NOT-FOR-PROFIT COST (50% REDUCTION)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2m x 3m</td>
<td>£2,040 + VAT</td>
<td>£1,020 + VAT</td>
</tr>
<tr>
<td>3m x 3m</td>
<td>£3,060 + VAT</td>
<td>£1,530 + VAT</td>
</tr>
<tr>
<td>4m x 3m</td>
<td>£4,080 + VAT</td>
<td>£2,040 + VAT</td>
</tr>
</tbody>
</table>

A wide range of other exhibition stand sizes are available at £340 plus VAT per m².

Costs for stands booked on or after 1 March 2017

<table>
<thead>
<tr>
<th>STAND SIZE</th>
<th>COMMERCIAL COST</th>
<th>NOT-FOR-PROFIT COST (50% REDUCTION)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2m x 3m</td>
<td>£2,340 + VAT</td>
<td>£1,170 + VAT</td>
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<tr>
<td>3m x 3m</td>
<td>£3,510 + VAT</td>
<td>£1,755 + VAT</td>
</tr>
<tr>
<td>4m x 3m</td>
<td>£4,680 + VAT</td>
<td>£2,340 + VAT</td>
</tr>
</tbody>
</table>

A wide range of other exhibition stand sizes are available at £390 plus VAT per m².

For more information about the event visit www.nhsscotlandevent.com or telephone 0131 244 2064
Keep up with what’s happening at the NHSScotland Event 2017 @NHSScotlandEvnt #nhsscot17
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 (excl VAT).

Back Cover (1 opportunity) @ £1,500
Inside back cover (1 opportunity) @ £1,000
Full Page (3 opportunities) @ £750
Half Page (4 opportunities) @ £500

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 £1,500 + 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: £375 + VAT for one item
      £450 + VAT for two items
      £525 + 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 your 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;
- The prize of an iPad; and
- The winner drawn and announced at your exhibition stand on Day Two of the Event.

Cost: £950

EVENT FORTUNE CARD COMPETITION – PARTICIPANT

As one of the organisations who feature on the Event Fortune Card, delegates who enter the Fortune competition will visit your stand and get their Fortune Card stamped. This is your 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.

Cost: £115

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 2016 lanyard.

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

Cost: £3,000

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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 this company. 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 glasgow2017. This will take you to the order page for the NHSScotland Event 2017.

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 SECC. If you require high speed internet access and/or a secure line, this should be ordered directly from the SECC. Please email: nhsscotlandevent@eventage.co.uk for the necessary order forms.

CATERING

Two lunches are included for exhibitors per exhibition space booked. Refreshments have been organised to coincide with the exhibition timings. Lunch will be served in Hall 4 and will be available to exhibitors prior to the delegates’ lunch and served at midday.

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 SECC 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 SECC for stand catering on 0141 576 3140.

DELIVERIES AND COLLECTIONS

Deliveries will only be accepted on the following days and during the times stated:
- Monday 19 June 14:00 – 18:00
- Tuesday 20 June 07:00 – 17:00

Packages should be addressed as follows:
NHSScotland Event 2017 – Hall 4
Stand No. and Company Name
SECC, Exhibition Way, Glasgow, G3 8YW

Please ensure that all stands and packages are delivered to the SECC on these dates and times. Please note that the SECC 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 21 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 SECC.

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.

ASSISTANCE DURING THE EXHIBITION
The NHSScotland Event organisers, with additional support staff, will be available during the build-up day on Monday 19 June to assist with any queries. They can be found at the delegate registration desk located in Hall 4 at the SECC.

DISABILITY DISCRIMINATION ACT
All exhibition stands must comply with the Disability Discrimination Act (DDA). The DDA does not only apply to people in wheelchairs but to disabilities across the board, including impaired sight and hearing, walking difficulties, etc. 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 his contractor, employees, displays and exhibits 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 Exhibition and Conference Centre are available on request.

FIRST AID AND MEDICAL EMERGENCIES
Should anyone attending the NHSScotland Event become unwell or require medical assistance they should either attend the Medical Centre located opposite the Clyde Built Restaurant at the East Entrance or notify a member of the Event Team or a member of the SECC 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 SECC 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 SECC 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.

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

KEY CONTACTS
Stand booking and all Event enquiries:
Eventage Ltd
Hazeltonhead Farm, Mearnskirk
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:
SECC Technical Services
Tel: 0141 275 6218
Email: technical.services@secc.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, 20 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, 21 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 your contractors receive and adhere to these guidelines.

GENERAL TERMS AND CONDITIONS

LETTER OF COMMITMENT
If you would like to be a sponsor or exhibitor, please complete, sign and return the relevant booking/application form(s) 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.

UNSCHEDULED MEETINGS AND EVENTS
During the Event, no participant, sponsor or exhibitor may organise, attend or favour meetings, gatherings or any other events, relating to the topics covered by the NHSScotland Event 2017 which have not been reported to and approved by the organising committee beforehand.

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 Team reserve 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.
# EXHIBITION REGISTRATION FORM

## NHSScotland Event, 20-21 June 2017, SECC, Glasgow

### STAND NAME

(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)

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<thead>
<tr>
<th>1&lt;sup&gt;st&lt;/sup&gt; Choice:</th>
<th>2&lt;sup&gt;nd&lt;/sup&gt; Choice:</th>
<th>3&lt;sup&gt;rd&lt;/sup&gt; Choice:</th>
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</thead>
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### COMPANY NAME AND ADDRESS FOR INVOICE

### CONTACT NAME

### CONTACT EMAIL

### CONTACT PHONE NUMBER

### STAND REQUESTED

Stands can be combined to create larger spaces

### SHELL SCHEME OR SPACE ONLY STAND

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.

### STAND SIZE

### TOTAL STAND COST

**Stands booked up to and including 28 February 2017:**
Exhibition space will be invoiced at £340 + VAT per sq m with a 50% reduction for charity/not-for-profit organisations

**Stands booked from 1 March 2017:**
Exhibition space will be invoiced at £390 + VAT per sq m with a 50% reduction for charity/not-for-profit organisations

### PARTICIPATE IN THE EXHIBITOR FORTUNE COMPETITION

Drive delegates to your exhibition stand by being part of the Exhibitor Fortune Competition. To participate, delegates must visit all exhibitors who are participating in the event fortune competition and get their card stamped. Cost £115 + VAT

Alternatively, be the overall sponsor of the Fortune Competition (see page 6 of the sponsorship brochure for full details). Cost £950 + VAT

**Exhibitor Fortune Card participation, £115 + VAT**

**Exhibitor Fortune Card sponsor, £950 + VAT**

**No thanks**

### SIGNATURE

Those wishing to participate as a sponsor or exhibitor unreservedly accept, and undertake to comply with the general terms outlined in the NHSScotland 2017 Exhibitor and Sponsor Brochure.

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Alison Notley, Eventage, Hazeltonehead Farm, Mearnskirk, Glasgow G77 6RS
Tel/Fax: 0141 639 8123 Email: alison.notley@eventage.co.uk

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