



# HFMA summer conference 2021

## Sponsorship and exhibition opportunities

23 - 25 June 2021, online



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## HFMA summer conference

**As the NHS begins to recover from one of its most challenging years to date, we invite you to join us at our first virtual HFMA summer conference. This event will highlight areas of good practice from across the UK as we prepare to emerge from the pandemic, and will examine our continued transition to system wide working which presents enormous opportunities and challenges for health and social care leaders as we work towards a unified system that is patient, not organisation focused.**

The conference will bring together the finance team from all of the HFMA Hub Networks including providers, commissioners, mental health and community organisations as well as those working at a system level. The HFMA two-day conference offers you the opportunity to reach out and engage with this audience in a variety of ways and is a chance not to be missed. A range of exhibition and sponsorship options are available across the conference to suit all types of marketing approaches and budgets.

# Headline sponsorship

**This premium sponsorship opportunity offers a vast number of marketing benefits throughout the conference. Not only will you be showing unrivalled support for the service and the association, this package also gives you comprehensive coverage and networking, branding and multiple profiling opportunities.**

## **Benefits include:**

### **Pre-conference**

- full-page advertising in June issue of Healthcare Finance (conference edition)
- 2-month banner advertising on the HFMA website in the build up to conference (May/June)
- corporate logo on the annual conference section of HFMA's website and used on all conference marketing
- 1 x electronic advertising campaign sent to all registered delegates

### **During conference**

- ability to dictate a live poll during a main stage session (to be agreed with HFMA policy and research team)
- exhibition booth package:
  - booth in the virtual exhibition - with full company profile, live-stream with up to 10 colleagues or delegates, play case study videos
  - live-chat function – chat directly with all delegates visiting your booth, participate in event-wide chat or directly contact delegates for private chat.
  - receive a list of all delegates to your booth
- deliver a conference session as part of the workshops programme
- access for the sponsor to main stage sessions
- recognition from the HFMA President at the opening conference address and throughout conference
- provide literature to be included in virtual delegate bag
- corporate logo and optional hyperlink to a page of your choosing to appear in main registration area of the virtual event platform
- short promotional film clips played on the virtual conference platform during breaks and before sessions start
- post-conference delegate list

# Video advertising

## Video advertising sponsor

### Benefits include:

- short promotional film clips played on the virtual conference platform during breaks and before sessions start
- access for sponsor to main stage conference sessions
- exhibition booth package:
  - booth in the virtual exhibition – with full company profile, live-stream with up to 10 colleagues or delegates, play case study videos
- live-chat function – chat directly with all delegates visiting your booth, participate in event wide chat or directly contact delegates for private chat.
- receive a list of all delegates to your booth
- post-conference delegate list

## Refreshment break / ad break sponsor

### Benefits include:

- ad clips played in main stage of virtual conference platform during breaks and lunch
- social media announcement recognising support of the conference
- access to main stage conference sessions
- optional exhibition booth package
- post conference delegate list

# Thought leadership

## Sub-plenary sessions

### Benefits include:

- delivery of session to delegates (45 min)
- corporate logo featured on session slides registered list of delegates for session
- access for the sponsor to main stage sessions
- pre and post-conference delegate list
- ability to do a live poll of delegates in the session
- ability to live stream with up to 9 colleagues or delegates
- live-chat function – chat directly with all delegates that visit your session
- provide document to be hosted in the virtual delegate bag
- attendee data shared with you after the session
- visitor and engagement metrics can be shared post event
- live Q+A option

## Conference roundtable sponsor

### Benefits include:

- opportunity to invite a jointly agreed list of senior healthcare finance leaders to join a meaningful group discussion
- option for delegate to attend the roundtable virtually or face to face
- support from HFMA's policy and research team to define topic and goals
- recognition by Chair of sponsor at start and finish of session
- opportunity to include an introduction by the client
- full write up of the round table will be facilitated and published by HFMA
- promotion of roundtable during conference
- up to 2 spaces at the "table" for the sponsor to join
- access for the sponsor to main stage sessions

# Exhibition

## Exhibitor booth

### Benefits include:

- booth in the virtual exhibition - with full company profile, live-stream with up to 10 colleagues or delegates, play case study videos
- live-chat function – chat directly with all delegates visiting your booth, participate in event wide chat or directly contact delegates for private chat.
- receive a list of all delegates to your booth
- post-conference delegate list
- access for exhibitor to main stage conference sessions

## Virtual delegate bag

### Benefits include:

- provide document to be hosted in the virtual delegate bag (limited to 8-page A4)
- access for the sponsor to main stage sessions

## Prize draw headline sponsor

### Benefits include:

- To increase visitors to your booth, HFMA will allocate you a unique code. A number of these will be required by delegates who wish to enter the prize draw. Delegates will then submit their required number of unique codes to be entered into the HFMA prize draw.
- Prize draw sponsorship is limited will be allocated on a first-come-first-served basis

## Prize draw headline sponsor

### Benefits include:

- Compulsory unique code guaranteeing any delegate entering the draw will visit your exhibition booth
- company video to run prior to the prize draw ceremony at the end of conference
- recognition from HFMA CEO during prize draw ceremony



#### **About the HFMA**

The Healthcare Financial Management Association (HFMA) is the UK representative body for finance professionals working in the NHS and the wider healthcare sector. Our aim is to support the NHS finance function, to promote good practice in financial management and to improve the general understanding of NHS finance issues.

Our work is informed by a number of committees and special interest groups made up of healthcare finance practitioners. We publish numerous guides and briefings aimed at finance professionals, non-executive directors and non-finance staff. We also provide training and development opportunities – including a suite of web based learning modules – across all of these groups.

**[www.hfma.org.uk](http://www.hfma.org.uk)**