

# HFMA annual conference 2024

**2-6 December, Hilton London  
Metropole and online**

Exhibition and sponsorship  
opportunities

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"We had a great year and as always, we really do receive a lot of engagement from our stand as the location is excellent. Everyone was extremely helpful, appreciate the support whilst in London and prior to the event."

**Lynsey McMahon, NEP**

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The annual conference is the biggest and most prestigious HFMA event on the NHS finance calendar. The HFMA annual conference 2023 event was a huge success and attracted over 700 face-to-face registrations in London, and over 1,100 delegates tuning in online.

# Why get involved

Sponsoring the HFMA annual conference will offer your organisation numerous benefits, from customer insight to enhancing thought leadership.

**Further reasons to get involved at this year's annual conference, include:**



## **Increase brand visibility and awareness**

Get in front of over 700 NHS finance professionals including chief finance officers and deputy chief finance officers.



## **Gain valuable insights**

Check out the latest industry innovations and gain feedback.



## **Position yourself as an industry leader**

Get recognised and build connections with your target audience.



## **Generate leads**

Get client data from our badge scanners that allow you to access all contacts made at the conference.



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“In partnering with the HFMA, we’ve been able to build stronger bonds with the healthcare finance community across the UK and further our thought leadership in the sector. The HFMA has provided an invaluable platform to be able to share ideas, network, and promote best practice. We’ve been very impressed with the level of engagement we’ve received through various activities, and have thoroughly enjoyed working with the HFMA team.”

**Eloise Jeffrey, global healthcare marketing manager, Blue Prism**

“We have been working alongside HFMA at their events and conferences for many years, and find them insightful and well organised. They assist us in speaking with our NHS contacts and clients, and we look forward to continuing our partnership with HFMA for the overall benefit of the NHS going forward.”

**Liaison Group**



# Headline sponsorship

This premium sponsorship opportunity offers comprehensive branding and profiling throughout the event lifecycle, and fantastic networking opportunities

## Package benefits:

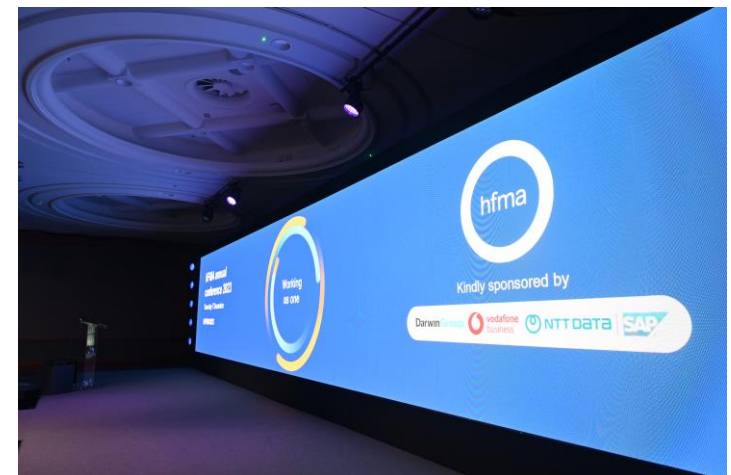
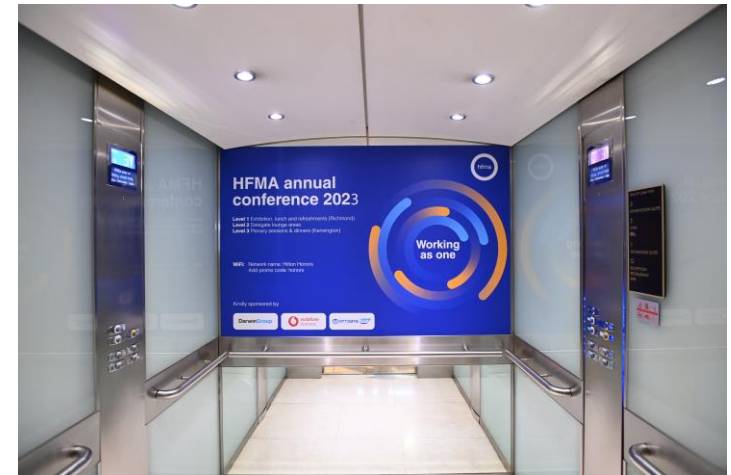
- full-page advertising in the December issue of Healthcare Finance magazine (conference edition)
- two months of banner advertising on the HFMA website in the build-up to conference
- corporate logo on the front cover of the delegate handbook
- corporate logo on the annual conference section of the HFMA's website
- facilitation by the HFMA to invite key dinner guests to sit on your sponsored table
- 1 x direct mailing to all delegates pre-conference promoting the sponsor.



# Headline sponsorship

- VIP place at the top table at the HFMA annual gala dinner and at the HFMA's VIP drinks reception
- 1 x sponsored table at the HFMA's annual gala dinner (to include 10 places – minimum of six delegates from the conference)
- 2 x complimentary delegate places
- 1 x 3x2 stand in the exhibition hall
- recognition from the HFMA President at the opening conference address
- corporate branding to appear in the main auditorium and venue, including stage settings, screen displays, cover presentation and ceiling banners etc
- large screen profiling on all six plasma screens positioned throughout the conference
- company literature to be placed outside the main room for delegates for collection
- company bio and logo in the delegate handbook, and logo on the front cover
- full-page advertising in the delegate handbook.

As headline sponsor, you will also be eligible for HFMA corporate partnership – providing additional off-rate-card benefits.





# Gala dinner

This is the main social opportunity of the programme, attended by 700+ conference delegates and VIP guests, and a select number of specially invited guests on the evening of Thursday 5 December.

## Benefits include:

### Networking

- sponsored table at the gala dinner (up to 10 places – minimum six delegates from conference)
- VIP place at the VIP drinks reception
- 4 x passes to HFMA's President's farewell reception
- 2 x conference delegate passes.

## Branding

- recognition by the HFMA President during the opening speech
- branding on screen in the dinner hall and plasma screens in the foyer spaces
- full-page editorial/advertising on the inside front cover of the delegate handbook
- company bio and logo in the delegate handbook
- pre and post-conference delegate list.



# The exhibition in London

Taking part in our exhibitions will enable your organisation to connect and engage with senior NHS finance delegates in person, building your network and strengthening existing relationships with healthcare finance professionals.

## Physical stand package includes:

The package for a typical 3m x 2m stand comprises of:

- 2.5m high shell scheme
- 2 x spotlights, fascia name board, grid ceiling
- power installation and electricity supply (1 x double socket)
- company bio and logo in the delegate handbook
- 2 x passes to the HFMA president's farewell reception
- 2 x passes at the HFMA annual reception & gala dinner.

<b>Shell scheme stand sizes</b>	£750 per m2
3m x 2m - £4,500	4m x 2m - £6,000
4m x 4m - £12,000	6m x 4m - £18,000

Alternate stand sizes may be available on request.

(Excl. VAT)





# The exhibition - online

The virtual exhibition is available from 2-6 December and provides all the benefits of a physical conference without the budget and location challenges of a physical conference. Manage your stand from anywhere and reach an even bigger audience. The virtual exhibition booth costs £2,890 (Excl. VAT).

## Virtual exhibition stand costs and benefits

### Increase brand visibility and awareness

Booth in the virtual exhibition - with full company profile, live-stream with up to 10 colleagues or delegates, play case study videos.



### Generate leads

Receive a list of all delegates to your booth with contact details to follow up.



### Live chat

chat directly with all delegates visiting your booth, participate in event wide chat or contact delegates directly for private chat.



### Access to conference sessions

Exhibitors get access to mainstage sessions at the conference.



# Exhibition prize card

Achieve significant footfall to your stand with a stamp on the prize draw card.

All delegates will be given a card and encouraged to collect stamps to win fantastic prizes, such as a £2,500 Tui voucher or £1,500 John Lewis voucher.

**There are two levels available, allocated on a first-come-first-served basis.**



## Lead prize draw sponsor

- Your logo on the prize draw card
- your stand made a compulsory stamp, to ensure maximum delegate visitation to your stand.



## Prize draw sponsor

- your company name on the prize draw card.

HFMA annual conference 2023  
**Free exhibition prize draw**

hfma

**1st** £2500  
Tui vouchers

**2nd** £1500  
John Lewis vouchers

Delegates should collect ten separate stamps, one of which must include SPS, our overall sponsor of the exhibition prize draw, and then a further nine participating stands at the exhibition which are listed overleaf. Then, hand your card in at the HFMA stand to enter the draw.

Only those companies listed on this card are participating in the scheme. Winners will be drawn at the end of the lunch break on Friday 8 December at the HFMA exhibition stand, C10. Participants need to attend the draw to claim their prize, except registered day delegates on Wednesday and Thursday. Only paying delegates may enter the draw.

Good luck!

Prize draw card kindly sponsored by:

**SPS** Compulsory stamp, stand F5 (stamp here).

Your name and organisation:

### Participating exhibitors are:

Advanced Computer Software Group Ltd	C7	IQVIA	D10
Adviselinc	A9	Karl Storz	B10
Darwin Group	D6	Logex	D15
ELFS Shared Services	B6	NTT DATA/SAP	C13
Emburse	D8	NHS Fleet Solutions	Second floor
Genmed	E5	Prochainmatrix	F2
Goodshape	B5	Siemens Healthineers	B3
HPCA	D14	Vodafone in Health	C11

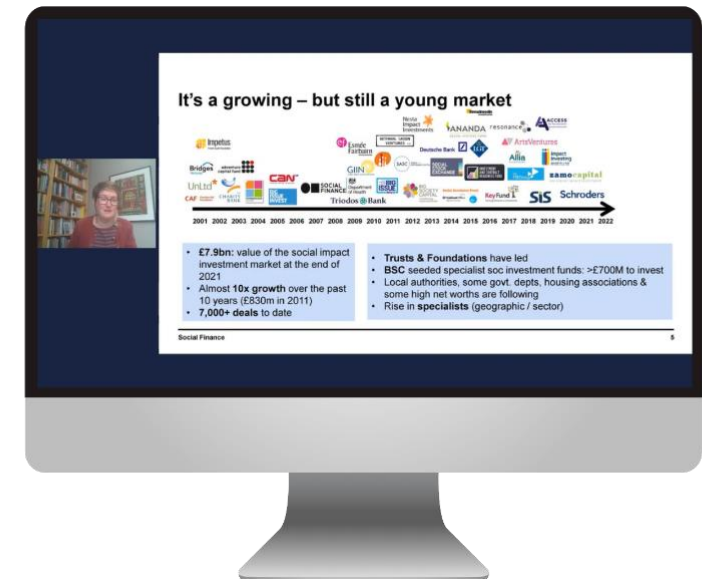
Completed cards should be returned to HFMA stand C10.

# Sub-plenary sessions - virtual

The HFMA annual conference provides opportunities for commercial organisations to deliver thought leadership and engage directly with NHS audiences. Through our sub-plenary sessions, taking place virtually on the Monday and Tuesday of the event, you can showcase your products and brand, either independently, or in conjunction with an NHS organisation. These sessions are consistently popular with clients and deliver real-life, proven successes. At the 2023 annual conference, these sessions attracted up to 150 delegates and provided excellent ROI.

## Benefits include:

- delivery of session to delegates (45 min)
- corporate logo featured on session slides
- registered list of delegates for session and conference delegate list
- company bio and logo in the delegate handbook
- 2 x passes to HFMA's President's welcome reception.





# Video advertising

Increase your brand awareness and raise the profile of your products and services to over 700 delegates ahead of keynote sessions in the plenary room in London.

## Benefits include:

- short promotional videos played ahead of sessions in the plenary room and to the online audience
- prime positioning ahead of key speaker slots – POA
- 1 x social media announcement
- access for the 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 and 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
- receive pre and post-conference delegate list.





# Pre-dinner drinks reception

Held before the gala dinner on the Thursday evening, sponsorship of the drinks reception provides a great branding and networking opportunity.

## Benefits include:

- 2 x passes at HFMA's pre-dinner drinks reception and gala dinner
- 1 x conference delegate pass
- announcement in the main conference session during the Chair's close on Thursday
- note of thanks in the gala dinner speech from the HFMA's CEO
- opportunity to brand the reception area and refreshment facilities
- opportunity to provide coasters for the main bar and cocktail tables
- company bio and logo in the delegate handbook
- pre and post-conference delegate list.





# President's farewell dinner

The president's farewell dinner will take place on the evening of Wednesday 4 December. It will be hosted by the outgoing HFMA President and will encompass an informal gathering of all the Association's board, committee and branch executives, as well as HFMA partners and all delegates.

The evening will consist of a dinner, followed by an address from the outgoing President and chief executive of the HFMA.

## Benefits include:

- 1 x delegate place for the conference
- sponsor to introduce President
- corporate branding on screen in the dinner space
- company logo and bio in the delegate handbook
- pre and post-conference delegate list
- 4 x passes to the HFMA president's welcome reception.



# Refreshments and catering

All delegates use the numerous refreshment areas throughout the three days of conference – particularly during the break-out sessions and lunches. Therefore, it's a great opportunity to get visibility of your brand by sponsoring these areas.

## Benefits include:

- branded coasters for cocktail tables
- branded napkins on all catering stations
- company bio and logo in the delegate handbook
- 2 x passes to HFMA's President's welcome reception
- 2 x passes to pre-dinner drinks reception and gala dinner
- opportunity to provide branded coasters to appear on cocktail tables.



# Second floor lounge area

This is a very popular area for delegates to enjoy their lunch and coffee away from the exhibition. The entire floor can be used as a coffee lounge area, comfort zone or however you feel you can accommodate the delegates, allowing for a great chance for branding, socialising and networking.

## Benefits include:

- whole of the second floor lounge (space only approx. 100m<sup>2</sup>)
- Pre-conference delegate list
- company bio and logo and special mention of the lounge area included in delegate handbook
- speaker announcement in the main conference before Thursday lunch to inform delegates of café area for seating
- 2 x passes to HFMA's President's welcome reception
- 2 x lunch tickets for both Thursday and Friday of conference.



# Step profiles

The conference is set over three floors in the West Wing of the Hilton London Metropole. This package allows the sponsor profiling on all 95 steps up to the conference – each step is more than two metres wide and offers very high visibility for commercial marketing purposes. A maximum of three separate messages can be displayed on the steps.

## Benefits include:

- corporate branding on each stair rise leading up to exhibition and conference floors from registration
- company bio and logo in the delegate handbook
- pre-conference delegate list
- 2 x passes to the HFMA's President's welcome reception.





# Branding on merchandise



## Delegate bag

Every delegate will receive a branded bag on registering, and they're also available on the HFMA stand.

### Benefits include:

- corporate logo on the front of the bag
- one insert within the bag
- company bio and logo in the delegate handbook
- pre-conference delegate list
- 2 x passes to the HFMA president's welcome reception
- 2 x complimentary delegate passes.



## Delegate badges and lanyards

Every delegate has a name badge and lanyard that must be worn throughout the three days of the conference to gain access to all sessions.

### Benefits include:

- corporate branding on all name badges and lanyards
- company bio and logo in the delegate handbook
- 2 x passes to the HFMA president's welcome reception
- 2 x passes to pre-dinner drinks reception and gala dinner.



# Additional packages and screen advertising



## Branding package

Corporate branding will appear on each pen and cover of the delegate notebooks which are placed in all delegate bags for use during conference and afterwards.

### Benefits include:

- corporate branding to appear on all notebooks and pens
- company bio and logo in the delegate handbook
- 2 x passes to the president's welcome reception
- 2 x delegate passes.



## Screen advertising

The screens will display the main conference programme with a 'rolling' display of commercial advertising to deliver highly prominent exposure to participating sponsors. The screens will provide significant profiling continually throughout all three days of the conference.



## Executive connections package

Participate in five personalised 121 meetings with senior finance leaders across the NHS. This offers sponsors a direct line to the decision-makers steering financial strategies within one of the largest healthcare global systems.

# Exhibition and sponsorship pricing\*

## Sponsorship opportunities

Headline sponsorship package	£26,500
2nd floor lounge area	£15,645
Conference gala dinner	£14,994
Step profiles	£8,395
Delegate badges & lanyards	£8,050
Refreshments and catering	£7,518
Premium branding package (pens, pads)	£5,215
Pre-dinner drink reception	£6,670
President's welcome dinner	£5,460
Plasma screen	£630

Video advertising	£11,500
Prize draw headline sponsor	£8,395
Virtual sub-plenary session	£8,050
Exhibition prize draw	£995
Advertising in delegate handbook	£1,655
Meeting room hire	£POA
Executive connections	£2,950

## Shell scheme sizes £750 per m2

Virtual exhibition stand	£2,890
3m x 2m	£4,500
4m x 2m	£6,000
4m x 4m	£12,000
6m x 4m	£18,000



To book any of our exhibition or sponsorship packages, please scan here and complete the booking form.

Any queries, please email [Kevin.taylor@hfma.org.uk](mailto:Kevin.taylor@hfma.org.uk).