

Exhibition and sponsorship opportunities

hfma

# Value • the opportunity

## HFMA annual conference 2019

4-6 December, Hilton London Metropole

Flip this document over to see  
**HFMA Awards**  
sponsorship opportunities



# Annual conference 2019 sponsorship opportunities



The HFMA annual conference is an extremely valuable opportunity for members of the finance community and our commercial partners to come together to network and discover new innovative ideas. I am not alone in considering this conference the most important event in healthcare finance.

The theme of the conference is ‘Value the opportunity’ which I chose as I believe that the health service is at an interesting point in history, with the national bodies in listening mode about the development of the NHS long-term plan. Our role is to help shape the future of healthcare by contributing and influencing thinking nationally.

The second aspect of my theme is ‘value’ itself. Resources remain constrained yet expectations high, meaning that we should be making effective value based decisions for the future of healthcare. We need to use the funding we have as efficiently as possible to get the best outcomes for patients. The final dimension of my theme is around our member’s personal and professional development and ensuring that they are utilising the support offered by the association and our partners.

With the NHS long-term plan resetting the direction of healthcare delivery and development, this conference is your chance to join your colleagues from across the country to look to the future and consider ways we can overcome challenges together.

I look forward to seeing you there.

**Bill Gregory,**  
President, HFMA

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## Why get involved?

- Network with more than 600+ finance delegates from across the country
- Discover the views of some of the most respected speakers
- Meet clients to sustain and enhance existing relationships
- Attend HFMA’s annual gala dinner and prestigious award ceremony

“Liaison has consistently supported the HFMA annual conference and has often used it as a platform from which to launch new services. For us, it provides a great opportunity to maintain relationships with existing clients and to meet with other trusts and boards who may like to work with us.”

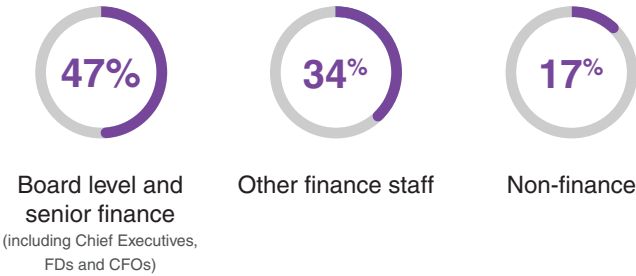
Susie Holland | Marketing Director, Liaison

Without question the biggest and most prestigious HFMA event of the NHS calendar, our 2018 Annual Conference attracted over 600 delegates and the conference continues to grow from strength to strength.

### Meet your objectives

Feedback from 2018 indicated that 93% of sponsors and exhibitors achieved their conference objectives, inspiring high early renewal levels. So hurry if you want to maximise the potential of this year’s annual conference.

### Visitor profile: 2018 HFMA Conference





# Steal the limelight - headline sponsorship

£25,000

**This premium sponsorship opportunity is open up to 3 organisations and guarantees you a vast number of marketing benefits throughout the whole conference.**

Not only will you be showing unrivalled support for the service, this package also gives you comprehensive coverage and networking, branding and multiple profiling opportunities, which you won't find anywhere else.

## Benefits include:

### Pre-conference

- full-page advertising in December issue of Healthcare Finance (conference edition)
- 2 month banner advertising on the HFMA website in the build up to conference
- corporate logo on the front cover of annual conference programme
- corporate logo on the annual conference section of HFMA's website
- facilitation by HFMA to invite key dinner guests to sit on your sponsored table
- 1 x direct mailing to all delegates pre-conference
- 1 x electronic advertising campaign sent to all registered delegates
- profile on conference app

### During conference

- VIP place at the top table at the HFMA annual gala dinner
- VIP place at HFMA's VIP drinks reception
- 1 x sponsored table at HFMA's annual gala dinner (to include 10 places – minimum 6 delegates from conference)
- private drinks reception for you and your sponsored table guests, prior to dinner
- 2 x complimentary delegate places
- recognition from the HFMA President at the opening conference address
- literature seat-drop in conference auditorium
- corporate branding to appear in main auditorium, including stage settings, screen displays, cover presentation and ceiling banners etc.
- corporate branding on key points around the venue
- gobo projection of corporate logo to be positioned in the main room
- large screen profiling on all 6 plasma screens positioned throughout the conference
- company literature to be placed outside main room for delegates for collection
- 150 word entry in conference handbook and logo on front cover
- full-page advertising in conference delegate handbook
- pre and post-conference delegate list
- profile on conference app.

“The HFMA Annual Conference was a resounding success. The conference provided an excellent platform in order to better understand the NHS financial landscape and current pressures faced. The content and the speakers were relevant and engaging. The programme allows plenty of time for the delegates to interact with the exhibitors.”

Lexmark

# Key networking opportunities

**There are many events during the conference that give you exclusive access to the leading figures in NHS Finance.**

## Conference gala dinner

This is the main social opportunity of the programme, attended by all delegates (600+) and a select number of specially invited guests on the evening of Thursday 5 December.

### Benefits include:

#### Networking

- sponsored table at HFMA's gala dinner (up to 10 places – minimum delegates from conference)
- VIP place at HFMA's VIP champagne drinks reception
- VIP place at top table of HFMA's annual gala dinner
- 4 x passes to HFMA's President's welcome reception
- 2 x conference delegate passes.

#### Branding

- recognition by HFMA President during the opening speech
- branding in key positions on entry and within the dinner hall
- branding on delegate tickets and on all menus
- branding on screen display throughout dinner

## Pre-dinner drinks reception

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

### Benefits include:

- announcement in main conference session at the end of the Thursday
- literature seat drop in the main conference room
- note of thanks in speech from HFMA
- opportunity to brand the reception area and refreshment facilities
- opportunity to provide coasters to appear on main bar and cocktail tables



- branding on plasma screens outside the main room during dinner
- gobo projection during reception
- full-page editorial/advertising on inside front cover of delegate programme
- opportunity to provide branded favours at each table placing
- 150 word entry in conference handbook
- pre & post-conference delegate list.



- opportunity to brand the main bar area
- 150 word entry in conference handbook
- pre & post-conference delegate list
- 2 x passes at HFMA's pre-dinner drinks reception and gala dinner
- 1 x conference delegate pass
- branding on delegate tickets.



President’s welcome reception

The President’s welcome dinner will take place on the evening of Wednesday 4 December starting at 7pm. This year it will be hosted by HFMA’s President, Bill Gregory, 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 buffet style dinner, followed by an address from the President and Chief Executive of HFMA. We will then celebrate the success of HFMA’s students at the annual graduation ceremony.



Benefits include:

- sponsor to introduce President
- corporate branding in key positions on entry and within the reception hall
- corporate branding on all reception tickets
- corporate branding on screen display throughout reception
- Gobo projection during reception
- opportunity to provide branded favours at each table placing
- corporate logo to appear in delegate handbook
- 150 word entry in conference handbook
- pre and post-conference delegate list
- unlimited passes to HFMA’s President’s welcome reception
- 2 x passes to HFMA’s annual gala dinner
- 1 x delegate place for the conference.

“The HFMA annual conference gives us our best opportunity to meet and engage with senior Finance Managers in the NHS. We have attended and exhibited at this event for over 10 years.”

CIVICA



Sub-plenary sessions

On the Wednesday afternoon and at Thursday breakfast there are a few limited opportunities for organisations to run thought leadership sessions in conjunction with an NHS organisation. Sessions attract between 10 and 50 delegates.

Benefits include:

- delivery of session to delegates (45 min)
- corporate pull-up banners displayed in the session room
- corporate literature displayed in session room/placed on delegate seats
- corporate logo featured on session slides
- registered list of delegates for session and conference delegate list
- 150 word entry in conference handbook
- 2 x passes to HFMA’s President’s welcome reception.

Key branding opportunities

Be seen in all the right places with our comprehensive range of placement opportunities. There are many opportunities during the conference that give sponsors exclusive access to the leading figures in NHS Finance.



Refreshments and catering areas

All delegates frequently use the numerous refreshment areas throughout the three days of conference – particularly during the break-out sessions and lunches.

Benefits include:

- corporate branding in the delegate programme
- profiling on all sign posting
- 150 word entry into conference handbook
- 2 x passes to HFMA’s President’s welcome reception
- 2 x passes to pre-dinner drinks reception & gala dinner
- opportunity to provide branded coasters to appear on cocktail tables
- opportunity to provide branded tablecloths for cocktail tables and catering stands
- opportunity to provide branded aprons worn by catering staff.

2nd 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 2nd floor lounge (space only approx. 100m2)
- pre-conference delegate list
- company profile in delegate pack
- 2nd Floor lounge/café area flagged in delegate handbook plus corporate branding
- insert in delegate packs
- speaker announcement in main conference prior to 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 & Friday of conference.







### Step profiles

The conference is set over three floors in the West Wing of the Hilton Metropole. This package allows the sponsor profiling on all 95 steps up to conference – each step is more than 2 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
- 150 word entry into delegate briefcases
- pre-conference delegate list
- 2 x passes to HFMA's President's welcome reception.

£6,900

### Premium branding package

In excess of 600 feet are stuck to the floor to direct delegates to the conference and all the sub-plenary rooms. Corporate branding will appear on each pen and page of delegate pads which are placed in all 600+ delegate briefcases for use during conference and afterwards.

**Benefits include:**

- corporate branding to appear on all pads and pens
- 150 word company profile in delegate pack
- 2 x passes to HFMA's President's welcome reception.
- corporate branding to appear on all feet

£5,750



### Delegate bags

Every delegate will receive a branded bag on registering, containing all vital conference information. This bag is designed to be used during the full three days of conference, and long after the event is over.

**Benefits include:**

- corporate logo on the front of the bag
- one insert within the bag
- 150 word entry into delegate bag
- pre-conference delegate list
- 2 x passes to HFMA's President's welcome reception
- 2 x complimentary delegate passes.

£6,950

### Plasma 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.



£525

### 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 the main sessions and sub-plenary sessions.

**Benefits include:**

- corporate branding on all name badges and lanyards
- 150 word company profile in delegate pack
- 2 x passes to HFMA's President's welcome reception
- 2 x passes to pre-dinner drinks reception & gala dinner.

£6,950



## Hotel key cards and reusable water bottles

Delegates and exhibitors book a bedroom at the Hilton London Metropole. This sponsorship item provides an excellent opportunity for branding and guarantees that every delegate will notice your logo or message. You will have the opportunity to provide a branded water bottle placed directly in every delegate bedroom over the duration of the conference.



**Benefits include:**

- opportunity to provide branded favours in delegate bedrooms
- 150 word company profile and corporate logo in delegate handbook and on event app
- insert into delegate bag
- corporate branding on 2,000 hotel key cards
- opportunity to place supplied reusable branded water bottles in delegates bedrooms
- pre & post conference delegate list
- 2 x passes to the President's welcome dinner
- 2 x passes to pre-dinner drinks reception and gala dinner.



## Advertising in delegate handbook

Advertising in the conference handbook gives coverage throughout the conference and is an ideal supplement to a sponsored package or exhibition space.



## Inserts into delegate packs

Size and specification for each insert is limited to 8-page A4 and not exceeding 100 grams.



## Seat drop in main room

There are limited opportunities to place corporate literature on all the 600+ delegate seats in the main conference room to allow for maximum exposure.

# The exhibition

**This year's exhibition will again be held in the Monarch Suite. All exhibitors and sponsors will be invited to attend a welcome reception hosted by HFMA President on the evening of Wednesday 4 December.**

Also, passes will be given to attend HFMA's pre-dinner drinks reception and gala dinner on the evening of Thursday 6th December. Additional places at these events are available at cost price (subject to availability), which will be confined closer to the event. All teas, coffees, lunches and refreshments will be hosted in the exhibition area.



## Exhibition stand costs and benefits

**Benefits include:**

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

- 2.5m high shell scheme
- 2 x spotlights, fascia name board, grid ceiling
- power installation and electricity supply (1 x double socket)
- pre & post-conference delegate list
- 150 word entry in conference handbook and colour logo.

**Each exhibitor will also receive:**

- 2 x passes to HFMA's President's Welcome Reception
- 2 x passes at HFMA's Annual Reception & Gala Dinner
- 2 x lunch tickets for both Thursday & Friday of conference.

**Shell scheme stand sizes  
£675 per m<sup>2</sup> (& VAT)**

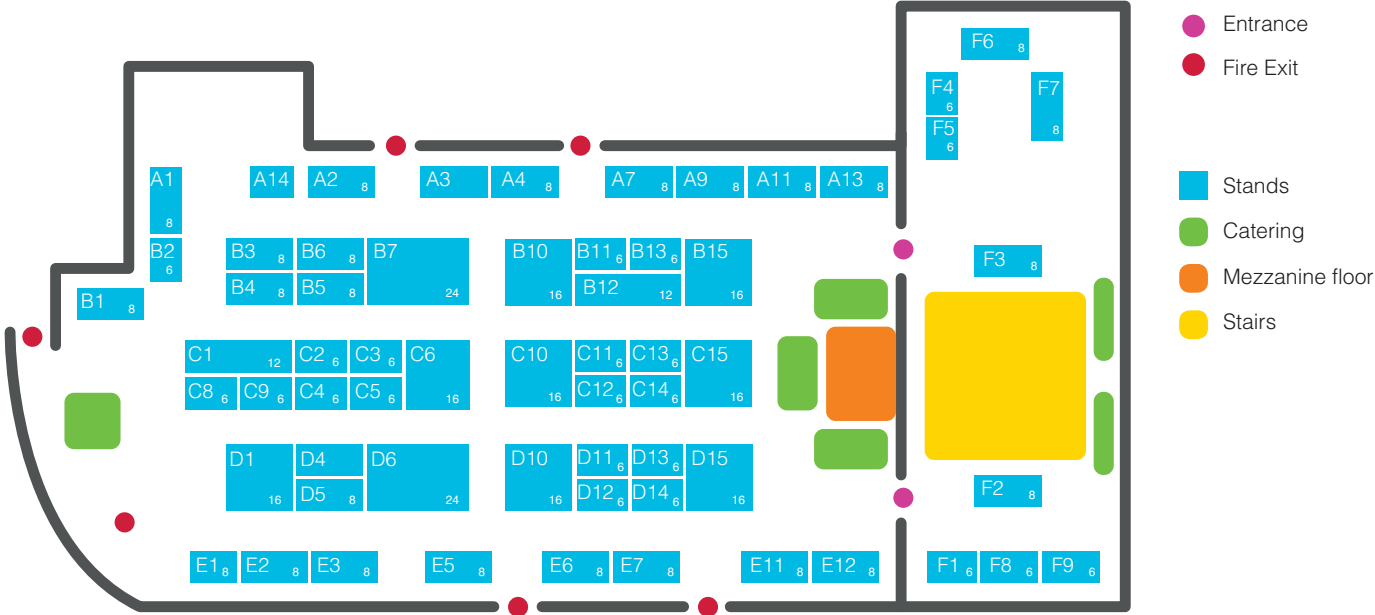
3m x 2m - £4,050

4m x 2m - £5,400

4m x 4m - £10,800

6m x 4m - £16,200

Alternate stand sizes may be available on request.





# Opportunities to increase traffic to your stand



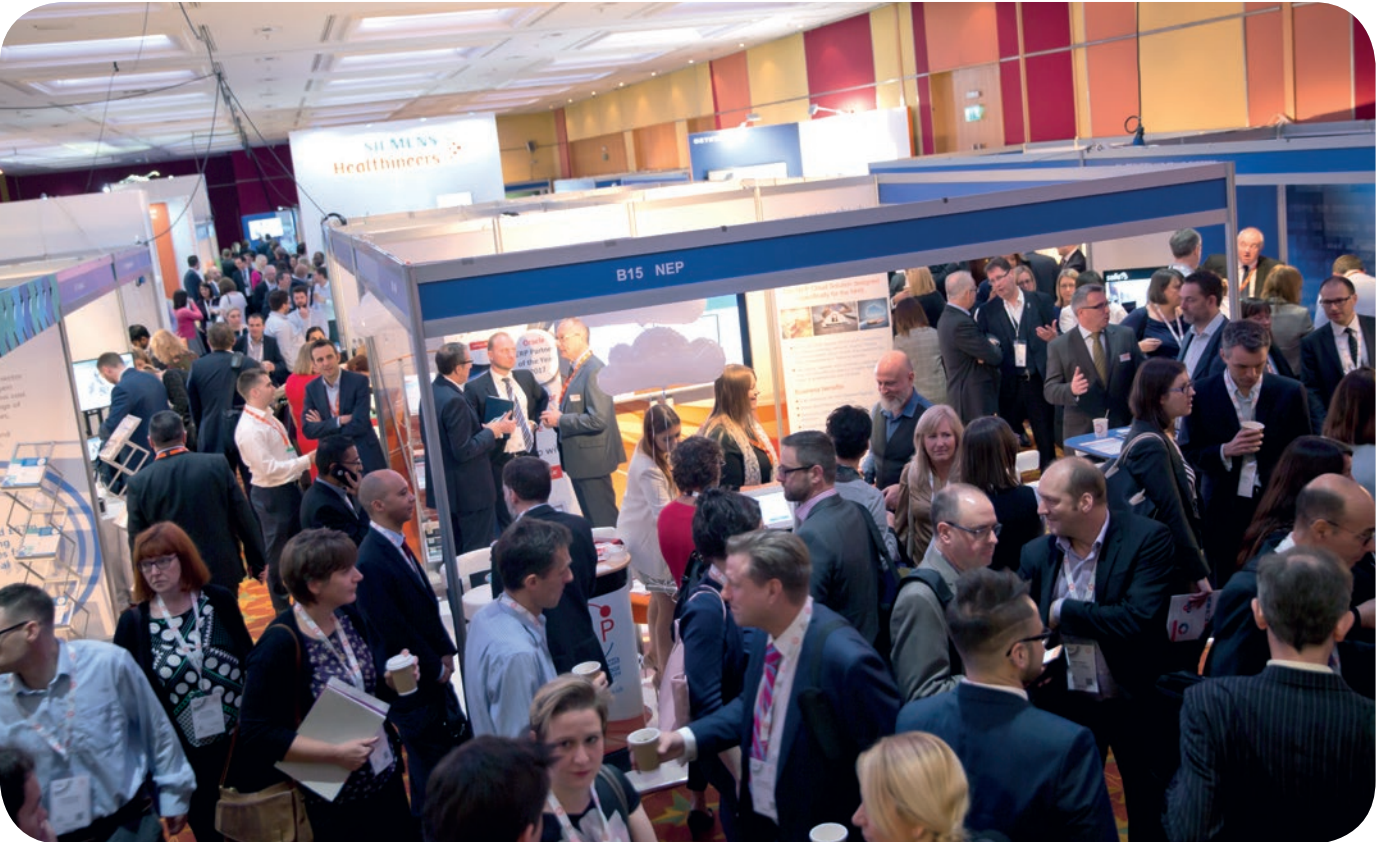
## Exhibition prize draw

Achieve significant footfall to your stand with a unique stamp on the delegate entry cards, which then entitles each delegate to enter our prize draw.  
Prize draw sponsorship will be allocated on a first-come-first-served basis.



## Exhibition prize draw headline sponsor

This entitles you to branding sponsorship on the prize draw card. As main sponsor you will receive a compulsory stamp requirement to guarantee any delegate entering the draw will visit your exhibition stand.



# 2018 exhibitors and sponsors



3M	Expenses by Selenity	LloydsPharmacy Healthcare Services	Northumbria Facilities Management Ltd
ACCA	EY	M2	Northumbria Funding Solutions
Advanced	Finegreen Group	Malinko	Olympus
Allen Lane	Fleet Solutions	Michael Page	Omniceil
Allocate Software	Future-Focused Finance	MIUS Ltd	Oracle
Althea	Genesis	NEP Shared System Group	PA Consulting Group
Arden & Gem	Genmed	Newton	Pagero
Bank Partners	Getinge	Neyber	Pay360 (Capita)
Bellis-Jones Hill	Goodman Masson	NHA Payroll Services	PCG Financial Solutions
Brookson Direct	Hays	NHS Business Services Authority	Prophix
Brovanture	Healthcare Costing for Value Institute	NHS Employers	QE Facilities
CACI	HFMA	NHS Improvement	QuintilesIMS
Capsticks	Home Electronic Solutions	NHS Professionals	Salix Finance
Celesio	Hyland	NHS Resolution	SCC
CIPFA	ICAEW	NHS Shared Business Services	Security and Fraud Experts (SAFE)
CIVICA	Ingenica Solutions	NHS Skills Development Network	Serco
Clares	Interim Professionals	NHS Supply Chain	Siemens Healthineers
Clarity	IQVIA	Northumbria Digital Solutions	Skills for Health
Countess of Chester Hospital Commercial Procurement Services	Johnson & Johnson		Sunbelt Medical International
CY Executive Resourcing	Karl Storz		Zurich Municipal
EPS	Lexmark		
Espirita	Liaison		



Exhibition and sponsorship booking form

HFMA annual conference and exhibition 2019



Please complete the form below and return to:

Paul Momber, Head of Corporate Business Development: **T. 0117 938 8972** **E. paul.momber@hfma.org.uk**

Company name:	
Contact name:	
Job title:	
Address:	
Post code:	
Tel:	
E-mail:	Purchase order:
Invoicing address:	

The exhibition

Shell scheme stand sizes £675 per m² (& VAT)		Premium branding package (feet, pens, pads) - £5,750 +VAT
3m x 2m - £4,050 + VAT		Delegate badges and lanyards - £6,950 +VAT
4m x 2m - £5,400 + VAT		Refreshments and catering - £6,495 +VAT
4m x 4m - £10,800 + VAT		Step profiles - £6,900 +VAT
6m x 4m - £16,200 + VAT		Prize draw headline sponsor - £7,245 +VAT
Sponsorship Opportunities		Sub-plenary session - £6,950 +VAT
Headline sponsor package - £25,000 +VAT		Exhibition prize draw - £995 +VAT
Conference gala dinner - £12,950 +VAT		Inserts in delegate bags - £750 +VAT
Plasma screen - £525 +VAT		2nd floor lounge area - £14,000 +VAT
Pre-dinner drink reception - £6,595 +VAT		Advertising in delegate handbook - £1,500 +VAT
President's welcome dinner - £4,725 + VAT		Seat drop in the main room - £2,000 +VAT
Delegate bags - £6,950 + VAT		Hotel key cards and water bottles - £6,500 +VAT

Signed on behalf of organisation:	
Name:	
Position:	Date:

For more information on advertising and sponsorship Terms and Conditions please visit [hfma.to/sponsorterms](https://hfma.to/sponsorterms) The signatory Responsible Director/Officer hereby declares that on behalf of the company above s/he has read the terms and conditions of sponsorship / advertising and understands the benefits that are delivered by HFMA for the services purchased. Please keep a copy of these documents for your reference. Collection of this information is subject to HFMA's privacy policy which is available from - [hfma.to/sponsorterms](https://hfma.to/sponsorterms)

For more information or to sponsor an award please contact:

Paul Momber, head of corporate business development **T** 0117 938 8972 **E** paul.momber@hfma.org.uk

# The Awards Ceremony

All shortlisted entries will be invited to the HFMA's annual awards dinner, held during the HFMA annual conference, where the winners will be revealed. The event will take place on the evening of Thursday 5 December 2019.

HFMA's chief executive will announce the winners and runners up and give details of their entries and supporting sponsors.

Flip this document over to see  
**HFMA Awards**  
sponsorship opportunities



# HFMA Awards Categories

The HFMA awards celebrate excellence in public sector finance departments across the four home nations, showcasing best practice and achievement in financial management and governance.

£10,000

## Finance Director of the Year

This award is for professional excellence in financial management and leadership. It recognises an individual's contribution to their organisation's financial performance and towards the improvement in healthcare locally or nationally in any of the four UK nations. It also aims to highlight the finance director's role in leading and developing the NHS finance function.

£7,000

## Deputy Director of Finance of the Year

This award is for professional excellence in financial management. It recognises both the support given by a deputy to their finance director and an individual's contribution to an organisation's financial performance and towards the improvement in healthcare locally or nationally.

£7,000

## Finance Team of the Year

This award recognises the most innovative and efficient accounts team with significant emphasis on the processes involved in completing the final accounts.

£7,000

## Innovation

This award looks to showcase good practice in improving efficiency with a particular focus on the finance team's role. It will also recognise projects that have tackled efficiency in an ongoing and sustainable manner.

£7,000

## Working with Finance - Clinician of the Year

This award acknowledges the importance of clinical engagement in financial management and in particular recognises a clinician who has taken financial responsibility for their services, led efficiency or improvement programmes or provided an example for other clinicians by engaging with the financial management agenda.

£7,000

## Governance

This award is made to an individual, team or organisation that has introduced a change (big or small) to its assurance, risk management or governance arrangements in order that the organisation as a whole is better able to achieve its objectives. The aim of the award is to promote a strong, integrated approach to governance.

£7,000

## Havelock Training

This award recognises a significant contribution made towards finance skills development. It rewards best practice in the training and development of finance staff or the raising of financial awareness and skills within the wider non-financial workforce. The award was established in 1999 to commemorate the significant contribution Jon Havelock made to NHS finance staff development.

£7,000

## Costing

The costing award focuses on improvements in costing processes and costing information that have led to better information for organisations to use when making decisions about service delivery.





# Awards sponsorship package

**The main platform for celebrating best practice in NHS finance, the National Healthcare Finance Awards present sponsors with an exclusive and prestigious messaging opportunity.**

Allocated on a first come, first served basis, just a select number of commercial organisations are invited to associate their corporate brand with any of the eight award categories for significant recognition in front of 800 senior finance professionals. Marketing for the Awards runs from May to January so you can enjoy eight months of promotion.

# HfMA Awards 2019

It is my pleasure to be launching the HfMA's National Healthcare Finance Awards for 2019. These commended industry awards allow us to recognise and celebrate the greatest achievements of the year in healthcare finance

It is unique that we get the opportunity to come together and congratulate each other on the significant contribution and hard work we do for the NHS. I would like to invite you to support the spread of best practice and innovation by sponsoring an award at HfMA's National Healthcare Finance Awards 2019.

As an award category sponsor, you will get the opportunity to build relationships and raise awareness of your products, while sharing the spotlight with the most esteemed leaders and organisations across the UK.

**Bill Gregory,**  
President, HfMA



- Pre-conference**
- invitation to be on the senior panel that adjudicates the award
  - exclusive access to the entries - providing valuable business intelligence
  - profiling on all marketing material used to promote the award
  - full-page advertising in Healthcare Finance magazine
  - logo and profiling on the HfMA award website section.
- During conference**
- presentation of award to winner during the ceremony
  - recognition from HfMA Chief Executive during award presentation
  - profiling in the main Gala Dinner room during the awards ceremony - attended by 750+ delegates
  - corporate logo to appear on the Award prize
  - 1 x VIP place at HfMA's Annual Gala Dinner
  - 1x Place at HfMA's VIP Drinks Reception
  - company logo and 150 word company profile in conference handbook
  - photo of winners with sponsor against a sponsor banner.
- Post conference - Award supplement**
- The award supplement is sent to all members and includes the following benefits:
- full-page advertising in the awards supplement plus company logo and recognition for award editorial
  - profiling in post award ceremony e-newsletter.





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[hfma.to/awards](http://hfma.to/awards)

Deadline for applications: Date here

National healthcare finance awards – rewarding healthcare  
finance innovation and achievement for 15 years

SPONSORSHIP OPPORTUNITIES

# HFMA

15 Year Anniversary

2019 AWARDS

