

# EUROPEAN HEALTHCARE DESIGN

RESEARCH • POLICY • PRACTICE



ROYAL COLLEGE OF PHYSICIANS, LONDON, 14 – 16 JUNE 2021

## SPONSORING KNOWLEDGE & IMPROVEMENT

The 7th European Healthcare Design 2021 (EHD2021) Congress & Exhibition and COVID-19 Global Summit will be held virtually from 14 – 16 June, 2021.

Organised by Architects for Health and SALUS Global Knowledge Exchange, the congress aims to take a whole-systems approach to understanding how to redesign health systems through the exchange of knowledge, research and international best practice on the relationship between system and service design, technology and the built environment.

The congress is organised in partnership with the UK and Europe's expert professional bodies and networks from the healthcare and design fields, international academic institutions, leading public and private health providers, and the healthcare industries.

Providing an international forum for researchers, policymakers and practitioners to share knowledge and research on how to redesign health systems and infrastructure to achieve economic balance, better access, greater efficiency, higher quality and improved health outcomes, papers will be presented by the world's leading experts through a variety of presentation formats, including themed papers, posters, and workshops. Abstracts are welcomed from all professional disciplines within research, policy and practice to encourage an inclusive and interdisciplinary dialogue.

### Participating in a global dialogue

Following the transition to a virtual setting in 2020, the future of European Healthcare Design is in the potential to integrate the value of 'in person' networking with the opportunity that a virtual environment provides to create greater access to more participants from all around the world more affordably.

As the pandemic continues to accelerate around the world despite the hope of the vaccination roll-out, a fully virtual setting is once again anticipated. We are delighted to invite sponsors and exhibitors to support this prestigious, world-leading event, with the opportunity in a virtual setting to participate in a global dialogue and reach a worldwide audience.

In 2020 over 1000 delegates participated from 39 countries, doubling the attendance from the 'in person' event in 2019, with access to all the session recordings available for ticket holders immediately after the event had concluded.

### Supporting thought leadership and knowledge exchange

By sponsoring or exhibiting at EHD2021, your organisation will be supporting and participating in the creation and exchange of knowledge between the world's leading health researchers, practitioners and policymakers.

A knowledge-led approach to sponsorship creates opportunities to align your brand with a range of content-focused offerings, including: keynote and themed streams and sessions, posters; and workshops.

These can be combined with other exciting branding opportunities to interact with the participants, such as themed networking lounges and a virtual exhibition stand, which offers the ability to live stream all week, hosting your own meetings and presentations. Each sponsorship opportunity also includes a generous number of delegate passes to support your own healthcare team's professional and business development and to offer to your healthcare clients.

The publication and dissemination of videos of all the talks, full written research papers and posters on the SALUS Global Knowledge Exchange ([www.salus.global](http://www.salus.global)) and SALUS TV also means that your sponsorship support gains from association with the congress partners, content and outputs across multiple social media channels all year around.

Transitioning EHD 2021 to a virtual setting last year in just 10 weeks after the impact of the pandemic became clear was a huge challenge, and we are grateful as the organisers for the way the entire healthcare design community embraced the opportunity, from speakers and delegates to sponsors and exhibitors.

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Partners



# PARTNER PACKAGES

## Headline partner packages

Select any combination of the partner and award packages to achieve headline partner status

- **Health leader – £12,500 +**
- **Thought leader – £10,000 +**
- **Design leader – £7,500 +**
- **Knowledge leader – £5,000 +**

## Standard – all partners receive the following

- Company profile, logo and web link on EHD2021 website
- Branding on all EHD and SALUS social channels, inc. Linked-in and Twitter
- Branding on all digital promotions and congress newsletters (minimum frequency fortnightly)
- Branding on digital preliminary programme
- Company profile, logo and web/social links in virtual event hub
- Branding on virtual event lobby carousel

### Keynote session partner - £6000

- Sponsorship of all keynote sessions
- Sponsor's address in opening keynote session
- Acknowledgement in keynote sessions by chair
- Exclusive branding on published videos of sponsored sessions (up to 10 papers)
- + 25 delegate passes for team members and 'healthcare' clients

### Main Stage partner - £5000

- Sponsorship of all main stage sessions on any one day (except keynotes)
- Acknowledgement in virtual stream by session chairs
- Exclusive branding on published videos of sponsored sessions (up to 10 papers)
- Opportunity to chair a session (subject to programme approval)
- + 18 delegate passes for team members and 'healthcare' clients

### Stream Session partner - £4000

- Sponsorship of all sessions in dedicated stream
- Acknowledgement in virtual stream by session chairs
- Exclusive branding on published videos of sponsored sessions (up to 10 papers)
- Opportunity to chair a session (subject to programme approval)
- + 12 delegate passes for team members and 'healthcare' clients

### Innovation Zone Partner – £2500

Promoting and educating on the latest technologies, products and projects: ideal for technical presentations; product demos and launches; development roadmaps; innovation Q&As; case study showcases and roundtable seminars

- Own dedicated branded virtual stand
- Own seminar room and presentation slot in Innovation Zone programme
- Pre-recorded promotional video
- Live chat and 1-2-1 video meets
- Digital briefcase – corporate and product literature downloads
- Qualified audience analytics and lead manager
- +10 delegate passes or for team members and 'healthcare' clients

### Roundtable/Workshop – £2500

- Sponsorship of breakfast, lunchtime or evening workshop (ideal for time zone targeting)
- Editorial content curation and speaker selection (subject to programme approval)
- Exclusive branding on video of sponsored workshop
- +10 delegate passes

### Themed networking lounge – £2000

- Sponsorship of themed networking lounge throughout the congress
- Includes: Video networking for 16 people; Member area; Activity feed; Live chat; and Photo and video uploads
- +10 delegate passes for team members and 'healthcare' clients

+ £1000 = 12 full event passes

+ £500 = 5 full event passes

For more info or to tailor a package contact Marc Sansom  
on +44 (0) 1277 634176 or at [Marc@salus.global](mailto:Marc@salus.global)  
[www.europeanhealthcaredesign.eu](http://www.europeanhealthcaredesign.eu)

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# EUROPEAN HEALTHCARE DESIGN AWARDS 2021 SPONSORSHIP

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The European Healthcare Design Awards 2021 aims to set new standards in the creation of healthcare environments that promote health and wellness, support the delivery of treatment and care and embed quality improvement in an accessible, economic and equitable way.

Organised by Architects for Health and SALUS Global Knowledge Exchange, the awards are an integral feature of the prestigious European Healthcare Design 2021 Congress & Exhibition, held virtually from 14–16 June. This year shortlisted projects in each category will again be invited to present to the evaluation committee and a live audience, but this time as part of a live judging process, giving lead and category sponsors even greater exposure.

Comprising ten categories across primary, secondary and tertiary levels of international healthcare provision and delivery, the awards, which are evaluated by some of the world's leading researchers and practitioners in healthcare design, contribute towards the development of knowledge and standards in the design of healthcare environments around the world.

The awards ceremony is held during the final session of the European Healthcare Design 2021 Congress.

This prestigious event will be the climax to the congress, and the culmination of a six-month worldwide submission process and rigorous judging to identify the world's leading healthcare projects, research and design innovations.

By sponsoring the awards, you can show your support and recognition of the outstanding performances of the award winners, aligning your brand in UK, European and international markets around the values of design excellence and innovation.

Your brand will also gain international exposure through the digital marketing around the congress and the awards. This includes promotion of the Call for Entries and shortlist announcement before the event, in press releases and e-news announcements of the awards winners, and broadcasting on SALUS TV videos of the category sessions and awards ceremony after the event.

We look forward to confirming your support and partnering with you in the raising of design quality standards around the globe.

## Standard – all sponsors receive the following

- Company profile, logo and web link on EHD2021 website
- Branding on all EHD and SALUS social channels, inc. Linked-in and Twitter
- Branding on all digital promotions and congress newsletters (minimum frequency fortnightly)
- Branding on digital preliminary programme
- Company profile, logo and web/social links in virtual event hub
- Branding on virtual event lobby carousel

## EHD2021 Awards Lead Partner £5000

+ Live streaming webinar facility - £1000

- Sponsor's address in virtual awards ceremony
- Lead branding on live judging day/s (May 2021)
- Lead branding on all 'on demand' recordings of award categories
- Acknowledgement by chair of judging panel of awards and category judge
- Dedicated sponsorship of 'Design Champion' Award and one Award Category
- Lead branding on video of awards ceremony
- Lead branding on cover of Call for Entries and selected Awards category
- Lead branding on all awards literature, newsletters and digital promotions
- Lead branding on award winners material on AfH/EHD web sites
- Recognition in post-awards e-news and press releases
- Inclusive of Virtual exhibition stand
- + 25 delegate passes for team members and 'healthcare' clients

## EHD2021 Awards Category Partner £2500

- Category branding on live judging day/s (May 2021) and 'on demand' recordings
- Acknowledgement by category chair of judging panel during live judging day
- Category branding on video of awards ceremony
- Category branding on all awards literature, newsletters and digital promotions
- Category branding on selected Awards category in Call for Entries and event site
- Category branding on award winners material on AfH/EHD websites
- Recognition of category support in post- awards e-news and press releases
- + 10 delegate passes for team members and 'healthcare' clients