

RDF23²¹⁻²³ MAY NEWCASTLE



in association with the
Health Research Authority

**Research and
Development Forum**



SPONSORSHIP & EXHIBITION OPPORTUNITIES

Introduction

The 2023 Annual NHS R&D Forum Conference (RDF23) is to be held from the 21st – 23rd May 2023 at the Sage Gateshead Conference Centre. It is expected that well over 500 people will attend RDF23 and this promises to build on the huge success of RDF18 and RDF19. The 2019 Annual NHS R&D Forum held at Hilton Brighton Metropole. Almost 600 people attended RDF19. The Sunday Evening included a Workshop and Networking Buffet which over 300 people attended. RDF19 also saw over 60 speakers, 20 Exhibitors, 7 Sponsors as well as a very interactive Gala Dinner. The Gala Dinner was attended by almost 500 people and included Five Awards presented to the winners of Best Abstracts and Best Posters. Unfortunately, due to COVID it was not possible to hold RDF20, 21 and 22 and so we are pleased to announce that we will be returning to in-person events for RDF23.

The Event attracts a wide range of delegates from across the UK. Roles include NHS R&D Directors, R&D Managers, Quality Assurance Directors, Finance & Administration roles, Project Managers as well as Patient Group representatives. The Event also attracts representation from the NIHR, HRA, MHRA, Department of Health as well as a wide range of associated groups and organisations.

RDF23 Sponsorship Opportunities are categorised in three sections: **Gold, Silver & Bronze**. The levels reflect the amount of exposure that the Sponsorship will provide and also how the Sponsor will be referred to on event promotional branding.

Gold Level

Premier Sponsor (8 only)
Networking Sponsor (1 only)
Gala Dinner Sponsor (1 only)

Silver Level

Poster Zone Sponsor (1 only)
Interactive Sponsor (1 only)
Photography Sponsor (1 only)

Bronze Level

Awards Sponsors (2 only)
Lanyard Sponsor (1 only)
Notebook Sponsor (1 only)



Sponsorship

Premier Sponsor

Premier Sponsors of RDF23 will be able to benefit from the following:

- Organisation Logo displayed underneath the event title on electronic and printed materials (e.g. delegate guide, website, signage).
- Organisation Logo displayed at the front of the main Conference room throughout the event
- Full page full colour advert in the delegate guide
- Logo, description and web link to your organisation from event website
- Social Media acknowledgements from the NHS R&D Forum
- Opportunity to display a roller banner at a highly visible location within venue

Price: £1500 per sponsor

*8 premier sponsors includes the Networking & Gala Dinner Sponsors

Networking Sponsor

The Networking Sponsor for RDF23 benefits from becoming a Premier Sponsor together with a large number of additional benefits. As Sunday Evening Sponsor this allows the Sponsor to make a short presentation to showcase their organisation as well as place giveaways on the tables, do a prize draw and work with the Organising Team to maximise the visibility for the Sponsor. The Sponsor benefits from additional exposure during the lunch and coffee breaks on the Monday and Sponsors an Award at the Gala Dinner. The RDF23 Networking Sponsor benefits from being a Premier Sponsor plus:

- Sunday Night Sponsor referenced on Website and Delegate Guide
- Opportunity to give 5 minute presentation about organisation at start of the Sunday evening networking evening
- Table talkers with logo and advert on each table
- Table talkers displayed on Monday at break and lunch times
- Sponsor the Delegate Choice Poster Award and present prize on stage at the Gala Dinner and have logo on the award
- The Networking Sponsor automatically becomes a Premier Sponsor for RDF23

Price: £3,000



Event App Sponsor **NEW**

An event app allows delegates to get the very best out of the event by managing their time, enhancing networking and having the information about the programme and exhibitors at their finger tips. The RDF23 Event App Sponsor will get all the benefits of being a Premier Sponsor as well as the following:

- Event App with integrated Sponsor Branding
- Opportunity to put digital adverts on the event app
- Announcement prior to the event about being the sponsor along in the invitation to use the app

This is a high profile sponsorship and one that will get the largest visibility at the RDF23 Event.

Price: £4,000 (includes Premier Sponsor)

Gala Dinner Sponsor - **SOLD**

The Gala Dinner is one of the social highlights of the Annual NHS R&D Forums. With up to 500 people attending this can provide a high profile opportunity to increase recognition of your organisation/brand. The opportunity to sponsor the Gala Dinner is one that is usually very popular and there can be only one sponsor. In addition to the benefits of being a premier sponsor the benefits of sponsoring the Gala Dinner include:

- Organisation logo and brief description/advert on-table menus
- Opportunity to place a gift/flyer/give-away on each place setting at the Gala Dinner.
- Two free places at the Gala Dinner & hosted table (other places at table need to be paid as part of a delegate package or gala dinner ticket)
- Logo, description and web link to your organisation from event website
- Logo on screen during evening
- Opportunity to take part on-stage in the Prize giving during the Awards Ceremony.
- The Networking Sponsor automatically becomes a Premier Sponsor for RDF23

Price: £3000



Interactive Sponsor - SOLD

The RDF23 the Interactive Sponsor will receive a large amount of exposure during the event. RDF23 will include a considerable amount of audience interaction that can be accessed by delegates using their smartphones. This will include polling, voting, Q&As as well as other opportunities. The Sponsor will benefit from:

- Referenced as the Interactive Sponsor on conference mailings and social media
- The software used for the interactivity will be branded with the sponsor logo
- The on screen results on stage will be branded with the sponsor logo
- Full colour 2 page centre spread advert in the delegate guide
- Place up to 2 roller banners around the venue advertising your organisation

Price: £1,000

Poster Zone Sponsor - SOLD

The Poster Zone is where the posters are displayed. The Poster Zone was very popular at the 2019 Event throughout the two days with over 60 Posters on display. Posters are judged for three awards. 1. Delegate Choice Award, 2. Poster Zone Sponsor Award, 3. Overall Winner determined by a Review Committee. The Poster Zone Sponsor has the following benefits:

- Organisation logo on each poster board
- Organisation logo on signage
- Website recognition
- Opportunity to judge the Sponsor Award
- Present the winner with prize on-stage at Gala Dinner and organisation logo on the Award
- Place roller banners in the Poster Zone area

Price: £1250

Photography Sponsor

The photographs taken by our Professional Photographer throughout the event are seen by thousands of people. The sponsor of the RDF23 Photography will benefit from the following:

- Organisation watermark on the photographs posted online and on social media from RDF23
- Sponsor logo included in marketing materials and delegate guide
- Opportunity to have a photo session with your exhibition stand and stand personnel during the event (an exhibition stand is not included in the price of this sponsorship)

Price: £850



Award Sponsors

The Awards section of the Gala Dinner provides excellent promotional opportunities for your organisation. Sponsoring an Award allows your organisation to obtain the following benefits:

- Logo on the award
- Referenced on the website and delegate guide as award sponsored by your organisation
- A representative from your organisation to present the award on stage at the gala dinner

Prices:

Best Abstract Award (1st & 2nd Place): £300

Overall Best Poster Award: £350

Lanyard Sponsor - **SOLD**

Lanyards give a great opportunity to promote your organisation at RDF23. With up to 600 people wearing the lanyards the exposure of the brand is comprehensive. Lanyards must be provided by your organisation to us no more than 4 weeks prior to the event.

Price: £800

Lanyards provided by the Sponsor and sent to us 4 weeks prior to the event

Notebook Sponsor

Each delegate will receive a notebook in their Conference bag for RDF23. The Notebook Sponsor provides their own branded notebooks for inclusion in the delegate bags. The Sponsorship provides the opportunity to have the book included in the bags but does not include the provision of the notebooks. The Sponsor is required to provide the Conference Organisers with the requested number of notebooks no less than 4 weeks prior to the event.

Price: £250

Exhibition Stands

An excellent way to promote your organisation at RDF23 is to attend as an Exhibitor. Exhibition Stands will be located on the ground floor of Sage Gateshead which is where all refreshments, lunch, and the Conference Dinner will take place. All delegates will have to pass through this area throughout the 2 days. It is also worth noting that delegates will be able to look down over the exhibition area from the mezzanine areas of the upper floors (conference rooms) and so large format branding may also help promote your organisation.

All exhibition stand space have the following:

- Wi-fi
- Power
- Table and 2 chairs
- 1 exhibitor person attending daytime only (this can be upgraded to include B&B and Dinner at extra cost)

The exhibition area is a single space for RDF23. There are 2 price zones.

Tyne Zone:

This is to the central and western side of Sage. Located near the entrance/exit and the central part which will provide maximal visibility.

Max stand size: 4m

Price per stand:

- **Commercial: £1,200**
- **Non-commercial, charity or government: £900**

Millennium Zone:

This is to the eastern side of Sage.

Max stand size: 3m

Price per stand:

- **Commercial: £800**
- **Non-commercial, charity or government: £600**

Exhibition Personnel

Included Stand Person Package

The one person who is included in the price of the Exhibition stand can add B&B and the Gala Dinner to their booking through the Included Person Package. This package includes: Entrance to conference as stand personnel on both days (does not include entry to sessions), Coffee & Lunch, Gala Dinner and B&B Accommodation at one of the Conference hotels.

Prices:

1 Night B&B: £175

2 Nights B&B: £325*

Exhibitor Package

Additional exhibition stand personnel can also book as a package. This is the Exhibitor Package and includes: Entrance to conference as stand personnel on both days (does not include entry to sessions), Coffee & Lunch, Gala Dinner and B&B Accommodation at one of the Conference hotels.

Prices:

1 Night B&B: £325

2 Nights B&B £475*

* includes entrance to Sunday Evening Workshop & Networking Buffet

Individual Options:

If you do not wish to purchase one of the Exhibitor Packages it is possible to book individual options.

Prices:

Gala Dinner: £50

Additional Stand Person for 2 Days: £230

Demonstration Hour

If you would like to demonstrate your software, your App, your company or just have a gathering of people then there is an opportunity to do this at RDF23. The session would be an optional session that would be a follow on to the main programme. This would be at the end of the Monday Programme. The organisers will work with you to invite delegates and promote the session. Any additional costs, e.g. drinks, AV, will be passed to you at cost price.

Price: £750 (excluding additional costs e.g. drinks, AV)

Advertising in Delegate Guide

The Delegate Guide is a printed, full colour and bound handbook for the event and a copy is provided for each Delegate and Speaker. The Guide contains the Programme, Speaker Biographies, Exhibitor and Sponsor details and advertising. All adverts are full colour A4 format.

Prices:

Inside front cover: £200 | Rear cover: £200 | Main body advert: £150

**Visit www.rdforum.nhs.uk
to book your Sponsorship & Exhibition Opportunities**



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