




# Homecare Association



## *Digital Technology and Transformation in Homecare Conference 2022*

in partnership with  Digital  
Social Care

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Sponsorship and  
exhibitor opportunities

Shaping homecare *together.*

# Introduction

**The Homecare Association is delighted to launch its Digital Technology and Transformation in Homecare in Homecare Conference in partnership with Digital Social Care.**

The one-day conference will take place on Thursday 17th November 2022 at London's newest flagship venue, The View in Lincoln's Inn Fields. The View is the headquarters of The Royal College of Surgeons in England and the Faculty of Dental Surgery.

We will welcome leading speakers from across the health and care sector to share digital technology best practice, inspire innovation and provide thought provoking debate as we shape digital transformation in homecare.



**As an Affiliate Member of the Homecare Association or supplier to the homecare sector, this conference offers a unique and valuable opportunity to raise awareness of your products and services to a relevant and engaged audience.**

We anticipate between 100-120 delegates will attend this event. The event gives you unrivalled access to major influencers and key decision makers in the digital homecare market, including business owners, directors of homecare, digital transformation managers, registered managers, and franchise owners.



# Exhibition programme

Showcase your products and services to key decision makers



The Homecare Association's Digital Technology and Transformation in Homecare Conference provides an unmissable exhibitor opportunity for your organisation. As a conference exhibitor you will have the opportunity to showcase your digital and technology products and services, establish new contacts and build relationships, generate leads, and raise awareness of your brand. Ultimately it presents an opportunity to grow your digital business.

## Our exhibitor package includes:

- Exhibition space in Park View on the 6th floor, which will also be used by for lunch and all refreshment breaks giving you strong footfall during these times.
- 2m space with poseur table (size of table: H 1140mm x W1800mm x D600mm) and electrical sockets
- Free WIFI
- Logo, weblink and company details on conference webpage
- Access and conference passes for plenary sessions for two stand exhibitors
- Lunch and refreshments for two stand exhibitors
- Listed as an exhibitor on the Homecare Associations website conference page

Please refer to the exhibitor floor plan on page 4.

Prices are £750 for space only.

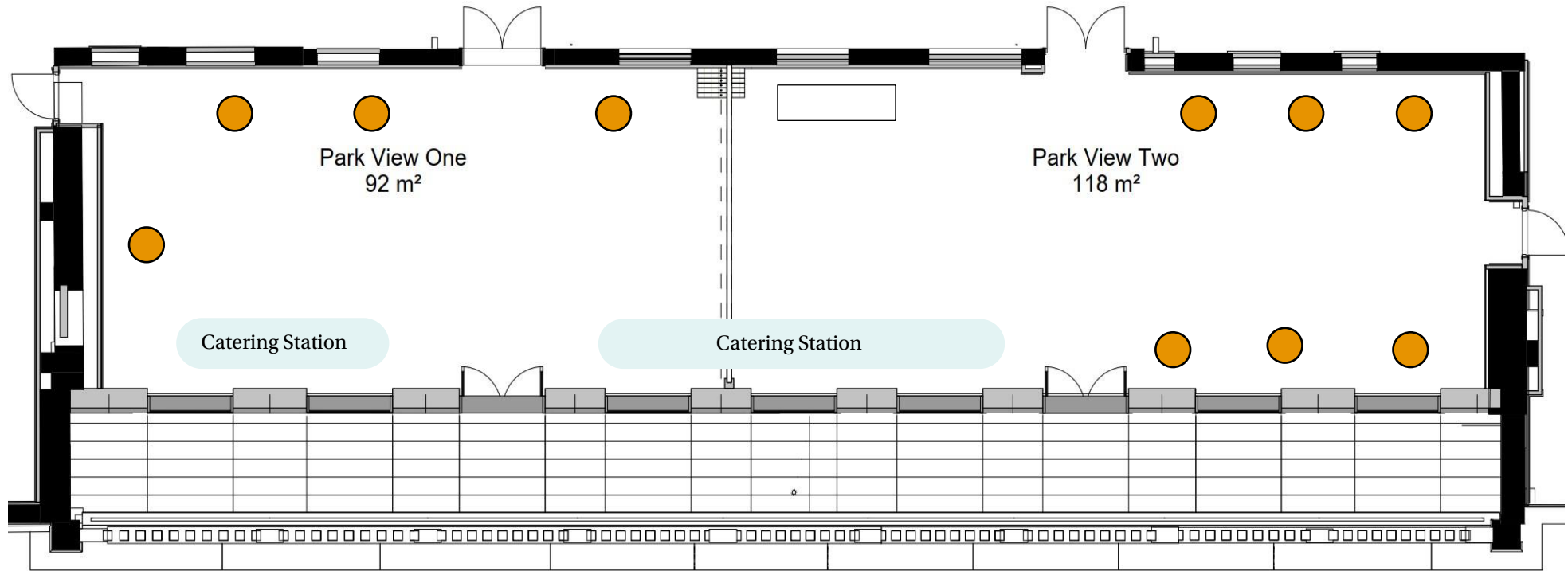
If you require additional exhibitor passes these are available at £145 (+VAT)





# The Park View

Sixth Floor





# A powerful sponsorship programme

to elevate your brand



**The Homecare Association has created a series of powerful sponsorship opportunities that enable you to expose and elevate your brand to key decision makers in the homecare market.**

Sponsorship opportunities include:

- Main conference sponsor
- Conference co-sponsor
- Delegate conference bag
- Pens
- Conference lanyards
- Hand sanitisers
- Hand sanitisers
- Inserts in delegate bag

## **Main conference sponsor (SOLD) £3,500 (+ VAT)**

This main conference sponsor is guaranteed a high-profile presence at the conference. It combines a range of marketing opportunities and exhibition space, so you get maximum exposure of your brand as a leading provider of digital and technology products and services to the homecare sector.

## **Package includes:**

- Extensive use of your logo on all conference literature, including the delegate programme, holding slides and all publicity material
- 2m space with poseur table (size of table: H 1140mm x W1800mm x D600mm) and electrical sockets
- Acknowledgment from the CEO and Chair during the opening and closing address
- Opportunity for representative to be part of plenary session and/or panel Q&A
- Full page article/profile in delegate programme
- Full page advert in delegate programme
- Full page advert in the Homecare Magazine conference special in December
- Logo, weblink and company details on conference webpage
- Insert in delegate bag
- Access and conference passes to the plenary sessions for two delegates
- Lunch and refreshments for two delegates

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**Conference co-sponsor (one available) -  
£2,000 (+ VAT)**

**Package includes:**

- Extensive use of your logo on all conference literature, including the delegate programme, holding slides and all publicity material
- 2m space with poseur table (size of table: H 1140mm x W1800mm x D600mm) and electrical sockets
- Acknowledgment from the CEO and Chair
- Half page advert in delegate programme
- Half page advert in the Homecare Magazine conference special in December
- Logo, weblink and company details on conference webpage
- Insert in delegate bag
- Access and conference passes to the plenary sessions for two delegates
- Lunch and refreshments for two delegates



# Other sponsorship opportunities



## **Delegate bag sponsor - £1,750 (+ VAT)**

Delegate bags are given to each conference delegate on arrival to hold all conference materials. Your logo will appear prominently on one side of the bag, with the Homecare Association and Digital Social Care's logos on the reverse. We know conference bags are very popular and continue to be used by delegates throughout the year.

## **Conference lanyards - £550 (+VAT)**

Every delegate will receive a lanyard with their badge at registration. The lanyard will feature both your logo and that of the Homecare Association and will be worn to hold the conference badge by every delegate throughout the conference, giving your organisation strong brand exposure.

## **Delegate bag insert - £500 (+VAT)**

Insert your brochure or leaflet inside every delegate bag to ensure your product information reaches every delegate.

## **Pocket notebook (A6) - £800 (+ VAT)**

Every delegate will receive a ruled pocket notebook in their delegate bag. The notebook will feature both your logo and event branding.

## **Affiliate member product demonstration – 'The Lightning Hour' - £800 each (ex VAT)**

We are offering five Affiliate Members the opportunity to deliver a 10 minute product demonstration to conference delegates in our 'Lightning Hour'. This will give you the opportunity to explain your digital technology and generate leads for your product or service.





# Advertising packages

## Atrium glass panels marketing (POA)

Capture the essence of your company and truly stand out with an amazing branding option at The View. You can brand one of the atrium glass panels in the main conference area from £85 + VAT each. The venue will work with you to understand your exact requirements and then provide an overall cost. Please note there will be an installation charge.

## Pull up banner display (four available) - £450 (+ VAT)

Display your pull up banner in the Park View suite on the 6th floor where the conference plenary will be held to raise awareness of your products and services.

## Advertising in the delegate programme (four available of each size) – see pricing below

- Full page advert - £850 (+VAT)
- Half page advert - £500 (+VAT)

## Advertising in the conference issue of our member magazine 'Homecare' in the December issue (two available of each size) – see pricing below:

- Full page advert - £750 (+VAT)  
– rate card price £1,000
- Half page advert - £500 (+VAT)  
– rate card price £750

## Further information

All prices listed are exclusive of VAT.

The exhibitor and sponsor joining instructions will be sent two weeks prior to the conference

Immediate payment is required at time of booking to secure the sponsorship opportunity or exhibition space.

Opportunities are allocated on a first come, first served basis.

If you would like to discuss a bespoke sponsorship package for your organisation, then please get in touch with our events team at: [events@homecareassociation.org.uk](mailto:events@homecareassociation.org.uk) to discuss your proposal.

We will consider requests to negotiate the cost of sponsorship packages.

Accepting sponsorship does not advocate endorsement or support for the sponsors' product or service.

For further information about any of our exciting sponsorship or exhibitor opportunities, please contact Liam Pavesi, Membership Recruitment and Engagement Manager at:

[liam.pavesi@homecareassociation.org.uk](mailto:liam.pavesi@homecareassociation.org.uk) or call **07867 450138**



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Transformation in Homecare