



The International
Technology Enabled Care
Conference 2019

15th-16th Oct 2019
The ICC, Birmingham



CITIZEN POWERED COMMUNITIES

2019 SPONSORSHIP OPPORTUNITIES



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@TSAvoice #ITECconf19



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Welcome



TSAs President and former Minister of State for Care Services, Rt Hon Paul Burstow will chair this year's conference.



The International Convention Centre (ICC) Broad Street, Birmingham B1 2EA

We are delighted to announce that the TSA2019 International Technology Enabled Care Conference (ITEC 2019) returns to The ICC in Birmingham city centre for an exciting programme of events and discussion.

The conference themed around Citizen Powered Communities, will:

- Provide thought leadership – setting and influencing the TECs agenda, offering insight and information about the latest and future direction of TECs
- Give practical advice on routes into state and self-pay markets and new service models
- Offer problem solving tools and advice.

Packed with industry leaders and influential plenary speakers, ITEC 2019 will attract more than 850 attendees, with start-ups and expanding businesses looking for opportunities to gain insights, discover new products, network and grow.

Our sponsors can expect a wide range of highly targeted opportunities to raise brand awareness and promote their products and services to this diverse audience.



SPONSORSHIP

ITEC 2019 gives you the opportunity to promote your brand to businesses and senior representatives spanning the length and breadth of the technology enabled care industry. From ambitious digital start-ups to established companies looking to develop into new areas; from influential industry leaders to policymakers; and from commissioners to people working on the frontline. This is an opportunity to stand up, stand out and be seen.

THE OPPORTUNITIES

Gala Dinner

► GALA DINNER SPONSORSHIP

For 2019 TSA is looking for a sponsor to help develop and grow the Gala Dinner aspect of the 2019 Conference.

This opportunity will give the Gala Dinner sponsor maximum profile throughout the whole evening, to an audience up to 550 attendees. The Gala Dinner attracts key figures from the TEC sector and TSA also invite all plenary speakers and key senior government officials from the Conference to attend free of charge.

The supporting organisation will work with TSA to shape the 2019 Gala Dinner, including an opportunity for a senior official from the sponsoring organisation to address the evening's audience with a 5 minute speech.

The 2019 Gala Dinner will once again feature the ITEC Awards.

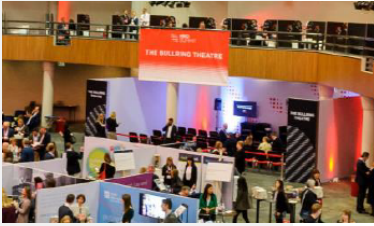
This opportunity includes:

- Up to 3 tables for the Gala Dinner – you will have the pick of the floor plan to ensure you have a premium location within the room allowing you to reserve dedicated tables for you and your invited guests. (Tables seat 10 people)
- You will have first access to a list of the pre-booked dinner attendees and you will have the opportunity to invite them as your guests, creating a seating plan for your own tables to suit your business needs. (Guests must be pre-booked and must have paid to attend the Gala Dinner directly with TSA).
- An additional table to seat commissioners – You will be allocated 8 free tickets to the dinner and will have access to the list of commissioners that are attending the conference. You will be able to invite them as your guest to sit on your company table, no additional charges will apply.
- The opportunity to address the gala dinner attendees and deliver a 5 minute speech, within the evenings proceedings.
- The opportunity to present one of the ITEC Awards.
- 2 x invitations for your senior team to sit on the top tables during the prestigious Gala Dinner, where they can network with industry leaders and key influential figures.
- A special thanks will be made on the evening during presentations for your kind support, raising your brand awareness to guests.
- An opportunity for branding within the pre dinner drinks reception
- The Gala Dinner sponsor will have their logo featured on all promotional materials, both digital and printed, including:
 - o ITEC Conference website (with live links through to your organisations website)
 - o Menu cards
 - o Gala dinner lectern
 - o Branding on the main screen in the room
 - o The digital table plans
 - o Media wall located in the registration foyer (during the pre dinner drinks)

This opportunity is to sponsor the 2019 Gala Dinner and not the ITEC Awards, however TSA will publicise both the gala dinner and the ITEC Awards for the 6 months prior to the event, and your organisation will be named on all communications that relate to the Gala Dinner.

Investment: £10,000

**NEW
FOR 2019**



The above image is an example of how the zone will be opened up to be more integrated to the exhibition space. It does not represent a final design

► INNOVATION STAGE SPONSOR

For 2019 there is an opportunity to sponsor the highly popular Innovation Stage, the innovation stage is a theatre space located within the exhibition hall.

The Innovation Stage has grown in popularity over the last few years and in 2019 the Innovation Stage will feature increased floor space, open access to the rest of the exhibition hall, and conference headsets that will enable attendees at the Innovation Stage sessions to be fully engaged with the speakers, whilst keeping the Innovation Stage as open and as integrated with the rest of the exhibition hall as possible.

Sponsors of the innovation stage will receive:

- An opportunity to present on the Innovation Stage (approx. 15 minutes), on either day of the conference
- The opportunity to be involved in the opening session on each day of the conference
- The opportunity to chair a full session (approx 1 hour in length) on each day of the conference
- An acknowledgment, as the stage sponsor, in the opening session of each day
- The ability to place a leaflet on the theatre seats before each session of the conference
- Data capture - a scanner will be used as delegates enter each session, and the theatre sponsor will receive the data on who has attended sessions that they present in
- Branding on the Innovation Stage programme (online and in print)
- Logo featured on the holding slides used in the innovation stage
- Logo featured on the signage for the Innovation Stage
- A message to be played on the Innovation Stage headsets at the close of each session
- A listing on the sponsors page of the ITEC Conference website

Investment: £4,500

**NEW
FOR 2019**

This image is an example of how the App may look and does not represent a final design



► CONFERENCE APP SPONSOR

Place your company's products and services in the hands of more than 850 conference delegates.

Exclusive sponsorship provides high-exposure placement in the Conference App that will drive traffic to your company's on-site presence, or website, before, during and after the event.

The Conference App will be the primary mechanism by which delegates choose sessions to attend, and navigate around the conference. The App works across both Apple and Android platforms, and will include features like:

- The conference programme
- Breakout session information
- Speaker biographies
- Sponsors profiles
- Exhibitor listings and floor plan
- Instant announcements
- Ability to ask questions within the plenary sessions
- Live polling

Conference App sponsorship includes:

- Being named as the 'Conference App Sponsor' in the conference handbook and on the conference website
- Splash screen logo placement – the splash screen is the first screen seen when the app opens. It is an introduction to the app and an introduction to your company as the app sponsor
- An advert banner – a custom banner will be included at the footer of the app on every single page including a click through url to a page of your choice
- Push notifications – you have the ability to send one message per day, directly to the devices of those that have downloaded the conference app. Highlight a particular session or a key message, or event promote a stand giveaway, engage directly with attendees in this unique way.
- Event analytics – following the event you will receive details on who has downloaded the app and who has clicked on the different links/adverts on the app. All interaction within the app is recorded and stored to create a list of business leads for you to use following the conference.
- A listing on the sponsors page of the ITEC Conference website

Investment: £4,500

**NEW
FOR 2019**



The above image shows the media walls position s an example of how the zone could look and does not represent a final design

► REGISTRATION ZONE AND MEDIA WALL SPONSOR

Sponsoring the registration desk provides a company with the opportunity to reinforce and enhance their brand to the 850+ attendees as soon as they arrive at the conference.

Located at the heart of the conference and alongside the main entrance to both the plenary and exhibition halls, our registration area will be a focal point for all delegates and speakers arriving at the conference

Your organisation will receive:

- Your logo included on each of the registration booths (located on the kick panels)
- Your logo will be predominately positioned on the media wall located behind the registration desks, during the day sessions of the conference only. The media is a focal point as its displays important conference information including the programme timings and our live twitter feed; keeping delegates up to date with conference debate and discussion (please note that the headline sponsors logos will also be featured on the media wall).
- Your logo featured on the blade screens that direct people to the registration area. Screens feature in the ICC Mall and the registration foyer areas)
- A listing on the sponsors page of the ITEC Conference website

Investment: £3,000



► NETWORKING AND COLLABORATION ZONE

The Networking and Collaboration Zone is designed to give attendees the opportunity to take the break they need whilst keeping them connected to conference.

The Networking and Collaboration Zone will be conveniently located on the balcony area within the exhibition hall, so delegates will still feel they are at the heart of the conference. Access to the networking lounge will be from either the main exhibition hall, or from a separate entrance located close to the registration area.

A relaxed atmosphere guarantees a positive environment for business networking.

The Networking and Collaboration Zone may include:

- A welcome desk – welcome delegates into the lounge area, you will be provided with a scanner, so you can capture the details of the delegates that have utilised the lounge.
- Branding – an electronic screen will be provided within the lounge for your logo/welcome message.
- Branding – included in the package will be 8m x 2m exhibition banner, giving exposure of the Networking and Collaboration Zone to the whole exhibition, your logo/message will be included on this
- Branding - bring along pop up banners, literature, to maximise brand exposure
- Have your logo feature on signage, directing delegates from the main conference areas into the Keep Connected Lounge
- An area dedicated to device charging, delegates will have the access to charge their devices in a comfortable environment
- Tea, coffee and water station

Help shape the lounge area by working with TSA to devise a bespoke package.

Investment: Call to discuss



► CONFERENCE BAG SPONSORSHIP

We can offer a prime branding opportunity to the conference bag sponsor as delegate bags will be given to all attendees upon arrival.

TSA will source and arrange the print of the bags and your logo will feature in full colour on one side of the bag (maximum size 150mm x 150mm). Main event sponsors' logos will feature on the opposite side of the bags.

Sponsorship of the conference bag also provides an opportunity for you to include a promotional insert (leaflet or product) worth £250.00.

Investment: £2,500



► CONFERENCE LANYARDS

Ensure that delegates carry your brand close to their heart, with your logo printed on the conference lanyard worn by all attendees, exhibitors, sponsors and speakers.

TSA will source and arrange print of the conference lanyards including your logo.

The lanyard sponsor will receive:

- The sponsor's logo/message/stand number printed on all lanyards
- Lanyards distributed to c850 attendees
- An insert into the delegate bag
- A listing on the sponsors page of the ITEC Conference website

Investment: £2,500



► CONFERENCE BAG INSERTS

Reach delegates with your marketing or sales message by having a promotional leaflet, flyer or other item included in the conference delegate bag.

Limited availability.

Investment: £250 (leaflet/flyer*)

Investment: £350 (promotional item)**

*TSA reserve the right to refuse the opportunity depending on the proposed content of the insert

**Food or drink items may incur an additional corkage charge



► EXHIBITION BANNER

Have your logo and marketing message strategically located high up inside the main exhibition hall.

Exhibition banners will be hung from the balcony areas, banners will have a 2 metre drop and a minimum width of 2 metres

Simply provide us with artwork that will grab attention and increase your presence within the exhibition hall.

Limited availability

Investment: £350 (2m x 2m banner)



► FLOOR GRAPHICS WITHIN THE EXHIBITION HALL

Have your logo and message strategically placed on the floor within the Exhibition Hall. Graphics will be placed at agreed locations within the main hall and can be strategically located to direct traffic to your stand.

Provide us with artwork and we will produce the graphic on your behalf.

Limited availability

Investment: £150 (per square metre)



► GALA DINNER TABLES

The 2019 Gala Dinner will take place at ICC Birmingham. Sponsorship of the Gala Dinner tables allows you to reserve dedicated tables for you and your invited guests. Tables seat 10 people and are allocated on a first come first served basis so please contact the TSA office now to avoid disappointment.

Guests must be pre-booked and must have paid to attend the Gala Dinner directly with TSA. You will receive a list of the pre-booked dinner attendees and you will have the opportunity to invite them as your guests, creating a seating plan for your own tables that suit your business needs.

Limited availability

Investment: £225 (per table)



► LEAFLET DISTRIBUTION

Your leaflets/literature will be distributed directly into the delegates' hand or placed on the seats within the main plenary room.

Have our conference staff hand out your leaflets directly to delegates as they enter/exit the plenary sessions.

Limited availability

Investment: £500 (per leaflet / per day)



► CONFERENCE HANDBOOK ADVERTORIALS

The conference handbook will be issued to all attendees on arrival at the conference and will be of huge importance to them over the course of the event.

The handbook will include the conference programme, details on all plenary and breakout sessions and the all-important exhibition floor plan.

Strategically place your messaging within the handbook, to ensure maximum exposure for your brand. An Advertorial will be made up of half a page editorial and half a page advertisement

Limited availability

Full page - £500.00



► BESPOKE PACKAGES

If you have your own ideas of how you would like to optimise your brand awareness at the International Technology Enabled Care Conference please talk to us.



LET'S TALK...

To discuss any of the opportunities or any ideas you may have, please contact TSA on:



Tel: **01625 520 320**

Email: **events@TSA-Voice.org.uk**

Important information: All prices exclude VAT which will be charged at the prevailing rate. All promotional opportunities include a listing in our conference handbook.

For further information on the opportunities available, please contact:
Alan Williamson on **01625 520 320** or email: **events@TSA-Voice.org.uk**