



CITIZEN POWERED COMMUNITIES

SPONSORSHIP OPPORTUNITIES



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@TSAvoice #ITECconf2



The International
Technology Enabled Care
Conference 2021

30th - 31st March 2021
The ICC, Birmingham

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 TSA International Technology Enabled Care (ITEC) Conference returns to The ICC in Birmingham city centre for an exciting programme of events, discussion and networking.

The conference themed around Citizen Powered Communities, will:

- Provide thought leadership – setting and influencing the TEC 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 2021 will attract more than 900 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 a TEC health & social care diverse audience.



SPONSORSHIP

ITEC 2021 is a key opportunity to promote your brand to businesses, industry leaders and decision makers across the entire technology enabled care industry.

From ambitious digital start-ups to established companies looking to develop into new areas; from industry influencers to policymakers; and from commissioners to people working on the frontline. This is an opportunity to stand up, stand out and be seen.

ITEC is the seminal TEC conference in the annual calendar.

THE OPPORTUNITIES

Gala Dinner

GALA DINNER SPONSORSHIP - SOLD OUT

TSA is looking for a sponsor to help develop and grow the Gala Dinner concept.

This opportunity will give the Gala Dinner sponsor maximum profile throughout the whole evening, to an audience of 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 Gala Dinner, including an opportunity for a senior official from the sponsoring organisation to address the evening's audience with a 3 minute welcome speech in collaboration with the TSA CEO.

The Gala Dinner will once again feature the ITEC Awards.

This opportunity includes:

- Up to 5 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 3 minute welcome speech in collaboration with the TSA CEO.
- 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 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 2021**

THE LEADERS LOUNGE

Speaker Lounge Sponsorship

Located within the Exhibition Hall the leaders lounge will be a semi-private area that all speakers will have access to over the course of the conference.

On arrival at the conference, speakers will check in at the leaders lounge and will liaise with our speaker management team and our AV team, who will both be located in the leader's lounge.

The leaders lounge will be an area for our senior officials to relax in before and after their speaking slots. The leaders lounge will provide a comfortable environment for speakers and it will allow the sponsoring organisation the opportunity to engage and network with the senior industry leaders that are presenting over the duration of conference.

This opportunity includes:

- Four passes allowing access into the lounge over the duration of the conference, to be used by your company staff and their guests.
- The sponsoring organisation will have exclusive placement of up to 3 x pop up stands and two literature racks allowing you to place marketing collateral in the leader's lounge
- Logo to feature on a large 4m x 2m hanging banner located prominently next to the entrance of the lounge.
- Logo to feature on floor stickers giving directions from the registration area to the leader's lounge
- A listing on the sponsors page of the ITEC Conference website
- A listing on the sponsors page of the ITEC Conference App
- Tea, coffee & water station

Investment: £5,000



NETWORKING AND COLLABORATION ZONE - SOLD OUT

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 (according to bespoke requirements)



INNOVATION STAGE SPONSOR - SOLD OUT

For 2021 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 2021 the Innovation Stage will be an open plan stage that allows access to the rest of the exhibition hall. Conference headsets will again be provided to 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 the opening session on the Innovation Stage (approx. 15 minutes), on the first day of conference.
- The opportunity to present during a session on the second 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
- Logo featured on the holding slides used in the Innovation Stage
- Logo featured on the signage for the Innovation Stage
- A listing on the sponsors page of the ITEC Conference website
- A listing on the sponsors page of the ITEC Conference App



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

Investment: £5,000

CONFERENCE APP SPONSOR - SOLD OUT

Place your company's products and services in the hands of more than 900 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
- Direct messages between delegates

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
- A sticky ad 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 who 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



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



The above image shows the media walls position and 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 900+ 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 is 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 wall is a focal point as it 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
- A listing on the sponsors page of the ITEC Conference app

Investment: £3,500



CONFERENCE LANYARDS - SOLD OUT

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 c900 attendees
- A listing on the sponsors page of the ITEC Conference website
- A listing on the sponsors page of the ITEC Conference app

Investment: £3,000



EVENT MARKETING PACK

New for 2021, we are offering our exhibitors the opportunity to purchase an event marketing pack. This will take the burden from you and will support you in bringing together all the key elements of the conference that you can then use to publicise your involvement in conference pre and post event.

The event marketing pack will include:

- Photos of your exhibition stand and staffteam.
- We will allocate you a 15-minute slot with our event photographer, so you can get a range of images of your stand, on-site team and invited guests.
- A pre-event press release template that you can use in the run up to conference.
- A post event press release template that you can use following the event including your company logo that you can circulate out to your networks
- Example social media posts that you can use across your digital channels
- A copy of the final attendance list

Investment: £995



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)

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GALA DINNER TABLES - Limited Availability

The 2020 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: £250 (per table)

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EXHIBITION BANNER - Limited Availability

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)

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FLOOR GRAPHICS WITHIN THE EXHIBITION HALL - Limited Availability

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)

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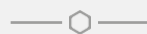
BESPOKE PACKAGES

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**

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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**