



EXHIBITION - CONFERENCES - NETWORKING

**INDEPENDENT
HEALTHCARE
FORUM
2012**

MEDIA INFORMATION PACK

INDEPENDENT HEALTHCARE FORUM 2012

We are pleased to present Laing & Buisson's second **Independent Healthcare Forum**, an event encompassing three major conferences and an exhibition area representing a selection of providers to the industry.

The 2011 Forum drew over 200 delegates and participants not only from a range of independent acute, mental health, community health and social care services (as well as ancillary services) but also from the advisory community and commissioning fields.

Laing & Buisson is the only organisation to bring the independent sector together in this way, and arguably the only one trusted to do so.

The **Independent Healthcare Forum** will consist of three conferences: the Acute Healthcare conference, the Mental Health conference, and a conference for Private Patient Units and smaller providers.

The Acute Healthcare Conference will review developments within the independent acute hospital, community health and primary care sectors and explore current business challenges and future opportunities in the light of the NHS reform programme.

The Mental Health Conference will focus on the available opportunities in the delivery of NHS services and the impact that personalisation and devolved commissioning have on the provision of mental health services and for service users.

The Training Workshop for private patient units will address challenges faced by smaller providers.

The Independent Healthcare Forum offers a unique opportunity for organisations to place their businesses in front of key personnel from the independent sector. A range of opportunities exist for sponsorship, advertising, exhibiting and for delegates attending this unique and prestigious event - helping you to achieve your objectives for publicity, promotion, sales development and marketing.



William Laing
Chief Executive
Laing & Buisson

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media partners



your
chance to
sponsor

why
sponsor the
**INDEPENDENT
HEALTHCARE
FORUM**

The Laing & Buisson Independent Healthcare Forum offers a unique opportunity for organisations which operate in, or support and service the fast developing independent healthcare sector to place their names before their client base.

Sponsorship opportunities exist across a number of elements including title sponsorship, conference sponsorship and exhibition spaces.

The **Independent Healthcare Forum** offers excellent opportunities to help sponsors achieve their objectives for company/brand awareness, sales and marketing.

There are a number of packages available - ranging from full title sponsorship of the entire event to focused sponsorship of a specific conference.

- Increase your organisation's exposure at a highly prestigious event
- Superb networking opportunities
- Achieve considerable industry PR
- Breadth of coverage - no other event covers the entire independent healthcare sector and none encompasses acute or primary healthcare providers
- Target the most influential people in the sector via **Laing & Buisson's** uniquely powerful database
- Get your organisation noticed by key decision makers
- Use the **Independent Healthcare Forum** to communicate your company's services and values
- Promote your organisation through both *Community Care Market news* and *Healthcare Market news*
- **Laing & Buisson** events have for many years attracted in excess of 250 delegates

TITLE SPONSORSHIP

As title sponsor of the Independent Healthcare Forum, your organisation would receive the following benefits:

- An opportunity for a senior executive to deliver a five minute keynote address
- The opportunity of hosting a dinner the night before
- An exhibition stand in a prime location
- A full page (special position) advertisement in the Forum brochure and exhibition guide
- Your company logo on the **Laing & Buisson** conferences website while the event is being marketed
- Your logo projected centrally throughout the day
- Prominent positioning of your logo on all promotional material, including adverts and advertorials in both of **Laing & Buisson's** leading business newsletters *Community Care Market news* and *Healthcare Market news*, and all e-marketing activity
- **Laing & Buisson** representatives will work closely with you to ensure delivery on all objectives
- Three free delegate places to the Forum (plus two exhibitor passes)
- Forum brochure for all delegates and exhibitors
- Refreshments provided throughout the day
- Other benefits may be available upon further discussion

Price of the title sponsorship for the
INDEPENDENT HEALTHCARE FORUM 2012
 is available on request



The Independent Healthcare Forum 2011 was held at the Radisson Portman Square, London. The 2012 venue will be confirmed shortly.

your
chance to
sponsor

CONFERENCE SPONSORSHIP

The Independent Healthcare Forum will include three major conferences and a workshop.

There is an opportunity for sponsorship for each of these three events.

Benefits include:

- Your company logo displayed on the title slides throughout the conference
- An exhibition stand in a prime location
- A whole-page advertisement in the Forum brochure and exhibition guide and company logo displayed within the conference delegate folder
- Three delegate places
- Your company logo on the **Laing & Buisson** conferences website whilst the event is being marketed
- Prominent positioning of your logo on all promotional material, including adverts and advertorials in both of **Laing & Buisson's** leading business newsletters *Community Care Market news* and *Healthcare Market news*, and all e-marketing activity
- Other benefits may be available upon further discussion debate sponsorship

Conference sponsorship at

INDEPENDENT HEALTHCARE FORUM 2012

costs £10,000*



EXHIBITION SPACE

A limited number of exhibition stand spaces are available at the Independent Healthcare Forum 2012.

As well as your exhibition stand present at the sector's premier Forum, benefits to exhibitors include:

- One free delegate place at the Forum (plus one exhibitor pass)
- Delegate packs for all delegates and exhibitors
- A half-page advertisement in the Forum brochure and exhibition guide
- Your company logo on the **Laing & Buisson** conferences website whilst the event is being marketed
- Prominent positioning of your logo on all promotional material, including adverts and advertorials in both of **Laing & Buisson's** leading business newsletters *Community Care Market news* and *Healthcare Market news* newsletter, and all e-marketing activity

The conference activity will be managed to ensure maximum footfall opportunities to the exhibition area.



An exhibition stand at the Independent Healthcare Forum will get you unprecedented exposure in the sector

An exhibition stand at

INDEPENDENT HEALTHCARE FORUM 2012

costs £2,500*

INDEPENDENT HEALTHCARE FORUM 2012

FORUM BROCHURE

A glossy brochure and exhibition guide will be produced for the Independent Healthcare Forum 2012 - for distribution to registered delegates and prospective delegates.

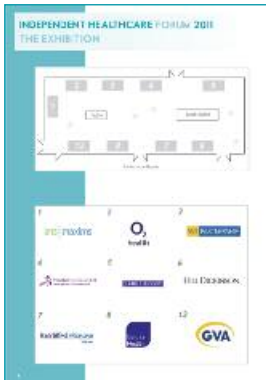
Opportunities exist to advertise within the brochure and exhibition guide.

The brochure will include keynote editorial - but its chief function will be to convey the Forum and exhibition and programme.

Advertising rates in the Forum brochure are as follows:

Double page spread	£2,250*
Special positions (where available)	POA
Whole page	£1,250*
Half-page	£800*
Quarter Page	£500*

Advertorial rates will be along similar lines, but a minimum of one page advertorial will apply.



Pages from last year's brochure

DELEGATES

Delegate rates are set at very competitive levels.

The price structure for those registering as delegates in advance of the Independent Healthcare Forum 2012 is as follows:

Full delegate day rate (includes access to debates and exhibition)	£520* (per delegate)
PPU workshop	£365* (per delegate)

Discounts are available for multiple bookings, please contact Laing & Buisson's Conferences Team on 020 7923 5348 or email conferences@laingbuisson.co.uk

* all prices shown are exclusive of VAT

CONTACTS

Thanks to the independence and expertise which is integral to all of Laing & Buisson's work - from its 'industry bible' market reports and its monthly business newsletters to its unique data offerings - the Independent Healthcare Forum will be a unique and trustworthy reflection of the very best that the independent health and care sector has to offer and has become an annual forum for some of the most forward thinkers operating in the sector.

The decision to sponsor this event, endorse a debate or take a stand in the exhibition is the decision to align your company with the UK's leading voice on healthcare - and in turn the decision to encourage progress in healthcare practice across the country.

To further discuss the wealth of sponsorship opportunities available at the **Independent Healthcare Forum** please contact **Laing & Buisson's** sales manager Karen Ogilvie on 020 7923 5343 or email karen@laingbuisson.co.uk

For delegate sales please contact the **Laing & Buisson** conferences department on 020 7923 5348 or email conferences@laingbuisson.co.uk

For any other information about the **Independent Healthcare Forum** please contact **Laing & Buisson's** conference director Rachel Harper on 020 7923 5344 or email rachel@laingbuisson.co.uk

“the UK’s most prominent
healthcare thought leader”



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