

Independent Healthcare Awards 2012

Media Pack
Awards Sponsorship
Packages



the 2011 awards, in numbers

17 *categories of award received over* **200**

nominations from **50** *of the sectors biggest names*

those entries were brought down to a shortlist of

65 *and set before a judging panel of* **19** *sector*

experts who took their time to pick just **17** *winners*

after sharing dinner with over **500** *members of*

the independent healthcare elite, everyone knew they

had been a part of the number **1** *sector event of*

2011

LAING & BUISSON

Independent Healthcare Awards 2012

Welcome

Laing & Buisson is proud to announce the launch of its seventh annual **Independent Healthcare Awards**, now firmly established as the most prestigious event in the independent healthcare calendar.

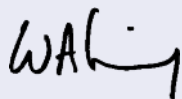
When the idea for the awards was first conceived in 2006, we set out to create something that would recognise commercial success but also reward the numerous examples of best practice and outstanding quality in the independent healthcare sector.

Now more than at any time in the last seven years we need a showcase for talent and innovation in the sector - a place where it can demonstrate the considerable contribution it makes to health and social care in the UK.

Public sector spending cuts, pressure on the NHS to make unprecedented efficiency savings and a new onus on the private and voluntary sectors to drive the country's economic growth are conspiring to change the healthcare landscape. This government's policies cut across all departments and point in one direction: a shrinking public sector and a much larger role for the private, voluntary and social enterprises which together make up the independent sector.

In 2012, we will continue to showcase the skills, leadership and entrepreneurial spirit which exist in the sector as well as pay tribute to the teams and individuals who deliver outstanding services for patients. This year, we are also introducing new categories in primary care and out of hospital care - areas where the government is looking increasingly for innovation from outside the NHS.

Following a rigorous judging process, the awards will be presented at a gala dinner in September 2012. We hope you will join us then to celebrate the achievements of the rapidly evolving independent health and social care sectors.



William Laing
Chief Executive
Laing & Buisson

Independent Healthcare Awards 2012

The categories

For this seventh event, 21 categories of award will be presented.

These are*:

Medical Practice

Nursing Practice

Hotel Services

Management Excellence

Best Use of Technology

Excellence in Training

Innovation

Healthcare Property Services

Excellence in Risk Management

Healthcare Outcomes

Public Private Partnership

Entrepreneurial Achievement

Legal Advisor

Domiciliary/Home Healthcare Provider

Primary Care & Community Services Provider

Management Consultancy

Best Commissioner (Acute, Mental Health, Community Services)

Acute Hospital Group

Mental Health Hospital Provider

Residential Care Provider

Outstanding Contribution



Please visit www.independenthealthcareawards.co.uk for further details and to view the criteria for entry

* Laing & Buisson reserves the right to change the final category list

Independent Healthcare Awards 2012

Sponsorship Opportunities

The Laing & Buisson **Independent Healthcare Awards 2011** offer 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 for each of the 21 awards, as well as overall sponsorship of the awards.



Why sponsor the awards?

The **Independent Healthcare Awards** offer excellent opportunities to help sponsors achieve their objectives for company/brand awareness, sales and marketing. There are four categories of sponsorship package available - Platinum, Gold, Silver and Bronze.

General benefits

- Increase your organisation's exposure at a highly prestigious event
- Superb networking opportunities
- Achieve considerable industry PR
- Breadth of coverage - no other awards ceremony covers the entire independent healthcare sector and none encompasses acute and 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 awards to communicate your company's services and values
- Promote your organisation through *Community Care Market news* and *Healthcare Market news*
- In 2011, several hundred entries were received for the 17 awards, while over 500 people attended the Gala Dinner, giving the title massive exposure among the highest level senior care and investment professionals



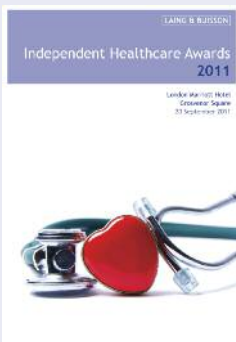
Independent Healthcare Awards 2012

Sponsorship gallery

As a sponsor of the Independent Healthcare Awards 2012 your company's logo will form an integral part of the event's publicity - in the pre-event campaign, the run up to the Gala Dinner and in our post-awards reportage.



Early awareness campaigns are run in Laing & Buisson's business newsletters as well as sent to a vast database of named sector contacts through mail shots and email. The earlier that sponsors get on board the more exposure they will achieve.



All sponsors will see their company logos featured prominently in the vast portfolio of printed materials distributed as part of the Awards - from launch flyers, nominations brochures, Gala Dinner invitations and the event brochure distributed to the night, through to the winners' trophies and finalists' certificates.



Your name and logo will feature in exclusive slots in Laing & Buisson's well-respected business newsletters *Community Care Market News* and *Healthcare Market News* as well as in adverts placed in all relevant market reports published by the analyst.

Independent Healthcare Awards 2012

Platinum Package - title sponsorship

One single platinum sponsorship package is available and this offers title sponsorship of the Independent Healthcare Awards 2012.

Published material will state - **The Laing & Buisson Independent Healthcare Awards 2012 in association with** (*your name here*).

Advertising:

- A full page advertisement (special position - usually back cover) in the Awards programme
- Your company name on each of the winners' trophies
- Two full page advertisements in both *Community Care Market news* and *Healthcare Market news* in the October and November 2012 issues
- Your company logo on all pre-event advertising - including placements in Laing & Buisson's market report portfolio

Promotion:

- Your logo will be featured on the Laing & Buisson website, press releases and all pre- and post-event publicity
- Placement of your organisation's exhibition stand at the Gala Dinner
- Your company's logo will feature prominently and exclusively on the centre stage set at the Gala Dinner
- A representative from your organisation will be offered the opportunity to present the opening keynote address (five minutes) at the Gala Dinner
- Three tables (30 places) at the award ceremony for the sponsor and guests



Platinum package price available on request

Independent Healthcare Awards 2012

Gold Package

Twenty-one gold sponsorship packages are available to cover the awards categories.

Gold sponsorship entitles you to:

- Sponsorship of one award category of your choice (subject to availability) and promoted for example as **The Management Excellence Award sponsored by** (your name here)
- The winner's trophy will be similarly engraved
- The sponsor will present and announce the winner of the award

Advertising:

- A full page advertisement in the awards programme
- A small portrait advertisement (114mm x 160mm) in the post-awards issue of either *Community Care Market news* or *Healthcare Market news*
- Your company logo on all pre-event advertising - including placements in Laing & Buisson's market report portfolio

Promotion:

- Your logo will be featured on the Laing & Buisson website, the event programme, press releases and all pre- and post-event publicity, including the Gala Dinner menu and invitation
- One table (10 places) at the award ceremony for the sponsor and their guests



Gold package costs £14,500 (plus VAT)

Independent Healthcare Awards 2012

Silver Package

Silver sponsorship is available with the following opportunities:

- Exclusive branding opportunity at the champagne reception

Advertising:

- A full page advertisement in the awards programme
- Your company logo on all pre-event advertising - including placements in Laing & Buisson's market report portfolio

Promotion:

- Your logo will be featured on the Laing & Buisson website, press releases and all pre- and post-event publicity, including the Gala Dinner menu and invitation
- Five places at the award ceremony for the sponsor and guests



Silver package costs £9,500 (plus VAT)

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Bronze Package

Bronze sponsorship entitles you to:

Advertising:

- A half-page advertisement in the Awards programme
- Your company logo on all pre-event advertising - including placements in Laing & Buisson's market report portfolio

Promotion:

- Your logo will also be featured on the event programme, press releases and all pre- and post-event publicity, including the Gala Dinner menu and invitation

Additional benefits:

- Five places at the award ceremony for sponsors and their guests



Bronze package costs £7,000 (plus VAT)

Independent Healthcare Awards 2012



In just seven years, Laing & Buisson's **Independent Healthcare Awards** has grown to become one of the most influential events in the healthcare calendar.

Established in 2006, the **Independent Healthcare Awards** were the first to recognise the invaluable contribution private, voluntary and third sector providers make to health and social care in the UK. These highly respected accolades not only reward excellent leadership and commercial success but also pay tribute to the people and teams who deliver outstanding services for patients and their families.

The decision to sponsor this event is the decision to align your company with the UK's leading voice on independent healthcare - and the decision to help celebrate the successes of the private companies, charitable organisations, social enterprises and dedicated individuals who together make up the independent healthcare sector.

To discuss sponsorship opportunities at the 2012 event in more detail, contact Laing & Buisson sales manager Karen Ogilvie on 020 7923 5343 or email Karen@laingbuisson.co.uk.

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