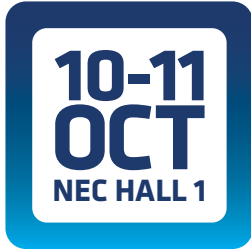




#EHLIVE

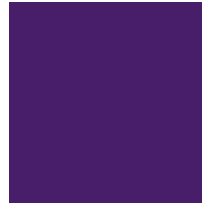


BIRMINGHAM

10 - 11 Oct 2018

HALL 3A, NEC BIRMINGHAM, UK

Where the eHealth community meets



**SHOW BROCHURE & SPONSORSHIP OPPORTUNITIES**



[www.ehilive.co.uk](http://www.ehilive.co.uk)

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**informa**  
life sciences exhibitions

# THANKS TO OUR 2018 SPONSORS AND PARTNERS

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CIO of the Year Award Sponsor



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ehi Late Sponsor



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Media Partners



## SHOW OVERVIEW

ehi LIVE, the UK's leading digital health show, has served as the annual business platform that brings together eHealth professionals across the NHS, private healthcare providers, vendors and public sector and government contacts, to engage in debate, discuss industry trends and search for new IT solutions.

## ATTENDEE OVERVIEW

**3,414**  
Attendees

**103**  
Exhibitors

**9**  
Conferences

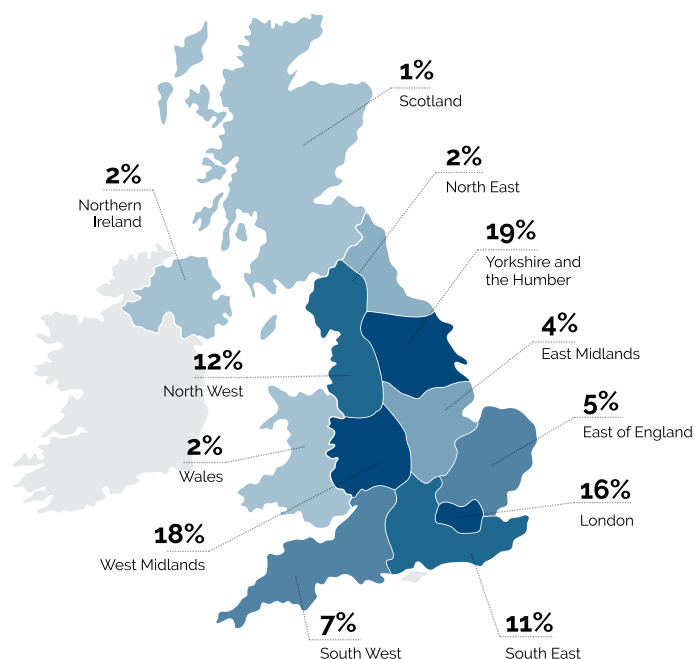
**64**  
Speakers

**142**  
Number of Trusts

## ATTENDEE BREAKDOWN

CIO/CCIO/CTO	8%
Operations/Business Management/Architect	22%
IT Leads & Directors/Programme Manager/Lead/IM&T	28%
Clinical Director/IT Clinical/Leads	5%
Clinician	11%
Project Manager	7%
Informatics	4%
PACS (Picture Archiving and Communication System)	2%
Electronic Patient Record /EPR	2%
Digital Architecture	4%
Radiographer/Radiologist	2%
Other	5%

## NHS REGIONS



## A SELECTION OF KEY TRUSTS AND HOSPITALS

### Alder Hey Children's NHS Foundation Trust

- PACS & RIS Development Manager

### Barnsley NHS Foundation Trust

- Deputy Head of Procurement

### Basildon Hospital

- Deputy Chief Pharmacist

### Birmingham Community Healthcare NHS FT

- Vice Chairman

### Birmingham Women's & Children's NHS Foundation Trust

- ICT Operations Manager

### BMI Healthcare

Digital Programme Director

### Buckinghamshire Healthcare NHS Trust

Chief Clinical Information Officer

### East Sussex Healthcare NHS Trust

- Critical Care Consultant & Chair of Urgent Care Board

### Four Seasons Health Care

- Medical Director

### Great Western Hospitals NHS Foundation Trust

- Director of IT

### HCA Healthcare UK

- Imaging Informatics Manager

### Information Commissioners Office

- Senior Policy Officer

### Information Commissioner's Office

- Lead Policy Officer

### Lancashire Teaching Hospital NHS Foundation Trust

- Chief Information officer

### Luton & Dunstable Hospital

- Chief Clinical Information Officer

### Ministry of Defense

- Design Authority Architect

### New Victoria Hospital

- Information Systems Manager

### NHS Bolton CCG

- Head of IT

### NHS Digital

- Deputy CEO
- Non-Executive Director
- Deputy Digital Director, Domain A

### NHS Dorset CCG

- Head of IT Development

### NHS England

- Regional Interoperability Lead
- Digital Clinical Champion
- Chief Data officer
- Head of Digital Technology at NHS England South
- Regional Director of Information & Technology

### NHS Engl and (South Central West CSU)

- Chief Information Officer

### NHS Frimely Health

### Foundation Trust

- Head of Information & Performance

### NHS Improvement

- Director of Improvement Programmes

### NHS Lothian

- Director of eHealth

### NHS Salford CCG

- General Practitioner & Chief Commercial Officer

### NHS South Cheshire & NHS Vale Royal CCGs

- Associate Director of Transformation

### NHS Sunderland CCG

- Telehealth Lead

### NHS Wolverhampton CCG

- IM&T Lead

### North Bristol Trust NHS

- Director of IM&T

### North Middlesex Hospital NHS Trust

- Director of Nursing & Midwifery

### North Middlesex University Hospital NHS Trust

- Divisional Head of Nursing – Women's, Children & Young People & Clinical Support Services

### Northumberland, Tyne & Wear NHS FT

- Director of Informatics

### Nuffield Health

- Regional PACS Manager
- PACS Risk Manager

### Oxfordshire CCG

- GP Clinical Lead for IT

### Oxleas NHS Foundation Trust

- Executive officer

### Royal Papworth Hospital NHS Foundation Trust

- Chief Information Officer

### Royal Surrey County Hospital NHS FT

- Head of Architecture & Design: ICT

### Royal Wolverhampton NHS Trust

- Colorectal CNS

### Sandwell & West Birmingham NHS Trust

- Chief Information Officer

### Southport & Ormskirk NHS Trust

- Head of IT

### Spire Healthcare

- PACS Risk Manager

### The London Clinic

- Chief Information Officer

### The London Clinic

- Chief Information Officer

### Worcestershire Acute Hospitals NHS Trust

- Director of Asset Management & ICT

# COMMERCIAL OPPORTUNITIES

ehi LIVE commercial opportunities are available exclusively to exhibitors of the show. The options are varied in format and can be as targeted as your marketing campaign requires.

With more than 20 new options, the opportunities are split into three sections of ENGAGE, PROMOTE and ENHANCE with a variety of pricing structures to cater to all budgets.

Through this brochure, follow the below 3 steps:

## STEP 1

Review and select the commercial opportunities under ENGAGE, PROMOTE and ENHANCE that work best for your exhibition goals and budget

## STEP 2

Add up the total cost of your selected commercial opportunities

## STEP 3

See if you qualify for any of the PARTNER tiers and the complimentary additional benefits





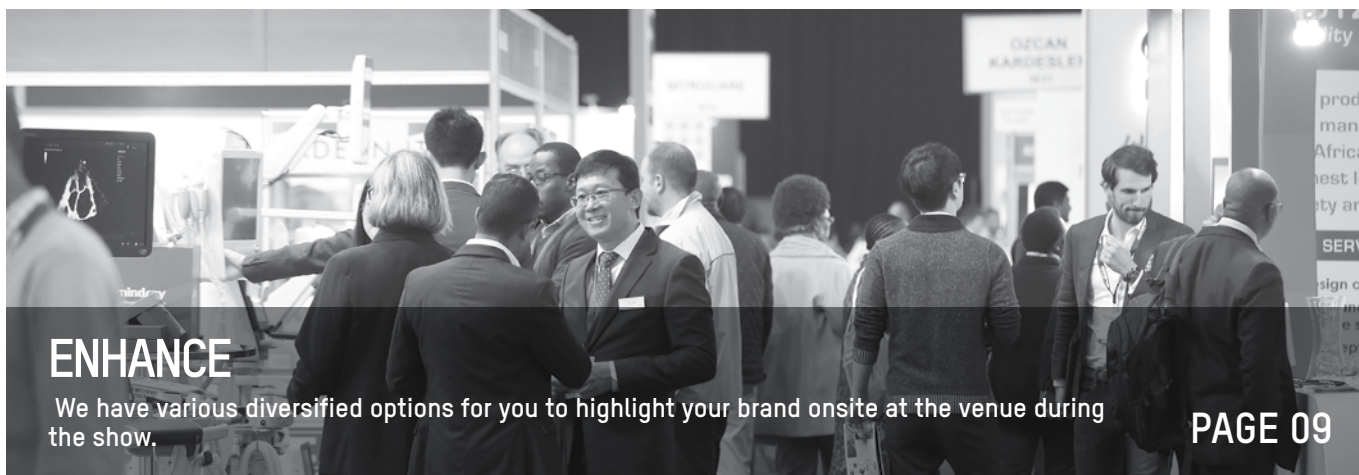
**ENGAGE**  
Immerse your target audience in your brand or product by facilitating one of these highly engaging options during the exhibition

**PAGE 06**



**PROMOTE**  
Reach ehi Live's attendees through these tactical communication platforms across different stages of the marketing campaign.

**PAGE 08**



**ENHANCE**  
We have various diversified options for you to highlight your brand onsite at the venue during the show.

**PAGE 09**



**PARTNER**  
Once you have selected the commercial opportunities that you would like to take advantage of, calculate the total cost and see if you qualify for one of the partnership levels and additional complimentary benefits listed below:

**PAGE 10**

# ENGAGE

Immerse your target audience in your brand or product by facilitating one of these highly engaging options during the exhibition

## HALF DAY WORKSHOP

£16,500  
+VAT

This is your opportunity to organise an educational and interactive workshop at ehi Live. You can select your topic, objectives and format to run the course and let us know your audience and we will invite them to the workshop. This is a limited opportunity with only a few slots available. As part of your workshop package, we include:

- Listed as a sponsor of ehi Live with branding featured:
- On ehi Live website (pre-event, onsite and post event)
- Branding on ehi live onsite signage
- Full page colour advert in ehi live show guide
- Workshop agenda listed in the show guide and website
- Promotion via social media
- 1 pre-event email sent to targeted audience promoting the workshop
- Data of those that register to attend your workshop (pending DPA)
- Room to hold workshop with full AV equipment
- 1 set of refreshments (tea, coffee & water)



WORKSHOP

## EXCLUSIVE VIP/SPEAKER LOUNGE SPONSORSHIP

£20,000  
+VAT

Have your company logo branding the VIP lounge area within the hall. Sponsor's logo to be displayed within the lounge in front of our VIP's and speakers. Sponsor to have exclusive placement of pop up banner/marketing collateral (provided by the sponsor) in the lounge. Catering staff may wear branded clothing (provided by sponsor). Sponsor to be acknowledged as show sponsor in show guide and on ehi website.

- Lanyards of VIPs to be branded
- Hanging banner with VIP room with logo
- Welcome packs to include logo and corporate literature of sponsor
- E-shot saying thanks for attending post ehi Live



## CONFERENCE PARTNERSHIP

Exclusive  
£30,000  
+VAT/

Be a prominent part of one of the conferences and stand out to the attending delegates by becoming a conference partner. Varying benefits are available through 3 partnership tiers and bespoke packages can be created upon request.

Non-exclusive up to 2 companies  
£15,500  
+VAT



## MEET THE EXPERT

PRICE ON APPLICATION

Bring your target audience to your stand. We will send a dedicated email to your audience of choice to highlight your stand activation for them to interact with your onsite expert.



## BIG RED BEER BUS

£12,500  
+VAT

Sponsor the welcome drinks at the end of the first day on the ehi Live bus stand. The networking event is promoted to all first day attendees and is a great way of inviting potential clients to an informal get together as the first day winds up. As sponsor the area will be branded for the party, with Signage and acknowledgement in all ehi Live publicity as a show sponsor – on website and in show guide. This is a great opportunity to network with visitors in an informal environment, and this is always a big hit.

LIMITED TO 1 COMPANY



### EHI LATE

ehi Live does not finish at the end of the day. The networking continues well in to the evening at ehi Late, the official networking event for ehi LIVE. Join our speakers and VIP's over nibbles, drinks and entertainment to continue the networking.

**£19,500**  
+VAT

This exclusive opportunity includes –

- Branding pre-event and onsite as the official sponsor of ehi Late
- Branding at ehi Late
- Opportunity to distribute promotional material to those attending
- 10 tickets to attend ehi Late
- Exclusive email to all those who attended ehi Late post event



### MEETING ROOM HIRE

Need a place to hold meetings off the show floor? Book out one of the purpose built meeting rooms. These rooms hold up to 8 people and will be branded with your company information. As part of the meeting room package, you will also receive:

Full Event Booking:  
**£17,000**  
+VAT  
1 Day Booking:  
**£10,000**  
+VAT

- Access to a purpose built meeting room
- Table, chairs and electric socket included
- Meeting room branded
- 1 pre-event invitation to your key audience inviting them to meet with you
- Room highlight on the ehi live floorplan
- Listed on ehi Live signage



### INTEROPERABILITY SHOWCASE SPONSOR - ORGANISED BY INTEROPEN

**£7,500**  
+VAT

Be part of the live interoperability showcase taking place on the show floor, allowing your product to be featured in a connected story focused on a patient, giving delegates the opportunity to view the quality of a patient's experience.

This opportunity includes –

- Your product being featured as part of the live case study on the show floor throughout the 2 days.
- Branding in all pre-event and on-site collateral regarding the Interoperability showcase programme
- Opportunity to distribute promotional material to those attending
- Branding at the Interoperability conference



**CONFERENCE PARTNERSHIP**



**BIG RED BEER BUS**



**LANYARD**



# PROMOTE

Reach ehi Live's attendees through these tactical communication platforms across different stages of the marketing campaign.

## EXCLUSIVE ONLINE REGISTRATION PAGE SPONSOR

£6,750 +VAT

As the exclusive sponsor of the registration page, this is a great opportunity for any sponsor to have their brand visible to our visitors. In 2016 over 75% of ehi visitors registered through the website which is open 365 days a year. With this opportunity, you can provide us with two updates:

- Branding, company details, contact information and stand location
- Your onsite demonstration schedule or invitation to networking events on your stand



## BANNER IN ESHOT TO PRE- REGISTERED VISITORS

£750 +VAT

Place your advert in the bi-weekly email sent to pre-registered visitors with updates about the show.



## DEDICATED ESHOTS

PRICE ON APPLICATION

Provide us with your fully branded email and we will send it to a targeted audience of up to 15,000 contacts. Maximum 1 per company. 10 slots available.



## OFFICIAL PRODUCTS HIGHLIGHTS

£750 +VAT

Get your key product or service highlighted in a dedicated page within the show website and in one of the promotional emails



## EHILIVE WEBSITE BANNERS

PRICE ON APPLICATION

Place your banner on the official website, attracting more than 63,970 website page views in lead up to the show.

- Homepage banner options: Top expandable, Overlay/ Peel off, Square, Leaderboard
- Inner page banner



## EHILIVE MOBILE APP

PRICE ON APPLICATION

Utilise ehi Live's mobile app to communicate directly with your target audience before, during and after the show.

**PUSH NOTIFICATIONS:** Send your message directly to the phones of people who have downloaded the app

**BANNER ADVERT:** Have your message and advert in rotation on all pages of the app

**PRODUCT CATEGORIES:** Stand out at the top by sponsoring a product category in the app

**FLOOR PLAN:** Logo and exhibitor stand highlighted on detailed floor plan. 2 slots available



## SOCIAL MEDIA PARTNER

£2,500 +VAT

Scheduled posts on our Twitter channel - to 4,250 followers. Display of your image in cover picture leading up to the show.



## ADVERTS IN OFFICIAL SHOW CATALOGUE

FULL PAGE ADVERT

£1,000 +VAT

Distributed throughout the show, there are several advertising options available in this essential printed exhibitor directory.

HALF PAGE ADVERT

£500 +VAT





# ENHANCE

We have various diversified options for you to highlight your brand onsite at the venue during the show.

**EXCLUSIVE LANYARD SPONSOR** **£6,750**  
+VAT

Have your brand visible to all those that attend ehi Live. This is one of the highest profile sponsorship opportunities and guarantees that your brand is seen by all. The lanyards are worn by visitors, delegates and exhibitors throughout the event. Production of lanyards to be undertaken by sponsor and design shared with Informa for approval.

**EXCLUSIVE SHOW BAG SPONSOR** **£6,750**  
+VAT

Have your brand visible throughout the two-day event with exclusive sponsorship of the exhibition visitor show bag. Bags are offered to all visitors, press, speakers and exhibitors to the event. This is a great opportunity to have your brands visible to all who attend ehi Live as well as after the event has completed. Branded literature to be included by the sponsors (provided by the sponsor). Production of bags to be undertaken by sponsor and design shared with Informa for approval.

**CROSS-ISLE FLOOR TILES** **£1,500**  
+VAT

Guide attendees to your booth with these 2x2m floor tiles placed along main walk ways. 15 fixed positions available.

**VISITOR ONSITE REGISTRATION FORM** **£3,500**  
+VAT

Have your message prominent to all attendees registering onsite. A perforated design can be done with a call to action to your stand.

**CONFERENCE SEAT DROPS** **£1,500**  
+VAT

Have your collateral placed on the seats of the conference of your choice - 1 per day

**HANGING BANNER PERMISSON** **£2,500**  
+VAT  
Truss Structure

Increase the visibility of your stand location in the exhibition hall by placing a hanging banner above it.  
\* Does not include production or rigging fees.

**REGISTRATION AREA BRANDING - EXCLUSIVE** **£7,500**  
+VAT

Take full branding ownership of the onsite registration desks to make an impact on all onsite registering attendees, including branded shirts for staff.

**BADGES** **£6,750**  
+VAT

Have your logo on the front and back of all ehi Live badges, required to be worn by all attendees.

**COMPETITION SPONSOR** **£3,000**  
+VAT

Get you brand involved in an opportunity to sponsor the competitions at ehi Live.

**VENUE BRANDING AND ADVERTISING** **PRICE ON APPLICATION**

We offer a wide variety of branding options through the venue. Please contact us to see the full list of options available



**BAG**

# PARTNER

Once you have selected the commercial opportunities that you would like to take advantage of, calculate the total cost and see if you qualify for one of the partnership levels and additional complimentary benefits listed below:



	PLATINUM PARTNER INVEST £15,000 +VAT	GOLD PARTNER INVEST £10,000 +VAT	SILVER PARTNER INVEST £5,000 +VAT
Logo on large format event signage in key locations	●		
CIO interview on show website with "In the Spotlight" feature on the home-page (rotating)			
Social media coverage (tailored)	●		
Access to new sponsorship opportunities 30 days before public release	●		
Logo on medium format event signage	●	●	●
Branded visitor registration landing page on show website and provision of short URL	●	●	
ehi Live Sponsors page listing with description and hyperlink	●	●	Logo Only
ehi Live Sponsors section on the official mobile app	●	●	Logo Only
Logo and tier on visitor promotion campaign	●	●	●
Logo on show website with hyperlink to your website	●	●	●
Logo on the Sponsors page in Catalogue	●	●	●

**EARLY BOOKINGS RECEIVE PRIORITY SO MAKE SURE YOU RESERVE YOUR COMMERCIAL OPPORTUNITIES TODAY!**

## MARKETING & PROMOTION



### EMAIL

Our targeted email campaigns are our best means of communication about the show to our audience, our data universe consists of 50,000 digital healthcare professionals in the UK - this spans across the NHS, private healthcare providers, vendors and public sector and government contacts.



### TELEMARKETING

More than 1000 senior level IT professionals in the NHS are contacted prior to the show to ensure that they are aware of the show and register their attendance. We also work with these contacts to get further colleague referrals.



### WEBSITE

The ehi LIVE website attracts 63,970 unique users with 103,194 sessions. Our digital marketing team actively retarget our web visitors for 3 months before the show.



### PRINT

An intensive print advertising campaign that extends itself across leading international and regional trade publications, magazines and newspapers such as: Hospital Times, Hospital Matters, Health Business, Journal of mHealth



### SMS

SMS reminders and easy registration messages allows us to reach to a further 10,000 contact in the UK.



### BUSINESS MATCHMAKING

Ehi LIVE's will introduce for the first time a business to business matchmaking service that gives you unrivalled access to the event delegate database. This platform also provides you with multiple opportunities to get in front of the right customer, setting up meeting up to 2 weeks before the show, during the show and after the show. This new initiative will allow exhibitors maximum face time with delegates and increased ROI.

**NEW for 2018!**



### PR & MEDIA COVERAGE

An extensive International Public Relations campaign will be delivered through our PR agency. Last year's press releases and show content was covered in more than 100 articles across online and print publications including Digital Health Age, GP Online, Building Better Healthcare, Digitalhealth.net and Health Tech Newspaper to name a few.



### DIRECT MAIL

A visitor ticket invitation is sent out prior to the show. This reaches 10,000 senior level IT professionals in the NHS. 2018 will focus on reaching out to private healthcare providers in addition to the NHS.



### MEDIA PARTNERS

ehi LIVE maintains a strong media partnership with over 10 industry specific publications with a total reach of over 90,000 subscribers.



### SOCIAL MEDIA

Over the past years ehi LIVE has built a strong presence on social media with Twitter having 4,247 professionals from the healthcare and digital health industry. We post 220 times and generate 304 registrations through this channel.



### SPEAKER & EXHIBITOR ENGAGEMENT

We work closely with our 64 speakers, 103 exhibitors, 10+ advisory board members to spread the word about the event. This includes tweets, banners, email campaign and visitor tickets.



### PRIZE GIVEAWAYS

ehi LIVE gives its registered visitors a chance to win several John Lewis vouchers either through social media, recommend a colleague or answer and win campaigns, generating increased awareness and registration and conversions.

To take advantage of any of the opportunities listed here, or to discuss custom packages tailored to your needs, get in touch with us today:



Organised by:

**informa**  
life sciences exhibitions

Informa Life Sciences Exhibitions, in charge of the healthcare portfolio within Informa's Global Exhibitions division, organises 26 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 150,000 healthcare professionals worldwide and offering a range of marketing solutions for companies involved with the healthcare sector. Over 100 congresses take place in parallel with the exhibitions.

Informa Life Sciences Exhibitions have a number of digital and print offerings, publishing a variety of healthcare magazines and medical directories, with a readership of top decision-makers in the MENA region's healthcare industry. Additionally, Omnia, the global medical directory, is a unique digital platform providing company and product information 365 days of the year, allowing users to connect with exhibitors and products in one simple click.

**For more information visit: [www.informalifesciences.com](http://www.informalifesciences.com)**