



Homecare Association



media pack

Sponsorship and exhibitor opportunities

Homecare Association Annual Conference 2022

The Kia Oval Cricket Ground, London
Wednesday 16 March 2022

Introduction

The Homecare Association is delighted to announce the return of its Annual Conference on Wednesday 16th March 2022.

The Conference will take place at the Kia Oval, the home of Surrey County Cricket Club since 1745 and one of the best conference venues in London, hosting over 2,000 events each year.

The theme of our conference is Homecare – creating value by supporting people, health and the economy.



We will welcome leading speakers from across the health and care sector to share best practice, inspire innovation and provide thought provoking debate as we shape homecare together.

As an Affiliate Member of the Homecare Association or supplier to the homecare sector, our Annual Conference offers a unique and valuable opportunity to raise awareness of your products and services to a relevant and engaged audience.

We know how much our members are looking forward to coming together after what has been a challenging two years and anticipate between 125-175 delegates to attend this event. The event gives you unrivalled access to major influencers and key decision makers in the homecare market, including business owners, directors of homecare, registered managers, and franchise owners.

Events of this nature are currently not subject to any official COVID-19 restrictions other than the wearing of face coverings. We have, however, decided to run a socially distanced event (1+ metres) to help protect all our members, speakers, partners, sponsors, exhibitors, and our team.

Exhibition programme

showcase your products and services to key decision makers

The Homecare Association's Annual Conference provides an unmissable exhibitor opportunity for your organisation. As a conference exhibitor you will have the opportunity to showcase your products and services, establish new contacts and build relationships, generate leads, and raise awareness of your brand. Ultimately it presents an opportunity to grow your business.



Our exhibitor package includes:

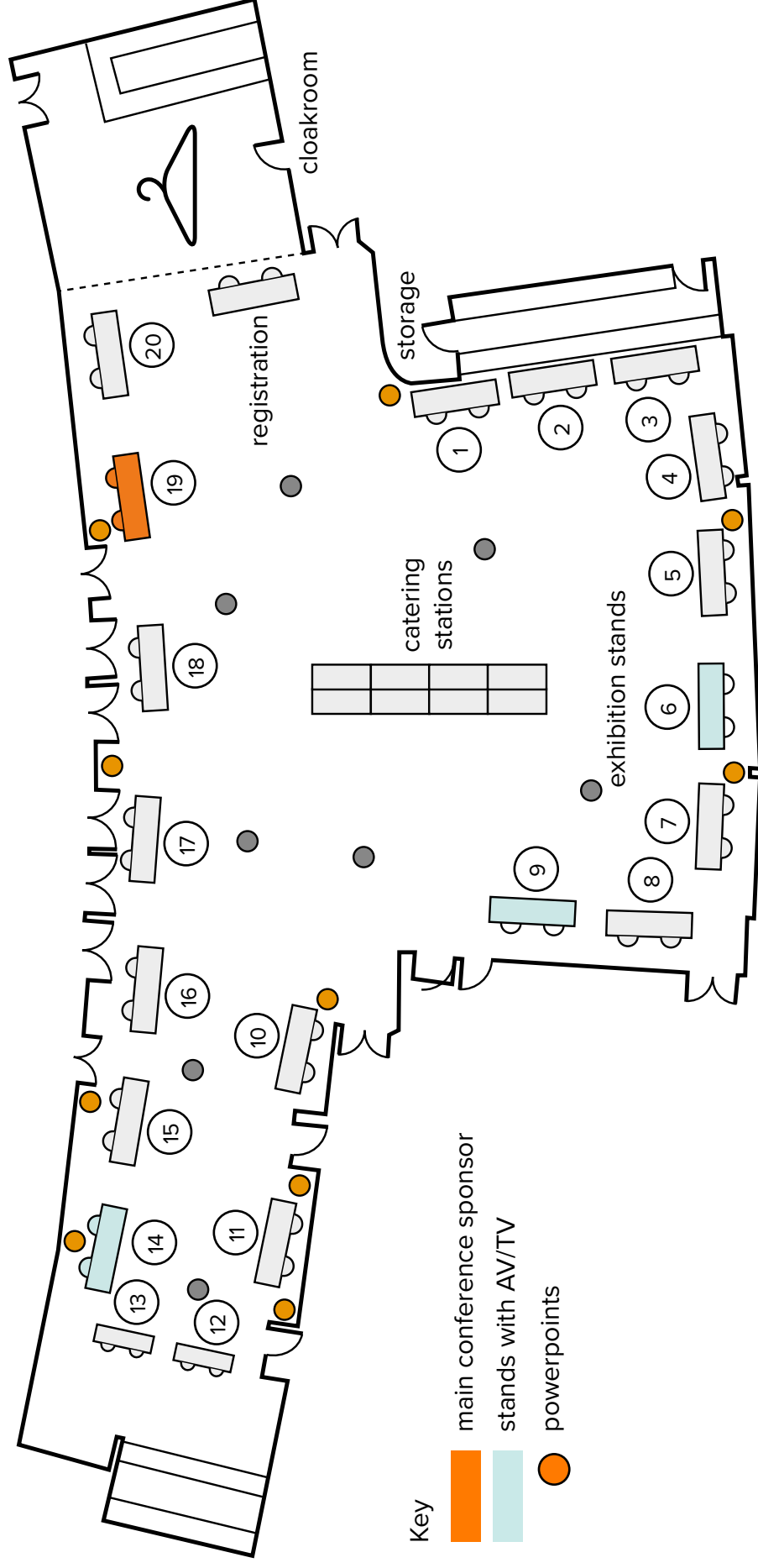
- Exhibition space in the Ashes Suite on the first floor, which will also be used by delegates for registration from 08:45 and catering for lunch and breaks giving you strong footfall during these times
- 3 x 2m space with table, tablecloth (white), two chairs and two electrical sockets
- Three premium exhibition spaces are available with access to AV/TV so you can run video or presentations to really elevate your product or service (subject to availability on application)
- Free WIFI
- Logo, weblink and company details on conference webpage
- YouTube interview which will be published after the conference
- Access and conference passes for plenary sessions for two stand exhibitors
- Lunch and refreshments for two stand exhibitors
- Listed as an exhibitor on the Homecare Associations website conference page

Please refer to the exhibitor floor plan on page 4 to choose your stand.

If you require additional exhibitor passes these are available at £125 (+VAT)

Exhibitor set-up will take place on the morning of 16 March from 7.30am. Breakdown will be from 4pm.

Australia, Ashes, Suite 3



A powerful sponsorship programme

to elevate your brand

The Homecare Association has created a series of powerful sponsorship opportunities that enable you to expose and elevate your brand to key decision makers in the homecare market.

Sponsorship opportunities include:

- Main conference sponsor
- Conference co-sponsor
- Delegate conference bag
- Conference lanyards
- Hand sanitisers
- Advertising packages
- Workshop sponsorship

Main conference sponsor (one available) - £5000 (+ VAT)

This main conference sponsor is guaranteed a high-profile presence at the conference. It combines a range of marketing opportunities and prime exhibition space, so you get maximum exposure of your brand as a leading provider of products and services to the homecare sector.

Package includes:

- Extensive use of your logo on all conference literature, including the delegate programme, holding slides and all publicity material
- Premium exhibition space next to registration area with AV/TV (stand number 18)
- Acknowledgment from the CEO and Chair during the opening and closing address
- Opportunity to deliver a workshop session
- Full page article/profile in delegate programme
- Full page advert in delegate programme
- Advert on the Homecare Association's website for the month of March
- Full page advert in the new look Homecarer Magazine (launch issue at conference)
- Logo, weblink and company details on conference webpage
- Insert in delegate bag
- YouTube interview and social media promotion pre-conference
- YouTube interview recorded at the conference for post-conference social media
- Access and conference passes to the plenary sessions for two delegates
- Lunch and refreshments for two delegates

Conference co-sponsor (two available) - £3000 (+ VAT)

Package includes:

- Extensive use of your logo on all conference literature, including the delegate programme, holding slides and all publicity material
- 3 x 2m exhibition space
- Acknowledgment from the Chair during the opening and closing address
- Half page advert in delegate programme
- Half page advert in the new look Homecarer Magazine (launch issue at conference)
- Logo, weblink and company details on conference webpage
- Insert in delegate bag
- YouTube interview recorded at the conference for post-conference social media
- Access and conference passes to the plenary sessions for two delegates
- Lunch and refreshments for two delegates



Other sponsorship opportunities

Delegate bag sponsor - POA

Delegate bags are given to each conference delegate on arrival to hold all conference materials. Your logo will appear prominently on one side of the bag, with the Homecare Association logo on the reverse. We know conference bags are very popular and continue to be used by delegates throughout the year.

Conference lanyards - £850 (+VAT)

Every delegate will receive a lanyard with their badge at registration. The lanyard will feature both your logo and that of the Homecare Association and will be worn to hold the conference badge by every delegate throughout the conference, giving your organisation strong brand exposure.

Hand sanitisers - £500 (+VAT)

On arrival and registration every delegate will be provided with a branded bottle of hand sanitiser for use throughout the conference. The bottle will feature both your logo and that of the Homecare Association. We will be promoting the use of the hand sanitiser as part of our social distance messaging during the conference.

Delegate bag insert - £450 (+VAT)

Insert your brochure or leaflet inside every delegate bag to ensure your product information reaches every delegate.

Photo wall branding - £850 (+VAT)

At this event we will have a photo wall next to the registration desk that will be used for photographs to be taken of the delegates, speakers, and other stakeholders. We are going to also encourage delegates to take 'selfies' and photos against the wall promoting their attendance at our event to their network – using hashtag: #IAmAtHomecareConference. The sponsor of the photo wall can have its logo positioned on the wall providing significant exposure across our social channels.

Workshop opportunities (three available) - £500 (+ VAT)

An opportunity to host your own workshop during either the morning or afternoon workshop sessions for 15 people (socially distanced). This includes marketing of event in the delegate programme and room signage.



Advertising packages

Pull up banner display (four available) - £350 (+ VAT)

Display your pull up banner in the England Suite on the 2nd floor where the conference plenary will be held to raise awareness of your products and services.

Advertising in the delegate programme (four available of each size) – see pricing below

- Full page advert - £800 (+VAT)
- Half page advert - £450 (+VAT)
- Quarter page advert - £250 (+VAT)

Further information

All prices listed are exclusive of VAT.

The exhibitor and sponsor joining instructions will be sent two weeks prior to the conference.

If you would like to discuss a bespoke sponsorship package for your organisation, then please get in touch with our Membership Services team at: membership@homecareassociation.org.uk to discuss your proposal.

We will consider requests to negotiate the cost of sponsorship packages.

Accepting sponsorship does not advocate endorsement or support for the sponsors' product or service.

For further information about any of our exciting sponsorship or exhibitor opportunities, please contact our Membership Services team at: membership@homecareassociation.org.uk or call them on: 020 8661 8181/2

