

The graphic features a dark green background with a large, semi-circular arrangement of white lines on the left side, resembling a stylized sunburst or a fan. The lines are of varying lengths and are spaced out, creating a dynamic, radiating effect. The text is positioned in the upper left quadrant, within the area of the white lines.

# **HFMA annual conference 2023**

**4–8 December, London and online**

**Exhibition and sponsorship  
opportunities**





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Without question the HFMA annual conference is the biggest and most prestigious HFMA event of the NHS finance calendar. The HFMA annual conference 2022 event was a huge success and attracted over 700 face-to-face registrations in London, and over 1,300 delegates tuning in online.

The conference continues to grow from strength to strength and we expect the 2023 event to be even more popular both with sponsors and delegates.

## Why get involved?

-  Network with more than 700 senior finance professionals in person, in London and over 1,300 online
-  discover the views of some of the most respected speakers
-  meet clients to sustain and enhance existing relationships
-  attend the HFMA's annual gala dinner and prestigious award ceremony.

Without question, the HFMA annual conference is the biggest and most prestigious HFMA event in the NHS finance calendar. The HFMA annual conference 2022 hybrid event was a huge success and attracted over 700 face-to-face registrations in London over 1,300 delegates tuning in online. The conference continues to grow from strength to strength.

“In partnering with the HFMA, we’ve been able to build stronger bonds with the healthcare finance community across the UK and further our thought leadership in the sector. The HFMA have provided an invaluable platform to be able to share ideas, network, and promote best practice. We’ve been very impressed with the level of engagement we’ve received through various activities, and have thoroughly enjoyed working with the HFMA team.”

Eloise Jeffrey, global healthcare marketing manager, Blue Prism

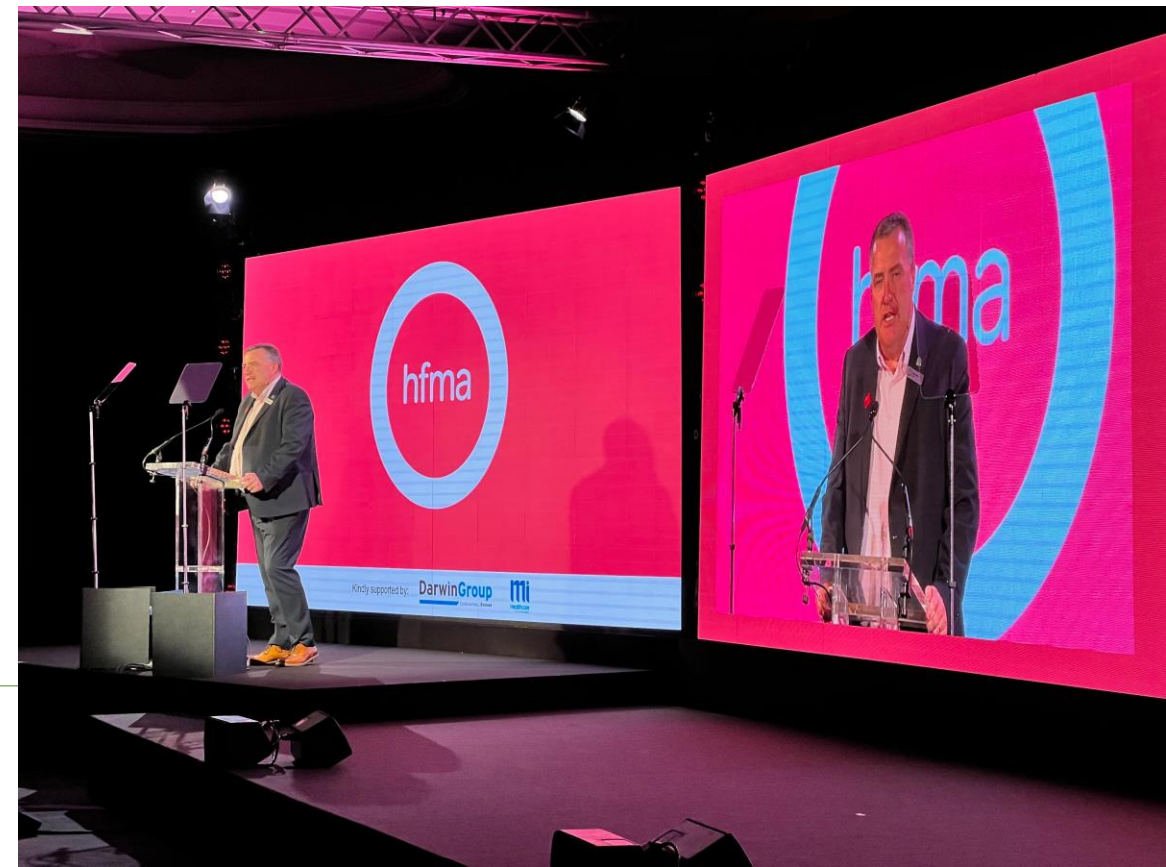
# Headline sponsorship - steal the limelight

This premium sponsorship opportunity is open for up to three organisations and guarantees you a vast number of marketing benefits throughout the whole conference.

Not only will you be showing unrivalled support for the service, this package also gives you comprehensive coverage and branding, networking and multiple profiling opportunities, which you won't find anywhere else.

## Pre-conference benefits:

- full-page advertising in the December issue of Healthcare Finance (conference edition)
- two months banner advertising on the HFMA website in the build-up to conference
- corporate logo on the front cover of the delegate handbook
- corporate logo on the annual conference section of the HFMA's website
- facilitation by the HFMA to invite key dinner guests to sit on your sponsored table
- 1 x direct mailing to all delegates pre-conference
- 1 x electronic advertising campaign sent to all registered delegates.



# Headline sponsorship - steal the limelight

## During the conference

- VIP place at the top table at the HFMA annual gala dinner and at the HFMA's VIP drinks reception
  - 1 x sponsored table at the HFMA's annual gala dinner (to include 10 places – minimum six delegates from the conference)
  - 2 x complimentary delegate places
  - 1 x 3x2 stand in the exhibition hall
  - recognition from the HFMA President at the opening conference address
  - corporate branding to appear in the main auditorium and venue, including stage settings, screen displays, cover presentation and ceiling banners etc
- large screen profiling on all six plasma screens positioned throughout the conference
  - company literature to be placed outside main room for delegates for collection
  - 150 word entry in delegate handbook and logo on front cover
  - full-page advertising in the delegate handbook
  - as headline sponsor you will also be eligible for HFMA corporate partnership – providing additional off rate-card benefits. Speak to the team to find out more.



# Conference gala dinner

This is the main social opportunity of the programme, attended by all delegates (700+) and a select number of specially invited guests on the evening of Thursday 7 December.

Benefits include:

## Networking

- sponsored table at HFMA's gala dinner (up to 10 places – minimum 6 delegates from conference)
- VIP place at HFMA's VIP champagne drinks reception
- VIP place at top table of HFMA's annual gala dinner
- 4 x passes to HFMA's President's farewell reception
- 2 x conference delegate passes.

## Branding

- recognition by the HFMA President during the opening speech
- branding in key positions on entry and within the dinner hall
- branding on screen display throughout the dinner
- branding on plasma screens outside the main room during dinner
- full-page editorial/advertising on inside front cover of delegate handbook
- opportunity to provide branded favours at each table placing
- entry in delegate handbook and on event app
- pre & post-conference delegate list.



# The exhibition – in London

This year we will be holding a face-to-face exhibition in the Hilton London Metropole as well as a virtual exhibition hall on the Hopin events platform. Taking part in our exhibitions will enable your organisation to connect and engage with delegates in person or online, building your network and strengthening existing relationships with healthcare finance professionals.

Shell scheme stand sizes £730 per m2 (+ VAT)

3m x 2m - £4,380

4m x 2m - £5,840

4m x 4m - £11,680

6m x 4m - £17,520

Alternate stand sizes may be available on request.

Virtual exhibition booth - £2,750 + VAT

## Exhibition stand costs and benefits

### Physical stand benefits include:

The package for a typical 3m x 2m stand comprises:

- 2.5m high shell scheme
- 2 x spotlights, fascia name board, grid ceiling
- power installation and electricity supply (1 x double socket)
- 150-word entry in conference handbook and colour logo
- 2 x passes to the HFMA president's farewell reception
- 2 x passes at the HFMA annual reception & gala dinner.



# The exhibition - online

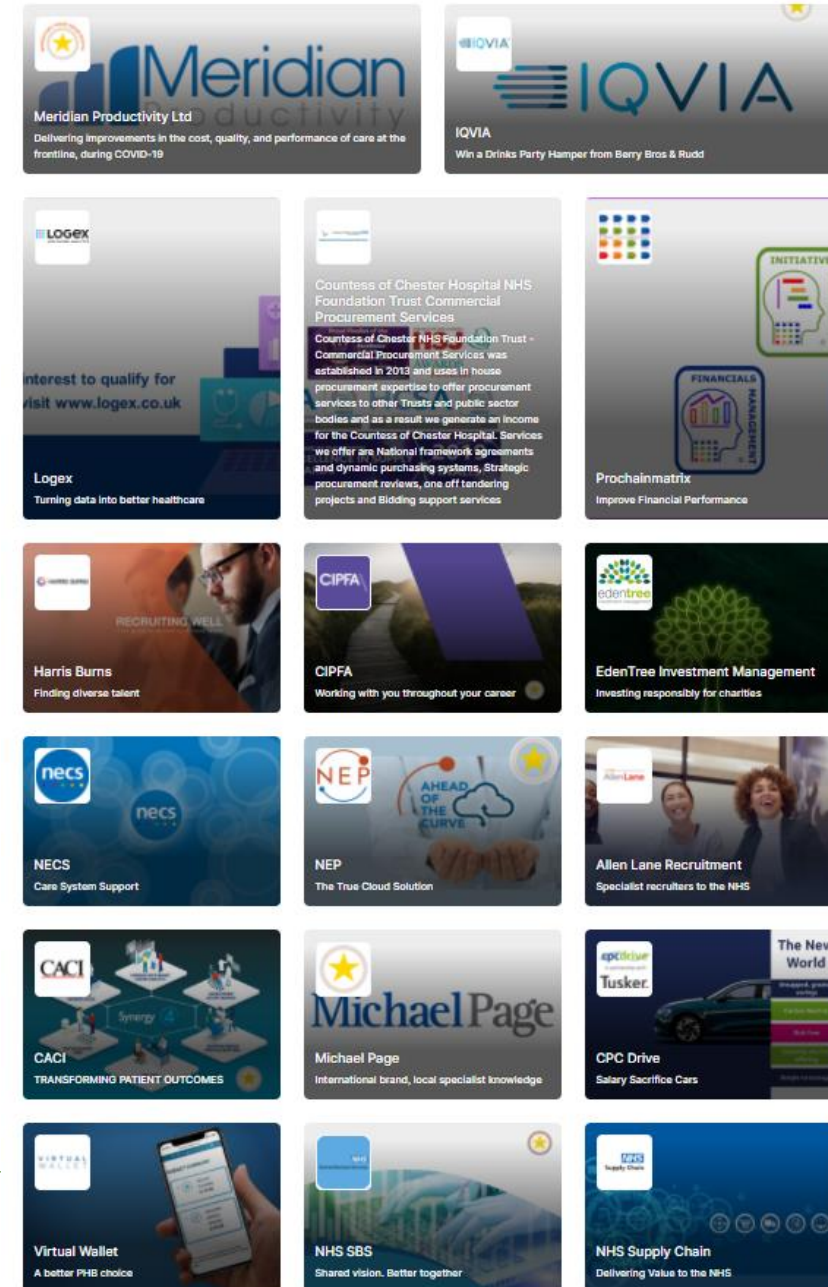
The HFMA annual conference virtual exhibition provides all the benefits of a physical conference without the budget and location challenges of a physical conference. Location does not matter in online exhibitions. You can manage your stand from anywhere and reach an even bigger audience. You can choose to live stream from a physical stand, if you're combining the two, or office, or play targeted media to help engage with your target audience – all whilst answering direct messages and collecting visitor information.

## Virtual exhibition stand costs and benefits

### Virtual stand benefits include:

- booth in the virtual exhibition - with full company profile, live-stream with up to 10 colleagues or delegates, play case study videos
- live-chat function – chat directly with all delegates visiting your booth, participate in event wide chat or directly contact delegates for private chat
- receive a list of all delegates to your booth
- access for exhibitor to main stage conference sessions
- option to participate in the much-coveted virtual exhibition prize draw.

### Exhibition Booths





# The exhibition – prize draw card

## Opportunities to increase traffic to your stand

- Exhibition prize draw - achieve significant footfall to your stand with a unique stamp on the delegate entry cards, which then entitles each delegate to enter our prize draw. Prize draw sponsorship will be allocated on a first-come-first-served basis.
- Exhibition prize draw headline sponsor - this entitles you to branding sponsorship on the prize draw card. As main sponsor you will receive a compulsory stamp requirement to guarantee any delegate entering the draw will visit your exhibition stand.



HFMA annual conference 2022  
**Free exhibition prize draw**

**1st** £2000  
Tui vouchers

**2nd** £1000  
John Lewis vouchers

hfma

Delegates should collect ten separate stamps by visiting ten participating stands at the exhibition. TWO of the stamps are compulsory, marked overleaf with an asterisk. Then, hand your card in at the HFMA stand to enter the draw.

Only those companies listed on the back of this card are participating in the scheme. Winners will be drawn at the end of the lunch break on Friday 9 December at the HFMA exhibition stand, C10. Participants need to attend the draw to claim their prize, except registered day delegates on Wednesday and Thursday. Only paying delegates may enter the draw.

**Good luck!**

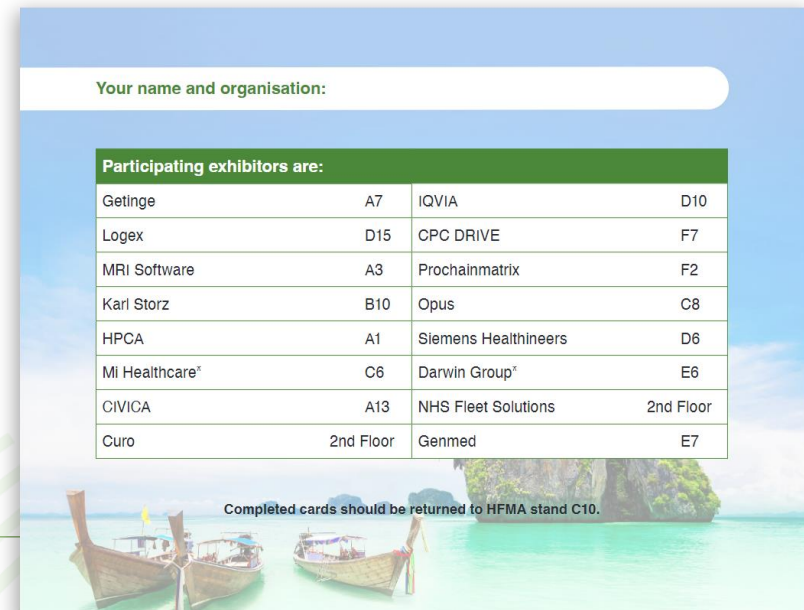


Your name and organisation:

Participating exhibitors are:

|                |           |                      |           |
|----------------|-----------|----------------------|-----------|
| Getinge        | A7        | IQVIA                | D10       |
| Logex          | D15       | CPC DRIVE            | F7        |
| MRI Software   | A3        | Prochainmatrix       | F2        |
| Karl Storz     | B10       | Opus                 | C8        |
| HPCA           | A1        | Siemens Healthineers | D6        |
| Mi Healthcare* | C6        | Darwin Group*        | E6        |
| CIVICA         | A13       | NHS Fleet Solutions  | 2nd Floor |
| Curo           | 2nd Floor | Genmed               | E7        |

Completed cards should be returned to HFMA stand C10.



# Sub-plenary sessions - virtual

The HFMA annual conference provides opportunities for commercial organisations to deliver thought leadership and engage directly with NHS audiences. Through our sub-plenary sessions, which this year will take place virtually on the Monday and Tuesday of the event, you have the opportunity to showcase your products and brand, either independently, or in conjunction with an NHS organisation. These sessions are consistently popular with clients, and deliver real-life, proven successes. At the 2022 annual conference, these sessions attracted up to 150 delegates and provided excellent ROI.

## Benefits include:

- delivery of session to delegates (45 min)
- corporate logo featured on session slides
- registered list of delegates for session and conference delegate list
- 150-word entry in delegate handbook and on event app
- 2 x passes to HFMA's President's welcome reception.



# Video advertising sponsor

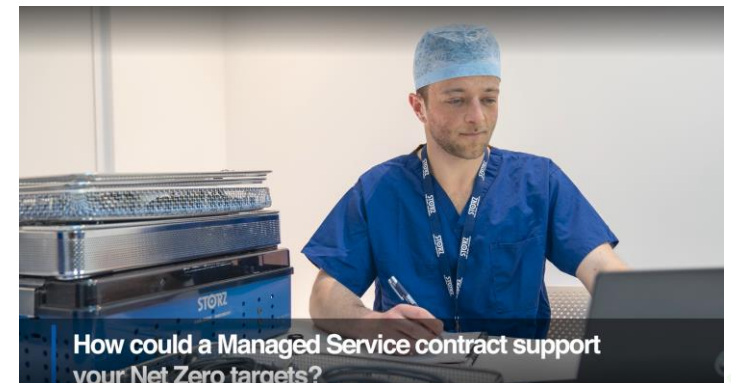
Increase your brand awareness and raise the profile of your products and services to over 700 delegates ahead of keynotes and thought-leaders.

## Benefits include:

- short promotional film clips played on the virtual conference platform during breaks and before sessions start
- prime positioning ahead of key speaker slots – POA
- social media announcement – recognising support of conference
- access for sponsor to main stage conference sessions.

## Exhibition booth package:

- booth in the virtual exhibition - with full company profile, live-stream with up to 10 colleagues or delegates, play case study videos
- live-chat function – chat directly with all delegates visiting your booth, participate in event wide chat or directly contact delegates for private chat
- receive a list of all delegates to your booth
- pre & post-conference delegate list.



## Pre-dinner drinks reception

Held on the Thursday evening just before the gala dinner, sponsorship of the drinks reception provides a great branding and networking opportunity.

### Benefits include:

- announcement in main conference session at the end of the Thursday
- note of thanks in speech from the HFMA
- opportunity to brand the reception area and refreshment facilities
- opportunity to provide coasters to appear on main bar and cocktail tables
- opportunity to brand the main bar area
- 150-word entry in delegate handbook and on event app
- pre & post-conference delegate list
- 2 x passes at HFMA's pre-dinner drinks reception and gala dinner
- 1 x conference delegate pass
- branding on delegate tickets.



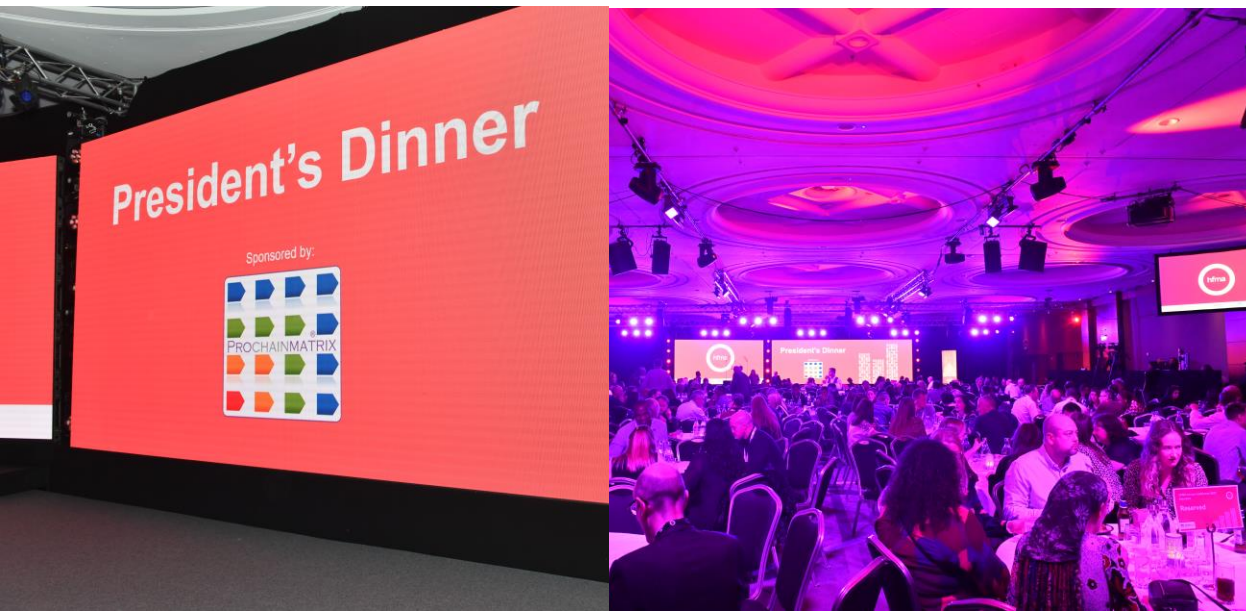
# President's farewell dinner

The president's farewell dinner will take place on the evening of Wednesday 6 December starting at 7pm. It will be hosted by the outgoing HFMA President and will encompass an informal gathering of all the Association's board, committee and branch executives, as well as HFMA partners and all delegates.

The evening will consist of a buffet style dinner, followed by an address from the outgoing President and chief executive of the HFMA.

## Benefits include:

- sponsor to introduce President
- corporate branding in key positions on entry and within the reception hall
- corporate branding on all reception tickets
- corporate branding on screen display throughout reception
- gobo projection during reception
- opportunity to provide branded favours at each table placing
- corporate logo to appear in delegate handbook
- 150-word entry in delegate handbook and on event app
- pre and post-conference delegate list
- unlimited passes to the HFMA president's welcome reception
- 2 x passes to the HFMA annual gala dinner
- 1 x delegate place for the conference.





## Refreshments and catering areas

All delegates frequently use the numerous refreshment areas throughout the three days of conference – particularly during the break-out sessions and lunches.

### Benefits include:

- corporate branding in the delegate handbook
  - profiling on all sign posting
  - 150-word entry into delegate handbook and on event app
  - 2 x passes to HFMA's President's welcome reception
  - 2 x passes to pre-dinner drinks reception & gala dinner
  - opportunity to provide branded coasters to appear on cocktail tables
  - opportunity to provide branded tablecloths for cocktail tables and catering stands
  - opportunity to provide branded aprons worn by catering.
-

## 2nd floor lounge area

This is a very popular area for delegates to enjoy their lunch and coffee away from the exhibition. The entire floor can be used as a coffee lounge area, comfort zone or however you feel you can accommodate the delegates, allowing for a great chance for branding, socialising and networking.

### Benefits include:

- whole of the 2nd floor lounge (space only approx. 100m2)
- pre-conference delegate list
- 2nd floor lounge/café area flagged in delegate handbook plus corporate branding
- speaker announcement in main conference prior to Thursday lunch to inform delegates of café area for seating
- 2 x passes to HFMA's President's welcome reception
- 2 x lunch tickets for both Thursday & Friday of conference.



## Step profiles

The conference is set over three floors in the West Wing of the Hilton Metropole. This package allows the sponsor profiling on all 95 steps up to conference – each step is more than two metres wide and offers very high visibility for commercial marketing purposes. A maximum of three separate messages can be displayed on the steps.

### Benefits include:

- corporate branding on each stair rise leading up to exhibition and conference floors from registration
- 150-word entry into delegate handbook and on event app
- pre-conference delegate list
- 2 x passes to the HFMA's President's welcome reception.



## Branding package

Corporate branding will appear on each pen and cover of delegate notebook which are placed in all 400+ delegate bags for use during conference and afterwards.

### Benefits include:

- corporate branding to appear on all notebooks and pens
- company profile in delegate handbook
- 2 x passes to the HFMA president's welcome reception.

## Delegate bags

Every delegate will receive a branded bag on registering, containing all vital conference information. This bag is designed to be used during the full three days of conference, and long after the event is over.

### Benefits include:

- corporate logo on the front of the bag
- one insert within the bag
- 150-word entry into delegate handbook and on event app
- pre-conference delegate list
- 2 x passes to the HFMA president's welcome reception
- 2 x complimentary delegate passes.





## Plasma screen advertising

The screens will display the main conference programme with a 'rolling' display of commercial advertising to deliver highly prominent exposure to participating sponsors. The screens will provide significant profiling continually throughout all three days of the conference



## Delegate badges and lanyards

Every delegate has a name-badge and lanyard that must be worn throughout the three days of the conference to gain access to the main sessions and sub-plenary sessions.

Benefits include:

- corporate branding on all name badges and lanyards
- 150-word company profile in delegate handbook and on event app
- 2 x passes to the HFMA president's welcome reception
- 2 x passes to pre-dinner drinks reception & gala dinner.



# Exhibition and sponsorship booking form

|                    |  |   |   |   |
|--------------------|--|---|---|---|
| Company name:      | Shell scheme stand sizes £730 per m2 (& VAT) | 4m x 2m - £5,840 + VAT<br>4m x 4m - £11,680 + VAT<br>6m x 4m – £17,520 + VAT<br>Virtual exhibition stand - £2,750 + VAT                             | President's welcome dinner – £4,965 + VAT                 | Advertising in delegate handbook - £1,575 +VAT    |
| Contact name:      |  |   | Premium branding package (feet, pens, pads) - £6,350 +VAT | Hotel key cards and water bottles - £6,825+VAT    |
| Job title:         |  |   | Delegate badges and lanyards - £7,665 +VAT                | Video advertising - £10,950 + VAT                 |
| Address:           |  |   | Refreshments and catering £7,160 +VAT                     | Digital Advertising (Via QR Code) - £1250 + VAT   |
| Post code:         | Sponsorship opportunities                    | Headline sponsor package £26,250 +VAT<br>Conference gala dinner £14,280 +VAT<br>Plasma screen – £600 +VAT<br>Pre-dinner drink reception £5,200 +VAT | Step profiles - £7,995 +VAT                               | Meeting Room Hire- Please enquire on availability |
| Telephone:         |  |   | 2nd floor lounge area – £14,900 +VAT                      |   |
| Email:             |  |   | Inserts in delegate bags – £850 +VAT                      |   |
| Purchase order:    |  |   | Prize draw headline sponsor - £7,995 +VAT                 |   |
| Invoicing address: |  |   | Virtual sub-plenary session – £7,665 +VAT                 |   |
|                    |  |   | Exhibition prize draw – £995 +VAT                         |   |



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#### About the HFMA

The Healthcare Financial Management Association (HFMA) is the professional body for finance staff working in healthcare. For 70 years it has provided independent support and guidance to its members and the wider healthcare community.

It is a charitable organisation that promotes the highest professional standards and innovation in financial management and governance across the UK health economy through its local and national networks. The association analyses and responds to national policy and aims to exert influence in shaping the healthcare agenda. It also works with other organisations with shared aims in order to promote financial management and governance approaches that really are 'fit for purpose' and effective.

The HFMA is the biggest provider of healthcare finance and business education and training in the UK. It offers a range of qualifications in healthcare business and finance at undergraduate and postgraduate level and can provide a route to an MBA in healthcare finance. The association is also an accredited provider of continuing professional development, delivered through a range of events, e-learning and training. In 2019 the HFMA was approved as a main training provider on the Register of Apprenticeship Training Providers and will be offering and developing a range of apprenticeships aimed at healthcare staff from 2020.

**[hfma.org.uk](https://www.hfma.org.uk)**