

ROYAL COLLEGE  
OF PHYSICIANS,  
LONDON,  
13-15 JUNE, 2022

ROYAL COLLEGE OF PHYSICIANS LONDON | 13-15 JUNE 2022

# EUROPEAN HEALTHCARE DESIGN

RESEARCH • POLICY • PRACTICE

## SPONSORING KNOWLEDGE & IMPROVEMENT

The 8th European Healthcare Design 2022 (EHD2022) Congress & Exhibition will be held on 13-15 June, 2022 at the Royal College of Physicians in London, UK and broadcast 'live' on SALUS TV to a worldwide audience.

Organised by SALUS Global Knowledge Exchange and Architects for Health, the congress promotes a whole-systems approach to understanding how to plan and operationalise international health systems and infrastructure through the exchange of knowledge, research and global best practice on the relationship between service and system design, technology and the built environment.

The congress is organised in partnership with the UK and Europe's expert professional bodies from the healthcare planning and design fields, international academic institutions, leading public and private health providers, and the healthcare industries.

Providing an international forum for researchers, practitioners and policy-thinkers to share knowledge and research on how to plan and design health systems and infrastructure to achieve fiscal balance, equality of access, greater efficiency, net-zero, quality improvement and better health outcomes, papers will be presented by the world's leading experts through a variety of presentation formats, including themed papers, posters and workshops.

We are delighted to invite commercial partners to support this prestigious, world-leading event. By sponsoring or exhibiting at EHD2022, your organisation will be supporting and participating in the creation and exchange of knowledge between the world's leading

healthcare design researchers, practitioners and policymakers.

By blending the value of 'in person' networking with the opportunity to broadcast 'live' into a dedicated virtual platform, this year's congress promises to be more valuable and better attended than ever before, with more affordable access to many more participants from all around the world.

A knowledge-led approach to sponsorship creates opportunities to align your brand with a range of content-focused offerings through both the 'in person' and live/on-demand event broadcast, including: themed sessions and posters; workshops; study tours; and networking events, such as the Welcome Reception, the Garden Party, and lunchtime networking sessions. These can be combined with other exciting branding opportunities to raise the visibility of your organisation, such as an exhibition stand (limited availability), conference bag and lanyard sponsorship, or advertising online or in the printed Final Programme.

By blending your 'in person' event sponsorship with the global broadcast on SALUS TV in our virtual platform, as a sponsor or exhibitor, you'll be able to reach a larger audience for longer with a virtual exhibition stand, including video and literature downloads and the event session recordings available to delegates to view for one month after the event closes.

Our fully integrated 'in person', digital and broadcast event solution is designed to optimise your exposure to the healthcare planning and design community both in Europe and around the world.

## TIMETABLE

The European Healthcare Design 2022 Congress, Awards & Exhibition is held from 13-15 June, 2022, with two days of conference and one day of study tours.

### 8 December 2021

Deadline for EHD 2022 Congress abstracts

### February 2022

Launch of the Preliminary Programme

Deadline for EHD 2022 Awards submissions

### May 2022

EHD 2022 Live Virtual Awards Judging

### Monday 13 June, 2022

Congress, Exhibition and Welcome Drinks Reception

### Tuesday 14 June, 2022

Congress, Exhibition, Awards ceremony and Garden Party

### Wednesday 15 June, 2022

Study visits to UK health facilities (to be advised)

**To book your sponsorship or exhibition,  
contact Marc Sansom at [marc@salus.global](mailto:marc@salus.global)**

Organised by



Partners



# SPONSORSHIP PACKAGES

## Headline partner packages

- Platinum Health leader – £15,000+
- Diamond Thought leader – £12,500+
- Gold Design leader – £10,000+
- Silver Knowledge leader – £7,500+
- Bronze Innovation Leader - £5,000+

### Platinum Health Leader – £15,000\*

- Acknowledgement by congress chair in opening and closing remarks
- Written welcome address in Final Programme
- Corporate video on EHD/SALUS web sites and newsletters pre event
- Video welcome address in virtual event platform and in day 1 keynote session
- Exclusive sponsorship of opening keynote congress sessions (day 1 & 2)
- Exclusive branding on post event video of opening keynote presentations
- Embed code for video of opening keynote presentations on own website
- Premium placement of logo on cover of Preliminary and Final Programmes
- Double page spread advertisement inside covers of Final Programme
- 10 complimentary full-package delegate passes
- 20 complimentary virtual delegate passes
- Exhibition space (3x1m) in networking area

### Diamond Thought leader – £12,500\*

- Exclusive sponsorship of closing keynote address (day 1)
- Exclusive branding on video of sponsored closing keynote address
- Embed code for video of closing keynote presentation on own website
- Day 1 Main Theatre Stream Sponsor with acknowledgement by session chairs
- Exclusive branding on published videos of sponsored stream (up to 8 papers)
- Logo on cover of Preliminary and Final Programme
- One full-page back cover advertisement in Final Programme
- 8 complimentary full-package delegate passes
- 15 complimentary virtual delegate passes
- Exhibition space (3x1m) in networking area

### Standard – All partners receive the following\*

- Company profile, logo and web link on EHD2022 website
- Branded virtual stand in virtual event platform with ability to upload video and literature assets, live chat and 1-2-1 video meets, and qualified audience analytics
- Branding on all EHD and SALUS social channels, inc. Linked-in and Twitter
- Branding on all digital promotions and congress newsletters
- Digital branding on stage backdrop during entire congress
- Branding on preliminary and final programme
- Company profile, logo and web/social links in virtual event hub
- Branding on virtual event lobby carousel

### Gold Design leader – £10,000\*

#### Garden Party Partner

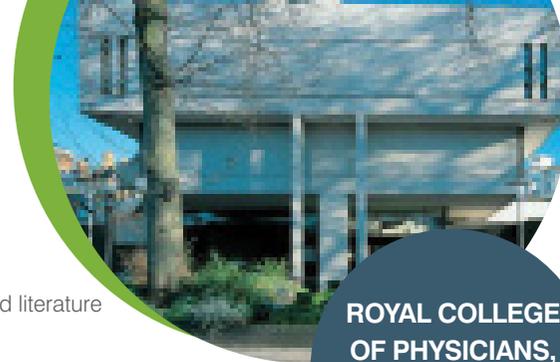
- Sponsorship of Garden Party
- Sponsor's address at Garden Party
- One full-page advertisement in Final Programme
- 5 complimentary full-package delegate passes
- 10 complimentary virtual delegate passes

#### Welcome Reception Partner

- Exclusive sponsorship of Welcome Reception
- Sponsor's address at Welcome Reception
- One full-page advertisement in Final Programme
- 5 complimentary full-package delegate passes
- 10 complimentary virtual delegate passes

#### Lunch and Networking Partner

- Sponsorship of two lunches and four coffee breaks with branding
- One full-page advertisement in Final Programme
- Exhibition space (3x1m) in networking area
- Digital branding and corporate video played on digital screen
- 5 complimentary full-package delegate passes
- 10 complimentary virtual delegate passes



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For reservations or more info call Marc Sansom on  
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[www.europeanhealthcaredesign.eu](http://www.europeanhealthcaredesign.eu)

# SPONSORSHIP PACKAGES

Silver Knowledge leader and Bronze Innovation leader include all 'Standard' features detailed on the previous page

## Silver Knowledge leader – £7,500\*

### Stream partner

- Sponsor's acknowledgement by session chairs
- Exclusive branding on published videos of sponsored stream (up to 8 papers)
- One full-page advertisement in Final Programme
- 3 complimentary full-package delegate passes
- 5 complimentary virtual delegate passes

### Poster + Video gallery partner

- Sponsorship of poster + video gallery in prestigious RCP Library
- Sponsorship of virtual video gallery in virtual event platform
- Digital branding and corporate video played on digital screen with poster videos
- Exclusive clothed table stand in Library
- One full-page advertisement in Final Programme
- 3 complimentary full-package delegate passes
- 5 complimentary virtual delegate passes

## Bronze Innovation Leader – £5,000\*

### Workshop partner

- Sponsorship of breakfast or lunchtime workshop
- Sponsor's address during opening remarks
- Exclusive branding on video of sponsored workshop
- Embed code for video of workshop to feature on own website
- One full-page advertisement in Final Programme
- 2 complimentary full-package delegate passes
- 3 complimentary virtual delegate passes

### Study tour partner

- Sponsorship of study tour to benchmark UK healthcare facility
- Sponsor's address during lunch or tour visit
- One full-page advertisement in Final Programme
- 2 complimentary full-package delegate passes inc. study tour
- 3 complimentary virtual delegate passes

## Exhibition Partner – £4000\*

- Exhibition space (3x1m) in networking area
- Branding on all congress literature and digital promotions
- One full-page advertisement in Final Programme
- One full-package delegate pass
- One exhibition only delegate pass
- 2 complimentary virtual delegate passes

## Congress Bags Partner – £3500\* Lanyards - £2500\*

- Exclusive branding on congress delegate bags or name badges
- Branding on all congress literature, website and digital promotions
- One full-page advertisement in Final Programme
- One complimentary full-package delegate pass
- 2 complimentary virtual delegate passes

## Advertising and marketing

- Virtual content booth - £1950
- Double page spread in Final Programme - £1450
- Literature drop in delegate bag - £1250
- Full page advertisement in Final Programme - £950

## Virtual delegate packages

- 10 x delegates - £1250
- 15 x delegates - £1600
- 20 x delegates - £1850



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# EUROPEAN HEALTHCARE DESIGN AWARDS 2022 SPONSORSHIP

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**EUROPEAN  
HEALTHCARE DESIGN**  
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The European Healthcare Design Awards 2022 aims to set new standards in the creation of healthcare environments that promote health and wellness, support the delivery of treatment and care and embed quality improvement in an accessible, economic and equitable way.

Organised by SALUS Global Knowledge Exchange and Architects for Health, the awards are an integral feature of the prestigious European Healthcare Design 2022 Congress & Exhibition, held at the Royal College of Physicians, on 13-15 June.

Comprising twelve categories across primary, secondary and tertiary levels of international healthcare planning and design, the awards, which are evaluated by some of the world's leading researchers and practitioners in healthcare design, contribute towards the development of knowledge and standards in the design of healthcare environments around the world.

The awards ceremony are held during the final session of the European Healthcare Design 2022 Congress in front of a capacity audience of more than 400 delegates in person and broadcast live to many hundreds more online around the world.

This prestigious event will be the climax to the congress, and the culmination of a seven-month worldwide submission process and rigorous judging to identify the world's leading healthcare projects, research and design innovations. Introduced as a new feature in 2020, the final round of judging is now

also broadcast live, with the shortlisted entrants in each category presenting their projects live to the judges in the EHD Awards live judging week in May.

By sponsoring the awards, you can show your support and recognition of the outstanding performances of the award winners, aligning your brand in UK, European and international markets around the values of design and planning excellence and innovation.

As well as the chance to network and enjoy photographic and video opportunities with the award judges and winners, your brand will also gain international exposure during the live judging webinars and ceremony broadcast, as well as the digital marketing around the congress and the awards. This includes promotion of the call for entries and shortlist announcement before the event, in press releases and e-news announcements of the awards winners, and in the publication of videos of the ceremony after the event.

We look forward to confirming your support and partnering with you in the raising of design quality standards around the globe.



ARCHITECTS FOR HEALTH



GLOBAL KNOWLEDGE EXCHANGE

## EHD2022 Awards Lead Partner £7500\*

- Acknowledgement by chair of judging panel of awards
- Presentation of prestigious Design Champion Award and one Award Category
- Lead Branding on video of presentation of Design Champion & Award Category winners
- Lead branding on all live judging webinars
- Lead branding on all awards literature and e-promotions
- Digital branding around stage set during the awards ceremony
- Logo on front cover of Awards Call for Entries
- Lead branding on Awards pages in Final Programme
- Logo on chosen category on Call for Entries and event site
- One full-page advertisement in Final Programme
- 6 complimentary congress delegate passes
- 10 complimentary virtual delegate passes
- Logo, profile and link on event web site
- Branding on award winners material on AfH/EHD web sites
- Recognition in post-awards e-news and press releases

## EHD2022 Awards Category Partner £3500\*

- Acknowledgement by category chair of judging panel
- Presentation of chosen award category
- Branding on video of presentation of Award Category winners
- Branding on live judging for category webinar
- Branding on all awards literature and promotions
- Digital branding around stage set during the awards ceremony
- Logo on front cover of Awards Call for Entries and on chosen category
- Logo on awards pages in Final Programme
- One full-page advertisement in Final Programme
- 2 complimentary congress delegate passes
- 3 complimentary virtual delegate passes
- Logo, profile and link on events web site
- Branding on award winners material on AfH/EHD websites
- Recognition of category support in post-awards e-news and press releases

*\*Includes features of 'Standard' package*



# What our attendees say...

“ Great community – a broad church covering strategy, policy and operational delivery with a strategic view on public and planetary health

Stuart McArthur,  
Sir Robert McAlpine, UK

“ As a marketer, the flexibility of the virtual booth and plentiful opportunities to connect with people were greatly appreciated and valuable

Meredith Petrie,  
Stantec, Canada

“ Varied programme and a great mix of clinicians, architects and designers

Paul McEnhill,  
Guy's and St. Thomas' NHS Trust, UK

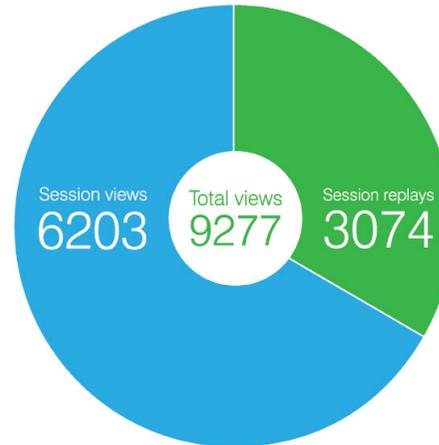
“ The conference and content gets better every year. My opinion is that this is the best global healthcare design conference globally

Christine Chadwick,  
Cannon Design, Canada

# OUR COMMUNITY

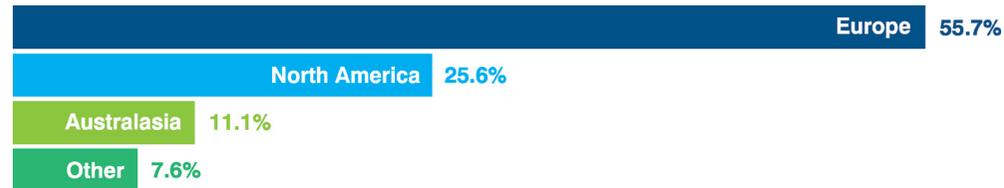
## EHD2021

Attendees: 960



## Amalgamated attendance from 2018 – 2021

### Breakdown by continent



### Breakdown by sector

