



national back exchange **conference 2024**



Sponsorship & Exhibition Prospectus

15th, 16th & 17th September 2024
Hilton Birmingham Metropole



About National Back Exchange

National Back Exchange (NBE) promotes excellence in all aspects of moving and handling to reduce potential injury to both patient and carer. This corporate aim is supported by the DoH, HSE, RCN, ErgSoc, CSP and COT among others.

NBE is a leading industry authority on all aspects of moving and handling. NBE is about relationships.

Who will attend conference?

Conference is the MUST ATTEND key event in the Moving and Handling calendar and is attended by approx 400 professionals.

It is an excellent opportunity to meet within a multidisciplinary environment, those working to promote the health, safety and welfare of staff and patients including:

- Back care advisors
- Ergonomists
- Academics
- Therapists
- Nurses
- Occupational advisors
- Social care

Why should your company be there?

- Meet in person with national delegates who are key influencers and decision makers in their clinical speciality.
- Conduct important networking conversations during the welcome reception, conference dinner and other interactive fringe events.
- Be seen alongside your industry peers and competitors to cement your organisation's stature in the moving and handling market place.
- Take a prime position at the largest gathering of moving and handling professionals in the UK.

Conference Feedback

What delegates enjoyed most about the conference:

- The opportunity to network
- Gaining more information
- Interactive workshops
- Viewing the latest products in the exhibition
- New ideas and sharing ideas
- The venue
- The professional feel
- Evidence based practice workshops and presentations
- Seeing new equipment
- Update on single-handed care developments
- Use of case studies within workshops and presentations
- Meeting new colleagues and catching up with existing members

Reasons for attending:

- Networking
- Learning from each other
- Visiting the exhibition
- CPD
- improve best practice

90% of those surveyed rated the exhibition good or excellent!



Sponsorship & Exhibition Packages - at a glance

Sponsorship Packages:

Price:

NBE Conference Partner (see page 5 for details)	SOLD
NBE Platinum Sponsor (see page 7 for details)	SOLD
NBE Gold Sponsorship (see page 8 for details)	£7,695 + VAT
Educational Workshop Sponsor (see page 9 for details)	£1,500 + VAT
Name Badge & Lanyard Sponsor (see page 9 for details)	SOLD

Exhibition Packages

Price:

See pages 10 - 13 for full price list & exhibitor options	Various
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Advertising & Marketing Opportunities:

A5 Delegate Bag Inserts – 300 x Flyer supplied by Sponsor	£330 + VAT
Digital Advert on Conference App	£400 + VAT
Advertising and editorial in Column Digital (see page 15 for details)	Various

Enhance your conference experience!

Price:

Badge scanning device	£400 + VAT
Conference Gala Dinner Tickets	£70 + VAT
Additional Exhibitor Passes	£200 + VAT
Upgrade to a 'Featured Exhibitor' (see page 13 for details)	£800 + VAT
Add a Launch Pad Session (see page 14 for details)	£450 + VAT
Promotion of an 'on stand product demo' (see page 14 for details)	£250 + VAT

Accommodation

Price:

We have a number of bedrooms available at the Hilton Birmingham Metropole. These can be added to your booking form or through your sponsorship manager	£144 per night B&B
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All prices in this document exclude VAT

Sponsorship & Exhibition Packages

We have a range of sponsorship & exhibition opportunities available on a first come, first served basis.

The National Back Exchange provides a fantastic platform for your business amongst the leading organisations in the industry. It's important that you're part of it.

We are looking for long term partners to share the vision and ambition of National Back Exchange (NBE) and take the association and related events from strength to strength.

All our packages are designed to give you the most interaction and exposure with the delegates. If you are interested in more than one package then please don't hesitate to speak to us regarding bespoke packages tailored to your business needs and budget.

Standard Sponsorship Entitlements - Included with all packages

- Selected promotional materials – your logo displayed
- Conference website – your logo displayed on the partners page with reciprocal link to your website
- Sponsor signage at the conference – your logo displayed
- Social media- we will regularly share updates through different platforms such as Twitter, LinkedIn and Facebook
- Use of the Conference logo until the end of November 2024



CONFERENCE PARTNER (Exclusive) - SOLD

Our main conference partner package gives maximum exposure for your company and includes the following entitlements:

Pre-conference entitlements:

- Your logo aligned with the conference logo – all promotional materials will display “National Back Exchange Conference sponsored by (your company name)”
- Sponsor’s page of the website – Company logo and 200-word description on the sponsor page with contact details and a link to your website
- Announcement on social media - Twitter, LinkedIn, Facebook of your sponsorship
- Website branding - logo included on every page of the conference webpages
- A ‘We’re sponsoring at’ banner - for your company to use on your website, signature, social media etc.
- Marketing emails – your logo acknowledged as the Conference Partner.

During conference entitlements:

- Acknowledgement as the Main Conference Partner during the opening remarks
- A 45 minute plenary session to take place on the main programme. You can choose the topic and invite your speakers (Content must be approved by NBE conference team)
- A 45 educational workshop session. This is a streamed session designed to be a practical, hands on workshop. (Content must be approved by NBE conference team)
- Bespoke exhibition stand (dimensions and design to be agreed with organisers)
- 10 exhibitor passes including all refreshments
- Badge Scanning Facility – 1 device provided to scan delegate badges and collect data.
- NBE Launch Pad – x2 10-minute Product Demo to be shown in the NBE Launch Pad area
- Promotion of an ‘on stand product demo’ - to take place at your exhibition stand. Promoted to the attendees through the conference app
- Conference signage – Company logo acknowledged as Conference Partner on all event signage around venue
- 5 delegate passes for you to invite guests to the conference. Accommodation can be added as an additional cost.
- 25% off any additional conference tickets
- Pop up banners – the opportunity to display pop up banners in the following areas: registration area, on stage in auditorium and in exhibition hall. (The banners need to be supplied by your organisation)
- Acknowledgement as the Main Conference Partner during the opening remarks
- Delegate Bag Sponsorship - Company branded delegate bags handed out on arrival.
- Company logo included on the event holding slides - displayed on the main screens in the conference room.
- Conference Handbook – Your logo displayed on the front cover and in the sponsor acknowledgement section, plus a 200-word description with contact details.
- Full page advert - on the inside front cover of the Conference Handbook
- Conference bag inserts – Company brochure included in approx 200 delegate bags.

The Conference Partner package also includes the following:

Welcome Reception Sponsor:

Join us for drinks on Sunday 17th September between 6-8pm in the exhibition area. The Welcome Reception offers the chance to network in a relaxed and informal setting with the conference delegates. There will be around 150 delegates attending to enjoy a glass of wine and your staff are welcome to mingle at their leisure.

Entitlements Include:

- 1-minute speech/ toast to open the welcome reception by a representative of your company
- Pop up banners to be displayed during the reception (maximum of 4 provided by sponsor)

Conference Dinner Sponsor:

The conference dinner is a key element in the programme and gives the delegates a chance to relax and network in a fun sociable environment.:

Entitlements Include:

- Acknowledgement of your company as the Conference Dinner Sponsor on the NBE Conference website page
- Short promo video from your organisation prior to first course (no more than 1 minutes)
- Ten NBE Conference Dinner tickets for Monday, 16th September 2024
- Company logo included on the conference dinner tickets & menus
- Pull up banners positioned in the dinner venue (maximum of 4)

Investment Required: £15,000 + VAT



PLATINUM SPONSOR (Exclusive) - SOLD

Platinum package gives fantastic opportunities for brand exposure and networking at the event.

Pre-conference entitlements:

- Acknowledgement of your company as a Platinum Sponsor on the NBE Conference website pages
- 100-word description on the NBE Conference website with contact details and a link to your company home page
- Announcement on social media - Twitter, LinkedIn, Facebook of your sponsorship
- Company logo included on all marketing emails.
- A 'We're sponsoring at' banner for you to use on your website, signature, and social media.

During conference entitlements:

- A 30 minute plenary session to take place on the main programme. You can choose the topic and invite your speakers (Content must be approved by NBE conference team)
- A 45 educational workshop session. This is a streamed session designed to be a practical, hands on workshop. (Content must be approved by NBE conference team)
- Bespoke exhibition stand (dimensions and design to be agreed with organisers)
- 6 exhibitor passes including all refreshments
- Badge Scanning Device – 1 device provided to scan delegate badges and collect data.
- NBE Launch Pad – x1 10-minute Product Demo to be shown in the NBE Launch Pad area
- Promotion of an 'on stand product demo' - to take place at your exhibition stand. Promoted to the attendees through the conference app.
- Your logo and 100-word description on the sponsor page of the Conference handbook
- A full-page advert in the Conference handbook in a prime position
- 3 delegate passes for you to invite guests to the conference. Accommodation can be added as an additional cost.
- 25% off any additional conference tickets
- 6 tickets to NBE Conference Dinner on Monday 16th September 2024 (additional places available at advertised dinner ticket price).
- Insert in the delegate bag (one page)

The Platinum Sponsor package also includes the following:

Stationary Sponsor:

- A6 pocket Notebook Company Branded with logo for delegates on arrival (300 Notebooks arranged by organisers)
- 300 pens to be supplied by sponsor

Investment Required: £10,000 + VAT

GOLD SPONSOR (2 SOLD/ 1 REMAINING)

Our Gold Sponsor package is a great way to get in front of your target audience. The package includes:

Pre-conference entitlements:

- Acknowledgement of your company as a Gold Sponsor on the NBE Conference website pages.
- Company logo included on all marketing emails.
- Announcement on social media - Twitter, LinkedIn, Facebook of your sponsorship
- A 'We're sponsoring at' banner for you to use on your website, signature and social media.

During conference entitlements:

- NBE Launch Pad – x1 10-minute Product Demo to be shown in the NBE Launch Pad area
- 5x3m shell scheme exhibition stand
- 4 exhibitor passes including all refreshments
- Promotion of an 'on stand product demo' - to take place at your exhibition stand. Promoted to the attendees through the conference app.
- Your logo and 50 word description on the sponsor page of the Conference handbook
- A half page advert in the Conference handbook
- 3 delegate passes for you to invite guests to the conference. Accommodation can be added as an additional cost.
- 10% off any additional conference tickets
- 6 tickets to NBE Conference Dinner on Monday 16th September 2024 (additional places available at advertised dinner ticket price).
- Insert in the delegate bag (one page)

Investment Required: £7,695 + VAT



EDUCATIONAL WORKSHOP SPONSOR

This package is an ideal opportunity to provide a workshop which complements and enhances the conference programme and provides important educational content for the delegates.

The topic will be in line with the NBE Guidelines and must be approved by the NBE organising committee.

Entitlements Include:

- 45 minute education workshop. You can choose the topic and invite your speakers, the aim is to provide an interactive, hands on workshops which is either scenario or case study led (Content must be approved by the NBE conference board)
- Delegate data captured upon entrance to the workshop and shared post event.
- Verbal acknowledgement as the workshop sponsor at the beginning and end of the session
- Conference handbook - your logo next to the workshop description
- Main programme online – your logo displayed next to the workshop information.
- Holding slide in workshop – your logo displayed
- Signage and promotional material displayed during the workshop (supplied by sponsor)
- Your session 'spotlighted' in x1 conference newsletter sent to full NBE database.
- Highlighted as a 'featured session' on the conference app

Investment Required: £1,500+ VAT

NAME BADGE AND LANYARD SPONSOR

Sponsoring the conference name badges means your logo is immediately noticeable throughout the conference, each delegate receives a badge & lanyard which must be worn throughout the duration of the conference:

Entitlements:

Logo placement in a prominent position on all Badges & Lanyards given to delegates (badges are produced and designed by conference organisers)

Investment Required: £1,320 + VAT

EXHIBITION PACKAGES

During the NBE Conference there will be a dedicated exhibition area where companies can make the most of meeting in person with delegates. This is a fantastic way to strike up important relationships and start discussions.

In an age where we rely so much on digital media to contact potential customers and associates, the NBE Conference offers the chance to interact face to face.

Delegates will mingle in the exhibition area upon arrival at the Welcome Reception on Sunday 15th September 2024. The Exhibition will also be open before the conference AM sessions start on Monday 16th & 17th September 2024 also during refreshment breaks and lunch time.

Set up day for exhibitors – Sunday 15 September 2024

Welcome reception - Sunday 15 September 2024

Exhibition Standard Entitlements:

- Link to your company website from the main conference website
- Company name and stand number on the exhibition page of the official conference website and on the conference app.
- 50-word description and company contact details in the conference app
- Lunch and refreshments for 2 exhibition staff on both conference days
- Attendance at the welcome reception for 2 exhibition staff to network informally with delegates

What your stand includes:

Shell Scheme Stand

- Shell scheme, fascia board with name and stand number
- Table & 2 chairs

Table Top Stand

- 6ft Trestle table, cloth and 2 chairs (3x2 metre)

Additional Features

Power, lighting, furniture and electronic items are available to purchase on the NBE store front.

EXHIBITION PRICING

6x3m (3 open sides) Shell Scheme Stand £4,650 + VAT

6x3m (1 open side) Shell Scheme Stand £4,400 + VAT

- 18sqm shell scheme, fascia board with company name and stand number.
- Trestle table, cloth and 2 chairs available on request

5x3m Shell Scheme Stand £4,150 + VAT

- 15sqm shell scheme, fascia board with company name and stand number.
- Trestle table, cloth and 2 chairs available on request

4x3m (1 open side) Shell Scheme Stand £3,995 + VAT

- 15sqm shell scheme, fascia board with company name and stand number.
- Trestle table, cloth and 2 chairs available on request

3x3m (3 open sides) Shell Scheme Stand £3,400 + VAT

3x3m (2 open sides) Shell Scheme Stand £3,200 + VAT

3x3m (1 open side) Shell Scheme Stand £3,000 + VAT

- 9sqm shell scheme, fascia board with company name and stand number.
- Trestle table, cloth and 2 chairs available on request

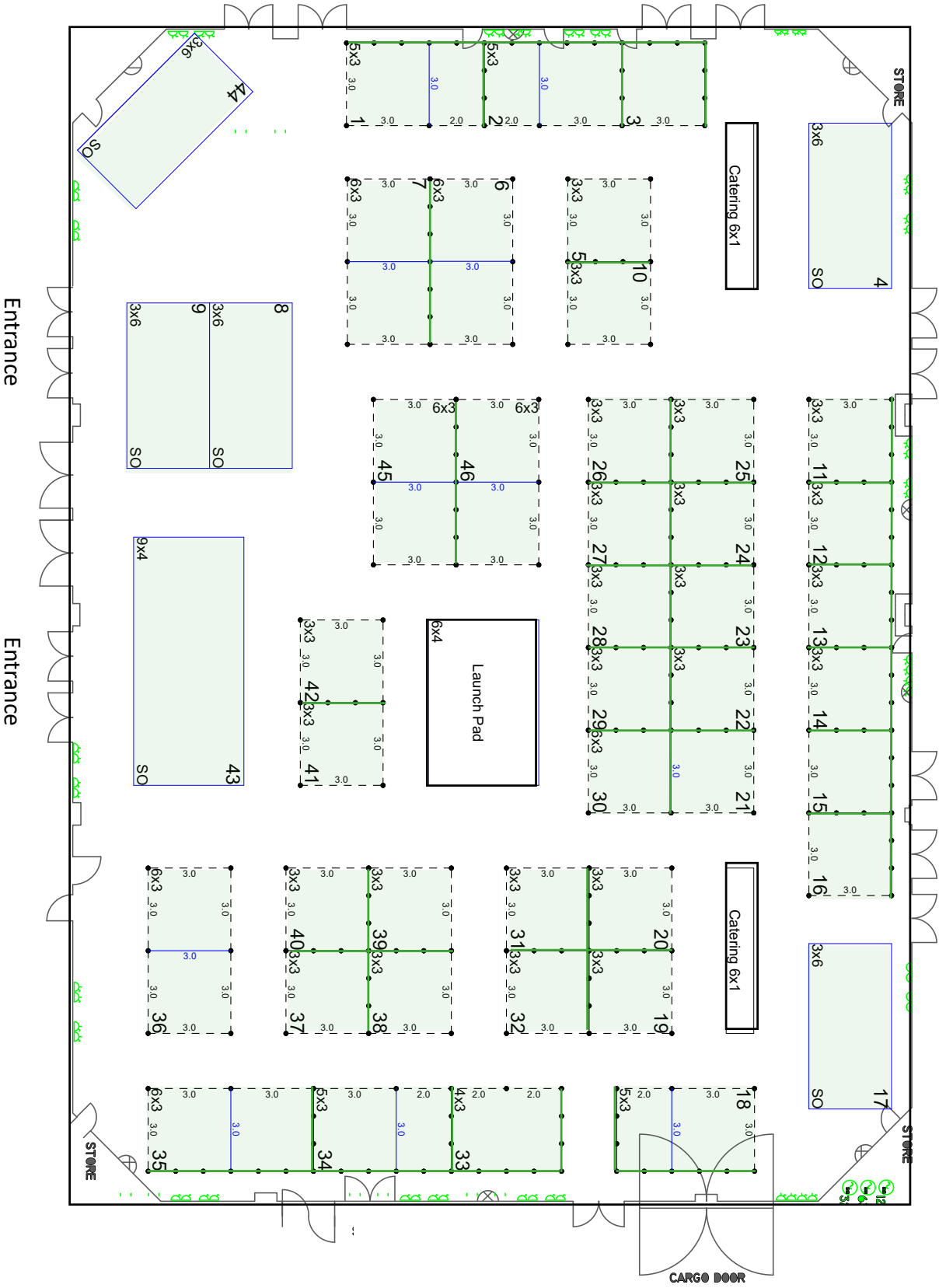
Trestle Table Top £1,500 + VAT

- Located in the foyer area directly outside the main exhibition
- No shell scheme
- Approx 6 ft trestle table, clothed with 2 chairs

Additional Features

Power, lighting, furniture and electronic items are available to purchase on the NBE store front.

EXHIBITION FLOORPLAN



Monarch Suite, Hilton Birmingham Metropole

UPGRADE TO A FEATURED EXHIBITOR

As a featured exhibitor you will receive the following benefits at conference and throughout the year on selected NBE platforms.

- Listing on NBE website - highlighted as a featured supplier with a link to your website, your logo and a 50 word description.
- Listing in Column - highlighted as a featured supplier with a link to your website
- Dedicated social media post announcing you as a featured exhibitor
- Highlighted as a featured exhibitor in the event guide and the conference app.

Upgrade for: £800 + VAT



Launch Pad @ The Innovation Theatre

Run a bite sized and highly focused presentations within the Launch Pad area. Exhibitors are given the opportunity to have a captive audience and introduce new products to the delegates to achieve enhanced business growth.

The ability to see and feel your product or treatment is generally more appealing to purchasing staff than simply listening to your pitch.

Entitlements:

- 1 x 10-minute demo presentations including Q & A allowance to take place in the exhibition area during the breaks
- 40" TV including HDMI cable for duration of presentation
- Microphone for duration of presentation
- Featured in conference handbook and conference app
- Push notifications sent via the app on the day to encourage attendance

Add to your package for
£450 + VAT



ADVERTISING OPPORTUNITIES THROUGH COLUMN DIGITAL

column digital is the industry journal of NBE. It's produced quarterly and distributed to all members and a select number of key partners. The journal provides a wealth of information, including latest research, interesting articles, life stories, product reviews, local group news and much more.

column digital journal is part of a microsite separate to the main NBE website. The microsite not only gives access to the current journal (as an interactive flipbook or flat pdf) but is also being developed as an online tool for members to use. Not only will members be able to access previous columns but also the highly regarded product reviews and up-to-date information from the NBE Executive Committee.

WHY ADVERTISE WITH NBE?

- NBE members are industry experts within the fields of moving and handling, so your advert is accessed by a targeted and highly engaged audience.
- There are a range of advertising options to suit all needs and budgets.
- NBE website and column digital journal are accessible any time, any place, any where at the touch of a button.
- column digital offers the opportunity for imaginative and interactive advertisement design.
- Website advertising is accessed by both members and non-members, increasing your visibility.

COLUMN DIGITAL RATES & SPECIFICATIONS

Exhibitor / Sponsor Rate			Non-Exhibitor Rate		
Type / size of advertisement	1 issue	4 issues	Type / size of advertisement	1 issue	4 issues
Double Page	£1500	£1200 per issue	Double Page	£2000	£1600 per issue
Advertorial (double page)	£1200	-	Advertorial (double page)	£1700	£1500 per issue
Full Page	£650	£520 per issue	Full Page	£1050	£900 per issue
Half Page	£380	£304 per issue	Half Page	£600	£500 per issue
Quarter Page	£240	£192 per issue	Quarter Page	£400	£250 per issue
Quarter Page (Text Only)	£150	£120 per issue	Quarter Page (Text Only)	£200	£150 per issue

NBE WEBSITE ADVERTS

Exhibitor / Sponsor Rate			Non-Exhibitor Rate		
Type / size of advertisement	1 month	4 months	Type / size of advertisement	1 month	4 months
Standard banner advert	£150	£120 per month	Standard banner advert	£200	£170 per month
Course advertisement	£100	£80 per month	Course advertisement	£150	£120 per month
Job advertisement	free	free	Job advertisement	free	free

For further information and to book your sponsorship package please contact:

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