

WELCOME TO THE AHCM NATIONAL FORUM AND AWARDS 2015

In 2015 the AHCM annual showcase, the National Forum and Awards will be held at the Birmingham Hilton Metropole on Thursday 12 November, from 10am to 5pm for the Forum and 7pm to midnight for the Awards event

Supported by NHS England, the Leadership Network and key sector agencies, the events in November will be the biggest in the AHCM's history and will bring together 500 senior managers from NHS communications and engagement teams, healthcare brands and sector buyers from across the UK.



THE AHCM NATIONAL FORUM AND AWARDS 2015

To create the best experience and opportunities for you to do business at the events, the 2015 showcase will feature:

Significantly increased and dedicated Expo Suite with mini theatre and refreshments served in the same space

Enhanced Partner features including the option for Gold Package holders to host a 30 minute workshop to engage the audience

Extended Forum event to allow for longer networking and expo engagement with delegates

The Forum is still free to attend for the first 60 delegates to support bringing more colleagues together from across the NHS. The Forum is priced at £50 + VAT thereafter.



SPONSOR BENEFITS

All marketing for the AHCM Forum and Awards 2015 events reach a targeted audience of over 8,000 current employees in NHS communications roles and to a collection of the UK's best healthcare brands providing sponsors with strong nationwide coverage and profile raising months out before the events in November.

For 2015 we have simplified the benefits for all levels so you can choose the package that most suits your engagement requirements.

Please see the Partner Benefit and Options Matrix for 2015 on page 5.

THE 2015 NATIONAL EVENTS WILL PROVIDE ENGAGEMENT OPPORTUNITIES TO ALL PARTNERS:

- Generation of new leads and business through excellent networking opportunities
- Representing your business at a high profile sector NHS communications and engagement event
- Influence key contacts
- Meet new prospects and potential buyers
- Increase your brand awareness
- Be at the heart of an interactive event showcasing the latest communications suppliers for the NHS sector
- Increased social media profile and activation

2015 Award Categories

- Best Engagement or Consultation
- Best Freelance Practitioner
- Best Internal Communications
- Best Media Handling
- Best Partnership Working
- Best Social Marketing Campaign
- Best Use of Innovation in Communications
- Best Use of Social Media
- Best Visual Brand
- Best Website
- Communications Team of the Year
- Communicator of the Year
- 'Jonathan Street' Award for Excellence

To discuss your Partnership Package options for the AHCM National Forum and Awards 2015 please contact Louise Holland at Holland Alexander (the event producers) on Tel: 0116 253 3443 Email: louise@hollandalexander.com

Costs shown exclusive of VAT

	Headline Partner £5,500	Gold Partner £3,500	Silver Partner £2,250	Expo Showcase £1,500
Benefit per category				
Expo space size	7m x 3m	5m x 3m	4m x 3m	3m x 2m
Opportunity to host specific theme workshop in the Expo space	✓	✓	-	-
Awards dinner on 12th November hospitality	10	5	3	-
Complimentary delegate tickets	5	3	3	2
Opportunity to view pre events delegate lists (without contact data shown)	✓	✓	-	-
One Award sponsorship with presentation on event stage	✓	✓	✓	-
Social media mentions	10	5	3	2
Company branding and message on eshots	10	5	3	1
Company branding within the AHCM event pages and website with URL links	✓	✓	✓	✓
Company branding on both events signage	✓	-	-	-
Company branding on the Forum stage screen	✓	✓	✓	✓
Power and Wifi at Expo space	✓	✓	✓	✓
Company branding on the Awards stage screen	✓	✓	✓	✓
Company branding on delegate lanyards and badges	✓	-	-	-