



DIGITAL CATALYST

SPONSORSHIP OPPORTUNITIES



An Opportunity for You...

The 'Digital Catalyst' is a regional event, which aims to convene a highly multidisciplinary mix of participants, some active researchers and others potential users of research outcomes as well as solution providers to drive lateral thinking, radical approaches to address contemporary and modern research challenges, using cutting edge approaches and engagement methodologies.

The event will take place 21 June at the Crowne Plaza Hotel, Newcastle and with only limited sponsorship packages available, now is the time to get on board to ensure maximum exposure of your organisation during the build-up to the event. We are hoping to attract around 150 delegates including regional clinicians, NHS staff, academics, patients and SMEs and funding organisations.

The event comprises a networking breakfast, a full day's workshop and closes with a drink's reception.

The event will have a highly multidisciplinary mix of participants, providing an intensive discussion forum where free thinking is encouraged to delve into the problem areas as specified on the agenda and to uncover innovative solutions and enhance novel collaborative projects between participants.

We aim to facilitate this by:

- Defining the scope of the issues (enhancing research and digital collaboration)
- Agreeing a common language and terminology amongst diverse backgrounds and disciplines (presentations by multiple stakeholders on the market, future and solutions available).
- Sharing understanding of the problem participants' expertise (talent mapping the local tech and research community)
- Using creative and innovative thinking techniques in project break-out sessions to focus on a specific problem.
- Turning the event outputs into research/commercial projects.

Unmet Need Call Launched

We are running an open call for participants across research, SME and innovation networks. The key focus of the call is too:

1. To invite problems/ unmet needs from the NHS for potential solutions.
2. To ask commercial companies for their solutions to problems/ unmet needs- which could give rise to potential IIT studies or real-world evaluations.

The call was launched on 14 March and will close Monday 29th April 2019.

Why Sponsor The Digital Catalyst?...

Business Development

- Networking opportunities with key industry figures
- Networking opportunities with key healthcare professionals

Promotion

- The branding of your organisation displayed on all promotional material leading up to the event
- Recognition of your organisation on the Digital Catalyst event website
- The branding of your organisation at the Digital Catalyst event, including verbal recognition during the day

Brand Association

- Affiliation with well-established and respected brands such as The Academic Health Science Network for the North East and North Cumbria

If You Are Interested...

Please look at the following sponsorship options and the exciting opportunities which this will make available to your organisation.

Please do not hesitate to get in touch if you would like to discuss any aspect of this in further detail.

Charlotte Fox

Innovation Manager

The Academic Health Science Network for the North East and North Cumbria

charlotte.fox@ahsn-nenc.org.uk

Sarah Black

Communications Manager

The Academic Health Science Network for the North East and North Cumbria

sarah.black@ahsn-nenc.org.uk

Premium Sponsorship x1

£10,000 + VAT

Benefits of this Sponsorship Package...

- Inclusion of the name and logo of your organisation on all marketing material for the Digital Catalyst event, which will be distributed extensively to both healthcare organisations and businesses
- Recognition of your organisation on the Digital Catalyst event website
- Recognition of your organisation in all press releases
- Inclusion of your organisation name and logo on the electronic display on stage at the Digital Catalyst event
- Recognition of your organisation in the Digital Catalyst event invitations
- Recognition of your organisation in the Digital Catalyst event programme
- Opportunity to advertise your organisation in the exhibition area.

Judging Unmet Need Call

You will be involved with the judging of entries and producing a shortlist for discussion by the judging panel.

Event Programme

A full page advert of your organisation will appear in the event programme.

Session Sponsor x3

£3,500 plus VAT

Benefits of this Sponsorship Package...

- Inclusion of the name and logo of your organisation on all marketing material for the Digital Catalyst event, which will be distributed extensively to both healthcare organisations and businesses
- Recognition of your organisation on the Digital Catalyst event website
- Recognition of your organisation in all press releases
- Inclusion of your organisations name and logo on the electronic display on stage at the Digital Catalyst event
- Recognition of your organisation in the Digital Catalyst event invitations
- Recognition of your organisation in the Digital Catalyst event programme
- Opportunity to advertise your organisation in the exhibition area

Speaker Opportunity

Chair a section of the agenda and give a short intro at the start of each session

Event Programme

A half page advert in the Digital Catalyst event programme

Networking Breakfast Sponsorship x1

£1,500 + VAT

Benefits of this Sponsorship Package...

- Your logo prominent in the networking breakfast area at the event
- Inclusion of the name and logo of your organisation on all marketing material for the Digital Catalyst event, which will be distributed extensively to both healthcare organisations and businesses
- Recognition of your organisation on the Digital Catalyst event website
- Recognition of your organisation in all press releases
- Inclusion of your organisation name and logo on the electronic display on stage at the Digital Catalyst event
- Recognition of your organisation in the Digital Catalyst event invitations
- Recognition of your organisation in the Digital Catalyst event programme
- Opportunity to advertise your organisation in the exhibition area

Networking Lunch Sponsorship x1

£2,500 + VAT

Benefits of this Sponsorship Package...

- Your logo prominent in the networking lunch area at the event
- Inclusion of the name and logo of your organisation on all marketing material for the Digital Catalyst event, which will be distributed extensively to both healthcare organisations and businesses
- Recognition of your organisation on the Digital Catalyst event website
- Recognition of your organisation in all press releases
- Inclusion of your organisation name and logo on the electronic display on stage at the Digital Catalyst event
- Recognition of your organisation in the Digital Catalyst event invitations
- Recognition of your organisation in the Digital Catalyst event programme
- Opportunity to advertise your organisation in the exhibition area

Drinks Reception Sponsorship x1

£2,000 + VAT

Benefits of this Sponsorship Package...

- Your logo prominent in the drink's reception area
- Inclusion of the name and logo of your organisation on all marketing material for the Digital Catalyst event, which will be distributed extensively to both healthcare organisations and businesses
- Recognition of your organisation on the Digital Catalyst event website
- Recognition of your organisation in all press releases
- Inclusion of your organisations name and logo on the electronic display on stage at the Digital Catalyst event
- Recognition of your organisation in the Digital Catalyst event invitations
- Recognition of your organisation in the Digital Catalyst event programme
- Opportunity to advertise your organisation in the exhibition area

General Sponsorship

£1,500 + VAT

Benefits of this Sponsorship Package...

- Inclusion of the name and logo of your organisation on all marketing material for the Digital Catalyst event, which will be distributed extensively to both healthcare organisations and businesses
- Recognition of your organisation on the Digital Catalyst event website
- Recognition of your organisation in all press releases
- Inclusion of your organisation name and logo on the electronic display on stage at the Digital Catalyst event
- Recognition of your organisation in the Digital Catalyst event invitations
- Recognition of your organisation in the Digital Catalyst event programme
- Opportunity to advertise your organisation in the exhibition area

Exhibition Sponsorship

£700 + VAT

Benefits of this Sponsorship Package...

- Opportunity to advertise your organisation in the exhibition area

Digital Catalyst Event

Organisation:

Contact Name:

Job Title:

Address:

Post Code:

Tel:

Email:

I wish to take up the following sponsorship option: -

- Premium Sponsor
- Session Sponsor
- Networking Breakfast Sponsor
- Networking Lunch Sponsor
- Drinks Reception Sponsor
- General Sponsor
- Exhibitor

Organisations website address for link on Digital Catalyst event website:

-
- I have emailed our organisations logo to sarah.black@ahsn-nenc.org.uk

Purchase Order Ref:

Signature:

Print Name:

Date:
