



IHEEM 2019

CARDIFF

REGIONAL CONFERENCE & EXHIBITION
5 SEPTEMBER

Sponsorship & Exhibitor Opportunities

www.iheem.org.uk



ABOUT US

IHEEM (the Institute of Healthcare Engineering and Estate Management) is an international professional engineering institute and is the UK's largest specialist Institute for the Healthcare Estates Sector.

IHEEM is a membership organisation and offers a variety of membership packages for individuals and affiliates such as NHS Trusts, Universities and Companies working within the sector.

IHEEM is licensed by the Engineering Council to register engineers as EngTech, IEng and CEng. The Institute is also at the forefront of informing and implementing government policy such as the Lord Carter Productivity and Efficiency Programme and Health Technical Memorandums (HTMs).

As a professional development organisation, IHEEM helps to keep members up to date with developing technology and changing regulations. One of the ways IHEEM does this is through the various technical seminars and conferences that the Institute organises. These provide a great opportunity for attendees to broaden their knowledge, upskill, debate key issues and share best practice with peers.

The IHEEM Technical Platforms provide technical expertise and guidance for members, industry professionals and stakeholders. They also help to inform, shape and implement government guidelines and policies and provide technical guidance and subject matter for the IHEEM CPD programme.

IHEEM maintains 'Registers of Authorising Engineers' for the following disciplines: Decontamination, Electrical, Medical Gases and Water.

IHEEM has a network of 12 regional branches in the UK, and 2 overseas in the Republic of Ireland and Hong Kong and was a founding member of the International Federation of Hospital Engineering (IFHE) developing partnerships across the world.

Lord Carter of Coles is the Honorary Patron of the Institute, building upon the close partnership with the Department of Health.

IHEEM's Health Estate Journal (HEJ) is the leading expert voice for the healthcare estates sector and is distributed to over 2500 stakeholders from across the sector.

IHEEM 2019 is a joint venture between IHEEM and the IHEEM Wales regional branch.

IHEEM 2019

The IHEEM 2019 Regional Conference and Exhibition, 'IHEEM 2019', is organised by the IHEEM head office with support from the IHEEM Wales branch.

Now in its fourth year, the event has grown considerably. This year's Conference and Exhibition will be held at the Copthorne Hotel, Cardiff.

Although held in Wales, the conference programme, line-up of expert speakers and content will have a universal appeal to attract delegates from across the UK's healthcare estates sector.

A panel of expert speakers from across the healthcare estates sector will be leading discussions themed around climate change and how this affects Healthcare Estate and its support and operational services.

IHEEM 2019 provides a great opportunity for those looking to raise their profile, showcase new products, or develop their customer base to become involved. This booklet provides an overview of the opportunities available.

VENUE

The Conference and Exhibition will be held at the Copthorne Hotel, Cardiff. The venue offers a large, complimentary car park, there's easy access from Cardiff International Airport and it's only 5 minutes away from Junction 33 on the M4.

The spacious Caerdydd Suite and lobby area is located on the ground floor, offering easy access to the venue, and this will be the location for our main sponsor, exhibitors and catering. The Conference will be held in the Coch suite which is adjacent, allowing delegates to move freely between the two.

WHY YOU SHOULD BE INVOLVED

- Raise your profile within the healthcare estates sector
- Retain your customer base by meeting them face to face
- Develop new business leads
- Showcase new products, services and innovations
- Opportunity to network with key industry stakeholders
- Enhanced exposure to your target audience
- Share best practice and knowledge
- Expert industry speakers
- Increased marketing opportunities being associated with IHEEM

AUDIENCE PROFILE

Building upon the success of our previous events, it is anticipated that IHEEM 2019 will attract 100+ attendees including delegates, speakers and exhibitors. Last year attendees came from across the UK and there was a good mix of both NHS delegates and private sector companies.

Sample of attendees in 2018:

- Senior Statutory Compliance Manager, Training & Risk Services Specialist, Global Healthcare Water Manager, Assistant Director of Strategy – Estates, Maintenance/Project Manager, National Sales Consultant, Project Engineer, Principal Mechanical Engineer, Decontamination Engineer, EBME Technician, Head of Estates Development, Developments, Standards and Approvals Manager, Pre-Construction Manager – Healthcare, Healthcare Sector National Bid & Business Development, Partner, Senior Associate, General Manager of Estates, Senior Associate Architect, Fire Safety Officer, Fire Safety Advisor, Head of Cyber Security, Programme Manager, Research Manager, Head of Specialist Capital Projects & Information, Head of Estates Operations and Trust Health & Safety, Estates & Facilities Management Guidance Lead, Head of Radiotherapy Engineering, Consultant in Clinical & Environmental Microbiology, Director Specialist Estates Services, UK Technical Services Director (Healthcare), Senior Account Manager, Commercial Water Testing Sales Manager, Technical Proposals Engineer, Capital Development Manager, Business Development Manager, Product Manager, Estates Officer, Electrical Services Lead, Systems Sales Specialist, Framework Manager, Senior Authorising Engineer

Sample of NHS Trusts, companies and organisations represented in 2018:

- AECOM, Yeovil District Hospital NHS Foundation Trust, Velindre NHS Trust, Drax Technology, Eastwood Park Training, Hoare Lea LLP, Starkstrom, Pall Medical, Brandon Medical Co Ltd, Shire Controls Ltd, Healthfire Limited, Arup, Laing O'Rourke, ABMU Health Board, Inspired Pharma Training Ltd, Movement Strategies, Health Facilities Scotland, Welsh Government, Index Microbiology, PPL Training Limited, NHS Wales Shared Services Partnership – Specialist Estates Services, NHS Lanarkshire, University Hospitals of Leicester NHS Trust, BAM Construction Ltd, EMCOR UK, Arup, Royal Cornwall Hospitals NHS Trust, Burton Hospitals NHS Trust, Sir Robert McAlpine Ltd, Static Systems Group PLC, Barnsley Hospital, University College London Hospitals NHS Foundation Trust, Kemper UK & Ireland, Sodexo, Torbay & South Devon NHS FT, ADEY Ltd, CEM Systems Ltd, Bender UK, IBI Group, Gama Healthcare Ltd

HOW YOU CAN BECOME INVOLVED

This year we are offering one main Sponsor package and a number of Exhibitor packages. You can sponsor or exhibit, and there is also the opportunity to take out either a half or full-page advert within the Conference programme.

Please note that all packages exclude VAT and are subject to the Terms and Conditions set out in this booklet and that package may vary depending upon the event venue.

Sponsorship packages

<p>SPONSOR</p> <p>£1,500</p> <p>x 1</p> <p>SOLD</p>	<p>An official sponsor of IHEEM 2019 with enhanced marketing and on-site presence at the event</p> <p>Package includes:</p> <ul style="list-style-type: none"> • Sponsor table with 2 chairs and access to power • 4x complimentary passes for your exhibitor stand team with access to the conference (additional passes charged at the advertised delegate rates) • Sponsor logo featured on marketing materials for IHEEM 2019 (once booked and paid) e.g. e-newsletters, flyers • Sponsor logo featured in the conference booklet • Half page sponsor profile featured in conference booklet • Half page advert included in the conference booklet • Sponsor logo featured on IHEEM website • Sponsor profile page featured on IHEEM website • Complimentary catering for your team • Social media promotion: 1900+ followers on Twitter, 1600+ followers on IHEEM LinkedIn Company and Group pages
<p>EXHIBITOR PACKAGE</p> <p>£750</p> <p>15 x Opportunities</p>	<p>Standard exhibitor package at IHEEM 2019 for those wishing to raise their profile and engage with key stakeholders from across the sector.</p> <p>Package includes:</p> <ul style="list-style-type: none"> • Exhibitor table with 2 chairs and access to power • 2x complimentary passes for your exhibitor stand team with access to the conference (additional passes charged at the advertised delegate rates) • Exhibitor logo featured in conference booklet • Exhibitor profile (100 words) featured in conference booklet • Exhibitor logo featured on IHEEM website • Exhibitor profile (200 words) featured on IHEEM website • Complimentary catering for your team • Social media promotion: 1900+ followers on Twitter, 1600+ followers on IHEEM LinkedIn Company and Group pages

EXHIBITOR UPGRADES £150 - £250	Enhance your Exhibitor Package and drive more delegates to your stand by advertising in our conference booklet which will be given to all attendees. <ul style="list-style-type: none">• Full page advert in conference booklet £250 +VAT• Half page advert in conference booklet £150 +VAT Advert artwork and/or flyer insert to be provided to IHEEM in advance.
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INTERESTED IN BOOKING?

Then don't delay, book with us today to ensure you don't miss out.

Contact the events team at IHEEM:

- Phone: 02392 823 186
- Email: events@iheem.org.uk
- Website: www.iheem.org.uk/Sponsorship-Exhibitor-Booking-Form

TERMS AND CONDITIONS

1. Definitions

- 1.1. 'IHEEM' is defined as the Institute of Healthcare Engineering and Estate Management and is responsible for the overall organising, marketing and management of the event.
- 1.2. 'Event' is defined the IHEEM 2019 Regional Conference and Exhibition, also referred to as 'IHEEM 2019'.
- 1.3. 'Venue' is defined as Copthorne Hotel, Copthorne Way, Culverhouse Cross, Cardiff CF5 6DH for IHEEM 2019.
- 1.4. 'Package' is defined as the relevant Exhibitor/Sponsor package included in this brochure and the details of each.
- 1.5. 'Exhibitor/Sponsor' is defined as the company or organisation named on the event booking form.
- 1.6. 'Space' is defined as the exhibition stand included in the Package as described in this document.

2. Booking an Exhibitor or Sponsorship Package

- 2.1. Only IHEEM Company Affiliate members can book Exhibitor and Sponsorship Packages. If you are not a Company Affiliate, then why not consider joining us today. Contact us to discover how IHEEM membership can benefit you and your organisation.
- 2.2. All bookings are subject to VAT at the prevailing rate at the time of invoicing.
- 2.3. Booking confirmation will only be effective upon receipt of a completed booking form and payment of the Package.
- 2.4. Full payment of the Package is required before the event. Once full payment has been received, the Exhibitor/Sponsor will be added to marketing collateral for the event including the IHEEM website and promotional items as set out in the Package details and agreed with IHEEM.
- 2.5. Until full payment has been received, the booking is not confirmed and remains provisional. IHEEM has the right to sell this Package to other interested parties.
- 2.6. IHEEM retains the right to decline bookings if the Exhibitor or Sponsor requestor is not suitable for the event, has outstanding balances to pay IHEEM or is for other reasons stated by IHEEM.
- 2.7. Upon completion and acceptance of the booking form and payment of the Exhibitor/Sponsor Package, the terms and conditions of this document shall constitute an agreement between IHEEM and the Exhibitor/Sponsor.

3. Allocation of Exhibitor/Sponsor stand/space

- 3.1. Every effort shall be made to allocate to the Exhibitor/Sponsor the stand space which has been booked. However, to facilitate an effective layout of the Exhibition and IHEEM believes it to be in the best interest of the Exhibition, IHEEM has the right to make a stand reallocation at any time. If the space is reduced, the price for the stand shall be reduced proportionate to the amount of the space reduction and refunded to the Exhibitor/Sponsor post event.

4. Event Marketing and Promotion

- 4.1. IHEEM are responsible for the marketing and promotion of the event and reserves the right at any time to amend or vary the manner or methods of such marketing and promotion.
- 4.2. The Exhibitor/Sponsor acknowledges that IHEEM shall not be held responsible for the failure of all or any other contracted Exhibitors/Sponsors to attend the event or the failure of any number of attendees to attend the event for any reason beyond the reasonable control IHEEM.
- 4.3. The name of any Exhibitor/Sponsor which may appear on any floor plan or stand or any

statement made by or on behalf of IHEEM shall not seek to constitute an endorsement of the Exhibitor/Sponsor.

4.4. The Exhibitor/Sponsor agrees that the event marketing and promotion will include a range of marketing channels and platforms including: social media, websites, flyers, e-newsletters, journals and others deemed as part of the overall marketing of the event.

4.5. Please note that IHEEM and third-party contractors may take photographs, video and audio footage of the event, which may include speakers, delegates, Exhibitors and Sponsors, and this may later be used in editorial features and/or in marketing and promotional material.

5. **Postponement or Abandonment**

5.1. IHEEM at any time, without prior notification, may change the location of the venue, the date, the opening and closing times of the event.

5.2. The Exhibitor/Sponsor shall not have any claim against IHEEM in respect of any loss or damage whatsoever consequent upon the event failing to be held for any reason outside IHEEM's control or the event venue being or becoming wholly or partially unavailable for the holding of the event for any reason.

5.3. If by rearranging the venue, the period of the event, the size or location of the stands, postponing the event or by doing any other reasonable thing the event can be held, the contract for Exhibitor/Sponsor Package shall be binding save that it shall be deemed to be varied to allow for the necessary change in venue, dates or period of the event, stand size, location or otherwise.

6. **Cancellation by the Exhibitor/Sponsor**

6.1. An Exhibitor/Sponsor shall not be at liberty to cancel or withdraw an application for a Package once it has been confirmed by IHEEM as set out in 2.1-2.7.

6.2. If any Exhibitor/Sponsor notifies IHEEM in advance that, owing to unforeseen circumstances he is unable to attend the event and use the Package allotted to them, then IHEEM may, at their discretion, cancel the allotment.

6.3. Notification to cancel the booking must be made in writing (email) to IHEEM.

6.4. If the Exhibitor/Sponsor cancels the booking, then no refund will be provided, and the Exhibitor/Sponsor will be removed from event marketing and promotional items from this date where feasible.

6.5. Should IHEEM succeed in re-letting any such cancelled Package they may, at their discretion, relieve the Exhibitor/Sponsor of any part of their responsibility for payment of the cancelled package.

6.6. If any Exhibitor/Sponsor shall fail to pay any sum due to IHEEM or shall contravene or fail to observe any of the requirements of these terms and conditions, then IHEEM reserve the right to revoke the allotment of Package and to exclude the Exhibitor/Sponsor, their agents and property, at their expense from the event and venue and to re-allocate the Package.