

Exhibitor & Sponsorship Opportunities



IHEEM
AE Conference 2019

Wednesday 20 March 2019
Birmingham

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 5000 estates and facilities personnel across the sector.

THE EVENT

This year will see the third IHEEM Authorising Engineer (AE) Conference, which is growing year on year, being held on 20 March 2019 at Cranmore Park, Birmingham.

A panel of expert speakers from across the healthcare estates sector will be leading discussions on key topics related to the conference theme: **'Why do we need an Authorising Engineer?'**

VENUE

The event is being held at Cranmore Park Conference and Exhibition Centre which is located on the outskirts of Birmingham. The venue has convenient road, rail and air links, and there is free on-site parking.

The event space being used is the 'Cranmore Suite' which is located on the first floor, there is lift access. The suite will have the conference in one end and space for the Sponsor/Exhibition stands and catering at the other - providing opportunities to interact with delegates.

- Venue website: <https://www.cranmorepark.co.uk/>
- Travel details: <https://www.cranmorepark.co.uk/visiting-us/how-to-find-us>

WHY YOU SHOULD BE INVOLVED

We are keen to bring together those involved in the healthcare estates sector by helping you to build new partnerships.

This event provides you with the ideal platform to help you reach your target audience and key decision makers within the sector.

- 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

The event will be attended by delegates from across the healthcare estates sector including Authorising Engineers, training providers, NHS and healthcare estates professionals and key stakeholders.

Sample of who attended in 2018:

- Senior Policy and Strategy Lead (Hard FM), Principal Engineer, Medical Engineering Training and Risk Specialist, Director, Sector Lead – Industrial, General Manager, Project Engineer, Training Manager, Authorising Engineer, Director of Training, Business Development Manager, Head of Operational Estates and Facilities Services, Legionella Risk Consultant, Managing Director, Estates Compliance Officer, Senior Decontamination Engineer, Deputy Director of Estates & Facilities, Learning and Development Manager, Head of Engineering & Quality, Health, Safety & Environment, Chief Executive, Associate.

Sample of where attendees came from:

- AirisQ Ltd, BOC Healthcare, Healthcare Engineering Services FM Ltd, Royal Cornwall Hospitals NHS Trust, Eastwood Park, Trenton Fire Ltd, NHS Wales Shared Services Partnership-Specialist Estates Services, Eastwood Park Training, Purite, EMCOR Ltd, ETA Projects Ltd, Shire Controls Ltd, NHS Improvement, PPL Training Ltd, County Durham & Darlington NHS Foundation Trust.

SPONSORSHIP AND EXHIBITOR PACKAGES

During registrations, the refreshment breaks and lunch, delegates will be able to visit the Sponsor and Exhibition stands which will be positioned in the same room as the Conference.

There are a range of packages available from the headline event sponsor to exhibitor packages depending upon your budget.

Please note that all packages exclude VAT and are subject to the Terms and Conditions set out below.

<p>EVENT SPONSOR</p> <p>£2000</p>	<p>The official Event Sponsor package with headline marketing opportunities and a prominent on-site presence at the event</p> <p>Package includes:</p> <ul style="list-style-type: none"> • Prominent position of the exhibition stand (approx. 4m x 4m) in the venue with 1x table and 2x chairs • 6x Complimentary passes for your exhibitor stand team with access to the conference (additional passes charged at the advertised delegate rates) • Opportunity to deliver a 10-minute presentation to attendees (content to be agreed with IHEEM) • Sponsor flyers and promotional materials in delegate bags • Sponsor logo featured on marketing materials for the event including e-newsletters, flyers (dependent upon timescales) • Sponsor logo featured prominently on the front cover of the event programme and footer of the pages • Full page sponsor profile featured in the event programme • Sponsor logo and profile (up to 500 words) prominently featured on the IHEEM website pages for the event • Press release announcing the sponsorship • Sponsor logo featured on delegate badges • Sponsor branding (to be agreed with IHEEM and provided by sponsor) and pop up banners in the conference room • Additional promotional items to be agreed with IHEEM • Complimentary catering for your team • Social media promotion: 1900+ followers on Twitter, 1500+ followers on IHEEM LinkedIn Company and Group pages
<p>EXHIBITOR PACKAGE</p> <p>£500</p> <p>6x Opportunities</p>	<p>The standard Exhibitor package is 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"> • Exhibition stand (approx. 3m x 2m) in the venue with 1x table and 2x chairs • 2x Complimentary passes for your exhibitor stand team with access to the conference (additional passes charged at the advertised delegate rates) • Exhibitor logo and profile (50 words) featured in the event programme • Exhibitor logo and profile (100 words) featured on the IHEEM website pages for the event • Complimentary catering for your team • Social media promotion: 1900+ followers on Twitter, 1500+ followers on IHEEM LinkedIn Company and Group pages

INTERESTED IN BOOKING?

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

How to book:

- Fill in the online booking form: www.iheem.org.uk/Sponsorship-and-Exhibitor-Booking-Form
or
- Contact the events team at IHEEM by email: events@iheem.org.uk

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 Authorising Engineer Conference 2019 and also referred to as the IHEEM AE Conference 2019.
- 1.3. '*Venue*' is defined as Cranmore Park Conference and Event, Cranmore Avenue, Solihull B90 4LE, also referred to as 'Cranmore Park'.
- 1.1. '*Package*' is defined as the relevant Exhibitor/Sponsor package included in this brochure and the details of each.
- 1.2. '*Exhibitor/Sponsor*' is defined as the company or organisation named on the event booking form.
- 1.3. '*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. www.iheem.org.uk/membership
- 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 if IHEEM believes it to be in the best interest of the Exhibition, then 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.