

LaingBuisson®
EVENTS

Private Acute Healthcare Conference 2021

Sponsor and Exhibitor Opportunities



THURSDAY 14TH OCTOBER 2021
THE ROYAL SOCIETY OF MEDICINE

#PrivateHealthcare
www.laingbuissonevents.com

About LaingBuisson

LaingBuisson has been serving clients for over 30 years with market, policy and strategy insights, data and analysis across healthcare and social care. We are the chosen provider of independent sector healthcare market data to the UK Government's Office for National Statistics and work globally with providers, commissioners, payors, manufacturers, investors, regulators and advisors. We help our clients to understand their markets, make informed decisions and deliver better outcomes through market intelligence, data solutions and consulting.

Private Acute Healthcare Conference 2021

Join directors, finance executives and senior management from leading hospital operators and investors this October as LaingBuisson brings together its unique research, latest data, and sector forecasts to support you while setting your budgets for 2022 and beyond. This leading conference will also take a step back and look at some of the wider issues affecting the industry as we recover from the COVID-19 global pandemic. This unique combination of objective insight and senior delegate participation from across the industry makes this conference the must-attend event for those involved in the private acute healthcare sector.

This annual conference is back at Royal Society of Medicine as a very hopeful in-person event to get back to that all important networking face-to-face. Join us and peers as you catch up on past 12 - 18 months and what the future looks like.





Why sponsor?

Our events attract support from key stakeholders in the independent health and social care sectors. Sponsorship connects your brand with opinion formers in the sector and associates it with knowledge products and professional development.

- Your brand secures visibility in the independent health and social care sectors.
- Your brand is aligned with the UK's leading provider of data solutions and market intelligence on the independent health and social care sectors.
- You secure your competitive edge through personal contact.
- Expand your business opportunities and meet leading thinkers in the networking community.
- Build new business relationships and generate strong leads.
- Present your latest business solutions to experts in the field.

Exhibitor Hall

All packages include a booth in the expo hall that will increase your chance of interacting with delegates, provide a platform for your material and create brand exposure.

Sponsorship and exhibitor packages are offered on a first-come, first-served basis.

Last year's speakers:



Top row left to right: Dr Annabel Bentley, Chief Medical Officer, AXA PPP Healthcare; Massoud Fouladi, Group Clinical Chairman, Circle Health; Stephen Collier, NHS Professionals; Peter Connor, Managing Director, Healthcode; Andrew Barker, CEO, Phoenix Hospital Group; John Reay, CEO, HCA Healthcare; Sam Rajaratnam, Head of Department, Orthopaedic Surgery, Schoen Clinic London; Dr Rob Hendry, Medical Director, MPS Partnerships; Sophie Morris, Senior Hospitals Manager, Vitality; Alex Perry, CEO, Bupa Insurance



Bottom row left to right: Dr Nick Losseff, Medical Director for Global Patient Services, Cleveland Clinic London; Erin Shaffer, Hospital Director, Schoen Clinic London; Nancy Hollendoner, Senior Advisor, Smith Square Partners; Dr Luke James, Medical Director, Bupa Global and UK Insurance; Jared Mabry, Chief Information Officer, HCA Healthcare; Dr Kate Bunyan, CMO, Doctor Care Anywhere; David Hare, Chief Executive, IHPN; Dr Andy Jones, CEO, Ramsay Healthcare UK; Paolo Pieri, CEO, Circle Health; Mike Davison, Head of International, Isokinetic

Previous LaingBuisson attendees:

4ways Healthcare	Hospital	Alliance	Marwood Group	Rutherford Health
ACS Health	CHKS, part of Capita	Healthcode	McDermott Will & Emery	Scalpel
Advanced	Healthcare Decisions	HKS Architects	McGrigor Group	Schoen Clinic London
Advanced Oncotherapy	Circle Health	Horder Healthcare	McKinsey & Company	Servelec
Aspen Healthcare	Cleveland Clinic London	IDF	MDDUS	Shawbrook Bank
Avison Young	Clyde & Co	Imperial Private Healthcare	Merck Sharp & Dohme	Skin Analytics
Aviva	CMS Cameron Mckenna	Independent Healthcare	MPS Partnerships	Spire Healthcare Group
AXA PPP Healthcare	Nabarro Olswang	Sector Complaints Adjudication Service	MUFG	Streets Heaver
Barts Health Private Care	Compass Associates	Independent Practitioner Today	My Clinical Outcomes	Synergix Health
Benenden Health	Compass Executives	Jaguar LandRover	myrecovery	The Cadogan Clinic
Bevan Brittan	Connell Consulting	Johnson & Johnson	NHS Partners Network	The Harley Street Clinic - HCA
BMI Healthcare	EQL	KIMS Hospital	NHS Professionals	Healthcare UK
Boulton & Co	Espirita	King Edward VII's Hospital	Nightingale Hospital (Sinoué)	The London Clinic
Bupa	Focused Healthcare	Knight Frank	Nuffield Health	The Mayo Clinic
Burges Salmon	Fortius Clinic	KPMG	One Healthcare Partners	The Royal Marsden NHS
Cadwith Health	Guy's & St Thomas' Private Healthcare	L.E.K. Consulting	Ortus-iHealth	Foundation Trust
Calthorpe Estates	Harrogate and District NHS Foundation Trust	Latchmore Associates	PHIN	Tracworx
Candesic	HCA Healthcare	LexiHealth	Practicus	Trustedoctor
Care Quality Commission	Healix Health Services	Lifted	Proton International	UCLH
Carter Schwartz	Healthcare at Home	Liz Heath Marketing	Proton Partners International	UME Group
CBRE	Healthcare Purchasing	London Sports Orthopaedics	Royal Brompton & Harefield Hospitals Specialist Care	VINCI Construction UK
Check4Cancer		Mansfield Advisors	Royal Marsden Hospital	VitalityHealth
Chelsea & Westminster				Wellola

Previous sponsors and exhibitors:



Premium Sponsor

£10,000 + VAT

Premium sponsorship is offered on an exclusive first-come, first-served basis. This top tier package gives you the maximum brand exposure across the conference giving you a presence on the agenda and in the exhibition.

Sponsorship packages

Benefits

- Opportunity to speak as part of the agenda or chair a panel. Topic to be agreed by Conference Director*
- Exhibition booth space in expo hall in prime position
- Podium recognition in chair's opening address
- Conference attendee registration details**
- Six conference registrations

Profile

Use of the Private Acute Healthcare Conference 2021 name in sponsor's adverts, website, press releases up to, during and for three months after the conference.

Visibility

- Full-page A4 advert on the inside cover of the conference delegate guide**
- Opportunity to provide a 20 second promotional video advert for all attendees to see in main auditorium**
- Prominent sponsor logo on conference promotional material**
- Prominent sponsor logo on all e-marketing material
- Prominent sponsor logo on conference adverts featured in HealthcareMarkets UK**
- Prominent sponsor logo featured in sponsor recognition material**
- Prominent sponsor logo, 50 word description and web link on the conference webpage
- Full-page advert in one LaingBuisson Market Report**
- Full-page advert in an edition of HealthcareMarkets UK**

* Subject to content approval by LaingBuisson. The session must be educational and not an exercise in selling from the podium.

** Subject to sponsorship being confirmed prior to creation of marketing materials.

***Subject to agreement and consent from each individual registration in line with GDPR.

Executive Sponsor

£6,499 + VAT

Our Executive Sponsor is the perfect package for those wanting brand exposure and a chance to participate in a leading discussion with key players in the sector.

Sponsorship packages

Benefits

- Opportunity to participate in a panel discussion. Topic to be agreed by Conference Director*
- Exhibition booth space in expo hall
- Podium recognition in chair's opening address
- List of conference attendees***
- Four conference registrations

Profile

Use of the Private Acute Healthcare Conference 2021 name in sponsor's adverts, website, press releases up to, during and for three months after the conference.

Visibility

- Full-page A4 advert in the official conference delegate guide**
- Sponsor logo on conference promotional material**
- Sponsor logo on all e-marketing material
- Sponsor logo on conference adverts featured in HealthcareMarkets UK**
- Sponsor logo featured in sponsor recognition material**
- Sponsor logo, 50 word description and web link on the conference webpage
- Full-page advert in an edition of HealthcareMarkets UK**

* Subject to content approval by LaingBuisson. The session or email must be educational and not an exercise in selling from the podium.

** Subject to sponsorship being confirmed prior to creation of marketing materials.

***Subject to agreement and consent from each individual registration in line with GDPR.

Sponsorship packages

Exhibitor

£2,499 + VAT

Becoming an exhibitor at the Private Acute Healthcare Conference 2021 is the perfect way to increase your visibility, showcase your expertise and generate leads through networking opportunities in the Expo Hall.

Benefits

- Exhibition booth space in the expo hall
- List of conference attendees**
- Two conference registrations

Profile

Use of the Private Acute Healthcare Conference 2021 name in exhibitor adverts, website, press releases up to, during and for three months after the conference.

Visibility

- Exhibitor logo on conference promotional material*
- Exhibitor logo on all e-marketing material
- Exhibitor logo on conference adverts featured in HealthcareMarkets UK*
- Exhibitor logo and web link on the conference webpage

* Subject to sponsorship being confirmed prior to creation of marketing materials.

**Subject to agreement and consent from each individual registration in line with GDPR.



Contact

Please contact our Event Manager, or your Account Manager, to discuss sponsor or exhibitor opportunities at our Private Acute Healthcare Conference 2021 in more detail. We would be happy to tailor make packages to suit your partnership goals and objectives.

Details of the event are also on our website at www.laingbuissonevents.com.

Jade Cummings
Event Manager

☎ +44 (0)1442 817824

✉ jade.cummings@laingbuisson.com

🌐 LaingBuissonevents.com

 [LaingBuisson](https://www.linkedin.com/company/LaingBuisson)

 [@LaingBuisson](https://twitter.com/LaingBuisson)