



Innovation Zone Proposal

16-17 March 2016

About us

The British Dietetic Association (BDA) is the professional body and trade union for dietitians, support workers and dietetic students across the UK. We also welcome into membership nutritionists and those with an interest in diet and nutrition. As the largest association for nutrition professionals in Europe, the BDA's vision is to ensure that dietitians are recognised as leaders in diet and nutrition matters across the fields where they make a difference.

Our commercial activities, including our annual conferences, eLearning and training workshops, are regarded by the sector as a valuable addition to the service we provide to members and associates.

The Proposition

The BDA is hosting a large flagship conference on **16-17 March 2016 at the QEII conference centre in London.**

The objective of this conference is to provide delegates with the latest information on the growing challenges they face on a daily basis as the world of diet and nutrition evolves. Through a series of large plenary style lectures, and smaller, more personalised breakout sessions, this conference aims to empower delegates with the knowledge and tools required to develop their awareness of the challenges and current issues facing the health sector and to assist them in delivering innovative patient care through scientific and service development.

We will also run an exhibition alongside the conference. The exhibition area is an informal area where attendees will choose to spend their time. The area is a mix of exhibition spaces, relaxing zones and engaging spaces. The exhibition area is designed to be pull rather than push.

BDA Live offers an excellent opportunity to demonstrate your expertise within the health sector, as well as an opportunity to engage and build positive relationships with up to 250 delegates from the NHS, private practice, academia, research, industry and the media.

Innovation Zone 2016: by application £1000+vat

We want delegates to see the latest and best new products and services, so in addition to our main exhibition area, we have created an innovation zone, sponsored by Dietetics Today. This space is for companies to present niche market or new launches, and we are offering this to up to 6 organisations who meet the criteria below:

Companies with a turnover less than £1,000,000

- Niche market product or service with a unique offering to dietitians.
- Product's key messages are in-line with evidence based practice

Companies with a turnover of more than £1,000,000

- New product or service launched within past 12 months.
- Product's key messages are around helping patients or health professionals in an innovative way



To apply

Write a 100 word submission on why your product or service merits a place in our innovator's zone and how it meets our brief to create.excite.innovate.

Send this to the BDA Partnerships Officer, Jo Lewis, by 8 January 2016.

The final decision will be made by the BDA Chairman.

The six companies selected will be offered a space within the Innovator's Zone for one day of BDA Live (three per day), and the best submission will also be given a free listing in the News or Product News section of Dietetics Today.

Engagement and amplification

The BDA events team use a variety of new technologies and skills to engage delegates before, during and after BDA Live. If your organisation is passionate about being part of our community, let us know which channels you use and let's start a conversation about what innovative nutritional care looks like.



Next step

Contact Jo Lewis, Partnerships Officer, The British Dietetic Association. Tel: 0121 2008030 / 07818 597001
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