



Sponsorship & Exhibition 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.

The BDA has developed a number of sponsorship packages that enable your organisation to:

- Align your brand with the highly regarded BDA brand
- Access unique networking opportunities with delegates through our scheduled 1-2-1s
- Ensure your organisation's name is aligned with the health and nutrition sectors flagship event
- Access an audience of decision makers across the sector
- Exhibit in a lively and engaging area adjacent to the conference hall; no risk of being missed!
- Be promoted via the BDA website and social media





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“powered by” sponsor (only one package available) £8500 + vat

This is a unique opportunity to “power” the most important and dynamic event in the UK health and nutrition the calendar alongside our current event supporters. Last year’s header looked like this:



The package could include the below but we believe in creative sponsorship and we want your engagement to be memorable for you and for our attendees. We are willing to discuss in detail how we can tailor our premium package to meet your objectives.

- ‘Early Riser’ breakfast session – you will have the opportunity to target who you would like to invite from the attendee list and hold a networking session in the format of your choice OR slot on the programme as part of plenary or breakout sessions – by negotiation with programme manager
- 3m x 4m Space in our exhibition area space in a prime location to include 4 delegate passes and 2 stand staff passes

Plus high level branding across all BDA and event assets:

- BDA Live listed as “powered by your organisation” in all diary listings in relevant trade journals such as Dietetics Today and Complete Nutrition.
- High visibility branding “powered by” on all BDA Live marketing material both on our website and on any printed literature – including on all BDA staff email signatures.
- A regular listing and a click through link in BDA Live event e-newsletters and our general electronic newsletters, Members Monthly and Circulate
- Your logo on the website pages
- Opportunity to include questions in the delegate questionnaire that every attendee will complete (this will ensure you meet the attendees you want to meet)
- Extensive support via the BDA’s Social Media channels including Facebook and Twitter

BDALIVE & online logo. Register now at www.bdalive.co.uk. Delivering enhanced outcomes for patients with long term conditions. Vinopolis, London | 22nd and 23rd September 2014. @BDA_Events BDA Live and Online is YOUR Membership organisations' event. It is a two-day educational programme designed around scientific research and its practical application. BDA Live and Online returns on 22nd and 23rd September 2014. We will once again be at Vinopolis to 'Create, Excite, Innovate' delegates, speakers and all those attending. BDA Live and Online, an event built by dietitians for dietitians. BDA events. create excite innovate. Book your place at www.bdalive.co.uk

Members Monthly Your BDA members ezine July 2014. EVENTS & COURSES. BDA Live and Online Programme Announced. BDA Live and Online returns on Monday 22 and Tuesday 23 September 2014. We will once again be at Vinopolis to 'Create, Excite, Innovate' delegates, speakers and all those attending. This year's theme is 'Delivering enhanced outcomes for patients with long term conditions'. View the full programme and book online now. SENr Portfolio Workshop Thursday 23 October 2014. Facilitated by Louise Sutton (Principal Lecturer in Sport and Exercise Nutrition, Leeds Met) and Dr Kevin Currell (Head of SENr The Sport and Exercise Nutrition Register)

DIETETICS TODAY THE OFFICIAL MAGAZINE FOR ALL BDA MEMBERS. BDA LIVE AND ONLINE THE COUNTDOWN BEGINS - GET READY FOR... BDALIVE & online logo. Register now at www.bdalive.co.uk. Delivering enhanced outcomes for patients with long term conditions. Vinopolis, London | 22nd and 23rd September 2014. See page 20 for essential information on the BDA's conference of the year - the high profile guest speakers, the programme sessions, the awarding venue and much much more. LEARNING DISABILITIES | LOW PROTEIN DIETS | GLUTEN SENSITIVITIES

Next step

Contact Jo Lewis, Partnerships Officer, The British Dietetic Association. Tel: 0121 2008030 / 07818 597001 E-mail: j.lewis@bda.uk.com

Other sponsorship opportunities are as follows:

Fringe session speaker (with exhibition stand) £4750+vat



- Presents an opportunity to address approximately one fifth of the delegates in a smaller, workshop style lecture and demonstrate expertise in your field. Likely to be scheduled as a 30 minute breakfast or lunchtime meeting. Ideal for communicating a key message on a topic.
- Unique opportunity to speak to a smaller more targeted audience. These sessions are dependent on the relevance to delegates.
- Pre-event email to all delegates to promote the session and drive attendance
- Spotlight piece in BDA Live eNewsletter to all BDA members to promote your key message and the session.
- 3m x 2m exhibition space to include 2 delegate passes and 2 stand staff passes
- Logo placed on the BDA Live website
- Your logo on the conference programme on the day
- Extensive support via the BDA's Social Media channels including Facebook and Twitter

Mini presentation (with exhibition stand) £4,000+vat

- Presents an opportunity to address approximately ten of the delegates in a smaller, informal discussion group. Ideal for gathering insights or kick starting a conversation. 15 minutes.
- Unique opportunity to speak to a smaller more targeted audience. These sessions are dependent on the relevance to delegates.
- Pre-event email to all delegates to promote the session and drive attendance
- Spotlight piece in event eNewsletter to all BDA members to promote your key message and the session.
- 3m x 2m exhibition space to include 2 delegate passes and 2 stand staff passes
- Logo placed on the BDA Live website
- Your logo on the conference programme on the day
- Extensive support via the BDA's Social Media channels including Facebook and Twitter



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Product Sampling (during lunch £1800+vat, during refreshment break £900+vat)

- Inclusion of product in lunch menu or sampling alongside other catering offer
- One pass to attend the event
- Logo placed on the BDA Live website
- One of your banners behind each refreshment station x2 (to be provided by the client)
- Branding alongside the sampling activity

Snack Bar £600+vat

- Your snack product in front of our 250 attendees sampled by a dietitian who will share your nutritional information
- Good amplification via twitter during the event

Exhibition Stand £3000+vat

The views over the Houses of Parliament from the exhibition room at the QEII conference centre provide a fantastic backdrop to the showcase activities at BDA Live. Our events team are designing the space to 'pull' attendees into the showcase areas and it will provide plenty of comfortable areas for 1-2-1 meetings, informal chats with exhibitors, creative zones for impromptu discussions and quiet places to catch up on a bit of work.



Includes

- Dedicated 3m x 2m space for the presentation of your organisation and its products – the space you need to create.excite.innovate
- Furniture package from our designated provider
- Electrics and WiFi
- Company listing within the event App
- Support from our social media campaigns on the run up to the event
- Exhibitor passes – 2

Previous companies exhibiting include Abbott Nutrition, Baxter Healthcare, BBraun Medical, Benefiber, Bodystat, Brakes Group, California Almonds, Clasado, Danone Dairy, Elite Recruitment, First Grade International, FDF, Fresenius Kabi, Glutafin, Health Professions Council, Innocent, Juvela, Kealth Foods, Kellogg's, Lactofree, NABIM, Nestlé, Nutricia, Rosemary Conley, Slimming World, Tanita, Yakult, Vitaflo, Wiley Blackwell.

Innovation Zone £1000+vat

By application only, a one day stand to showcase a new or innovative product or service. Contact us for more information.

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Who will attend BDA Live?



The BDA prides itself on being able to bring together dietitians representing the breadth of practice in the UK health and nutrition sectors who want to access the latest science and professional information, our conferences are the preeminent place to learn and network.

Last year's conference was attended by around 250 delegates.

Job Title

Senior Renal Dietitian
 Band 7 Dietitian
 Head of Dietetics
 Deputy Dietetic Lead
 Senior Specialist Dietitian
 Dietetic Oncology Clinical Team Lead
 Lead Dietitian Maternal Health
 Dietitian
 Dietetic Manager
 Head of Health Nutrition
 Primary Care Dietitian
 Team Lead Home Management Services
 Paediatric Dietitian
 Senior Dietitian
 Chronic Disease Management
 Specialist Starrs Dietitian
 Senior Community Dietitian

Organisation

ABMU Health Board
 Addenbrookes Hospital
 Aneurin Bevan Health Board
 Barnet & Chase Farm NHS Trust
 Barts and the London NHS Trust
 Beatson West of Scotland Cancer Centre
 Birmingham Community Healthcare
 Bonnyrigg Health Centre
 Bradford Teaching Hospitals NHS Foundation Trust
 Brakes, Kent
 Bristol General Hospital
 Bristol Royal Infirmary
 Buckinghamshire Healthcare NHS Trust
 Burton Hospitals NHS Foundation Trust
 Central London Community Healthcare NHS Trust
 Central Middlesex Hospital
 Chingford Health Centre

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.



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