



**Wednesday 14 March
 & Thursday 15 March 2018**
 QEII Centre, City of Westminster
 London

registration from £75

The must-attend event for dietitians at all levels.
 Find out more at www.bdalive.co.uk or email events@bda.uk.com

BDA events.
 create. excite. innovate.

Sponsorship & Exhibition Proposal

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.

The BDA is hosting its bi-annual large flagship conference on **14-15 March 2018 at the QEII Conference Centre in London.**

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 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.

In 2018 we address two major themes:

- **Food Futures:** what's the future of food in the UK within the context of climate change, Brexit, reformulation, healthism and poverty?
- **Future dietitian:** Clinical and strategic issues for the profession focussing on visibility, identity, influencing, diversity and research.

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

- Access an audience of influencers and decision makers across the sector
- Ensure your organisation's name is aligned with the health and nutrition sectors flagship event
- 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



“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. For example:



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
- 4m x 4m Space in our exhibition area space in a prime location to include 6 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
- Extensive support via the BDA’s Social Media channels including Facebook and Twitter

Examples from previous years across all BDA channels:



The image displays four examples of BDA Live branding across different channels:

- Website Banner:** A purple and green banner for the event 'Delivering enhanced outcomes for patients with long term conditions' held in Vinopolis, London, on 22nd and 23rd September 2014. It features the BDA Live logo and a 'Register now at www.bdalive.co.uk' button.
- Members Monthly E-zine:** A blue and white e-zine cover for July 2014, titled 'Members Monthly Your BDA members ezine'. It includes an 'EVENTS & COURSES' section for 'BDA Live and Online Programme Announced' and a 'SEnr Portfolio Workshop' for Thursday 23 October 2014.
- Dietetics Today Magazine:** The August 2014 cover of 'DIETETICS TODAY', the official magazine for all BDA members. It features the headline 'THE COUNTDOWN BEGINS - GET READY FOR...' and the BDA Live logo.
- Social Media Post:** A tweet from @BDA_Events announcing 'BDA Live and Online is YOUR Membership organisations' event' and providing details about the two-day educational programme.

Next step

Contact Jo Lewis, External Relations & Development 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) £4950+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 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 stand 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

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. 20 minutes.
- 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



Product Sampling (during lunch £2000+vat, during refreshment break £1000+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
- Branding alongside the sampling activity

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Exhibition Stand £3100 + 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 in event guides and the event website
- 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, Oatly, Slimming World, SMA, Tanita, Yakult, Vitaflo, Wiley Blackwell.

Innovation Zone £1100 + 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.
- Products' 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

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 External Relations & Development Officer, Jo Lewis, by 17 November 2017.

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 write up in the event coverage in Dietetics Today.

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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. See sample:

- 5 Borough partnership NHS Trust
- ABMU Health Board
- Age UK
- Alpro
- Aneurin Bevan University Health Board
- Arthritis Action
- Ashford and St Peters Hospital
- Basildon Hospital
- Betsi Cadwaladr University Health Board
- Blackpool Teaching Hospitals NHS Foundation Trust
- Bolton Foundation Trust
- Bradford Teaching Hospitals NHS Foundation Trust
- Brakes
- Bristol Community Health CIC
- Bristol Royal Hospital for Children
- Bradford Teaching Hospitals NHS Foundation Trust
- Brakes
- Bristol Community Health CIC
- Bristol Royal Hospital for Children
- Bradford Teaching Hospitals NHS Foundation Trust
- Brakes
- Bristol Community Health CIC
- Bristol Royal Hospital for Children
- Bromley Healthcare
- Buckinghamshire Healthcare NHS Trust
- Cardiff Community
- Central and North-West London NHS Trust
- Clinical Dietitian - Galway
- Colchester Hospital University NHS Foundation Trust
- Compass Group
- Coventry University
- Croydon University Hospital
- CSH Surrey
- DAFNE NHCFT
- Darent Valley Hospital
- Dorset County Hospital
- East & North Hertfordshire NHS Trust
- English Institute of Sport



Engagement and amplification

The BDA events team use a variety of skills and platforms 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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