



The 3rd European Health Literacy Conference



Developing Health Literacy During the Life Course

17-19 November 2015 / The Management Centre Europe . Brussels

Hosted by



Sponsorship Brochure

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www.healthliteracyconference.eu



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PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.



About The 3rd European Health Literacy Conference

Brought to you by Health Literacy Europe, the IROHLA Consortium and the University Medical Center Groningen (UMCG), the 3rd European Health Literacy Conference will take place at the Management Centre Europe in Belgium from 17-19 November.

The core aims of this conference are to foster the exchange between researchers, practitioners and policy makers regarding health literacy across the life course, from various perspectives; to promote evidence-based actions and practices in the area of health literacy; and to promote health literacy as an instrument to tackle inequities in health.



Sponsorship of The 3rd European Health Literacy Conference

Annual events such as this are not simply stand alone, one-off marketing opportunities. Over time, they develop a brand of their own and a reputation for quality which adds value for all organisations that are associated with it. The 3rd European Health Literacy Conference offers sponsoring organisations the opportunity to become involved on a regular basis in this high-level event.

There are a number of different ways in which you will benefit from taking out a sponsorship package at the 3rd European Health Literacy Conference. Simply having your name and brand associated with a high-level event such as this can be extremely valuable and it provides a great opportunity to raise your profile within the sector and with high level policy and decision makers.

There are various package types available for the event, to offer optimum exposure for the budgets that are available. Details of these can be found on the following pages. For more information on the packages and to discuss your sponsorship requirements, please contact Charlene Selmer on charlene.selmer@forum-europe.com or call +44 (0) 2920 783 024.

Sponsorship Packages

Prices listed do not include VAT

Main conference sponsor

€10,000

Please note that the opportunity to have exclusivity as the single sponsor from either the pharma, tech, health insurance or public healthcare sector is also available at a *supplement of €5,000*, so €15,000 in total.

- **Corporate identity included as 'platinum sponsor' on all pre-event and event-day materials, including:**
 - ▶ *Event website*
 - ▶ *Marketing email shots*
 - ▶ *Delegate pack*
 - ▶ *Event-day banners and opening slide*
- Exhibition Space in prime area within the networking and refreshment area
- Opportunity to include company materials in delegate bags
- Corporate identity / logo included in delegate handout with an acknowledgement of your sponsorship
- 3 complimentary places to attend main conference plus all social activities

Host package of pre-conference workshop

€6,500

- A maximum of 4 half-day workshops to take place in parallel the day before the main conference (17 November)
- Workshop listed as 'hosted' by your organisation, and taking place as part of The 3rd European Health Literacy Conference
- Topic and content for the workshop to be agreed upon in collaboration between your organisation and the conference partners
- Speaker invitations to be coordinated by yourselves
- The workshop will be offered to all attendees as an optional item as part of the registration process, and will be marketed alongside the main conference
- A suitable room reserved in the main conference venue for the workshop to take place
- Full event day logistical support, including the registration of delegates, provision of basic audio visual services, catering and all other aspects
- Corporate identity / logo included in delegate handout with an acknowledgement of your sponsorship

Catering Packages

Prices listed do not include VAT

Pre-conference VIP & speaker dinner-debate sponsor

€6,500

- Opportunity to introduce and lead debate
- Three-course dinner for speakers and high-level invited guests
- 3 seats at dinner reserved for your representatives or guests
- Opportunity to provide input into guest list and dinner seating plan
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Corporate identity / logo included in delegate handout with an acknowledgement of your sponsorship

Lunch sponsor

cost for 1 day €4,500 / cost for both days €6,000

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give welcome address prior to the start of lunch (though not compulsory)
- Corporate identity / logo included in delegate handout with an acknowledgement of your sponsorship
- 1 complimentary place to attend main conference plus all social activities

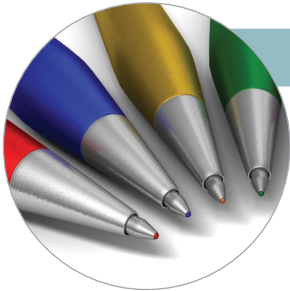
Post-event networking drinks reception sponsor

€4,500

- Corporate identity displayed on banners during reception
- Corporate identity included on invitations distributed to all conference participants
- Opportunity to give welcome address during reception (though not compulsory)
- Corporate identity / logo included in delegate handout with an acknowledgement of your sponsorship
- 1 complimentary place to attend main conference plus all social activities
- 5 complimentary places to attend the cocktail reception (not the main conference)

Sponsorship Opportunities

Prices listed do not include VAT



Conference Pens & Pads sponsor

€1500 + cost of production

- Opportunity to distribute branded pens and pads to all delegates attending the event



Conference Lanyards sponsor

€1250 + cost of production

- Opportunity to provide lanyards used by all delegates at the event
- All delegates are required to wear their lanyard along with their personalised conference badge for the duration of the event.



Travel & accommodation for non-EU speaker sponsor

At cost price

- Opportunity to work with conference partners to identify and secure a non-EU speaker to attend the conference (all travel and accommodation costs paid by sponsor)
- Corporate identity / logo included in delegate handout with an acknowledgement of your sponsorship
- Assistance in setting up a bi-lateral meeting with the sponsored speaker



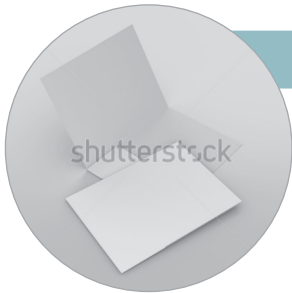
Provision of 'bursary' to cover the cost of a participant attending from a developing / lower income country

€1500 per participant

- Full travel and accommodation costs for participant is covered, plus conference participation fee
- Corporate identity / logo included in delegate handout with an acknowledgement of your sponsorship

Sponsorship Opportunities

Prices listed do not include VAT



Handout printing sponsor

€2000

- Corporate identity / logo included both on front page and inside page of delegate handout with an acknowledgement of your sponsorship



Abstract book sponsor

€2500

- Corporate identity / logo included on front page of abstract book and on an inside page of delegate handout with an acknowledgement of your sponsorship

Sponsorship Reservation Form

I am interested in becoming a *(please tick box)*:

Main Conference Sponsor Pre Conference Workshop Sponsor

I am interested in the following Catering Packages *(please tick box)*:

VIP & Speaker Dinner Lunch Cocktail Reception

I am interested in the following sponsorship opportunities *(please tick box)*:

Pens & Pads Lanyards non-EU speaker sponsor lower income 'Bursary'

Handout printing Abstract book

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Company:

Address:

Name of contact:

Contact Tel. Number:

Contact Email:

Signature:

Date:

Please email this form back to: charlene.selmer@forum-europe.com

Please contact Charlene Selmer to discuss all opportunities listed in this brochure.

Tel: +44 (0) 2920 783 024 . Fax: +44 (0) 2920 020 432 . Email: charlene.selmer@forum-europe.com

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