



## ASPiH Corporate Sponsorship 2021

Thank you for considering sponsoring the Association for Simulated Practice in Healthcare. In 2019 we celebrated our 10<sup>th</sup> anniversary and we have a strong history of supporting, and being supported by, our corporate sponsors. In 2021 we are widening our focus from the national conference to a year-long sequence of events including webinars and twitterchats. We are also offering sponsorship opportunities for the ASPiH website, newsletter, and more.

We hope to offer a sponsorship package for everyone, from international companies to local start-ups. We therefore have large (platinum, gold, silver) packages covering the conference and year-round content and smaller packages covering specific parts of the conference or year-round events.

We are always happy to have a chat to see if there's opportunities that you are able to offer our members that we have not considered.

We hope you will find a package that suits you to engage with our growing membership in these challenging times when we know that simulation will form a growing part of training, skills maintenance and patient safety in the coming decades.

Thanks in advance for your support,  
Yours sincerely,

Michael Money Penny  
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## **Platinum Sponsor £3500 + VAT (2 Platinum sponsors per year<sup>1</sup>)**

### **Virtual Conference 2021<sup>2</sup> - 9<sup>th</sup> – 10<sup>th</sup> November 2021**

- Main sponsor of ASPiH 2021 Conference
- Full exhibition listing in the resource area to include profile, welcome video and provide brochures for download. Also schedule one to one or group meetings of up to 40 delegates.
- Sponsor of two keynote speakers
- Sponsor of “best oral presentation & Patient Involvement awards”
- Banner advert at top of conference homepage with link through to webpage
- Company logo in main virtual auditorium
- 20 minute workshop during the conference programme
- Drop in lounge over the break time which would allow delegates to meet with your team
- Promotional 60 second video to play once during the programme

### **Webinars**

- Sponsor of two ASPiH virtual webinar/ online meetings

### **Website**

- Sponsor of the month for two non-consecutive months

### **Newsletter**

- Logo in every issue of ASPiH newsletter (published 4x/year)

### **Twitter**

- Sponsor of two Twitter chats

### **Email**

- Two promotional emails to our members

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<sup>1</sup> The year runs from the start of the sponsorship.

<sup>2</sup> In preparation for the event, all industry attendees will be invited to a familiarisation tour of the portal in advance of the conference, to enable you and your team to maximise your attendance at the event.



## **Gold Sponsor £2500 + VAT (2 Gold sponsors per year)**

### **Virtual Conference 2021<sup>3</sup> - 9<sup>th</sup> – 10<sup>th</sup> November 2021**

- Full exhibition listing in the resource area to include profile, welcome video and provide brochures for download. Also schedule one to one or group meetings of up to 40 delegates.
- Sponsor of one keynote speaker
- Sponsor of “best poster awards”
- Banner advert at top of conference homepage with link through to webpage
- Company logo in main virtual auditorium
- Promotional 60 second video to play once during the programme
- Drop in lounge over the break time which would allow delegates to meet with your team

### **Webinars**

- Sponsor of one ASPiH virtual webinar/ online meetings

### **Website**

- Sponsor of the month for one month

### **Newsletter**

- Logo in two issues of ASPiH newsletter (published 4x/year)

### **Twitter**

- Sponsor of one Twitter chat

### **Email**

- One promotional email to our members

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<sup>3</sup> In preparation for the event, all industry attendees will be invited to a familiarisation tour of the portal in advance of the conference, to enable you and your team to maximise your attendance at the event.



## **Silver sponsor £1500 + VAT (2 Silver sponsors per year)**

### **Virtual Conference 2021<sup>4</sup> - 9<sup>th</sup> – 10<sup>th</sup> November 2021**

- Full exhibition listing in the resource area to include profile, welcome video and provide brochures for download. Also schedule one to one or group meetings of up to 40 delegates.
- Banner advert at top of conference homepage with link through to webpage
- Company logo in main virtual auditorium
- Promotional 60 second video to play once during the programme
- Drop in lounge over the break time which would allow delegates to meet with your team

### **Webinars**

- Sponsor of one ASPiH virtual webinar/ online meetings

### **Newsletter**

- Logo in one issue of ASPiH newsletter (published 4x/year)

### **Twitter**

- Sponsor of one Twitter chat

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<sup>4</sup> In preparation for the event, all industry attendees will be invited to a familiarisation tour of the portal in advance of the conference, to enable you and your team to maximise your attendance at the event.



## **Additional sponsorship opportunities**

### **1) Virtual Conference<sup>5</sup> - 9<sup>th</sup> – 10<sup>th</sup> November 2021**

#### Pop-up host film (£150 + VAT)

Pop-up host video of up to 60 seconds that will be played in between sessions – provide the film to the conference organisers.

#### On Demand three minute film (£500 + VAT)

On Demand five minute presentation to be available on the timeline for delegates at any time during the open platform.

#### Banner adverts (£200 + VAT) Max two

Adverts to appear across the top of the conference homepage which can link to an external webpage.

#### Mailing to all delegates (£500 + VAT)

Mailing sent to all delegates attending the conference. The mailing will be approved by ASPiH Events Committee.

#### Exhibition for resource centre (£800 + VAT)

Using the exhibition facility on the portal, sponsors can include unlimited brochures, films and website links in this area, which will be branded as a resource area. Stand personnel can virtually man the stand at breaktimes and request one to one or group meetings of up to 40 delegates.

#### Sponsorship of gamification prize (£200 + VAT)

Delegates gain points for interacting with the platform, e.g. attending sessions, linking with colleagues, and participating in live Q&A

#### Sponsorship of social evening or wellness offering (£300 + VAT)

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<sup>5</sup> In preparation for the event, all industry attendees will be invited to a familiarisation tour of the portal in advance of the conference, to enable you and your team to maximise your attendance at the event.



## 2) Website

### Book review page (£150 + VAT)

One year sponsorship of book review webpage. This page will host reviews of books which are relevant to the simulation community.

### Sponsor of the month (£100+ VAT)

Sponsor of the ASPiH website for one month. This will include a clickable banner on the homepage to your website.

## 3) Webinars and Twitter chats

### Webinar (£300 + VAT)

Sponsorship of an online webinar. The normal length is 1 hour. Sponsors will be thanked at the beginning and end of the webinar. Sponsors are invited to suggest an expert and have a webinar focused on their product(s) which will be of interest to ASPiH members, content to be agreed with the ASPiH executive.

### Twitter chat (£150 + VAT)

Sponsor of an ASPiH twitter chat. The normal length is 1 hour. Sponsors will be thanked at the beginning and end of the chat. Sponsors are invited to suggest an expert and have a twitter chat focused on their product(s) which will be of interest to ASPiH members, content to be agreed with the ASPiH executive.



#### 4) Newsletter

##### Advert

Advert in the newsletter. Published quarterly.

- Full page (£300 + VAT)
- Half-page (£175 + VAT)
- Quarter-page (£100 + VAT)

For further information, please contact our conference organisers:  
[events@aspih.org.uk](mailto:events@aspih.org.uk)

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