FMLM works to promote the advancement of medical leadership, management and quality improvement at all stages of the medical career for the benefit of patients. FMLM is a professional membership organisation with around 2000 members from all career stages - students to senior leaders - and specialties across the UK.

Now in its third year, the FMLM annual conference and exhibition provides exhibitors and supporters the opportunity to engage with clinical leaders from the NHS across a wide range of specialities. The event focusses on the development of leadership to promote excellence and the importance of education and training to ensure that all doctors are supported in the development of their leadership skills for better patient care. This varied and influential audience from across the health service offers a unique opportunity to showcase your latest products and services to those developing the future of healthcare delivery.

FMLM also offer a number of other sponsorship opportunities in relation to the national conference, including exposure at the new series of regional conferences across the UK.

With over 700 delegates attending in 2013, we are anticipating over 1,000 delegates at the 2015 event.

The FMLM conference will take place at Manchester Central 24 – 25 February 2015. An Education Day will also be held on 23 February 2015.

2013 Delegate profile:
The FMLM annual conference and exhibition 2015 will be managed in association with the NHS Confederation which has a reputation for delivering national events of the highest quality. There are a number of ways for you to get involved and our Partnership team will be happy to discuss your requirements and match them to the most suitable supporter package.

**Event supporters**

**Platinum Supporter**

This is the highest level of supporter engagement at the event. It provides high-level branding, the opportunity to lead a session on the programme and premium space within the busy exhibition.

- Lead a session on the conference programme
- 18m² exhibition stand in prime location
- Five delegate passes
- Premium branding at the event
- Branding at the website
- Advertorial in the FMLM e-news mailing post event
- 100 word entry in the showguide
- Double page advertisement in the showguide

**Cost: £20,000.00 + VAT**

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1 Content and timing to be agreed with FMLM
Platinum sponsors can benefit from the opportunity to have a presence at the FMLM regional series of events. Benefits include:

- Opportunity to run sessions at all or some of the regional events
- Branding at regional events
- Exhibition space at regional events
  - Additional costs to be calculated according to the level of activity

**Gold supporter**

The Gold supporter benefits from aligning themselves with one of the work streams that form part of the core conference programme. The package includes exhibition space and the opportunity to speak and contribute to the running of a session.

- Sponsorship of one session including session facilitation within one work stream
- 12m² exhibition stand in prime location
- Branding of selected work stream
- Three delegate passes
- Branding on the event website
- 100 word entry in the showguide
- Single page advertisement in the showguide

**Cost: £12,000 + VAT**

**Silver supporter**

This package offers supporters the opportunity to run a breakfast or lunchtime session and to have it promoted as part of the conference programme.

- Opportunity to run a session as part of the breakfast or lunchtime programme
- Promotion of session to all delegates
- Two delegate passes
- Branding on the event website
- 100 word entry in the event guide

**Cost: £6,000 + VAT**
The exhibition

The Faculty of Medical Leadership and Management annual conference hosts a vibrant exhibition. This sits at the very heart of the event and is the arena for delegates to network, make new contacts, gather information and source suppliers. All lunches and refreshments are served within the exhibition and time is built in to the programme to provide delegates with the necessary time to visit exhibitor stands.
Exhibition package:

- Shell scheme structure
- Fascia nameboard
- 500w power supply
- Two spotlights
- Three stand personnel
- Lunches and refreshments
- 100 word entry in the event guide
- Exhibitor briefing day

Cost: £350.00 + VAT per m² (e.g. 9m² stand costs £3,150.00 + VAT)

Enhanced exhibition package:

An opportunity for exhibitors to increase their level of visibility at the event and to attend the conference itself. Package includes:

- 12m² stand space
- Fascia nameboard
- Shell scheme structure
- 500w power supply
- Two spotlights
- Five stand personnel
- One delegate place
- Lunches and refreshments
- Half page advertisement in the event guide
- Extended entry in the event guide
- Exhibitor briefing day

Available for 12m² only.
Cost: £4,950.00 + VAT

The “Hub” – max 10 places

The hub is situated in the main exhibition hall where we are offering a small area for training and education providers to have a presence and branding at the event. Package includes:

- One full delegate place
- Invitation to the networking and drinks reception on 15th October
- Meeting point within the “Hub” area in the main exhibition
- 50 word entry in the event guide
- Logo on the conference website

A poseur table and stool will be provided, together with a 500w power supply and the space for one pull-up banner (maximum width 1m)

Cost: £1,250.00 + VAT
Social programme

Conference reception

The conference reception will take place on the FMLM exhibition stand at the end of the first day of conference. Support of the reception offers high-level visibility of your brand in front of the whole audience.

- Mention in all reception advertising
- Branding when reception is mentioned in the programme
- Banner and literature distribution at the reception
- Note of thanks from the reception chair
- One delegate pass
- 100 word entry in the event guide

Cost: £3,500 + VAT

Feature areas

Recharge lounge

Within the exhibition, there will be a recharge lounge where delegates can sit and recharge their phones and mobile devices free of charge. Supporting this feature area will provide a high visibility branding opportunity and an opportunity to engage with delegates in a relaxed setting.

- Branding of the Recharge Lounge within the exhibition
- Opportunity to display leaflets/literature
- Two delegate passes
- Branding in show guide and on floor plans displayed at the venue
- 100 word entry in the event guide

Cost: £6,000 + VAT

Twitter wall

The Twitter wall will provide a large screen displaying the live Twitter feed so delegates can see what is being said about the event, sessions and speakers at all times.

- Branding of Twitter wall
- Branding in showguide and on floor plans displayed at the venue
- One delegate pass
- 100 word entry in the showguide

Cost: £3,500 + VAT
Poster boards

Outside the main auditorium, there will be an allocated site where organisations can pay to display their posters. A competition will run to identify the best entries in a set number of categories. Sponsorship of this area will provide branding and the opportunity to provide the prizes for the competition.

- Branding of poster board area
- Opportunity to supply prizes for the competition
- Branding in the showguide and on floorplans displayed at the venue
- One delegate pass
- Entry in the showguide

Cost: £3,500 + VAT

Branding opportunities

Delegate registration

Get your brand in front of delegates as soon as they arrive at the event. Branding of the registration area will also provide visibility each time the delegates enter the venue throughout the event.

- Branding on registration confirmation emails
- Branding on registration signage
- Opportunity to display banner in registration area
- Opportunity to distribute leaflets from literature racks in registration area
- One delegate pass
- 100 word entry in the event guide

Cost: £3,500 + VAT

Delegate badges and lanyards

This highly visible branding opportunity means that your branding will be seen by delegates each time they look at a colleague’s badge!

- Branding on all delegate badges and lanyards
- One delegate pass
- 100 word entry in the event guide

Cost: £3,500 + VAT
Delegate bags

Branding on the bags handed to delegates as they arrive at the event

- Branding on delegate bags
- Delegate bag insert
- One delegate pass
- 100 word entry in the event guide

Cost: £3,500 + VAT

Advertising in the showguide

The show guide will include all programme details, speaker profiles and supporter and exhibitor details. Delegates will refer to the showguide throughout the event.

- Half page advertisement: £500.00 + VAT
- Full page advertisement: £750.00 + VAT

Regional conferences

FMLM have launched a series of regional one-day conference across the UK for 2014. These events will attract a large number of healthcare professionals across all career stages and with an interest in medical leadership and management. This will provide an excellent opportunity for sponsors to engage with delegates from across the healthcare sectors on a regional basis.

- 26th September Wales
- 20th pm – 21st October South of England
- 28th October Joint – Midlands and East and Armed Forces
- 12th November North of England
- 13th pm – 14th November Northern Ireland
- 19th November London
- 28th November Scotland

Sponsorship opportunities are available either as part of the Platinum supporter package at the annual conference and exhibition or as a standalone opportunity. The package includes

- Session sponsor at one some or all regional events (subject matter to be agreed with FMLM Regional Leads)
- Branding at regional events
- Exhibition space at regional events

Costs upon application

Email: supporters@nhsconfed.org  Tel: 0844 800 5989
Additional opportunities

Advertising on FMLM website

The FMLM website is the main information hub for FMLM members, the site attracts over 10,000 visits per month. Website advertising can be included in annual conference supporter packages or purchased as a standalone opportunity.

Costs upon application

Advertising in e-newsletter

‘E-News’ is a regular monthly bulletin including news, events, updates and links relating to medical leadership and management that is received by over 8,000 subscribers. Advertising through e-news can be included in annual conference supporter packages or purchased as a standalone opportunity.

Costs upon application