

SPONSORING KNOWLEDGE & IMPROVEMENT

The 2nd Healthy City Design 2018 (HCD 2018) International Congress & Exhibition will be held on 15-16 October, 2018 at the Royal College of Physicians in London, UK.

Organised by SALUS Global Knowledge Exchange in collaboration with Helen Hamlyn Centre for Design, Royal College of Art, the congress seeks to share and stimulate new research, innovative practice and progressive policy ideas on how to design economically and ecologically sustainable cities that enhance citizen health and wellbeing. By providing an interdisciplinary forum for policy advisors, researchers and practitioners from around the globe, HCD 2018 is already established as the world's leading forum for the design of healthy and sustainable cities and communities.

Papers will be presented by some of the world's leading experts through a variety of presentation formats, including themed papers, posters, workshops and colloquiums.

Sponsoring thought leadership and raising brand visibility

We are delighted to invite sponsors and exhibitors to commit their support towards this prestigious, world-leading event.

By sponsoring or exhibiting at HCD 2018, your organisation is supporting and participating in the exchange of knowledge between the world's leading researchers, practitioners and policy-makers.

A knowledge-led approach creates opportunities to align your brand to a range of content-focused sponsorships, including: filmed themed sessions, posters; workshops; and colloquiums; or networking-focused events, such as the cocktail reception; or the awards programme and dinner.

These can be combined with branding opportunities to raise visibility, such as an exhibition stand, conference bag and name badge sponsorship, and advertising in the final programme.

In addition, through our own dedicated digital community and online journal at www.salus.global, we offer the ability to build digital marketing and brand engagement with the congress participants all year round, including sponsor branding on videos of talks published on SALUS.

HEALTHY CITY DESIGN INTERNATIONAL

RESEARCH • POLICY • PRACTICE

15-16 OCTOBER 2018

ROYAL COLLEGE OF PHYSICIANS, LONDON

TIMETABLE

15 March 2018

Launch and announcement of Call for Papers

3 May 2018

Deadline for HCD 2018 Congress abstracts

5 July 2018

Launch of Preliminary Programme

6 September 2018

Deadline for early bird/speaker registration

Monday 15 October 2018

08.00–18.00: HCD 2018 Congress & Exhibition
18.00–20.30 HCD 2018 Cocktail Drinks Reception

Tuesday 16 October 2018

08.00–18.00: HCD 2018 Congress & Exhibition
18.30–22.00: HCD 2018 Awards Dinner

For sponsorship and exhibition
information, contact: marc@salus.global

Organised by:



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Journal partner



Event partners



SPONSORSHIP PACKAGES

Sponsorship packages have been flexibly designed to meet your individual requirements. Choose the package best suited to you or call to discuss tailoring a solution to meet your specific needs and preferences. 'Knowledge sponsorships' provide focused opportunities to participate in the dialogue and engage with thought leaders. These can be combined with branding opportunities to develop your identity around a 'networking occasion' or one of the widely used congress items, eg. delegate bags or badges.

GOLD PARTNER - £15,000

- Primary branding on all literature and digital promotions
- Digital branding on stage backdrop during entire congress
- Acknowledgement by chair in opening & closing remarks
- GOLD sponsor's welcome address in final programme
- Exclusive sponsorship of opening keynote sessions (day 1 and 2)
- Branding on videos of opening keynote presentations (4 videos)
- Opportunity to embed videos of keynotes on own website
- Logo on cover of Preliminary and Final Programmes
- One full-page cover advertisement in Final Programme
- Six complimentary full-package delegate passes
- Company profile, logo and web link on HCD 2018 website

SILVER PARTNER - £12,000

- Branding on all congress literature and digital promotions
- Digital branding on stage backdrop during entire congress
- Sponsorship of closing keynote presentations (day 1 and 2)
- Branding on video footage of closing keynote session (2 videos)
- Opportunity to embed videos of closing keynotes on own web site
- Logo on cover of Preliminary and Final Programmes
- One full-page advertisement in Final Programme
- Four complimentary full-package delegate passes
- Company profile, logo and web link on HCD 2018 website

BRONZE PARTNER - £8,000

Cocktail reception

- Exclusive sponsorship of Cocktail Reception
- Sponsor's address at Cocktail Reception
- Introduction of keynote speaker at Cocktail Reception
- Branding on all congress literature and digital promotions
- Digital branding on stage backdrop during entire congress
- One full-page advertisement in Final Programme
- Three complimentary full-package delegate passes
- Company profile, logo and web link on HCD 2018 website

Lunch and networking

- Branding on all congress literature and digital promotions
- Digital branding in networking area and on stage backdrop
- Sponsorship of 2 lunches and 4 coffee breaks and branding
- One full-page advertisement in Final Programme
- Three complimentary full-package delegate passes
- Exhibition space in networking area
- Company profile, logo and web link on HCD 2018 website



ROYAL COLLEGE
OF PHYSICIANS
LONDON,
15-16 OCTOBER 2018

For reservations or more info call: +44 (0)1277 634176 | e-mail: marc@salus.global | www.healthycitydesign.global

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KNOWLEDGE PARTNER

Congress stream knowledge partner - £6000

- Branding on all congress literature and digital promotions
- Sponsor's acknowledgement by session chair persons
- Digital branding during congress stream
- Exclusive branding on published videos of sponsored stream (up to 8 papers)
- One full-page advertisement in Final Programme
- Two complimentary full-package delegate passes
- Company profile, logo and web link on HCD 2018 website

Poster gallery knowledge partner - £4000

- Sponsorship of poster gallery (up to 40 posters)
- Branding on all congress literature and digital promotions
- Exclusive digital branding and video
- Sponsorship of poster gallery in networking area
- Exhibition stand (2x1m with tressle table & chairs)
- One full-page advertisement in Final Programme
- Two complimentary full-package delegate passes
- Company profile, logo and web link on HCD 2018 website

Workshop knowledge partner - £3000

- Sponsorship of breakfast or lunchtime workshop
- Sponsor's address during opening remarks
- Branding on all congress literature and digital promotions
- Digital branding during congress stream
- Exclusive branding on video of sponsored workshop
- One full-page advertisement in Final Programme
- Two complimentary full-package delegate passes
- Company profile, logo and web link on HCD 2018 website

EXHIBITION SPACE - £2450

- Branding on all congress literature and digital promotions
- One full-page advertisement in Final Programme
- One complimentary full-package delegate pass
- One complimentary knowledge area pass only
- Exhibition space in networking area (2x1m with tressle table & chairs)
- Company profile, logo and web link on HCD 2018 website

EXHIBITION SPACE ONLY - £1500

- Exhibition space in networking area (2x1m with tressle table and chairs)
- One complimentary knowledge area pass only

*Recommended display options to be provided.

CONFERENCE BAGS - £3000 / NAME BADGES - £2500

- Exclusive branding on conference delegate bags or name badges
- Branding on all congress literature, website and digital promotions
- One full-page advertisement in final programme
- One complimentary full-package delegate pass
- Company profile, logo and web link on HCD 2018 website

ADVERTISING AND MARKETING

- Double page spread in Final Programme - £1000
- Full page advertisement in Final Programme - £600
- Literature drop in delegate bag - £250



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HEALTHY CITY DESIGN AWARDS & DINNER 2018 SPONSORSHIP

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The Healthy City Design 2018 Awards aims to set new standards in the creation of healthy cities, communities and environments that equitably promote active and healthy lifestyles, wellness and sustainable development at work, rest and play.

Organised by SALUS Global Knowledge Exchange and the Helen Hamlyn Centre, Royal College of Art, the awards are an integral feature of the prestigious Healthy City Design 2018 Congress & Exhibition, held at the Royal College of Physicians, on 15-16 October.

Comprising ten categories from the building to the neighbourhood and the city level, the awards, which are evaluated by some of the world's leading researchers and practitioners, contribute towards the development of knowledge and standards in the design of healthy cities, communities and environments around the world.

The awards ceremony will be held during a prestigious awards dinner on the final evening of the Healthy City Design 2018 International Congress attended by up to 150 guests. This prestigious event will be the climax to the congress, and the culmination of a four-month worldwide submission process

and rigorous judging to identify the world's leading projects, research and design innovations in the creation of healthy cities.

By sponsoring the awards, you can show your support and recognition of the outstanding performances of the award winners, aligning your brand in UK, European and international markets around the values of design excellence and innovation.

As well as the chance to network and enjoy photographic and video opportunities with the award judges and winners, your brand will also gain international exposure through the digital marketing around the congress and the awards. This includes promotion of the call for entries and shortlist announcement before the event, in press releases and e-news announcements of the awards winners, and in the publication of videos of the ceremony after the event.

We look forward to confirming your support and partnering with you in the raising of design quality standards in cities and communities around the globe.

HCD 2018 Awards Dinner Lead Partner - £8000

- Acknowledgement by chair of judging panel of awards
- Welcome address to awards dinner guests
- Presentation of Healthy City Design Innovator Award and one Award Category
- Lead sponsor branding on video of awards presentation
- Branding on all awards and congress literature and e-promotions
- Digital Branding around stage set during awards ceremony
- Branding around Awards Poster Gallery
- Logo on front cover of Awards Call for Entries and HCD 2018 Final Programme
- Logo on chosen category on Call for Entries and event site
- One full-page advertisement in Final Programme
- Four complimentary congress delegate passes
- Full table of 8 places at awards dinner
- Logo, profile and link on event web site
- Branding on award winners material on HCD web site
- Recognition in post-awards e-news and press releases

HCD 2018 Awards Dinner Category Partner - £3000

- Acknowledgement by category chair of judging panel
- Presentation of chosen award category
- Category branding on video of presentation of awards presentations
- Branding on all awards and congress literature and promotions
- Digital branding around stage set during the awards ceremony
- Branding around chosen category in Awards Poster Gallery
- Logo on Awards Call for entries and HCD2018 Final Programme
- Logo on chosen category on Call for Entries and event site
- One full-page advertisement in Final Programme
- Two complimentary congress delegate passes
- Three places at awards dinner
- Logo, profile and link on events web site
- Branding on award winners material on HCD website
- Recognition of category support in post-awards e-news and press releases



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