

# SPONSORING KNOWLEDGE & IMPROVEMENT

The 7th Healthy City Design 2023 (HCD 2023) International Congress & Exhibition will be held from 16-17 October, 2023 at the Royal College of Physicians in Liverpool, UK, and broadcast 'live' on SALUS TV to a worldwide audience.

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 2023 is established as the world's leading forum for the design of healthy and sustainable cities.

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

We are delighted to invite sponsors and exhibitors to commit their support towards this prestigious, world-leading event. By sponsoring or exhibiting at HCD 2023, your organisation is supporting and participating in the exchange of knowledge between the world's leading researchers, practitioners and policy-makers.

By blending the value of 'in person' networking with the opportunity to broadcast 'live' into a dedicated virtual platform, this year's congress promises to be more valuable and better attended than ever before, with more affordable access to many more participants from all around the world.

A knowledge-led approach creates opportunities to align your brand to a range of content-focused sponsorships, including: themed sessions, posters; workshops; the awards programme and gala 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.

Your 'in person' event sponsorship is also blended with the global broadcast on SALUS TV in our virtual platform, where the event session recordings available to delegates to view for two months after the 'in person' event closes. This enables you to reach a larger audience for longer with a virtual exhibition stand as standard, including video and literature downloads. Our fully integrated in-person, digital and broadcast event solution is designed to optimise your exposure to the city design and planning community both in Europe and around the world.

# HEALTHY CITY DESIGN INTERNATIONAL

RESEARCH • POLICY • PRACTICE

**16-17 OCTOBER 2023**

ROYAL COLLEGE OF PHYSICIANS, LIVERPOOL

## TIMETABLE

### March 2023

Launch and announcement of Call for Papers

### April 2023

Launch of Awards Call for Entries

### May 2023

Deadline for HCD 2023 Congress abstracts

### July 2023

Launch of Preliminary Programme

Deadline for Awards entries

### September 2023

Deadline for early bird/speaker registration

### 16 – 17 October 2023

Congress, Exhibition and Awards Gala Dinner

**For sponsorship and exhibition  
information, contact: [marc@salus.global](mailto:marc@salus.global)**

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# SPONSORSHIP PACKAGES

## Headline partner packages

- **Platinum Health leader – £12,500+**
- **Diamond Thought leader – £10,000+**
- **Gold Design leader – £8,000+**
- **Silver Knowledge leader – £6,000+**
- **Bronze Innovation Leader - £4,000+**

### Platinum Health Leader – £12,500\*

- Acknowledgement by congress chair in opening and closing remarks
- Written welcome address in Final Programme
- Corporate video on HCD/SALUS web sites and newsletters pre event
- Video welcome address in virtual event platform and in day 1 keynote session
- Exclusive sponsorship of opening keynote congress sessions (day 1 & 2)
- Exclusive branding on post event video of opening keynote presentations
- Embed code for video of opening keynote presentations on own website
- Premium placement of logo on cover of Preliminary and Final Programmes
- Double page spread advertisement inside covers of Final Programme
- 10 complimentary full-package delegate passes
- 20 complimentary virtual delegate passes
- Exhibition space (3x1m) in networking area

### Diamond Thought leader – £10,000\*

- Exclusive sponsorship of closing keynote address (day 1)
- Exclusive branding on video of sponsored closing keynote address
- Embed code for video of closing keynote presentation on own website
- Day 1 Main Theatre Stream Sponsor with acknowledgement by session chairs
- Exclusive branding on published videos of sponsored stream (up to 8 papers)
- Logo on cover of Preliminary and Final Programme
- 1 full-page back cover advertisement in Final Programme
- 8 complimentary full-package delegate passes
- 15 complimentary virtual delegate passes
- Exhibition space (3x1m) in networking area

## Standard – All partners receive the following\*

- Company profile, logo and web link on HCD2023 website
- Branded virtual stand in virtual event platform with ability to upload video and literature assets, live chat and 1-2-1 video meets, and qualified audience analytics
- Branding on all HCD and SALUS social channels, inc. Linked-in and Twitter
- Branding on all digital promotions and congress newsletters
- Digital branding on stage backdrop during entire congress
- Branding on preliminary and final programme
- Company profile, logo and web/social links in virtual event hub
- Branding on virtual event lobby carousel

### Gold Design leader – £8,000\*

#### Awards Dinner Partner

- Exclusive sponsorship of Awards Dinner
- Sponsor's address at Awards Dinner
- Introduction of keynote speaker at Awards Dinner
- Branding on all congress literature and digital promotions
- Digital branding on stage backdrop during entire congress
- 1 full-page advertisement in Final Programme
- 6 complimentary full-package delegate passes
- 10 complimentary virtual delegate passes
- Company profile, logo and web link on HCD 2023 website

#### Programme Launch Reception Partner

- Sponsorship of in-person Programme Launch panel event
- Sponsor's address at Programme Launch event
- Sponsorship of live broadcast on SALUS TV
- 1 full-page advertisement in Final Programme
- 5 complimentary full-package delegate passes
- 10 complimentary virtual delegate passes

#### Lunch and Networking Partner

- Sponsorship of two lunches and four coffee breaks
- 1 full-page advertisement in Final Programme
- Exhibition space (3x1m) in networking area
- Digital branding and corporate video played on digital screen
- 6 complimentary full-package delegate passes
- 10 complimentary virtual delegate passes



**ROYAL COLLEGE  
OF PHYSICIANS  
LIVERPOOL,  
16 – 17 OCTOBER 2023**

**To book contact Marc Sansom on  
+44 (0) 7534 784 350  
or at [marc@salus.global](mailto:marc@salus.global)**

# SPONSORSHIP PACKAGES

Silver Knowledge leader and Bronze Innovation leader include all 'Standard' features detailed on the previous page

## Silver Knowledge leader – £6,000\*

### Stream partner

- Sponsor's acknowledgement by session chairs
- Exclusive branding on published videos of sponsored stream (up to 8 papers)
- 1 full-page advertisement in Final Programme
- 3 complimentary full-package delegate passes
- 5 complimentary virtual delegate passes

### Poster + Video gallery partner

- Sponsorship of poster + video gallery in prestigious RCP Library
- Sponsorship of virtual video gallery in virtual event platform
- Digital branding and corporate video played on digital screen with poster videos
- Exclusive clothed table stand in Library
- 1 full-page advertisement in Final Programme
- 3 complimentary full-package delegate passes
- 5 complimentary virtual delegate passes

## Bronze Innovation Leader – £4,000\*

### Workshop partner

- Sponsorship of breakfast or lunchtime workshop
- Sponsor's address during opening remarks
- Exclusive branding on video of sponsored workshop
- Embed code for video of workshop to feature on own website
- 1 full-page advertisement in Final Programme
- 2 complimentary full-package delegate passes
- 3 complimentary virtual delegate passes

## Exhibition Partner – £3,000\*

- Exhibition space (3x1m) in networking area
- Branding on all congress literature and digital promotions
- 1 full-page advertisement in Final Programme
- 2 full-package delegate passes
- 2 complimentary virtual delegate passes

## Congress Bags Partner – £3,000\*

### Lanyards – £2,000\*

- Exclusive branding on congress delegate bags or name badges
- Branding on all congress literature, website and digital promotions
- 1 full-page advertisement in Final Programme
- 1 complimentary full-package delegate pass
- 2 complimentary virtual delegate passes

## Advertising and marketing

- Virtual content booth - £1950
- Double page spread in Final Programme - £1450
- Literature drop in delegate bag - £1250
- Full page advertisement in Final Programme - £950

## Virtual delegate packages

- 10 x delegates - £1250
- 15 x delegates - £1600
- 20 x delegates - £1850



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# HEALTHY CITY DESIGN AWARDS 2023 SPONSORSHIP

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LIVERPOOL,  
16 – 17 OCTOBER 2023

The Healthy City Design 2023 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 2023 Congress & Exhibition, held at the Royal College of Physicians, Liverpool, on 16 – 17 October.

Comprising 10 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 the final session of the Healthy City Design 2023 International Congress attended by up to 300 delegates. This prestigious event will be the climax to the congress, and the culmination of a seven-month worldwide submission process and rigorous judging to identify the world's leading projects, research and design

innovations in the creation of healthy cities.

The final round of judging is now also broadcast live, with the shortlisted entrants in each category presenting their projects live to the judges in the EHD Awards live judging week in September.

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 during the live judging webinars and ceremony broadcast, as well as 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 your support and partnering with you at Healthy City Design 2023.

## HCD 2023 Awards Lead Partner – £7500\*

- Acknowledgement by chair of judging panel of awards
- Presentation of prestigious Design Champion Award and one Award Category
- Lead Branding on video of presentation of Design Innovation Award & Award Category winners
- Lead branding on all live judging webinars
- Lead branding on all awards literature and e-promotions
- Digital branding around stage set during the awards ceremony
- Logo on front cover of Awards Call for Entries
- Lead branding on Awards pages in Final Programme
- Logo on chosen category on Call for Entries and event site
- One full-page advertisement in Final Programme
- 6 complimentary congress delegate passes
- 10 complimentary virtual delegate passes
- Logo, profile and link on event web site
- Branding on award winners material on HCD web sites
- Recognition in post-awards e-news and press releases

## HCD 2023 Awards Category Partner – £3500\*

- Acknowledgement by category chair of judging panel
- Presentation of chosen award category
- Branding on video of presentation of Award Category winners
- Branding on live judging for category webinar
- Branding on all awards literature and promotions
- Digital branding around stage set during the awards ceremony
- Logo on front cover of Awards Call for Entries and on chosen category
- Logo on awards pages in Final Programme
- One full-page advertisement in Final Programme
- 2 complimentary congress delegate passes
- 3 complimentary virtual delegate passes
- Logo, profile and link on events web site
- Branding on award winners material on HCD websites
- Recognition of category support in post- awards e-news and press releases



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# What our attendees say...

“ A collection of very thought-provoking papers, posters and keynotes. I thoroughly enjoyed the event, and found it very stimulating. One of the best yet

Chris McGinley, PhD, Senior Research Fellow, Research Leader, Age & Diversity Space, Design Age Institute The Helen Hamlyn Centre for Design, Royal College of Art, UK

I really enjoyed the Conference. The quality of the presentations and the Posters was very high, I really felt like I learned from attending, looking forward to future participation

Felicia Cleper-Borkovi, AIA, Consultant, Arup USA

“ The hybrid event technology was really good. It was useful to also have access to all the talks, sessions and galleries post event to catch up on any missed or that ran in parallel with other sessions

Karen Balthasar, Public Health Improvement Officer (WDoH), Thurrock Council, UK

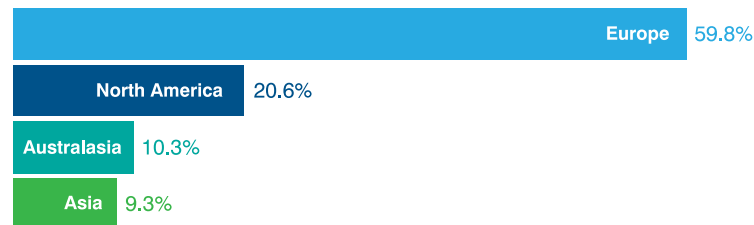
This is exactly what such an event can and should do - create buzz to stoke conversations further”

Blake Jackson,  
US Northeast Sustainability Design Leader,  
Stantec, USA

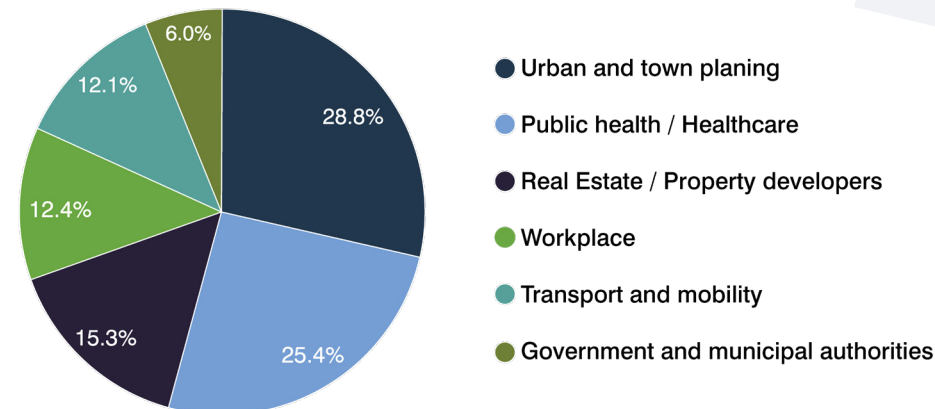
## OUR COMMUNITY

### Attendance for 2022

#### Breakdown by geography



#### Breakdown by sector



### HCD2022

Attendees: 415

