



The Association for Simulated Practice in  
Healthcare

Annual Conference

Edinburgh International Conference Centre

03 – 05 November 2024

‘Transformative Simulation’



SPONSOR AND EXHIBITOR PROSPECTUS



# CORPORATE SPONSORSHIP AND EXHIBITOR PROSPECTUS FOR THE ASPiH 2024 ANNUAL CONFERENCE

## Transformative Simulation

Transformative Simulation is a paradigm shift in simulation-based education which focuses on Innovation, Improvement, Interventions, Involvement, Identification, Inclusion and Influence.

As we enter our 15th year as the Association for Simulation Practice in Healthcare (ASPiH), we are moving into a new era where the focus of simulation practices in transforming patient and staff safety and experience is becoming the norm and not the exception. The application of simulation to explore systems thinking, identify and analyse problems, influence organisational behaviours, engage patients and stakeholders, and collectively develop new innovative care interventions, is gaining momentum and evidence.

These ground-breaking applications of simulation can be considered to be Transformative Simulation as they aim to Innovate, Improve, Intervene, Involve, Identify, Include and Influence the delivery and experience of healthcare, and enhance the practice of teams in health and social care settings.

The emerging horizon of Transformative Simulation require a dedicated platform for the sharing of successes, local expertise, and experts to amplify their voices, fostering an environment where knowledge is not only shared but actively built upon and collaboratively expanded. This year, ASPiH will engage with regulators, educational bodies, commercial partners, patients and colleagues to provide an innovative, equitable and sustainable conference. We continue to strive for equity, diversity, inclusion and sustainability and hope that ASPiH 2024 is not only a year to celebrate ASPiH's achievements, but one that forms solid foundations for the next 15 years of the Association and for simulation practices in health and care.

We extend a warm invitation for you to join us in Edinburgh for this exciting opportunity to explore, learn and embed Transformative Simulation into your practices.

Thanks in advance for your support.

Yours sincerely,

Colette Laws-Chapman  
President, ASPiH



## ABOUT THE ASPiH CONFERENCE

ASPiH is a not for profit membership association which provides an effective communication network for those involved in simulation and technology enhanced learning across the UK and beyond. Our conference is one of the leading simulation events in Europe, attracting professionals, students across a wide range of health and social care fields.

## THE DELEGATES

The annual conference attracts a diverse multi-professional audience of over 600 delegates, all of whom are users and are passionate about simulation-based activities that support patient safety, education and technology enhanced learning. Delegates come from a wide variety of disciplines including medicine, nursing, midwifery, dentistry, technical professions, and allied health professionals working in prehospital care, acute and social care. Job roles include clinical educators, academics, clinicians, researchers, administrators, technical staff, ergonomists, managers and directors of education facilities. Attendees seek to improve the development and application of simulation-based activities as a broad and innovative approach to quality improvement and patient safety initiatives as well as to enhance the education and training of students and established healthcare teams across many healthcare specialities.

## EDINBURGH INTERNATIONAL CONFERENCE CENTRE



Situated at the heart of Scotland's beautiful capital city, the Edinburgh International Conference Centre is an outstanding venue to celebrate ASPiH's 15<sup>th</sup> anniversary. The Edinburgh International Conference Centre offers the very best facilities and technology which creates an environment where delegates and commercial partners can make connections and collaborations which will influence and drive forward innovations and improvements to clinical practice or healthcare education.

The Edinburgh International Conference Centre is an inspirational setting where imaginations can be set alight.



## SPONSORSHIP OPPORTUNITIES

The following exhibition and sponsorship opportunities are available for this year's conference at the Edinburgh International Conference Centre.

### Exhibition Stands

All stands, including those within the sponsorship packages, includes power to their stand

#### Exhibition space only, £1,660 + VAT

- 3m x 2m exhibition space.
- Free Wi-Fi, two chairs and 32amp single phase power socket (TBC).
- Full exhibition listing to include profile, web address and location of stand in the conference app and website.
- Two delegates passes per day (includes all lunches and refreshments). Additional passes can be purchased if you'd like to bring more of your team along to the conference.
- Scanning function on the app to obtain delegate details (the permission of the delegate is required).
- Use of the event logo and web link for marketing purposes.
- ASPiH will promote confirmed exhibitors via social media channels.

#### New to ASPiH, £950 + VAT

This rate is for exhibitors who are attending an ASPiH conference for the first time. This sponsorship option gives you a 3m x 2m exhibition space with all the benefits of the exhibition space detailed above but at a reduced rate. Please note that the New to ASPiH stands may not be in the main exhibition hall.



## Key sponsorship opportunities

### **Sponsorship for 50 simulation technicians to attend the full ASPiH conference, £25,000 + VAT**

This sponsorship option is available to all exhibitors. Your company will support 50 simulation technicians to attend the ASPiH conference. Your sponsorship will allow simulation technicians to attend the full conference, including the pre-conference day on 3<sup>rd</sup> November, the main conference on the 4<sup>th</sup> and 5<sup>th</sup> November and the gala dinner. Your sponsorship will also provide a £250 allowance which simulation technicians can use to put towards travel or accommodation costs relating to attending this event (the process of reimbursement will be handled by ASPiH).

- Your sponsorship will be acknowledged as part of a dedicated marketing strategy including a press release, and news item on our website.
- You will have the opportunity to support the delivery of the pre-conference workshop for simulation technicians.
- You will have the opportunity to send a promotional email to simulation technicians and the wider membership following the ASPiH conference.

### **Sponsorship of the Innovation Space, £4,500 + VAT**

The sustainability forum was a new development for last year's ASPiH conference in Brighton. The sustainability forum was designed to create an engaging and collaborative venue in the exhibition hall where delegates and commercial partners shared their current work activity and expertise in relation to the topics of 'Enhance', 'Share' and 'Improve'. The sustainability forum has now been rebranded as the Innovation Space and will form part of the exhibition hall at this year's conference. As the main sponsor for the Innovation Space, you will work with a member of the conference organising committee to co-deliver this venue. As the main sponsor you will:

- Have your company logo on the main presentation screen in the Innovation Space.
- You can display banners in the forum and relevant literature.
- You will have one presentation slot in each of the three sessions ('Enhance', 'Share' and 'Improve').
- You will have the opportunity to send a promotional email to attendees at the Innovation Space following the ASPiH conference.



## **Platinum Sponsor, £8,600 + VAT (2 x opportunities)**

- As one of the main sponsors of the ASPiH 2024 Conference we want to make this event work for you. Some of the benefits of being a platinum sponsor are listed below but a member of the conference organising committee will work with you to ensure this event meets your expectations.
- As one of the primary sponsors of this event your company logos will appear on all conference materials. Your logo and company profile will be included on the conference app and website and holding slides at the conference venue.
- Your company will be allocated two 3m x 2m exhibition spaces in a prime position in the main exhibition area.
- Your company will receive three complimentary registrations to the full conference and three representative places for sales or support staff to man the stand (six in total).
- As part of the main conference programme your company will be allocated an educational workshop. Workshop will be publicised via social media posts and a dedicated pre-conference email, in the final programme and conference App. Company branding can also be displayed within the workshop room. A representative of the conference organising committee will work with your company to develop the content for this session.
- You will have the opportunity to upload content relating to this educational workshop into the ASPiH online library.
- Representatives from your company will be interviewed by SimZine and elements of this interview will form part of the 'Today from ASPiH' broadcast which will be shared on social media during the conference. The full interview will be uploaded to the ASPiH online library.
- Ten free tickets for the gala dinner will be allocated to the company for you to distribute to your company representatives or customers (additional tickets can also be purchased).
- Pre and post event email to all registered delegates on a date of your choosing within 2 weeks either side of the conference.

## **Webinars**

- Co-delivery of two ASPiH webinars.

## **Website and newsletter**

- Sponsor of the month for two non-consecutive months. This will allow your company to promote core products.

## **Journal Club**

- Your company will sponsor four journal clubs in the 2024 – 2025 period. Journal clubs run on a monthly basis and attract around 50 attendees from across Europe. Your company will be acknowledged as the sponsor at the start and end of each journal club. You will also work with the journal club committee to identify suitable journal club authors/ presenters for these events.



### **Gold Sponsor, £6,470 + VAT (2 x opportunities)**

- As one of our gold sponsors of the ASPiH 2024 Conference we want to make this a positive event for you.
- Your company will be allocated two 3m x 2m exhibition spaces in a prime position in the main exhibition area.
- Your company will receive three complimentary registrations to the full conference and three representative places for sales or support staff to man the stand (six in total).
- Your logo and company profile will be included on all conference promotional materials, the conference app and the conference website.
- Five free tickets for the gala dinner will be allocated to your company for you to distribute to your company representatives or customers (additional tickets can be purchased).
- Representatives from your company will be interviewed by SimZine and elements of this interview will form part of the 'Today from ASPiH' broadcast which will be shared on social media during the conference.
- Pre or post event email to all registered delegates on a date of your choosing within 2 weeks either side of the conference.

### **Webinars**

- Co-delivery of one ASPiH webinar.

### **Website and newsletter**

- Sponsor of the month for one month. This will allow your company to promote core products.

### **Journal Club**

- Your company will sponsor two journal clubs in the 2024 – 2025 period. Journal clubs run on a monthly basis and attract around 50 attendees from across Europe. Your company will be acknowledged as the sponsor at the start and end of each journal club. You will also work with the journal club committee to identify suitable journal club speakers for these events.



### **Silver sponsor £4,080 + VAT (2 x opportunities)**

- As one of our silver sponsors of the ASPiH 2024 Conference we want to make this a positive event for you.
- Your company will be allocated one 3m x 2m exhibition spaces in a prime position in the main exhibition area.
- Your company will receive three complimentary registrations to the full conference for sales or support staff to man the stand and attend workshops or plenary sessions.
- Your logo and company profile will be included on all conference promotional materials, the conference app and the conference website.
- One post event email to all registered delegates on a date of your choosing within 2 weeks of the conference.

### **Webinars**

- Co-delivery of one ASPiH webinar.

### **Journal Club**

- Your company will sponsor one journal clubs in the 2024 – 2025 period. Your company will be acknowledged as the sponsor at the start and end of this journal club. You will also work with the journal club committee to identify a suitable journal club speaker for this event.

## **Additional sponsorship opportunities**

### **Sponsorship of 10 conference delegate places, £4,000 + VAT**

This sponsorship option is available to all exhibitors. Your company can purchase 10 conference registrations which will allow attendees to attend the conference on the 4<sup>th</sup> and 5<sup>th</sup> November and the gala dinner. Your company can either nominate who will receive these 10 places or work with a representative of the conference organising committee to identify suitable recipients.

### **Conference app sponsor £1,500 + VAT**

Your company would sponsor the conference app. Your company logo would be embedded within the app alongside the ASPiH logo and branding. Your company would have the opportunity to send two promotional emails to delegates prior to the conference which will describe the app. These emails will include your branding and commercial contact details.

### **Educational workshop sponsor £2,000 + VAT**

A fantastic opportunity to present an educational workshop with a topic and speaker of your choice (to be approved by the Scientific Programme Committee). This workshop will be publicised in announcements via a dedicated preconference email and the conference app. Company branding can be displayed within the workshop room and across social media platforms.





### **Lanyards and name badges £2,000 + VAT**

Every delegate, speaker and exhibitor will be given a lanyard and name badge with your organisation's logo printed on alongside the ASPiH logo and branding.

Artwork to be agreed between ASPiH and the sponsor company.

### **Pre or post event email to delegates £600 + VAT**

ASPiH will develop a promotional email in conjunction with your company and this will be sent to all conference delegates on a date of your choosing within 2 weeks either side of the conference.

### **Venue branding opportunities – Price on application**

The venue has a number of branding opportunities. Please contact the conference organisers if you wish to discuss options.

### **Webinar £350 + VAT**

Sponsorship of an online webinar. The normal length of a webinar is 1 hour. Sponsors are invited to co-develop these sessions with a nominated member of the ASPiH executive committee. Sponsors are invited to suggest an expert to facilitate this webinar or to have a webinar focused on their product(s) which will be of interest to ASPiH members. Content to be agreed with the representative from the ASPiH executive committee.

**For further information, or to discuss other potential sponsorship ideas please contact:**  
**[events@aspih.org.uk](mailto:events@aspih.org.uk)**