



**Chief Nursing Officer for Wales
Showcase Conference 2008**

WALES and the WORLD

Introduction

The Showcase Conference 2008 will be held at City Hall, Cardiff on Wednesday 18 & Thursday 19 June. The Conference will be hosted by Rosemary Kennedy, Chief Nursing Officer for Wales and will be addressed by Edwina Hart AM, MBE, Minister for Health and Social Services. Other keynote speakers include Jeff Evans and Rose Ball (University of Glamorgan); Professor Sheila Hunt, Dean and Head of School of Nursing and Midwifery Studies, Cardiff University; and Roswyn Hakesley-Brown CBE.

The 2-day programme has the theme Wales and the World with presentations based on three strands:

- Wales in the World
- The World in Wales
- Leading and Learning

A call for papers based on this theme has been sent out and successful submissions will provide the topics for simultaneous workshops and a poster display.

It is anticipated that up to 300 delegates will attend the Conference, including senior representation from nursing, midwifery and community public health.

The venue

Cardiff's City Hall is a most prestigious building and an ideal venue at which to showcase the work and achievements of Nursing Services in Wales. The Assembly Hall will provide the location for the plenary sessions, Conference Dinner and the poster display; and the Marble Hall will be used for catering and networking throughout the two day event, with areas set aside for exhibition stands. The rooms being used for the simultaneous workshops will provide additional opportunities for exhibition stands and/or literature display areas.

The benefits

This is an unprecedented opportunity to both showcase your organisation and to demonstrate the important role that our partners play in supporting the work of nursing services in Wales, for example through :

Branding : logos / credits on associated literature, delegate material, signs and staging

High visibility : Your display in a prominent position throughout the event

Take-away service : The opportunity to place material in the delegate pack or on the Conference Bookstall which will be located close to the registration / information desk

Examples of sponsorship opportunities are provided, however should your organisation have specific requirements we would welcome the opportunity to discuss a tailored package to meet your objectives

Major Sponsor : £10,000 + VAT

As a major sponsor of the 2008 Showcase Conference, your organisation would show its commitment to supporting our work. In recognition of this commitment, your organisation will be provided with a number of benefits including :

- logo on venue signage, on the stage, visual presentations and relevant websites
- exhibition space in an area of your choice (size dependent on area selected)
- branding on the delegate pack / bag (unless this item is independently sponsored)
- the opportunity to include literature or merchandise in the delegate pack
- 6 guest places at the Conference Dinner
- logo in the Dinner menu
- speaker slot within the Conference (or your own fringe meeting)
- networking opportunities throughout the event
- mention in a 'thank you to our sponsors' note in the delegate pack

Conference Dinner : £5,000 + VAT

The Conference Dinner is a popular aspect of the event and will be attended by the majority of the delegates and a number of key professionals and invited guests. Benefits include :

- logo on Dinner signage
- logo and small write up in menu
- merchandising rights at Dinner
- opportunity to speak at the Dinner
- 4 guest places at the Dinner
- exhibition space in an area of your choice (size dependent on area selected)
- networking opportunities throughout the event
- mention in a 'thank you to our sponsors' note in the delegate pack

Pre-dinner Drinks Reception : £2,500 + VAT

There is an opportunity for a sponsor to provide pre-dinner drinks and canapés on the evening of Wednesday 18 June. Benefits would include :

- logo on Reception signage
- mention in Dinner menu
- 2 guest places at the Dinner
- exhibition space in an area of your choice (size dependent on area selected)
- networking opportunities throughout the event
- mention in a 'thank you to our sponsors' note in the delegate pack

Guideline costs below - final details can be negotiated with the caterers on behalf of the sponsor.

Entertainment : £1,000 + VAT

Live music will be provided during the reception and dinner, and there will be a disco to round off the evening. Sponsorship of the evening's entertainment is available with the following benefits :

- mention in Dinner menu
- 2 guest places at the Dinner
- mention in a 'thank you to our sponsors' note in the delegate pack

Table Sponsorship : £500 + VAT

There will be approximately 25 tables of 10 guests. Sponsorship of a table would offer :

- sponsor's logo/name on the table (number) card
- opportunity to place one item of literature or merchandise on the sponsored table
- 1 guest place at the table
- Mention in a 'thank you to our sponsors' note in the delegate pack

An EXCLUSIVE Major Sponsor, Drinks Reception, Entertainment and Conference Dinner package is available at £15,000 + VAT

Poster Display : £2,500 + VAT

The poster display will be located in the Assembly Hall which is being used for all plenary sessions and the Conference Dinner.

- logo in prominent position(s) on the system onto which the posters will be displayed
- logo on relevant piece of poster literature in the delegate pack
- space within the poster display for exhibition material
- facility to place literature or merchandise on the Conference Bookstall

Delegate Pack : £1,500 + VAT

It is proposed to provide each delegate with a pack or bag as they register at the event. The pack will contain relevant Conference material and therefore be used throughout the event. The pack / bag is available for sponsorship and could carry the sponsor's logo. The sponsor would have the facility to place one small item of literature or merchandise in the pack.

Workshop Sponsorship : £1,000 + VAT**Discounted rates are available for sponsorship of more than one workshop room**

There will be a total of 36 half-hour workshops during the two-day event, with six time slots and six workshops running concurrently in each time slot. This means that every delegate will have the opportunity to attend all six workshops and will be exposed to a sponsor's branding in each room.

There is the facility for each of the six workshop rooms to be sponsored and benefits include :

- logo on workshop signage
- logo on workshop holding slide (on screen at start of each workshop in those rooms where AV equipment is being used)
- display area inside workshop room (or in the corridor if space is available and this meets the venue's health & safety guidelines)
- table inside the workshop room for the display of literature or merchandise (again subject to health & safety guidelines)

Exhibition Space : £750 + VAT

Subject to availability and sponsorship take-up, there may be space in the Marble Hall for small-medium sized (pop-up) displays. Exhibitors would also be able to place one item of literature on the Conference Bookstall. Please note that as space is limited, early booking is recommended.

Delegate Information : £250 + VAT

A limited number of single page (A4) information sheets may be included in the delegate pack. Prices for including a small leaflet or small item of merchandise can be negotiated.

Conference Bookstall : £150 + VAT for one item

A table and / or literature racks will be placed closed to the main registration / enquiry desk which will remain open throughout the event. Discounted rates may be available for more than one item.