

A banner for the World Leaders in Medical Innovations Conference 2009. The background is a dark blue gradient with a blurred image of medical syringes in shades of blue and green. The text is white and cyan. The main title 'World Leaders in Medical Innovations' is in white, and the subtitle 'CONFERENCE 2009 • Wembley, 29th & 30th April 2009' is in cyan.

World Leaders in Medical Innovations

CONFERENCE 2009 • Wembley, 29th & 30th April 2009

Sponsorship Opportunities

After the success of the 2008 conference we are delighted to announce the second ***World Leaders in Medical Innovations Conference at Wembley Stadium, London.***

This two day conference brings international industry leaders in medical innovation together with senior clinicians, key opinion leaders and experts from clinical practice and research.

The **conference aims** are to stimulate and accelerate medical innovations to fulfill unmet clinical needs and to improve current healthcare products and practice.

Speakers and attendees will include regulatory bodies, government, NHS management and the financial community.

50% of last year's audience was made up of NHS senior clinicians, key opinion leaders and decision-makers. This year's programme of workshops and seminars will attract an even larger group of influential healthcare professionals – our expectations are that 300 will attend and early indications suggest delegate caliber will be of the highest order.

In response to feedback last year for additional sessions and workshops, the 2009 conference is extended to **2 full days**, offering a greater opportunity to **exhibit** and/or **sponsor** a range of activities.

Conference Programme

In addition to **the industry views of leading innovators** in medical diagnostics, pathology, medical devices, cardiovascular, mental health, orthopedics and healthcare ICT, **confirmed speakers include:**

- **Lord Drayson**, Minister of State for Science & Innovation
- **Sir Richard Sykes**, Chairman NHS London
- **Baroness Greenfield**, Director Royal Institution of Great Britain
- **Georgette Lalis**, Director ENTR/F, European Commission
- **Mirella Marlow**, Associate Director - Interventional Procedures Programme, National Institute for Health and Clinical Excellence (NICE)
- **Martin Rothman**, Professor Cardiology, Barts & the London NHS Trust
- **Kevin Cox**, CEO, Guy's & St. Thomas' Pathology Services



World Leaders in Medical Innovations

CONFERENCE 2009 • Wembley, 29th & 30th April 2009

Innovation workshops and seminars

9 workshops and seminars designed to: exchange information and ideas; encourage discussion on future global medical and healthcare product trends; identify needs.

- Establishing and Addressing Unmet Needs in **Medical Diagnostics & Pathology**
- Unmet Clinical Needs for **Medical Devices**
- Requirements for and potential of New Treatments, Devices & Therapies in **Mental Health**
- Gaps in the Provision of Applications' Software and **Healthcare ICT**
- Stimulating, Capturing and Commercialising Medical Innovation
- **Assistive Technology** for the Older Population & Disabled
- Use of **Health Economics in the Clinical Setting**
- Use of **Health Economics Data to Support Industry** in Product Development, Approvals & Marketing
- **Financing Start-ups** in an Economic Downturn

Networking and business opportunities

In addition to the workshops and seminars, breaks and lunchtime tours of Wembley stadium, the conference reception and dinner on the evening of 29 April presents attendees with a further valuable opportunity to connect.

Sponsorship Packages and Exhibitor Options are detailed **below**



World Leaders in Medical Innovations

CONFERENCE 2009 • Wembley, 29th & 30th April 2009

Sponsorship Packages

Platinum

£30,000

- Overall conference lead sponsor
- Free standing booth in Grand Hall (some restrictions apply)
- Logo on email invitation with link to your website
- Advertisement on NHSIL homepage for one month with link to your website
- Logo on badges
- Logo on preliminary programme brochure
- Logo in final programme with full page advertisement
- Sponsorship of a seminar or workshop of your choice (if available). Potential to Chair session if appropriate.
- 5 free delegate places
- 5 free entries to reception and dinner
- Delegate list

Gold

£15,000

- Free standing booth space
- Advertisement on NHSIL homepage for one month with link to your website
- Logo on preliminary programme brochure
- Logo in programme with ½ page advertisement
- Sponsorship of a seminar or workshop of your choice (if available). Potential to Chair session if appropriate.
- 3 free delegate spaces
- 3 free entries to reception and dinner

Silver

£7,500

- 2x3m stand space
- Logo in programme with ½ page advertisement
- 2 free delegates
- 2 free entries to reception

Workshop or Seminar Sponsor

£5,000

- Sponsor a session of your choice with potential to Chair if appropriate
- Logo in programme
- Logo in session space
- 2 free delegates

Dinner Sponsor

£7,500

- 5 minute opening speech
- Logo in programme
- Logos on table
- 10 guests

Drinks Reception

£2,500

- Logo in programme
- Logo in reception area

Wembley Tour (day 1 or 2)

£2,000 or £3,000 for both days

- Logo in programme
- Sponsor announced at the beginning of the tour
- Logo at meeting point
- 4 delegates



World Leaders in Medical Innovations

CONFERENCE 2009 • Wembley, 29th & 30th April 2009

Exhibitor Options

2x3m space only

£5,000

Free standing booth space

Price on application

Please contact Laura Knowles:

laura.knowles@nhsinnovationslondon.com

0207 380 1701