



Cynhadledd Genedlaethol
Gofal Cymdeithasol
National Social
Care Conference



Sponsorship and Exhibition Opportunities

11 – 12 September 2019

Royal Welsh College of Music and Drama, Cardiff





11 – 12 September 2019
Royal Welsh College of Music and Drama, Cardiff



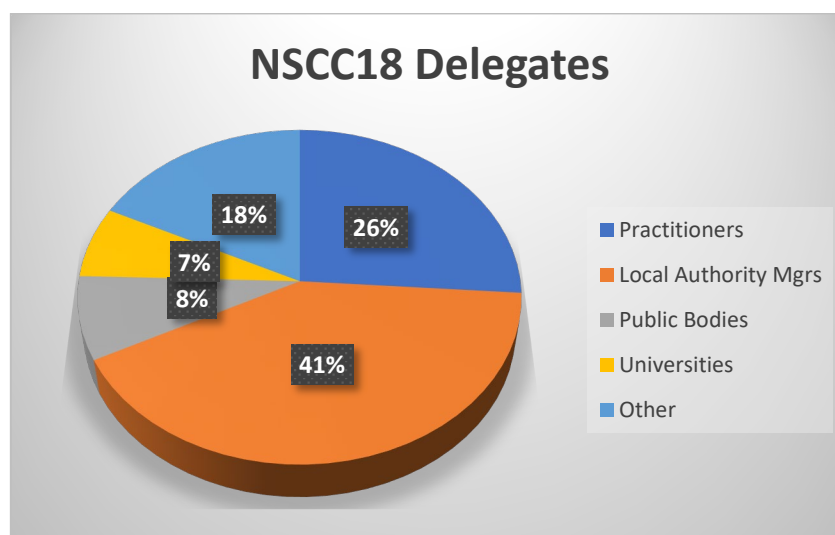
Unrivalled access to the care and support workforce

The National Social Care Conference is Wales's largest social care-focused event, offering a unique conference experience to sponsors, exhibitors and delegates with involvement or interest in the social care sector.

This annual event is attended by a wide delegation, with something for every care workforce member, from frontline staff involved in delivering care to children, adults and their families to managers, and senior decision makers in local and national government.

The 2019 conference will again be jointly organised by the Association of Directors of Social Services (ADSS) Cymru and Social Care Wales, and takes place in the Royal College of Music and Drama, in the heart of Cardiff City Centre. This unique location will provide the setting to give our delegates, sponsors and exhibitors an unrivalled opportunity to participate in the debate about the future of social care in Wales, and to promote services across the workforce.

Last year's conference attracted more than 500 high-level participants including directors and senior managers of local authority social services, Welsh Assembly Members, Welsh Government civil servants, elected council members, and senior managers from the voluntary, independent, health, education and housing sectors.



Our 2019 conference will be attended by a wider delegation from across the care sector with an anticipated attendance of 600 staff, including people who work in social services, social care, early years and childcare in Wales, from frontline practitioners to senior decision makers, as well as social work and social care students.

Our line-up of conference speakers include:



Josh Llewellyn-Jones, OBE

Josh Llewellyn-Jones is the youngest cystic fibrosis warrior to have climbed Mt. Kilimanjaro, the 5th person in the world to complete the 24-hour 'World Physical Fitness Challenge' and current World Record Holder for lifting 1-million kilograms in under 24 hours. Josh is an inspirational speaker and award-winning fundraiser.



Dr Kate Allatt

Kate suffered a huge brainstem stroke with locked in syndrome at the age of 39. Following her remarkable fight back to a normal life, she is now an internationally published author and inspirational speaker.



Professor Sir Sam Everington, OBE

Sam Everington is a GP at The Bromley by Bow GP partnership, an innovative community organisation with more than 100 projects under its roof supporting wider determinants of health. He is an advocate for social prescribing and considered a founder of the social prescribing movement. He is also trustee of the King's Fund.



Lee Ridley, aka Lost Voice Guy

Lee Ridley is an award-winning English stand-up comedian. Disabled since early life, and unable to speak, he is the first standup comedian in Britain to use a communication aid in his routines, performing them under the stage name of Lost Voice Guy. Lee has become a national inspiration for performers with disabilities.

A unique opportunity to gain attention for your business

If you are, or want to be, a supplier of services or related goods to the public, private and voluntary sectors, the National Social Care Conference 2019 offers a unique opportunity to raise your profile. It includes protected time for exhibitors to communicate with your key audience during the lunch, tea and coffee breaks, giving you ample opportunity to inform and excite delegates about your products and services, and allowing you to source vital information to take away.

By having an exhibition stand at this event, you'll have the opportunity to gain exposure for your services, meet with the delegates attending and generate new business leads.

Your exhibition package will include a stand/table (two sizes are available), with power, WiFi (limited), table and chairs, your literature included in the delegate bags and two stand members each with a place to attend the conference.

The Conference will include activities and artistic performances from several local groups in drama and music, as well as many opportunities to network with delegates and fellow exhibitors and sponsors.

New for 2019

NSCC19 Conference App – a new opportunity to engage with your audience

This year, we are launching an official conference app which allow delegates to plan their time at the conference, as well as network with other attendees.

It will provide them with key information about the conference, with fully searchable lists for delegates, speakers, exhibitors and sponsors, programme information and live news updates, as well as enabling them a simple platform to connect with each other and (most importantly for yourselves) with exhibitors.

Each of our exhibitors will have a rich profile within the app containing your key contact details, company information and social media links. You can also upload documents and videos to your profile.

Your exhibitor profile is included as standard within your exhibitor package – this is an excellent opportunity to promote yourself to delegates and share key content.

There are also a number of other opportunities available for promoting your company using the conference app:

- Sponsored Push Notifications & Messages –
- Sponsored News Feed Posts –
- Sponsored Document Pushes –
- App Branding Sponsorship –

Sponsored push notifications & messages

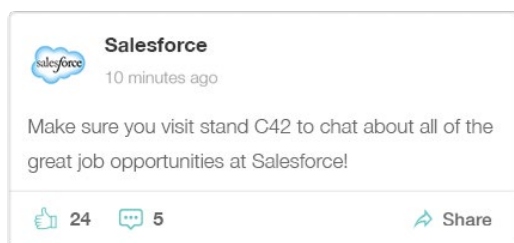


Want to push more delegates to your stand at the Conference? Why not use a sponsored push notification to highlight your presence at the Conference?

We can send out push notifications to app users to promote your stand – we can send a notification to all app users or app users who have indicated a specific interest during registration if you prefer a more targeted approach.

All push notifications are also stored as instant messages so even if an attendee has notifications disabled, they'll still receive your message.

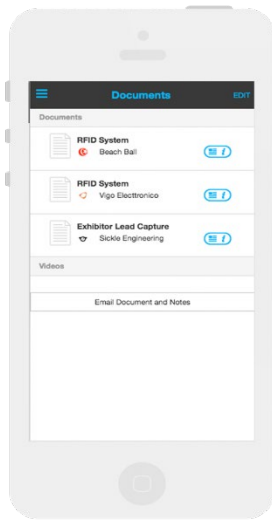
Sponsored news feed posts



The app news feed acts as a focal point for the Conference – delegates can share their Conference experience by posting status updates, links and photos and it's a feature that keeps delegates coming back to the app over the course of the Conference.

So why not use the news feed to promote your company and products? We can schedule promoted posts which are published on the Conference news feed for every attendee to see. You can share a simple text update, a fun photo of your stand or a link to your website.

Sponsored document pushes



You can push content straight into the document stash of the conference app ready to be viewed by all app users with the option for this to be shared again via email and social media.

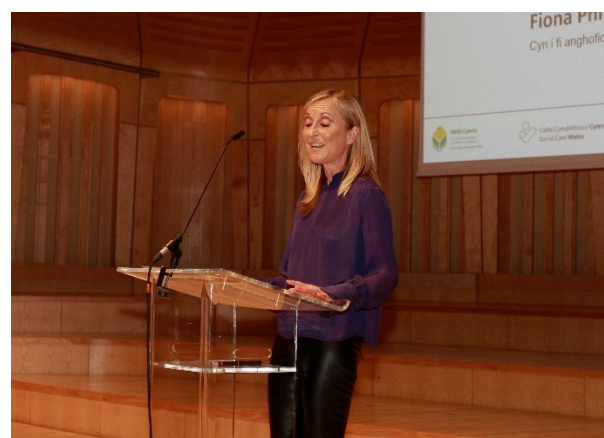
Document pushes can be sent to all delegates or filtered to target specific user groups as with push notifications.

App Branding Sponsorship

There's no better way to get your name out there than by co-branding the official Conference app.

Your logo will feature near the show logo at several prominent points within the app:

- App login screen
- App news feed
- App grid menu



Conference Organisers

This year's conference is organised jointly between the Association of Directors of Social Services (ADSS) Cymru and Social Care Wales – who represent both the leadership and workforce across the social care sector.



Association of Directors of Social Services (ADSS) Cymru

As the national leadership organisation for social services in Wales, the role of ADSS Cymru is to represent the collective voice of Directors of Social Services, Heads of Adult Services, Children's Services and Business Services, together with professionals who support vulnerable children and adults, their families and communities, on a range of national and regional issues of social care policy, practice and resourcing. We are the only national body that can articulate the view of those professionals who lead our social care services.

We are committed to using the wealth of our members' experience and expertise, working in partnership with other agencies, to influence important decisions around social care to the benefit of the people we support and the people who work within care services.

www.adss.cymru



Social Care Wales

Social Care Wales brings together social care workforce regulation, workforce development and service improvement in one organisation. We have an influential role in shaping research priorities and building strong links with stakeholders to improve care and support across Wales.

By developing and building on the skills of the care workforce, we will help children, adults and older people who receive care and support to improve their health and well-being and achieve what matters to them. We want to improve the quality and status of social care and early years employment through regulation and training to ensure better jobs, that are closer to home, for people across Wales.

www.socialcare.wales

Sponsorship Opportunities

ADSS Cymru and Social Care Wales have created a series of sponsorship packages. Each of these packages offer significant marketing opportunities to the sponsor, such as specific event sponsorship, advertising in conference literature and promotional merchandise.

This range of options will give you a high-profile presence at this prestigious event. However, there may be other marketing approaches which you have used elsewhere that you would like to discuss. We are happy to discuss your suggestions.

Sponsorship Packages

These packages provide an opportunity for businesses wishing to make a big impact on our delegates and promote themselves to an influential audience.

Main Conference Sponsor	£12,000
Conference Dinner & Pre-Dinner Drinks Reception	£10,000
Conference App	£5,000
Delegate Bag	£5,000
Conference Memory Stick	£4,000
Conference Notebooks	£3,000
Conference Lanyards	£3,000
Conference Water bottle	£3,000

- **Important Notice:**

Push notifications & messages, news feed posts and document pushes using the conference app will only be available to conference sponsors.

Conference Mailing List	Contact for more info
Printed Promotional Literature – Delegate insert	Contact for more info
Digital Promotional Presentations – Memory stick	Contact for more info
Advertising	Contact for more info

The sponsor for the previous year's conference has first refusal on this year's packages, otherwise these packages are available on a 'first come, first served' basis. If you would like more information, please contact ADSS Cymru.

Phone: 01443 742641

Email: louise.sweeney@adsscymru.org.uk

or phil.tyrrell@adsscymru.org.uk



Main Conference Sponsor

£12,000 plus VAT

This package guarantees a high-profile presence at the conference, including the opportunity to address the whole conference delegation prior to the keynote speaker as well as using the Conference App to promote the services you have available. By combining a range of marketing opportunities with the prime exhibition space for the whole duration of the conference, you'll be guaranteed to maximise your profile, increase your reach and convert engagements into customers.

Package Includes:

- Extensive use of the corporate logo on all conference literature, including the conference brochure, conference slides and publicity material.
- Acknowledgment from the Chair during the opening and closing address
- Opportunity to address the main conference hall delegates
- Opportunity to deliver a workshop session
- Prime location with a main sponsor exhibition stand (Choice of stand 1 or 2)
- Logo, weblink and company details on conference webpage
- Four exhibitor delegate passes
- Four complimentary invitations for the Wednesday night conference dinner
- First refusal on the same package the following year
- Refreshments and lunch
- Push notifications & messages, news feed posts and document pushes using the conference app

Conference Dinner & Pre-dinner Drinks Reception Sponsor

£10,000 plus VAT

The conference dinner is an exciting opportunity to network with delegates and to leave a lasting impression of a memorable night. The dinner will be held at the Hilton Hotel, Cardiff on Wednesday 12 September at 7.15pm. The dinner is open to all delegates and exhibitors but a separate ticket is required.

Package Includes:

- Exclusive opportunity to address dinner guests
- Reserved sponsors' table for up to eight complementary dinner guests
- Acknowledgment from the Chair during the opening and closing address
- Prime location with a main sponsor exhibition stand (Choice of stand 1 or 2)
- Logo in conference brochure
- Logo, weblink and company details on conference webpage

- Corporate logo on dinner invitations
- Two exhibitor delegate passes
- First refusal on the same package the following year
- Refreshments and lunch
- Push Notifications & Messages, News Feed Posts and Document Pushes using the Conference App

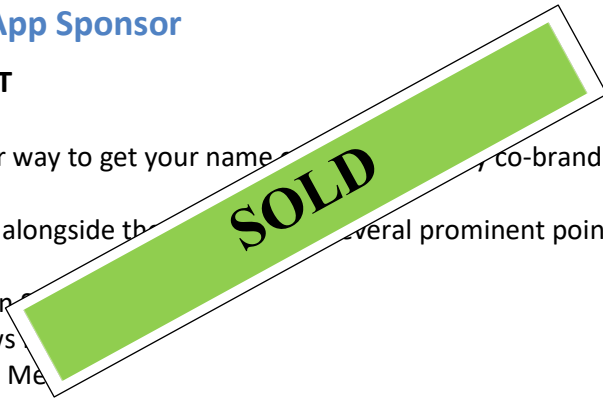
Conference App Sponsor

£5,000 plus VAT

There's no better way to get your name and logo co-branding the official Conference app.

Your logo will sit alongside the NSCC19 logo at several prominent points within the app:

- App Login
- App News
- App Grid Menu



Package Includes the above plus:

- Prime location with a sponsor exhibition stand
- Logo in conference brochure
- Logo, weblink and company details on conference webpage
- Two exhibitor delegate passes
- Two complimentary invitations for the Wednesday night dinner
- First refusal on the same package the following year
- Refreshments and lunch
- Push Notifications & Messages, News Feed Posts and Document Pushes using the Conference App

Delegate Bag Sponsor

£5,000 plus VAT

Delegate bags are given to each conference delegate on arrival to hold all conference documents. Your logo will appear prominently on the side of the bag, making it a great opportunity for visibility. The delegate bags are extremely popular and continue to be used by delegates throughout the year, sustaining branding and marketing benefits.

Package Includes:

- Prime location with a sponsor exhibition stand
- Logo in conference brochure
- Logo, weblink and company details on conference webpage
- Two exhibitor delegate passes
- Two complimentary invitations for the Wednesday night dinner
- First refusal on the same package the following year
- Refreshments and lunch
- Push Notifications & Messages, News Feed Posts and Document Pushes using the Conference App

Conference Memory Stick Sponsor

£4,000 plus VAT

Each delegate will receive a memory stick pre-loaded with the conference brochure, available presentations and your company promotion. Your logo would also appear on the credit-card sized memory stick along with the conference branding.

Package Includes:

- Corporate logo on the conference memory stick
- Company promotion material preloaded onto the memory stick
- Prime location with a sponsor exhibition table
- Logo in conference brochure
- Logo, weblink and company details on conference webpage
- Two exhibitor delegate passes
- Two complimentary invitations for the Wednesday night dinner
- First refusal on the same package the following year
- Refreshments and lunch
- Push Notifications & Messages, News Feed Posts and Document Pushes using the Conference App

Conference Notebooks Sponsor

£3,000 plus VAT

Each delegate will receive a notepad for making notes throughout the conference. Your logo will appear prominently on the pad, making it a great marketing opportunity.

Package Includes:

- Prime location with a sponsor exhibition table
- Logo in conference brochure
- Logo, weblink and company details on conference webpage
- Two exhibitor delegate passes
- Two complimentary invitations for the Wednesday night dinner
- First refusal on the same package the following year
- Refreshments and lunch
- Push Notifications & Messages, News Feed Posts and Document Pushes using the Conference App

Conference Lanyards

£3,000 plus VAT

Every delegate will receive a lanyard when they collect their badge at registration. The lanyard will only carry the sponsor's branding, making this a high-profile branding opportunity.

Package Includes:

- Prime location with an exhibition table
- Logo in conference brochure
- Logo, weblink and company details on conference webpage
- Two exhibitor delegate passes
- Two complimentary invitations for the Wednesday night dinner
- First refusal on the same package the following year
- Refreshments and lunch
- Push Notifications & Messages, News Feed Posts and Document Pushes using the Conference App

Conference Water Bottle Sponsor

£3,000 plus VAT

Every delegate will receive a water bottle when they collect their badge at registration. The water bottle will carry the sponsor's and conference branding, making this a high-profile branding opportunity.

Package Includes:

- Prime location with an exhibition table
- Logo in conference brochure
- Logo, weblink and company details on conference webpage
- Two exhibitor delegate passes
- Two complimentary invitations for the Wednesday night dinner
- First refusal on the same package the following year
- Refreshments and lunch
- Push Notifications & Messages, News Feed Posts and Document Pushes using the Conference App

Exhibitor Opportunities

This is an exceptional and ultimately cost-effective way to promote your services and goods to key individuals in the social care sector. Listening to the comments and ideas from exhibitors at previous conferences, we are introducing several new ideas to increase the footfall of delegates to the exhibition stands.

This year the exhibition will open to delegates at 11.30 am on Wednesday, 11 September, and 8.30am Thursday, 12 September so delegates will have time to browse the exhibitor stands before the conference officially begins each day.

There will be refreshment breaks throughout the day, as well as lunch on the Thursday and during this time you will have direct access to all 600 delegates.

The Conference dinner and pre-dinner reception will take place at the Hilton Hotel in Cardiff on the Wednesday evening and exhibitors are welcome to attend this dinner.

All sponsorship packages include complimentary tickets for the Conference Dinner. Additional tickets can be purchased for sponsors, and exhibitors are also welcome purchase tickets to the event.

Tickets are priced at £55.00 + VAT per person and includes a three-course meal and live entertainment.

Extra exhibitor passes are available at a cost of £160 + vat

The exhibitor set-up will take place on the morning of 11 September 2019.

Gold Package

2m x 1.5m table (stand numbers: 7 – 21)

This package includes:

- Positioned in the main foyer or Café area
- Table with black cover, two chairs and electricity points
- Two exhibitor delegate passes
- Conference WiFi
- Single leaf insert into the delegate bag
- Direct access to all conference delegates during all refreshment and lunch breaks
- Logo, weblink and company details on conference webpage
- Refreshments and lunch

Gold package costs:

Private Sector	£1,300 + vat
Public & Voluntary Sector	£950 + vat

Silver Package

2m x 3m Shell Scheme (stand numbers: 22 – 35)

This package includes:

- Positioned in the Richard Burton Theatre or Students Union (which will also feature the catering area)
- Shell-scheme or tabletop layout, table, two chairs, spot lights, name banner and electricity points
- Two exhibitor delegate passes

- Conference WiFi
- Single leaf insert in the delegate bag
- Direct access to all conference delegates during all refreshment and lunch breaks
- Logo, weblink and company details on conference webpage
- Refreshments and lunch

Silver package costs:

Private Sector £1,100 + vat

Public & Voluntary Sector £850 + vat

Bronze Package

2m x 1.5m Table (stands numbers: 36 – 51)

This package includes:

- Positioned in the Gallery
- Table with black table cover, two chairs, and electricity points
- Two exhibitor delegate passes
- Conference WiFi
- Single leaf insert in the delegate bag
- Direct access to all conference delegates during all refreshment and lunch breaks
- Logo, weblink and company details on conference webpage
- Refreshments and lunch

Bronze package costs:

Private Sector £750 + vat

Public & Voluntary Sector £550 + vat

Promotional Literature – delegate insert

Contact for more info

Guarantee your organisation's literature reaches every delegate with an insert placed in every delegate bag. These low-cost opportunities are great for raising corporate profile, particularly for small to medium enterprises.

- Single leaf delegate insert
- Booklet delegate insert (max. 12 pages)

Further Information

A detailed exhibitor and sponsor manual will be sent out to all registered exhibitors four weeks prior to the conference with information on arrangements.

All prices listed are subject to VAT.

For further information or to discuss a package to suit your budget requirements, please contact Louise Sweeney or Phil Tyrrell:

Email: louise.sweeney@adss.cymru

or: phil.tyrrell@adss.cymru

Telephone: 01443 742641

Requests to negotiate on the cost of sponsorship packages will be considered.

Accepting sponsorship does not advocate endorsement or support for the sponsors' product or cause.

Exhibition floorplan

