

European  
Healthcare  
Design



9-11  
JUNE

# PROSPECTUS



> RESEARCH  
> POLICY  
> PRACTICE

LONDON  
ROYAL COLLEGE OF PHYSICIANS



Organised by



[www.europeanhealthcaredesign.eu](http://www.europeanhealthcaredesign.eu)

Event partners



# Sponsoring knowledge and improvement



The 11th European Healthcare Design 2025 (EHD2025) Congress & Exhibition will be held on 9–11 June, 2025 at the Royal College of Physicians in London, UK and broadcast 'live' on SALUS TV to a worldwide audience.

Organised by SALUS Global Knowledge Exchange and Architects for Health, the congress promotes a whole-systems approach to understanding how to plan and operationalise international health systems and infrastructure through the exchange of knowledge, research and global best practice on the relationship between service and system design, technology and the built environment.

The congress is organised in partnership with the UK and Europe's expert professional bodies from the healthcare planning and design fields, international academic institutions, leading public and private health providers, and the healthcare industries.



Providing an international forum for researchers, practitioners and policy-thinkers to share knowledge on how to plan and design health systems and infrastructure to achieve fiscal balance, equality of access, greater efficiency, net-zero, pandemic preparedness, quality improvement and better health outcomes, papers will be presented by the world's leading experts through a variety of presentation formats, including themed papers, posters and workshops. We are delighted to invite commercial partners to support this prestigious, world-leading event. By sponsoring or exhibiting at EHD2025, your organisation will be supporting and participating in the creation and exchange of knowledge between the world's leading healthcare design researchers, practitioners and policymakers.

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 to sponsorship creates opportunities to align your brand with a range of content-focused offerings through both the 'in person' and live/on-demand event broadcast, including: themed sessions and posters; workshops; voxpop films; podcasts; roundtables; study tours; and networking events, such as the Welcome



Reception and the Garden Party. These can be combined with other branding opportunities to raise the visibility of your organisation, such as an exhibition stand (limited availability), conference bag and lanyard sponsorship, or advertising online or in the printed Final Programme.

By blending your 'in person' event sponsorship with the global broadcast on SALUS TV in our virtual platform, as a sponsor or exhibitor, you'll be able to reach a larger audience for longer with a virtual exhibition stand, including video and literature downloads and the event session recordings available to delegates to view.

Our fully integrated 'in person', digital and broadcast event solution is designed to optimise your exposure to the healthcare development, investment and planning and design community both in Europe and around the world.

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

# Provisional timetable

## October 2024

Announcement of Call for Papers

## November 2024

Launch of EHD 2025 Awards Call for Entries

## 3 December 2024

Deadline for EHD 2025 Congress abstracts

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Image credits: Front cover, left to right: University Children's Hospital Freiburg, Germany, designed by Health Team Vienna; Albert Wimmer and Architects Collective; Louisa Martindale Building, UK; designed by BDP; Omagh Hospital and Primary Care Complex (OHPCC), UK; Designed by TODD Architects

# Congress sponsorship packages

## Standard – All partners receive the following:

- > Company profile, logo and web link on EHD2025 website
- > Branded 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 social channels, inc. Linked-in and X
- > 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 platform

## Platinum health leader – £18,000

- > Acknowledgement by congress chair in opening and closing remarks
- > Written welcome address in Final Programme
- > Corporate video on EHD/SALUS web sites and newsletters pre event
- > Video welcome address in virtual event platform
- > Exclusive sponsorship of opening keynote congress sessions (day 1 & 2)
- > Corporate pull-up banner close to lectern in opening sessions
- > 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 – £14,000

- > 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
- > Stream Sponsor with acknowledgement by session chairs
- > Exclusive branding on published videos of sponsored stream (up to 8 papers)
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- > 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

## Gold Design leader – £12,000

### Garden Party Partner

- > Sponsorship of Garden Party
- > Sponsor's address at Garden Party
- > 1 full-page advertisement in Final Programme
- > Corporate pull-up banner by garden entrance
- > 5 complimentary full-package delegate passes
- > 10 complimentary virtual delegate passes

### Programme Launch Reception Partner

- > Sponsorship of in-person Programme Launch panel event
- > Sponsor's address at Programme Launch event
- > Corporate pull-up banner close to lecturn
- > 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

### Welcome reception partner

- > Exclusive sponsorship of Welcome Reception
- > Sponsor's address at Welcome Reception
- > 1 full-page advertisement in Final Programme
- > Exhibition space (3x1m) in networking area
- > 5 complimentary full-package delegate passes
- > 10 complimentary virtual delegate passes

### Wellbeing Space and Lunch Partner

The Wellbeing Space promotes diversity, equity and inclusion and is designed as a place to relax and network through workshops and interactive activities.

- > Sponsorship of Wellbeing Space and 'wellness' lunches for both days
- > Sponsorship of 'health equity' focused content programme
- > Editorial curation of workshop/panel session
- > 1 full-page advertisement in Final Programme
- > 5 complimentary full-package delegate passes
- > 10 complimentary virtual delegate passes

### Voxpop Film or Podcast partner

- > Partner branding and acknowledgement on Voxpop Film or Podcast
- > Interview with sponsor's thought leader
- > Podcast or Voxpop to feature on EHD websites and relevant platforms
- > 1 full-page advertisement in Final Programme
- > 3 complimentary full-package delegate passes
- > 5 complimentary virtual delegate passes



## Silver Knowledge leader – £8,000

### Stream partner

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

### Video+Poster 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 in Gallery
- > Clothed table stand in Library/corporate pull-up banner at entrance
- > 1 full-page advertisement in Final Programme
- > 3 complimentary full-package delegate passes
- > 5 complimentary virtual delegate passes

## Bronze Innovation Leader – £5,000

### Workshop partner (limited availability)

- > 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

### Roundtable partner (limited availability)

- > Sponsorship of breakfast or lunchtime roundtable
- > Sponsor's address during opening remarks
- > Co-curation of editorial/content and roundtable programming
- > 1 full-page advertisement in Final Programme
- > 5 complimentary full-package delegate passes
- > 5 complimentary virtual delegate passes

### Study Tour partner

- > Sponsorship of study tour to benchmark UK healthcare facility
- > Sponsor's address during lunch or tour visit
- > 1 full-page advertisement in Final Programme
- > 2 complimentary full-package delegate passes inc. study tour
- > 3 complimentary virtual delegate passes

## Registration desk partner – £4500

- > Partner branding on registration desk backdrop display
- > 1 x pull up banner (standard size) strategically placed at the registration desk
- > Branded items (pens/notepads) at the registration desk
- > 1 x full-page advertisement in Final Programme
- > 3 complimentary full-package delegate passes
- > 5 complimentary virtual delegate passes

## Exhibition Partner – £4,500

- > 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

## Lanyards – £2,500

- > Exclusive branding on congress lanyards
- > 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 (Standard not included)

- > Wifi sponsor - £2500
- > Notepad and pen sponsor – £2250
- > 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 (Standard not included)

- > 10 x delegates - £1450
- > 15 x delegates - £1950
- > 20 x delegates - £2250



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# Awards sponsorship packages

The European Healthcare Design Awards 2025 aims to set new standards in the creation of healthcare environments that promote health and wellness, support the delivery of treatment and care and embed quality improvement in an accessible, economic and equitable way.

Organised by SALUS Global Knowledge Exchange and Architects for Health, the awards are an integral feature of the prestigious European Healthcare Design 2025 Congress & Exhibition, held at the Royal College of Physicians, on 9-11 June.

Comprising twelve categories across primary, secondary and tertiary levels of international healthcare planning and design, the awards, which are evaluated by some of the world's leading researchers and practitioners in healthcare design, contribute towards the development of knowledge and standards in the design of healthcare environments around the world.

The awards ceremony are held during the final session of the European Healthcare Design 2025 Congress in front of

a capacity audience of more than 400 delegates in person and broadcast live to many hundreds more online around the world.

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 healthcare projects, research and design innovations. Introduced as a new feature in 2020, 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 May.

By sponsoring the awards, you can show your support and recognition of the outstanding performances of the



## European Healthcare Design

award winners, aligning your brand in UK, European and international markets around the values of design and planning 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 confirming your support and partnering with you in the raising of design quality standards around the globe.

## Awards Lead Partner – £8000

- > Acknowledgement by chair of judging panel of awards
- > Presentation of Design Champion Award and one Award Category
- > Lead Branding on video of presentation of Design Champion & 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 AfH/EHD web sites
- > Recognition in post-awards e-news and press releases

## Awards Category Partner – £4000

- > 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 AfH/EHD websites
- > Recognition of category support in post- awards e-news and press releases

Standard is included in both packages

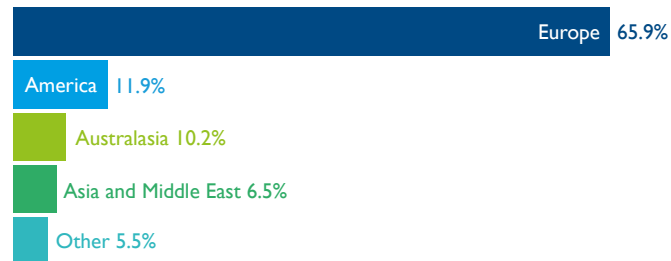


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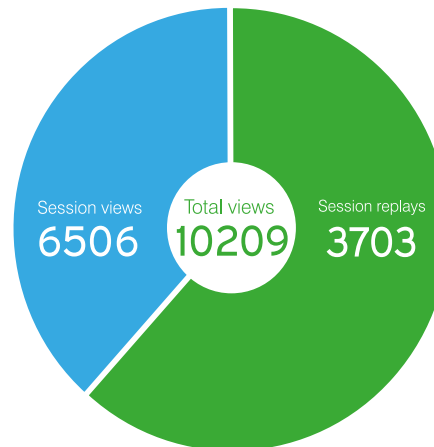
# Our community

## Attendance for 2024

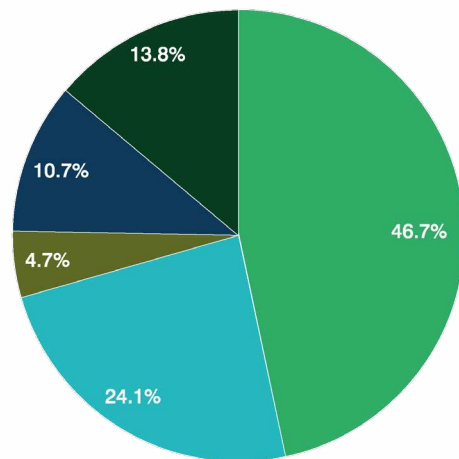
### Breakdown by geography



Attendees: 1008



### Breakdown by sector



- Architecture, engineering, construction and planning
- Healthcare provider
- Medical, building and digital products and technologies
- Education, research and universities
- Government and policy



## What our attendees say

Particular strengths were the real world examples presented in framing a concept or theme that could then be debated, I enjoyed the opportunity to see the breadth of practice and thinking

Christopher Chiswell,  
Consultant in Public Health Medicine & Deputy Director of Strategy, Birmingham Wom

The networking and learning about what was happening in health in different countries was excellent

Clinton Greene,  
Director, Turner and Townsend, UK

Being able to attend virtually meant I was able to attend all sessions either live or at a later time, therefore had a full experience of the presentations

Samantha Robinson,  
Clinical Lead, Nurse,  
Oxford Health NHS Foundation Trust, UK

Broader perspectives than found in some other conferences and greater coverage of issues and work outside of the US

David Allison,  
Alumni Distinguished Professor and Director, Clemson University, USA



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### Welcome Reception partner

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### Wellbeing 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
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- > 10 complimentary virtual delegate passes

### Podcast partner (in association with Brand New Doctor)

- > Exclusive Sponsorship of EHD 2025 podcast series
- > Includes 2 x pre event podcasts and 2 podcasts live at the event
- > Branding and interviewer acknowledgement on Podcast
- > Interview with sponsor's thought leader on live event podcast
- > Podcast to feature on sponsor and EHD websites and all major podcast platforms
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