



# Healthy City Design



OCT  
15-16



# 2024 PROSPECTUS

- > RESEARCH
- > PRACTICE
- > POLICY
- > INVESTMENT

LIVERPOOL  
Royal College of Physicians

info@salus.global  
www.healthycitydesign.global



Organised by



Community + Impact Partner



Journal Partner



Knowledge Partner



Silver Knowledge Leader



Bronze Innovation Leader



# Sponsoring knowledge and improvement



The 8th Healthy City Design 2024 (HCD 2024) International Congress & Exhibition will be held from 15-16 October, 2024 at the Royal College of Physicians in Liverpool, UK, and broadcast 'live' on SALUS TV to a worldwide audience.

Organised by SALUS Global Knowledge Exchange and the Helen Hamlyn Centre for Design, Royal College of Art, in collaboration with Impact on Urban Health and Cities & Health journal, the congress seeks to share and stimulate new research, innovative practice, progressive policy and case examples of impact investment on how to plan and design cities and communities that equitably enhance citizen and population health and improve sustainable development. By providing an interdisciplinary forum for policy advisors, researchers, practitioners, investors and community voices from around the globe, HCD 2024 is established as the world's leading forum for the design of healthy, sustainable and fairer cities.



Papers will be presented by some of the world's leading experts through a variety of presentation formats, including themed papers, videos, posters and workshops.

We are delighted to invite sponsors and exhibitors to commit their support towards this prestigious, world-leading event. By sponsoring or exhibiting at HCD 2024, your organisation is supporting and participating in the exchange of knowledge between the world's leading researchers, practitioners, policy-makers and investors. Sponsorship opportunities

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 creates opportunities to align your brand to a range of content-focused sponsorships, including: themed sessions, posters; workshops; and the evening networking dinner. These can be combined with branding opportunities to raise visibility, such as an exhibition stand, conference bag and name badge sponsorship, and advertising in the final programme. Your 'in person' event sponsorship is also blended with the global broadcast on SALUS TV in our virtual platform,



where the event session recordings available to delegates to view for two months after the 'in person' event closes. This enables you to reach a larger audience for longer with a virtual exhibition stand as standard, including video and literature downloads. Our fully integrated in-person, digital and broadcast event solution is designed to optimise your exposure to the city design and planning 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

## March 2024

Launch of Call for Papers

## April 2024

Launch of Awards Call for Entries

## 23 May 2024

Deadline for HCD 2024 Congress abstracts

## June 2024

Deadline for Awards entries

## July 2024

Launch of the Preliminary Programme

## September 2024

Deadline for early-bird, speaker registration and manuscripts

## 15-16 October 2024

08.00-19.00: HCD 2024 Congress & Exhibition

Congress venue

## Royal College of Physicians, The Spine

One of the world's healthiest buildings, the Spine is designed to the WELL Platinum Standard. As the northern home of the Royal College of Physicians, the building is located in Paddington Village in Liverpool's new Knowledge Quarter.



# Congress sponsorship packages

## Standard – All partners receive the following:

- Company profile, logo and web link on HCD2024 website
- Branded virtual 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 all HCD and SALUS 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 event hub

## Platinum health leader – £15,000

- Acknowledgement by congress chair in opening and closing remarks
- Written welcome address in Final Programme
- Corporate video on HCD/SALUS web sites and newsletters pre event
- Video welcome address in virtual event platform and in day 1 keynote session
- Exclusive sponsorship of opening keynote congress sessions (day 1 & 2)
- 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
- 12 complimentary full-package delegate passes
- 20 complimentary virtual delegate passes
- Exhibition space (3x1m) in networking area

## Diamond Thought leader – £12,500

- 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
- Day 1 Main Theatre Stream Sponsor with acknowledgement by session chairs
- Exclusive branding on published videos of sponsored stream (up to 8 papers)
- Logo on cover of Preliminary and Final Programme
- 1 full-page back cover advertisement in Final Programme
- 8 complimentary full-package delegate passes
- 12 complimentary virtual delegate passes
- Exhibition space (3x1m) in networking area

## Gold Design leader – £10,000\*

### Evening Networking Dinner Partner

- Exclusive sponsorship of Evening Networking Dinner
- Sponsor's address at Evening Networking Dinner
- Introduction of keynote speaker at Evening Networking Dinner
- Branding on all congress literature and digital promotions
- Digital branding on stage backdrop during entire congress
- 1 full-page advertisement in Final Programme
- 6 complimentary full-package delegate passes
- 10 complimentary virtual delegate passes
- Company profile, logo and web link on HCD 2024 website

### Programme Launch Reception Partner

- Sponsorship of in-person Programme Launch panel event
- Sponsor's address at Programme Launch event
- 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

### 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
- Digital branding and corporate video played on digital screen
- 6 complimentary full-package delegate passes
- 10 complimentary virtual delegate passes





## Silver Knowledge leader – £6,500

### Stream partner

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

### Poster + Video gallery partner

- Sponsorship of poster + video gallery in prestigious RCP Library
- Sponsorship of virtual video gallery in virtual event platform
- Digital branding and video played on digital screen with poster videos
- Exclusive clothed table stand in Library
- 1 full-page advertisement in Final Programme
- 3 complimentary full-package delegate passes
- 5 complimentary virtual delegate passes

## Bronze Innovation Leader – £4,000

### Workshop partner

- 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

## Exhibition Partner – £3,000

- 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 delegate 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
- Virtual content booth - £1950
- Double page spread in Final Programme - £1450
- 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



To book contact Marc Sansom on  
 +44 (0) 7534 784 350  
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# Awards sponsorship packages

The Healthy City Design 2024 Awards aims to set new standards in the creation of healthy and sustainable cities, communities and environments that equitably promote active and healthy lifestyles, wellness and sustainable development to support present and future generations.

Organised by SALUS Global Knowledge Exchange and the Helen Hamlyn Centre for Design, Royal College of Art, in collaboration with Impact on Urban Health and Cities & Health, the awards are an integral feature of the prestigious Healthy City Design 2024 Congress & Exhibition, held at the Royal College of Physicians, Liverpool, on 15 – 16 October.

Comprising six categories from the building to the neighbourhood and the city level, the awards, which are evaluated by some of the world's leading researchers and practitioners, contribute towards the development of knowledge and standards in the design of healthy cities, communities and environments around the world. The awards ceremony will be held during the final session of the Healthy City Design 2024 International Congress attended by up to 300 delegates. This prestigious event will be the climax to the congress, and the culmination of a six-month worldwide submission process and rigorous judging to identify the world's leading projects, research and design innovations in the creation of healthy cities.



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 HCD Awards live judging week in September.

By sponsoring the awards, you can show your support and recognition of the outstanding performances of the award winners, aligning your brand in UK, European and international markets around the values of design 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.

Standard is included in both packages

## Awards Lead Partner – £7500

- Acknowledgement by chair of judging panel of awards
- Presentation of prestigious Design Champion Award and one Award Category
- Lead branding on video of presentation of Design Innovation Award & 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 HCD web sites
- Recognition in post-awards e-news and press releases

## Awards Category Partner – £3500

- 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 HCD websites
- Recognition of category support in post- awards e-news and press releases

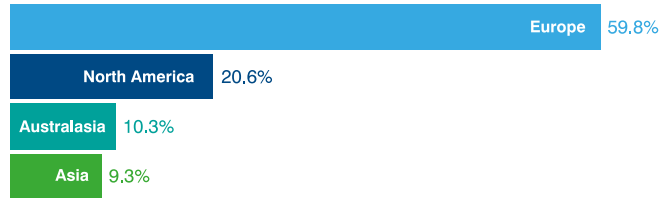
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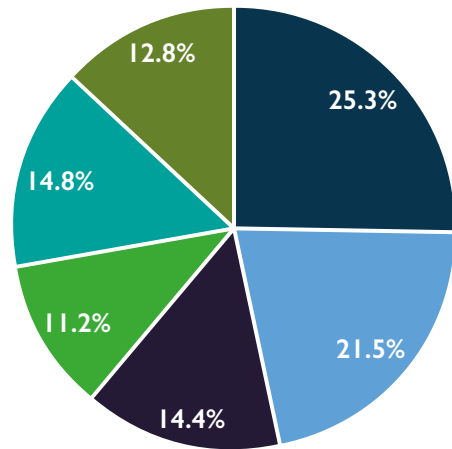
# Our community

## Attendance for 2023

### Breakdown by geography

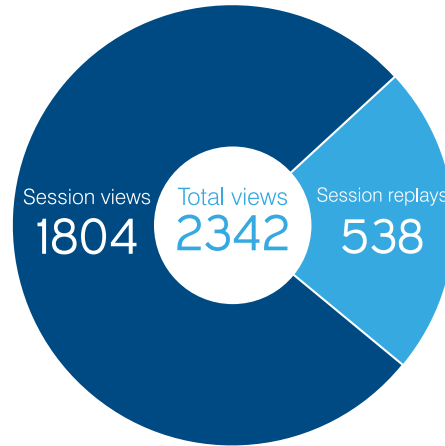


### Breakdown by sector



- Urban planning, housing & transport
- Public health / healthcare
- Property owners, developers and investors
- Community organisations and enterprises
- Government and municipal authorities
- Scientists and researchers

Attendees: 345



# What our attendees say

HCD2023 was a fantastic couple of days, and was really good to see the quality of work going on in Liverpool, the wider city region, and across the rest of the UK and further afield to truly embed good health and wellbeing within the wider housing, planning, and regeneration agenda. The quality of the speakers, and level of engagement was exceptional. I look forward to continuing to engage with you as we support this incredibly important agenda locally and nationally.

Professor Matthew Ashton  
Director of public health, Liverpool City Council

Diversity of speakers and having such a good range of those from academia and industry. The focus on Liverpool provided a unique and highly informative aspect to the conference, highlighting universal themes but also the ability to learn or discuss from real examples and challenges.

Ruth Hynes  
Associate design researcher, Atkins

Hearing Sir Michael Marmot in-person was a highlight. His keynote was sharp, clear and laid the groundwork for the rest of the sessions. The dinner was a great networking opportunity and a nice way to unwind after a long, first day of the conference. It was nice to have the conference in Liverpool, as it meant that people from Liverpool could share their experiences of healthy city design in their own city.

Christopher Boyko  
Senior lecturer, Lancaster University