



A New Way to Connect



Virtual Care Festival

25th -26th November 2020

In a time where face-to-face learning for health and care professionals is restricted, The OT Show and Care Show have joined forces to host the UK's first Virtual Care Festival. Both communities can connect with our exhibitors on a virtual platform to discover various product ranges, services and innovations and attend a cutting-edge conference to gain high-quality CPD.

Today, audiences expect more. Not death by PowerPoint or disruptive phone calls, but a tangible online experience that are human, interactive and engaging.

The Virtual Care Festival 2020 will be an adaption of our perfected in-person show model to deliver both you and our audience a seamless event experience - online.

The Virtual Care Festival 2020 will run in 25th and 26th November. The event will be the largest digital gathering of Occupational Therapists and decision makers working in social and private care in the UK.

Bolstered by an inspirational conference programme of world-renowned speakers, **The Virtual Care Festival 2020** offers exhibitors and visitors two unmissable days of networking, lead generation and industry insight. This event will offer manufacturers, innovators, trainers and healthcare solution providers an unparalleled marketing opportunity to secure new contacts, customers and partners.



Virtual Care Festival: The Event

Format

THE VIRTUAL CARE FESTIVAL WILL:



Consist of a series of live and pre-recorded talks, round tables, panel discussions, product demos, technology innovation, leadership, policy, strategy as well as explore the latest clinical updates which will address some of the key challenges and opportunities that have emerged during and post the Covid-19 crisis.



Produce over 40 sessions, for free, giving healthcare professionals access to an unparalleled learning opportunity to source new ideas and inspiration and ways of working post pandemic.



Facilitate audience participation throughout the schedule allowing our audience to pose questions and discussion around the topics presented during the course of the event.



Deliver the opportunity for exhibitors to hold 1-2-1 meetings allowing them to connect with our audience.



Extend beyond the two-day schedule, content will be hosted for a minimum of one-month post event ensuring maximum visibility and generating leads into 2021.

Space

Registration Hall

Enter the exhibition and navigate easily from the theatres to the exhibition. Any problems visit The Help Desk.

The Theatres

Our stages continue in the same engaging format. The virtual event will see panel discussions, expert presentations and industry experts sharing their knowledge, as well as highlighting key issues audiences might face in the wake of Covid-19.

Networking Lounge

Our audience can gather one to one advice from experts, meet their peers and socialise.

Exhibition Hall

Attendees will view your brand space in the virtual Exhibition Hall. Important to ensure your brand stands out against competitors, this virtual space allows you to collect the leads you need as well as enabling you to have one-to-one conversations with potential new Clients and even demonstrate products. Personalise this space, at the fraction of the cost of a physical stand.

Stand Options

Gold package



- ✓ Individual branding on the panels and can include video.
- ✓ Unlimited access to talk with stand visitors (chat and video).
- ✓ Two full days and one month on demand
- ✓ We supply a comprehensive engagement report per stand
- ✓ Full lead list of the stand's visitors.
- ✓ Unlimited staff on stand
- ✓ Unlimited sales material to hand out.
- ✓ 8 templates to choose from.

Cost for Gold Package virtual stand - £3,800 + VAT

Silver package



- ✓ Individual branding on the panels and can include video.
- ✓ Unlimited access to talk with stand visitors (chat and video).
- ✓ Two full days and one month on demand
- ✓ We supply a comprehensive engagement report per stand
- ✓ Full lead list of the stand's visitors.
- ✓ Maximum 5 staff on stand
- ✓ Unlimited sales material to hand out.
- ✓ 3 templates to choose from.

Cost for Silver Package virtual stand - £2,500 + VAT

Sponsorship Options



Sponsorship packages

Talk on Stage:

- ✓ 45-minute talk on The Showcase Theatre – pre-recorded
- ✓ Live Q & A in the Networking Lounge post talk with the speaker
- ✓ Full marketing campaign of the talk to all registered attendees
- ✓ Full lead list of attendees of talk supplied with email addresses

Cost of Talk - £2,400 + VAT

Education Partner Sponsorship Package

Sponsorship Benefits:

- ✓ Virtual Educational Partner Package built around your requirements to deliver on your KPIs
- ✓ Promote your content to the UK's largest care audience
- ✓ Build awareness & gain mindshare through insightful presentations
- ✓ **Receive all attendee e-mail data leads from the nominated Theatre**
- ✓ Benefit from at least three months of exposure on the OT and Care Show websites
- ✓ Branding on all Theatre Marketing Collateral including programme
- ✓ Half hour talk on the Theatre (pre-recorded)

Cost for Theatre Sponsor One Day - £5,800 + VAT
Cost for Theatre Sponsor Two Days - £10,200 + VAT

Limited Sponsorship Opportunities available. Please contact us for further information



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