

Design 4 Health Conference Sponsorship Opportunities

The conference aims to attract over 200 delegates from the UK, Europe and beyond. It will provide a platform for dialogue between designers, healthcare professionals, funding bodies, researchers and users. The conference venue is in the heart of Sheffield Hallam University's City Campus, close to the city centre.

Sponsoring at the conference puts your organisation in a prime position to raise your profile with the people that matter. It enables you to reach those key designers, health practitioners, policy makers and funders who are driving forward innovation in health and wellbeing, as well as health care users and the research community. Essential to the conference is the connection between users and stakeholders; we intend users and patient representatives to be involved at all levels of the conference.

We are pleased to offer the following opportunities for sponsors. *N.b.* These are our standard packages but we will be happy to discuss varying options to suit your needs. Please contact us to discuss opportunities further.

Bronze - £700

- Your flier or other marketing material included in Delegate pack
- Your company logo displayed on the conference website
- One complementary registration, including proceedings and gala dinner
- One sponsored one day delegate registration for user/patient representative*

Silver - £1000

- Your flier or other marketing material included in Delegate pack
- Your company logo displayed on the conference website
- 100 words copy and logo to appear in conference handbook
- One complementary registration including proceedings and gala dinner plus 25% discount off up to 3 subsequent registrations from sponsoring organisation
- Poster of logo displayed at registration booth
- Display board and table in registration / refreshment area
- One sponsored conference delegate registration for user/patient representative, including proceedings and gala dinner*

Gold - from £3500

- Sponsored special session or user workshop (please contact us to discuss details)
- Two complementary registrations, including proceedings and gala dinner, plus 25% discount on up to 3 further registrations from sponsoring organisation
- One sponsored conference delegate registration for user/patient representative, including proceedings and gala dinner*
- Prize sponsorship of £500 for best paper / exhibit (contact us to discuss options)
- Logo included in all plenary session presentations and displayed prominently on the conference website
- Poster of logo displayed at registration booth
- Display board and table in registration / refreshment area
- 100 words copy and logo to appear in conference handbook
- Your flier or other marketing material included in Delegate pack

* **Sponsored delegate places for users and patient representatives**

Experienced Based Design, User Centred Design and Co-creation are emerging themes within the design and health communities. Lab4living has significant experience in engaging with users in defining needs, understanding new products and services, innovation and development. Given that much future development of healthcare is set to be user centred, it is appropriate that people involved in shaping these developments are heard and empowered. Lab4Living therefore seeks to embed healthcare users (older people, people with disabilities, carers, patient groups) in the conference both as attendees and commentators.

Since some of these patient groups and peer researchers have limited access to funding, we have decided to assign a number of sponsored delegate places. As part of our Silver and Gold sponsorship packages, organisations and businesses will have the opportunity to facilitate the involvement of healthcare users and patient representatives, providing a unique opportunity for discussion. The conference steering group will work with sponsors to identify users and patient representatives to attend.

Programme

The varied programme for our conference consists of a blend of keynote presentations, user workshops, concurrent paper presentations and an exhibition of innovation designs in health. More details will be made available on our website as they become available; go to www.design4health.org.uk Our line up of Guest speakers includes:

Miles Ayling. As Director of Service Design, Miles has policy responsibility for a number of important areas of health service and system design, including Long-term conditions, Urgent & emergency care and the reconfiguration of services in Primary Care Trusts and hospitals. His team helps create the culture and support the infrastructures that allow innovation to flourish throughout the NHS.

Roger Coleman is Professor Emeritus of the Royal College of Art, where he is a member of the Helen Hamlyn Centre's Board of Advisers and on advisory boards for its healthcare research programmes. In 1994 he established a European network specialising in design and ageing, and in 1995 the RCA was awarded a Queen's Anniversary Prize for Higher and Further Education in recognition of his work.

Geraldine Fitzpatrick is Professor of Design and Assessment of Technology and Head of the Human Computer Interaction (HCI) Group at the Faculty of Informatics in the Vienna University of Technology.

Sophie Morgan is UK based artist, writer and designer. Since a car accident in 2003 that left her paralysed and in a wheelchair for life, Sophie's art centres on her experience as both a person with disabilities and as a young woman. Her body of work reflects this; The Mannequal™ evolved and is the first display product of its kind - a wheelchair for a mannequin.

Alan Newell is Emeritus Professor at the School of Computing, University of Dundee. He has been researching into computer systems to assist people with disabilities for over forty years. His current research is concerned with the technical challenges older people have with the use of technology, and the use of professional arts organisations to raise awareness and facilitate discussion on these issues.

Contact us

To discuss **Gold** sponsorship opportunities in more detail, please contact:

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For **Silver and Bronze** sponsorship enquiries, please contact:

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Or email the team at design4health@org.uk