

SPONSORSHIP  
OPPORTUNITIES

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AFLA08

THE HAC GROUNDS, LONDON EC1  
TUESDAY 2 DECEMBER 2008

# SPONSORSHIP BENEFITS

This high impact, annual competition celebrates the enormous wealth of creativity and excellence in healthcare and life sciences today, bringing maximum benefits to the NHS and the lives of patients. This is a perfect opportunity for you to help realize potential, invest in the future and take a share in the delivery of life-changing ideas.

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## Horizon Tracking

Just like Penicillin, many of the most successful ideas that have emerged from clinicians over the last century have taken 20-30 years from conception to actually benefiting patients. The Innovation Awards will expose you to a wealth of novel, early-staged technologies; years before they might otherwise appear on your radar, many of which will go onto become companies with substantial growth potential.

## Visibility

The NHS and patient care has been brought to the public eye never more so than in the past year. Referred to by the press as the 'Oscars of Healthcare', this event consistently delivers hundreds of positive "feel-good" stories with high visibility across all forms of media, including television, radio and the broadsheets. Your association will fulfill your corporate responsibility of helping improve the health of the nation, the NHS and the lives of the patients it treats.

## Networking

The event encourages cross-fertilization of knowledge across industry and geographical boundaries; offering unparalleled opportunities to network with key opinion formers, many of whom are the rising stars of the future. In addition, you can meet companies and organizations that underpin the healthcare market, along with leading influencers in a neutral setting perfect to initiate dialogue and discussion.

## Unlocking Potential

Innovation is about realizing potential. With over 2m employees in the NHS and private healthcare sector, the UK has the world's single largest sources of healthcare intellectual capital. Your support will help unlock that potential from the future leaders of healthcare. Sponsoring a process that unlocks talent and creativity – that moves ideas from concept to market – can only cement your company's position at the forefront of innovation.

# SPONSORSHIP PACKAGES

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## Award Sponsors

Investment: £40,000

- Your name on an Award, with name/logo announced and displayed on screens
- Nominate an industry judge to join the panel
- Table of 10 in a leading position
- 10x Tickets to the VIP Champagne Reception
- 10x Invite to the VIP After Awards Party
- Company logo on all our marketing materials for one year
- Full Page Advert in the Awards Brochure
- Recognition in our 2009 Update (to be sent to 6000 industry & business leaders)

## Gold Table Host

Investment: £5,000

- Table of 10 in a prominent position
- Company logo in the Brochure
- Acknowledgement in the Awards Brochure
- 10x Tickets to the VIP Champagne Reception

## Platinum Table Host

Investment: £10,000

- Table of 10 in a leading position
- 10x Tickets to the VIP Champagne Reception
- 10x Invite to the VIP After Awards Party
- Full Page Advert in the Awards Brochure
- Acknowledgement in the Brochure
- Recognition in our 2009 Update (to be sent to 6000 industry & business leaders)

## Single Tickets

- £250 (maximum of two) to be seated in a prominent position

**For other sponsorship opportunities please contact us 020 8343 4884**

# Take a share in the delivery of life-changing ideas and ensure that cures for diseases or better ways of delivering care are brought to fruition

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**Award Sponsors**

£40,000 (+vat)

**Platinum Table Host**

£10,000 (+vat)

**Gold Table Host**

£5,000 (+vat)

**Single Tickets**

£250 (+vat)

**Please contact me**

If your level of sponsorship includes advertising within the brochure, please send high resolution, 165mm x 220mm CMYK artwork with 3mm bleed to [artwork@medicalfutures08.com](mailto:artwork@medicalfutures08.com)

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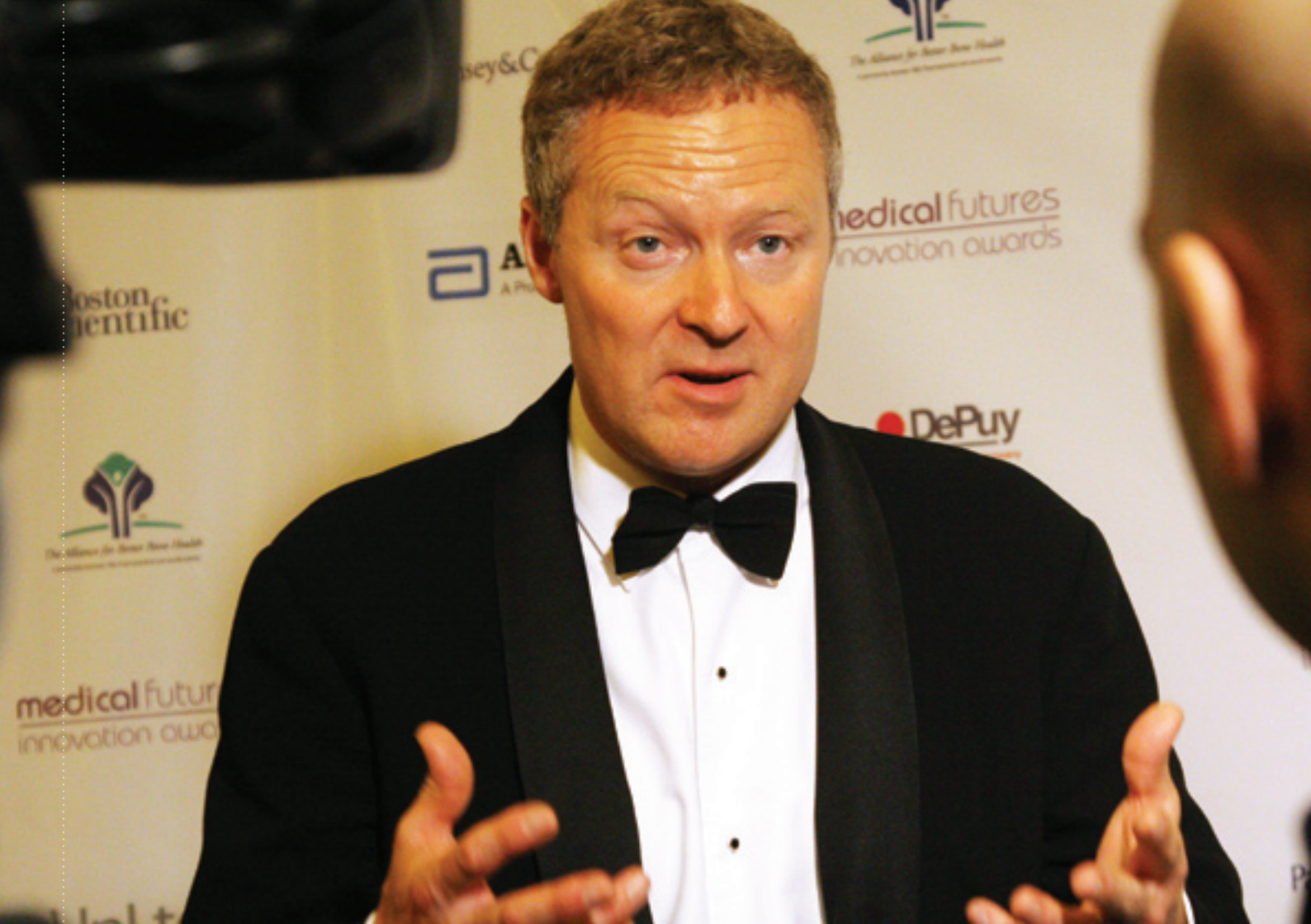
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