

Save the date

# CILIP Health Libraries Group Conference 2020

Thursday 23rd July – Friday 24th July 2020

Macdonald Aviemore Resort, Cairngorms National Park, Scotland

**Not your average day in the office.**

Are you ready for a conference experience like no other? A warm welcome awaits you at this unique venue in the heart of the Cairngorms National Park. With extensive vistas outside and equally expansive spaces inside, be inspired by the unforgettable countryside of Scotland's ancient highlands. Come and spend 2½ days immersed in the exchange of best practice, discovering the latest technologies and making career-long connections with +350 fellow library professionals from all health sectors across the UK.

You can follow **#HLG2020** for updates on Twitter from either **@NovusMEM** or **@CILIPHLG**. The open call for speakers will begin in Autumn 2019, and registrations will open in January 2020 (with fabulous package deals available to include accommodation). Please contact our event manager Carol Stevenson, of Novus Marketing and Event Management, at [contact@novusmem.co.uk](mailto:contact@novusmem.co.uk).



# WHY SHOULD YOU SPONSOR THE CILIP HLG CONFERENCE 2020?

As the premier event for information professionals with a vested interest in health and social care, the CILIP HLG conference gives your organisation direct access to this diverse network and their respective organisations. The exhibition hall is always teeming with the latest products and services and is now a major feature of the CILIP HLG conference.

## COMPANIES LIKELY TO BE INTERESTED IN THIS SPONSORSHIP OPPORTUNITY INCLUDE:

- Publishers
- Library management systems and services
- Library design and furniture
- Search and Catalogue Service Providers
- Hardware/Software Providers
- Print and Digital Services
- Micro-imaging/Scanning Suppliers
- Electronic Research Information Solutions
- Professional Bodies and Partnership Organisations

## ADDITIONAL BENEFITS

### SPONSORS CAN SPEAK ON THE PROGRAMME

Sponsors are welcome to submit a proposal for a session in the same way as other speakers, and all submissions are treated equally, regardless of whether presented by a sponsor or not. All commercial companies that are successful in the speaker selection process must present their session together with an end-user and deliver a case study, as well as taking an exhibition stand\*. We will tell you in advance who has booked on to your session prior to the event so that you can tailor your approach accordingly.

### FULL MARKETING OF YOUR INVOLVEMENT BEFORE THE EVENT ON THE WEB AND THROUGH SOCIAL MEDIA

- All sponsors are given a welcome Tweet that reaches 1000+ followers
- Your company details, including logo and contact details, will be listed on the event website and HLG members will receive a list of current sponsors three months before the event
- Your company details, including logo and contact details, will be listed in the onsite delegate handbook and sent to delegates electronically a week before the event

### MOBILE LEAD CAPTURE SOLUTION INCLUDED IN ALL EXHIBITION PACKAGES

Due to feedback from previous years, we are delighted to offer as standard a service that enables you to capture all of the data from your prospects onsite straight to your iPhones, iPads or laptops. Say goodbye to lost leads, double entries and having to decipher bad handwriting!

*\* All commercial and client presenters are required to pay for their pass to the conference in the same way as other speakers, unless you have agreed free passes in your sponsorship package.*

Follow **#HLG2020** for updates

# SPONSORSHIP PACKAGE MATRIX

	Overall Conference Sponsor	Dinner sponsor	Delegate Bag Sponsor	Badge Sponsor	Signage Sponsor	Premium Exhibitor	Exhibitor	Flyer / Insert Sponsor
Logo display	Prominent display on all promotional materials	On all dinner menus and table plans	On all bags (one side/ two colours)	On badges	On directional signage	X	X	X
Mention in chairperson's speeches	✓	✓	X	X	X	X	X	X
Advert in the onsite handbook	Full page	Half page	Half page	X	X	X	X	X
A4 flyers in the delegate bag (c.350 delegates)	✓	✓	✓	✓	✓	✓	X	✓
Promotional seat drop before conference begins	✓	✓	X	X	X	X	X	X
3m x 2m Exhibition Space (to include draped table and 2 chairs)	✓	✓	✓	✓	✓	✓	✓	X
Access to delegate list (names/job titles/ organisations only)*	✓	✓	✓	✓	✓	✓	Onsite	X
Complimentary Gold Package passes for delegates**	4	2	2	2	2	2	1	X
Seat at top table at dinner, meeting guest speakers, dignitaries and entertainers	1	1	X	X	X	X	X	X
Discounts for further delegates	✓ - 25%	X	X	X	X	X	X	X
Organisation logo included in rolling presentation in main room	✓	✓	✓	X	X	✓	X	X
Organisation name and logo with 100 word summary in the Final Programme	✓	✓	✓	✓	✓	✓	✓	X
100 word mention in post-event email to all delegates post-event (sent by Novus/ HLG)	✓	X	X	X	X	X	X	X
Package investment (all amounts are exclusive of VAT)	<b>£4000</b>	<b>£3000</b>	<b>£3000</b>	<b>£2000</b>	<b>£2000</b>	<b>£2000</b>	<b>£1100</b>	<b>£300</b>

★ Packages now include delegate accommodation! ★

\* Sent one week before conference.

\*\* Gold package passes include 3 nights in 4★ accommodation, breakfast, conference pass, conference lunch & refreshments, drinks reception on Wednesday, gala dinner on Thursday plus dinner on Friday in a resort restaurant of your choice. Please note that extra delegate places and dinner places can be purchased separately. You are advised to book your sponsorship package first, and we will send you details of how to book your places upon confirmation of your sponsorship.

To book your chosen package, or to discuss a bespoke arrangement, please contact [sponsorship@novusmem.co.uk](mailto:sponsorship@novusmem.co.uk).

For all enquiries, please contact our event manager Carol Stevenson, at Novus Marketing and Event Management, on [contact@novusmem.co.uk](mailto:contact@novusmem.co.uk).

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For further information email: [contact@novusmem.co.uk](mailto:contact@novusmem.co.uk)



## ITINERARY

### Wednesday 22nd July 2020

Travel, arrive and check in to your chosen accommodation. Welcome drinks reception and Scottish canapes in Giovanni's Restaurant from 7.30pm.

### Thursday 23rd July 2020

Breakfast, Conference Day 1, AGM, Exhibition and Gala Dinner.

### Friday 24th July 2020

Breakfast, Conference Day 2, Exhibition and Prize-giving.

### Saturday 25th July 2020

Breakfast and depart.



## THE VENUE AND ACCOMMODATION

The Macdonald Aviemore Resort is the largest conference and accommodation venue in Scotland. Over 400 bedrooms and ample exhibition space all in one place make this a beautiful and unique destination within the Cairngorms National Park.

The resort is geared entirely towards you having the best conference experience ever with everything in one place: 3 hotels and 18 woodland lodges, a world-class conference centre, multiple onsite restaurants, the Aviemore Activity Centre including leisure pool, soft play and activity rooms perfect for families, an 18 Hole Championship Golf Course, even a cinema and shopping complex! Every attention is given to ensuring that you leave refreshed, relaxed and ready to implement immediate change in your workplace.



## DELEGATE FEES

**FABULOUS GOLD AND SILVER PACKAGE DEALS AVAILABLE TO INCLUDE ONSITE ACCOMMODATION**

### Gold conference package:

3 nights in 4\* accommodation, breakfast, conference pass, conference lunch & refreshments, drinks reception on Wednesday, gala dinner on Thursday plus dinner on Friday in a resort restaurant of your choice.

### Silver conference package:

Inclusions as above except in 3\* accommodation.

### Conference only:

Conference pass, conference lunch and refreshments, drinks reception on Wednesday and gala dinner on Thursday.

Delegate Type	Gold conference package (4* accommodation)	Silver conference package (3* accommodation)	Conference only
<b>HLG member</b>	£650	£600	<b>£300</b>
<b>Non-member – not for profit</b>	£750	£700	<b>£400</b>
<b>Non-member – commercial</b>	£950	£900	<b>£600</b>

**Registrations will open in January 2020.** Please note all packages are subject to availability and early booking is advised. VAT is not included and will be added to the final invoice.

## TRANSPORT OPTIONS

Despite its remote location, this beautiful resort is extremely accessible whether delegates are travelling by car, train or plane.

Aviemore Train Station is just a few minutes' walk away. Direct trains operate to and from Glasgow, Edinburgh, Inverness, the South and London. In fact, London is just 7.5 hours away - work on the train and be here before you know it! You can also save up to 30% off all rail fare when travelling to Aviemore from anywhere in Scotland. Our South-East England delegates could even consider the Caledonian Sleeper: hop on the train in London in the evening, go to bed and wake up in Aviemore!

If you prefer to fly, you'll be pleased to discover there are direct flights to Inverness from major London airports, Birmingham, Manchester, Belfast and Amsterdam. The resort is just a picturesque 40 minutes' drive from the airport and CILIP HLG will arrange a shuttle bus service for you.

You could of course take the scenic route and drive to the resort through the breathtaking mountains. There is free parking throughout the resort for up to 1,000 cars, as well as electric car charging points.