



MEET OVER  
**700**  
DELEGATES  
IN 2011

# Nutrition & Health **LIVE**

12TH NATIONAL CONFERENCE & EXPO

4th - 5th November 2011

*Exhibition & Promotion  
Opportunities*

The **NO 1 annual event** for health professionals  
and influencers in the nutrition and health arena

[www.nutritionandhealth.co.uk](http://www.nutritionandhealth.co.uk)

## Key Topics for 2011:

CVD, Obesity, Diabetes, Cholesterol Lowering, Measuring Outcomes, Marketing Services, Integration between primary and tertiary care, Behaviour Change: (Motivational Interviewing (MI), NLP) Lipids, Omega 3 & 6, Health Claims, Gluten Free, Nutrition for Sport, Supplements, Probiotics, IBS, Vitamin D, NDNS, UK Foodcomp project, Women's Health, Men's Health...

## PLUS Workshop for industry on marketing to health experts

## Why Nutrition & Health Live?

If nutrition and health is part of your communications this event provides several bottom line reasons to exhibit and get involved:

- **ACCESS:** meet with hundreds of qualified nutrition and healthcare professionals and influencers in the UK including; dietitians, nutritionists, doctors, practice nurses, pharmacists, academics, media nutrition influencers including health and medical writers, media health professionals, managers, health trainers, health and policy advisers, health information service advisers, newly qualified and students. Develop solid new leads while building on existing relationships.
- **VISIBILITY:** Reinforce your company or organisations image in the minds of food, health and nutrition professionals, before and long after the Nutrition & Health Live Conference & Expo.
- **RETURN ON INVESTMENT:** Expand your customer base by meeting more than 700 qualified food nutrition and health influencers and decision makers all in one place.

## EVENT MARKETING

The event is marketed in collaboration with leading healthcare and trade titles. A comprehensive campaign designed to target all health experts interested in the impact of nutrition on health and disease is run throughout the UK. Sponsoring companies benefit from extensive exposure pre and post event

[www.nutritionandhealth.co.uk](http://www.nutritionandhealth.co.uk)

## THE EXHIBITION

- Two full days to meet with delegates
- Unique opportunities for sponsorship
- Great networking with delegates and other exhibitors
- Workshop and product demonstration opportunities
- The highest attended exhibition of its kind in this industry

## EXHIBITOR PROFILE

- Food & nutrition companies & services
- Clinical nutrition companies & services
- Major food retailers
- Nutrition education services
- Health promotion & resources
- Publishers
- Nutrition & health charities
- Government agencies
- Health check equipment
- Fitness companies
- Software companies
- Specialist interest groups

## SCIENTIFIC COMMITTEE

The events leading scientific committee guarantees the quality and attractiveness of the programme for delegates. For further information about our advisers please visit: [www.nutritionandhealth.co.uk](http://www.nutritionandhealth.co.uk)

## SPONSORSHIP OPPORTUNITIES

A targeted range of promotional opportunities are listed below. We can also work with you to design a tailored package that meets your objectives. Please call us to discuss how we can best make the event work for you. We pride ourselves on helping each sponsor on an individual basis. (All prices exclude VAT)

## MAIN SPONSORSHIP

Exclusive to only 5 companies, the 2011 Nutrition & Health Live Conference & Expo main sponsor package is an ideal way to set your company apart from other exhibitors, drive traffic to your stand and maximise your exposure.

Main Sponsorships are booked on a first come, first served basis. The 2011 package has been carefully designed to enhance your company's or organisations visibility not only during the show, but before and afterward as well.

As a 2011 Event Sponsor, your company will be one of the first that attendees see via signage on-line and advertising recognition. Main sponsors can also gain a speaker platform opportunity.

Being in the main auditorium this session would normally be attended by between 250-350 delegates at any one time.

There are several other elements to be gained from the package including prime position stand space and we work with each sponsor to tailor the package according to their needs. To find out more about how to become a main sponsor, please contact **Tanya Haffner** on T: 020 8455 2126 or 07980 802126

Priced from: £7,900



## SPEAKER PLATFORM OPPORTUNITIES

### Lunchtime workshops

These are available to all sponsors and exhibitors. Book a lunchtime workshop to present your chosen message to a captive audience of delegates.

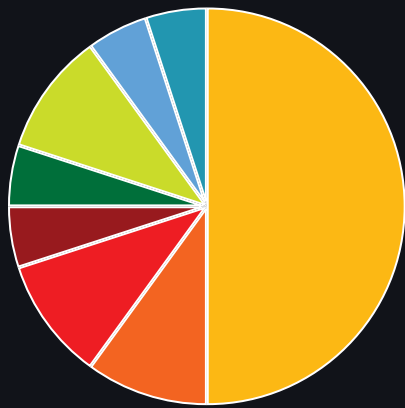
These sessions last up to 50 minutes over the lunch hour when no other sessions are taking place so they are highly popular. Workshops are announced in the conference programme and brochure, in pre-event communications, during the conference and in post conference reporting. 60-80 delegates normally attend. We provide you with the room, the AV facilities; we take care of the marketing, general organisation and registrations. You simply organise the speakers and chair. There are two lunchtime workshops available to be sponsored in 2011: one on Friday 4th and one on Saturday 5th November. The sponsor's logo will appear beside this session on the programme as it will be an overtly sponsored session.

Price: £4,800

### Parallel symposia

For those who wish to have more sessions than a workshop can allow. This opportunity is available to all sponsors and exhibitors. A parallel symposia to the main programme can be organised which can be exclusively or part sponsored to present your chosen message to a captive audience of delegates. These symposia can run for a half day or a whole day. A suggested programme is put forward to the organising and scientific

## TYPICAL DELEGATE PROFILE



committee. Once approved the speakers can be invited and briefed by the sponsor or by the Nutrition & Health Live Team as agreed.

The symposia is announced in the conference programme and brochure, in pre-event communications, during the conference and in post conference reporting. These are highly popular with delegates. Between 60 - 100 delegates normally attend. We provide you with the room, the AV facilities, take care of marketing, organisation and registration. You simply provide or advise on the speakers and chair. Companies and organisations who wish to sponsor more than one session would usually sponsor a parallel symposia. The cost of sponsorship is provided on an enquiry depending on whether the sponsor or the Nutrition & Health Live Team organises the programme. The sponsor's logo will appear beside this session on the programme as it will be an overtly sponsored session.

Price: £ on application dependent on programme organisation

### Breakfast workshops or press briefings

These are available to all sponsors and exhibitors. They are run in a similar way to the lunchtime workshops but would generally take place at breakfast time, mid morning or just after lunch. Price is on enquiry and dependent on whether the sponsor or the Nutrition & Health Live Team organises the programme and/or press attendance. The sponsor's logo will appear beside this session on the programme as it will be an overtly sponsored session.

Priced £ on application dependent on programme organisation and any catering required.

### CONFERENCE PEN AND PAPER PAD

Pen and paper pads can be distributed to all delegates at the Conference. Supply your branded material and we'll do the rest.

Priced from: £1,100

You can also supply branded pen and paper that you may already have.

Priced from £350



### INSERT IN CONFERENCE BAG

Insert your products, services or health message literature in the conference bag, which is handed over to all participants at the registration desk. All contents are well received by the delegates who are hungry for up to date and new information.

Price £600 per insert

### WEBSITE

We have a variety of online opportunities available to support your promotion in the run up to the event. The event site is regularly visited pre, during and post the event by delegates and other health professionals:

- Web buttons
- Web banners (animated or static)
- Web skyscraper banners

Priced from: £385

### LUNCH / REFRESHMENT BREAK SPONSORSHIP

Sponsor a refreshment break, target all delegates with your product or message, and brand the break with posters, leaflets and the use of your promotional staff. Your involvement will be announced in the conference programme & brochure - a great opportunity to get your product taste-tested by those who matter.

Priced from: £1,000 (breaks)\*, £2,000 (lunch)\*

\* Should there be a need for the venues catering staff to make up the lunch using your product or should the use of the product take away from the venues revenue from lunch or break there may be a small additional charge which is worked out on application.

### ADVERTISING IN THE CONFERENCE GUIDE

This delegates 'bible' will be used throughout the conference and provides a perfect platform from which to advertise. From evaluation we know that this guide goes back to delegates place of work and is shared with many colleagues distributing your message beyond the event.

Priced from: £760

### NEW PRODUCT DEMO PODS

Product or cookery demo pods are available to sponsor on either or both days of the event. Pods can be equipped to your requirements with cooking facilities, graphics, high stool and cooler box facilities and a large work area - perfect to carry out product or cookery demos to a captive audience.

You simply supply your food and staff. If required we can supply and brief promotional staff

The conference team can help you tailor a pod to your exact needs including design graphics.

Priced from: £1,250 per day



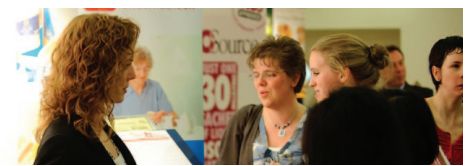
## AN EXCELLENT TRACK RECORD...

"There is no other event like this and so it's a great opportunity to meet and network. It's given me the opportunity to meet face to face with health professionals like dietitians and nutritionists"

Kate Arthur, Head of Science & Nutrition, Alpro UK

"We are delighted at being here. High quality delegates in great numbers, together with a fabulous venue, make this a not to be missed event and we will be coming back again and again"

Ian Hulks, Director, Nutrinovo Ltd



### SPECIAL PROMOTIONAL PACKAGES:

The following packages provide companies and organisations with significant cost savings at the same time as maximizing your message throughout the event - all for less than £3,000 with a minimal saving of 20%

#### PACKAGE 1:

- Product demo pod for 1 day
- 1 x delegate bag insert
- 1 x home page web banner for 3 months up to event
- 1 x delegate guide full page advertisement

Priced at just £2,395 (saving of £600 on separate bookings)

#### PACKAGE 2:

- 3 x 2m stand space for the full 2 days
- 1 x delegate bag insert
- 1 x home page web banner for 3 months up to event

Priced at just £2,195 (saving of £550 on separate bookings)

#### PACKAGE 3:

- 1 x lunch break sponsorship or 2 x refreshment break sponsorship
- 1 x delegate bag insert
- 1 x home page web banner for 3 months up to event
- 1 x delegate guide full page advertisement

Priced at just £2,995 (saving of £750 on separate bookings)

#### To book your sponsorship

Please call the marketing team on:  
**07791 856 570**  
or email [marketing@nutrimpact.com](mailto:marketing@nutrimpact.com)

### NEW FITNESS AREA

This exciting new area offers the opportunity to have an exclusive demo area for your brand / service. To maximize your exposure during the conference, the fitness area will create theatre and brand engagement.

The conference team will provide AV equipment as needed and can provide promotional staff if required.

Priced from: £3,000 for the 2 day event

### NEW SOCIAL EVENING WITH DELEGATES FRIDAY 4TH NOVEMBER

On Friday 4th November, immediately after the conference and in the exhibition area a social evening is being organised where all conference delegates are invited free of charge.

This is a big opportunity to get up close and personal with the attendees. This event can be part or sole sponsored. Sponsors will gain:-

- Branding on the programme
- Key descriptor of your company or organisation in the conference guide
- An announcement will be made by the conference chair inviting delegates on your behalf to the event
- Key entertainer located on or near their stand
- Your branding to be placed on poster boards around the buffet and drinks area.

Alternatively our team can work the event to meet your requirements.

Prices from £1,500 for part sponsor

### FOCUS GROUP OPPORTUNITY

Exclusively available to all exhibitors and sponsors of this event our team can help set up and/or run a focus group for you with delegates from the event.

Option 1: We provide you with room, facilities, refreshments plus attendees.

Price from £1,500

Option 2: We provide you with room, facilities, refreshments plus attendees and run the focus group for you.

Price on application dependent on your requirements

### SPONSORSHIP OF DELEGATE ATTENDANCE AT THE CONFERENCE

This is an opportunity to sponsor a group of health experts to attend the conference.

This can be a group of health experts with whom you already have contact or it can be a group of certain health professionals that you do not yet know whom you would like to get to know. We can invite them and organise the booking for you which can include a formal meeting with you at the conference.





"A chance to speak to a lot of quality delegates and have in depth conversations about my product and explain the key benefits"

Farina Jabbari, Marketing Manager, Spatone

## STAND INFORMATION

### Shell Scheme

Space of 4 m2:	£1,720
Space of 6 m2:	£2,220
Space of 9 m2:	£2,750
Space of 12 m2:	£3,250

### Includes:

Shell scheme, 1 x 500W socket, 2 x 120W spotlights, stand space, carpet\*, 2 x conference and exhibitor passes, tea, coffee, refreshments & lunch, exhibition security, stand cleaning.

\* Whole exhibition area carpeted

### Stand space only

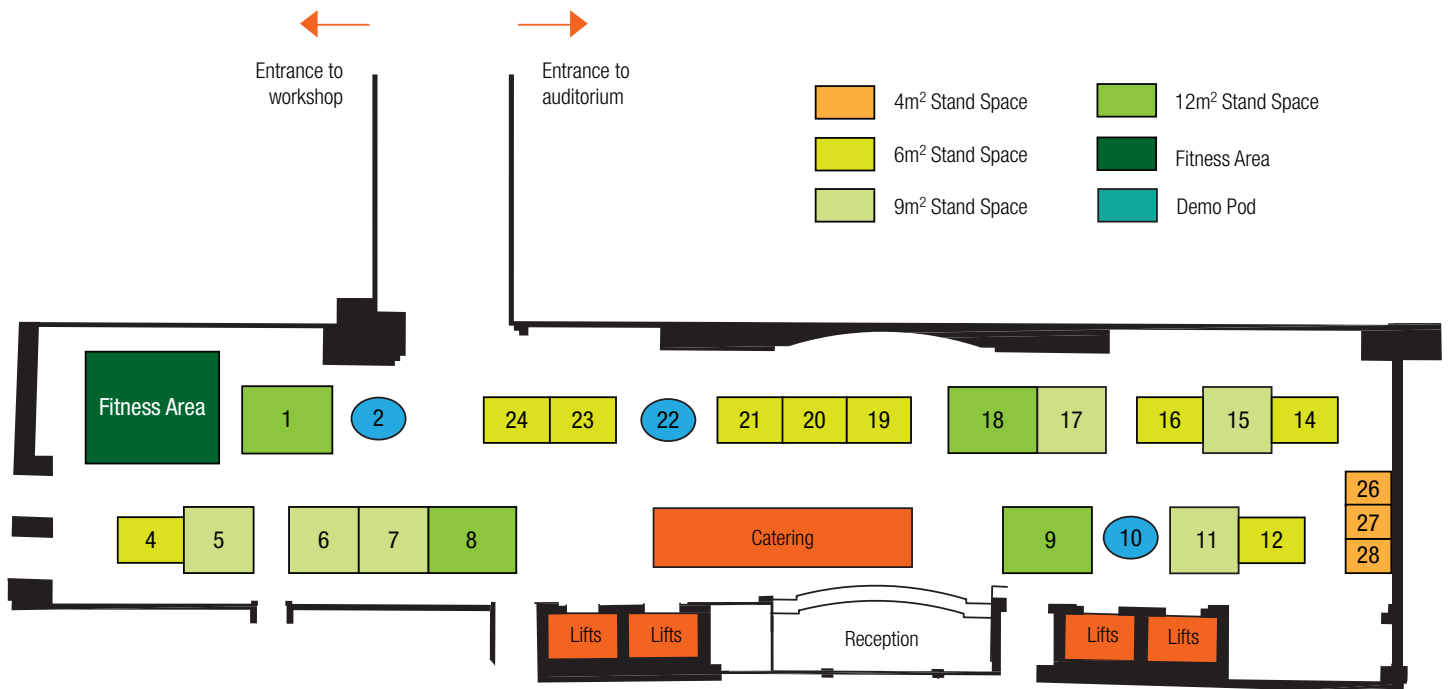
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### Includes:

Stand space, carpet\*, 2 x conference and exhibitor passes, tea, coffee, refreshments & lunch, exhibition security, stand cleaning

\* Whole exhibition area carpeted

## CONFERENCE VENUE AND EXHIBITION FLOOR PLAN



## SUPPORTING ORGANISATIONS



Organised by Nutrimpact Limited  
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[www.nutritionandhealth.co.uk](http://www.nutritionandhealth.co.uk)