Exhibition, Sponsorship & Advertising Brochure
Invitation to Exhibitors & Sponsors

Dear Colleagues

Health Systems Research is a field that takes on some of the defining concerns of our age – from breaking the barriers to access created by social inequalities, to reaching out across borders to those most in need of care, to harnessing technology so that more people can benefit. Every two years, communities of health professionals, planners, advocates and scientists engaged in strengthening health systems the over come together for the Global Symposia on Health Systems Research to share their experiences and expertise.

HSR2018 will take place at the ACC (Arena & Conference Centre) Liverpool in the UK, located just minutes away from the historic Albert Docks. Every two years Health Systems Global (HSG) co-organises the largest global Symposium on health systems research. Previous Symposia have taken place in Montreaux, Beijing, Cape Town and Vancouver. The HSG Programme Working Group have put together an outstanding programme themed ‘Advancing Health Systems for All in the SDG Era’ which promises to advance conversations and collaborations on new ways of financing health, delivering services and engaging the health workforce, new social and political alliances, and new applications of technologies to promote health for all.

Contribute to the largest international gathering on health systems. HSR2018 brings together leading policymakers, implementers and researchers to address global health challenges in a changing world.

Join us in helping shape the conversations and collaborations that will make a difference, and in making Liverpool HSR2018 a success!

Kabir Sheikh  
Chair of Health Systems Global

Sally Theobald  
Co-chair of HSR2018 Executive Committee

Dates to remember

September 2017:  
Call for Abstracts

Monday 27th November 2017:  
Deadline for early exhibition rates

January 2018:  
Deadline for Organised Sessions

March 2018:  
Abstract Submission Deadline

Wednesday 18th April 2018:  
Online Registration Opens

Friday 20th July 2018:  
Early Bird Registration Deadline

Sunday 7th October 2018:  
On-site Registration Opens

Monday 8th and Tuesday 9th October 2018:  
Technical Exhibition Set up

Monday 8th – Friday 12th October 2018:  
Fifth Global Symposium on Health Systems Research 2018
Key information

**Dates**
The Fifth Health Systems Research Symposium will take place from Monday 8th October – Friday 12th October 2018.

**Venue**
Arena and Convention Centre Liverpool (ACC Liverpool) Kings Dock, Liverpool Waterfront, Liverpool, L3 4FP. www.accliverpool.com

**Attendees**
We are anticipating between 2000 – 2200 delegates attending HSR2018. This will be made up of members of HSG, researchers, policymakers, healthcare managers, educators, civil society, the media and donors from around the world.

**Hosts**
Health Systems Global will host the Symposium with co-sponsors (Alliance for Health Policy and Systems Research and WHO), supporters and a consortium of UK organisations led by the Liverpool School of Tropical Medicine. The UK consortium members are:

- Liverpool School of Tropical Medicine
- ACC Liverpool
- Action for Global Health
- Faculty of Public Health
- Institute of Development Studies
- London School of Hygiene and Tropical Medicine
- International Decision Support Initiative, Global Health and Development Group, Imperial College London
- Nuffield Centre for International Health and Development Institute, University of Leeds
- Institute for Global Health & Development, Queen Margaret University, Edinburgh
- School of Social and Political Science, University of Edinburgh
- Warwick Medical School, University of Warwick

**Health Systems Global**
Health Systems Global is a membership society that connects the health systems research and policy community and contributes to the attainment of better health, equity and wellbeing.

HSG link and engage researchers, policymakers, healthcare managers, educators, civil society, the media and donors from around the world to advance the field of health systems research.

HSG creates opportunities to strengthen individual and collective capacity for generating, sharing and applying knowledge necessary for health systems strengthening.

Please visit the official Symposium website for more information and regular blog updates [www.healthsystemsresearch.org](http://www.healthsystemsresearch.org)

**Liverpool School of Tropical Medicine**
Liverpool School of Tropical Medicine (LSTM), founded in 1898, was the first institution in the world dedicated to research and teaching in the field of tropical medicine.

Their worldwide reputation and the calibre of research outputs has secured funding to lead over 10 international consortia and product development partnerships aimed at reducing or eliminating the impact of diseases upon the world’s poorest people.
Next Steps
If you are interested in joining us in Liverpool at HSR2018, please complete, sign and return the booking form at the back of this prospectus, indicating your preferred option(s). Once received, a member of the HSR2018 Sponsorship Team will be in contact with you. Should you wish to discuss your requirements or check availability of any of the opportunities you are interested in, please contact the HSR2018 Sponsorship Team using the contact details below.

Exhibition & Sponsorship Manager
HSR2018 c/o Zibrant
Email: SponsorshipHSR2018@zibrant.com

Note: Your booking form must be signed for the HSR2018 Sponsorship Team to be able to accept it.
Programme Overview

**Theme**
Advancing Health Systems for All in the SDG Era

The Alma Ata vision of 'Health for All' remains as compelling today as it was in 1978, as reflected in the SDG 3 Health goal. But the world has changed in forty years. Despite improved health outcomes, there remain extraordinary challenges for health equity and social inclusion, such as demographic and disease transitions, conflicts and their subsequent migrations, pluralistic health systems and markets and climate change. Political systems still marginalise those most in need. Yet there are new opportunities for health systems to achieve universal coverage.

Thematic Working Groups (TWGs) are a key part of Health Systems Global. The TWGs are multi-disciplinary group that provide a platform for discussion and the exchange of knowledge and experiences.

Currently there are ten TWGs that have been approved by the HSG Board as follows. Details of what each of the TWGs will be doing whilst at the Symposium can be found on the Symposium website.

For up to date information and to follow the HSR2018 Blog, please visit [www.healthsystemsresearch.org](http://www.healthsystemsresearch.org)
# Outline Programme & Exhibition Timetable

<table>
<thead>
<tr>
<th>Monday 8th October</th>
<th>Thursday 11th October</th>
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<tbody>
<tr>
<td>Parallel Satellite Sessions</td>
<td>Plenary Session</td>
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<tr>
<td>Skills Workshops</td>
<td>Themed Sessions</td>
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<tr>
<td><strong>Tuesday 9th October</strong></td>
<td>Thematic Working Groups</td>
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<tr>
<td>Parallel Satellite Sessions</td>
<td>Business Meetings</td>
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<tr>
<td>Skills Workshops</td>
<td>Poster Sessions</td>
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<tr>
<td>Technical Exhibition Build &amp; Stand Dressing</td>
<td>Exhibition Open</td>
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<tr>
<td>Opening Plenary / Ceremony</td>
<td>HSG AGM (Member's Only)</td>
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<tr>
<td>Welcome Reception</td>
<td>Social Evening at Liverpool Anglican Cathedral</td>
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<tr>
<td><strong>Wednesday 10th October</strong></td>
<td>Friday 12th October</td>
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<tr>
<td>Plenary Session</td>
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**Closing Plenary / Ceremony**
Venue

ACC Liverpool is situated on a stunning waterside location in the heart of Liverpool City Centre. There is an array of amenities within a 15 minute walk, including Grade I listed Albert Dock (home to the Merseyside Maritime Museum, Tate Liverpool, the Beatles Story and offering a diverse range of cafés and restaurants), Liverpool ONE shopping centre and the terminal for the famous Mersey ferry.

ACC Liverpool’s central location means everything is within walking distance, however the venue is very well served by circular bus routes, rail and underground and an extensive motorway network. The city’s main railway station (Lime Street) is just a 20 minute walk (or 5 minute taxi ride) from ACC Liverpool.

Liverpool

Liverpool is a modern, vibrant city proud of its rich heritage, world trade roots, famous for its friendly people, and known worldwide for football and The Beatles! Only by visiting can you fully appreciate how much this exciting destination has to offer.

Liverpool is centrally located within the UK and has two international airports on its doorstep; Liverpool John Lennon Airport is just 20 minutes from central Liverpool and Manchester Airport is a 45 minute drive. Central London, providing great access to Heathrow and Gatwick airports, is just over two hours away by rail meaning it has never been easier to travel to Liverpool.

For further information on the city, please visit www.visitliverpool.com/convention-bureau
Exhibition Opportunities

An Attractive Opportunity For Your Organisation To Have A Presence At The Symposium

The Fifth Global Symposium on Health Systems Research offers a unique opportunity to meet and network with other participants and meet key decision makers within Global Health.

The Exhibition is intended to provide:

- A central meeting point
- A place where literature and resources related to health systems research and people-centred health systems can be displayed
- An opportunity and a connection point for participants from different sectors and continents to meet and network
- The possibility for non-profit organizations and community-based programmes to showcase their work (and resources).

The Exhibition will also function as an informal networking place for participants, with café-style seating that provide informal meeting spaces throughout the Symposium.

The Exhibition will take place across three locations within the ACC Liverpool; Hall 2 located on the lower level, Galleria located on the ground floor and Upper Level. Posters will be displayed throughout the exhibition areas and tea, coffee and lunches will be served from each of the exhibition areas. Spaces will be allocated on a first come first served basis.

We anticipate that the Exhibition areas will be lively gathering points for the following types of stand holders:

- International agencies working in the field of health systems research and development
- Networks and membership organisations involved in advocacy, health systems development and/or research
- Academic institutions and research organisations, consultancies and foundations
- Academic publishers
- Funding organisations
- Non-profit organisations working in the field of public health, development and/or research

Shell Scheme

Exhibition space is available in 4sqm and 9sqm spaces.

Shell scheme spaces include:

- Shell scheme fixture: 2m high white panels and fascia panels with name board displaying exhibitor name and stand number
- 1 x table and 2 x chairs
- 1 x table cloth
- 1 x 500w square pin socket outlet
- Track with 3 x mounted spotlights
- 2 x exhibitor passes
- Logo and company description in the final programme book
- Acknowledgement on the HSR2018 website
- Daily cleaning of exhibition area
- Waste paper bin

Exhibition Table Top

Table top exhibition space includes:

- 1 x 6ft trestle table and 2 x chairs
- 1 x 500w square pin socket outlet
- 1 x exhibitor pass
- Logo and company description in the final programme book
- Acknowledgement on the HSR2018 website
- Daily cleaning of exhibition area
- Waste paper bin

Should you have any other exhibition requirements, please contact the Sponsorship & Marketplace Manager.

All exhibition stands are allocated on a first come first served basis.
Exhibition Opportunities (continued)

<table>
<thead>
<tr>
<th>Exhibition Packages</th>
<th>Unit Cost</th>
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<tbody>
<tr>
<td>Shell Scheme - 4sqm</td>
<td>£950 plus VAT</td>
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<tr>
<td>Shell Scheme – 9sqm</td>
<td>£1,750 plus VAT</td>
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<tr>
<td>Table Top Exhibition</td>
<td>£550 plus VAT</td>
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<tr>
<td>LMIC Table Top Exhibition</td>
<td>£250 plus VAT</td>
</tr>
<tr>
<td>Reduced space rental fee for Publishing Houses/Booksellers</td>
<td>£750 plus VAT</td>
</tr>
<tr>
<td>Additional Exhibitor Registrations</td>
<td>£41.67 each plus VAT</td>
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</tbody>
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**Early Exhibition Booking Rates**

If you book before Monday 27th November 2017 we will apply a 5% discount to your exhibition rate.

Note: Not applicable to additional exhibitor registrations.

**Additional Exhibitor Registrations**

Exhibitors are welcome to purchase additional exhibitor registrations should more be required than the two per 4sqm or 9sqm entitlement.

Each additional registration is priced at £41.67 + VAT for the duration of the Symposium and can be booked via the exhibition and sponsorship booking form if required.

Exhibitor registrations include access to the exhibition and poster areas, tea, coffee and lunch from when the exhibition is open to delegates. Registrations do not include access to any of the Symposium sessions/lectures.
Sponsorship & Advertising Opportunities

Printed Items

USB Abstract Stick
An opportunity to brand complimentary USBs for all delegates containing all the Symposium abstracts. USBs can be distributed from your exhibitor stand – a ‘not to be missed’ opportunity to increase footfall to your stand. The USB stick is not only a valuable reference tool for the delegates during the symposium but an extremely useful item that can be used for many years after.

The organisers will produce the USB sticks.
• Co-branding of the USB stick – HSR2018 logo with sponsor logo/strapline
• Logo and company description in the final programme book
• Acknowledgement on the HSR2018 website

Exclusive Item £6,500 plus VAT

Final Programme Book
Every delegate and speaker will receive a copy of the printed final programme book. It will also be available as a downloadable PDF from the website one week prior to the conference. An opportunity to ensure your latest products and/or services are highly visible to all Symposium delegates by placing an advert within the final programme book. A great opportunity to increase your presence at HSR2018.

Back Cover £1,800 plus VAT
Inside Front Cover £1,800 plus VAT
Inside Page (Full) £600 plus VAT

Delegate Bags
Exclusive opportunity to align your organisation with the Fifth Global Symposium by ensuring your logo is included on all conference delegate bags alongside the conference logo.

£6,500 plus VAT

Delegate Bag Insert
All delegates will receive a complimentary delegate bag. Ensure your organisation is represented by adding an insert into every bag.

*note: sponsor must provide delegate bag inserts for inclusion. Size and specifications will be advised in the technical manual.

£450 plus VAT

Pads and Pens in Delegate Bags
An exclusive opportunity to ensure delegates are using your organisations branded materials throughout the Symposium.

*note: sponsor must provide pens and/or pads for inclusion. Size and specifications will be advised in the technical manual.

Pens £2,000 plus VAT
Pads £1,200 plus VAT

Bookmark for Printed Final Programme
An exclusive opportunity provides significant visibility for your organisation as both sides of the bookmark are reserved for the sponsor.

£1,200 plus VAT

Refreshment Breaks
The refreshment breaks provide an invaluable opportunity during the conference for delegates to interact with Symposium delegates, to make new contacts, meet existing contacts and share and exchange information and ideas outside of the main programme. The refreshment break partner opportunity gives your organisation the chance to place your branding next to the tea and coffee points located in each of the exhibition areas with the ACC.

Your support of this item will include:
• Sponsor acknowledgment with your organisation logo positioned around the catering points
• Coffee, tea and biscuits supplied
• Logo and company description in the final programme book
• Acknowledgement on the HSR2018 website

£2,500 plus VAT per opportunity

*note: branded biodegradable disposable coffee cups can be included at an additional cost.
Sponsorship & Advertising Opportunities (continued)

Networking Lounge Meeting Area - Riverside
Internal Terrace
For the duration of the Fifth Global Symposium there will be a dedicated Networking Lounge & Meeting Area, this lounge will be a comfortable lounge where delegates can meet with other delegates over a tea or coffee to discuss their business in a quite area away from the bustling exhibition. We are giving one sponsor the opportunity to sponsor the networking lounge which will include:

- Opportunity to brand with pop up banners (provided by your company)
- Logo and company description in the final programme book
- Acknowledgement on the HSR2018 website

HSR2018 Networking Lounge (One sponsor only)
£4,000 plus VAT

Smartphone Charging Station
Situated in the heart of the exhibition area, your organisation could sponsor the first Global Symposium phone charging station. While charging phones, delegates can watch short videos* promoting your organisation. (“video to be provided by sponsor). This is a one sponsor item per station and includes:

- Company logo and short video on charging station
- Logo and company description in the final programme book
- Acknowledgement on the HSR2018 website

£2,400 plus VAT per charging station

Giveaways in Delegate Bags
Include branded giveaways*, such as phone chargers, umbrellas, adaptors and more, in the conference bags distributed to all delegates. This is a one sponsor opportunity.

* The sponsor is responsible for production and delivery of the materials unless stated otherwise.

£5,000 plus VAT

Strategic Sponsorship Packages
If you are interested in several promotional opportunities or in opportunities that are different to those listed in this document, we would be happy to discuss customised packages. To discuss specific sponsorship and advertising arrangements please contact sponsorshipHSR2018@zibrant.com

Satellite Sessions
Satellite Sessions will take place on Monday 8th and Tuesday 9th October 2018 at the ACC Liverpool. If you are interested in organising a Satellite Session, please contact the Sponsorship & Exhibition Manager for details of prices and slots available. SponsorshipHSR2018@zibrant.com
Terms and Conditions

Booking
If you would like to be a sponsor or exhibitor, please complete the booking form and return by email to the Sponsorship & Marketplace Manager, email: sponsorshipHSR2018@zibrant.com
Allocation is subject to availability.

Payment
All prices within the prospectus are listed in GBP and on completion of the booking form an invoice will be issued. If you prefer to pay in USD or Euros, please complete and return the booking form as usual. An invoice will be issued and within 10 days of receipt and the price will be converted to GBP or Euro’s using the rate of exchange on the day that the invoice is raised. Full payment is due within 30 days of the invoice date. Any payment made by credit card will incur a 3.5% surcharge.

HSG Logo
The use of the HSG and its co-sponsors’ name, logo or materials will not be permitted by any person, corporation or organisation without prior written consent from HSG.

Cancellation Policy
We cannot accept cancellation of sponsorship once it has been committed. Upon commitment of sponsorship the sponsor will be liable for the total sponsorship committed. This includes the cost of the items / materials pledged under the commitment of sponsorship.

Registration of Staff
Sponsors and exhibitors who wish to attend the Symposium sessions must register as full Symposium delegates, unless a specific arrangement has been made with the organisers.

Alterations
The organisers reserve the right to make alterations to the Symposium programme, venue and timings at any time. Every endeavour is made to preserve the published layout of the Symposium area and Marketplace. Should it be necessary to revise the layout for any reason, the organisers reserve the right to transfer an exhibitor to an alternative suitable site and/or renumber the stands.

Insurance
Exhibitors and Sponsors are responsible for arranging appropriate insurance cover in connection with their attendance at the Symposium including prevention, postponement or abandonment. The organisers cannot be held liable for any loss, liability or damage to personal property.

Cancellation / Postponement of the Symposium
In the event of it being necessary for whatever reason to postpone or cancel the Symposium, the organiser will not be liable for any expenditure, damage or loss incurred by the sponsor. In the event of cancellation the sponsor will be refunded any monies paid. If the Symposium is postponed the contract between the organiser and sponsor will remain in force.

Product Promotion
In line with the non-profit regulation and HSG policies, sponsors are able to promote their work as an organisation, but sponsors should not promote specific products in the final programme book or delegate bag inserts.
## Booking Form – Exhibition and Sponsorship

### Main Contact
- Organisation:
- Company VAT No. (if applicable):
- Contact Name:
- Address:
- Country:
- Telephone:
- Email:

### Invoicing Details if different from main contact
- Organisation:
- Company VAT No. (if applicable):
- Preferred Invoice Currency: USD / GBP / EUR
- Contact Name:
- Address:
- Country:
- Telephone:
- Email:
Booking Form – Exhibition and Sponsorship

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<td>Final Programme Book Advertising</td>
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<tr>
<td>• EXCLUSIVE OPPORTUNITY Back Cover</td>
<td>£1,800</td>
</tr>
<tr>
<td>• EXCLUSIVE OPPORTUNITY Inside Front Cover</td>
<td>£1,800</td>
</tr>
<tr>
<td>• Inside Full Page</td>
<td>£600</td>
</tr>
<tr>
<td>Delegate Bags – EXCLUSIVE OPPORTUNITY</td>
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</table>

Please complete and return this form to the Sponsorship & Exhibition Manager by email: SponsorshipHSR2018@zibrant.com

I confirm that I have read the Terms and Conditions and my organisation agrees to abide by these conditions.

Signature:     Name:         Date:
Contact Details

HSR2018 c/o Zibrant
Sponsorship & Marketplace Manager
Email: SponsorshipHSR2018@zibrant.com