

The logo for Design4Health, featuring a stylized cross icon with a central circle and the text "DESIGN4 HEALTH" in a bold, sans-serif font.

## Sponsor pack

5th European Conference on  
Design4Health,  
Sheffield Hallam University  
Sheffield, UK  
4-6th September 2018

*Lab4Living at Sheffield Hallam University invites you to support the fifth European Design4Health conference.*

### Sponsorship Opportunities

This is your organisation's opportunity to support and participate in the 5th European Design4Health Conference..

### About the conference

Established in 2011, Design4Health is a conference that brings together designers and creative practitioners with researchers, clinicians, industry, policy makers and users to discuss and test their approaches and methods. Our events provide an opportunity to explore how the disciplines of design and health are developing new ways of thinking and working, and how we might impact positively and sustainably on the social, economic and cultural factors within our communities and beyond.

The 2018 conference is hosted by Lab4Living, a trans-disciplinary research living lab within Sheffield Hallam University's Art & Design Research Centre. Established 10 years ago, Lab4Living has made a significant contribution to the emerging academic field of design and health; our work spans more than 100 research projects and collaborations with colleagues in over 80 academic, hospital and community organisations in over 15 countries.

Conference formats have included: keynotes; presentations; workshops; trade exhibits; curated exhibitions; 24hr design challenges; posters.

Full details of this year's themes are at [www.design4health.org.uk](http://www.design4health.org.uk)



## Building on success

The Design4Health story began in July 2011 with the Lab4Living team looking at new spaces in which to bring our community together, share knowledge and learn from each other. The success of the first conference in Sheffield led to further events in 2013 and 2015. As a deliberate step to grow our international audience, The Centre for Design Innovation at Swinburne University of Technology welcomed the Design4Health community to Melbourne Cricket Ground in Australia for the fourth conference in December 2017. Design4Health now returns to Sheffield in 2018.

Sponsors and financial supporters of previous conferences include: The Health Foundation; NIHR Devices for Dignity HTC; NIHR CLAHRC SY; KT-EQUAL; Yorkshire & Humber Academic Health Science Network; B Braun; Cabrini Health; Kyoto Design Lab; Creative Sheffield; Med Tech Innovations.

Each previous event has attracted approximately 130 paying delegates, from the UK (75%), EU countries, Australia, China, Brazil, Canada, USA and Hong Kong. More than 15% of delegates have been to two or more D4H conferences. Find out more at [www.design4health.org.uk](http://www.design4health.org.uk)

## Our reach

We have: 1200 named contacts in our mailing list; 320 subscribers from 26 countries on DESIGN4HEALTH@JISCMail.AC.UK mailing list; 1000+ @design4health followers; 700 @lab4living followers; selected publications in the conference's official journal, Design for Health (published by leading international academic publisher Taylor & Francis); four sets of online conference proceedings.

## Sponsor packages

At the conference, you'll join a unique network of designers, researchers, clinicians, policy makers and users. Sponsoring Design4Health gives you the opportunity to raise your profile and demonstrate your commitment to innovation and best practice in design for health and wellbeing to an international audience.

### *Key dates and deadlines*

Online submission opens:  
Fri 9th Feb 2018

Paper abstract deadline:  
Mon 26 March 2018 23:59 (GMT)

Delegate registration opens:  
Mon 9 April 2018

Abstract decision notifications:  
Fri 11 May 2018

Poster proposal deadline:  
Mon 14 May 2018 23:59 (GMT)

Full paper deadline:  
Mon 18 June 2018 23:59 (GMT)

Delegate registration closes:  
Mon 14 Aug 2018

Conference opens:  
Tue 4 Sep 2018

Conference closes:  
Thurs 6 Sep 2018

## Headline sponsor - £7000

With Headline sponsorship, your organisation can play a leading role in shaping part of the conference's programme and content

- Your organisation named as a Headline Sponsor in all references to the event
- Co-branding used in all printed marketing materials
- Organisation overview on conference website
- Link your organisation's website from conference website
- 250 word organisation profile and logo in delegate handbook
- One piece of literature/marketing material in delegate bags
- Two tables and an area in a prominent position for your marketing banners and material in foyer for the duration of the conference
- Opening address by your representative at conference welcome, drinks reception or conference dinner
- Named as 'Best paper' award sponsor
- Your representative to present 'Best paper' award on the final day of the conference
- Three delegate places for each day of the event
- Five places at the Conference Dinner on Wed 5th September
- Five guests at drinks reception on Tues 3rd September
- Sponsored place for service user, nurse or allied health professional (see overleaf)



## Sponsorship package A - £3000

- Your organisation named as a Sponsor in all our promotional material
- Company overview and link to your company's website from conference website
- 100 word company profile and logo to appear in conference handbook
- One piece of literature included in delegate packs
- Your banner and a table in a prominent position in foyer for the duration of the conference
- Two delegate places for each day of the event
- Two places at the Conference Dinner on Wed 5th September
- Two guests at drinks reception on Tues 3rd September
- Sponsored place for service user, nurse or allied health professional - see below



## Sponsorship package B - £1000

- Your organisation named as a Sponsor in all our promotional material
- Company overview and link to your company's website from conference website
- One piece of literature included in delegate packs
- Display banner and small table in registration / refreshment area for the duration of the conference
- One delegate place for each day of the event
- Two guests at drinks reception on Tues 3rd September
- Sponsored place for service user, nurse or allied health professional



## Experts by experience

Given that the conference focus is very much on designing with people and the sharing of real-life experiences, participation by individuals using and delivering services and products is a key element underpinning the conference.

Therefore 10% of all sponsor income will be used to enable service users, nurses and allied health professionals to attend the conference.

As a sponsor, you may nominate individuals or we can use our networks to recruit.





# DESIGN4 HEALTH



## Venue

This year's conference will be held from Tue 4th to Thur 6th September 2018 at Sheffield Hallam University's Heart of the Campus building at the Collegiate Crescent campus, near the vibrant and popular Ecclesall Road area of Sheffield.

## Contact us

For a discussion about sponsorship opportunities, please contact:

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For general conference enquiries, please contact:

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[www.design4health.org.uk](http://www.design4health.org.uk)

## Contact us

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Please join our conference mailing list at:

[www.jiscmail.ac.uk/design4health](http://www.jiscmail.ac.uk/design4health)

to ensure that you receive up to date information about the conference and our publications and other activities.

