



28–29 June 2017 | ExCeL London

Incorporating



DIGEST THIS: 627 CARE BUSINESS OWNERS, DIRECTORS AND MANAGERS AT HEALTH+CARE ATTENDED TO IMPROVE THEIR CATERING SERVICES

Nutrition, hydration and hygiene standards are stricter than ever. The CQC and Food Standards Agency have raised the bar. But this opens up more business-winning, lead-generating opportunities for you.

MEET FACE-TO-FACE WITH 4,800 RESIDENTIAL AND NURSING HOME OWNERS, DIRECTORS AND MANAGERS

At Health+Care 2017 thousands of care businesses will enter the Care Catering Zone, where they could change the way they provide catering services forever. Educate your target audience to the benefits of your products and services and profit from year-round marketing to over 30,000 care business budget-holders:

- ✓ CEOs
- ✓ Chief Executives
- ✓ Directors
- ✓ Home Managers
- ✓ MDs
- ✓ Owners
- ✓ Chefs
- ✓ Head of Catering
- ✓ Procurement Managers

THREE KEY FACTS YOU SHOULD KNOW:

1

20,000 care homes cater for residents 24/7, 365 days a year, with an estimated food spend of £500m per annum

2

There are nearly half a million care beds in the UK, so the demand for catering is incredibly high

3

In excess of 19 million community meals being served across the UK per annum

BUILD YOUR CUSTOMER PORTFOLIO, MEET DECISION MAKERS AND BOOST YOUR SALES

Help your target customers by speaking to them directly about:



NUTRITION



CATERING FOR MENTAL HEALTH RESIDENTS



HYDRATION



MENU PLANNING



PROCUREMENT



HYGIENE



KITCHEN EQUIPMENT



HOME CARE/DOMICILIARY CARE PROVIDER OPPORTUNITIES



DYSPHAGIA



SUCCESSFUL INDUSTRY CASE STUDIES

TO BE PART OF THE CATERING ZONE AT HEALTH+CARE CONTACT US TODAY:
Charlotte Cross, Catering Zone Manager 0207 348 1842 c.cross@closerstillmedia.com

PACKAGES

STANDARD

INVESTMENT
£2,800 + VAT

- 6sqm stand
- Carpeted space
- Full shell scheme
- 500w power socket
- Brand promotion in printed and digital catering in healthcare promotion
- Full company profile in the show guide
- Full company profile on the Health + Care website
- E-shot pre-show with all companies in the catering zone sent to pre-registered visitors who have specifically stated an interest in catering, nutrition and procurement/purchasing

SILVER

INVESTMENT
£4,000 + VAT

- 9sqm stand
- Carpeted space
- Full shell scheme
- 500w power socket
- Brand promotion in printed and digital catering in healthcare promotion
- Full company profile in the show guide
- Full company profile on the Health + Care website
- E-shot pre-show with all companies in the catering zone sent to pre-registered visitors who have specifically stated an interest in catering, nutrition and procurement/purchasing

GOLD

INVESTMENT
£6,900 + VAT

- 12 sqm stand
- Carpeted space
- Full shell scheme
- 500w power socket
- Half page advert in the Health + Care Show Guide
- Full company profile in the show guide
- Full company profile on the Health + Care website
- Brand promotion in printed and digital catering in healthcare promotion
- Speaker session in the Catering Business Theatre
- Full contact details of every delegate who attends your session
- E-shot pre-show with all companies in the catering zone sent to pre-registered visitors who have specifically stated an interest in catering, nutrition and procurement/purchasing

PLATINUM

INVESTMENT
£15,000 + VAT

- 24 sqm stand
- Space only site
- Open on three sides
- 2 x 500w power socket
- Full company profile in the show guide
- Full company profile on the Health + Care website
- Brand promotion in printed and digital catering in healthcare promotion
- Speaker session in the Catering Business Theatre
- Become an official Health + Care Catering in Care event sponsor
- Logo inclusion online, email and printed communications as official Catering in Care event sponsor
- Inclusion on all Health+Care Show marketing as Catering in Care event sponsor
- Banner Advertisement
- running across the event website for full lead up and 1 month post show
- Your logo featured on main set of the Catering in Care Theatre throughout the entire event for everyone to see
- Visitor Data – every record of every visitor to the Catering in Care Theatre across the full event
- 50 personalised tickets for you to distribute to target attendees you are trying to build relationships with
- E-shot pre-show with all companies in the catering zone sent to pre-registered visitors who have specifically stated an interest in catering, nutrition and procurement/purchasing

TO BE PART OF THE CATERING ZONE AT THE LARGEST EVENT FOR THE CARE INDUSTRY, CONTACT ME TODAY:

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