

# Naidex DIGITAL

## SPONSORSHIP OPPORTUNITIES 2022

Naidex is Europe's most established exhibition for supporting independent living, showcasing wide-ranging solutions to improve mobility and accessibility, the latest innovations and tech, and explores the future of digital and physical accessibility.

Delivering the right audience to our sponsors and partners is always our priority when planning a digital event, and at Naidex Digital we ensure that your products, services, case studies or content are presented to the right people at the right time.

## Why are our digital events so popular?

**We make sure that the content we deliver is topical and of relevant to the sector - we make sure that every curated content gives our audience...the reason to believe!**

Digital event allows you to engage with your prospects in a virtual environment:

- Networking - Live chats
- Content first - Educational conference programme
- Social - Attendees see your presence for peer-to-peer learning
- ROI - Lead generation opportunities across the platform

TOP 5 REASONS WHY YOU SHOULD SPONSOR A DIGITAL EVENT:

1. Generate Leads
2. Awareness
3. Build Rapport
4. Build Credibility
5. Speed up your sales process

- Editorial hosted live 1-hour bespoke webinar
- 1 Sponsor – Topic agreed with the sponsor
- 30 – 40 presentation with 10 – 15 minute live Q&A.
- The presentation section can be made up of one or more people presenting, a panel discussion, a case study or going through some research.
- The presentation can be recorded and go out as live but we would recommend the Q&A being live.
- Registration and attendee data passed to sponsor.
- 4-week marketing campaign using available channels including email marketing & social media

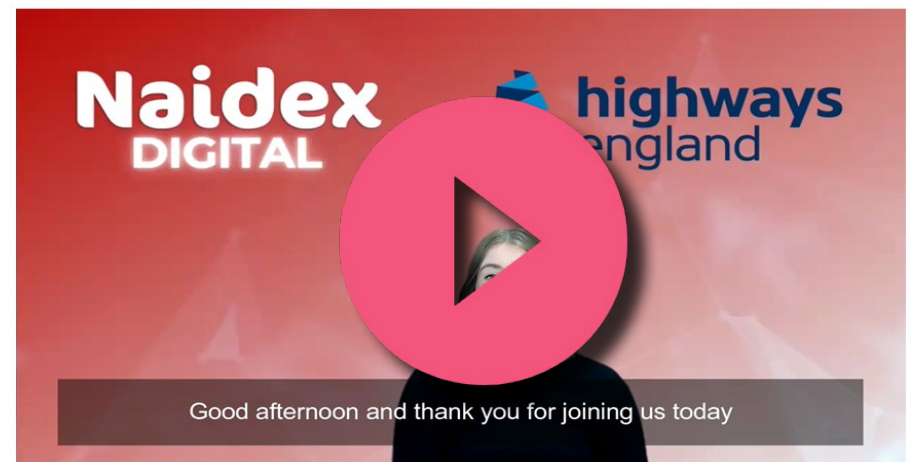
## WEBINARS

**Turning presentations into real-time conversations wherever you are.** Our webinars will give you the opportunity to teach our audience and help them understand why your services or products are valuable.

We can cover key topics in the industry and share the responsibility of educating our audience with you.

Webinars enable our partners to showcase their knowledge & industry expertise to a wide, engaged selection of our audience at once, with live polls and Q&A sections to foster engagement.

A webinar is approximately an hour long including a 15-minute Q&A session.



# EXPERT TOPIC SERIES

**Designed to build awareness and understanding around key & current issues in the sector through video content provided by you.**

This monthly series of digital events focus on a range of specific subjects in the industry, bringing our audience bite-sized live seminars of 15-20 minutes from expert speakers and event partners, sourced by our Content Team.

We allow one sponsor per Topic Series, and on a first-come-first-served basis.

We provide a platform that holds these pre-recorded, thought-leading presentations, split by sessions, with a chat and Q&A function that will allow you to interact with our audience live.

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

**Naidex**  
DIGITAL

- Topics feature list agreed by the content team
- 1-hour session
- 1 sponsor with 1 speaker slot
- 2/3 independent speaker
- Panel Q&A
- All attendee data passed to sponsor
- 4-week marketing campaign using available channels including own web page, email marketing & social media

# EXPERT TOPICS FOR 2022

February

Mobility/ Vehicle Adaptation

March

Moving & Handling

April

Sex & Relationships

August

Housing & Home Adaptations

September

Mental Health & Wellbeing

October

Children/Paediatrics

November

Neurological Conditions

## WHO ATTENDS

With the sector growing each year, and being already worth a staggering £249bn, Naidex is the perfect event to leverage on this growth and put your business in front of thousands of decision makers and buyers actively looking to find innovative solutions to the challenges they face today.

If you operate in the disability, independent living, rehabilitation or healthcare sectors, sponsoring a digital event ensures visibility of your products & services to your target audience. A sample of job titles of people who attend our digital events - trade and professionals are in the next couple of pages.

WHO ATTENDS:  
Trade Visitors

## Key Job Titles:

- Assistant Buyer
- Business Development Director
- Buyer
- Category Analyst
- Category Planner
- Director
- General Manager
- Head of Buying
- Head of Economic Department
- Head of Sales
- International Business Manager
- Managing Director
- Marketing Manager
- National Sales Manager
- Office Administrator
- Pan-EU Senior Vendor Manager
- Policy & Parliamentary Exec
- Sales & Marketing Manager
- Sales Consultant
- Sales Director
- Sales Manager
- Selling Partner
- Senior Group Buyer
- Trading Manager

## Companies & Organisations:



WHO ATTENDS:  
Professionals

## Key Job Titles:

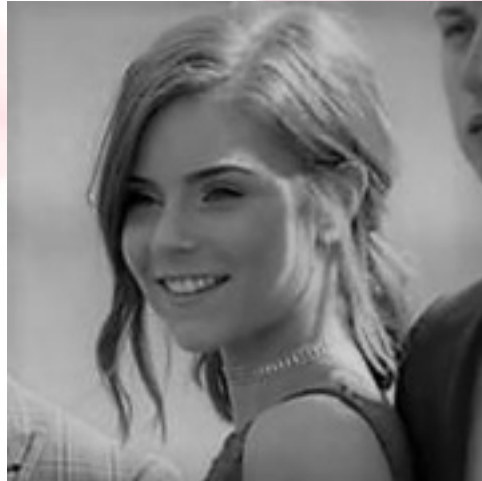
- Access Manager
- Accessibility & Inclusion Manager
- Assessment Team Manager
- Assistive Technology Officer
- Back Care Advisor
- Care Advisor
- Clinical Equipment Manager
- Clinical Skills Trainer
- Community Occupational Therapist
- Community Physiotherapist
- Community Rehabilitation Officer
- Group Medical Director
- Head of National Care
- Head of Services
- Head of Care Pathways
- Manual Handling Lead
- Moving & Handling Manager
- Neuromuscular Care Advisor
- Staff Nurse
- Occupational Therapist
- Patient Moving & Handling Lead
- Rehabilitation Engineer
- Senior Lecturer
- Senior Community OT

## Companies & Organisations:





## CONTACT US



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