

# NHS APA Virtual Conference

13th October 2021

## The Impact of Stigma on People with Addiction: The Effect on Policy & Practice

### **About the APA Conference:**

Stigma all too often prevents a person from seeking or accessing the vital treatment and support they need to recover from addiction.

Shame, guilt, and prejudice are some of the most difficult experiences many people living with addictions will face while often battling with withdrawal symptoms, mental health problems, and an overall deterioration in their life.

Addressing the problem of stigma, which has clouded addiction treatment services for far too long, is a critical element to improving understanding of the complex issues surrounding addiction and a vital step in improving access to treatment and services.

Our 2021 conference is about spotlighting the problem of stigma and aims to consider;

- The impact of stigma on people living with addiction;
- How stigma impacts access to treatment and services;
- How stigma influences the way policies and practices are set;
- How can we as a sector begin to overcome these challenges and change public perceptions around drug and alcohol treatment services;
- How the disconnect with the rest of the health care economy perpetuates stigma.

Our 2021 conference will explore these questions through a range of speakers and presentations both from clinical professionals as well as those who have lived experience of stigma.

This event will be provided online and for free for all delegates.

### **Format:**

The virtual conference will be hosted on a web based solution, providing a streamlined and interactive experience for delegates.

To see previous year's events please visit our website:

<https://www.nhsapa.org/conference-2020>

## Sponsorship Opportunities

Within the programme of events for this year's conference a number of sponsorship packages are available.

Previous NHS APA conferences have attracted Directors of Public Health, Substance Misuse workers, Public Health Commissioners, CCG leads, Drug & Alcohol Recovery Managers, Directors of Operations, Senior Managers & Decision Makers, Partnership Coordinators, Behaviour Support Managers, Academics, Health Sectors, Local Authorities, Voluntary Sector, Treatment Funders, Researchers and Policy Makers.

We are expecting attendance of 300 - 500 delegates and to date over 300 tickets have already been booked.

We will be running this conference annually and hope to build long lasting relationships with our sponsors. Following feedback from the 2020 conference, improvements and new opportunities are being offered to sponsors, please see overleaf for a breakdown of these sponsorship packages.

**If you are interested in sponsoring the event, please contact Candie Lincoln**  
[admin@nhsapa.org](mailto:admin@nhsapa.org)

Packages	Package Content	Tickets	Assets Required
<p><b>Package 1:</b> <b>Individual Digital exhibition</b> <b>£50</b></p>	<p>Appear on the NHS APA digital conference exhibition page to promote a research paper, body of research or digital poster.</p>	<p>1</p>	<ul style="list-style-type: none"> <li>- Name and associate publishing information</li> <li>- Paper in word or PDF format (no maximum pagination size)</li> <li>- Poster in A4 72 dpi resolution (Max length of 2 pages in jpg or png format)</li> <li>- Supporting details for short summary and blurb (maximum 300 characters)</li> <li>- Email and names for any follow up enquiries</li> </ul>
<p><b>Package 2:</b> <b>£1500</b></p>	<p>Appear as a listed sponsor on the main conference page with links to an external website and be included as a sponsor in conference emails and all website pages related to the conference.</p>	<p>1</p>	<ul style="list-style-type: none"> <li>- Vector graphic logo</li> <li>- Web address and contact information for enquiries</li> </ul>
<p><b>Package 3:</b> <b>£3000</b></p>	<p>Package 2 plus a dedicated sponsor page linked from the main NHS APA conference landing page. The dedicated sponsor page can contain information about products, videos or downloadable documents. Downloadable documents can be provided and included in the digital delegates pack.</p>	<p>2</p>	<ul style="list-style-type: none"> <li>- All of the above plus</li> <li>- Short descriptions for product or organisation promotion on conference landing page</li> <li>- Company blurb for dedicated sponsors page</li> <li>- Links to any videos (MP4 format or YouTube links) or pdf documents you wish to also be hosted for viewing or download</li> </ul>
<p><b>Package 4:</b> <b>£5000</b></p>	<p>Package 2 and 3 plus</p> <ul style="list-style-type: none"> <li>- Level 4 sponsors can also sponsor a specific programme session where at the end of the seminar a promotional offer or product advertisement can be tailored and presented to all attendees. This can also be a linkable to the sponsors landing page or own website or webinar.</li> <li>- a sponsor can host an external webinar link (managed and hosted by the sponsor) that delegates can click on to meet with your representatives which will be advertised within the conference programme and landing pages</li> <li>- downloadable documents can be provided and included in the digital delegates pack which will be provided to delegates at the end of the event</li> <li>- a featured segment in the post event communication to all registered delegates</li> <li>- A 20 minute presentation in front of the NHS APA board post event.</li> </ul>	<p>5</p>	<ul style="list-style-type: none"> <li>- All of the above plus</li> <li>- Content and assets for email communication</li> <li>- Assets for digital delegates pack</li> <li>- Assets for offer promotion within sponsored seminar</li> <li>- Board meeting presentation dates from current 2021/22 calendar</li> </ul>

## Terms and Conditions

The NHS APA is a not for profit organisation and operates a fair policy with regard to sponsorship. Organisations wishing to sponsor the conference will be reviewed and assessed in terms of the NHS APA's ethical guidelines and standards prior to sponsorship being agreed.

Sponsors will have no input into any aspect of the conference design, development or delivery and no access will be granted to conference speakers, organisers or leaders outside that stated in each specific sponsorship package. Sponsors will have no influence or input into the content of the conference.

Sponsors are free to register as delegates and participate in the conference as such. However, when participating in the conference as a delegate, sponsors will not be permitted to canvas other delegates to influence them to view any specific sponsorship assets or participate in any external webinars. Delegate participation in these activities must be of their own volition.

The sponsorship packages offered are productised and limited in terms of customisation per sponsor. Legal or requested changes to the sponsorship offer will be reviewed but cannot be guaranteed.

The NHS APA offers no exclusivity rights to sponsorship of the conference.

Package 4 sponsors can choose to sponsor specific elements of the programme, this will be offered on a first come, first served basis.

There will be a fixed deadline of the 20th of September for all assets to be provided to the the conference organisers. After this point any missing assets will not be included and any requests for further work to any aspect of the sponsorship offer will not be accepted. The sponsor will however be liable to pay for the full sponsorship package costs.

A sponsorship training and demo video will be produced for all sponsors to review and a proforma will be issued to adhere to in terms of timings and asset requirements.