

## Sponsorship Opportunity

### WYAAT Innovation in Collaboration Conference

#### About us

The West Yorkshire Association of Acute Trusts (WYAAT) is part of the West Yorkshire Health and Care Partnership (WYHCP). WYAAT is an innovative provider collaborative (not an organisation) which brings together six NHS trusts across West Yorkshire and Harrogate (WY&H) to deliver joined up acute hospital services.

Our six hospital trusts work together through WYAAT because they believe that the health and care challenges and opportunities facing our area cannot be solved by each hospital working alone. By working together as a partnership of hospital trusts, WYAAT is helping to address health inequalities for the 2.7 million people who live across WY&H, so that all patients can receive the same high quality of care, no matter where they live.

#### The Conference

Given the rapidly evolving landscape of healthcare and the critical need for enhanced collaboration, **Leading Innovation through Collaboration** in association with **West Yorkshire Association of Acute Trusts** provides a valuable platform for healthcare professionals within the region and the wider NHS Group to exchange ideas, share best practices, and explore innovation solutions.

By bringing together key stakeholders, including healthcare professionals, administrators, researchers and industry experts. With the aim to create an environment that encourages the exchange of ideas, the exploration of new technologies, and the development of collaborative initiatives to enhance patient care and outcomes.

#### Key themes:

- **Digital Solutions:** Exploring the latest advancements in digital health technologies and their applications.
- **Interdisciplinary Collaboration:** Facilitating discussions on the importance of collaboration in improving patient care and outcomes.
- **Patient-Centred Innovation:** Highlighting innovation that prioritise patient and staff experience and engagement.
- **Best Practices in Healthcare Management:** Sharing successful case studies and best practice for improved efficiency and quality of care.
- **Sustainable practice:** Supporting the NHS targets to become carbon net zero by 2040.

## Why Exhibit or Sponsor

Exhibiting or sponsoring the **Leading Innovation through Collaboration Conference and Exhibition** presents a range of benefits for organisations looking to enhance their visibility, engage with key stakeholders, and align themselves with the forefront of healthcare innovation.



### Visibility and Brand Exposure:

Enjoy prominent brand exposure through event marketing materials, signage, and digital platforms, increasing brand recognition within the healthcare community.



### Market Intelligence and Trends:

Gain access to exclusive insights, research, and presentations, staying ahead of the curve in understanding the evolving landscape of healthcare.



### Community Engagement:

Demonstrate your commitment to the healthcare community by participating in a conference that directly addresses their needs and challenges



### Networking Opportunities:

Engage directly with conference attendees, fostering relationships with potential clients, partners, and collaborators.



### Access to Key Stakeholders:

Interact with healthcare professionals, administrators, researchers, and industry experts, gaining insights into current challenges and needs.



### Collaboration and Partnership Building:

Identify potential collaborators and partners among attendees, fostering collaborative initiatives that can lead to future business opportunities.



### Thought Leadership & Industry Recognition:

Position your organisation as a leader in healthcare innovation by presenting your cutting-edge solutions and technologies.



### Showcasing New Products and Services:

Launch and demonstrate new products or services directly to a receptive audience.

We're asking for support from sponsors and/or exhibitors for the conference.

The Conference is currently scheduled for May 2024.

Bids will be reviewed based on relevance to the conference and sponsorship value.

We look forward to receiving your bid for the sponsorship.

For inquiries or additional information, please contact [thomas.bradley1@nhs.net](mailto:thomas.bradley1@nhs.net)

Please submit questions and sponsorship bid to [thomas.bradley1@nhs.net](mailto:thomas.bradley1@nhs.net) with email heading **WYAAT Innovation Conference Bid by 31st January 2024**.