# CARE FORUM

Organised by Forum Events

**The Care Forum brings together qualified buyers and suppliers for two days of one-to-one meetings and networking.**

## 2nd & 3rd November 2026

Forest of Arden Hotel, Birmingham

## June 2027

TBC

In association with...

CARE BRIEFING

# EVENT OVERVIEW

The Care Forum is a highly targeted event, creating a platform for innovative suppliers to meet up to **60 senior care professionals,** with job titles including:

- Care Homes
- Nursing Homes
- Dementia Care
- Mental Health

## All-inclusive packages include:

- An itinerary of pre-arranged, one-to-one meetings with pre-qualified care buyers based on mutual interest
- A fully furnished stand, with electrics
- Delegate contact database post-event
- Extensive brand exposure
- Unlimited networking opportunities
- Full hospitality – overnight accommodation, all meals and refreshments throughout

We organise personalised appointments for you to host at your supplier stand. Each supplier will have **25-minute meetings** with key decision makers throughout the event.

**The Forum** has been running for **28 years**

Over **1280** business **meetings** facilitated at each event

**Average Annual Spend**

£300K — £1M+

All delegates attending require new solutions

**72%**

of companies have secured business post-event

Here is a taste of our event experience...




**It has been a wonderful event from start to finish. Organised well no issues with the venue or any of the organisers. Meetings were on time and followed the scheduled plan. Found some great leads and met amazing people at this event. The dinner was great, and the evening events was a lot of fun. Finally not sure how you found out it was my birthday but I was really appreciative for the birthday song during dinner**

SOFTWORKS

**This event is a good networking event of ideas and meeting like minded people, who are committed to change and the future of social care provision**

EXCEPTIONAL CARE LTD

# ALL-INCLUSIVE PACKAGES

## PRE-EVENT

- Detailed profile on attending delegates
- Access to online portal for meeting selections
- Draft meeting schedule to help prepare for the event (2-3 days before)
- LinkedIn announcement of event attendance

## POST-EVENT

- Contact database of all attendees
- Feedback from interested delegates

## DURING THE EVENT

### GOLD PACKAGE - £7,100 + VAT

- Inclusive of two representatives
- Access to pre-qualified senior delegates
- Itinerary of pre-scheduled 1-2-1 meetings
- (potential of up to 25)
- 25 minute meetings
- 2m x 1m stand (including table / chairs / lighting / electrics)
- Additional separate table/chairs for 2nd representative meeting
- Networking opportunities –
  - Group scheduled breaks
  - Lunch
  - Evening drinks reception
  - 2 x places at evening dinner
  - After dinner entertainment
- Overnight accommodation
- All meals and refreshments throughout
- Logo branding at live event registration stand
- Event guide; Directory listing and full page A5 advert
- Care Briefing Newsletter -
  - 1 x Insert banner in 2 newsletter editions
  - 1 x Q&A interview with senior team member
  - 1 x Product spotlight
  - LinkedIn announcement of event attendance

### SILVER PACKAGE - £5,600 + VAT

- Inclusive of one representative
- Access to pre-qualified senior delegates
- Itinerary of pre-scheduled 1-2-1 meetings
- (potential of up to 15)
- 25 minute meetings
- 2m x 1m stand (including table / chairs / lighting / electrics)
- Networking opportunities –
  - Group scheduled breaks
  - Lunch
  - Evening drinks reception
  - 1 x place at evening dinner
  - After dinner entertainment
- Overnight accommodation
- All meals and refreshments throughout
- Logo branding at live event registration stand
- Event guide; Directory listing
- Care Briefing Newsletter -
  - 1 x Product spotlight
  - 1 x PR sponsored content
  - LinkedIn announcement of event attendance

### DUAL PACKAGE OPTION

Book both editions of Care Forum (held twice a year) and benefit from our Dual Package discount:

- **Gold Dual Package:** £13,000
- **Silver Dual Package:** £10,200

Enjoy consistent brand exposure across both events and save when booking together.

**Demo Area Sponsorship**

Showcase your products or services in our exclusive Demo Area, designed to create interactive and memorable experiences for attendees. With limited spaces available, priority will be given to those who act quickly, offering your brand a unique opportunity to stand out and connect directly with key decision-makers. Don't miss this opportunity to stand out and connect directly with your audience!

Cost: **£500** (an additional cost on top of the Gold, or Silver package)

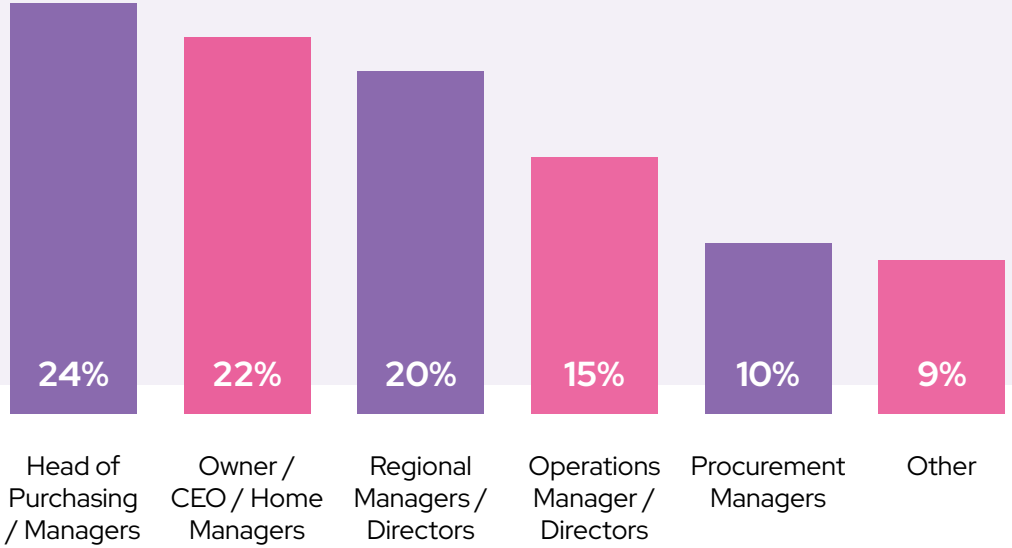
# CARE BRIEFING

Care Briefing is an industry resource delivering news & analysis from across the Care Industry, directly to the people who matter – through a dedicated online portal and a fortnightly email newsletter.



**11,076**
subscribers

## OUR AUDIENCE IS UK AND EUROPEAN BASED




## FEATURES

**JANUARY**
Infection Control

**FEBRUARY**
Health & Safety

**MARCH**
Nurse Call Systems

**APRIL**
Training & Innovation

**MAY**
Sensory Gardens

**JUNE**
Bedroom & Toilet Equipment

**JULY**
Infection Control

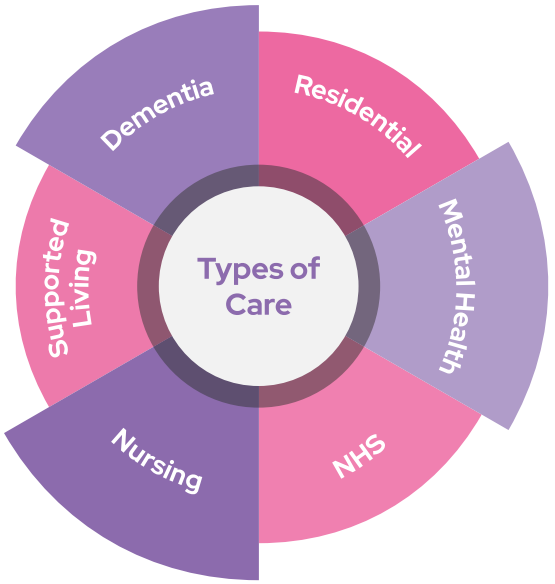
**AUGUST**
Dementia Products

**SEPTEMBER**
Pressure Care Products

**OCTOBER**
Computer Software

**NOVEMBER**
Catering Equipment

**DECEMBER**
Security



# READERSHIP

## 3-MONTH BRAND EXPOSURE CAMPAIGN

- 3 x sponsored editorial articles, to highlight product or service
- 3 x insert banner (separate newsletters)
- 1 x Q&A interview with a member of your team
- 4 x supported social media posts

**Cost - £1,000**
Plus add 1 x bespoke email send for £500

## WEBINAR CAMPAIGN

- 1 x dedicated news story
- 3 x social media posts pre-event
- Attendance and report write-up by Briefing Editor
- If recorded, webinar video to be promoted via social media post-event

**Cost - £500**
Plus add 1 x bespoke email send for £500

## FEATURE BUNDLE

- Promote your products and services with a dedicated themed Briefing newsletter
- Insert banner for 1 month (2 editions)
- 1 x product article
- 1 x social media post

**Cost - £500**

## BESPOKE EMAIL

Send a bespoke email to an audience of **3,702 decision makers.**

**Cost - £1,500**

## NEWSLETTER TAKEOVER

Receive full coverage and brand exposure by taking over one full newsletter, promoting your services to an audience of decision makers.

- 6 articles
- 4 banner ads

**Cost - £2,450**

**VIEW AN EXAMPLE NEWSLETTER HERE**

# ADVERT & EDITORIAL POSITIONS

## INSERT BANNER
1 month - **£350** / 3 months - **£825**

## SPONSORED CONTENT
1 month - **£200** / 3 months - **£450**
To include **50-100 words**, image and URL

## Q&A / INTERVIEW / PRODUCT COVERAGE
1 month - **£200** / 3 months - **£450**
**350 words** and profile image.

## INDUSTRY PRODUCT SPOTLIGHT
Per insertion - **£150** / 4 insertions - **£450**
**250 words**, image, and URL

## GUEST BLOG
Per insertion - **£150** / 4 insertions - **£450**
**350+ words**, plus image and URL

## SPONSORED SURVEY
Survey hosted by yourself, promoted through the Briefing newsletter - **£750**

## POLL
Newsletter article promoting your poll - **£295**

CARE FORUM

Organised by Forum Events

## LET'S CONNECT

| | | | | | | |
|---|---|---|---|---|---|---|
| Forum Events Ltd | @forumevents | @careforum | The Care Forum organised by Forum Events | @ForumEvents Ltd | 01992 374100 | enquiries@forumevents.co.uk |

**SUBSCRIBE HERE**

thecareforum.co.uk

Forum Events & Media Group Ltd