



## Commercial Pack 2012

For Further Information please contact:

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Nursing Homes Ireland is the representative organisation for the private and voluntary nursing homes sector. This sector, and the care our members provide, are key parts of the Irish health service.

### The Private and Voluntary Nursing Homes sector in Ireland

- Provides care for in excess of **21,000 residents**
- Account for more than **70% of all long term care beds** in the country, and,
- Employ more than **21,000 staff**

Nursing Homes Ireland's (NHI) vision, that all residents of nursing homes will receive high quality care, is one that will be realised through meaningful partnership with the Government, the HSE and the National Treatment Purchase Fund as purchasers, HIQA as the regulator, our members and all the stakeholders in delivering that high quality care to those who need it.

NHI represents 340+ Nursing Homes from the private and voluntary sector. Therefore we can offer unique access to the decision makers with real purchasing power i.e. Proprietors/Directors of Nursing and Nursing Home through the following channels

- Website
- Newsletter
- Database
- Events, Annual Conference & NHI Care Awards

## Database

**Database List: €150.00 plus VAT @ 21%**

Includes:

- Proprietors Name
- Name of the Nursing Home,
- Address and telephone number
- Full list including non members provided on Excel Spreadsheet

## Website

NHI Website [www.nhi.ie](http://www.nhi.ie) is viewed by Nursing Homes (Members and Non Members) throughout Ireland.

‘Suppliers Links’ is an opportunity to promote your products and services not only to the Nursing Homes Sector but to other suppliers to the Industry also.

**Website Link: €250.00 plus VAT @ 21%**

Includes:

- Your Company logo
- Brief outline of your company
- A direct link to your Company website



## Newsletter

### **Nursing Homes Ireland News – the Industry Newsletter**

NHI produces a quarterly newsletter; Nursing Homes Ireland News- the definitive newsletter for the sector.

The newsletter is a 32 page (minimum) full colour publication with a print run of 2,000 per quarter and 3 copies of the newsletter are mailed to all nursing homes nationwide (members and non-members). Furthermore the newsletter is also sent to HSE, HIQA, Dept of Health and Children, Politicians, financial institutions, suppliers and other interested parties.

The newsletter is distributed by email and hard copy.

The newsletter is also placed on the NHI website [www.nhi.ie](http://www.nhi.ie) providing further exposure for your company.

Advertising in Nursing Homes Ireland News will place your company's products and services directly into the hands of the decision makers of Irish Nursing Homes.

# Newsletter



## Advertising rates 2012

**¼ page - €200 +Vat = €242.00**

**All 4 issues discount €700 + Vat**

**½ page - €300 + Vat = €363**

**All 4 issues discount €1000 + Vat**

**Full page - €500 + Vat = €605**

**All 4 issues discount €1600 + Vat**

**Insert - €600 + Vat = €726**

## Annual Conference



- The Annual Conference is our Organisation's single biggest event
- In 2011 over 400 registered delegates
- Speakers from both the domestic industry and International experts.
- Exposure for your Company to a very specific target group including Nursing Home Owners, Directors of Nursing and Health Services Personnel
- Attendance at the Annual Conference will place your company and its products and services directly into the hands of the decision makers of Irish Nursing Homes.

**Trade Exhibition** €1300 + VAT @ 21%

**Insert in Conference Delegate Pack** €250 + VAT @21%



## NHI Care Awards



**Enquires for 2012 event to:** Paula Lumsden, Events Co-Ordinator  
E: [admin@nhi.ie](mailto:admin@nhi.ie) T: 01 4292570 (Ext 6)

The Nursing Home Ireland (NHI) Care Awards in association with Homecare Medical Supplies is a celebration of excellence across the Nursing Home Sector. The purpose of the awards is to promote best practice within the sector and pay tribute to those individuals who have demonstrated outstanding excellence within their field of work.

This is a wonderful opportunity to provide a positive and mutually beneficial partnership and make your contribution to acknowledging the highly skilled and dedicated individuals who work in nursing homes and promote positive change in the sector.



## NHI Care Awards



### **Category Sponsorship**

Your sponsorship will give you branding on a dedicated **Nursing Homes Ireland National Care Awards website** [www.nhicareawards.ie](http://www.nhicareawards.ie) pre and post publicity material, souvenir programme.

- 2 complimentary tickets to attend awards ceremony
- Branding on dedicated Awards web site
- Company logo on audio visual presentation and holding slides
- Company logo on rolling slide of all sponsors on the night
- Editorial including pictures in the NHI newsletter (*pre and post Awards Ceremony editions*)
- Full page advertisement in souvenir programme
- Media exposure as category sponsor on national and local media
- Unique networking event
- Copy of guest list with contact details

### **Other sponsorship opportunities**

- Entertainment
- Welcome Reception

## Conclusion

- NHI works closely with suppliers to the Nursing Home Sector
- If your Company has a special offer that it would like to make available to NHI members please contact us to assess its suitability and discuss methods of promotion through the NHI website or Newsletter.
- If you have a suggestion for an exclusive member offer, please contact us to assess its suitability and discuss methods of promotion.

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