



**The Haematology Patient & Carers Congress  
Partner Brochure | 2025**



Advancements in  
Healthcare start with  
bringing patients, carers  
and clinicians together.  
And HPCC does just  
that.

**Dr. Sue Pavord**  
President of the British Society for Haematology (BSH), Consultant Haematologist at Oxford  
University Hospitals NHS FT, Director of Oxford Iron Clinic

# Europe's largest haematology patient and carers event is here.

Building on the resounding success of our 2024 event, the Haematology Patient and Carers Congress 2025 is poised to be Europe's premier and most impactful gathering yet. We're raising the bar even higher – delivering world-class speakers, fully immersive experiences, and unmatched networking opportunities that will truly accelerate patient outcomes, therapies access and innovation for the haematology community.

Bringing together communities across Waldenström's Macroglobulinemia and Myeloproliferative Neoplasms to Sickle Cell Disease, Myeloma, Chronic Myeloid Leukaemia, Chronic Lymphocytic Leukaemia, Acute Myeloid Leukaemia and more, the HPCC25 is set to create an energising atmosphere of learning and advancement. Shared experiences, expertise, and insights will catalyse innovations that increase the potential for developing safer, more effective medicines and care approaches.

Bigger in scale, bolder in vision, and elevated in impact - the HPCC25 promises to be **an unmatched experience you won't want to miss.**

# What is the HPCC?

The Haematology Patient and Carers Congress (HPCC) puts patients at the centre of haematology care and innovation. Organised by Sanius Health, the HPCC agenda focuses on addressing the unmet needs of patients by revolutionising access to clinical trials, elevating real-world evidence, energising patient involvement in research, co-creating future therapies, and conquering medicines adherence challenges.

The congress aims to integrate the experiences and insights of patients and caregivers throughout the research lifecycle and healthcare system. By synergising perspectives across the haematology community, the HPCC seeks to pioneer solutions that truly serve patients' needs and preferences, ultimately transforming haematology care in the UK and beyond.

## HPCC25 in Numbers

2000+

Two thousand plus  
**Patients.**

600

Six hundred  
**Clinicians.**

500

Five hundred  
**NHS Executives.**

90

Ninety  
**Industry Partners.**

100

One hundred  
**Thought Leadership  
Speakers.**

200

Two hundred  
**Patient Organisations.**



# Event Structure

## Innovation, AI and Technology Zones

Showcasing newest technologies and solutions advancing patient care and research.

## Networking Pods

Spaces to connect with patient, clinical and research colleagues.

## Interactive Exhibitions

Demonstrating lived and applied innovations towards patient care.

## Patient Engagement Workshops

Exploring challenging unmet needs, patient empowerment and therapies access.

## Round-Table Discussions

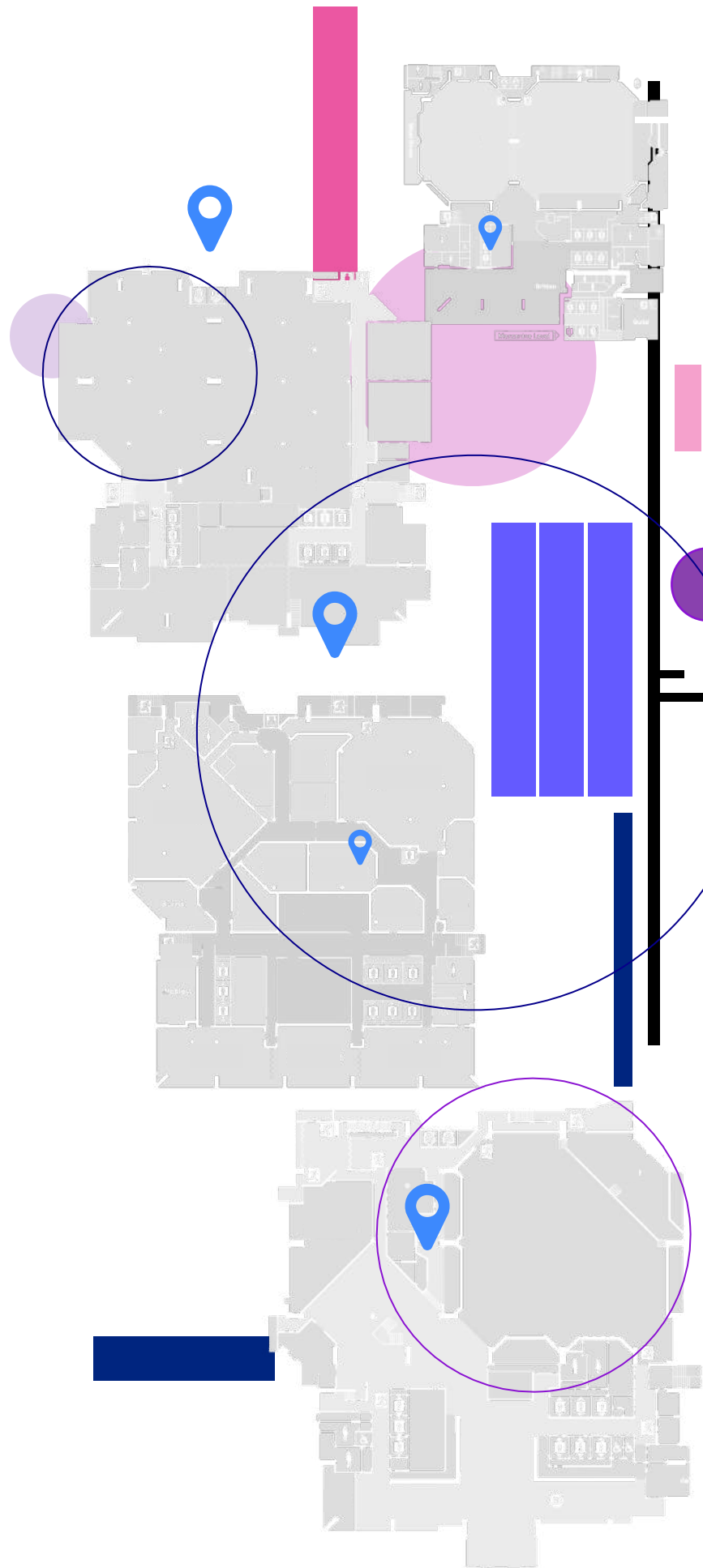
Thought leadership driven conversations by key opinion leaders on challenges and advancements.

## Thought Leadership Presentations

Updates from clinical, NHS and European thought leaders on haematology care and research progress.

## Speed Debating

On themes critical to advancing care, research and development across haematology.



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# Why Sponsor?

Amplify Your Reach, Time and Budget at Europe's Biggest Haematology Patient and Carers Event

Get in early to unlock exceptional sponsorship value and rates



# An introduction to sponsoring **the HPCC25**

The HPCC25 is more than just a healthcare congress. It's a catalyst for uniting patients, carers, clinicians and thought leaders to drive enhanced patient outcomes and accelerate innovation.

**How to get the most out of the HPCC25 sponsorship opportunity:**

## **1. Get Maximum Impact, Earlier.**

Our most successful partners lock in their participation at least 6-12 months in advance. This allows them to craft bespoke and comprehensive outreach campaigns that culminate at the HPCC.

## **2. Share Breaking News**

If you have exciting news or announcements regarding care advancements, the HPCC provides an unparalleled platform to share this with the haematology community.

## **3. Secure Your Seats First**

Sponsorship packages come with a scaled number of tickets including exclusive all-access passes. Secure additional tickets now for your team and guests, with bigger savings.

## **4. A Truly Tailored Experience**

The HPCC is designed to be a truly immersive experience. Connect with your ideal audience by creating a tailored engagement strategy and sponsorship package with us.

## **5. Drive Partnership Potential**

The core mission of the HPCC is to bring together partners across patient, clinical and carer communities. Curate a sponsorship package with us to propel one-on-one networking and connection opportunities.

[Get in Touch to Learn More](#)

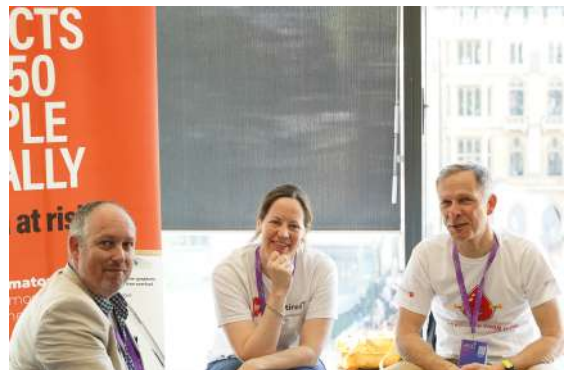
Keynote speeches

Roundtable Sessions

Exhibition Halls

Networking Booths

The Future of Healthcare Under One Roof



08:30 - 17:30 | 16th May 2025

# Congress Agenda

**08.30am** | Registration, Arrival and Exhibitions Open

**09:00am** | Breakfast and Networking

**10:00am** | Key-note Speaker Presentations

**11:30am** | Break and Networking

**12.30pm** | Round-Tables Sessions Open

**13.30pm** | Lunch and Networking with Colleagues

**15.00pm** | Break Out Rooms and Smaller Presentations Open

**16.30pm** | End of Day Summary and Highlights

**17.00pm** | Networking, Dessert and Gift Bags

# Congress Speakers and Facilitators



## Sir James Mackey

NHSE National Director for Elective Recovery,  
Chief Executive Officer, Northumbria NHS  
Foundation Trust



## Dame Emily Ruth Lawson, DBE.

Interim Chief Operating Officer,  
NHS England



## Baron Victor Adebowale, CBE.

Chair NHS Confederation, NED Board NHS England  
and Member of the House of Lords



## Dame Ruth May, DBE.

Chief Nursing Officer,  
NHS England



## Wol Kolade

Deputy Chairman,  
NHS England



## Professor Dame Helen Jayne Stokes-Lampard

NHS England Board Member, Professor of GP  
Education at the University of Birmingham



## Professor Claire Harrison

Professor of myeloproliferative neoplasms and  
Deputy CMO at Guy's and St Thomas'  
Hospital NHS Foundation Trust



## Dr Shirley D'Sa, MD, FRCP, FRCPATH

Consultant Haematologist & Clinical Lead |  
Honorary Associate Professor at the UCL Cancer  
Institute. UCLH NHS Foundation Trust



## Dr. Sue Pavord

President of British Society for Haematology,  
Consultant Haematologist at Oxford University  
Hospitals NHS FT, Director of Oxford Iron Clinic



## Reia DaCosta

Patient and Community Advocate for  
Sickle Cell Disease



## Ade Odunlade

Chief Operating Officer, South London &  
Maudsley NHS Foundation Trust



## Vincent Sai

Chief Executive Officer,  
Modality Partnership



## Orlando Agrippa

Chief Executive Officer & Chief Patient  
Officer, Sanius Health



## Sue Barnett

NHS Turnaround Director and  
Former NHS Board Member



## Eric Low

Former CEO of Myeloma UK



## Leslie Galloway

Chairman, Ethical Medicines  
Industry Group (EMIG)



## Dame June Raine, DBE.

CEO of the Medicines and Healthcare  
products Regulatory Agency, Co-Chair  
of the WHO Advisory Committee on  
Safety of Medicinal Products



## Yelak Biru

Patient Advocate and President of  
the International Myeloma  
Foundation

● Pending Confirmation



# Clinical and Patient Advisory Board



## Clinical Advisory Board

**Dr. Martin Kaiser**

The Royal Marsden NHS Foundation Trust and  
Institute of Cancer Research

**Dr. Ashutosh Wechelakar**

University College London Hospitals & the  
Royal Free London NHS Foundation Trust

**Dr. Sanne Lugthart**

University Hospitals Bristol and Weston  
NHS Foundation Trust

**Dr. Kofi Anie MBE**

London North West University Healthcare  
NHS Trust

**Dr. Jo Emmanuel**

Central and North West London  
NHS Foundation Trust

**Dr. Mina Gupta**

Modality Partnership

**Nick Duncan**

University Hospitals Birmingham  
NHS Foundation Trust

**Kristy Crozier (ANP)**

Great Western Hospitals,  
NHS Foundation Trust



## Patient, Carer and Patient Organisation Advisory Board

◆ **Representing CML**

Nigel Deekes | David Fitzgerald

◆ **Representing MPN**

Debbie Street | Mark Taylor

◆ **Representing Myeloma**

Sally Jeans | Maureen Martin | Lou Martinez

◆ **Representing SCD**

Mary Adeturinmo | Stephanie George

Lowlah Bloom | Reia DaCosta

● **Representing TTP**

Hannah-Lou Blackall

● **Representing WM**

Elaine Clinton | Richard Hansen

◆ **Representing Mastocytosis**

Jessica Hobart



# Venue

**Queen Elizabeth II Centre,**  
Broad Sanctuary, London SW1P  
3EE



## By Rail

Victoria rail: 13 minute walk  
Charing Cross rail: 14  
minute walk  
Waterloo rail: 18 minute  
walk

## From the Airport

Central Hall Westminster  
can be easily accessed  
from all London airports.



## Address

Broad Sanctuary  
Westminster  
London  
SW1P 3EE

## Getting Here

By London Underground  
Westminster station – 3 min walk  
St James' Park station – 3 min walk  
Victoria station – 13 min walk



# Accessibility

We've collaborated closely with the QEII Centre to ensure the HPCG is as accessible as possible. To learn more about accessibility, you can visit the QEII Centre website: <https://qeiicentre.london/about/accessibility-information/>

# Our 2024 Founding Partners



**AstraZeneca, Beigene, Pfizer, Viatris, Kite/Gilead and Roche** have kindly provided financial support purely for the organisation of this meeting. These organisations have had no input into the meeting content, nor are sponsoring any meals or gift bags. Financial support has been provided to Sanius Health Limited as a grant from Pfizer Ltd for this Patient Congress.

# Create a bespoke package

Join us in advancing the field of haematology and shaping the future of patient care. Our sponsor packages offer a powerful platform to elevate your brand, foster collaborations, and unlock new business opportunities within the haematology community. Secure your spot today and gain unparalleled exposure to this highly targeted and influential audience. Together, we can drive innovation and make a lasting impact in the world of haematology.

# Sponsorship Package Options

Branding

Unlock escalating levels of exposure and benefits with our tiered Bronze, Silver and Gold sponsorship packages tailored to maximise your impact.

	£12,000	£25,000	£35,000
	BRONZE	SILVER	GOLD
Materials and Logo on Delegate Materials	✓	✓	✓
Meeting Pods Access and Branding	✓	✓	✓
Exhibition Booth	✓	✓	✓
Gift Package Inclusion	✓	✓	✓
Headline Branding on Conference Website		✓	✓
Tailored Survey		✓	✓
Complimentary Delegate Tickets and Registration		✓	✓
Pre-event Video Release			✓
Post-event GDPR-compliant Delegate List			✓
Post-event Business Development Support:			✓
Host a Round Table Session			✓
Round-table Session Write Up			✓
Main Stage Speaking Presentation			✓



# Sponsorship Package Items

Branding

## Main Stage Branded Print Set **£12,575**

Elevate your brand to centre stage and captivate attendees with unforgettable visuals.

As the centrepiece of the event, our main stage provides an unparalleled platform for your brand to be showcased. By securing prime real estate on our main stage, bring your brand at the fore of keynote presentations, thought leadership panels and debates.





# Sponsorship Package Items

Branding

## Front Foyer Digital Wall **£15,690**

Ignite Brand Immersion from the Moment Guests Arrive

Our state-of-the-art digital wall commands attention as soon as attendees step through the front doors. As the first initial touchpoint at the venue, the digital wall provides an opportunity to make a lasting first impression.



## Branded Attendee bags **£7,000**

Our branded attendee bags ensure your logo or graphic takes centre stage, accompanying every participant throughout the HPCC event.

With this strategic branding solution, your company's presence will be an integral part of each attendee's experience, leaving an indelible impression that extends far beyond the event itself.

Attendee Experience

## Bag Giveaway Insert **£750**

Our bag insert package allows you to ensure that attendee get your information in their goody bags at the end of the event.



## Coffee Cart **£8,000**

No attendee can afford to miss our coffee cart – the ultimate pick-me-up. We'll ensure a vast array of beverage combinations is on tap, with a uniformed barista crafting bespoke brews from the branded station. You're welcome to showcase your logo on the cups and napkins for added brand visibility.





# Sponsorship Package Items

**Floor to Ceiling Lift Signage**  
**£10,000**

Logo and company branding across all floor to ceiling signage across the congress.

**Branded Event Pass**  
**£2,200**

Attendee passes and lanyards branded with your logo and artwork.

**Networking Pods Signage**  
**£12,000**

Your brand logos on all standing banners in our networking and innovation spaces.

**Main Hall Banner Signage**  
**£12,000**

Your brand logo as a prominent visual feature in the centre of our exhibition floor.



Branding

## Outside Banner £7,000

Opportunity to add your brand to the outside of the iconic QEII Centre. Our design team are on hand to support with design and to ensure high impact.

Attendee Experience

## Flag Sponsorship £8,000

Display your brand and be the first thing attendees see as they arrive, guaranteeing impact and attention.





# Sponsorship Package Items

## Branded Stationery £8,000

Put your brand in the hands of all attendees, this package is exclusive to one vendor.



## T-shirt Sponsorship £5,000

Your company logo would feature on the t-shirts which will be worn by the organising team



Branding

## Exhibition Talk Time Slot **£2,500**

These will take place in the exhibition hall during specific times, attendees can pull up a seat and hear from companies showcasing the latest technologies in healthcare. These will be recorded and shared with you post-event.



# Sponsorship Package Items

## Corner Stand

**£12,000**

A corner branded stand with a high table



## Solo Stand

**£3,000**

A solo stand with a high table and one car. Perfect for smaller vendors



Branding

**Get in  
touch**  
[hpcc@saniushealth.com](mailto:hpcc@saniushealth.com)

**HAEMATOLOGY  
PATIENT  
AND CARERS  
CONGRESS**

Presented by **Sanius Health**

16 May 2025

Queen Elizabeth II Centre, London