

Celebrating  
30  
years



# APIL's 30th anniversary conference

Celtic Manor Resort, Newport, South Wales  
Wednesday, 13 - Friday, 15 May 2020

## SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Incorporating the  
APIL annual conference  
and the  
Advanced brain and spinal cord injury conference

## Doing things differently in 2020...

We have taken on board the feedback from our conference attendees and for 2020, APIL is very excited to bring you something a bit different!

This coming spring, APIL will be holding just the one residential conference, which will incorporate both the **APIL annual conference** AND the **advanced brain and spinal cord injury conference**.

We are looking for a bumper turnout for this celebratory event and by combining the two conferences together and introducing even more targeted streams throughout the event, we hope to attract a larger, broader and more specialist audience than usual; giving you even more opportunities to grow your business.

Whilst we concentrate on developing the conference programme, we can inform you now that, as well as a number of plenary sessions (relevant to all PI lawyers), the following streams will definitely be included...and possibly a few more:

Brain injury

Spinal cord injury

Business and management

Junior litigators and lower value claims

Please see overleaf for details of our newly revamped sponsorship and exhibition opportunities...

*Bringing everyone together to celebrate 30 years...*

# About APIL

In 2020, the Association of Personal Injury Lawyers (APIL) will have been fighting for the rights of injured lawyers for 30 years.

A not-for-profit campaign organisation, APIL's 3300 member lawyers (mainly solicitors, barristers and legal executives) are dedicated to protecting and enhancing access to justice, changing the law, and improving the services provided for victims of personal injury.



Over the years, APIL has grown to become the leading, most respected organisation in this field, constantly working to promote and develop expertise in the practise of personal injury law, for the benefit of injured people.

## Principal sponsor: £12,000 + VAT

### HEADLINE SPONSOR FOR APIL'S 30TH ANNIVERSARY CONFERENCE

- First choice of exhibition space
- Branded portfolio, incorporating your company logo, for all delegates and speakers
- Company logo on all delegate badges
- Two exclusive pull-up banners displayed outside the conference room featuring your company name and logo
- One exclusive banner displayed at the registration desk featuring your company name and logo
- AV projection of company name and logo at the beginning of the conference on both days
- Public announcement and thank you during the conference welcome session on both days of the conference
- Company logo on holding PowerPoint slides throughout the conference
- Mention on the welcome letter to all residential delegates
- Company logo on all general conference sign sheets
- 250 word company profile within the conference packs
- Company logo to be included on the 'thanks to sponsors' page within the conference packs
- 4 delegate passes to both days of the main conference
- 4 single occupancy bed nights at The Clarendon Manor Resort on the Wednesday and Thursday evenings
- 4 tickets to the evening welcome reception (on the Wednesday evening) and the gala dinner (on the Thursday evening)
- Company name included on the marketing flyer and the conference programme
- Company logo and website to be included on the conference webpage
- Company logo on the brand new APIL conference app **\*\*\*NEW FOR 2020\*\*\***
- Mention on all external marketing
- Mention and link to your website on all delegate acknowledgement e-mails and joining instructions
- Half page advert in one edition of the APIL PI Focus (subject to availability and to be agreed by APIL)

# Additional sponsorship opportunities...

Each of the following packages have their own specific benefits (as outlined overleaf), but they also include:

- 2 delegate passes to the two-day event (for representatives manning the stand), including access to the main plenary and seminar sessions\*, refreshments and lunch
- 2 tickets to the evening welcome reception on Wednesday, 13 May
- 2 tickets to the gala dinner on Thursday, 14 May
- 2 single occupancy bedrooms at the **CELTIC MANOR RESORT** on Wednesday, 13 and Thursday, 14 May

Plus extra exposure to promote your brand...

- Exhibition stand in a prime location within the exhibition area (3m x 1.5m with a table and 2 chairs)
- Your logo on the conference web page, linking through to your website
- Your logo displayed on the main conference programme and marketing flyer
- 250 word profile in the delegate pack, which includes your company logo

\*Please note that sponsors are not permitted to attend the APIL AGM

## Black-tie gala dinner sponsor: £7,000 + VAT

As the sponsor of APIL's prestigious black-tie gala dinner, you may reserve a table and select which attendees you would like to invite to join your table. Your company logo will be displayed on the menus placed on each table, your logo will be promoted onto the main screens at the start of the dinner and in addition, your logo will appear on all signage for the evening.

## Welcome reception sponsor: £6,000 + VAT

This package includes sponsorship of our popular Wednesday evening welcome reception, which opens the conference. This networking reception is an extremely busy event and tickets are automatically included for all delegates and speakers who book accommodation via APIL, together with all sponsors and exhibitors and anyone else who wishes to attend. Your logo will feature on the badges for the evening and also on the drinks vouchers supplied to each attendee (two per person)! In addition, your logo will appear on all signage for the evening.

## Fabric bag sponsor: £5,500 + VAT

Your company logo will feature on the light line conference bags distributed to all delegates and speakers, providing a lasting advertisement of your brand. The light bag is large enough for the conference pack - and all of the goodies from the exhibition - and with your logo printed on the front, delegates are sure to use this one and come back again!

## Refreshment sponsor: £5,500 + VAT

This sponsorship package provides maximum exposure of your brand - not only during the refreshment breaks on both days of the conference; but also during the arrival refreshments on the Thursday and Friday mornings. Your company logo will appear on all relevant signage and it will also be displayed on the main screen within the conference/seminar rooms, prior to each refreshment break.

## Sponsorship opportunities continued...

### Pre-dinner drinks sponsor: £5,000 + VAT

This package showcases your brand in style by providing a pre-dinner drink for all gala dinner attendees, with your compliments. Your company logo will feature on the signage around the drinks reception area and personalised stem tags will appear on each glass of fizz!

### Lunch sponsor: £4,750 + VAT

As lunch sponsor, you subsidise our delegates with this much needed break and re-energiser on both days of the conference. Your company logo will appear on the lunch signage on both days of the conference and it will also be displayed on the main screen in the conference/seminar rooms, prior to each lunch break. Delegates now have the choice of either a sit-down lunch or take-away lunch bag on the Friday, so this gives extra exposure to those delegates who like to dash off once the programme comes to a close.

### Seminar stream sponsor: £4,000 + VAT

This package allows you to sponsor one of the seminar streams\*\* taking place throughout the conference. The conference programme is currently under development but at this stage, the following streams have already been confirmed:

- Brain injury (SOLD)
- Business and management (SOLD)
- Junior litigators and lower value claims (SOLD)
- Spinal cord injury (SOLD)

Your company logo will be included in the conference marketing materials alongside your allocated stream and it will also be displayed at the start of each relevant session, as well as on the appropriate conference signage.

\*\*Subject to approval and allocated on a first come first served basis

## Exhibition opportunities

### Standard exhibition package: £1995 + VAT

- 3m x 1.5m space in the exhibition area with a trestle table and 2 chairs on both days of the conference  
*Please note that stands must be set-up on Wednesday, 13 May and must be broken down until after the mid-morning refreshment break on Friday, 15 May*
- Refreshments and lunch on both days of the conference (for 2 representatives manning the stand)
- 2 tickets to the evening welcome reception on Wednesday, 13 May
- 2 tickets to the mid-conference gala dinner on Thursday, 14 May
- 2 single occupancy bedrooms at the Celtic Manor's Sister Hotel\*\*\*, The Coldra Court Hotel on Wednesday, 13 May and Thursday, 14 May  
*Please note that transport will be provided between the two hotels at key times*
- 250 word company profile in the delegate pack

\*\*\*Please note that *all* exhibitor bedrooms are allocated at the Coldra Court Hotel. Bedrooms at the Celtic Manor are reserved strictly for conference sponsors

# APIL's 30th anniversary conference

Celtic Manor Resort, Newport, South Wales

Wednesday, 13 - Friday, 15 May

Please return your completed booking form to:

Kathryn Scott, Events Manager, APIL, 3 Alder Court, Rennie Hogg Road, Nottingham, NG2 1RX

E-mail: [kathryn.scott@apil.org.uk](mailto:kathryn.scott@apil.org.uk) Tel: 0115 943 5436

Package	Cost	Please tick
Principal sponsor	£12,000 + VAT	<b>SOLD</b>
Black tie gala dinner sponsor	£7,000 + VAT	<b>SOLD</b>
Welcome reception sponsor	£6,000 + VAT	<b>SOLD</b>
Fabric bag sponsor	£5,500 + VAT	<b>SOLD</b>
Refreshment sponsor	£5,500 + VAT	
Pre-dinner drinks sponsor	£5,000 + VAT	<b>SOLD</b>
Lunch sponsor	£4,750 + VAT	<b>SOLD</b>
Seminar stream sponsor	£4,000 + VAT	<b>SOLD</b>
Standard exhibition package	£1,995 + VAT	<b>SOLD</b>

## Booking details

Admin contact: \_\_\_\_\_

Company name (how you wish to appear): \_\_\_\_\_

Nature of business: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Company registration number: \_\_\_\_\_

## Payment details

Please invoice me, with strict payment terms of 30 days (as agreed previously by the APIL office)

I enclose a cheque for £\_\_\_\_\_ payable to APIL (a VAT receipt will be issued once payment is processed)

Please charge my credit/debit card with the amount of £\_\_\_\_\_ (please delete as appropriate)

My card number is \_\_\_\_\_ Issue no (if applicable) \_\_\_\_\_

Cardholder's name \_\_\_\_\_ Expiry date \_\_\_\_\_

Cardholder's address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Card security number (three digits on the back of the card): \_\_\_\_\_

Cardholder's signature \_\_\_\_\_ Date \_\_\_\_\_

By registering for this event, you are agreeing to APIL's terms and conditions, which can be found at:  
<https://www.apil.org.uk/terms-and-conditions>