

APIL annual conference

Sponsorship and exhibition opportunities

Tuesday, 17 - Wednesday, 18 April 2018
(with set-up on Monday, 16 April)

Hilton Birmingham Metropole



Packages	Price
Principal sponsor	SOLD
Mid-conference social sponsor	£6,000 + VAT
Fabric shoulder bag	£4,500 + VAT
Lunch sponsor	£4,250 + VAT
Refreshment break	£4,250 + VAT
Morning after the night before	£4,000 + VAT
Seminar session sponsor	£4,000 + VAT
Exhibition package	£1,745 + VAT

UPGRADE YOUR SPONSORSHIP OR EXHIBITION PACKAGE

Unique speaker opportunity	£1,250 + VAT
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“Another really well run event (as always with APIL), and for us, the key attendee profile was good and we had a very productive couple of days. A must for anyone serious about the PI sector.”

Andy Parker, Managing Director - Sales & Marketing, Keystone Legal

“Voc Rehab UK exhibited at the APIL annual conference in 2017. We found the event of an exceptional quality and well organised. We provide Vocational Rehabilitation and Expert Witness services for injury clients and it is very important for us to establish good connections. And this is exactly what we achieved at this event which attracts many law specialists.

Thank you APIL, we will be booking again!

Katya Halsall, Director - Vocational Consultant & Functional Evaluator, Voc Rehab UK



Please note that sponsors and exhibitors must not break their stand down until after the morning refreshment break on Wednesday, 18 April 2018.

All packages will be sold on a strictly first come, first served basis. To secure your chosen package, please complete the attached booking form and return it to us as soon as possible.

**For further details regarding these packages please contact Kathryn Scott at:
Telephone: 0115 943 5436 / E-mail: kathryn.scott@apil.org.uk**

About APIL

The Association of Personal Injury Lawyers (APIL) has been fighting for the rights of injured people for well over 25 years. A not-for-profit campaign organisation, APIL's 3500 member lawyers (mainly solicitors, barristers and legal executives) are dedicated to changing the law, protecting and enhancing access to justice, 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.

APIL's annual conference has been revamped for 2018!

When APIL's annual conference took place at the Hilton Birmingham Metropole in 2016, this proved to be a very popular venue for delegates, exhibitors and speakers as it is so accessible by rail, car and air. We are therefore delighted to be returning to this venue in 2018.

Our 2018 event will, however, take on a different format to previous years!

Along with a number of plenary sessions, there will be five seminar opportunities for delegates to hear from speakers covering their own particular field of work. We have introduced four streams covering:

- Business
- RTA/EL/PL
- Disease
- Serious injury

Each stream will therefore provide 5 hours of CPD in a particular field of personal injury, adding to a further 5 hours of plenary sessions. One of the seminar hours will be devoted to two 20 minute speaking opportunities for our advertisers, with 5 minutes additional time for Q & A and 5 minutes handover. Sponsors and exhibitors are invited to take up these opportunities but please note that they must follow the theme of one of the above streams. We are also seeking sponsors for each of the one hour sessions.

Our welcome evening and mid-conference social events will also be much more relaxed in 2018. There will be no formal sit down dinner dance and delegates and exhibitors will be encouraged to network throughout the evening, meeting new contacts whilst enjoying the food, drinks and entertainment.

The conference promises to be one of those events where you just have to be there!

Sponsorship packages include...

- 2 delegate passes to the two-day event (for representatives manning the stand), including access to the conference, refreshments and lunch
- 2 tickets to the informal welcome reception on Monday, 16 April
- 2 tickets to the mid-conference social on Tuesday, 17 April (**BRAND NEW CONCEPT FOR 2018**)
- 2 single occupancy bedrooms at the Hilton Birmingham Metropole on Monday, 16 and Tuesday, 17 April
- Exhibition stand in a prime location within the exhibition area (3m x 1.5m with a table and 2 chairs)

...together with the following marketing

- Your logo on the APIL annual conference web page, linking through to your website
- Your logo displayed on the main annual conference flyer
- Your company name on the conference programme
- 250 word profile in the delegate pack, which includes your company logo

Principal sponsor: £10,000 + VAT

EXCITING NEW ADDITIONS FOR 2018

- Branded portfolio for all delegates – NEW FOR 2018
- Company logo on all delegate badges – NEW FOR 2018
- Headline sponsor at the welcome reception on the Monday (your company logo to be included on all signage for the evening, the attendee badges and the drinks tokens) – NEW FOR 2018
- Company name and/or logo on all marketing for the event (paper mailings and e-mail marketing)
- Company logo on the conference programme
- Link to your website on the annual conference webpage
- First choice of exhibition space (3m x 1.5m)
- 2 exclusive pop-up banners to display your company logo in the conference room and exhibition hall, featuring your company logo
- 1 exclusive banner displayed at the registration desk featuring your company logo
- Company logo on the directional 'conference' signage around the hotel (with the exception of seminar rooms/sessions)
- Public address announcements during the welcome session on both days of the conference
- Company logo on the welcome slides and holding PowerPoint slides throughout the plenary sessions of the conference
- Mention on the welcome letter to all delegates
- Delegate list prior to the event
- Names and addresses of all APIL members after the event (for one time use ONLY)
- 4 x single occupancy rooms at the Hilton Birmingham Metropole on Monday, 16 and Tuesday, 17 April
- 4 x tickets to the welcome reception on Monday, 16 April
- 4 x tickets to the mid-conference social on Tuesday, 17 April
- 4 x delegate passes to the two day conference

All sponsorship packages include the benefits on page two of this booklet, plus the following additional benefits...

Mid conference social: £6,000 + VAT

BRAND NEW CONCEPT FOR 2018

This brand new approach for the Tuesday evening will replace the dinner dance. The Tuesday evening has been designed specifically to encourage even more networking amongst our attendees. Along with a hot buffet and two drinks tokens per person, we will have an acoustic singer, casino and a magic mirror, which will provide a fun atmosphere; giving our delegates plenty to talk about!

Your company logo will appear on all of the signage for the evening, the fun money for the casino, the magic mirror photographs and on all of the drinks tokens!

Fabric shoulder bag: £4,500 + VAT

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

Lunch: £4,000 + 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.

Refreshment breaks: £4250 + VAT

This sponsorship package provides maximum exposure of your brand at mid-morning and mid-afternoon break on the Tuesday; and mid-morning break on the Wednesday. Your company logo will appear on all refreshment break signage.

Morning after the night before: £4000 + VAT

This package will provide a 'must have' for delegates on the 'morning after the 'night before'! Delegates will be provided with an energiser drink and a couple of energy snacks, all presented in a branded goody bag. These will be distributed to all delegates, with your compliments, on the Friday morning.

Seminar session: £4000 + VAT

This package allows your company to sponsor one of the full seminar sessions taking place throughout the conference. Each one hour seminar session will have a choice of 4 topics for the delegates to choose from. Your company logo will appear on the signage for all 4 seminars, taking place during your session.

Exhibition stand - £1745 + VAT

- 3m x 1.5m space in the exhibition area with a table and 2 chairs, on both days of the conference
Please note that stands must be set-up on Monday, 16 April and must not be broken down until after the mid-morning refreshment break on Wednesday, 18 April.
- Refreshments and lunch on both days of the conference (for the 2 representatives manning the stand)
- 2 tickets to the welcome networking buffet on Monday, 16 April
- 2 tickets to the mid-conference social event on Tuesday, 17 April
- 2 single occupancy bedrooms on Monday, 16 April and Tuesday, 17 April at the Hilton Birmingham Metropole
- 250 word company profile in the delegate pack

UPGRADE YOUR SPONSORSHIP OR EXHIBITION PACKAGE TO INCLUDE A UNIQUE SPEAKER SLOT

BRAND NEW FOR 2018 - ONLY £1250 + VAT

For 2018, we are giving our sponsors and exhibitors the chance to address our members, during one of the seminar sessions. **Take advantage of this unique opportunity, by telling our members what your firm does and how you can help them!**

This is a 20 minute speaker opportunity with time for Q&A at the end and will be held in one of the smaller meeting rooms around the main conference room! Seminar sessions will be based upon 4 streams and your talk would need to be relevant to one of the following topics:

- Business
- Disease
- RTA/EL/PL
- Serious injury

**Speaker opportunities are only available to companies who are already sponsoring or exhibiting. Each stream will have a maximum of two different companies presenting. Speaker opportunities are subject to availability and all speakers must be approved by the APIL CEO.*

APIL annual conference 2018
Hilton Birmingham Metropole
Tuesday, 17 - Wednesday, 18 April



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 Tel: 0115 943 5436

Package	Cost	Please tick
Principal sponsor	£10,000 + VAT	SOLD
Mid-conference social sponsor	£6,000 + VAT	
Fabric shoulder bag sponsor	£4,500 + VAT	
Lunch sponsor	£4,250 + VAT	
Refreshment break sponsor	£4,250 + VAT	
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Seminar session sponsor	£4,000 + VAT	
Exhibition package	£1,745 + VAT	
Upgraded speaker opportunity	£1,250 + VAT	

Company details

Contact name:

Organisation (as you would like it to appear at the conference):

Nature of business:

Address:

Tel: E-mail:

Company registration number:

Payment details

- I enclose a cheque for £..... made payable to APIL
- Please charge my credit*/debit card with the amount of £.....
**Please note there is a £2.50 booking fee for all credit card transactions*

My card number is: Issue no:
(if applicable)

Name:
(as it appears on the card)

Valid date: Expiry date: Security code:
(3 digits)

Address:
(of the cardholder)

Cardholder's signature: Date: