

APIL abuse conference 2021



**Virtual conference
Thursday, 15 July**

Sole sponsorship opportunity

For the second year running, APIL's annual abuse conference will be taking place on a fully virtual platform, via APIL's dedicated conference app. Delegates will be able to view the packed one-day programme from their computers and laptop browsers; and also on their mobile devices.

We are delighted to offer our conference sponsor a unique opportunity, which will enable them to elevate their brand amongst our delegates, in a new and innovative way.

This **exclusive sole sponsorship package** has been designed to include a number of digital marketing benefits that will help promote your products and services to the registered attendees.

Only £2,325 + VAT

Sole sponsorship package:

Pre-event brand awareness:

- Logo placement on conference web-page
- Logo placement on conference marketing materials
- Announcement on APIL Training Twitter account prior to the event
- Company name and link to website on all booking confirmation e-mails and joining instructions
- Half page PI Focus advertisement* (*check for availability)

Live event brand awareness:

- Virtual exhibition booth - to include company logo, contact details, social media links and company profile
- A formal announcement by the conference chairperson at the start of the day
- Logo placement on the holding PowerPoint slides (at the start of each session)
- Banner ad on conference web page and conference app home page
- Logo placement on the conference browser's welcome screen
- Mention of your company name on app activity feed
- Mention of your company name on push notification; prior to the start of the programme
- Facility to upload a promotional video within your virtual exhibition booth; with the option to play this on the main conference Zoom session, during the lunch break
- Facility to upload files to your virtual exhibition booth

Networking:

- Two representative log-ins
- Chat/direct messaging facility with conference attendees
- Host meetings/appointments via your own personal Zoom-Pro account* (**Sponsor to provide APIL with their own active Zoom Personal Meeting Room link prior to the event)

Educational content:

- Representative access to all educational sessions and electronic conference materials

Post-event brand awareness:

- Continued access to app and conference information post event for six months
- Mention of company name and a link to website in thank you e-mail to delegates
- Promotional video link to be sent to all delegates



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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
Sole sponsorship opportunity	£2,325 + 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 £.....

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:

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>