APIL EXHIBITION & SPONSORSHIP PACKAGES



## Sponsorship and exhibition packages

# Advanced brain and spinal cord injury conference 2016

Wednesday, 29 June - Friday, 1 July Jury's Inn Hinckley Island, Leicestershire

(Conference takes place 30 June - 1 July)





### APIL'S ADVANCED BRAIN AND SPINAL CORD INJURY CONFERENCE

## About APIL

The Association of Personal Injury Lawyers (APIL) has been fighting for the rights of injured people for over 25 years. A not-for-profit campaign organisation, APIL's 3,800 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.

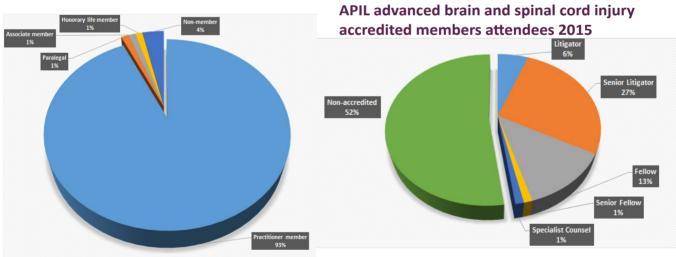
Over the years APIL has grown to become the leading, most respected organisation in this field, constantly working to promote and develop expertise in the practise of personal injury law, for the benefit of injured people.

## APIL's advanced brain and spinal cord injury conference

2016 will be the third anniversary of this specialist conference which has grown from strength to strength. This two-day event attracts all levels across the APIL membership, including top decision makers and partners. The packed programme involves eminent expert and practitioner speakers presenting the most recent developments in brain and spinal cord injury.

## Why sponsor or exhibit at this conference?

This event will provide you with an ideal opportunity to raise your profile amongst the key decision makers and partners within the specialist field of brain and spinal cord injuries.



## APIL advanced brain and spinal cord injury conference membership attendees in 2015

"We always find that APIL conferences are always well organised and well attended. They provide us with a valuable opportunity to catch up with clients and forge new relationships. As such they always form an important part of our annual marketing strategy." **Pamela Irving, Marketing Manager, A Neat Legal Services.** 

"Temple Legal Protection are delighted to continue to support the important work that APIL undertake. The conferences they organise are always of the highest quality, with key decision makers attending. We have found promoting our ATE services at these conferences to be very worthwhile." **Colin Carr, Senior Business Development Manager, Temple Legal Protection.** 



## Summary of opportunities

APIL's advanced brain and spinal cord injury conference offers a varied choice of sponsorship packages to suit your company's needs and budget:

•	Principal sponsor - £5,750 Dinner dance sponsor - £4,500 Lunch sponsor - £4,000	SOLD SOLD
•	Refreshment break sponsor - £3,750	
•	Sparkly drinks sponsor - £3,500	SOLD
•	Mobile phone charging unit sponsor - £3,300	SOLD
•	Grab 'n go sponsor - £3,300	SOLD
•	Conference session sponsor - £3,200	
•	Exhibition package - £1,545 - see page 5 for details	SOLD

All prices are exclusive of VAT

## All sponsorship packages include:

This is with the exception of the principal sponsor who is entitled to four of the following:

- 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 dinner on Wednesday, 29 June 2016
- 2 tickets to the dinner dance on Thursday, 30 June 2016
- 2 single occupancy bedrooms on Wednesday, 29 and Thursday, 30 June at Jury's Inn Hinckley Island, Leicestershire

## Exhibition space:

All sponsorship packages include exhibition space on Thursday, 30 and Friday, 1 July (3 x 1.5m with a table and 2 chairs). The principal sponsor has first choice of exhibition space with all other sponsors being allocated prime locations.

## Marketing:

- Logo on the APIL advanced brain and spinal cord injury conference web page, which will link through to your website
- Logo will be displayed on the advanced brain and spinal cord injury conference flyer
- Company name on the conference programme in the delegate pack
- Logo to appear on the dedicated sponsors page in the conference pack
- 250 word profile in the delegate pack, which includes your company logo and QR code
- Delegate list on the day



## Sponsorship packages

All packages contain everything outlined on page two, plus the following additional benefits:

### Principal sponsor: £5,750 + VAT

As principal sponsor of the entire event your company will receive maximum exposure throughout the conference!

### Key branding:

- 2 exclusive pull-up banners displayed outside the conference room featuring your company name and logo
- 1 exclusive banner displayed at the registration desk featuring your company name and logo
- AV projection of company name and the beginning of the contrast on both days
- Banner on the innual enfective webpage
- Public announcement of thank you during the contract relicome session on both days of the conference



- Company logo on holding PowerPoint slides throughout the conference
- Mention on the welcome letter to all delegates
- First choice of exhibition space

#### Additional benefits pre and post event:

- Delegate list prior to the event
- Names and addresses of all APIL members after the event (for one time use ONLY)
- Mention on all email marketing

### Dinner dance sponsor: £4,500 + VAT

As the sponsor of our prestigious dinner dance, you may hill be list like to join you at your table. Your company to be list your logo will feature on an AV projection to be dimer

the vertex of the select the delegates you would be is, and on the menus placed on each table. In addition, dinner dance room and all signage within the area.

### Lunch sponsor: £4,000 + VAT

As lunch sponsor you subsidise our delegates with the much needed break and re-energiser on both days of the conference. Your company logo will appear on the lunch signage on both days.

### Refreshment break sponsor: £3,750 + VAT

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

### Sparkly drinks sponsor: £3,500 + VAT

This package showcases your brand in style by playid g each of our dinner dance guests (approximately 140 popp) ith a guess of bubbly. Your company logo will feature around the workly drinks reception area. Personalised stem tags will all sparkly drink glasses featuring your CE. company logo.

### Mobile phone charging unit sponsor: £4,000 + VAT

The mobile phone charging station will be have a prominent area outside the conference room. The unit will be available throughout the two days of the conference and will have lockable compartments so decreates may leave their phone to charge safely.

year, which will feature your company logo and your We will be using a n company video will be layed on a front LCD screen.

### Grab 'n go sponsor: £3,300 + VAT

This package allows delegates to take a hot drink away with the at the close of the be ring your logo and a conference on Friday. This package includes a aver 11 snack for them to take away.

### Conference session sponsor: £3,200 + VAT

This sponsorship package allows you to choose from the morning or afternoon session on either Thursday or Friday of the conference, on a first come, first served basis. You will receive a formal thank you from the respective chair of that session and AV projection of your company logo will be displayed at the start of your morning or afternoon session and on the holding slides. You will also have the opportunity to distribute leaflets or brochures to delegates during your designated session.

## APIL's exhibition package

### Exhibition package: £1,545 + VAT

- A 3m x 1.5m space in the exhibition area with a take and
- Refreshments and lunch on both days of the conversion of the 2 representatives manning the stand)
- 2 tickets to the dinner on Wednesday. Jule and 2 ackets to the dinner dance on Thursday, 30 June •
- incurey Island on Wednesday and Thursday evenings Accommodation for 2 people at Jury
- 250 word company profile in the delegate pack

Please note that sponsors and exhibitors must not break their stand down until after the morning refreshment break on Friday, 1 July 2016.

All packages will be sold on a strictly first come, first served basis. For further details regarding these packages, please contact Klair Price at: 0115 943 5402 / klair.price@apil.org.uk







rs, on both days of the conference



## APIL advanced brain and spinal cord injury conference Wednesday, 29 June - Friday, 1 July 2016



Package	Cost	Please tick
Principal sponsor	£5,750 + VAT	SOLD
Dinner dance sponsor	£4,500 + VAT	SOLD
Lunch sponsor	£4,000 + VAT	
Refreshment break sponsor	£3,750 + VAT	
Sparkly drinks sponsor	£3,500 + VAT	SOLD
Mobile phone charging unit sponsor	£3,300 + VAT	SOLD
Grab 'n go sponsor	£3,300 + VAT	SOLD
Conference session sponsor	£3,200 + VAT	
Exhibition package	£1,545 + VAT	SOLD

### **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:					
Name:					
	ecurity code:				
Address: (of the cardholder)					
Cardholder's signature:	Date:				

By completing this booking form, you are accepting APIL's terms and conditions, as outlined overleaf



## APIL's sponsorship and exhibition terms & conditions

#### By registering for this event, you are agreeing to the following terms and conditions:

#### General

- 1. In these terms and conditions The Association of Personal Injury Lawyers is referred to as APIL.
- 2. All bookings are subject to the final approval of the Chief Executive Officer of APIL (the CEO). APIL reserves the right to terminate a booking in those circumstances where the CEO does not grant approval of a sponsor or exhibitor.
- 3. APIL reserves the right to refuse future bookings from anyone who attends an event uninvited and without pre-booking.

#### Payment

- 4. APIL will not be bound by any price quoted on the telephone.
- 5. Exhibition spaces: Full payment is required at the time of booking. APIL will not reserve any exhibition spaces, accommodation or dinner dance tickets until payment has been received. All packages are sold on a first-come, first-served basis.
- 6. Sponsorship packages: For all sponsorship packages, a signed order acknowledgement form must be received at the time of booking and payments must be made as follows:
  - 20% non-refundable deposit at the time of booking
  - Further 40% at 24 weeks prior to the event
  - Final 40% at 12 weeks prior to the event

#### Cancellations

- 7. All cancellation requests must be received in writing.
- 8. Sponsorship packages: Refunds will not be issued for sponsorship packages
- 9. Exhibition packages: Refunds will be issued for exhibition packages, subject to the following notice period:
  - 25 weeks or more: 80% refund
  - 13-24 weeks: 50% refund
  - 12 weeks or less: no refunds

#### **Exhibition and floor space**

- 10. Each exhibiting/sponsoring company may only have two representatives present within the exhibition area at any one time, unless otherwise stated in their package.
- 11. Exhibition spaces cannot be shared between companies.
- 12. Exhibitors shall not sublet or assign any part of the space allotted, nor grant licenses in respect thereof without APIL's prior consent.
- 13. The exhibition stand must only advertise the company that has been stated on the booking form, and which has been granted the approval of the CEO.
- 14. Each exhibition space measures 1.5 metres by 3 metres. The stand must not exceed these measurements in any way.
- 15. APIL reserves the right to alter or re-plan the layout of the exhibition and agrees to reasonably advise those affected.
- 16. APIL will provide a clothed trestle table and two chairs for each exhibition space. Any other equipment must be provided by the exhibiting company.
- 17. Exhibition stands must only be set-up and dismantled during the times specified on the relevant joining instructions
- 18. Failure to set up during the stated times will lead to refusal of entry.
- 19. APIL reserves the right to refuse any future bookings from sponsors or exhibitors who arrive late, dismantle their stand early or otherwise infringe any rules notified by APIL to exhibitors and/or sponsors.
- 20. Any items of value must be removed from the exhibition area at the end of each day.
- 21. APIL accepts no responsibility whatsoever for the safety, loss or damage of any property.
- 22. APIL accepts no responsibility for the welfare of any staff, contractors or other persons.

#### CONTINUED OVERLEAF >>>>



#### Exhibition and floor space continued

- 23. The provision of alcohol to delegates is strictly prohibited with the exception of closed bottles as prize draws. Any alcohol prizes are to be distributed at the close of the day only.
- 24. Any exhibitors or sponsors requiring a power supply must advise APIL of this requirement in advance and will be required to bring their own extension cables to use. Should any additional cables be required throughout the event, these will be available to hire, subject to a deposit of £10 which is payable on the day. This deposit will be refunded at the end of the exhibition provided that the cables in question are returned in full working order.
- 25. Exhibitors and sponsors are welcome to undertake a prize draw but they will each be responsible for informing the winners and sending on the prizes.

#### **Delegate passes**

- 26. Exhibitors are not entitled to attend the conference as delegates, unless otherwise stated in their package.
- 27. The APIL annual general meeting is not open to any exhibitors or sponsors. Any sponsors holding a delegate pass must leave the vicinity of the AGM and not return until the meeting has ended.
- 28. Exhibitors are not entitled to receive a conference pack or any other APIL merchandise, unless otherwise stated in their package.
- 29. All exhibitors and sponsors and their representatives will be issued with a wristband to wear throughout the conference. Access to any area of the conference will only be allowed to those wearing the correct coloured wristband and these must be visible at all times.

#### **Evening dinners**

- 30. Subject to availability, sponsors and exhibitors are entitled to purchase further tickets for evening dinners and dinner dances, provided that these are for employees of the approved exhibiting/ sponsoring company.
- 31. Partners/spouses of exhibitors and sponsors are not eligible to attend the evening dinners and dinner dances.

#### Accommodation

- 32. Exhibitors and sponsors will be informed at the time of booking whether accommodation will be included in their package
- 33. Subject to availability, additional bedrooms may only be purchased 1 week prior to the event. Any additional bedrooms will be allocated on a strictly first come, first served basis.
- 34. Any additional bedrooms are strictly limited to employees of the sponsoring/exhibiting companies.
- 35. Accommodation will only be confirmed once full payment has been received.

#### General

- 36. All exhibiting and sponsoring companies must submit their 250 word company profile by the deadline stated on their requirements form.
- 37. Failure to submit a company profile by the specified deadline date will result in either a previous company profile being used (where applicable) or no profile being included within the delegate packs.
- 38. On confirmation of booking, all sponsoring companies should send their companies logo as either a JPEG or EPS. Failure to send your logo may result in it not being included on the relevant marketing material.
- 39. Your company name will be displayed on marketing and conference materials, as stated on your requirements form.
- 40. All dietary requirements must be specified on your requirements form. Please note that all dietary requirements can be catered for with prior notice, although if there is an additional charge for this by the venue or this has to be sourced externally, the charged will be passed on to the exhibiting/ sponsoring company.