

Sponsorship and exhibition packages

Advanced brain and spinal cord injury conference 2017

Tuesday, 27 June - Thursday, 29 June

Chesford Grange, Near Kenilworth, Warwick

(Conference takes place Wednesday, 28 - Thursday, 29 June)



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 3,500 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

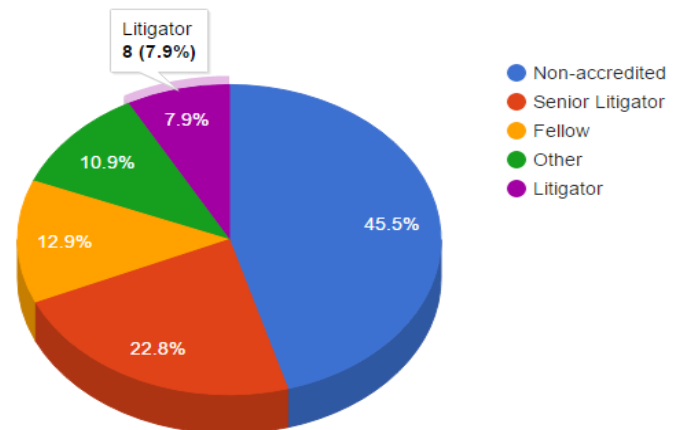
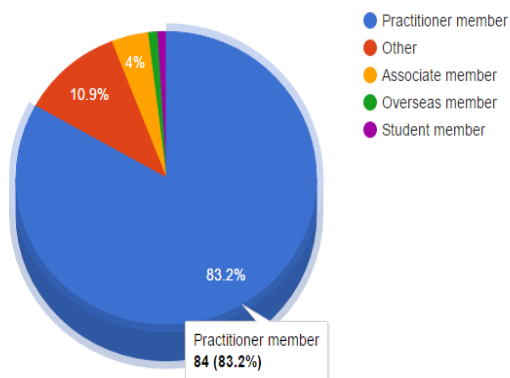
2017 will be the fourth anniversary of this specialist conference which has grown from strength to strength. This two-day event attracts all levels across the APIL membership, including top decision makers and partners. The packed programme involves eminent expert and practitioner speakers presenting 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.

Accredited members attendees 2016

Membership attendees in 2016



"APIL events continue to be the highlight of the P.I. industry legal calendar. Well organised; well attended and a tremendous platform to enable us to engage with existing and prospective clients." **Adam Fletcher, National Sales Manager, piCalculator.**

"We have attended the Brain and Spinal Injury Conference, and its predecessor, since inception. The event is always well organised with a high proportion of senior solicitors from many well known PI firms in attendance. It allows us to market our services to potential new customers, but more importantly speak to existing customers to discuss topical issues, receive feedback and thank them for their continued custom. We only attend a small number of events during the year, but this is one of the first in our diaries". **Howard Goodship, CEO, Jacqueline Webb & Co**

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 **SOLD**
- Dinner dance sponsor - £4,500 **SOLD**
- Lunch sponsor - £4,000
- Refreshment break sponsor - £3,750 **SOLD**
- Sparkly drinks sponsor - £3,500 **SOLD**
- Mobile phone charging unit sponsor - £3,300 **SOLD**
- Photobooth - £3,300
- Farewell refreshments sponsor - £3,300 **SOLD**
- Exhibition package - £1,545 **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 Tuesday, 27 June 2017
- 2 tickets to the dinner dance on Wednesday, 28 June 2017
- 2 single occupancy bedrooms on Tuesday, 27 and Wednesday, 28 June at Chesford Grange, Kenilworth, near Warwick

Exhibition space:

All sponsorship packages include exhibition space on Wednesday, 28 and Thursday, 29 June (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 logo at the beginning of the conference on both days
- Banner on the conference webpage
- 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 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 dinner dance, you may reserve your table and select the delegates you would like to join you at your table. Your company logo will be displayed on the menus placed on each table. In addition, your logo will feature on an AV projection within the 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 for your brand at mid-morning and mid-afternoon break on Wednesday and mid-morning break on Thursday. Your company logo will appear on all refreshment break signage.

Sparkly drinks sponsor: £3,500 + VAT

This package showcases your brand in style by providing each of our dinner dance guests (approximately 140 people) with a glass of bubbly. Your company logo will feature around the sparkly drinks reception area.

Personalised stem tags will be placed on all sparkly drink glasses featuring your company logo.



Mobile phone charging unit sponsor: £3,300 + VAT

The mobile phone charging station will be displayed in 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 delegates may leave their phone to charge safely.

We will be using a new unit this year, which will feature your company logo and your company video will be displayed on a front LCD screen.



Photo booth sponsor: £3,300 + VAT

This package will provide delegates with the opportunity to enter a large photo booth present at the Wednesday evening dinner dance.

Your company logo will appear on the outside of the photo booth and on the free photographs the delegates receive.



Farewell refreshments sponsor: £3,300 + VAT

This package allows delegates to take a hot drink away with them at the close of the conference on Thursday. This package includes a travel mug bearing your logo and a snack for them to take away.



APIL's exhibition package

Exhibition package: £1,545 + VAT

- A 3m x 1.5m space in the exhibition area with a table and 2 chairs, on both days of the conference
- Refreshments and lunch on both days of the conference for the 2 representatives manning the stand)
- 2 tickets to the dinner on Tuesday, 27 and dinner dance on Wednesday, 28 June
- Accommodation for 2 people at Chesford Grange near Kenilworth, Warwick on Tuesday and Wednesday evenings
- 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 Thursday, 29 June 2017.

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

APIL advanced brain and spinal cord injury conference

Wednesday, 28 June -
Thursday, 29 June 2017



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	SOLD
Sparkly drinks sponsor	£3,500 + VAT	SOLD
Mobile phone charging unit sponsor	£3,300 + VAT	SOLD
Photobooth sponsor	£3,300 + VAT	
Farewell refreshment sponsor	£3,300 + VAT	SOLD
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: 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: