

Sponsorship and exhibition packages

APIL advanced brain and spinal cord injury conference 2018

Wednesday, 20 - Friday, 22 June
Hinckley Island Hotel, Leicestershire

(Conference takes place 21 - 22 June)



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 3,400 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.

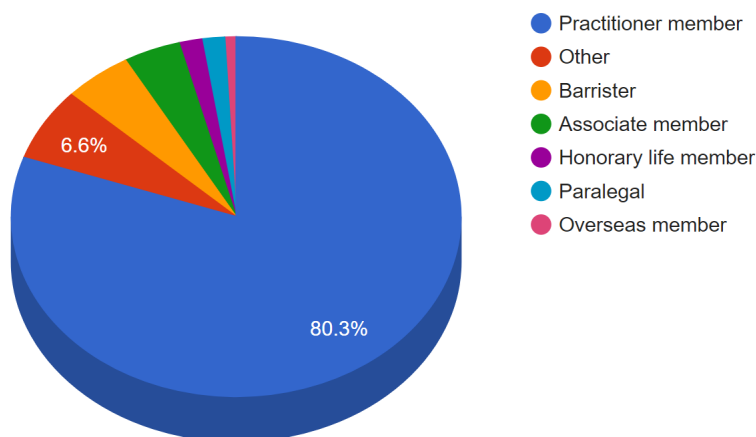
APIL's advanced brain and spinal cord injury conference

2018 will be the fifth 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 brain and spinal cord injury field.

APIL advanced brain and spinal cord injury conference membership attendees in 2017



"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 annual residential brain and spinal cord injury conference offers a varied choice of sponsorship packages to suit your companies needs and budget:

- ~~Principal sponsor - £6,500~~ - **SOLD**
- ~~Mid conference social sponsor - £5,000~~ *****NEW FOR 2018***** - **SOLD**
- ~~Conference bag sponsor - £4,000~~ - **SOLD**
- ~~Lunch sponsor - £3,750~~ - **SOLD**
- Refreshment break sponsor - £3,750
- ~~Mobile phone charging unit sponsor - £3,300~~ - **SOLD**
- ~~Friday morning revival sponsor - £3,300~~ - **SOLD**
- ~~Exhibition package - £1,650~~ - **SOLD**

All prices are exclusive of VAT

All sponsorship packages include:

With the exception of the principal sponsor, all sponsorship packages include 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 welcome networking buffet on Wednesday, 20 June
- 2 tickets to the mid-conference social event on Thursday, 21 June
- 2 single occupancy bedrooms at the Hinckley Island Hotel, Leicestershire on Wednesday, 20 and Thursday, 21 June

Exhibition space:

All sponsorship packages include a prime exhibition space on Thursday, 21 and Friday, 22 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 positions.

Marketing:

- Logo on the dedicated conference web page, which will link through to your website
- Logo to feature on the 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
- Delegate list on the day

Sponsorship packages

Principal sponsor: £6,500 + VAT

REVAMPED FOR 2018

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

Key branding:

- First choice of exhibition space
- 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
- Logo on the conference marketing flyer and programme
- Logo on the conference website
- Public announcement and thank you during the conference on some session on both days of the conference
- Company logo on holding PowerPoint slides throughout the conference
- Mention of company name in letter to all residential delegates
- Company logo on general conference signage
- Branded polo incorporating your company logo, for all delegates *****NEW FOR 2018*****
- Company logo on all delegate badges *****NEW FOR 2018*****
- Sponsorship of the Wednesday evening networking buffet, including your logo on the badges and drinks tokens *****NEW FOR 2018*****



Additional benefits for our principal sponsor:

- 4 delegate passes
- 4 single occupancy bedrooms at The Hinckley Island Hotel on the Wednesday and Thursday evenings
- 4 tickets to the welcome reception and the mid-conference social 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

The following packages contain everything on page two, plus the additional benefits...

Mid-conference social sponsor: £5,000 + VAT

BRAND NEW CONCEPT FOR 2018

This new approach for the Thursday 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! This event will replace the dinner dance and as the sponsor of the event, 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!

Conference bag sponsor: £4,000 + VAT

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

Lunch sponsor: £3,750 + 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 of the conference.

Refreshment break sponsor: £3,750 + VAT

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

Mobile phone charger 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 that delegates may leave their phone to charge safely. The unit will feature your company logo and your company video/PowerPoint will be displayed on a front LCD screen.



Friday morning revivals sponsor: £3,300 + VAT

This package will provide a 'must have' for delegates following the 'morning after' the 'night before'! Delegates will be provided with a can of red bull and a couple of energy snacks, all presented in a bag with your logo on it! These will be distributed to all delegates on the Friday morning.

Exhibition package

Exhibition package: £1,650 + VAT

- A 3m x 1.5m space in the exhibition area with a table and 10 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 welcome networking buffet on Wednesday, 20 June and 2 tickets to the mid-conference social event on Thursday, 21 June
- 2 single occupancy bedrooms on Wednesday, 20 and Thursday, 21 June at the Hinckley Island Hotel, Leicestershire
- 250 word company profile in the delegate pack

Please note that sponsors and exhibitors must not break their stand down until after the mid-morning refreshment break on Friday, 22 June.

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**

