

Sponsorship and exhibition packages

APIL annual conference Wednesday, 17 - Friday, 19 May 2017 The Celtic Manor Resort, Newport

(Conference takes place on Thursday, 18 & Friday, 19 May 2017)



APIL ANNUAL 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.

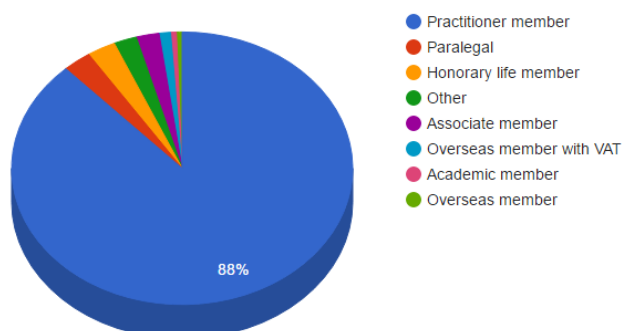
APIL annual conference

Our two-day annual conference attracts all levels across the APIL membership including top decision makers and partners. The packed programme involves prominent speakers from government, PI experts and practitioners, the press and barristers. The programme is shaped by APIL's training committee to allow delegates to understand developments and policy changes and explore topics within lively debate sessions and seminar workshops.

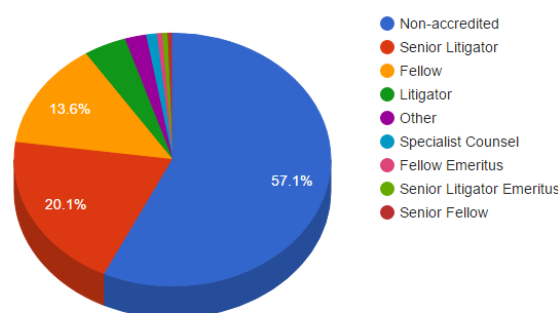
Why sponsor or exhibit at APIL's annual conference?

Supporting this event will give your organisation an ideal opportunity to raise your profile amongst the key decision makers and partners within the PI world and align your company with APIL, the leader in the field.

APIL membership attendees 2016



Accredited members attendees



"I have exhibited at the APIL conference for a number of years and have found that it is a great way to generate new business and to cement relationships by meeting up with existing clients." **Andrew Neat, A Neat Legal Services**

"This conference continues to offer us a great way to engage with new and existing clients and has proved extremely successful for us over the past 2 years. With great speakers and venues, the conference attracts high numbers of delegates from top firms in the industry. The conference team ensures that each day runs smoothly and are always on hand to help out if needed." **Adam Fletcher, National Sales Manager, piCalculator**

Summary of opportunities

Other sponsorship packages include:

- Principal sponsor and conference bag - Reduced to £8,500 **SOLD**
- Black-tie gala dinner sponsor - Reduced to £5,000 **SOLD**
- Lunch sponsor - £5,000 **SOLD**
- Refreshment sponsor - £5,000 **SOLD**
- Golf day sponsor - £5,000 **SOLD**
- Sparkly drinks reception sponsor - £4,500 **SOLD**
- Photo booth sponsor - £4,250 **SOLD**
- Friday morning revival sponsor - £4,100 **SOLD**
- Mobile phone charging unit sponsor - £4,100
- Farewell refreshments - £4,100
- Session sponsor - Plenary: £4,000; Seminar £3,000
- Exhibition package - £1,745

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 evening dinner on Wednesday, 17 May 2017
- 2 tickets to the black-tie gala dinner on Thursday, 18 May 2017
- 2 single occupancy bedrooms on Wednesday, 17 and Thursday, 18 May at the Celtic Manor Resort

Exhibition space included in sponsorship package:

All sponsorship packages include exhibition space on Thursday, 18 May and Friday, 19 May (3 x 1.5m with a table and 2 chairs; 4 for the principal sponsor). The principal sponsor has first choice of exhibition space with all other sponsors being allocated prime locations.

Marketing included in sponsorship package:

- Logo on the APIL annual conference web page, which will link through to your website
- Logo will be displayed on the main annual conference flyer
- Mention of the company name on the conference programme in the delegate 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 2, plus the following additional benefits:

Principal sponsor

****NOW ONLY £8,500 + VAT AND INCLUDES THE CONFERENCE BAG****

Reduced from £10,300 + VAT

As principal sponsor of the entire event your company will receive maximum exposure throughout the conference! This package will now feature the conference bag which will be branded with your logo and will enable delegates to carry their conference pack.

Additional benefits now include:

- **Conference bag** (usually sold as a separate package priced at £8,000)
- The opportunity for you to **insert your company brochure/flyer** in the conference bag
- An additional **table next to the APIL delegate registration desk** to hand out conference bags to delegates (if you so wish).
- A **banner** on the APIL member login webpage until the end of June
- A **flyer insert in PI Focus magazine**, posted to all APIL members (approx. 3,800)

Key branding:

- First choice of exhibition space
- 2 exclusive pop-up banners to display 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
- Your logo on the annual 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



Additional benefits pre and post event:

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

Black-tie gala dinner sponsor **NOW ONLY £5,000 + VAT**

Reduced from £6,400 + VAT

As the sponsor of our prestigious black-tie gala dinner you may reserve your table and select the attendees you would like to join you at your table. We can assist you to choose delegates most relevant to your company and can work with you to create your formal invites. In addition, your company logo will be displayed on the menus placed on each table and your logo will feature on an AV projection and all signage within the dinner dance room.

Lunch sponsor: £5,000 + 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 of the conference.

Golf day sponsor: £5,000 + VAT

APIL's popular annual charity golf day will take place on Wednesday, 17 May on the championship TwentyTen course at the Celtic Manor Resort, which hosts the 2010 Ryder Cup. This sponsorship package includes one team entry into the golf day (team of four) and one exhibition stand at the golf day. Your company logo will feature on the winners' prizes and a donation will be made to the golf day's nominated charity, as chosen by the chief executive of APIL.

Refreshment break sponsor: £5,000 + 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 reception sponsor: £4,500 + VAT

This package showcases your brand in style by providing each of our Thursday evening dinner dance guests (approximately 300 people) with a glass of bubbly.

Your company logo will feature around the drinks reception area. Personalised stem tags will be placed on all sparkly drinks glasses featuring your company logo.



Photo booth sponsor: £4,250 + VAT

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

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



Mobile phone charging unit sponsor: £4,100 + VAT

The mobile phone charging unit 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.

The unit is head height and will feature your company logo. In addition, there is an LCD screen on the front to display your promotional video.



Friday morning revival sponsor: £4,100 + VAT

This package will provide a 'must have' for delegates following the 'morning after' the dinner dance! Delegates will be provided with an energising snack and bottled water, both carrying your company logo. These will be placed in a prominent place for delegates to grab on the way to their first session on Friday.

Farewell refreshment sponsor: £4,100 + VAT

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



Plenary session sponsor: £4,000 + VAT

Seminar sessions sponsor: £3,000 + VAT

This package allows you to sponsor a plenary conference or breakout seminar session (allocated on a first come first served basis). During your session, AV projection of your company logo will be displayed at the start of your session and you will have exclusive signage within the session. You will also have the opportunity to distribute leaflets, brochures and merchandise to session delegates.

APIL's exhibition package

Exhibition package - £1,745 + 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 evening meal on Wednesday, 17 May and 2 tickets to the black-tie gala dinner dance on Thursday, 18 May
- 2 single occupancy bedrooms at the hotel on Wednesday and Thursday evenings at a nearby hotel (transport will be provided)
- 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, 19 May 2017.

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 Klair Price at:
Telephone: 0115 943 5402 / Email: klair.price@apil.org.uk**

Booking form

APIL annual conference Thursday, 18 - Friday, 19 May 2017



Package	Cost	Please tick
Principal sponsor NOW including the conference bag	REDUCED TO £8,500 + VAT	SOLD
Black-tie gala dinner sponsor	REDUCED TO £5,000 + VAT	SOLD
Lunch sponsor	£5,000 + VAT	SOLD
Refreshment break sponsor	£5,000 + VAT	SOLD
Golf day sponsor	£5,000 + VAT	SOLD
Sparkly drinks reception sponsor	£4,500 + VAT	SOLD
Photo booth sponsor	£4,250 + VAT	SOLD
Friday morning revival sponsor	£4,100 + VAT	SOLD
Mobile phone charging unit sponsor	£4,100 + VAT	
Farewell refreshments sponsor	£4,100 + VAT	
Plenary session sponsor	£4,000 + VAT	
Seminar session sponsor	£3,000 + VAT	
Exhibition package	£1,745 + 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: