

Sponsorship and exhibition packages

APIL annual residential clinical negligence conference 2016

Incorporating the APIL charity golf day

Wednesday, 28 - Friday, 30 September
The Celtic Manor Resort, Newport, South Wales

(Conference takes place 29 - 30 September)



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 clinical negligence conference

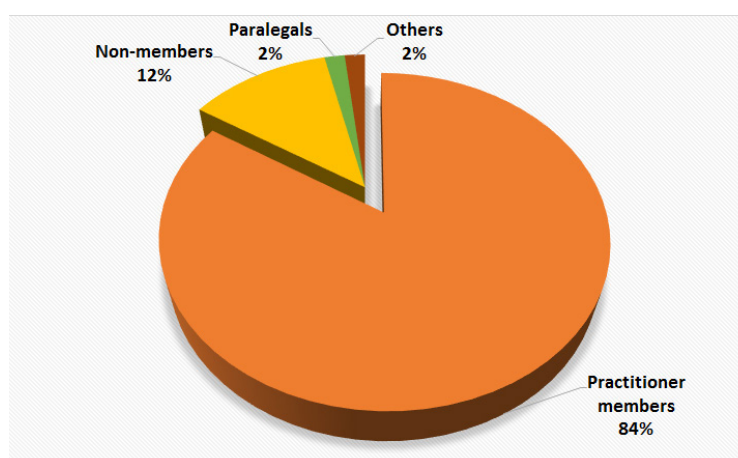
2016 will be the 15th anniversary of our clinical negligence conference. This two-day event attracts over 200 delegates, including top decision makers and partners from across the APIL membership, together with eminent expert and practitioner speakers presenting the most recent developments in clinical negligence law.

Each year the conference has a specific theme with 'cardiology, cardiac surgery and vascular medicine' taking the stage in 2016.

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 clinical negligence field.

APIL clinical negligence membership attendees in 2014



"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 (principal sponsor 2012-2015).**

"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 (dinner dance sponsor 2014 and 2015).**

Summary of opportunities:

APIL's annual residential clinical negligence conference offers a varied choice of sponsorship packages to suit your companies needs and budget:

- | | |
|---|-------------|
| • Principal sponsor - £8,500 | SOLD |
| • Conference bag sponsor - £7,500 | SOLD |
| • Dinner dance sponsor - £6,000 | SOLD |
| • Golf day sponsor - £5,000 | SOLD |
| • Lunch sponsor - £4,500 | SOLD |
| • Refreshment break sponsor - £4,000 | SOLD |
| • Sparkly drinks sponsor - £4,000 | SOLD |
| • Photo booth sponsor - £3,600 | SOLD |
| • Mobile phone charging unit sponsor - £3,600 | SOLD |
| • Grab 'n go sponsor - £3,600 | SOLD |
| • Friday morning revival sponsor - £3,600 | SOLD |
| • Conference session sponsor - £3,500 | SOLD |
| • Exhibition package - £1,650 | SOLD |

All prices are exclusive of VAT

Details of how to take part in our **Golf day** are featured on page 6.

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 welcome dinner on Wednesday, 28 September 2016
- 2 tickets to the dinner dance on Thursday, 29 September 2016
- 2 single occupancy bedrooms on Wednesday, 28 and Thursday, 29 September at the Celtic Manor Resort

Exhibition space:

All sponsorship packages include exhibition space on Thursday, 29 and Friday, 30 September (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 clinical negligence conference web page, which will link through to your website
- Logo will be displayed on the clinical negligence 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: £8,500 + 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
- Logo on the clinical negligence 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

Conference bag sponsor: £7,500 + VAT

Your company logo will feature in the 'must have' conference bags distributed to all delegates and speakers, providing a lasting reinforcement of your brand.

Dinner dance sponsor: £6,000 + VAT

As the sponsor of our prestigious dinner and 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.



Golf day sponsor: £5,000 + VAT

APIL popular annual charity golf day will take place on Wednesday, 28 September on the championship TwentyTen course at the Celtic Manor Resort, which hosted the 2010 Ryder Cup. This sponsorship packages includes one team entry into the golf day (team of four) and the only 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.

SOLD

Lunch sponsor: £4,500 + 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.

SOLD

Refreshment break sponsor: £4,000 + 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.

SOLD

Sparkly drinks sponsor: £4,000 + VAT

This package showcases your brand in style by providing each of our dinner dance guests (approximately 300 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.



SOLD

Photo booth sponsor: £3,600 + VAT

This package will provide delegates with the opportunity to enter a large photo booth present at the dinner dance. Your company logo will appear on the outside of the photo booth and on the free photographs the delegates receive.



SOLD

Mobile phone charging unit sponsor: £4,000 + 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.



SOLD

Grab 'n go sponsor: - £3,600 + 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 them to take away.



SOLD

Friday morning revival sponsor: £3,600 + VAT

This package will provide a 'must have' revival 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.

SOLD

Conference session sponsor: £3,500 + 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 your session and you will have the opportunity to distribute leaflets or brochures to delegates during your session.

SOLD

Exhibition package

Exhibition package - £1,650 + 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 welcome dinner on Wednesday, 28 September and 2 tickets to the dinner dance on Thursday, 29 September
- Accommodation for 2 people at the Holiday Inn on Wednesday and Thursday evenings with free transfer to the Celtic Manor Resort at specific times to coincide with the conference and Wednesday and Thursday dinners
- 250 word company profile in the delegate pack

SOLD

Please note that sponsors and exhibitors must not break their stand down until after the morning refreshment break on Friday, 30 September 2016.

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**

APIL charity golf day

APIL charity golf day

Wednesday, 28 September 2016: TwentyTen Course, Celtic Manor Resort

In aid of The Brain and Spinal Injury Centre

For the first time ever, the APIL charity golf day will take place on the day prior to the clinical negligence conference.

Places always book up quickly and are already limited, so we would advise you to book as soon as possible!

Individuals: £180 + VAT

Teams of four: £675 + VAT

For more information or to book your place on the golf day, please contact kathryn.scott@apil.org.uk or telephone 0115 943 5436

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