

Sponsorship and exhibition packages

APIL annual residential clinical negligence conference 2017

Wednesday, 4 - Friday, 6 October
Hilton Brighton Metropole, Brighton

(Conference takes place 5 - 6 October)



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.

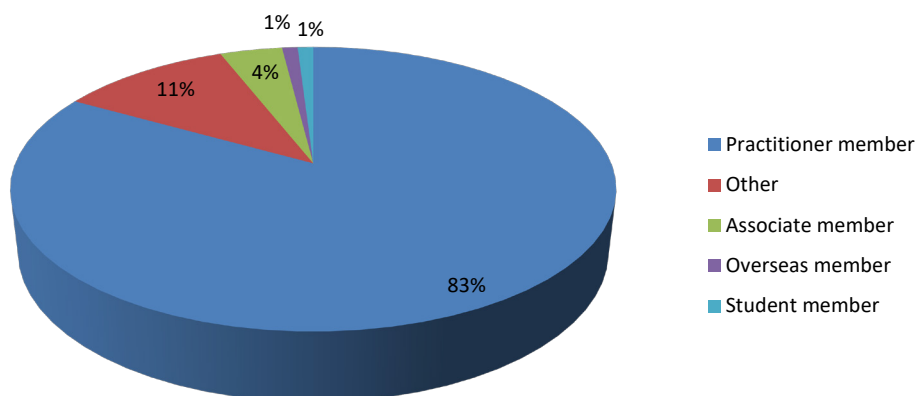
APIL clinical negligence conference

2017 will be the 16th 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.

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 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." **Andrew Neat, A Neat Legal Services (principal sponsor 2012-2016).**

"I have been sponsoring and exhibiting at APIL conferences since 1998 and the resulting effect of this has been consistently encouraging. We really enjoy meeting everyone in an informal and friendly arena and the majority of the contacts and friends that we have made have because of the success of the APIL conferences." **Daniel Lewis, Longbridge Law (sparkly drinks sponsor 2011, 2012, 2014 and 2016).**

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**
- Welcome evening sponsor - £6,000 ****NEW**** - **SOLD**
- Lunch and refreshment break sponsor - £4,500 ****NEW**** - **SOLD**
- Sparkly drinks sponsor - £3,750 - **SOLD**
- Photo booth sponsor - £3,750 - **SOLD**
- Mobile phone charging unit sponsor - £3,750 - **SOLD**
- Exhibition package - £1,350 - **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 welcome buffet on Wednesday, 4 October
- 2 tickets to the dinner dance on Thursday, 5 October
- 2 single occupancy bedrooms on Wednesday, 4 and Thursday, 5 October at the Hilton Brighton Metropole

Exhibition space:

All sponsorship packages include exhibition space on Thursday, 5 and Friday, 6 October (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 to feature 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 on the conference bags 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!

Dinner dance sponsor: £6,000 + VAT

As the sponsor of our prestigious dinner dance, you can 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.

Welcome evening sponsor: £6,000 + VAT ****NEW****

This package will allow you to be recognised as the sponsor of the welcome evening on the Wednesday night to kick-off the conference. Your logo will appear on menus and signage and all attendees will receive a drinks token which will also feature your company logo.

Lunch and break sponsor: £4,500 + VAT ****NEW****

This year's conference will see the lunch and break sponsorship package combined for increased exposure. Your company logo will appear on the lunch and break signage on both days. In addition, we will work with you to create advertising style easel boards to display around the refreshment stations in the exhibition hall.

Sparkly drinks sponsor: £3,750 + VAT

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



Photo booth sponsor: £3,750 + 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: £3,750 + 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/PowerPoint will be displayed on a front LCD screen.



Exhibition package

Exhibition package: £1,350 + 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 networking buffet on Wednesday, 4 October and 2 tickets to the dinner dance on Thursday, 5 October
- 250 word company profile in the delegate pack

IMPORTANT INFORMATION: Please note that due to the capacity of the hotel, accommodation is **NOT INCLUDED** in the exhibition package. Exhibitors are therefore responsible for arranging their own accommodation.

Please note that sponsors and exhibitors must not break their stand down until after lunch on Friday, 6 October.

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

