



Building a Brighter Future  
for Injured People

# Catastrophic Injuries Conference 2024

**Hilton Metropole, Birmingham**  
**15 - 17 May 2024**

## Sponsorship and exhibition opportunities

The number one opportunity in 2024 to network, connect, and influence catastrophic injury specialists

An enjoyable way to raise your profile and win more business



Packages	Price
Principal sponsor	<b>SOLD</b>
Welcome reception sponsor	£6500 + VAT
Dinner dance sponsor	<b>SOLD</b>
Fabric bag sponsor	<b>SOLD</b>
Friday morning revival sponsor	£6000 + VAT
Thursday lunch sponsor	<b>SOLD</b>
Friday lunch sponsor	£5500 + VAT
Refreshments sponsor (both days)	<b>SOLD</b>
Pre-dinner drinks sponsor (Thursday eve)	£5000 + VAT
Two-night exhibition package	<b>SOLD</b>

# About APIL

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.

## About the event

- Formerly known as the 'Advanced brain and spinal cord injury conference', this sector leading residential event has now been fully revamped for 2024.
- Leading legal practitioners, medical consultants and expert witnesses come together for a packed three-day programme, providing valuable specialist insight into catastrophic injury cases.
- It's widely regarded as one of the sector's premier in-person and virtual learning and development opportunities.

## Why attend?

- Immerse your brand in a sector leading specialist showcase before, during, and after the conference.
- The number one chance to raise awareness of your organisation to catastrophic injury specialists in 2024.
- Enjoy three-days of excellent programme content, entertainment and networking amongst your customers and peers.

## What you can expect

- An active, engaged, and friendly audience of like-minded professionals making it easy to gain new valuable contacts.
- Enhanced promotional support to elevate your profile amongst this specialist audience.
- An audience of leading catastrophic injury lawyers, senior partners, junior counsel, barristers, experts, specialists and consultants specialising in brain injuries, spinal injuries, fatal accidents and amputation claims.

## What type of firms exhibit at APIL conferences?

- Finance/wealth managers
- Rehab providers
- Chambers
- Care
- Prosthetic companies
- Accommodation and adaptation specialists
- Costs companies
- Medico Legal Agencies
- Case managers
- Insurers
- Technology companies



# Sponsorship benefits:

## Our sponsorship packages include the following benefits...

### *Immerse yourself in the sectors leading event:*

- 2 delegate passes to the physical two-day event (for representatives manning the stand), including access to the main plenary sessions, refreshments and lunch.
- 2 tickets to the evening welcome reception on the Wednesday evening.
- 2 tickets to the dinner dance on the Thursday evening.
- 2 single occupancy bedrooms at The Hilton Metropole on the Wednesday and Thursday.
- Exhibition stand in a prime location within the exhibition area (3m x 1.5m).
- Access to the recordings of educational sessions via the Conference App.

### *Impactful marketing support:*

- Your logo on the conference web page, linking through to your website.
- Company profile and logo to be included within the hard copy information pack, distributed to delegates on the day.
- Your logo displayed on the main conference programme and marketing flyer.
- 250 word company profile and full contact details to be included within the Conference App.
- Opportunity to upload promotional files and videos to your virtual exhibition stand.
- Company logo to be included on the welcome page of the Conference App.
- Rotating banner advert to appear on the conference webpage and Conference App.
- Mention of your company name on push notifications throughout the event.
- Continued access to the app post event, including access to delegate's contact details.

## Welcome reception sponsor: £6,500 + VAT

This package includes sponsorship of our popular welcome reception, which opens the conference on the Wednesday evening. Tickets are automatically included for all attendees who book our two night package. Your logo will appear on all signage for the evening and it will also appear on the drinks vouchers that are handed out to all attendees (two per person).

## Dinner dance sponsor: £6,500 + VAT

As the sponsor of this annual dinner and dance you may reserve your table and select which attendees you would like to invite to join your table. Your company logo will be displayed on the menus placed on each table, your logo will be projected onto the main screens at the start of the dinner and in addition, your logo will appear on all signage for the dinner dance.

## Fabric bag sponsor: £6,500 + VAT

Your company logo will feature on the linen conference bags distributed to all attending delegates and speakers, providing a lasting reminder of your brand. The linen bag is perfect for all of the freebies from the exhibition and with your logo\*\* printed on the front, delegates are sure to use this time and time again!

\*\*Price includes a one colour logo

**This is an extremely popular event and the sponsorship and exhibition packages are limited so we would urge you to book as soon as possible to avoid disappointment.**

## Friday morning revival sponsor: £6,000 + VAT

Back by popular demand, this package will provide a 'must have' for delegates following the 'morning after' the 'night before'!

Delegates will be provided with a drink 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, and are the ideal way of promoting your business, whilst giving delegates that much needed energy boost before a day of sessions and their journey home.

## Thursday lunch sponsor: £5,500 + VAT

As Thursday lunch sponsor, you subsidise our delegates with the much needed break and re-energiser on the Thursday of the conference. Your company logo will appear on the lunch signage on the day, and it will also be displayed on the main screen in the breakout rooms, prior to the lunch break. You will also receive a formal mention prior to the lunch break from the session's chair.

## Friday lunch sponsor: £5,500 + VAT

As Friday lunch sponsor, you subsidise our delegates with a fantastic take away lunch for all of our attendees to enjoy, on their journey home from the conference giving you the final chance of exposure from the event.

Your company logo will appear on the lunch signage on the Friday of the conference and it will also be displayed on the main screen in the main conference room, prior to the lunch break, as well as a formal mention during the closing remarks for the event.

## Refreshments sponsor: £5,500 + VAT

This sponsorship package provides maximum exposure of your brand not only during the refreshment breaks on both days of the conference, but also during the arrival refreshments on the Thursday and Friday mornings.

Your company logo will appear on the refreshment signage and it will also be displayed on the main screen within the main conference room, prior to each refreshment break.

## Pre-dinner drinks sponsor: £5,000 + VAT

This package showcases your brand in style by providing a pre-dinner drink for all dinner dance attendees, with your compliments.

Your company logo will feature on the signage around the drinks reception area and personalised stem tags will appear on each glass of fizz!



## Standard exhibition package: £2,750 + VAT

### *Immerse yourself in the sectors leading event:*

- 3m x 1.5m space in the exhibition area with a table and 2 chairs on Wednesday, 15 May. **Please note that stands must be set-up on Wednesday, 15 May and must not be broken down until after the refreshments break on Friday, 17 May.**
- Refreshments and lunch on both days of the conference (for the 2 representatives manning stand).
- 2 tickets to the evening welcome reception on Wednesday evening.
- 2 tickets to the dinner dance on Thursday evening.
- 2 single occupancy rooms at the Hilton Metropole, Brighton on the Wednesday and Thursday.
- Access to a free session for your team and representatives).
- Access to the recordings of educational sessions via the Conference App.

### *Impactful marketing opportunities*

- Company profile, logo and full contact details to be included within the Conference App.
- 250 word company profile and logo to be included within the hard copy information pack, distributed to delegates on the day.
- Opportunity to upload promotional files and videos to your virtual exhibition stand.
- Continued access to the app post event, including access to delegate's contact details.

## What our exhibitors think...

***“Fabulous conferences each year and a great opportunity for us to meet existing, and potential new, clients on a face-to-face basis. We thoroughly recommend either sponsoring or exhibiting at APIL conferences”***

***“This was a really good way of advertising, due mainly to the number of delegates and the subject matter. I would be interested in any further opportunities in this area of PI.”***

***“Thank you for another great conference! You and the team made the whole thing so easy for us as exhibitors and the evening events were great fun”***

***“The amount of work to put these events on is considerable and I just want you to know much you and your APIL colleagues are all appreciated.”***



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Pre-dinner drinks sponsor	£5,000 + VAT	
Standard exhibition package	<b>SOLD</b>	<b>SOLD</b>

Please return your completed booking form to:  
Anthony Lord, Digital Events Manager, APIL, 3 Alder Court, Rennie Hogg Road, Nottingham, NG2 1RX  
**E-mail:** anthony.lord@apil.org.uk **Tel:** 0115 943 5407 **Mobile:** 07976 516 719

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 The Association of Personal Injury Lawyers

Please charge my credit\*/debit card with the amount of £.....

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:

By registering for this event, you are agreeing to APIL's terms and conditions, which can be found at:  
<https://www.apil.org.uk/terms-and-conditions>