

Celebrating
30
years



PI world conference 2020

VIRTUAL EVENT

Tuesday, 17 - Friday, 20 November

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

In response to the continuing uncertainty surrounding the worldwide Covid-19 pandemic, APIL is very excited to announce that, for 2020, our November conference **is going fully virtual!**

This extended **FOUR DAY** programme will integrate **APIL's traditional annual conference** and our **advanced brain and spinal cord injury conference**. By combining the two conferences together and introducing even more targeted streams throughout the event, we hope to attract a larger, broader and more specialist audience than usual. With the added bonus of us running this event virtually, we hope to see even more delegates who can't usually afford to take time away from the office; giving you even more opportunity than ever before to grow your business.

We have completely re-designed our sponsorship and exhibition packages and we are very excited to offer you a number of brand new and innovative digital marketing benefits that will promote your products and services to the registered attendees - **all at very special introductory prices!**

BRAND NEW BENEFITS INCLUDE...

- Virtual exhibition booths
- 1:1 chats and direct messaging with conference attendees
- Enhanced brand awareness
- Networking sessions and access to 'Happy Hours'
- Full access to educational content

Please see overleaf for further details and more benefits!

About APIL

In 2020, the Association of Personal Injury Lawyers (APIL) will have been fighting for the rights of injured people for over 30 years.

A not-for-profit campaign organisation, APIL's 3300 member lawyers (mainly solicitors, barristers and legal executives) are dedicated to protecting and enhancing access to justice, changing the law, 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.



Session streams

Junior litigators - Tuesday, 17 November

Business and management - Wednesday, 18 November

Brain injury - Thursday, 19 November

Spinal cord injury - Friday, 20 November

Principal sponsor: £5,450 + VAT

Pre-event brand awareness:

- Announcement on APIL Training Twitter account prior to the event
- Logo placement on conference web-page
- Inclusion of company name or logo on all marketing materials, including the app
- Company name and link to website on all booking confirmation emails and joining instructions
- Half page PI Focus advertisement*

Live event brand awareness:

- Virtual exhibition booth - to include company logo, contact details, social media links and 250 word company profile
- A formal announcement by the conference chairperson at the start of the day
- Logo placement on the welcome PowerPoint slide (at the start of each day)
- Banner ad on conference website and on the app home page
- Logo placement on the home screen of app
- Mention of your company name on the activity feed (on all four days)
- Mention of your company name on push notification; prior to the start of the programme (on all four days)
- Facility to upload promotional video within your virtual exhibition booth
- Facility to upload files, photos and images to your virtual exhibition booth

Networking:

- Four complimentary LinkedIn connections per exhibiting company
- Chat/direct messaging facility with conference attendees
- Host meeting appointments via your own personal Zoom-Pro account**
- Attendance at social 'Happy Hours' for nominated representatives

Educational content:

- Representative access to all educational sessions and electronic conference materials

Post-event brand awareness:

- Continued access to app and conference information post event
- Mention of company name in the thank you e-mail to delegates
- Promotional video link to be sent to all delegates

*Subject to availability

**The Customer must provide APIL with their own active Zoom Personal Meeting Room link prior to the event

***Contact details must be provided prior to the event

Session sponsors: £2,350 + VAT

SESSION CHOICES***

Junior litigator stream - Tuesday, 17 November

Business and management stream - Wednesday, 18 November

Brain injury stream - Thursday, 19 November - SOLD

Spinal cord injury stream - Friday, 20 November - SOLD

Happy Hour sponsor - 17, 18 and 19 November - SOLD

***All subject to availability on a first come first served basis

Pre-event brand awareness:

- Announcement on APIL Training Twitter account prior to the event
- Logo placement on conference web-page
- Inclusion of company logo on the conference marketing flyer

Live event brand awareness:

- Virtual exhibition booth - to include company logo, contact details, social media links and 250 word company profile
- A formal announcement by the conference chairperson at the start of your session
- Logo placement on the holding PowerPoint slides (at the start of each session)
- Banner ad on conference web page and conference app home page
- Mention of your company name on app activity feed
- Mention of your company name on push notification; prior to the start of the programme
- Facility to upload promotional videos within your virtual exhibition booth
- Facility to upload files, photos and images to your virtual exhibition booth

Networking:

- Three representative log-ins per exhibiting company
- Chat/direct messaging facility with conference attendees
- Host meetings/appointments via your own personal Zoom-Pro account**
- Attendance at social 'Happy Hours' for nominated representatives

Educational content:

- Representative access to all educational sessions and electronic conference materials

Post-event brand awareness:

- Continued access to app and conference information post event

Virtual exhibition stand: £1,075 + VAT

Live event brand awareness:

- Virtual exhibition booth - to include company logo, contact details, social media links and 250 word company profile
- Facility to upload files, photos and images to your virtual exhibition booth

Networking:

- Two representative log-ins per exhibiting company
- Chat/direct messaging facility with conference attendees
- Host meetings/appointments via your own personal Zoom-Pro account**
- Attendance at social 'Happy Hours' for nominated representatives

Educational content:

- Representative access to all educational sessions and electronic conference materials

Post-event brand awareness:

- Continued access to app and conference information post event

Comparison of sponsorship and virtual exhibition packages			
	Principal sponsor	Session sponsor	Virtual exhibitor
	£5450 + VAT	£2350 + VAT	£1075 + VAT
Pre-event brand awareness			
Announcement on APIL training Twitter account prior to the event	✓	✓	
Logo placement on conference web-page	✓	✓	
Inclusion of company logo on conference marketing flyer	✓	✓	
Company name on all marketing; and link to website on all booking confirmation e-mails and joining instructions	✓		
Half page PI Focus advertisement*	✓		
Live event brand awareness			
Virtual exhibition booth <ul style="list-style-type: none"> - Company logo - Contact details (contact name, e-mail address, phone number, address and website) - Social media handle - Company profile 	✓	✓	✓
Sponsorship of associated sessions <ul style="list-style-type: none"> - Headline sponsor to sponsor main plenary sessions - Logo on the header slide of the relevant session's PowerPoint - Chair to announce sponsor at the start of the session 	✓	✓	
Banner ad on conference web page	✓	✓	
Banner ad on conference app home page	✓	✓	
Mention of company name on app activity feed	✓	✓	
Mention of company name on push notification; prior to the start of the relevant session	✓	✓	
Upload promotional videos within virtual exhibition booth	✓	✓	
Upload files, photos and images to virtual exhibition booth	✓	✓	✓
Logo placement on home screen of app	✓		
Networking			
Chat/direct messaging facility with conference attendees	✓	✓	✓
Host meetings/appointments via your own personal Zoom-Pro account**	✓	✓	✓
Two representative log-ins per exhibiting company***	✓	✓	✓
Attendance at social 'Happy Hours' for nominated representatives	✓	✓	✓
Additional representative log-ins for full event***	✓	✓	
Educational content			
Access to all educational sessions	✓	✓	✓
Access to accompanying notes	✓	✓	✓
Post-event promotion			
Continued access to app and conference information post event	✓	✓	✓
Promotional video link to be sent to all delegates	✓		
Mention on thank you e-mail to delegates	✓		

*Subject to availability

**The Customer must provide APIL with their own active Zoom Personal Meeting Room link prior to the event

***Contact details must be provided prior to the event

How will the virtual exhibition work?

- All sponsors and exhibitors will need to sign up for the full four days. It is not necessary to be available for the full duration of the conference but it is advisable to have somebody on hand to chat with clients during lunch and break times. You can however make appointments to suit your own diaries.
- Delegates will be able to view the conference on their mobile device via the new APIL app or via the browser version on their laptops and computers.
- Attendees will be able to download the app 2-3 weeks prior to the event. You can start to access attendee information from the moment that you download the app!
- The virtual exhibition will appear on both the APIL App and the browser version.
- Delegates will access the virtual booths from the prominent exhibition area by clicking on the exhibitor's name.
- Inside your individual booth, the following information will appear:
 - Company name
 - Company logo
 - 250 word company profile
 - Contact details: E-mail, website, phone number, full address
 - Social media links: Twitter, Facebook, Linked-In addresses
 - Zoom meeting details – You will need to provide us with your Zoom meeting accounts and we will then set up an ongoing meeting for you, throughout the duration of the conference.
 - Files – You will have the facility to upload a number of files, images or photos that may be relevant to delegates (i.e. electronic marketing flyers or brochures)
 - Sponsors will have the facility to upload promotional videos to their virtual booth
 - Please note that all of the above information must be submitted to APIL by the designated deadlines, in advance of the event
- Delegates will be able to visit your virtual stand at any time during the live event; and also, post event for at least 6 months.
- Delegates will be able to bookmark your stand and makes notes, to enable them to remember – at a later date - who they have seen (or spoken to).
- The programme will include comfort breaks throughout the day and delegates will be encouraged to visit the virtual exhibition during these times.
- Exhibitors will be able to view the attendance list before*, during and post event (*once they have downloaded the Conference App); and engage in direct messaging with all attendees** (**unless they have opted out of this service).
- As part of the direct messaging facility, exhibitors will be able to invite attendees to join their stand for a Zoom meeting; either at an arranged time or on a 'drop-in' basis.
- Exhibitors will be able to post comments on the social timeline to encourage delegates to visit their stand.
- Exhibitor representatives are permitted to attend all of the educational sessions; during real-time or on-demand at a later date.
- Exhibitor representatives will have access to all supporting conference materials.
- Be as creative as you can to try and attract delegates to your stand; offer prizes or freebies that you can send out (i.e. prize draw for all delegates that visit your stand).
- Our 'Happy Hours' on the Tuesday, Wednesday and Thursday nights will allow all attendees to get together for an informal chat (perhaps over a glass of wine).
- APIL will also be arranging a 'Virtual scavenger hunt' , to encourage further networking amongst delegates and exhibitors. Delegates will need to retrieve a particular answer from participating exhibitors and there will then be a prize for the person who visits the most exhibitors.

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VIRTUAL EVENT

Please return your completed booking form to:

Kathryn Scott, Events Manager
APIL, 3 Alder Court, Rennie Hogg Road, Nottingham, NG2 1RX
E-mail: kathryn.scott@apil.org.uk Tel: 0115 943 5436

Package	Cost	Please tick
Principal sponsor	£5,450 + VAT	SOLD
Junior litigator stream sponsor - Tues, 17 November	£2,350 + VAT	
Business & management stream sponsor - Wed, 18 November	£2,350 + VAT	
Brain injury stream sponsor - Thurs, 19 November	£2,350 + VAT	SOLD
Spinal cord injury stream sponsor - Fri, 20 November	£2,350 + VAT	SOLD
Happy Hour sponsor - 17, 18 and 19 November	£2,350 + VAT	SOLD
Virtual exhibition stand	£1,075 + VAT	

Strict payment terms*:

Payment is either required in full at the time of booking* or alternatively, a 25% non-refundable deposit must be paid within 30 days of booking, with the final balance being due 12 weeks prior to the date of the live event.

*An order acknowledgement form will also need to be signed for any bookings where payments are made in installments.

**All payments must be received in full 12 weeks prior to the date of the live event.

Booking details

Admin contact: _____

Company name (how you wish to appear): _____

Nature of business: _____

E-mail: _____

Address: _____

Telephone: _____ Company registration number: _____

- Please invoice me for the 25% non-refundable deposit (with strict payment terms of 30 days)
- Please invoice me for the full balance (with strict payment terms of 30 days)
- I enclose a cheque for £_____ payable to the Association of Personal Injury Lawyers
- Please charge my credit/debit card with the amount of £_____ (please delete as appropriate)

My card number is _____ Issue no (if applicable) _____

Cardholder's name _____ Expiry date _____

Cardholder's address _____

Postcode _____

Card security number (three digits on the back of the card): _____

Cardholder's signature _____ Date _____