

## Sponsorship and exhibition packages

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# Advanced brain and spinal cord injury conference 2016

Wednesday, 29 June - Friday, 1 July

The Hinckley Island Hotel, Leicestershire

(Conference takes place 30 June - 1 July)

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## 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.

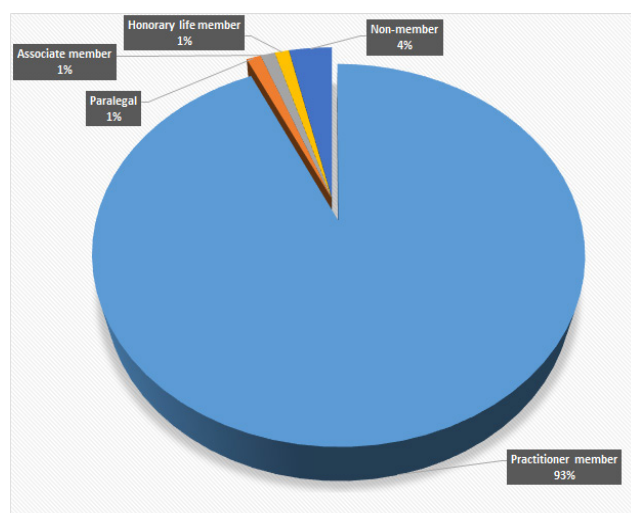
## APIL's advanced brain and spinal cord injury conference

2016 will be the third anniversary of this specialist conference which has grown from strength to strength. This two-day event attracts all levels across the APIL membership, including top decision makers and partners. The packed programme involves eminent expert and practitioner speakers presenting the most recent developments in brain and spinal cord injury.

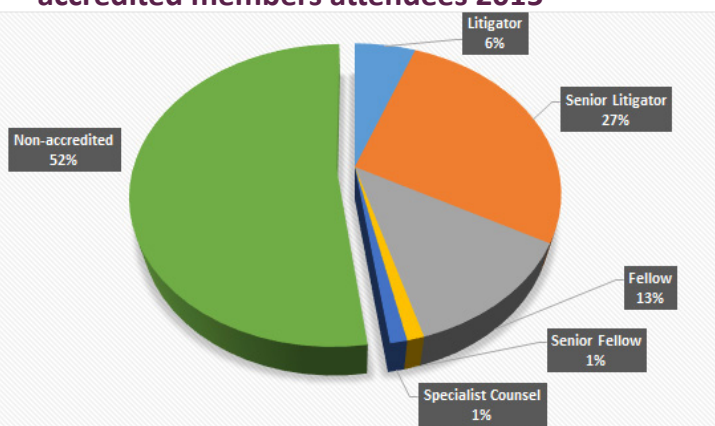
## Why sponsor or exhibit at this conference?

This event will provide you with an ideal opportunity to raise your profile amongst the key decision makers and partners within the specialist field of brain and spinal cord injuries.

### APIL advanced brain and spinal cord injury conference membership attendees in 2015



### APIL advanced brain and spinal cord injury accredited members attendees 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." **Pamela Irving, Marketing Manager, A Neat Legal Services.**

"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.**

## Summary of opportunities

APIL's advanced brain and spinal cord injury conference offers a varied choice of sponsorship packages to suit your company's needs and budget:

- Principal sponsor - £5,750
- Dinner dance sponsor - £4,500
- Lunch sponsor - £4,000
- Refreshment sponsor - £3,750
- Sparkly drinks sponsor - £3,500
- Mobile phone charging unit sponsor - £3,300
- Grab 'n go sponsor - £3,300
- Conference session sponsor - £3,200
- Exhibition package - £1,545 - **see page 5 for details**

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 informal welcome dinner on Wednesday, 29 June 2016
- 2 tickets to the dinner dance on Thursday, 30 June 2016
- 2 single occupancy bedrooms on Wednesday, 29 and Thursday, 30 June at the Hinckley Island Hotel, Leicestershire

## Exhibition space:

All sponsorship packages include exhibition space on Thursday, 30 and Friday, 1 July (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 advanced brain and spinal cord injury conference web page, which will link through to your website
- Logo will be displayed on the advanced brain and spinal cord injury 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: £5,750 + 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
- Banner 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
- 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

### Dinner dance sponsor: £4,500 + VAT

As the sponsor of our prestigious dinner dance, 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.

### Lunch sponsor: £4,000 + 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.

### Refreshment sponsor: £3,750 + VAT

This sponsorship package provides maximum exposure of your brand at arrival, mid-morning and mid-afternoon break on Thursday and arrival and mid-morning breaks on Friday. Your company logo will appear on all refreshment break signage.

### Sparkly drinks sponsor: £3,500 + VAT

This package showcases your brand in style by providing each of our dinner dance guests (approximately 140 people) with a glass of bubbly. Your company logo will feature around the sparkly drinks reception area. Personalised stem tags will be placed on sparkly drink glasses featuring your company logo.



### Mobile phone charging unit sponsor: £3,300 + 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. Your company logo will feature on the unit.

### Grab 'n go sponsor: £3,300 + 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.



### Conference session sponsor: £3,200 + 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 that session and AV projection of your company logo will be displayed at the start of your morning or afternoon session and on the holding slides. You will also have the opportunity to distribute leaflets or brochures to delegates during your designated session.

## APIL's exhibition package

### Exhibition package: £1,545 + 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 dinner on Wednesday, 29 June and 2 tickets to the dinner dance on Thursday, 30 June
- Accommodation for 2 people at the Hinckley Island Hotel on Wednesday and Thursday evenings
- 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, 1 July 2016.

All packages will be sold on a strictly first come, first served basis. For further details regarding these packages, please contact Klair Price at: 0115 943 5402 / [klair.price@apil.org.uk](mailto:klair.price@apil.org.uk)







### **Exhibition and floor space continued**

24. Any exhibitors or sponsors requiring a power supply must advise APIL of this requirement in advance and will be required to bring their own extension cables to use. Should any additional cables be required throughout the event, these will be available to hire, subject to a deposit of £10 which is payable on the day. This deposit will be refunded at the end of the exhibition provided that the cables in question are returned in full working order.
25. Exhibitors and sponsors are welcome to undertake a prize draw but they will each be responsible for informing the winners and sending on the prizes.

### **Delegate passes**

26. Exhibitors are not entitled to attend the conference as delegates, unless otherwise stated in their package.
27. The APIL annual general meeting is not open to any exhibitors or sponsors. Any sponsors holding a delegate pass must leave the vicinity of the AGM and not return until the meeting has ended.
28. Exhibitors are not entitled to receive a conference pack or any other APIL merchandise, unless otherwise stated in their package.
29. All exhibitors and sponsors and their representatives will be issued with a wristband to wear throughout the conference. Access to any area of the conference will only be allowed to those wearing the correct coloured wristband and these must be visible at all times.

### **Evening dinners**

30. Subject to availability, sponsors and exhibitors are entitled to purchase further tickets for evening dinners and dinner dances, provided that these are for employees of the approved exhibiting/sponsoring company.
31. Partners/spouses of exhibitors and sponsors are not eligible to attend the evening dinners and dinner dances.

### **Accommodation**

32. Exhibitors and sponsors will be informed at the time of booking whether accommodation will be included in their package
33. Subject to availability, additional bedrooms may only be purchased 1 week prior to the event. Any additional bedrooms will be allocated on a strictly first come, first served basis.
34. Any additional bedrooms are strictly limited to employees of the sponsoring/exhibiting companies.
35. Accommodation will only be confirmed once full payment has been received.

### **General**

36. All exhibiting and sponsoring companies must submit their 250 word company profile by the deadline stated on their requirements form.
37. Failure to submit a company profile by the specified deadline date will result in either a previous company profile being used (where applicable) or no profile being included within the delegate packs.
38. On confirmation of booking, all sponsoring companies should send their companies logo as either a JPEG or EPS. Failure to send your logo may result in it not being included on the relevant marketing material.
39. Your company name will be displayed on marketing and conference materials, as stated on your requirements form.
40. All dietary requirements must be specified on your requirements form. Please note that all dietary requirements can be catered for with prior notice, although if there is an additional charge for this by the venue or this has to be sourced externally, the charged will be passed on to the exhibiting/sponsoring company.