APIL abuse conference 2021

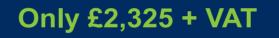


Virtual conference Thursday, 15 July Sole sponsorship opportunity

For the second year running, APIL's annual abuse conference will be taking place on a fully virtual platform, via APIL's dedicated conference app. Delegates will be able to view the packed one-day programme from their computers and laptop browsers; and also on their mobile devices.

We are delighted to offer our conference sponsor a unique opportunity, which will enable them to elevate their brand amongst our delegates, in a new and innovative way.

This **exclusive sole sponsorship package** has been designed to include a number of digital marketing benefits that will help promote your products and services to the registered attendees.



Sole sponsorship package:

Pre-event brand awareness:

- Logo placement on conference web-page
- Logo placement on conference marketing materials
- Announcement on APIL Training Twitter account prior to the event
- · Company name and link to website on all booking confirmation e-mails and joining instructions
- Half page PI Focus advertisement* (*check for availability)

Live event brand awareness:

- Virtual exhibition booth to include company logo, contact details, social media links and company profile
- A formal announcement by the conference chairperson at the start of the day
- Logo placement on the holding PowerPoint slides (at the start of each session)
- Banner ad on conference web page and conference app home page
- Logo placement on the conference browser's welcome screen
- 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 a promotional video within your virtual exhibition booth; with the option to play this on the main conference Zoom session, during the lunch break
- Facility to upload files to your virtual exhibition booth

Networking:

- Two representative log-ins
- Chat/direct messaging facility with conference attendees
- Host meetings/appointments via your own personal Zoom-Pro account* (**Sponsor to provide APIL with their own active Zoom Personal Meeting Room link prior to the event)

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 for six months
- Mention of company name and a link to website in thank you e-mail to delegates
- Promotional video link to be sent to all delegates



APIL abuse conference 2021 Virtual conference Thursday, 15 July

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
Sole sponsorship opportunity	£2,325 + VAT	

Company details

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 APIL Please charge my credit/debit card with the amount of £ My card number is:	Issue no:
Name:(as it appears on the card)	(if applicable)
Valid date: Expiry date: Secu	urity code:
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