



# Sponsorship and Exhibition Opportunities 2009-2010

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## Exhibitor Opportunities

By exhibiting at the conference you will have access to a focused group of people working and researching in the area. The conference delegation is international, offering exhibitors the opportunity of showing their products and services to potential new markets. We have three exhibitor options

### Exhibitor Option 1

An unmanned stand where you can showcase your products.

- We provide a table in a prominent position near the Registration desk.
- A poster can be displayed in the immediate area of the Registration desk.
- We will photograph your stand and send this to you
- From the time your booking is confirmed we will include your logo on the conference website with a link to your site

### Exhibitor Option 2

A manned stand where you can showcase and demonstrate your products.

- We provide you with a table in a prominent position near the Registration desk.
- You will be provided with a delegate list as the conference commences.
- A poster can be displayed in the immediate area of the Registration desk.
- Leaflets can be placed inside the individual breakout rooms at the start of each conference day.
- From the time your booking is confirmed we will include your logo on the conference website with a link to your site.
- One representative is invited to attend the conference luncheon on both conference days. This presents an excellent opportunity for one on one networking with the participants



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### Exhibitor Option 3

A manned stand where you can showcase and demonstrate your products.

- We provide you with a table in a prominent position near the Registration desk.
- You will be provided with a delegate list as the conference commences.
- A poster can be displayed in the immediate area of the Registration desk and inside the breakout rooms.
- Leaflets can be placed inside the individual breakout streams at the start of each conference day.
- A leaflet/brochure/promotional item can also be included in the participant packs.
- From the time your booking is confirmed we will include your logo on the conference website with a link to your site.
- A timetabled slot on the conference to give a presentation (this will be in one of the refreshment breaks).
- The presentation/demonstration will be publicized in our Joining Instructions
- An audio/visual system will be available inside one of the breakout rooms for the presentation/demonstration.
- One representative is invited to attend the conference luncheon on both conference days. This presents an ideal opportunity for one on one networking with the participants.
- One representative is invited to attend the conference dinner for an opportunity to further network with the participants

### Conference Sponsorship Options

For companies wishing to target a specific day, materials, or social events during the conference, individual sponsorship provides an attractive option. This allows your organisation to choose your desired level of involvement and exposure to attendees at the conference. One key reason why attendees come to the ACI conferences is to establish contacts and to network with other delegates from around the world - so social events such as the welcome drinks, conference dinner, lunches and breaks are very well attended. We have three sponsorship packages available as well as the ability for organisations to sponsor individual events during the conference.

#### Silver Conference Sponsor

A silver conference sponsorship package combines marketing and branding association before the event and exposure during the conference. Six silver sponsorship packages are available for a particular conference.

Conference Passes	A silver sponsor will be offered <b>2 complimentary attendee passes</b> with the option to purchase four more at a 10% discount off the full conference registration fee.
Web Site	Your company will be featured on the conference web site from the time a sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. A conference is announced between six and twelve months before the conference occurs. You are entitled to <u>promote your company as a Silver sponsor to the conference.</u>
Signage	A silver sponsor is entitled to provide appropriate signage in the main conference rooms and the conference registration area.
Conference Proceedings	As a silver sponsor your company logo will appear inside the conference proceedings.
Promotional Material	As a silver conference sponsor your company's name and logo will be featured (within production schedule) in the proceedings, on the conference web site, on a display board in the conference registration area and in any other pre-conference promotional material.
Literature and	As a silver conference sponsor you have the opportunity to include your



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promotional material	company's brochure and a gift/giveaway in the attendee pack that is distributed to participants upon registration at the conference.
Acknowledgements	As a silver sponsor you will be thanked in the proceedings.

### Gold Conference Sponsor

A gold conference sponsorship package combines marketing and branding association before the event and extensive exposure during the conference. Four gold sponsorship packages are available for a particular conference.

Conference Passes	A gold sponsor will be offered <b>4 complimentary attendee passes</b> with the option to purchase more at a 20% discount off the full conference registration fee.
Web Site	Your company will be featured on the conference web site starting from the time a sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. A conference is announced between six and twelve months before the conference occurs. You are entitled to promote your company as a Gold sponsor to the conference.
Signage	A gold sponsor is entitled to provide appropriate signage in the main conference rooms and the conference registration area.
Conference Proceedings	As a gold sponsor your company logo will appear inside the conference proceedings.
Promotional Material	As a gold conference sponsor your company's name and logo will be featured on the conference web site, in the proceedings (within productions schedule), on a display board in the conference registration area and on any other pre-conference promotional material.
Literature and promotional material	As a gold conference sponsor you have the opportunity to include your company's brochure and a gift/giveaway in the attendee pack that is distributed to participants upon registration at the conference.
Exhibition opportunity	As a Gold conference sponsor you can have a stand in the coffee/registration area of the conference where you can exhibit or demonstrate products if appropriate
Acknowledgements	As a gold sponsor you will be thanked in the proceedings.

### Platinum Conference Sponsor

The platinum conference sponsorship package combines marketing and branding association before the event and maximum exposure during the conference. Only one Platinum Sponsorship will be made available. Only one Platinum Conference Sponsorship is available for a particular conference.

Conference Passes	The platinum sponsor will be offered <b>5 complimentary attendee passes</b> with the option to purchase more at a 25% discount off the applicable full conference registration fee.
Web Site	Your company will be featured on the conference web site from the time a sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. A conference is announced between six and twelve months before the conference occurs. You are entitled to promote your company as the Platinum sponsor to the conference.
Signage	The platinum sponsor is entitled to provide appropriate signage in the main conference rooms and the conference registration area. The platinum sponsor's signage will be more prominent than those of any co-sponsors.
Conference Proceedings	As the platinum sponsor your company logo will appear on the cover of conference proceedings. Only the Platinum sponsor and the Conference

	logos are featured on the cover of the proceedings.
Promotional Material	As the platinum conference sponsor your company's name and logo appear more prominently than those of any co-sponsors and will be featured (within production schedule) in the proceedings, on the conference web site, on a display board in the conference registration area and in any other pre-conference promotional material.
Literature and promotional material	As the platinum conference sponsor you have the opportunity to include your company's brochure and a gift/giveaway in the attendee pack that is distributed to participants upon registration at the conference.
Exhibition opportunity	As the Platinum conference sponsor you can have a stand in the coffee/registration area of the conference where you can exhibit or demonstrate products if appropriate
Acknowledgements	As the platinum sponsor you will be thanked during the opening and closing conference sessions and in the proceedings.

### Sponsorship of individual activities during the conference

#### Welcome Drinks

As participants arrive and register the evening before the conference starts you would have the opportunity to showcase your company and its products and services. This usually takes the form of a casual meet & greet and offers an ideal opportunity to meet participants in an informal setting. Duration is typically 1 hour. **One welcome drinks sponsorship is available.**

- Signage: as a sponsor of the welcome drinks you are entitled to provide appropriate signage in the area.
- Company Literature and Giveaway: At the welcome drinks you will have the opportunity to distribute items of your company's literature and gifts/giveaways at a display table.
- As the welcome drinks sponsor your company's name and logo will appear on the conference website, in the conference proceedings (within production schedules), and on a display board in the conference registration area.

#### Conference Lunch

Whilst taking place within the formal framework of the conference, sponsoring a lunch provides the opportunity to emphasise your organisation's services or products in a congenial setting. **Two Conference Lunch sponsorships are available.**

- Signage: as a sponsor of a conference lunch you are entitled to provide signage in the lunch room on the day of your sponsored lunch. Signage will be restricted to only that of the lunch sponsor for the given day.
- Presentation: Time can be allocated for a short presentation, or a demonstration.
- Company Literature and Giveaway: At your conference lunch, you will have the opportunity to distribute items of your company's literature and gifts/giveaways.
- As a conference lunch sponsor your company's name and logo will appear on the conference website, in the conference proceedings (within production schedules), and on a display board in the conference registration area.

#### Conference Refreshment Breaks

There are two refreshment breaks on each day of the conference. In addition to tea and coffee, soft drinks are served together with snacks such as cookies and fruit etc. Conference attendees often linger over a drink and a snack for discussions during and after these breaks. Sponsorship includes tea and coffee breaks for a single day of the conference. **Four refreshment break sponsorships are available.**

- Signage: as a sponsor of a day's refreshment breaks, your company's name and logo will be prominently featured for the full date in the area where the snacks and beverages are served.



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- **Company Literature and Giveaway:** At conference refreshment breaks, you will have the opportunity to distribute items of your company's literature and gifts/giveaways at a display table.
- **Conference Brochures:** As a conference refreshment break sponsor your company's name and logo appear (within production schedules) alongside other individual conference option sponsors in the conference proceedings, on the ACI website and on a display board in the conference registration area.

### Conference Dinner

A conference dinner is held during the evening of the first conference day. This is always well attended as participants take the opportunity to network and establish contacts in a relaxed setting. There is generally a pre dinner beverage followed by a sit down 3 course meal. **Only one Conference Dinner Sponsorship available.**

- **Signage:** As sponsor of the conference dinner your company name and logo will be featured at the dinner venue
- **Company Literature and Giveaway:** At the conference dinner, you will have the opportunity to distribute items of your company's literature and gifts/giveaways.
- **Presentation:** As sponsor of the dinner you will have the opportunity to address the attendees during the evening.
- **Company Literature and Giveaway:** You will have the opportunity to distribute items of your company's literature and gifts/giveaways at a display table.
- **Conference Attendance:** As sponsor of the conference dinner one representative of your organisation can attend the full conference

### Insertion of materials into the delegate packs

Brochures and/or flyers can be inserted into delegate packs for a small fee.

### Additional Sponsorship Opportunities

A time slot can be created within a Conference stream to allow a sponsor to make a presentation. This would be carefully co-ordinated to allow for a smooth transition between academic presenters and sponsors. Typical time slots are 30 minutes.

- Computer systems and overhead projectors are available. We would request that the presentation be made available to be preloaded in advance onto the system.
- The presentation/demonstration would be publicised in advance on our web site and on the Conference Brochures. The event could be further enhanced by inclusion in our Conference "Joining Instructions" which are e-mailed to registered participants just prior to the Conference.
- A limited amount of print space is available on or printed Conference Proceedings as well as the DVD case containing the Conference proceedings on CD.
- A door prize draw that could include a sponsor product and/or service item.



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### Cost of Sponsorship or exhibition space

These prices are based on an average attendance of 100 delegates.

	<b>Cost in GBP</b>
Platinum Conference Sponsor	£6500
Gold Conference Sponsor	£3500
Silver Conference Sponsor	£1500
Welcome Drinks	£200
Conference Lunch	£1200
Conference Tea/Coffee	£500
Conference Dinner	£3000
Manned Exhibition space (depending on options)	£200-£500
Unmanned Exhibition space	£100
Insertion of leaflets into delegate packs	£75



## Sponsorship and Exhibition Opportunities 2009-2010

### Conference Sponsorship and Exhibitors Request Form

All incoming requests are handled on a first come, first served basis. Prior to completing this sponsorship request form please review the terms and conditions below.

<b>Conference you want to participate in</b>	
<b>Your Company Name</b>	
<b>Contact Name</b>	
<b>Address</b>	
<b>City</b>	
<b>Country/State/Province</b>	
<b>Postal Code/ Zip</b>	
<b>Country</b>	
<b>Phone</b> (include country code)	
<b>Fax:</b> (include country code)	
<b>Email Address</b>	
<b>WWW URL</b>	

**Sponsorship or exhibition space requested: (*tick all that apply*)**

	Cost in GBP	Requested
Platinum Conference Sponsor	£6500	
Gold Conference Sponsor	£3500	
Silver Conference Sponsor	£1500	
Welcome Drinks	£200	
Conference Lunch	£1200	
Conference Tea/Coffee	£300	
Conference Dinner	£3000	
Exhibitor Option 3	£500	
Exhibitor Option 2	£200	
Exhibitor Option 1	£100	
Insertion of leaflets into delegate packs	£75	

**Print Name:** .....

**Signature:** .....

**Date:** .....

**Print and fax a completed and signed copy of this form to:**

**Sue Nugus: +44 (0)1189 724691**

### **14. Terms and Conditions**

1. All sponsorships will be awarded on a first come, first served basis. ACI retains the right to reject any sponsor that it deems inappropriate.
2. After written acceptance by ACI, the sponsor must provide the sponsorship funds, logo image (in the format required by ACI,) and other details required (such as correct use of the sponsor's name, trademarks etc) to ACI, within 30 days of receipt of acceptance.
3. Sponsorship pledges cannot be processed without payment. Payment is preferred in Pounds Sterling, but other currencies are acceptable. Payment will generally be by direct bank transfer unless other arrangements are agreed.
4. The sponsorship fee does not include free conference registration unless specifically stated in the sponsorship opportunity details.
5. All sponsorship materials must be submitted 30 days before the conference to ensure inclusion in the productions schedule. Sponsorship pledges after this date may still be accepted with caveats.
6. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent advertise or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by ACI.
7. ACI will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
8. No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.
9. Sponsors are welcome to respond to the conference call for papers for consideration with other submissions.
10. Sponsors are welcome to offer pledges for single or multiple items/events.
11. For sponsorship opportunities that include signage please note that signage space may be limited depending on the venue. ACI will inform each sponsor of the maximum size, number of signs etc.
12. In order to limit costs ACI may limit the number of colours used for the printing of sponsor logos.
13. If a sponsor wants to negotiate for a higher priced item (e.g., higher quality lunch) than ACI has budgeted for then the sponsor must pay any additional cost for that item in addition to the applicable sponsorship fee.
14. The sponsor for a given item at a Conference will be given first right of refusal to sponsor the same item at the price quoted in the following year's sponsorship package. If the sponsor does not take up repeat sponsorship within 4 weeks of notification by ACI, then the sponsorship item will then be offered on a first-come first-served basis.

**We welcome other suggestions for sponsorship!**

For further details please contact:  
Sue Nugus, Conferences Director at [sue@academic-conferences.org](mailto:sue@academic-conferences.org)  
or by telephone on +44 (0)118-972-4148