



# Sponsorship and Exhibition Opportunities 2010-2011

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## 1. Exhibition Opportunities

You can choose to exhibit at the conference, without the accompanying benefits of the sponsorship opportunities described above. 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. Exhibitors will be provided with a delegate list as the conference commences. Exhibition space is located in the reception area of the conference, where delegates take refreshments. This area is also a thoroughway for delegates as they move from session to session throughout the conference. We will provide you with a table and chairs. Other facilities may be available on request.

## 2. Individual 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.

## 3. Welcome Drinks

As delegates arrive and register the night before the conference starts you would have the opportunity to showcase your company and its products and services.

- 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 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.

### 4. Conference Lunch

Whilst taking place within the formal framework of the conference, an official lunch also provides the opportunity to emphasise your organisation's services or products in a more congenial setting.

- Signage: as a sponsor of a conference lunch you are entitled to provide appropriate signage in the lunch room on the day of your sponsored lunch. The signage in the lunch room each day will be restricted to only that of the lunch sponsor for the given day.
- Time will be allocated for the lunch sponsor to give a short presentation, or a demonstration if appropriate.
- Company Literature and Giveaway: At your conference lunch, you will have the opportunity to distribute items of your company's literature and gifts/giveaways at a display table.
- As a conference lunch 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.

### 5. 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.

- 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.
- 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.

### 6. Conference Dinner

There is a conference dinner that takes place during the conference. This is usually very well attended as attendees take the opportunity to network and establish contacts.

- Signage: As a sponsor of the conference dinner your company's name and logo will be featured where appropriate at the dinner venue.
- Conference Brochures: As the dinner sponsor your company's name and logo appear (within productions schedule) alongside other individual conference option sponsors in the conference proceedings, on the ACI website and on a display board in the conference registration area.
- As the sponsor of the dinner you will have the opportunity to address the attendees during the event.
- Company Literature and Giveaway: You will have the opportunity to distribute items of your company's literature and gifts/giveaways at a display table.



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### 7. Insertion of materials into the delegate packs

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

### 8. 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.

### 9. Silver Conference Sponsor

The silver conference sponsorship package combines marketing and branding association before the event and exposure during the conference.

Conference Passes	The 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 promote your company as the Silver sponsor to the conference.
Signage	The silver sponsor is entitled to provide appropriate signage in the main conference rooms and the conference registration area.
Conference Proceedings	As the silver sponsor your company logo will appear inside the conference proceedings.
Promotional Material	As the silver conference sponsor your company's name and logo will be featured (within productions 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 silver 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.
Acknowledgements	As the silver sponsor you will be thanked in the proceedings.



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### 10. Gold Conference Sponsor

The gold conference sponsorship package combines marketing and branding association before the event and extensive exposure during the conference.

Conference Passes	The 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 the Gold sponsor to the conference.
Signage	The gold sponsor is entitled to provide appropriate signage in the main conference rooms and the conference registration area.
Conference Proceedings	As the gold sponsor your company logo will appear inside the conference proceedings.
Promotional Material	As the gold conference sponsor your company's name and logo will be featured (within productions schedule) in the proceedings, on the conference web site, on a display board in the conference registration area and on any other pre-conference promotional material.
Literature and promotional material	As the 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 the 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 the gold sponsor you will be thanked in the proceedings.

## 11. 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.

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 <u>promote your company as the Platinum sponsor to the conference.</u>
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 productions schedule) in the proceedings, on the conferences 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.

## 12. Cost of Sponsorship or exhibition space

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

	Cost in GBP
Platinum Conference Sponsor	£6500
Gold Conference Sponsor	£3500
Silver Conference Sponsor	£1500
Welcome Drinks	£800
Conference Lunch	£2000
Conference Tea/Coffee	£500
Conference Dinner	£5000
Manned Exhibition space	£300
Unmanned Exhibition space	£150
Insertion of leaflets into delegate packs	£50



## Sponsorship and Exhibition Opportunities 2010-2011

### 13. 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>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	£800	
Conference Lunch	£2000	
Conference Tea/Coffee	£500	
Conference Dinner	£5000	
Manned Exhibition space	£300	
Unmanned Exhibition space	£150	
Insertion of leaflets into delegate packs	£50	

### Additional Sponsorship Opportunities

Sponsorship is not limited to financial support, but can also take the form of provision of material hardware/software etc. Should your company be interested in a sponsorship package not listed then please feel free to contact us to discuss your interests.

**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