

# People, places and partnerships conference: The role of councils and local partners tackling unemployment

24 January 2012, Smith Square Conference Centre, London

## Contents

<b>An overview of sponsorship benefits</b>	<b>2</b>
<b>Headline sponsor</b>	<b>3</b>
<b>Gold Sponsor</b>	<b>4</b>
<b>Delegate pack sponsor</b>	<b>5</b>
<b>Lanyard sponsor</b>	<b>6</b>
<b>Badge sponsor</b>	<b>7</b>
<b>Writing pens sponsor</b>	<b>8</b>
<b>Writing pads sponsor</b>	<b>9</b>
<b>Exhibition opportunities</b>	<b>10</b>
<b>Delegate pack inserts</b>	<b>10</b>
<b>Booking form</b>	<b>11 &amp; 12</b>

## Sponsorship opportunities

Each sponsorship opportunity available has been designed to offer high-level exposure at the Conference.

### Quick guide to sponsorship benefits:

	Headline sponsor	Gold sponsor	Delegate Pack sponsor	Lanyard sponsor	Name Badge sponsor	Writing pads sponsor	Writing pens sponsor	
<b>Fees +VAT</b>	<b>£5,000</b>	<b>£3,000</b>	<b>£800</b>	<b>£800</b>	<b>£800</b>	<b>£350</b>	<b>£350</b>	
Acknowledgement from the chair during the opening and closing addresses	✓	✓						
Your corporate logo on the sponsorship recognition board	✓	✓	✓	✓	✓	✓	✓	
Your corporate logo on the 'graphics loop' shown in the auditorium	✓							
Your corporate logo on the directional signage within the venue	✓							
1 insert for (approx. 250) delegate packs (2 printed page A4)	✓	✓	✓	✓	✓	✓ Plus writing pads	✓ Plus pens	
Your corporate logo, company message and contact details in the sponsors section of the Conference programme	Corporate logo, contact details and 200 word company message	Corporate logo, contact details and 100 word company message	Corporate logo, contact details	Corporate logo, contact details	Corporate logo, contact details	Corporate logo, contact details	Corporate logo, contact details	
Your corporate logo on the Conference section of the <i>Inclusion</i> website	✓	✓	✓	✓	✓	✓	✓	
<b>Exhibition</b>								
Sponsor's discount on exhibition stand	<b>100% disc</b>	<b>50% disc</b>	<b>20% disc</b>	<b>20% disc</b>	<b>20% disc</b>	<b>10% disc</b>	<b>10% disc</b>	
<b>Hospitality</b>								
Sponsor's discount on Conference registrations	<b>2 free &amp; 25% disc</b>	<b>1 free &amp; 25% disc</b>	<b>25% disc</b>	<b>25% disc</b>	<b>25% Disc</b>	<b>15% Disc</b>		

For further information on sponsorship opportunities at the Conference, please contact *Inclusion's* event team: 020 7582 7221 or email: [mintra.sadler@cesi.org.uk](mailto:mintra.sadler@cesi.org.uk)

## Headline sponsor

### £5,000+VAT exclusive

The LGA and *Inclusion* offer the unique opportunity of headline sponsorship at the People, places and partnerships Conference. We will work with the headline sponsor to maximise the opportunities available both during and after the event, it will also highlight the sponsor's commitment to the sector, making a lasting impression on delegates.

As the headline sponsor, you will benefit from:

#### Branding:

- ✓ Acknowledgement from the Chair during the opening and closing addresses
- ✓ Display of your corporate logo on the 'graphics loop' that is shown on the AV systems prior to all plenary sessions in the lecture theatre.
- ✓ Branding of the plenary room to include a pop up banner outside room and your logo on the holding slide projection screen
- ✓ Display of your corporate logo alongside the LGA & *Inclusion* logos on the Conference section of *Inclusion's* website

#### Advertising and promotion:

- ✓ Opportunity to provide 1 insert for (approx. 250) delegate packs (2 printed page A4)
- ✓ Prominent display of your corporate logo, 200-word company message and contact details in the sponsor's section of the Conference programme
- ✓ Display of your corporate logo on the directional signage within the venue

#### Exhibition:

- ✓ 100% headline sponsor's discount on exhibition stand

#### Hospitality:

- ✓ 2 complimentary delegate Conference registrations
- ✓ 25% discount on additional delegate registration places

**For further information on sponsorship opportunities at the Conference, please contact *Inclusion's* event team: 020 7582 7221 or email: [mintra.sadler@cesi.org.uk](mailto:mintra.sadler@cesi.org.uk)**

## Gold sponsor

### £3,000+VAT

The LGA and Inclusion can offer one organisation the opportunity to be the gold sponsor. We will work with the sponsor to build a package of opportunities that will highlight the sponsor's branding and making a lasting impression on delegates.

As the Gold headline sponsor, you will benefit from:

#### Branding:

- ✓ Acknowledgement from the chair during the opening and closing addresses
- ✓ Display of your corporate logo on the sponsorship recognition board arranged in a prominent position within the venue
- ✓ Display of your corporate logo alongside the LGA & Inclusion logos on the Conference section of Inclusion's website

#### Hospitality:

- ✓ 1 complimentary Conference registrations)
- ✓ 25% discount on additional delegate registration places

#### Advertising and promotion:

- ✓ Opportunity to provide 1 insert for (approx. 250) delegate packs (2 printed page A4)
- ✓ Display of your corporate logo 100-word company message and contact details in the sponsor's section of the Conference programme

#### Exhibition:

- ✓ 50% sponsor's discount on exhibition stand

**For further information on sponsorship opportunities at the Conference, please contact *Inclusion's* event team: 020 7582 7221 or email: [mintra.sadler@cesi.org.uk](mailto:mintra.sadler@cesi.org.uk)**

## Delegate pack sponsor

**£800+VAT (BOOK by Friday 6 January)**

The LGA and *Inclusion* can offer one organisation the opportunity to sponsor the delegate packs. The delegate packs are distributed to all delegates on arrival and will have the sponsors logo prominently shown.

As the delegate pack sponsor, you will benefit from:

### Branding:

- ✓ Display of your corporate logo on the sponsorship recognition board arranged in a prominent position within the venue
- ✓ Opportunity to brand the back cover of the delegate pack with an A4 sized full colour advert
- ✓ Display of your corporate logo alongside the *LGA & Inclusion* logos on the Conference section of *Inclusion's* website

### Hospitality:

- ✓ 25% discount on delegate registration places

### Advertising and promotion:

- ✓ All delegate packs featuring the sponsor's logo given to every delegate
- ✓ Opportunity to provide 1 insert for (approx. 250) delegate packs (2 printed page A4)
- ✓ Display of your corporate logo and contact details in the sponsors section of the Conference programme

### Exhibition:

- ✓ 20% sponsor's discount on exhibition stand

**For further information on sponsorship opportunities at the Conference, please contact *Inclusion's* event team: 020 7582 7221 or email: [mintra.sadler@cesi.org.uk](mailto:mintra.sadler@cesi.org.uk)**

## Lanyard sponsor

### £800+VAT (BOOK by Friday 6 January)

The LGA and *Inclusion* can offer a single organisation exclusive sponsorship of the lanyards. The lanyards are distributed to delegates with the delegate badges. *Inclusion* will organise the design of the lanyards with the sponsor's logo on both sides.

As the lanyard sponsor, you will benefit from:

#### Branding:

- ✓ Display of your corporate logo on the sponsorship recognition board arranged in a prominent position within the venue
- ✓ Display of your corporate logo alongside the LGA & *Inclusion* logos on the Conference section of *Inclusion's* website

#### Hospitality:

- ✓ 25% discount on delegate registration places

#### Advertising:

- ✓ Lanyards featuring the sponsor's logo given to every delegate
- ✓ Opportunity to provide 1 insert for (approx. 250) delegate packs (2 printed page A4)
- ✓ Display of your corporate logo and contact details in the sponsor's section of the Conference programme

#### Exhibition:

- ✓ 20% sponsor's discount on exhibition stand )

**For further information on sponsorship opportunities at the Conference, please contact *Inclusion's* event team: 020 7582 7221 or email: [mintra.sadler@cesi.org.uk](mailto:mintra.sadler@cesi.org.uk)**

## Name badge sponsor

### £800+VAT

The LGA and *Inclusion* can offer a single organisation exclusive sponsorship of the delegate badges. Each badge which is provided to delegates will feature the logo of the badge sponsor.

As the badge sponsor, you will benefit from:

#### Branding:

- ✓ Display of your corporate logo on the sponsorship recognition board arranged in a prominent position within the venue
- ✓ Display of your corporate logo alongside the *LGA & Inclusion* logos on the Conference section of *Inclusion's* website

#### Hospitality:

- ✓ 25% discount on additional delegate registration places

#### Advertising:

- ✓ Sponsor's logo on each of the 250 badges
- ✓ Opportunity to provide 1 insert for (approx. 250) delegate packs (2 printed page A4)
- ✓ Display of your corporate logo and contact details in the sponsor's section of the Conference programme

#### Exhibition:

- ✓ 20% sponsor's discount on exhibition stand

**For further information on sponsorship opportunities at the Conference, please contact *Inclusion's* event team: 020 7582 7221 or email: [mintra.sadler@cesi.org.uk](mailto:mintra.sadler@cesi.org.uk)**

## Writing pens sponsor

**£350+VAT**

The LGA and *Inclusion* can offer a single organisation exclusive sponsorship of the delegate writing pens. The writing pens are distributed to delegates with the delegate packs. The writing pen sponsor is required to provide *Inclusion* with 250 branded writing pens 1 week prior to the event. **(Thursday 12 January 2012)**

As the writing pen sponsor, you will benefit from:

### Branding:

- ✓ Display of your corporate logo on the sponsorship recognition board arranged in a prominent position within the venue
- ✓ Display of your corporate logo alongside the LGA & *Inclusion* logos on the Conference section of the *Inclusion* website

### Hospitality:

- ✓ 10% discount on delegate registration places

### Advertising:

- ✓ Insertion of branded writing pens (to be provided by sponsor) into the delegate packs
- ✓ Opportunity to provide 1 insert for (approx. 250) delegate packs (2 printed page A4)
- ✓ Display of your corporate logo contact details in the sponsor's section of the Conference programme

### Exhibition:

- ✓ 15% sponsor's discount on exhibition stand

**For further information on sponsorship opportunities at the Conference, please contact *Inclusion's* event team: 020 7582 7221 or email: [minta.sadler@cesi.org.uk](mailto:minta.sadler@cesi.org.uk)**

## Writing pads sponsor

**£350+VAT**

The LGA and *Inclusion* can offer a single organisation exclusive sponsorship of the delegate writing pads. The writing pads are distributed to delegates with the delegate folders. The writing pad sponsor is required to provide *Inclusion* with 250 branded writing pads 1 week prior to the event. **(Thursday 12 January 2012)**

As the writing pads sponsor, you will benefit from:

### Branding:

- ✓ Display of your corporate logo on the sponsorship recognition board arranged in a prominent position within the venue
- ✓ Display of your corporate logo alongside the LGA & *Inclusion* logos on the Conference section of *Inclusion's* website

### Hospitality:

- ✓ 15% discount on delegate registration places

### Advertising:

- ✓ Insertion of branded writing pads (to be provided by sponsor) into the delegate packs which should be approximately 25 pages A5 or A4
- ✓ Opportunity to provide 1 insert for (approx. 250) delegate packs (2 printed page A4)
- ✓ Display of your corporate logo contact details in the sponsors section of the Conference programme

### Exhibition:

- ✓ 10% sponsor's discount on exhibition stand

**For further information on sponsorship opportunities at the Conference, please contact *Inclusion's* event team: 020 7582 7221 or email: [mintra.sadler@cesi.org.uk](mailto:mintra.sadler@cesi.org.uk)**

## Exhibition opportunities

We will be hosting an exhibition alongside the conference. Exhibiting at the event will enable you to disseminate information about your organisation to targeted individuals, as well as raise awareness of your organisation.

The exhibition will take place in the area that is being used for refreshments and catering, thus ensuring exhibitors maximum exposure to delegates.

Exhibition stands are always popular and tend to sell quickly, so early reservation is strongly recommended.

### Pricing

Exhibition stand	<b>£500+VAT</b>
------------------	-----------------

### What's included:

- Reservation of one exhibition area
- One 6ft table
- Mains electrical connection on request only
- 2 exhibitor passes – please note exhibitor passes do not allow admittance to the conference sessions. Exhibitor passes include refreshments and lunch during the conference.

## Delegate pack inserts

*LGA* and *Inclusion* are also providing the opportunity for organisations to include an insert in the Conference delegate packs. An insert could consist of promotional material to raise awareness of your organisation or a report to disseminate information.

An insert is an alternative to an exhibition stand for those with financial constraints, or may create a greater presence for exhibitors keen to be recognised as a key player in the sector.

### Pricing

The fee for the insertion of 1 item, maximum of A4 size and 2 pages long into the delegate pack is

**£150+VAT**

Organisations wishing to include an insert in the delegate packs will need to provide *Inclusion* with **150 copies** of their chosen material by **Thursday 12 January 2012**.

# People, Places and Partnerships Conference Sponsorship and exhibition booking form – Part 1

DESCRIPTION – All fees are subject to VAT			
SPONSORSHIP	Number	Price	Total Cost
Headline Sponsor		£5,000	£
Gold sponsor		£3,000	£
Delegate pack sponsor		£800	£
Lanyard sponsor		£800	£
Badge sponsor		£800	£
Writing pad sponsor		£350	£
Writing pen sponsor		£350	£
EXHIBITION STAND			
Reservation of exhibition stand		£500	£
SPONSOR'S DISCOUNT ON EXHIBITION STAND		-%	£-
Additional people staffing the exhibition stand (** enter names below)		£85	£
INSERTS			
1 A4 insert in delegate pack		£150	£
			SUB TOTAL £
			VAT @ 20% £
			<b>GRAND TOTAL</b> £

## Payment details

Cheque: I enclose a cheque for the amount £\_\_\_\_\_ (inc VAT) made payable to Centre for Economic & Social Inclusion

Invoice: Please invoice for the above amount of £\_\_\_\_\_ (inc VAT)  
Purchase Order No: \_\_\_\_\_

Please send a BACS remittance forms as confirmation of payment. A VAT invoice will be issued on receipt of payment.

By BACS Bank:	The Co-operative Bank
Sort Code:	08-92-50
Account no:	70347667
Account name:	Centre for Economic & Social Inclusion

Signed: \_\_\_\_\_ Print: \_\_\_\_\_

Organisation: \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: \_\_\_\_\_

## Sponsorship and exhibition booking form – Part 2

Primary Contact		
Name:	Job Title:	
Organisation:	Telephone:	
Address:	Fax:	
	Email:	
Post Code:		
Invoicing Address (if different from above)		
Name:	Job Title:	
Organisation:	Telephone:	
Address:	Fax:	
	Email:	
Post Code:		
Exhibitor names**		
Name:	Fee:	Email:
1:	Included	
2:	Included	
3:	£85	

### Exhibition Terms and conditions

Hosting an exhibition stand does not entitle you to a free conference place. If you wish to book onto the conference and reserve accommodation in London, you will need to follow the instructions within the Conference Brochure and return them with your fee in the normal way. By completing this booking form, you/your organisation are agreeing to and will comply with *Inclusion's* payment terms and conditions. We will accept cancellations by writing fax or email (but not by phone) up to 6 Jan 2012 but will charge a fee of 50% of the fee of the stand. After this date, we cannot make any refunds. Outstanding invoices will be liable for payment in full. We are happy to accept exhibitor replacements. To do this simply write, fax or email the change or name(s); telephone changes will not be accepted. A confirmation letter, exhibition details and joining details will be issued prior to the event. If you have not received them within ten working days of submitting your exhibition booking form, please contact the events department on 020 7582 7221. The booking form constitutes a legally binding agreement. In the event of any situation that prevents your organisation from exhibiting, for example transport strikes, adverse weather conditions, Acts of God, terrorist attack, personal health, *Inclusion* cannot be held responsible and **will not issue refunds**.

You will be entitled to bring 2 members of staff to service your stand. Any additional staff must be booked to attend at the exhibitor rate of £85+vat of complete and booking form. Please note that this does not entitle you to attend conference sessions. The exhibitor places include all catering served within the exhibition area and access to delegates.

An exhibitor listing will be publicised in the final Conference Programme given that you supply the appropriate information by the deadline. We are not able to assist with marketing or promotion of your stand in addition to this.

You will be responsible for the cost of the following:

- \* The fee for the stand space
- \* The fee for any additional staff (over and above the 2 allowance for your stand)
- \* Any additional items ordered by you at the venue or through the *Inclusion* or other 3rd party organisations.

**Contact: The *Inclusion* Events Team, 3rd Floor, 89 Albert Embankment, London, SE1 7TP,  
Tel: 020 7582 7221, email: [events@cesi.org.uk](mailto:events@cesi.org.uk)**