

# Business Fairs 2011

## Sponsorship Packages

A wide range of sponsorship opportunities are available to companies and organisations wishing to associate themselves with our highly popular regional business to business events. Details of sponsorship packages are outlined below but please contact us if you would like to discuss a more customised package to suit your particular requirements and circumstances.

- ❑ Reinforce brand recognition and attract new clients
- ❑ Highlight your presence at the event and drive visitors to your stand
- ❑ Increase PR and media coverage before, during and after the event
- ❑ Support sales promotions and marketing campaigns
- ❑ Build new and existing client relationships
- ❑ Trial, launch and promote new products
- ❑ Deliver a significant return on investment
- ❑ Drive buyers to your business
- ❑ Promote your brand to a diverse business audience
- ❑ Influence the event agenda

### Headline Event Sponsor

Large Exhibition Space\* in prime location  
 Logo acknowledgement on registration area signage  
 Pop up banner site in registration area  
 Full page advertisement in Event Programme  
 Stand alone post event e-mail broadcast to approximately 8,000 regional businesses (including exhibitors and visitors at the event)  
 Coloured block promotional article (with links) in general post event e-mail broadcast  
 Logo acknowledgement on front cover of Event Programme  
 Opportunity to deliver a Business Seminar

Logo / Corporate branding on visitor Event Bags  
 Literature insert in visitor event bags  
 Opportunity to provide promotional items (pens, pads etc) for inclusion in the visitor event bags  
 Logo / acknowledgement on: promotional leaflets, e-mail and/or fax broadcasting, Press advertising, website acknowledgement and links, banners and/or signage, Posters, press releases and any other external advertisements and /or event / visitor materials \*\*

### Event Sponsor

Large Exhibition Space\* in prime location  
 Logo acknowledgement on registration area signage  
 Pop up banner site near entrance to exhibition area  
 Logo / acknowledgement in post event e-mail broadcast  
 Full page advertisement in Event Programme  
 Logo acknowledgement on front cover of Event Programme  
 Opportunity to deliver a Business Seminar

Literature insert in visitor event bags  
 Logo / acknowledgement on: promotional leaflets, e-mail and/or fax broadcasting, Press advertising, website acknowledgement and links, banners and/or signage, Posters, press releases and any other external advertisements and /or event / visitor materials \*\*

### Seminar Programme Sponsor

3m x 2m Exhibition Space\*  
 Large Logo on Seminar Room signage & any Seminar promotional materials  
 Feature on leaflet promoting seminar programme  
 Opportunity to deliver a Business Seminar  
 Literature insert in visitor Event Bags

### Event Bag Sponsor

3m x 2m Exhibition Space\*  
 Logo / Corporate branding on Environmentally Friendly visitor Event Bags  
 Literature insert in visitor event bags  
 Opportunity to provide promotional items (pens, pads etc) for inclusion in the visitor event bags

### Event Programme Sponsor

3m x 2m Exhibition Space\*  
 Half Page Event Programme Advertisement

Logo acknowledgement on front cover of Event Programme

\* All Exhibition Spaces provided with Sponsorship packages include power, colour logo Name board, Internet access, a trestle table and two chairs.

\*\* The final mixture and type of publicity materials used to promote events will vary from event to event, however, the above list is based on a typical marketing campaign.

**For more information on Sponsorship Opportunities please contact Tony Haines at Liverpool BA on 0151 709 8932 or by email to [tony@liverpoolba.com](mailto:tony@liverpoolba.com)**

## Sponsorship Booking Form

Please fill in the following form in order to book a Sponsorship package at one or more events. We will also use these details to ensure that you are listed correctly in the relevant Event Programmes.

Company Details (to be listed in the Event Programme)	
Company Name:	
Telephone:	
Website:	
Please provide a short (approx 50 words) Business Description for use in the Event Programme:	
Contact Details (to enable us to contact you directly)	
Name:	Phone:
E-mail:	
Address:	
Accounts Department Contact details for invoicing / accounts queries (if applicable):	
Name:	Phone:
E-mail:	
Invoice Address (if different from above):	

Sponsorship Package Requirements <i>Please tick (✓) items as required</i>	Headline Sponsor	Event Sponsor	Event Bag Sponsor	Seminar Sponsor	Programme Sponsor
<b>Wirral &amp; Chester Business Fair</b> Wed 21 <sup>st</sup> Sept, New Brighton Floral Pavilion	£5,750	£3,000	£2,250	£1,750	£1,250
<b>Business &amp; Technology Show NW</b> Tues 18 <sup>th</sup> October, Aintree Racecourse	£9,250	£4,750	£3,500	£2,500	£1,250
<b>Halton &amp; Warrington Business Fair</b> Wed 2 <sup>nd</sup> November, Stobart Stadium Halton	£4,750	£2,500	£1,950	£1,500	£950
<b>SUB TOTAL</b>	£	£	£	£	£
<b>GRAND TOTAL</b> (N.B. all items subject to VAT at the current rate)					£

**Order Confirmation and Invoice Details** (please read the Terms & Conditions of Booking before signing):

**Please invoice my company for the total amount of £ \_\_\_\_\_ + VAT for the items detailed. I have read the booking terms and conditions and agree to abide by them.**

**Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **PO No:** \_\_\_\_\_

### TERMS & CONDITIONS OF BOOKING (Please retain a copy of these for future reference)

- Submitting a completed booking form is a necessary pre-requisite for an application to sponsor / exhibit at a Business Fair. Sponsors will be notified within 5 working days of receipt of a completed booking form regarding acceptance status.
- All charges will be invoiced upon receipt of the completed booking form, and are subject to VAT at current rate.
- The organiser assumes no liability for loss, damage or disappearance of any property used by the Exhibitor / Sponsor in connection with their participation in the event. The Exhibitor / Sponsor agrees to assume risk of loss for its property or any other items relating to its participation in the event and agrees to waive any and all claims and hold the Organiser harmless from and against any loss of, damage to, or disappearance of such property or items. In the event of it being necessary, due to acts of terrorism, war, disease, public emergency, or any other factor beyond the control of the organisers, for the Exhibition to be postponed, abandoned or altered in any way in whole or in part, the Organisers shall not be liable for any expenditure, loss or damage incurred by an Exhibitor / Sponsor or Exhibition contractor resultant upon such change.
- At the end of the event, the Exhibitor / Sponsor will remove any property used by them in connection with their participation in the event, from the event venue. The Exhibitor / Sponsor will be liable for all storage and handling charges resulting from failure to remove all equipment from the venue.
- The Organisers will not accept delivery of any Exhibitor's / Sponsor's equipment unless they have given their written consent to do so. Written consent must be sought at least one week prior to the event.
- The Exhibitor / Sponsor shall make good and indemnify the Organiser for any damage to the premises by the Exhibitor / Sponsor, his agents, contractors or employees.
- The Exhibitor / Sponsor shall observe all current Health and Safety legislation and co-operate with the Organisers in ensuring that the event is a safe, secure and healthy environment for all Exhibitors / Sponsors, Contractors, Sub Contractors, Visitors and Staff who attend or work at the event.
- Exhibitors / Sponsors are responsible for the safety of their stands and their own Public Liability insurance, as well as cover for any stock and equipment.
- Subletting or sharing of exhibition space is only permitted with the prior agreement of Liverpool BA.
- Whilst every effort will be made to ensure that a regular power supply and / or internet connection is maintained the Organiser accepts no liability for power shortages and / or loss of internet connection
- Cancellation Policy (Sponsorship packages) is as follows:
  - Cancellations made within 14 days of booking will incur a £75 cancellation charge.
  - Due to Sponsorship being a more comprehensive, longer term arrangement than exhibiting, cancellations made more than 14 days after booking will be liable for the full order value. However, depending on circumstances, cancellation / refund requests will be considered on a case-by-case basis.

Cancellation requests must be made in writing to Tony Haines, Liverpool BA, Queens Dock Commercial Centre, Norfolk Street, Liverpool L1 0BG. Cancellation / refund requests will only be considered upon receipt of this letter.

**Once completed and signed, please either fax this form to 0151 709 6800, e-mail a signed copy to [kathy@liverpoolba.com](mailto:kathy@liverpoolba.com) or post to Liverpool BA, Queens Dock Commercial Centre, Norfolk Street, Liverpool L1 0BG.**