

# Merseyside Business Fair 2010

Tuesday 2<sup>nd</sup> November, 10.30am-3.30pm, St Georges Hall



## Exhibition & Sponsorship Booking Form

Please provide us with the details below in order for us to process your application to sponsor / exhibit at the 2010 Merseyside Business Fair. We will also use these details to ensure that you are listed correctly in the Official Event Programme and that your exhibition space meets your requirements.

### 1. Company Details (to be listed in the Event Programme)

Company Name:			
Telephone No:			
Website:			
Please provide a short (approx 50 words) Business Description for use in the Event Programme:			

### 2. Contact Details (to enable us to contact you directly)

Contact Name:			
Telephone No:		Fax No:	
E-mail Address:			
Postal Address:			

### 3. Event Requirements *please tick (✓) items as required*

Event Sponsorship Packages (see pg 3 for full details)	Price	✓
Event Programme Sponsor Package	£1,250.00	
Event Bag Sponsor Package	£2,500.00	
Seminar Programme Sponsor Package	£2,500.00	
Event Sponsor Package	£4,750.00	
Headline Event Sponsor Package	£9,250.00	
Exhibition Spaces	Price	✓
Pop Up Banner Site - 2m x 1m Shell Scheme Space (includes Name Board)	£195.00	
Small Table & Chair to accompany Pop Up Banner Site	£20.00	
2m x 2m shell scheme exhibition space (includes Name Board, small table & two chairs)	£450.00	
3m x 2m shell scheme exhibition space (includes Name Board, trestle table & two chairs)	£595.00	
4m x 2m shell scheme exhibition space (includes Name Board, trestle table & two chairs)	£775.00	
Premium Exhibition Space - 4m x 3m shell scheme space in premium location (includes Power & Spotlights, Internet Access, Colour Logo Name Board, Trestle table & chairs)	£1,425.00	
Other Size Shell Scheme Sites / Space Only Options - please contact us with your requirements	POA	
Additional Items (please note these must be pre-booked if required)	Price	✓
Power & Spotlights Package	£45.00	
Power Supply Only	£37.50	
Spotlights Only	£37.50	
Full Colour Logo Name Board - Includes full colour logo alongside Company Name (Upgrade from standard Name Boards provided FOC with Exhibition Space which are black type & don't include logo)	£35.00	
Internet Access	£10.00	
All Day Parking Permit - Parking on St Georges Plateau is strictly by permit only, must be pre-booked	£8.50	
Event Programme Display Advertisements (see pg 2 for details)	Price	✓
Full Page Advert - 270 mms x 185 mms (h x w)	£350.00	
Half Page Advert - 130 mms x 185 mms (h x w)	£195.00	
Quarter Page Advert - 130 mms x 90 mms (h x w)	£125.00	
Eighth Page Advert - 60mms x 90 mms (h x w)	£80.00	
Logo Inclusion - (to accompany your free listing)	£35.00	
<b>GRAND TOTAL (all charges subject to VAT at the current rate)</b>		<b>£</b>

Please note that Exhibition Space prices quoted above are based upon payment being made within 14 days. A £50 Administration Fee will be added to all invoices but is only payable if payment is not made within 14 days.

If you have a Promotional Code please enter here:

Continued Overleaf

If you have any other special requirements please provide details:

**4. 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:	
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Purchase Order No (if applicable):	
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Invoice Address (if different from those listed above):
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Please provide details of your Accounts Department Contact for invoicing / accounts queries (if applicable):

Name:		Telephone No:	
E-mail Address:			

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

**EVENT PROGRAMME DISPLAY ADVERTISEMENTS**

The Official Event Programme will be freely distributed to exhibitors and visitors on the day as well as to a range of other companies and organisations. It is a full colour A4 publication and display advertisements are available at the prices shown. All exhibitors are also listed in the Event Programme at no charge (subject to booking being confirmed at least 21 days prior to event)

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

1. Submitting a completed booking form is a necessary pre-requisite for an application to exhibit at / sponsor a Business Fair. Exhibitors / Sponsors will be notified within 5 working days of receipt of a completed booking form regarding acceptance status.
2. All charges will be invoiced upon receipt of the completed booking form, and are subject to VAT at current rate.
3. Prices quoted for exhibition space are based on companies making full payment within 14 days of invoice. Exhibitors who wish to pay in two instalments (50% deposit within 14 days of invoice and 50% balance within 28 days of invoice) or who make payment more than 14 days after invoice is issued will incur the full fee (£50 above price quoted). In all instances full payment should be made prior to the event taking place.
4. The organiser assumes no liability for loss, damage or disappearance of any property used by the Exhibitor in connection with their participation in the event. The Exhibitor 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 or Exhibition contractor resultant upon such change.
5. At the end of the event, the Exhibitor will remove any property used by them in connection with their participation in the event, from the event venue. The Exhibitor will be liable for all storage and handling charges resulting from failure to remove all equipment from the venue.
6. The Organisers will not accept delivery of any Exhibitor'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.
7. The Exhibitor shall make good and indemnify the Organiser for any damage to the premises by the Exhibitor, his agents, contractors or employees.
8. The Exhibitor 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, Contractors, Sub Contractors, Visitors and Staff who attend or work at the event.
9. Exhibitors are responsible for the safety of their stands and their own Public Liability insurance, as well as cover for any stock and equipment.
10. Subletting or sharing of exhibition space is only permitted with the prior agreement of Liverpool BA.
11. Whilst every effort will be made to ensure that a regular power supply / internet connection is maintained the Organiser accepts no liability for power shortages or loss of internet connection
12. Cancellation Policy is as Follows
  - Cancellations made more than 90 days prior to the event will incur a £50 cancellation charge
  - Cancellations made 60-90 days prior to the event will be liable for 50% of the value of the booking
  - Cancellations made 30-60 days prior to the event will be liable for 75% of the value of the booking
  - Cancellations made less than 30 days prior to the event, as well as no shows, will be liable for the full value of the booking.

Cancellations must be made in writing to Tony Haines, Liverpool BA, Queens Dock Commercial Centre, Norfolk Street, Liverpool L1 0BG. Cancellation is deemed to take effect on receipt of the cancellation letter.

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## Exhibition Sponsorship Packages

Headline Event Sponsor	£9,250
<ul style="list-style-type: none"><li>• 4m x 3m Shell Scheme Exhibition Space* in prime location</li><li>• Logo acknowledgement on registration area signage</li><li>• Pop up banner site in registration area</li><li>• Full page advertisement in Event Programme</li><li>• Stand alone post event e-mail broadcast to approximately 8,000 regional businesses (including exhibitors and visitors at the event)</li><li>• Coloured block promotional article (with links) in general post event e-mail broadcast</li><li>• Logo acknowledgement on front cover of Event Programme</li><li>• Opportunity to deliver a Business Seminar</li><li>• Logo / Corporate branding on visitor Event Bags</li><li>• Literature insert in visitor event bags</li><li>• Opportunity to provide promotional items (pens, pads etc) for inclusion in the visitor event bags</li><li>• Logo / acknowledgement on: approx 50,000+ 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 **</li></ul>	
Event Sponsor	£4,750
<ul style="list-style-type: none"><li>• 4m x 2m Shell Scheme Exhibition Space* in prime location</li><li>• Logo acknowledgement on registration area signage</li><li>• Pop up banner site near entrance to exhibition area</li><li>• Logo / acknowledgement in post event e-mail broadcast</li><li>• Full page advertisement in Event Programme</li><li>• Logo acknowledgement on front cover of Event Programme</li><li>• Opportunity to deliver a Business Seminar</li><li>• Literature insert in visitor event bags</li><li>• Logo / acknowledgement on: approx 50,000+ promotional leaflets, e-mail and/or fax broadcasting, Press advertising, website acknowledgement and links, radio coverage, banners and/or signage, Posters, Bus and/or train advertising, press releases and any other external advertisements and /or event / visitor materials**</li></ul>	
Seminar Programme Sponsor	£2,500
<ul style="list-style-type: none"><li>• 3m x 2m Shell Scheme Exhibition Space*</li><li>• Large Logo on Seminar Room signage &amp; any Seminar promotional materials</li><li>• Feature on leaflet promoting seminar programme</li><li>• Opportunity to deliver a Business Seminar</li><li>• Literature insert in visitor Event Bags</li></ul>	
Event Bag Sponsor	£2,500
<ul style="list-style-type: none"><li>• 3m x 2m Shell Scheme Exhibition Space*</li><li>• Logo / Corporate branding on visitor Event Bags</li><li>• Literature insert in visitor event bags</li><li>• Opportunity to provide promotional items (pens, pads etc) for inclusion in the visitor event bags</li></ul>	
Event Programme Sponsor	£1,250
<ul style="list-style-type: none"><li>• 3m x 2m Shell Scheme Exhibition Space*</li><li>• Half Page Event Programme Advertisement</li><li>• Logo acknowledgement on front cover of Event Programme</li></ul>	

\* All Exhibition Spaces provided with Sponsorship packages include power, spotlights, 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)