

Searching for Ways to Develop Your Business?



Take a Look at Our Events

Wirral & Chester Business Fair 2021

Free to Visit | Exhibit from £200+vat | <https://wirralbizfair.co.uk>
Wed 15 September | New Brighton Floral Pavilion | Wirral CH42 2JG

Liverpool Business Fair 2021

Free to Visit | Exhibit from £200+vat | <https://liverpoolbizfair.co.uk>
Tues 12 October | <https://liverpoolbizfair.co.uk> | Liverpool FC

Haltom & Warrington Business Fair
Thursday 11th November 2021

Free to Visit | Exhibit from £200+vat | <http://haltombizfair.co.uk>
Thursday 11th November | DCBL Stadium Holtom | Widnes WA8 7DZ

Greater Manchester Business Fair 2021

Free to Visit | Exhibit from £200+vat | <https://manchesterbizfair.co.uk>
Tuesday 23 Nov | Al Bell Stadium | M30 7EY

Running Successful Events since 2002

Liverpool BA have been organising Business Fairs and Business Exhibitions since 2002 – when we first held our flagship event the Liverpool Business Fair at Liverpool Town Hall.

This proved to be a very popular business occasion and we have gone on to hold many other events across Merseyside and the North West.

Our approach is to try and make the events as interesting and worthwhile as possible for all of our visitors and exhibitors. Visiting our Business Fairs is free and there is always a range of interesting features and lots of networking and business opportunities.



Friendly but Productive Events to Suit All Businesses

With a whole range of features and activities designed to appeal to all sectors, our events attract businesses of all shapes and sizes. Although every event is different, the main features will tend to include -

Business Exhibition showcasing companies from a wide variety of Business Sectors - Hundreds of visitors from all sectors of the Business Community - Programme of Free Business Seminars - Business Information and Advice - Other attractions such as free Business Clinics and Ask the Expert sessions - Free Event Programme and Business Guide - Free Visitor entry

And because we get such a variety of businesses taking part, we find that this creates a welcoming environment which is professional but not too stuffy.

How can you get Involved

Exhibit - Exhibiting at events like these is a great way to raise your company profile and showcase your products & services to a wide range of potential customers, and with prices to suit most budgets, this is really cost-effective marketing.

Sponsor - A range of sponsorship opportunities are also available and these provide companies and organisations with a highly visible profile and presence at the Business Fair. Ideal for strengthening brand or product awareness, or for launching or trialling new products, services and projects.

Visit - Admission to the events and all of the activities is completely free and you can book your place(s) via our eventbrite page or event website.

Top 5 Reasons for Exhibiting

- Generate sales leads and make sales
- Network and make new Business contacts
- Identify and recruit new distributors, suppliers or partners
- Create or raise market awareness
- Demonstrate a new product or Service

Please complete this form so we can process your application to sponsor/exhibit at any of our 2021 events or to book a Digital Annual Business Support Partner Package. The form will also provide the details we need for Event Guides and event requirements.

2021 Business Fairs

- **Wirral & Chester** – Wednesday 15th September, New Brighton Floral Pavilion
- **Liverpool** – Tuesday 12th October, Liverpool Football Club
- **Halton & Warrington Business Fair** – Thursday 11th November, DCBL Stadium Halton
- **Greater Manchester** – Tuesday 23rd November, AJ Bell Stadium

1. Exhibition Packages <i>please tick (✓) relevant events / items as required</i>							<i>All prices shown excl. VAT</i>
Exhibition Space	Price per event	Wirral	Liverpool	Halton	Manchester	TOTAL	
All space only & include name board, table & chairs		✓	✓	✓	✓	Excl. VAT	
2m x 2m space	£260						
3m x 2m space	£380						
4m x 2m space	£500						
Additional Items							
Power Supply for Exhibition Space	£30						
Full Colour Logo Name Board	£35						
Event Guide Display Advertisements							
Logo Inclusion - (accompanies free listing)	£25						
Eighth Page Advert - 60mms x 90 mms (h x w)	£50						
Quarter Page Advert - 130 mms x 90 mms (h x w)	£80						
Half Page Advert - 130 mms x 185 mms (h x w)	£150						
Full Page Advert - 270 mms x 185 mms (h x w)	£250						

2. Sponsorship Packages <i>please tick (✓) relevant events / packages as required</i>							<i>All prices shown excl. VAT</i>
Sponsorship Packages	Price per event	Wirral	Liverpool	Halton	Manchester	TOTAL	
Event Programme Sponsor	£995	✓	✓	✓	✓	Excl. VAT	
Workshop Sponsor	£1,500						
Event Bag Sponsor	£1,950						
Lead Sponsor	£3,495						

3. Digital Marketing Packages <i>please tick (✓) if required</i>				<i>All prices shown excl. VAT</i>
Package Details	Price (1 year)	✓	TOTAL	
Annual Digital Business Support Partner - This package is designed to provide opportunities to profile your position as an organisation looking to help and support businesses. These opportunities dovetail with (but are not restricted to) our physical events, but are primarily online and digital so can stand alone and start at any time. Features would include sharing of your content and messaging in relation to your products and services that support and assist businesses, logo/acknowledgement on event/general press releases and publicity etc.	£1,500		Excl. VAT	

If you have a Promo Code please enter here	<input type="text"/>	GRAND TOTAL	<input type="text"/> +VAT
If you have any specific or non-standard requirements please call us on 0151 709 8932 or email tony@liverpoolba.com			

4. Company Details <i>these will be used for your listing in any Event Guides etc.</i>			
Company Name:	<input type="text"/>		
Telephone No:	<input type="text"/>	Facebook:	<input type="text"/>
Twitter:	@ <input type="text"/>	Website:	<input type="text"/>
Please provide a short (approx 50 words) Business Description for use in the Event Programme:			
<input style="height: 100px;" type="text"/>			

5. Contact Details (to enable us to contact you directly)

Contact Name:		Direct Dial Tel. No.:	
E-mail Address:			
Postal Address:			

6. Order Confirmation and Payment Details (please read the Terms & Conditions of Booking before signing):

Please charge my company 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: _____

Please indicate your preferred payment method & provide payment details below

Debit / Credit Card – please enter the card details below and we will process payment on receipt of your booking

Card Number

Start Date Expiry Date

Security Code Issue No (if present)

Name on Card

Please provide the address that the card is registered to (i.e. where statements are sent)

Building No / Name _____
 Address _____
 _____ Post Code _____

Invoice – please provide invoicing details below and we will invoice you (14 days payment terms) on receipt of booking.

PO No (if applicable) _____ Invoice Contact Name _____
 Invoice Address _____
 _____ Post Code _____
 Email Address _____

All invoices will be sent by email - if you require a hard copy to be sent out by post as well please tick here

Accounts Contact (if different from above) _____ Telephone _____
 Email Address (if different from above) _____

Once completed and signed, please return this form by email to kathy@liverpoolba.com.

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 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.
- All charges will be invoiced upon receipt of the completed booking form, and are subject to VAT at current rate.
- Unless otherwise stated, payment of all charges is due within 14 days of the invoice date (or by the date the event takes place if this is earlier).
- 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 unforeseen circumstantial changes. Should it be necessary for the organiser to reschedule an event, any booking placed by the exhibitor will be carried over to that rescheduled event
- 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.
- 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.
- The Exhibitor shall make good and indemnify the Organiser for any damage to the premises by the Exhibitor, his agents, contractors or employees.
- The Exhibitor shall observe all current Health and Safety legislation and ensure that any electrical equipment/items being used at the event are PAT Tested. The exhibitor also agrees to 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.
- Exhibitors 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 – Any request to cancel a booking must be made formally in writing (by post or email) to the organisers. Cancellations made more than 90 days prior to the event will be liable for 50% of the value of the booking. Cancellations made 30-90 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. These cancellation policies will come into effect in all cases and whatever the reason for the withdrawal may be. Cancellation is deemed to take effect on receipt of the cancellation letter.