

Annual Conference 2010



The
British
Psychological
Society

Sponsorship,
Exhibition &
Advertising
Opportunities

14–16 April
Holiday Inn,
Stratford-upon-Avon

www.bps.org.uk/ac2010

INVITATION

The British Psychological Society:

- Is the representative body for psychology and psychologists in the UK. It is not a trade union but is a registered charity in England and Wales (Charity Registration Number: 229642) and in Scotland (Charity Registration Number: SC039492). The Society was formed in 1901 and has more than 45,000 members.
- Through its Royal Charter, the Society is charged with overseeing psychology and psychologists. It has responsibility for the development, promotion and application of pure and applied psychology for the public good.

The British Psychological Society Annual Conference 2010:

- Is a three day conference and is seen as an important academic and networking event.
- Will be held on Wednesday 14th – Friday 16th April at the Holiday Inn Hotel, Stratford-upon-Avon.
- The conference is a major showcase in which academics and practitioners can present their research.
- The programme includes renowned keynote speakers from the UK and workshops, symposia, oral presentations and posters as well as a full and exciting social programme.
- Is expected to attract over 500 delegates from all psychological disciplines, from students to professors and trainees to practitioners on each of the three days

Companies who will benefit and the main benefits of sponsoring, exhibiting or advertising:

- Book publishers, test agencies and publishers, software manufacturers and distributors, consultancies, research agencies and councils, university departments, insurance suppliers, recruitment agencies, financial service providers, local Stratford-upon-Avon companies and many more.
- **EXPOSURE** to delegates from all psychological disciplines of all levels all under one roof in the same week.
- **COST SAVINGS** for companies choosing to sponsor and exhibit.
- **INCREASED PROFILE** for your company.
- **BOOK EARLY** to avoid disappointment as this event always sells out quickly.
- **BEST EXHIBITION LOCATIONS** will be given on a first come first served basis.
- **MORE PUBLICITY** if you book now you will get more mileage from all of the conference publicity to our 45'000+ members and beyond.

A booking form is attached, which provides further information about the opportunities available. If you wish to discuss any of these further or have alternative ideas for sponsorship, please do not hesitate to contact us.

Please visit our Annual Conference Website for further details of the conference

www.bps.org.uk/ac2010

We look forward to hearing from you.



Annual Conference 2010

14-16 April, Holiday Inn, Stratford-upon-Avon



The British Psychological Society

Sponsorship, Exhibition & Advertising Booking Form

Company Details

Name of Organisation: Contact Name:
 Address: Tel:
 Email:

1. ****NEW** Programme Space **NEW****

This is your chance to sponsor a one-hour space in the programme (4 available). You will have a scheduled slot and dedicated room to promote your product/service exclusively to the delegates. [] £1000 + VAT per each 1 hour slot

2. Exhibition Space

Number of units (2m x 1m) required 1 [] 2 [] £475 + VAT for first unit, £325 + VAT for second unit

Do you require electricity supply? Yes [] No [] Number of chairs required? 0 [] 1 [] 2 []

How many 6ft tables do you require? 0 [] 1 [] 2 [] Are table covers required? Yes [] No []

Are you bringing your own floor stand? Yes [] No []

If yes, please let us know the full size (Length, height (maximum 5m) & width)
(please note, if larger than the 2m x 1m space you will need to pay for 2 units or equivalent)

(Wireless Internet connection will be available to purchase direct from the hotel)

B&B at the Holiday Inn £87 + VAT pppn Tues 13th [] Wed 14th [] Thurs 15th []

Name(s) of people who will be manning your exhibition/requiring B&B (max. 2 persons)

Exhibitors will receive: Company logo and profile listed in the programme and on the conference website, 2 x complimentary refreshments and lunches per day and one programme book and delegate list.

If exhibitors wish to attend the conference as a delegate or any of the social events, you will be required to register in the usual way. Please complete a registration form and return, with your payment, to the conference office.

3. Sponsorship

Please tick the item you wish to sponsor

| ITEM | PRICE (Excl VAT) | √ |
|---|------------------|---|
| Gala Dinner at the Holiday Inn on Thursday 15th April (logo and profile on dinner tickets and menu cards, space for company banners in the room and opportunity to provide one branded gift per person on the tables plus a flyer in conference packs and 2 complimentary places at the dinner) | £3000 | |
| Welcome BBQ at the Holiday Inn on Wednesday 14th April (logo and profile on BBQ tickets and menu cards, space for company banners and opportunity to provide one branded gift per person plus 2 complimentary places at the BBQ) <i>(weather permitting otherwise a buffet)</i> | £2000 | |
| Delegate Bags (exclusive branding, company logo printed on the bags and one A4 insert – sample will be supplied before production) | £2500 | |
| * Badge Lanyards (exclusive branding, company logo/name or web address on all badge lanyards to be worn throughout the conference by all delegates) | £1750 | |
| * Pens & Networking Business Cards (exclusive branding, company logo/name or web address on all pens provided in the conference packs, business cards to include your company logo/name with space for delegates to write their contact details for networking purposes) | £600 | |
| Notepads (exclusive branding, logo/name and web address on all notepads provided in the conference packs) | SOLD | |
| Delegate List (exclusive branding, company logo/name or web address on all delegate lists provided in the conference packs) | £500 | |

| | | |
|--|-------------|--|
| Poster Prize (company logo/name printed on the poster prize certificates, sponsorship will fund a book token prize for the winning poster) | SOLD | |
| Rolling Plasma Screen Advertising (6 available) (your advert set in PowerPoint viewed on screens around venue for the duration of the conference) | £185 | |

**Size of logo will determine how much can be printed on these products*

All items are sold on a first come first served basis. BPS conferences reserve the right to amend the contents of all packages.

Sponsors will receive: Company logo & profile listed in the programme, their logo with a link to the company website on the conference website and one programme book and delegate list.

4. Conference Pack Inserts

| | | |
|--|------------|-----|
| Inclusion of a single sheet flyer | £185 + VAT | [] |
| Inclusion of a 2 - 6 page document | £235 + VAT | [] |
| Inclusion of a document of 7 pages or more | £285 + VAT | [] |
| Company branded item in delegate packs | £360 + VAT | [] |

Your flyer(s) or booklet(s) must be sent to the BPS Conference Office for inclusion in the delegate packs by **Monday 22nd March 2010**. If you fail to make this deadline we cannot guarantee that your inserts will be included in the packs.

4. Payment

(Please note: your booking is not confirmed until payment or invoicing instructions have been received)

| | |
|-----------------------|--------|
| Total sponsorship | £..... |
| Total exhibition | £..... |
| Total B&B | £..... |
| Total conference pack | £..... |
| VAT @ current rate | £..... |

| |
|--------------------------------|
| Total Amount Payable: £ |
|--------------------------------|

- Please find enclosed a cheque for £..... made payable to The British Psychological Society
- Payment has been made by bank transfer (please include order/reference number)
- Please take full payment from my debit/credit card

Type: MasterCard / Visa / Amex / Switch / Delta / Maestro **(please circle)**
(Please note: we do not accept Solo, Electron or Diners Club cards)

Card Number.....

Expiry date Valid from date Secure code.....
(Last 3 digits found on the reserve of your card)

Issue Number (switch only).....

Please tick this box if you would like a receipt for your payment []

| Office use only | |
|-----------------|---------|
| Event code | AC10EXH |
| DN | |
| PD | |
| R | |
| INT | |

- Please invoice (contact name and full postal address)

.....

 Tel No

Purchase Order/Ref No**(required for all invoice requests)**
(Deadline to request invoices: 15th March 2010)

Important Note

A full set of Terms & Conditions are included with this form. After reading these please tick the box below. (your booking will not be confirmed if the box is left unchecked)

[] I have read and agree to the Terms & Conditions supplied by BPS Conferences

Please return this completed form to:
 BPS Conferences, The British Psychological Society, St Andrews House, 48 Princess Road East Leicester,
 LE1 7DR Tel: +44 (0) 116 2529555 Fax: + (0) 116 2557123 Email: annualconference@bps.org.uk

Bookings will not be confirmed until payment instructions have been received

Terms and conditions of exhibition, sponsorship & pack inserts for Annual Conference 2010

The terms below are used through this document. For clarification each has been defined.

'Exhibitor' is used to describe any organisation or person who has made an application to exhibit and had that place confirmed in writing.

'Sponsor' is used to describe any organisation or person who has made an application to sponsor a package or item from the sponsorship opportunities list and had that confirmed in writing.

'Organiser' refers to BPS Conferences.

'Exhibition' refers to The British Psychological Society Annual Conference 2010.

'Venue' refers to the Holiday Inn Hotel, Stratford-upon-Avon.

'Pack insert' refers to a leaflet or booklet that is included in each delegate pack.

General

All Exhibitors, Sponsors and those wishing to book Pack Inserts must confirm their booking by completing the official booking form and attaching a cheque, BACS details, credit card number or an official purchase order. Any invoices issued should be paid within 30 days and must be paid prior to the event. No exhibition stand, sponsorship item or pack insert may be sub-let to a third party without written consent of the organisers.

Cancellations (or reduction in requirements) must be notified in writing and will be charged based upon the date of notification.

More than 3 calendar months prior to the event – 20%

Less than 3 calendar months and more than 1 calendar month prior to the event – 50%

Less than 1 calendar month prior to the event – 100%

Pack inserts only

Pack Inserts must be sent to the BPS Conference Office for inclusion in the delegate packs by Monday 22nd March 2010. If you fail to make this deadline we cannot guarantee that your inserts will be included in the packs. The Organiser will inform parties who have booked Pack Inserts of the number required on confirmation of booking. The Organiser will inform parties of any increases or significant decreases in predicted delegate numbers.

Exhibition only

The Organisers will produce a printed version of the exhibition floor plan. While the Organiser will attempt to preserve the printed layout of the exhibition, should it be necessary to revise the layout for any reason, the organiser reserves the right to transfer an Exhibitor to a suitable alternative space. The Exhibitor must occupy the space allocated by the organiser. Exhibitors will be allocated spaces based on the number of units booked. Exhibitors **MUST** not take up more space than they have booked without onsite authorisation from the Organiser.

The Exhibitor will have no claim against the Organiser, the venue or any other contractor with regards to any loss or damage during the exhibition or carriage of equipment. Exhibitors are advised to ensure they have adequate insurance. It is the responsibility of the Exhibitor to ensure that employees and any display equipment comply with the latest legislation regarding the Health and Safety at Work regulations.

The Exhibitor **MUST** abide by the set-up and breakdown times as stated by the Organiser. Exhibitions must be ready by 09:00hrs on Wednesday 14th April. Exhibitors will have access to the exhibition areas for early set up from 19:00hrs on Tuesday 13th April. Exhibitions should be manned during all refreshment breaks and events scheduled in and around the exhibition areas. Under no circumstances can a stand breakdown until the close of sessions on Friday 16th April. If an Exhibitor cannot attend the full conference they may wish to consider one of our sponsorship opportunities or a conference pack insert, exhibition units will be reserved for Exhibitors who can attend the full conference.

By completing the booking form the Exhibitor agrees to remove all structures, goods and materials from the Venue by 17:30hrs on Friday 16th April.

Sponsors only

Should a sponsorship package include exhibition space the above Terms & Conditions must be adhered to. All packages are sold on a first-come first-served basis. BPS Conferences reserve the right to amend the contents of all packages. The Sponsor should provide the Organiser with logos in the correct format on request. The Organiser will provide pdf samples of any printed materials containing the Sponsors logo.