



@worcsLEP
#WLEP18



Worcestershire
Local Enterprise Partnership

WORCESTERSHIRE LEP ANNUAL CONFERENCE 2018

FRIDAY 30 NOVEMBER 2018 – REGENT CENTRE, CHATEAU IMPNEY, DROITWICH

SPONSORSHIP & EXHIBITION OPPORTUNITIES AND BENEFITS

GET INVOLVED!

As one of the most highly anticipated business conferences of the year in Worcestershire, **#WLEP18** is returning to the Chateau for the fifth consecutive year. The event has built a strong legacy in the business arena having also become the largest LEP conference in the country. The half-day conference concluding with networking lunch provides the perfect environment for you to connect with established and start-up businesses, expanding companies, both local and central government representatives, third sector organisations and local business associations.

#WLEP17 IN FIGURES

The 2017 edition of the Annual Conference attracted **400 attendees with 86% rating the conference as 'Good' and 'Excellent'**. The audience comprised of local and regional business representatives (prominent sectors: Manufacturing, Construction, Creative, Cyber, Agri-food, Housing, Logistics, Retail, Tourism, Professional Services etc.), local and regional government bodies, education, training providers and not-for-profit organisations.

BRAND PROMOTION

#WLEP18 provides the perfect opportunity to position your brand in front of a relevant, decision making, delegate base and, depending on the exact package selected, there are a number of ways your brand will be on show.

WE ARE YOUR PARTNER

We commit to ensuring you are part of an excellent conference experience. We look forward to working together and offer all the stakeholders involved the most positive experience possible.

Our sponsorship packages are listed below, however our flexible approach allows for the development of bespoke agreements to best benefit both the conference and your organisation, so if you would like to propose alternatives or discuss the offers, do get in touch using the details below:

APPOINTED ORGANISERS, OPENING DOORS & VENUES:

events@opening-doors.org.uk

01562 731 788

NOT AVAILABLE: Networking Lunch

This opportunity relates to the costs of buffet networking lunch.

Benefits include:

- Branding of lunch area
- Logo on registration microsite
- Listing in printed conference brochure
- Social media mentions pre, during and post event
- Mention by conference host during proceedings
- Branding on stage panels (to include all event sponsors)
- Small exhibition stand (poseur table, stools and pull-up banner)



NOT AVAILABLE: Badge Lanyards

This opportunity relates to the sponsoring of all delegate badges lanyards (anticipated numbers 475).

Benefits include:

- Branding of delegate badge lanyards
- Classification as main sponsor and brand on top of all website pages
- Listing with brand & paragraph on 'Our Sponsors' webpage and in full-colour printed conference brochure
- Mention by conference host during proceedings
- Social media mentions pre, during and post event
- Branding on stage panels (to include all event sponsors)
- Small exhibition stand (poseur table, stools and pop-up on the conference hall floor)



Printed Conference Booklet: £895 +vat

This opportunity relates to the printing of full colour, 16-page A5 conference brochures that includes the programme, list of exhibitors and sponsors, speaker biographies etc., to be handed to all delegates upon registration.

Benefits include:

- Full branding of back cover
- Classification as main sponsor and brand on top of all website pages
- Listing with brand & paragraph on 'Our Sponsors' webpage and in full-colour printed conference brochure
- Mention by conference host during proceedings
- Social media mentions pre, during and post event
- Branding on stage panels (to include all event sponsors)
- Small exhibition stand (poseur table, stools, max 2 pull-up banners)



NOT AVAILABLE: Interactive Live Voting

This opportunity relates to the hire cost of handsets (for all delegates), software and set-up that will enable live voting during the conference programme.

Benefits include:

- Company branding on all question and response slides
- Classification as main sponsor and brand on top of all website pages
- Listing with brand & paragraph on 'Our Sponsors' webpage and in full-colour printed conference brochure
- Mention by conference host during proceedings
- Social media mentions pre, during and post event
- Branding on stage panels (to include all event sponsors)
- Small exhibition stand (poseur table, stools, max 2 pull-up banners)

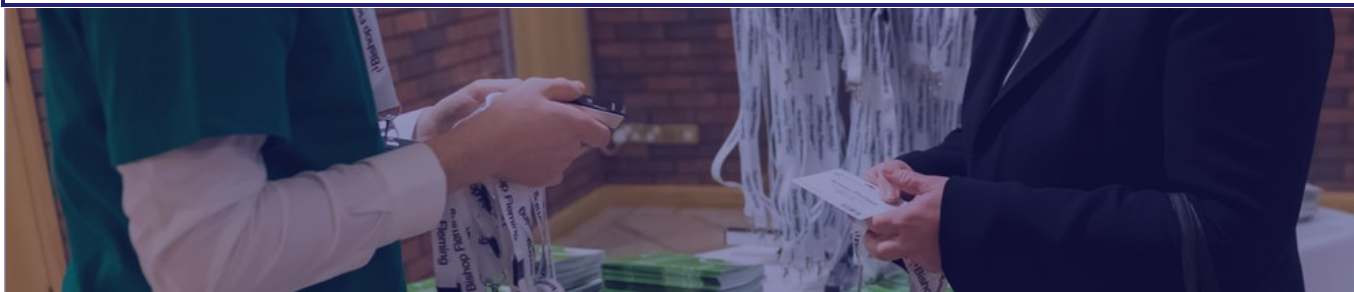


Registration and Badge Scanning System: £850 +vat

This opportunity relates to the sponsoring of the registration kiosks and the scanning of all attendee badges. Badge scanning will take place in three locations: two in main foyer and one by the entrance to Business Breakfast room.

Benefits include:

- Co-branding of registration kiosk signage (two large signs above registration kiosk plus all other temporary signage relating to the registration process)
- Co-branding of registration staff T-shirts
- Opportunity to display brand by badge scanning points
- Classification as main sponsor and brand on top of all website pages
- Listing with brand & paragraph on 'Our Sponsors' webpage and in full-colour printed conference brochure
- Mention by conference host during proceedings
- Social media mentions pre, during and post event
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Musical Opening: £650 +vat

Memorable musical elements will open proceedings, thanks to the support of WYJO (Worcestershire Youth Jazz Orchestra). From experience, we know these moments stay with delegates for a long time after they left the conference and thus are a valuable opportunity for brand exposure throughout the day.

Benefits include:

- Branding of clothing item to be worn by performers (T-shirt)
- Classification as main sponsor and brand on top of all website pages
- Listing with brand & paragraph on 'Our Sponsors' webpage and in full-colour printed conference brochure
- Mention by conference host during proceedings
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Self-Service Refreshment Stations:

£895 +vat

This opportunity relates to the 2 self-service coffee stations situated in the main conference room and involves a CSR element. Used recyclable cups are collected in designated bins. The sponsor is expected to take responsibility for the sustainable disposal of cups by parcelling & sending these to Simply Cups after the conference.

Benefits include:

- Branded 8oz recyclable paper cups
- Branded signage above each station
- Opportunity to display brand by refreshment stations
- Classification as main sponsor and brand on top of all website pages
- Listing with brand & paragraph on 'Our Sponsors' webpage and in full-colour printed conference brochure
- Mention by conference host during proceedings
- Social media mentions pre, during and post event
- Branding on stage panels (to include all event sponsors)
- Small exhibition stand (poseur table, stools, max 2 pull-up banners)

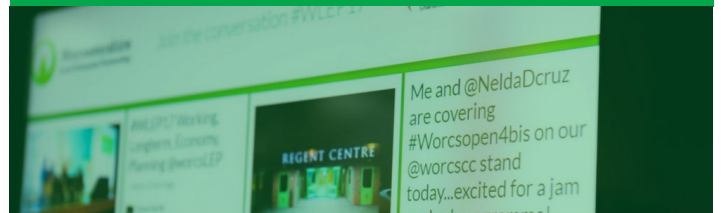


NOT AVAILABLE: Live Twitter Feed

This opportunity relates to the presence of at least 3 slimline plasma screens displaying real time posts by monitoring the event hashtag #WLEP18.

Benefits include:

- Branding of twitter wall display software
- Opportunity to award the **Tweet of the Day** on stage
- Classification as main sponsor and brand on top of all website pages
- Listing with brand & paragraph on 'Our Sponsors' webpage and in full-colour printed conference brochure
- Mention by conference host during proceedings
- Social media mentions pre, during and post event
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BESPOKE PACKAGES

Our approach allows for the development of 'bespoke packages' that give most of the above sponsorship benefits.

Potential packages and previous examples include:

Furniture

a contra-agreement dedicated to furniture suppliers to the who can provide furniture for information zones and/or sponsors stands

Event Signage

a contra-agreement involving the supply of all large-format event signage to be used on the day, in the Regent Centre

Promotional signage

weather-proof outdoor banners provided as a contra agreement by local supplier, to be positioned in various key Worcestershire locations

EXHIBITION OPPORTUNITIES

Exhibition opportunities are also available at #WLEP18.
All commercial stands will be located upstairs in the Gallery and Balcony Suites (consult floorplan below).

Standard size

1m x 2m

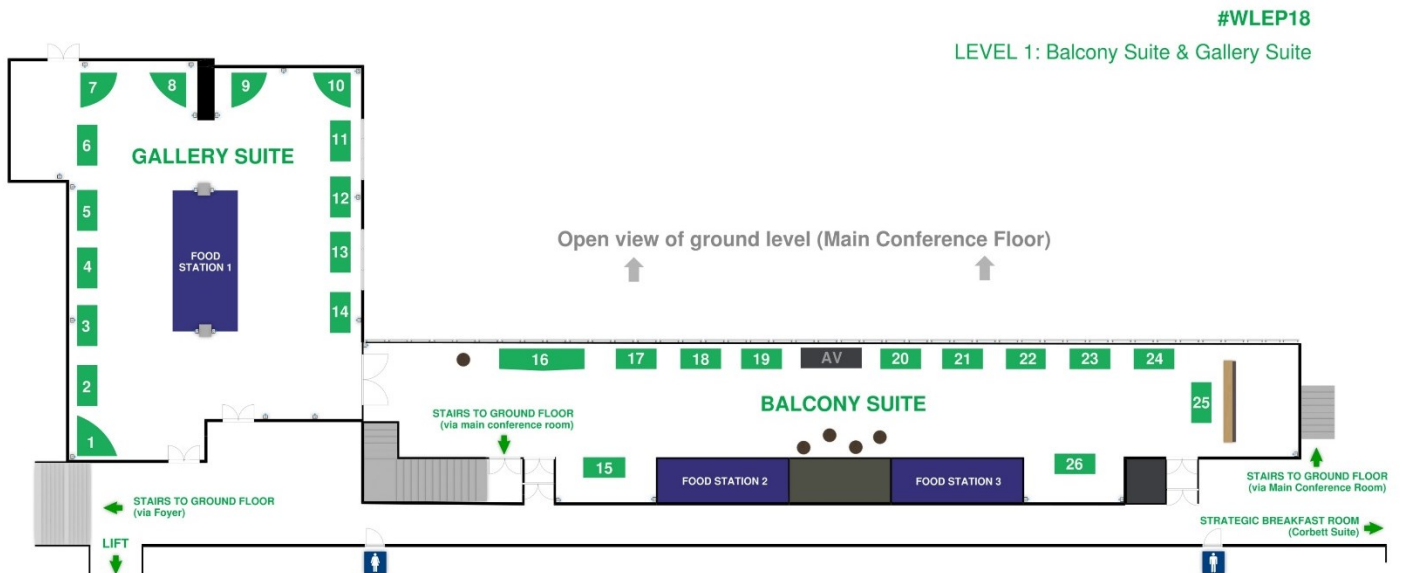
£325 +vat

Includes: 6ft trestle table, chairs, access to power and Wi-Fi (if access to Wi-Fi is required we recommend selecting a position on the Balcony)

Extended stands

1m x 3m

Subject to available space and demand. Please get in touch to discuss further.



TO DISCUSS ANY OF THE ABOVE PLEASE CONTACT THE APPOINTED ORGANISERS,
OPENING DOORS & VENUES:
events@opening-doors.org.uk
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