



**Welsh Liberal Democrats
Democratiaid Rhyddfrydol Cymru**

SPRING CONFERENCE 2014

FRIDAY 4TH APRIL TO SUNDAY 6TH APRIL
NEWPORT CITY CAMPUS, UNIVERSITY OF SOUTH WALES



COMMERCIAL OPPORTUNITIES

- Exhibition • Fringes • Branding •
- Corporate Opportunities •
- Sponsorship • Events • Advertising •

INTRODUCTION: KIRSTY WILLIAMS AM LEADER OF THE WELSH LIBERAL DEMOCRATS

I am delighted to invite you to the 2014 Welsh Liberal Democrats Spring Conference.

This is our main Conference of the year and will be held at the University of South Wales' Newport City Campus. We're delighted to be visiting this fantastic modern venue on the banks of the Usk, with plenty of space for our exhibition, fringe events and receptions.

We work hard to ensure Conference is value for money for all visitors and I am pleased to say that this year, we have frozen our prices at 2013 levels.

The Conference will take place from Friday 4th April to Sunday 6th April and will be packed with speeches, policy debates, fringe events, receptions and many networking opportunities, providing the perfect environment for you to meet parliamentarians, councillors, and members.

In addition, ministerial colleagues from the UK Coalition Government will be joining us, giving you plenty of opportunity to discuss the key challenges facing your organisation and the country with politicians from every level of government. These guests include:

- Deputy Prime Minister and Leader of the Liberal Democrats, Nick Clegg MP
- Secretary of State for Business, Innovation and Skills, Vince Cable MP

As last year we have provided many opportunities for your organisation to discuss business issues with Ministers and Parliamentarians and we are repeating last year's successful policy pitch – giving you the chance to pitch your ideas directly to myself and Vince Cable MP but hurry, spaces are limited and it's first come first served!

To book for the Conference, or for more information on any aspect of the weekend's events, please contact Ian Walton, Welsh Party Manager, on 029 2031 3400 or ian.walton@welshlibdems.org.uk

I look forward to seeing you in Newport.



Kirsty Williams AM

Leader of the Welsh Liberal Democrats

FRINGE MEETINGS

A Fringe Meeting is a very effective way to get your message across to a wide range of attendees. Our Fringe Meetings are always well attended and you can be sure of a lively debate. The choice of topic is yours and you can be as flexible as you like on how you structure the meeting.

All fringe rooms are within the Conference venue so there will be no need for attendees to leave the main venue to find your event

Fringe Meetings generally last for an hour and there are timeslots available on Saturday breakfast, Saturday evening, Sunday breakfast and Sunday Lunchtime. You can state a preference on the booking form and we will try and accommodate your needs – room availability is limited for each timeslot.

All MPs and AMs are making time in their busy Conference schedules to be available to speak at fringe events. We will work with you to ensure you secure a suitable speaker to make your event a success.

Your booking will include:

- 2 Observer passes
- 2 copies of the Conference Agenda
- A 50 word listing in the Conference Agenda including details of the topic for discussion and the speakers
- Free participation in the *Policy Pitch* (on a first-come first-served basis)

PREMIER FRINGE MEETINGS: (SATURDAY LUNCHTIME)

The Premier Fringes take place on Saturday lunchtime. These are the most popular of our Fringe slots.

In addition to the benefits listed above, your Premier Fringe booking will also include:

- Help to secure one or more high profile speakers
- 1 extra Observer pass
- 1 extra copy of the Conference Agenda

Catering is not included in the price of any fringe meeting. When your booking is confirmed we will provide you with the relevant contact details so you can make your own arrangements.

SPONSORING A RECEPTION

There are opportunities to sponsor our main events and receptions on Friday 4th and Saturday 5th April.

Each event provides an opportunity to gain additional exposure for your organisation and we will work with you to secure a high profile host.

To discuss sponsorship opportunities, please call Ian Walton on 029 2031 3400.

GALA DINNER

The ever-popular Conference Dinner will be on the Saturday Evening of the Conference in the Newport Hilton Hotel.

This will provide an excellent networking and relationship building opportunity. Sponsorship opportunities are also available. Please call Ian Walton to discuss these on 029 2031 3400 or by email to

ian.walton@welshlibdems.org.uk.

THE CONFERENCE EXHIBITION

The Conference Exhibition will be located in the main foyer, adjacent to the catering facilities and the Conference Hall and provides an ideal opportunity for your organisation to maximise its message to Conference attendees across the whole weekend.

Senior Party members and other VIPs are already making space in their busy Conference diaries to make formal tours of the Exhibition in order to network with Exhibitors.

STANDARD EXHIBITION STANDS:

Each Standard Exhibition booking will include:

- A 2m by 2m space, a table and two chairs
- 2 Observer Passes
- 3 copies of the Conference Agenda
- An Exhibitor listing in the Conference Agenda which includes your organisation's logo and a 50 word description.
- Free participation in the *Policy Pitch*

PREMIER EXHIBITION STANDS:

A limited number of larger exhibition stands, which are 3m by 2m and in a more prominent location, are available and in addition to the package for standard exhibition stands you will receive one extra Observer Pass.

ATTENDING AS AN OBSERVER

Every year we are delighted to welcome a wide range of visitors to our Conferences including business and charity sector representatives, academics and lobbyists.

As an observer you will be free to attend debates in the main Conference hall, fringe events and receptions and to visit the exhibition.

To ensure that Conference attendees know you are at Conference, why not advertise in the Conference Agenda? If you include your mobile number and email address, you can be certain people will be able to get hold of you in the busy venue.

STANDARD OBSERVER PACKAGE:

- An Observer Pass
- A copy of the Conference Agenda
- Access to all fringe meetings and policy debates

“OBSERVER PLUS” PACKAGE:

The popular “*Observer Plus*” package also includes the following additional benefits:

- Access to an exclusive Observers' Lounge
- Free Wi-Fi
- Free coffee and biscuits
- Opportunity to participate in a roundtable discussion with senior Party figures

THE “POLICY PITCH”

We are again giving you the opportunity to pitch your agenda to senior figures in the Liberal Democrats. You will have five minutes on Saturday morning to pitch your ideas directly to Vince Cable MP and Kirsty Williams AM. This is your chance to stand out, make an impact and get your message across.

Due to the high demand, the Policy Pitch will be restricted to only those organisations that have booked a fringe or exhibition stand. Places are restricted and will be allocated on a first come, first served basis.

ADVERTISING IN THE CONFERENCE AGENDA

The Conference Agenda is the complete guide to all events and activities taking place during our Conference. **It is the one document that everyone keeps with them and refers to constantly throughout the weekend.** Copies of the Conference Agenda are distributed in advance to all attendees and members of the media.

All exhibitors and fringe events will be included in the listings pages. However, if you want your fringe or exhibit to stand out from the crowd, then we advise you to take out an additional advert.

LANYARDS

As security becomes an ever-increasing priority for the Conference, the visibility of the Conference Badge is even more important and provides an ideal branding opportunity as each attendee must wear their badge at all times during the Conference. You can either supply your own lanyards or supply your artwork/logo and we will produce them for you.

WELSH LIBERAL DEMOCRATS – SPRING CONFERENCE 2014

BOOKING FORM: PAGE 1 OF 2

YOUR DETAILS	
Organisation:	
Contact Name:	
Address:	
Telephone:	
Email:	

FRINGE MEETINGS	PREMIER FRINGE MEETING	STANDARD FRINGE MEETING
Commercial/Government/Public Bodies/ Professional Associations	<input type="checkbox"/> £800	<input type="checkbox"/> £650
Registered Charities	<input type="checkbox"/> £400	<input type="checkbox"/> £325
Preferred day & time	<input type="checkbox"/> Sat lunchtime	<input type="checkbox"/> Sat breakfast <input type="checkbox"/> Sat afternoon <input type="checkbox"/> Sat evening <input type="checkbox"/> Sun breakfast <input type="checkbox"/> Sun lunchtime
EXHIBITION	PREMIER STAND (3MX2M)	STANDARD STAND (2MX2M)
Commercial/Government/Public Bodies/ Professional Associations	<input type="checkbox"/> £800	<input type="checkbox"/> £600
Registered Charities	<input type="checkbox"/> £400	<input type="checkbox"/> £300

THE POLICY PITCH	
We would like to take up our one FREE place at the Policy Pitch (restricted to organisations booking an exhibition or a fringe)	<input type="checkbox"/>

		TOTAL COST
STANDARD OBSERVER PACKAGE (1 st attendee from your Organisation)		
Commercial / Government / Public Bodies / Professional Associations	<input type="checkbox"/> £200 x _____	£
Registered Charities	<input type="checkbox"/> £150 x _____	£
ADDITIONAL STANDARD OBSERVERS (2 nd and subsequent attendees from your Organisation)		
Commercial / Government / Public Bodies / Professional Associations	<input type="checkbox"/> £150 x _____	£
Registered Charities	<input type="checkbox"/> £100 x _____	£
OBSERVER PLUS PACKAGE (per attendee)		
Commercial / Government / Public Bodies / Professional Associations	<input type="checkbox"/> £300 x _____	£
Registered Charities	<input type="checkbox"/> £200 x _____	£
PUBLIC AFFAIRS CYMRU: PAC Members receive a 10% Discount on the above Observer Package Prices. Please tick here if you are a member of PAC		<input type="checkbox"/>

WELSH LIBERAL DEMOCRATS – SPRING CONFERENCE 2014

BOOKING FORM: PAGE 2 OF 2

FRINGE / EXHIBITOR/ OBSERVER PASS DETAILS		
<p>PLEASE NOTE: Passes are <i>non-transferrable</i>, and are valid for the whole weekend whether you intend attending the Conference for the whole or part of the Conference. Passes must be worn at all times during the Conference. Passes will be available for collection from the Registration Desk on arrival at the Conference.</p>		
1 st Observer		
2 nd Observer		
3 rd Observer		
4 th Observer		
5 th Observer		
<p>NOTE: You will receive 2 free Observer passes for standard Exhibition Stand and 3 for a Premier Exhibition Stand, 3 for a Premier Fringe and 2 for a Fringe Meeting.</p>		
ADVERTISING IN THE AGENDA		
Inside Front Cover (Full page A5, full colour)	<input type="checkbox"/> £350	£
Full page (b&w) (A5)	<input type="checkbox"/> £250	£
Half page (A6)	<input type="checkbox"/> £150	£
BRANDING		
Lanyard s: We provide:	<input type="checkbox"/> £600	£
You provide:	<input type="checkbox"/> £300	
CONFERENCE GALA DINNER		
Individual Tickets (non PAC)	<input type="checkbox"/> £75 x _____	£
Individual Tickets (PAC)	<input type="checkbox"/> £65 x _____	
Table of ten	<input type="checkbox"/> £700 x _____	
<p>NAMES OF PERSONS ATTENDING THE DINNER (please indicate any special dietary requirements):</p>		
GRAND TOTAL		£

INVOICES: Invoices will only be raised on receipt of a completed booking form.
Your booking form must be returned by 28 February.

CANCELLATIONS: Cancellation of bookings made after 28 February will incur a 50% cancellation charge.
Cancellations after 14 March will be charged the full price.

Signature: _____ Date _____

Please return this form to: Ian Walton, Party Manager, Welsh Liberal Democrats, 38 The Parade, Roath, Cardiff,
CF24 3AD or electronically to ian.walton@welshlibdems.org.uk

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