



# Spring Conference 2015

## Commercial Opportunities

Friday, 27 February to Sunday, 01 March 2015  
Holiday Inn Cardiff City Centre & Cardiff Metropolitan University



# Kirsty Williams CBE AM

*Leader of the Welsh Liberal Democrats*

I am delighted to invite you to the 2015 Welsh Liberal Democrat Spring Conference - our last Conference before the General Election.

This is our main Conference, which will be held across two sites in Cardiff. On Friday, 27 February the Holiday Inn Cardiff City Centre will be the focus for our events which will culminate in our Gala Dinner with our Guest Speaker, former Leader of the Liberal Democrats in the House of Lords, and member of the 'Gang of Four' who founded the SDP, Baroness (Shirley) Williams. On the Saturday and Sunday, our venue switches to the School of Management at Cardiff Metropolitan University's Western Avenue Campus.

As it is our last Conference before the Westminster General Election, this Conference promises to be packed with policy debates, fringe events, receptions and many networking opportunities for you and your organisation to meet with parliamentarians, councillors and our members.

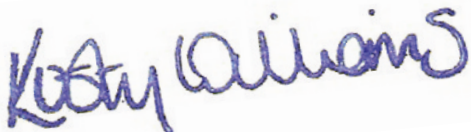
Ministerial colleagues from the UK Coalition Government will be joining us once again and this will give you the opportunity to discuss the key challenges facing your organisation and the country at large with politicians from every level of government. These guests include:

- Deputy Prime Minister and Leader of the Liberal Democrats, Nick Clegg MP
- Minister of State for Pensions, Steve Webb MP
- Parliamentary Under-Secretary of State, Wales Office, Baroness (Jenny) Randerson

Over the past two years, we have provided many opportunities for your organisation to discuss business issues with Ministers and Parliamentarians and this year is no exception. We will once again be providing your organisation with the opportunity to pitch your policy ideas directly to myself and my Westminster colleagues. But hurry, spaces are limited and it's first come, first served!

To book your place at the Conference, or simply for more information about the weekend's events, please contact Ian Walton, Welsh Party Manager, on 029 2031 3400 or [ian.walton@welshlibdems.org.uk](mailto:ian.walton@welshlibdems.org.uk).

I look forward to seeing you in Cardiff



*Any monies received by the Welsh Liberal Democrats as part of any commercial arrangement at the Conference is not considered a political donation under the Political Parties, Elections and Referendums (2000) Act and will not therefore be published on the Register of Donations to Political Parties. Entering into a commercial agreement does not denote support from or for the Welsh Liberal Democrats.*

# Observer Packages

Every year we are delighted to welcome more and more visitors from an increasingly wider range of businesses, charities, academic institutions and lobbyists. As a Conference Observer you will be free to attend debates in the main Conference Hall, Fringe Events, Receptions and visit the Exhibition. In addition to the standard Observer Package, we are once again offering the Observer Plus Package which includes an exclusive Observer Lounge and the opportunity to participate in round table discussions with senior Party figures.

## Standard Observer Package:

- An observer Pass for the weekend
- A copy of the Conference Guide
- Access to all fringe meetings and policy Debates

## “Observer Plus” Package:

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

- Access to an exclusive Observers’ Lounge with complimentary refreshments
- Free WiFi access
- Opportunities to participate in roundtable discussions with senior Party figures including Kirsty Williams AM on the Saturday of Conference

## Business Forum Package:

This year we are also offering a “Business Package” which in addition to the Observer Plus Package, also includes access to our Business Forum on the Friday afternoon:

- A light buffet lunch
- A round table discussion and briefing on the new pension arrangements with Pensions Minister, Prof Steve Webb MP
- A round table discussion with the Leader of the Liberal Democrats, Nick Clegg MP
- A reception with Senior members of the Liberal Democrats including Assembly Members and key candidates at the forthcoming General Election
- Reserved seating at the Conference Rally

# The Conference Exhibition

The Conference Exhibition will be located in the main foyer of Cardiff Metropolitan University’s School of Management, which is adjacent to the catering facilities and a short distance from the Conference Auditorium. The Exhibition provides the ideal opportunity for your organisation to maximise its message to Conference attendees across the weekend.

Senior Party members and other VIPs are already making space in the 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 with a table and two chairs
- 2 complimentary Observer Passes
- 3 copies of the *Conference Guide*

- An Exhibitor listing in the *Conference Guide* which includes your organisation's logo and a 50 word description
- Participation in the *Policy Pitch*

## Premier Exhibition Stands:

A limited number of larger exhibition stands which are in a more prominent location, are available and in addition to the package for Standard Exhibition Stands (above) you will also receive one additional Observer Pass.

# The Conference Fringe

A Fringe Meeting is a very cost-effective way to get your message across to a wide range of Conference attendees. The Conference Fringe is always well attended and you can be guaranteed a lively debate. The choice of topic is yours and you can be as flexible as you like as to how you structure the meeting - whether it is a breakfast roundtable discussion, a presentation or a reception.

All our Fringe rooms are within the Cardiff Metropolitan University's School of Business so there will be no need for attendees to leave the main Conference Centre to get to your event.

Fringe meetings generally last for an hour and there are a variety of slots available on the Saturday and Sunday of Conference. Simply state your preference on the booking form and we will do our best to accommodate your needs - room availability is limited for each time slot and as it is first come first served we will help you avoid clashes with similar events.

All our Parliamentarians and candidates are already making time in their Conference schedules to ensure that they can attend Fringe meetings and we can work with you to ensure that you secure a suitable speaker to make your event a success.

## Standard Fringe Package:

*A standard Fringe package includes:*

- 2 complimentary Observer Passes
- 2 copies of the *Conference Guide*
- A 50 word Fringe listing in the *Conference Guide* which includes your organisation's logo and details of your event
- Participation in the Policy Pitch (on a first-come first-served basis)

## Premier Fringe Package:

Our Premier Fringes take place on the Saturday lunchtime, which is the most popular and busiest of our Fringe slots. In addition to the benefits included in the Standard Fringe Package (above), your Premier Fringe Packages will also include:

- Help to secure one or more high profile speakers
- 1 additional Observer Pass
- 1 additional copy of the *Conference Guide*

NB Catering and any AV equipment are not included in any Fringe Package. When your booking is confirmed we will provide you with the relevant contact details at Cardiff Metropolitan University so you can make your own arrangements direct.

# Conference Receptions

There are a number of opportunities for your organisation to sponsor our main events and receptions throughout the weekend - including the pre-dinner reception and our Gala Dinner itself. Each event provides an opportunity to gain additional exposure for your organisation.

To discuss the opportunities available, please speak to Ian Walton on 029 2031 3400 or via [ian.walton@welshlibdems.org.uk](mailto:ian.walton@welshlibdems.org.uk)

## The Gala Dinner

This year's Gala Dinner will be held on Friday, 27 February at the Holiday Inn Cardiff City Centre from 8pm onwards and our guest speaker will be the former Leader of the Liberal Democrats in the House of Lords, Baroness Shirley Williams.

The Dinner always proves to be an excellent networking and relationship building opportunity. Tickets are available on an individual basis and there is the opportunity for your organisation to sponsor a table.

## The “*Policy Pitch*”

Once again we are giving you the opportunity to pitch your agenda, your killer policy ideas to senior figures in the Liberal Democrats. You will have the chance on the Saturday of Conference to make your five minute pitch to Kirsty Williams and other senior Liberal Democrats. This is your chance to stand out, make an impact and get your message across.

NB Due to the high demand for this event in recent years, the Policy Pitch will be restricted to those organisations that have booked either an Exhibition Stand or a Fringe Meeting at the Conference and will be allocated on a first-come, first-served basis. Please indicate on the booking form if you wish to take part in the Policy Pitch.

## Advertising in the *Conference Guide*

The *Conference Guide* does exactly what it says on the cover. It is the complete guide to all the events and activities that are taking place throughout the Conference. It is the one document that everyone keeps with them and refers to constantly over the weekend. Copies of the Guide are distributed to the all attendees and members of the media as well as being available online on the Conference Section of our website.

All our exhibitors and fringe hosts will have a listing included in the *Conference Guide* but if you want to stand out from the crowd, we would encourage you to take out an advert. A variety of advertising options are available to suit your budget.

# Spring Conference 2015

Booking Form: Page 1 of 3

Please return these three completed pages to:  
 Ian Walton, Party Manager, Welsh Liberal Democrats,  
 38 The Parade, Cardiff, CF10 3AD  
 or electronically to [ian.walton@welshlibdems.org.uk](mailto:ian.walton@welshlibdems.org.uk)

## Your Details

Organisation	
Contact Name	
Contact Address	
Invoicing Address (if Different)	
Phone Number	
E-Mail	

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"/> Saturday Lunchtime	<input type="checkbox"/> Saturday Breakfast <input type="checkbox"/> Saturday Afternoon <input type="checkbox"/> Sunday Breakfast <input type="checkbox"/> Sunday Lunchtime
Exhibition Stands	Premier Exhibition (3m x 2m)	Standard Exhibition (2m x 2m)
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 Stand or Fringe Meeting)		<input type="checkbox"/>

# Spring Conference 2015

Booking Form: Page 2 of 3

Standard Observer Package <i>(1st Attendee from your Organisation)</i>		Total Cost
Commercial / Government / Public Bodies / Professional Associations	<input type="checkbox"/> £200 x _____	£
Registered Charities	<input type="checkbox"/> £150 x _____	£
Additional Standard Observers <i>(2nd and Subsequent Attendees from your Organisation)</i>		
Commercial / Government / Public Bodies / Professional Associations	<input type="checkbox"/> £150 x _____	£
Registered Charities	<input type="checkbox"/> £100 x _____	£
Observer Plus Package <i>(per Attendee)</i>		
Commercial / Government / Public Bodies / Professional Associations	<input type="checkbox"/> £300 x _____	£
Registered Charities	<input type="checkbox"/> £200 x _____	£
Business Forum Package <i>(per Attendee)</i>		
Commercial / Government / Public Bodies / Professional Associations	<input type="checkbox"/> £550 x _____	£
Registered Charities	<input type="checkbox"/> £365 x _____	£
Gala Dinner		
Individual Tickets <i>(Please provide names of diners and any dietary requirements overleaf)</i>	<input type="checkbox"/> £75 x _____	£
Table of ten	<input type="checkbox"/> £700 x _____	£
SUB TOTAL:		£
PUBLIC AFFAIRS CYMRU: PAC Members receive a 10% Discount on the above Observer and Gala Dinner Prices. Please tick here if you are a member of PAC.		<input type="checkbox"/>

Conference Guide Advertising		
Inside Front Cover <i>(Full page, A5 Portrait, Full Colour)</i>	<input type="checkbox"/> £350	
Full Page <i>(A5 Portrait, Mono)</i>	<input type="checkbox"/> £250	
Half Page <i>(A6 Landscape, Mono)</i>	<input type="checkbox"/> £150	
SUB TOTAL:		£

# Spring Conference 2015

Booking Form: Page 3 of 3

## Conference Pass Details: Please PRINT the names of attendees from your organisation clearly

*IMPORTANT: Passes are non-transferrable, and are valid for the whole weekend whether you intend attending for the whole or part of the Conference. For security reasons, passes must be worn at all times during the Conference. Passes are not sent out in advance but will be available for collection on arrival at the Conference.*

Pass 1

Pass 2

Pass 3

Pass 4

Pass 5

*NB: You will receive TWO free Conference Passes for a Standard Fringe Meeting or Exhibition Stand and THREE free passes for a Premier Fringe Meeting or Exhibition Stand.*

## Gala Dinner Tickets

*Please PRINT the names of attendees from your organisation clearly and indicate any dietary requirements accordingly*

Ticket 1

Ticket 2

Ticket 3

Ticket 4

Ticket 5

## Billing and Invoicing

Fringe Meetings:

£

Exhibition Stands:

£

Observer Packages and Gala Dinner Tickets

£

Advertising

£

GRAND TOTAL: £

I enclose payment / Please invoice my organisation for the above amount

Signed:

Date:

### The Small Print:

Invoices will only be raised on receipt of a completed booking form with 28 days payment terms. To guarantee inclusion in the *Conference Guide*, listing information should be received by 30 January. Late entries will be published where possible in the *Conference Announcements* Booklet published at Conference.

Cancellations: Bookings cancelled after 30 January 2015 will incur a 50% cancellation charge. Cancellations after 13 February will be charged at full price.