



SPONSORSHIP & EXHIBITION OPPORTUNITIES

at *the* event
for clinical negligence specialists

23rd Annual Clinical Negligence Conference

24th – 25th June 2011,
University Place, Manchester



Action against Medical Accidents (AvMA) is the independent charity promoting better patient safety and justice for people who have been affected by a medical accident. We also provide services for the legal profession and are renowned for organising medico-legal conferences and seminars for solicitors, barristers and healthcare professionals.

Why your organisation should sponsor / exhibit at this event

The Annual Clinical Negligence Conference (ACNC) is established as *the* event for the clinical negligence community, bringing together around 450-500 solicitors, barristers and medical experts to hear the latest medico-legal developments, to learn from key medical experts and to meet and network with other clinical negligence and healthcare specialists. This unique environment offers companies the ideal opportunity to focus their marketing activity by gaining exposure and access to a highly targeted group of delegates and experts.

Sponsoring or exhibiting at this essential conference is the ideal way to reinforce your company's brand, create new business opportunities and maintain customer interface with current clients. Prices for all the sponsorship, exhibition and promotional packages have not been increased from 2010. We understand the need to derive return on your sponsorship investment and the opportunities we present will maximise this in the months before, during and after the conference.

All premium sponsors will receive one free non-residential place to attend the conference sessions, and, in addition we also offer a 20% discount on all additional conference registration fees for employees of premium sponsors and 10% for Exhibitors and Promotional Sponsors.



ACNC 2010 Premium Sponsors: 1 Crown Office Row; 3 Serjeants' Inn; 5R1 Claims; Clinical Safeguard; IGI Legal Assist Ltd; Mayo Wynne Baxter; Order Order!; Outer Temple Chambers; Temple Legal Protection.

ACNC 2010 Exhibitors & Promotional Sponsors: 39 Essex Street; 7 Bedford Row; A Neat Legal Services; ARAG; ASA Law; AWD; Compass Costs Consultants; Dorset Orthopaedic Company Ltd; First Assist Legal Protection; Frenkel Topping; Independent Living Solutions; The Judge; Just Costs Solicitors; Law Assist; Masters Legal Costs Services; No5 Chambers; North West Law; PI Costing plc; Personal Financial Planning; RSM Press Ltd; Simpson Millar.

To book your sponsorship/exhibition/promotional package, or for further information, please contact Ed Maycock or Helen Mansfield - e-mail: conferences@avma.org.uk, Tel: 020 8688 9555.

Premium Sponsorship Opportunities

Each premium sponsor receives the following alongside the benefits of each main sponsorship package:

- Premium exhibition display space (5m x 2m)
- One complimentary non-residential place at the conference (worth £600), plus lunch and refreshments for two additional exhibition stand staff
- 20% discount on all additional conference registration fees for employees of your company
- Your company logo in the ACNC 2011 brochure, mailed to over 7,000 potential delegates
- Your company logo on the ACNC 2011 website with a click through to your own website
- Company name and contact details on pre-conference e-newsletter from AvMA's Lawyers' Service to over 2,900 members
- Logo, contact details and company synopsis within conference documentation folder
- Distribution of one item (marketing material or promotional gift) in conference bag given to every delegate
- Words of thanks from the Conference Chair at the beginning of the conference

Junior/Paralegal Training & Development Sponsor – £2,750 + VAT

- We will be offering discounted rates for junior solicitors/barristers and paralegals to attend the ACNC as, without the reduced rates, it can be very difficult for these delegates to justify their attendance to their managers
- Your logo will be featured on the registration form in the conference programme, mailed to over 7,000 potential delegates
- Acknowledgement in the programme and on the ACNC web site that the sponsorship is enabling AvMA to offer the discounted rates for the training and development of junior solicitors/barristers and paralegals
- Acknowledgement in targeted mailings to training managers of law firms and barristers chambers on our database
- A full page synopsis accompanied by your company's logo in the front section of the conference proceedings which each attendee receives

Premium sponsorship packages already sold:

- Mid-Conference Dinner
- Conference Bags, Signage and Message Board
- Conference Programme Brochure
- Welcome Drinks Reception and Buffet
- Conference Documentation Pack
- Bottled Water
- Refreshments and Juice Bar
- Plenary Conference Room
- Conference Lunches
- ACNC 2011 web site and e-mail updates

Exhibition Opportunities

Exhibiting at the Annual Clinical Negligence Conference allows companies to promote their products and services to all conference attendees during scheduled breaks.

Each exhibitor receives the following alongside their exhibition package:

- Your company logo in the ACNC 2011 brochure, mailed to over 7,000 potential delegates
- Your company logo on the ACNC 2011 website with a click through to your own website
- Distribution of one item (insert of marketing material or promotional gift) in conference bag given to every delegate
- 2 exhibition stand staff, including lunch and refreshments on both days of the event

Premium Exhibition Package – £1,850 + VAT

- Premium exhibition display space (5m x 2m)
- Conference proceedings - a *half page synopsis* accompanied by your company's logo in the front section of the conference proceedings which each attendee receives
- Company name and contact details on pre-conference e-newsletter from AvMA's Lawyers' Service to over 2,900 members.
- 10% discount on conference registration fees for employees of your company

Standard Exhibition Package - £1,350 + VAT

- Exhibition display space (3m x 2m)
- Conference proceedings - a *quarter page synopsis* accompanied by your company's logo in the front section of the conference proceedings which each attendee receives
- Company name and contact details on pre-conference e-newsletter from AvMA's Lawyers' Service to over 2,900 members.
- 10% discount on conference registration fees for employees of your company

Promotional Opportunity

Promotional Package – £1,250 + VAT

- Company name and contact details on pre-conference e-newsletter from AvMA's Lawyers' Service to over 2,900 members
- Conference proceedings - a *half page synopsis* accompanied by your company's logo in the front section of the conference proceedings
- Distribution of one item (insert of marketing material or promotional gift) in conference bag given to every delegate
- Your company logo in the ACNC 2010 brochure, mailed to over 7,000 potential delegates
- Your company logo on the ACNC 2010 website with a click through to your own website
- 10% discount on conference registration fees for employees of your company.

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