



SPONSORSHIP & EXHIBITION OPPORTUNITIES

**at the event
for clinical negligence specialists**

28th Annual Clinical Negligence Conference

**1st – 2nd July 2016,
Hilton Brighton Metropole**



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:

Now in its 28th year, 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. 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.



To book your sponsorship/exhibition/promotional package, or for further information, please contact Ed Maycock, AvMA Events Manager - e-mail: conferences@avma.org.uk, Tel: 020 3096 1140.

ACNC 2016 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 over £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 2016 brochure, mailed to over 7,000 potential delegates
- Your company logo on the ACNC 2016 website with a click through to your own website
- Your company logo and contact details on pre-conference e-newsletter from AvMA's Lawyers' Service to over 2,900 members
- A full page synopsis accompanied by your company's logo in the front section of the 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

Mid-Conference Dinner Sponsor – £3,950 + VAT - SOLD

- Exclusive sponsorship of drinks reception and conference dinner on the evening of Friday 1st July at the Hilton Brighton Metropole
- Menus branded with your company logo on each table
- Appropriate branding within reception and dinner rooms
- Words of thanks from AvMA's Chief Executive in his words of welcome
- Your logo will be featured against the Mid-Conference Dinner listing in the conference programme, mailed to over 7,000 potential delegates
- Four free places at the reception and dinner
- Reserved company table in prime location at the dinner

Conference Bags Sponsor – £3,950 + VAT - SOLD

- Exclusive branding on conference bags distributed to all delegates

Conference Programme Brochure Sponsor – £3,550 + VAT - SOLD

- Exclusive branding (logo in colour) on the front of the conference brochure

Welcome Event Sponsor – £3,250 + VAT

- Exclusive sponsorship of the Welcome Event on the evening of Thursday 30th June at the Waterhouse Bar at the Hilton Brighton Metropole
- Menus branded with your company logo
- Drinks tokens branded with your company name/logo given to all guests
- Your logo will be featured against the Welcome Event listing in the conference programme, mailed to over 7,000 potential delegates
- Four complimentary places to attend the event

Conference Documentation Pack Sponsor – £3,250 + VAT

- Exclusive branding (logo in colour) on the front of the conference pack which each attendee receives

ACNC 2016 Web Site & e-mail Update Sponsor – £3,000 + VAT

- Your logo will be prominently featured with web link and acknowledgement on the ACNC 2016 web page and also on the ACNC e-mail updates that will be sent out in November, February, March, April, May and June to over 4,500 potential delegates

Refreshments & Juice Bar Sponsor – £2,750 + VAT

- Signage and branding at tea and coffee serving points and Juice Bar.
- Your logo will be featured against all refreshment breaks listed in the conference programme, mailed to over 7,000 potential delegates

Plenary Conference Sessions Sponsor – £2,750 + VAT - SOLD

- Signage in the main conference room for the plenary conference presentations, attended by all delegates
- Your logo on the holding slide appearing on the screen before the plenary sessions
- Your logo will be featured against all plenary sessions listed in the conference programme, mailed to over 7,000 potential delegates

Parallel Lectures Sponsor – £2,750 + VAT

- Signage in the syndicate rooms where the breakout sessions will take place
- Your logo on the holding slide appearing on the screen in the syndicate rooms
- Your logo will be featured against the breakout sessions listed in the conference programme, mailed to over 7,000 potential delegates

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

Conference Lunch Sponsor – £2,350 + VAT per day, or £3,750 + VAT

for both days

- Signage and branding in conference lunch room
- Menus branded with your company logo on tables
- Your logo will be featured against lunch breaks listed in the conference programme, mailed to over 7,000 potential delegates

ACNC 2016 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 2016 brochure, mailed to over 7,000 potential delegates
- Distribution of one item (insert of marketing material or promotional gift) in conference bag given to every delegate
- Lunch and refreshments for 2 exhibition stand staff on both days of the event
- Your company logo 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

Premium Exhibition Package – £1,900 + 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 documentation folder

Standard Exhibition Package - £1,400 + 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 documentation folder

ACNC 2016 Promotional Opportunity

Promotional Package – £1,300 + VAT

- Your company logo 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 documentation folder
- Distribution of one item (insert of marketing material or promotional gift) in conference bag given to every delegate
- Your company logo in the ACNC 2016 brochure, mailed to over 7,000 potential delegates
- 10% discount on conference registration fees for employees of your company.

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