



# **SPONSORSHIP & EXHIBITION OPPORTUNITIES**

**at the event  
for clinical negligence specialists**

## **32<sup>nd</sup> Annual Clinical Negligence Conference**

**24<sup>th</sup> – 25<sup>th</sup> March 2022,  
Royal Armouries Museum, Leeds**



**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 events for solicitors, barristers and healthcare professionals.

**Why your organisation should sponsor / exhibit at this event:**

Now in its 32<sup>nd</sup> 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](mailto:conferences@avma.org.uk), Tel: 020 3096 1140.**

## ACNC 2022 Premium Sponsorship Opportunities

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

- Exhibition display space (3m 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 2022 brochure
- Your company logo on the ACNC 2022 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 A4 advert / synopsis accompanied by your company's logo in the conference documentation
- 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 Thursday 24<sup>th</sup> March at the Royal Armouries Museum, Leeds
- 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
- Four free places at the reception and dinner
- Reserved company table in prime location at the dinner and representative of company assisting with the prize draw

### **Conference Bags Sponsor – £3,950 + VAT**

- Exclusive branding on conference bags distributed to all delegates

### **Conference Programme Brochure Sponsor – £3,600 + VAT - SOLD**

- Exclusive branding on the front of the conference brochure

### **Welcome Event Sponsor – £3,300 + VAT**

- Exclusive sponsorship of the Welcome Event on the evening of Wednesday 23<sup>rd</sup> March at the Sky Lounge at the Doubletree by Hilton Hotel, Leeds
- Four complimentary places to attend the event
- 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

### **Conference Documentation Pack Sponsor – £3,050 + VAT**

- Exclusive branding on the hard copy and online conference pack

### **ACNC 2022 Web Site & e-mail Update Sponsor – £3,050 + VAT**

- Your logo will be prominently featured with web link and acknowledgement on the ACNC 2022 web page and also on the ACNC e-mail updates that will be sent out multiple times in the months leading up to the conference to over 5,000 potential delegates

### **Photo Booth Sponsor – £3,050 + VAT**

- Your company name included on all photos taken in the photo booth at the Mid-Conference Dinner (e.g. "ACNC 2022 photo booth, sponsored by ...")
- Company name, logo and acknowledgment of your sponsorship of the photo booth included in the menu cards which will be on each table at the dinner

### **Refreshment Breaks Sponsor – £2,800 + VAT - SOLD**

- Signage with your logo at refreshments serving points
- Your logo will be featured against all refreshment breaks listed in the conference programme

### **Plenary Conference Sessions Sponsor – £2,800 + 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

### **Parallel Lectures Sponsor – £2,800 + 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

### **Training & Development Sponsor – £2,800 + VAT - SOLD**

- 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
- 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 – £2,400 + VAT per day, or £3,800 + VAT**

#### **for both days - SOLD**

- Menus branded with your company logo
- Your logo will be featured against lunch breaks listed in the conference programme

## ACNC 2022 Exhibition Package

Exhibiting at the Annual Clinical Negligence Conference allows companies to promote their products and services to all conference attendees during scheduled breaks. Our exhibition package offers an exhibition space of 3m x 2m.

### **Exhibition Package - £1,500 + VAT**

- Exhibition display space (3m x 2m)
- Lunch and refreshments for 2 exhibition stand staff on both days of the event
- Your company logo in the ACNC 2022 brochure
- Your company logo on the ACNC 2022 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
- Conference proceedings - a half page A4 advert / synopsis accompanied by your company's logo in the conference documentation
- 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.

*If you require a larger exhibition space to accommodate your stand then please contact Ed Maycock, AvMA Events Manager – [conferences@avma.org.uk](mailto:conferences@avma.org.uk).*

## ACNC 2022 Promotional Opportunity

### **Promotional Package – £1,250 + VAT**

- Your company logo in the ACNC 2022 brochure
- Your company logo on the ACNC 2022 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
- Conference proceedings - a half page A4 advert / synopsis accompanied by your company's logo in the conference documentation
- Your company logo and contact details on pre-conference e-newsletter from AvMA's Lawyers' Service to over 2,900 members
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