



# **SPONSORSHIP & EXHIBITION OPPORTUNITIES**

**at the event  
for clinical negligence specialists**

# **30<sup>th</sup> Annual Clinical Negligence Conference**

**29<sup>th</sup> – 30<sup>th</sup> June 2018,  
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 events for solicitors, barristers and healthcare professionals.

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

Now in its 30<sup>th</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, medical experts and legal services providers 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 2018 Premium Sponsorship Opportunities

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

- Exhibition display space (all exhibition 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 2018 brochure, sent to over 7,000 potential delegates
- Your company logo on the ACNC 2018 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**

- Exclusive sponsorship of drinks reception and conference dinner on the evening of Friday 29<sup>th</sup> June 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, sent 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**

- Exclusive branding on conference bags distributed to all delegates

### **AvMA Charity Golf Day Sponsor – £3,950 + VAT**

- Exclusive sponsorship of the AvMA Annual Charity Golf Day – the traditional curtain-raiser for the ACNC – this year to be held on Thursday 28<sup>th</sup> June at Singing Hills Golf Course, Albourne, West Sussex
- Company logo on all material relating to the Golf Day, including flyers to over 7,000 potential participants in the Annual Clinical Negligence Conference mailing
- Acknowledgement, company logo and link to your web site from the Golf Day page of the AvMA web site
- Free team entry for 4 people (regular fee £98 + VAT per person)
- Words of thanks from AvMA's Chief Executive at the start of the day and also during the presentation ceremony at the end
- Opportunity to provide branded bags for participants and gifts to go inside the bags
- Opportunity to provide a prize for "nearest the pin" and "longest drive", team and individual prizes
- Opportunity to have your exhibition stand / pull-up banners in the catering area where all the golfers will assemble before and after playing the course

### **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 Thursday 28<sup>th</sup> June at the Waterhouse Bar and Terrace 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, sent to over 7,000 potential delegates
- Four complimentary places to attend the Welcome Event

### **Conference Documentation Pack Sponsor – £3,300 + VAT**

- Exclusive branding on the front of the conference pack

### **ACNC 2018 Web Site & e-mail Update Sponsor – £3,050 + VAT**

- Your logo will be prominently featured with web link and acknowledgement on the ACNC 2018 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

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

- Your company name included on all photos taken at the photo booth (e.g. "ACNC 2018 photo booth, sponsored by ...") at the Mid-Conference Dinner on the evening of Friday 29<sup>th</sup> June at the Hilton Brighton Metropole
- 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**

- Signage with your logo at refreshments serving points
- Your logo will be featured against all refreshment breaks listed in the conference programme, sent to over 7,000 potential delegates

### **Bottled Water Sponsor – £2,800 + VAT - SOLD**

- Exclusive branding (logo in colour) on specially produced bottled water which will be available to delegates in the plenary conference room and at the refreshment breaks during the conference

### **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, sent to over 7,000 potential delegates

### **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, sent to over 7,000 potential delegates

### **Training & Development Sponsor – £2,500 + 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, sent 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 – £2,500 + VAT per day, or £3,500 + VAT**

#### **for both days**

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

## **ACNC 2018 Exhibition Package**

Exhibiting at the Annual Clinical Negligence Conference allows companies to promote their products and services to all conference attendees during scheduled breaks. We have one standard category of exhibition package, offering an exhibition space of 3m x 2m:

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

- Your company logo in the ACNC 2018 brochure, sent to over 7,000 potential delegates
- Your company logo on the ACNC 2018 website with a click through to your own website
- Exhibition display space (3m x 2m)
- Distribution of one item (insert of marketing material or promotional gift) in conference bag given to every delegate
- Conference proceedings - a *half page synopsis* accompanied by your company's logo in the front section of the conference documentation folder
- 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.

*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 2018 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 2018 brochure, sent to over 7,000 potential delegates
- Your company logo on the ACNC 2018 website with a click through to your own website
- 10% discount on conference registration fees for employees of your company.

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