

## LGA/ADSS

### national children & adult services conference my life – my choices: independence, security & achievement

Bournemouth International Centre  
17-19 October 2007



*Local Government Association*

This event is vital to councillors, senior officers, policymakers and service managers with responsibilities for children's and adult care in the statutory, voluntary and private sector. It is also an important opportunity for their partners in health, education and related fields and MPs with an interest in social care, children's services and education.

It's my life, it's my choice is the overall statement of intention from local government to have services that are designed for and by the individual service user and involving as makes sense any carers that they have. It's a bold statement that you would expect to come from someone using services rather than the provider of the service.

The three themes of the conference are:

*Independence:* to encourage independence of people needing support – so support tailored to their needs often in packages of care designed by them.

*Achievement:* it is to highlight that we want to have expectations for the children and young people supported by local authorities to do exceptionally well and that we will work with them to enable this to happen. Adults that encounter problems we will support to live full independent lives aiming for and reaching goals.

*Security:* this reflects that unless people feel safe they cannot fulfil their ambitions or indeed live full independent lives. This theme will also pick up issues of risk and how statutory organisations work with individuals who may have a totally different idea of risk.

## Sponsorship & exhibition opportunities

Exclusive main conference sponsor	£neg
Conference partner	£neg
Informal social event	£30K
All conference lunches and refreshments sponsor	£15K
Day lunch and refreshments sponsor	£5K
Badging and lanyards	£8K
Sign posting	£8K
British Sign Language	£7K
Drinks receptions	£6K
Conference handbook	£4K
Delegate mini programme	£in kind/3K
Post conference labels	£900
Pre conference labels	£800
Inserts	£720
Advertising	from £500

Exhibition Call Bill Butler at Brintex on 020 7973 6627 or email [b.butler@hgluk.com](mailto:b.butler@hgluk.com)

All prices are subject to VAT. For further information or to discuss a package to suit your budget & requirements call Richard Mole on 020 7664 3157 or email [richard.mole@lga.gov.uk](mailto:richard.mole@lga.gov.uk). We are happy to negotiate on the majority of the enclosed sponsorship packages.

Accepting sponsorship does not advocate endorsement or support for the sponsors' product or cause

### Exclusive main conference sponsor £neg

*An opportunity to exclusively sponsor this event and get your message across to delegates - this package offers a unique combination of networking opportunities and branding:*

- extensive name/logo branding on all conference literature, direct mailings, publicity, delegate briefcases, house slides and the dedicated annual conference website
- complimentary exhibition area for the duration of conference
- 4 complimentary places to attend the conference
- an insert of promotional literature into delegate briefcases
- full page colour advert in conference handbook
- full page colour advert in conference edition of *first* magazine
- one page 'message from sponsor' in the handbook
- opportunity to hold a fringe or reception during the conference
- acknowledgment of sponsorship in Chair's opening and closing speech
- opportunity for interview with Local Government Channel (subject to agreement)
- company logo on graphics loop in main hall and screens on a 'Thank you to our sponsors' presentation, shown at selected periods during the conference

### Conference partner £neg

*Join up to 2 other leading organisations as a conference partner which will allow you to share the platform at a reduced cost*

- extensive name/logo branding on conference literature, direct mailings, publicity, delegate briefcases, house slides and the dedicated annual conference website
- complimentary exhibition space within the main exhibition area
- 2 complimentary places to attend the conference
- an insert of promotional literature into delegate briefcases
- 50 word company description and logo in conference handbook as conference partner
- ½ page colour advert in conference handbook
- acknowledgement from chair at opening and closing address
- opportunity to hold a fringe or reception during the conference
- company logo on graphics loop in main hall and screens on a 'Thank you to our sponsors' presentation, shown at selected periods during the conference

### Informal social event £30K

*The event will be billed as hosted by the LGA, ADSS and our media sponsor, sponsored by [your organisation]. There will be drinks on arrival, then a hot fork buffet, a bar (on account) and some really interactive entertainment, followed by a chance for delegates to strut their social stuff on the dance floor!*

- branding on social event invites and literature relating to the social event, including directional signage
- 50 word company description and logo in conference handbook as informal social event sponsor
- opportunity for short 5 minute welcome at the event
- logo on LGA website with link to sponsor's website
- five complimentary places to attend the social event
- an A4 double sided insert of promotional literature for delegate briefcases
- full page colour advertisement within the conference handbook
- company logo on graphics loop in main hall and screens on a 'Thank you to our sponsors' presentation, shown at selected periods during the conference

**Delegate catering £15K (Per day option available)**

- branding on the refreshment & lunch holding slides
- prominent branding at all catering points
- ½ page colour advertisement within the conference handbook
- two complimentary places to attend the conference
- an opportunity to include an A4 (double sided) insert of promotional literature within the delegate packs
- 50 word company description and logo in conference handbook as delegate catering sponsor
- logo on website, with link to sponsor's website
- company logo on graphics loop in main hall and screens on a 'Thank you to our sponsors' presentation, shown at selected periods during the conference

**Badging and lanyards £8K**

- logo and company branding on all badges (provided by LGA)
- short company description on the reverse of badges
- logo and/or company names on lanyards (provided by LGA)
- 1 complimentary place to attend conference
- an insert of promotional literature into delegate briefcases
- 50 word company description & logo in conference handbook as badging & lanyard sponsor
- company branding and link on the dedicated annual conference website
- ¼ page advert in conference handbook
- company logo on graphics loop in main hall and screens on a 'Thank you to our sponsors' presentation, shown at selected periods during the conference

**British sign language interpreters £7K**

- logo and acknowledgement in conference handbook
- logo positioned on stage near BSL interpreter's position
- logo on website, with a link to sponsor's website
- an insert of promotional literature into delegate briefcases
- 50 word company description & logo in conference handbook as BSL sponsor
- company logo on graphics loop in main hall and screens on a 'Thank you to our sponsors' presentation, shown at selected periods during the conference

**Drinks receptions £6K**

- logo branding on all publicity relating to the drinks reception including invitations and signage
- opportunity for a small pop up stand
- 2 complimentary places to attend drinks reception
- 50 word company description & logo in conference handbook as drinks reception sponsor
- company branding and link on the dedicated annual conference website
- an insert of promotional literature into delegate briefcases
- company logo on graphics loop in main hall and screens on a 'Thank you to our sponsors' presentation, shown at selected periods during the conference

**Conference handbook £4K**

- name/logo branding and acknowledgement on front of conference handbook
- full page, full colour advert on outside back cover of conference handbook
- 1 complimentary place to attend conference
- 50 word company description & logo in conference handbook as conference handbook sponsor
- company branding and link on the dedicated annual conference website
- an insert of promotional literature into delegate briefcases
- company logo on graphics loop in main hall and screens on a 'Thank you to our sponsors' presentation, shown at selected periods during the conference

**Delegate mini programme £3K/ in kind**

- full page colour advertisement and branding in the mini programme
- 50 word company description & logo in conference handbook as mini programme sponsor
- opportunity to provide an A4 (double sided) promotional literature for delegate briefcases
- logo on website, with link to sponsor's website
- company logo on graphics loop in main hall and screens on a 'Thank you to our sponsors' presentation, shown at selected periods during the conference

**Promotional literature**

If you would like to guarantee that your organisation's literature reaches every delegate, this is a cost-effective option. £750 plus VAT

**Pre/ post conference labels £500 (pre) £600 (post)****Advertising**

Advertisement rates for conference handbook – full colour ads

OBC, IBC, IFC	£1600
Whole page	£1200
Half page	£750
¼ page	£500

**Exhibition stand**

Please contact Bill Butler at Brintex, who are organising the exhibition on our behalf.

Tel: 020 7973 6627. Email: [b.butler@hgluk.com](mailto:b.butler@hgluk.com)