

SPONSORSHIP  
OPPORTUNITIES  
FOR  
THE SUMMER EVENTIA 2010

**GLASGOW**

## HISTORY

The inaugural Summer Eventia was held in July 2006 at Eynsham Hall in Oxford. 150 delegates attended and such was the success that Eventia decided to continue running the event on an annual basis. The most recent Summer Eventia in July 2009 was held at The Holiday Inn, Brighton.

Over the past four years the conference has evolved both in content and structure to ensure that the information delivered to the delegates is fresh, innovative and with real “take away” value. The Summer Eventia is now firmly part of the events calendar in the UK each year.

## SOME USEFUL STATS

Year	2006	2007	2008	2009
Attendance	150	240	250	220
Location	Oxford	Windsor	Manchester	Brighton

Buyer to Partner ratio in 2009 (%)	45:55
Eventia Member attendees in 2009	156

## EVENTIA VISION

To be recognised as the authoritative voice for the events industry

## EVENTIA PURPOSE

- Raise and maintain importance and profile of events as a key element of the marketing communications mix
- Provide a platform for the development of standards and best practice throughout events industry
- Guidance and advice on legal and regulatory issues through our business support helpline
- Lobby government for change in legislation affecting our industry
- Centre of excellence in knowledge, educational and training seminars
- Provide forum for networking (events, website, third parties)
- Point of contact for agencies, suppliers and corporate, government and association event planners
- Recognition of excellence through our established Awards programme

## **EVENT OBJECTIVES**

The Summer Eventia aims to provide a forum for the following:

- Education
- Networking
- Communication

The formal feedback from the event in 2009 showed that the high quality of content that was delivered, discussion generated and the networking opportunities were the highest rated elements of the conference.

## **WHAT PREVIOUS SPONSORS HAVE SAID**

*"Sponsoring the Summer Eventia 2008 was extremely beneficial in helping create greater awareness of our extensive portfolio of hotels and allowed our International hoteliers the opportunity to meet and network with key people from within the UK events industry."*

Dana Lewis, Accor

*"It was a real pleasure to sponsor and be involved with The Summer Eventia conference, the experience was fun and we had a fantastic level of enquiries from the event. The Eventia Summer conference was a huge success and so well organised and executed. We are so pleased to have been a part of the event, which gave us some great exposure to potential clients."*

Dale Parmenter, DRP Group

*The Summer Eventia was a wonderful forum, as it provided not only rich content and creative ideas - but a great environment for the Events Industry to group together and share ideas, best practice and to debate industry issues and concerns during challenging times. It is at times like these that you realise the power of our industry, the strength and passion of our people and the true value of the Events and meeting industry in the Business world.*

Denise Macdonald, IHG - EMEA

## LOCATION

Eventia are delighted that the City of Glasgow will be hosting The Summer Eventia in 2010. Glasgow is one of Europe's most vibrant and cosmopolitan cities, home to the art nouveau architectural treasures of Charles Rennie Mackintosh, and on the doorstep of Scotland's glorious countryside and golf courses.

The former ship-building powerhouse has undergone a cultural and economic renaissance and was named as one of the top 10 cities in the world to see in 2009 by Lonely Planet.



Packed with bustling bars and shops, Glasgow is a retail paradise, with Buchanan Street named one of the top 10 shopping streets in the world.

Glasgow International Airport, serving more than 100 destinations, is 8 miles from the city centre. Glasgow has 17,000 rooms to suit all budgets and the Scottish Exhibition + Conference Centre (SECC), is the UK's largest integrated meeting venue.

The Scottish Exhibition and Conference Centre (SECC) has joined with Glasgow City to host the event and will be the venue for the Conference. The Scottish Exhibition + Conference Centre (SECC) is the perfect location for any event. It's superbly situated in Glasgow, Scotland's largest and most stylish city. The Centre provides a wide range of conference and exhibition facilities along with a 4 star hotel - all under one roof.



The 3,000 seat, Clyde Auditorium is not only a superbly equipped, purpose-built conference centre; it has become an icon of Glasgow and a symbol of the regeneration of the river Clyde.

## PROGRAMME

The programme for 2010 is being developed by the Programme Committee. On the committee are representatives from all sectors of the events industry including Banks Sadler, Imagination, Adding Value, IHG and Air Partner. To see an overview of the programme from The Summer Eventia 2009, please see the grid at the end of this document.

## WHAT PREVIOUS ATTENDEES HAVE SAID

*"It was a pleasure to attend The Summer Eventia 08 as a hosted guest. I found it a very effective way of connecting with the events industry in a relaxed way and at the same time getting to hear first hand from the high profile speakers and delegates alike what the issues are that face the industry. I have also made some very worthwhile contacts and I hope to enhance my team and M&G's events programme as a result."*

**Nicola Taylor, M&G Retail**

*"I just wanted to say again how much I enjoyed the Summer Eventia conference – I found the whole experience extremely worthwhile and enjoyable. I thought the business content was excellent and particularly enjoyed Roger Martin-Fagg's session and the technology one; overall, I thought the whole conference element was extremely slick and professional and that the content was really relevant. The video overview at the end was particularly good and I thought it was a great idea to announce the SECC as next years' Summer Eventia destination. I also enjoyed the CSR element; the chance to network and catch up with so many industry colleagues (I thought there was a more senior audience attending this year); and the karaoke after dinner!"*

**Charlotte Cresswell, Partner, AddingValue Events**

*"I really enjoyed the conference and was sorry to have to leave on Monday, however the short time I spent there was well worth it, I made lots of good contacts and learnt a lot too."*

**Fiona Neame, freelancer**

*"A huge thanks on my side for the quality of this summer event, including the presentations, activities and networking sessions."*

**Arnaud Boivent, WorldHOTELS**

*"I thought that the Summer Eventia was great, I managed to make quite a few new contacts and I thought that the event was well organised."*

**Alison Walker, Cheltenham Tourism**

*"The Summer Eventia was very useful for me to make first contacts and learn more about the UK market! Also the topics covered during the presentations were very valuable."*

**Natalie Reudink, MR Congress & Incentive GmbH**

*"Just wanted to say thank you very much for a great organisation at eventia summer conference! Well done!!"*

**Urs Treuthardt, Switzerland Convention & Incentive Bureau**

*"Just to say a big congrats on the last few days - 5am starts.....eurgh I don't know how you did it! Huge well done to all involved - the organisation was great!"*

**Cath Couzens, Perception Sales & Marketing**

*"I was so inspired by the Eventia conference last week!"*

**Alice Ogilvie, National Trust**

## WHY SUPPORT EVENTIA?

As the voice for the events industry, Eventia's membership spans all areas of the industry. As a not-for-profit organisation, Eventia relies on support from its annual marketing partners and event sponsors to ensure that the vision and purpose of the association are maintained.

By supporting Eventia, an organisation is demonstrating its commitment to the industry and its intention to invest in the future of events.

## WHY SUPPORT THE SUMMER EVENTIA?

- 1) The Summer Eventia attracts some of the most senior people (including operational staff) across all fields of the event industry. As a sponsor you have the opportunity to position your organisation to the decision makers within buying organisations. The addition of the corporate, association and public-sector organiser category to Eventia membership will mean that the population at the event will include key event professionals from those organisations.
- 2) It goes without saying that The Summer Eventia is widely marketed to the events industry. In the months leading up to the conference there is extensive web marketing, e-blasts and telemarketing to over 8,500 potential delegates. Sponsors who have contracted by the time these activities occur are well placed to be associated with the event and increase their exposure across the industry.
- 3) Eventia have strong relationships with all the key events media and key representatives from C&IT, M&IT, Events:review, Events:magazine, Conference News, Stand Out and Business Travel Magazine are all invited to attend the event.

As the voice for the events industry, Eventia has worked hard to establish their annual event as a platform for vision and thought-leadership. Organisations that choose to support this event choose to align themselves with the forefront of event industry intelligence.

## OVERVIEW OF OPPORTUNITIES

### **SPONSORS OPPORTUNITIES**

The sponsorship opportunities range from headline sponsorship to pure exhibition. In each case a package has been created to ensure maximum exposure for our sponsors while maintaining the integrity of Eventia's relationship with their membership.

### **ADDITIONAL PACKAGES**

We have a number of additional sponsorship opportunities for The Summer Eventia 2010. Some of these packages offer organisations the opportunity to demonstrate their commitment to green issues, corporate responsibility and education within the events industry.

### **CONTACT DETAILS**

We are always happy to discuss an organisation's objectives and work with them to find the perfect sponsorship opportunity that will ensure maximum return on investment for our generous sponsors. We actively encourage you to get creative so please get in touch with any thoughts or ideas that you would like to pursue.

The Summer Eventia Event Office

Tel: 00 44 (0) 1420 593 614

Email: [julia.phillips@rlcuk.com](mailto:julia.phillips@rlcuk.com)

SPONSORS OPPORTUNITIES

**Headline Sponsorship**

**£20,000.00 + VAT**

There will only be one headline sponsorship opportunity offered. As the headline sponsor you also have first refusal on the additional packages outlined later in this document. Any additional packages not taken up by 30 April 2010 will be offered out to other potential sponsors.

Pre-event	Inclusion of logo on all press releases for the event - approximately 3
	Inclusion of logo on all e-shots to potential delegates - approximately 8 sent to over 4,000 email addresses
	High page web logo on event website including a link to sponsor's website - the event web page receives approximately 1000 hits per month in the months leading to the event.
	Sponsor's profile on event website (up to 500 words) including a link to sponsor's website
On-site	4 x free places at the event ( <b>excluding travel and accommodation</b> )
	Official thank you from the MC at the opening session of the event - including display of sponsor's logo on main screen
	3 minute slot for video presentation of sponsor's company within the opening session of the event
	Inclusion of logo on the screen in between all sessions in the plenary room
	Inclusion of logo on all on-site general event signage (to be determined by the organisers)
	An exhibition stand of 4m x 4m (space only) in a prominent position throughout the event (to be agreed with the organisers)
	4 x places at the Eventia Virgin Drinks Reception on Sunday evening <i>Note - the drinks reception will only take place if sponsorship is secured for this element of the programme.</i>
	Shared presence at the welcome reception and dinner on Sunday evening
	Shared presence at the event lunch on Monday with opportunity for additional branding (to be agreed with the organisers)
	Shared presence at the networking drinks and event dinner on Monday evening including one dedicated table for you and your key clients
	Shared presence at all tea and coffee breaks throughout the event
Post event	Delegate data list (allowing for data protection laws for those who opt out) - approximately 160 based on 2009
	Inclusion of logo on all post event e-shots - approximately 2 sent to all attendees
	Inclusion of logo on all post event press releases- approximately 2
	Inclusion of a logo on the events page of the Eventia website for 12 months from date of contract.
	First refusal on sponsorship opportunities for 2011

**Platinum Sponsorship**

**£10,000.00 + VAT**

There will only be one platinum sponsorship opportunity offered. As the platinum sponsor you also have first refusal on the additional packages outlined later in this document. Any additional packages not taken up by 30 April 2010 will be offered out to other potential sponsors.

Pre-event	Inclusion of logo on all press releases for the event – approximately 3
	Inclusion of logo on all e-shots to potential delegates – approximately 8 sent to over 4,000 email addresses
	Sponsor’s profile on event website (up to 500 words) including a link to sponsor’s website – the event web page receives approximately 1000 hits per month in the months leading to the event.
On-site	4 x free places at the event ( <b>excluding travel and accommodation</b> )
	Official thank you from the MC at the opening session of the event – including display of sponsor’s logo on main screen
	Inclusion of logo on the screen in between all sessions in the plenary room
	Inclusion of logo on all on-site general event signage (to be determined by the organisers)
	An exhibition stand of 3m x 3m (space only) in a prominent position throughout the event (to be agreed with the organisers)
	4 x places at the Eventia Virgin Drinks Reception on Sunday evening <i>Note – the drinks reception will only take place if sponsorship is secured for this element of the programme.</i>
	Shared presence at the welcome reception and dinner on Sunday evening
	Shared presence at the event lunch on Monday with opportunity for additional branding (to be agreed with the organisers)
	Shared presence at all tea and coffee breaks throughout the event
Post event	Delegate data list (allowing for data protection laws for those who opt out) – approximately 160 based on 2009
	Inclusion of logo on all post event e-shots – approximately 2 sent to all attendees
	Inclusion of logo on all post event press releases– approximately 2
	Inclusion of a logo on the events page of the Eventia website for 12 months from date of contract.
	First refusal on sponsorship opportunities for 2011

**Gold Sponsorship**

**£5,500.00 + VAT**

There will be a maximum of five gold sponsorship opportunities offered. As a gold sponsor you also have first refusal on the additional packages outlined later in this document. Any additional packages not taken up by 30 April 2010 will be offered out to other potential sponsors.

Pre-event	Inclusion of logo on all press releases for the event – approximately 3
	Inclusion of logo on all e-shots to potential delegates – approximately 8 sent to over 4,000 email addresses
	Sponsor's profile on event website (up to 500 words) including a link to sponsor's website – the event web page receives approximately 1000 hits per month in the months leading to the event.
On-site	2 x free places at the event ( <b>excluding travel and accommodation</b> )
	Official thank you from the MC at the opening session of the event – including display of sponsor's logo on main screen
	Inclusion of logo on the screen in between all sessions in the plenary room
	Inclusion of logo on all on-site general event signage (to be determined by the organisers)
	An exhibition stand of 3m x 3m (space only) in a prominent position throughout the event (to be agreed with the organisers)
	2 x places at the Eventia Virgin Drinks Reception on Sunday evening <i>Note – the drinks reception will only take place if sponsorship is secured for this element of the programme.</i>
	Shared presence at the welcome reception and dinner on Sunday evening
	Shared presence at all tea and coffee breaks throughout the event
Post event	Delegate data list (allowing for data protection laws for those who opt out) – approximately 160 based on 2009
	Inclusion of logo on all post event e-shots – approximately 2 sent to all attendees
	Inclusion of logo on all post event press releases– approximately 2
	First refusal on sponsorship opportunities for 2011

**Silver Sponsorship**

**£3,250.00 + VAT**

There will be a maximum of 5 silver sponsorship opportunities offered.

Pre-event	Inclusion of logo on all e-shots to potential delegates – approximately 8 sent to over 4,000 email addresses
	Sponsor's profile on event website (up to 250 words) including a link to sponsor's website – the event web page receives approximately 1000 hits per month in the months leading to the event.
On-site	1 x free place at the event ( <b>excluding travel and accommodation</b> )
	Inclusion of logo on the screen in between all sessions in the breakout rooms
	Inclusion of logo on all breakout session signage (to be determined by the organisers)
Post event	Delegate data list (allowing for data protection laws for those who opt out) – approximately 160 based on 2009
	First refusal on sponsorship opportunities for 2011

**Bronze Sponsorship/Exhibition**

**£2,500.00 + VAT**

Pre-event	Sponsor's profile on event website (up to 150 words) including a link to sponsor's website – the event web page receives approximately 1000 hits per month in the months leading to the event.
On-site	1 x free place at the event ( <b>excluding travel and accommodation</b> )
	An exhibition stand of 3m x 3m (space only) throughout the event (location to be agreed with the organisers)
Post event	Delegate data list (allowing for data protection laws for those who opt out) – approximately 160 based on 2009
	First refusal on sponsorship opportunities for 2011

**Hosted Guest package**

**£4,000.00 + VAT**

	5 Hosted guests (buyers) either invited by the sponsor or from the pre-approved list and 1 host registration for the event.
On-site	1 x Hosted Guest Afternoon Tea at 15:00 at the Crowne Plaza Hotel, Glasgow
	2 x private Hosted Guest breakfasts at the Crowne Plaza Hotel, Glasgow
Post event	Delegate data list (allowing for data protection laws for those who opt out) – approximately 160 based on 2009
	First refusal on sponsorship opportunities for 2011

For Hosted Guest rules, please see the website [www.eventia.org.uk](http://www.eventia.org.uk)

#### ADDITIONAL PACKAGES

These packages are available to our Headline, Platinum and Gold sponsors on a first-come-first-served basis. Should these packages not be taken up by 30 April 2010 then they will be offered to Silver and Bronze sponsors before being released to other potential sponsors thereafter.

#### **Collateral – Delegate Bags**

**£2,500 + VAT**

An opportunity to brand the delegate bags that will be given to each attendee on their arrival. This prominent branding opportunity will only be offered to one organisation. The bags will be environmentally friendly and will be co-branded with The Summer Eventia 2010.

#### **Collateral – Delegate Folders**

**£6,500 + VAT**

An opportunity to brand the delegate folders that will be given to each attendee on their arrival. This prominent branding opportunity will only be offered to one organisation. The folders will be environmentally friendly and will be co-branded with The Summer Eventia 2010.

#### **Conference Greening – Recycling Points**

**£1,250 + VAT**

Recycling points will be distributed at key places around the event. This unique opportunity offers one organisation the opportunity to brand the recycling areas with signage demonstrating their commitment to making the events industry environmentally aware. This package will also be featured in one of the pre-event press releases with mention and links to the sponsor.

#### **Education Support – Hosted Groups**

**£1,500 + VAT per group**

For many groups The Summer Eventia is a critical event for both education and networking. In particular, Eventia is looking to support students and event planners within not-for-profit organisations. Two opportunities exist to support up to three attendees from each group.

The hosted group will be arranged by the organisers. This package demonstrates the sponsor's commitment to promote education across the industry. This package will also be featured in one of the pre-event press releases with mention and links to the sponsors. Onsite, reference will be made to the hosted groups in the event guide including a short profile of each hosted guest and a statement from each sponsor.

#### **Eventia Virgin Drinks Reception**

**£1,950 + VAT**

To welcome first time attendees to The Summer Eventia, Eventia will be hosting a drinks reception for all first time attendees prior to the welcome reception on the Sunday evening. This package will demonstrate the sponsor's commitment to the growth of the Eventia community and the sponsor will be allocated two places at the drinks reception along with the board and Eventia team who will be hosting the new attendees.

the summer  
**eventia10**

*Note – these packages cannot be purchased on their own*

## IN KIND SPONSORSHIP

Each year The Summer Eventia receives a number of offers for sponsorship in kind. The items already covered are listed below alongside an estimate of their value in 2010. Any organisation interested in offering additional in kind sponsorship should contact Rachel Ley or Julia Phillips on 01420 593 614.

### **Interactive Conference System**

**£40,000 + VAT**

The use of an interactive system that provides critical support to the content of The Summer Eventia. Sponsors receive thanks in event collateral on site, a personal thank you in the opening ceremony and branded lanyards for all delegates.

### **Destination/Venue**

**£20,000 + VAT**

Each year a number of destinations pitch to host this prestigious event. Support from the destination and head quarter venue is not prescriptive but usually takes the form of hosting various elements of the social programme. In addition to excellent exposure through the marketing of the event and delegate experience on site, the sponsors receive acknowledgement on all event collateral (including press releases), a personal thank you in the opening ceremony and an exhibition stand.

### **Event Insurance**

**£800 + VAT**

The sponsor of the event's insurance receives a thank you in the onsite collateral.

### **Photo Wall**

**£3,500 + VAT**

On arrival at The Summer Eventia, each delegate has their photograph taken and added to the Photo Wall. The wall is consistently mentioned as a key networking tool and is sponsored by the photographic providers of the event. Sponsors receive a thank you in the onsite collateral and an opportunity to display marketing material in the photo booth area.

ORDER FORM

Please complete this form to indicate your requirements and return to the Event office or e-mail to [julia.phillips@rlcuk.com](mailto:julia.phillips@rlcuk.com). Invoices will be sent to you with relevant further details. Please make a copy of this form for your records.

If you have any questions regarding any of the opportunities available then please telephone Julia Phillips or Rachel Ley at The Summer Eventia Events Office on 01420 593 614.

Name	
Job title	

Company	
Address	
Telephone	
Fax	
Email	

Package		
	Sub-total	
	VAT	
	Total	

09:00	Welcome speech	<b>Opening of day one</b>		
09:30		<b>Green Shoots or Hairshirts? The next two years</b>		
10:30	Morning break			
11:00		<b>Winning in a Downturn - Surviving and Thriving in a Turbulent Age</b>		
11:45		<b>View from the coal face - trends and responses</b>		
13:00	Lunch			
14:00	You decide: facilitator-led workshop discussions	<b>Business Development</b>	<b>Client perceptions of events</b>	<b>Market Trends Survey</b>
15:30		Eventia Extraordinary General Meeting		
15:40		Feedback from workshop discussions		
09:00	<b>Opening of day two</b>	Warm up / icebreaker		
09:30		<b>Social media and Web 2.0 - harnessing the new technologies</b>		
10:10	Breakouts	<b>Working with Agencies: Trends, Updates, New Business Models</b>	<b>Measuring Results: Better Evaluation = Better ROI</b>	<b>Destination Innovation</b>
10:55	Morning break			
11:25	Breakouts	<b>The Hard Stuff: the business building blocks that define "fit for purpose" in a landscape driven by corporate procurement and the wider CSR agendas</b>	<b>Don't miss the Gravy Train: opportunities for 2012 and beyond</b>	<b>How to Connect with Generations X &amp; Y</b>
12:10	Breakouts	<b>CSR Case Studies and the Green Globe Index</b>	<b>Win Win with Hotels &amp; Venues</b>	<b>Enhancing your web visibility</b>
13:00		<b>Keynote Session: Shaping up – optimizing performance in hard times</b>		