

# 2019 Business Fairs

# Sponsorship Packages Booking Form

Please provide us with the details below in order for us to process your booking of a sponsorship package at one or more of our 2019 events & take advantage of any applicable Early Bird discounts (please see Section 3 below for details and deadlines). We will also use these details to ensure that you are listed correctly in the relevant Event Programme(s).

## 1. Company Details (to be listed in the Event Programme)

Company Name			
Telephone No		Twitter	@
Website			
Please provide a short (approx 50 words) Business Description for use in the Event Programme			

## 2. Contact Details (to enable us to contact you directly)

Contact Name	
Telephone	
E-mail	
Address	

## 3. Sponsorship Package Requirements - more information on all available packages is detailed on page 3. Please tick (✓) items required in the boxes provided

Sponsorship Packages	Event Programme Sponsor		Workshop Sponsor		Event Bag Sponsor		Lead Sponsor	
	Price	<input type="checkbox"/>	Price	<input type="checkbox"/>	Price	<input type="checkbox"/>	Price	<input type="checkbox"/>
<b>2019 Business Fairs</b>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
<b>Liverpool</b> Tuesday 19 <sup>th</sup> March, Liverpool FC – EVENT ENDED	£995	<input type="checkbox"/>	£1,500	<input type="checkbox"/>	£1,950	<input type="checkbox"/>	£2,995	<input type="checkbox"/>
<b>Greater Manchester</b> Thursday 11 <sup>th</sup> July, AJ Bell Stadium – EVENT ENDED	£995	<input type="checkbox"/>	£1,500	<input type="checkbox"/>	£1,950	<input type="checkbox"/>	£2,995	<input type="checkbox"/>
<b>Wirral &amp; Chester</b> Weds 18 <sup>th</sup> September, New Brighton Floral Pavilion	£995	<input type="checkbox"/>	£1,500	<input type="checkbox"/>	£1,950	<input type="checkbox"/>	£2,995	<input type="checkbox"/>
<b>Halton &amp; Warrington</b> Thursday 7 <sup>th</sup> November, Halton Stadium	£995	<input type="checkbox"/>	£1,500	<input type="checkbox"/>	£1,950	<input type="checkbox"/>	£2,995	<input type="checkbox"/>
<b>Sub Total</b>	£		£		£		£	

**GRAND TOTAL all prices subject to 20% VAT**

If you have any other special requirements please provide details:

**4. Order Confirmation and Payment Details (please read the Terms & Conditions of Booking before signing):**

Please charge my company the total amount of £ \_\_\_\_\_ +VAT for the items detailed. I have read the booking terms and conditions and agree to abide by them.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please indicate your preferred payment method & provide card or invoice details below**

**Debit / Credit Card** - if paying by card please enter the card details below and we will process payment on receipt of your booking

Card Number             Start Date     Expiry Date

Security Code    Issue No (if present)  Name on Card

Please provide the address that the card is registered to (i.e. where statements are sent) \_\_\_\_\_

Post Code \_\_\_\_\_

**Invoice** -if you wish to pay by invoice, please provide invoicing details below and we will invoice you (14 days payment terms) on receipt of booking.

PO Number \_\_\_\_\_ Invoice Contact Name \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ Post Code \_\_\_\_\_

All invoices will be sent by email - if you require a hard copy to be sent out by post as well please tick here

Accounts Contact \_\_\_\_\_ Phone No \_\_\_\_\_ Email \_\_\_\_\_

**TERMS & CONDITIONS OF BOOKING (Please retain a copy of these for future reference)**

1. Submitting a completed booking form is a necessary pre-requisite for an application to sponsor / exhibit at a Business Fair. Sponsors will be notified within 5 working days of receipt of a completed booking form regarding acceptance status.
2. All charges will be invoiced upon receipt of the completed booking form, and are subject to VAT at current rate.
3. The organiser assumes no liability for loss, damage or disappearance of any property used by the Exhibitor / Sponsor in connection with their participation in the event. The Exhibitor / Sponsor agrees to assume risk of loss for its property or any other items relating to its participation in the event and agrees to waive any and all claims and hold the Organiser harmless from and against any loss of, damage to, or disappearance of such property or items. In the event of it being necessary, due to acts of terrorism, war, disease, public emergency, or any other factor beyond the control of the organisers, for the Exhibition to be postponed, abandoned or altered in any way in whole or in part, the Organisers shall not be liable for any expenditure, loss or damage incurred by an Exhibitor / Sponsor or Exhibition contractor resultant upon such change.
4. At the end of the event, the Exhibitor / Sponsor will remove any property used by them in connection with their participation in the event, from the event venue. The Exhibitor / Sponsor will be liable for all storage and handling charges resulting from failure to remove all equipment from the venue.
5. The Organisers will not accept delivery of any Exhibitor's / Sponsor's equipment unless they have given their written consent to do so. Written consent must be sought at least one week prior to the event.
6. The Exhibitor / Sponsor shall make good and indemnify the Organiser for any damage to the premises by the Exhibitor / Sponsor, his agents, contractors or employees.
7. The Exhibitor / Sponsor shall observe all current Health and Safety legislation and co-operate with the Organisers in ensuring that the event is a safe, secure and healthy environment for all Exhibitors / Sponsors, Contractors, Sub Contractors, Visitors and Staff who attend or work at the event.
8. The Exhibitor shall observe all current Health and Safety legislation and ensure that any electrical equipment/items being used at the event are PAT Tested. The exhibitor also agrees to co-operate with the Organisers in ensuring that the event is a safe, secure and healthy environment for all Exhibitors, Contractors, Sub Contractors, Visitors and Staff who attend or work at the event.
9. Subletting or sharing of exhibition space is only permitted with the prior agreement of Liverpool BA.
10. Whilst every effort will be made to ensure that a regular power supply and / or internet connection is maintained the Organiser accepts no liability for power shortages and / or loss of internet connection
11. Cancellation Policy (Sponsorship packages) is as follows:
  - Cancellations made within 14 days of booking will incur a £75 cancellation charge.
  - Due to Sponsorship being a more comprehensive, longer term arrangement than exhibiting, cancellations made more than 14 days after booking will be liable for the full order value. However, depending on circumstances, cancellation / refund requests will be considered on a case-by-case basis.

Cancellation requests must be made in writing to Tony Haines, Liverpool BA, 54 St James Street, Liverpool L1 0AB. Cancellation / refund requests will only be considered upon receipt of this letter.

Once completed and signed, please return this form by e-mail to [kathy@liverpoolba.com](mailto:kathy@liverpoolba.com)

Liverpool BA Ltd 54 St James Street, Liverpool L1 0AB  
Tel: 0333 900 5657 / 0151 709 8932 [www.businessfairsuk.com](http://www.businessfairsuk.com)

# 2019 Business Fair Sponsorship Packages

<b>Lead Sponsor</b>	<b>Standard Rate</b> £2,995+VAT per event	<b>Early Bird Rate</b> £2,695+VAT per event
<ul style="list-style-type: none"> <li>• 4m x 2m Exhibition Space* in prime location</li> <li>• Logo acknowledgement on registration area signage</li> <li>• Opportunity to display pop up banners around the event (e.g. in registration area, workshop room etc.)</li> <li>• Double page feature/advertisement in Event Programme</li> <li>• Stand alone post event e-mail broadcast sent to approximately 9,000 regional businesses (including exhibitors and visitors at the event) and shared via Social Media</li> <li>• Coloured block promotional article (with links) in general post event e-mail broadcast</li> <li>• Logo acknowledgement on front cover of Event Programme</li> <li>• Opportunity to deliver a Business Workshop as a Keynote Speaker</li> <li>• Literature insert in visitor event bags</li> <li>• Opportunity to provide promotional items (pens, pads etc) for inclusion in the visitor event bags</li> <li>• Social Media promotion to highlight your involvement in the event</li> <li>• Logo / acknowledgement on: promotional leaflets, e-mail broadcasting, Press advertising, website acknowledgement and links, social media posts, banners and/or signage, Posters, press releases and any other external advertisements and /or event / visitor materials **</li> </ul>		

<b>Event Bag Sponsor</b>	<b>Standard Rate</b> £1,950+VAT per event	<b>Early Bird Rate</b> £1,750+VAT per event
<ul style="list-style-type: none"> <li>• 3m x 2m Exhibition Space*</li> <li>• Logo / Corporate branding on Environmentally Friendly visitor Event Bags</li> <li>• Literature insert in visitor event bags</li> <li>• Opportunity to provide promotional items (pens, pads etc) for inclusion in the visitor event bags</li> <li>• Full Page Event Programme Advertisement</li> </ul>		

<b>Workshop Sponsor</b>	<b>Standard Rate</b> £1,500+VAT per event	<b>Early Bird Rate</b> £1,350+VAT per event
<ul style="list-style-type: none"> <li>• 3m x 2m Exhibition Space*</li> <li>• Logo acknowledgement on any materials promoting the Workshops</li> <li>• Opportunity to deliver a Business Workshop as a Keynote Speaker</li> <li>• Opportunity to display pop up banners in the Workshop room</li> <li>• Full Page Event Programme Advertisement</li> </ul>		

<b>Event Programme Sponsor</b>	<b>Standard Rate</b> £995+VAT per event	<b>Early Bird Rate</b> £895+VAT per event
<ul style="list-style-type: none"> <li>• 3m x 2m Exhibition Space*</li> <li>• Logo acknowledgement on front cover of Event Programme</li> <li>• Full Page Event Programme Advertisement</li> </ul>		

\* All Exhibition Spaces provided with Sponsorship packages include power, internet access, colour logo Name board, a trestle table and two chairs.

\*\* The final mixture and type of publicity materials used to promote events will vary from event to event, however, the above list is based on a typical marketing campaign.

**For more information on Sponsorship Opportunities please contact Tony Haines at Liverpool BA on 0151 709 8932 or by email to [tony@liverpoolba.com](mailto:tony@liverpoolba.com)**