



**Date:** July 2010

**To:** All Key APSE Exhibitor Contacts

Dear Colleague,

**APSE ENVIRONMENTAL SERVICES SEMINAR – STOKE ON TRENT 2010**

Please find enclosed the appropriate booking forms and additional information for the forthcoming APSE Environmental Services Seminar which once again returns to the Stoke on Trent Moat House Hotel on 13 and 14 October 2010.

Following feedback from both delegates and exhibitors at the 2009 event, APSE is once again bringing the Environmental event back to the highly popular Stoke on Trent Moat House hotel. Potential exhibitors should note that delegates who attend the event have a direct responsibility for the procurement and commissioning of goods and services from across the environmental services division.

In addition to the main conference, APSE will also be hosting its Apprentice of the Year awards for the UK's finest Young Gardener and Transport/Vehicle Maintenance operative. The Transport/ Vehicle Maintenance apprentice awards have already been kindly sponsored by Zoeller Waste Systems Ltd, however should your organisation like to take up the sponsorship for the Young Gardener award please contact me direct on 01698 459 051 or email [Lmcmillan@apse.org.uk](mailto:Lmcmillan@apse.org.uk)

Early booking is advised as previous years have shown that this event is well attended by both delegates and exhibitors and therefore accommodation can quickly become limited.

Yours sincerely

*L. McMillan*

**Louise McMillan**  
Marketing & Exhibition Manager  
[Lmcmillan@apse.org.uk](mailto:Lmcmillan@apse.org.uk)



**Association for Public Service Excellence**

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# APSE ENVIRONMENTAL SERVICES SEMINAR

**13 & 14 OCTOBER 2010**  
**STOKE ON TRENT MOAT HOUSE HOTEL**

## **Exhibitor Information**

### **Seminar**

The seminar will attract delegates, with direct procurement responsibility, from across councils in England, Northern Ireland, Scotland & Wales.

### **Stand Fee**

EXHIBITION PACKAGES		
	*Inclusive of Accommodation	Exclusive of Accommodation
Package One: <b>One Internal Stand</b> (3mx2m)	£785 + VAT	£675 + VAT
Package Two: <b>One External Stand</b> (10mx3m)	£730 + VAT	£630 + VAT
Package Three: <b>One Internal &amp; One External</b> (1x 3mx2m + 1x 10mx3m)	£1,045 + VAT	£930 + VAT

***\*Inclusive of Accommodation:- Rate incorporates 2 representatives full board for the evening of Wednesday 13 October 2010.***

Please note any additional reps will be charged at £150 each for Wednesday 13 October 2010. B&B rates for Tuesday 13 October are available from APSE on request. Special rates are also available for exhibitors wishing to book multiple stands. Please contact Louise McMillan on 01698 459 051 for further details.

Exhibition time is a key element of the seminar programme, with plenty of opportunities provided to meet and discuss your product or service with delegates. It should be noted that all receptions, including the annual dinner are joint events with equal access for both delegates and exhibitors.

### **Location**

Stoke on Trent Best Western Moat House Hotel  
M6 Jct 15/16  
Etruria Hall, Festival Way  
Etruria  
Stoke on Trent ST1 5BQ

Early booking is advised as event accommodation often becomes fully subscribed through demand.

**For further information please contact:**

**Telephone: 01698 459 051 Fax: 01698 200 316**

**Email: [Lmcmillan@apse.org.uk](mailto:Lmcmillan@apse.org.uk) Web: [www.apse.org.uk](http://www.apse.org.uk)**

**APSE, UNIT 18-20, 23/25 BRANDON STREET, HAMILTON, ML3 6DA**

**ENVIRONMENTAL SERVICES  
SEMINAR & EXHIBITION**



**STOKE-ON-TRENT BEST WESTERN MOAT HOUSE HOTEL  
13/14 OCTOBER 2010**

**EXHIBITOR BOOKING FORM**

COMPANY NAME.....

CONTACT NAME.....

ADDRESS.....

.....

POSTCODE.....EMAIL.....

TELEPHONE ..... FAX.....

FULL NAME OF REPRESENTATIVE 1.....

FULL NAME OF REPRESENTATIVE 2.....

<b>Exhibition Packages</b>				
	<b>*Inclusive of Accommodation</b>	<b>Tick or 'X'</b>	<b>Exclusive of Accommodation</b>	<b>Tick or 'X'</b>
Package One: <b>One Internal Stand</b> (3mx2m)	£785 + VAT		£675 + VAT	
Package Two: <b>One External Stand</b> (10mx3m)	£730 + VAT		£630 + VAT	
Package Three: <b>One Internal &amp; One External</b> (1x 3mx2m + 1x 10mx3m)	£1,045 + VAT		£930 + VAT	

**NUMBER OF EXTRA ACCOMMODATION** (£150 + VAT per Rep) .....

**PAYMENT DETAILS:**

CHEQUE ENCLOSED FOR £ ..... (Please make cheques payable to: **APSE**)

PLEASE INVOICE (tick) ..... (Payment within 30 days)

SIGNATURE ..... DATE.....

**PLEASE FAX COMPLETED FORMS DIRECT TO:**

**01698 200 316**

**or email completed form to: [Lmcmillan@apse.org.uk](mailto:Lmcmillan@apse.org.uk)**

**APSE, Brandon House Business Centre, Unit 18-20, 23/25 Brandon Street, Hamilton, ML3 6DA**  
**(Telephone: 01698 459 051)**

# **SPONSORSHIP INFORMATION**

## **1 Delegate Bags**

**£1100 + VAT**

Every delegate, exhibitor, speaker and guest receives a high quality delegate bag upon registration. The bags are extremely attractive and functional with shoulder straps and are carried by delegates throughout the seminar and beyond, being both practical and durable. All bags will carry the sponsor's logo and include an agreed amount of marketing materials.

## **2 Seminar Folders**

**£750 + VAT**

A quality A4 sized folder (including notepad and pen) is issued to all participants upon arrival. These folders are used heavily throughout the event and are practical for almost any future meeting. The sponsor's logo can be clearly identified on the front cover, with plenty of space for contact details to be enclosed within. *(Please note: Seminar folders can be supplied directly from the sponsor)*

## **3 Seminar Gift**

**£1000 + VAT**

Each delegate will receive upon arrival a gift to mark the event. These gifts are often used in daily life, such as a clock, a paperweight, a business card holder etc. and can be sponsored by you. The sponsorship includes a clear display of your company name and logo on the item, with reference to your contribution being made during the opening remarks and within the overall seminar programme. The type and nature of the gift will be fully agreed with the sponsor prior to distribution.

## **4 Annual Dinner**

**£1000 + VAT**

Every delegate, speaker and exhibitor is invited to attend the Annual Dinner on the Thursday evening. Sponsors will have their name and logo printed on all table menus and table plans, and fully referenced within the seminar programme. Sponsors will also be entitled to a seat on the top table where they will be thanked during the opening speeches by the seminar Chairpersons. A dining table for the sponsor to invite delegates will also be provided.

## **5 Pre-Dinner Drinks Reception**

**£800 + VAT**

This is an excellent opportunity to sponsor a reception during the course of the event. The reception will be held prior to the Annual Dinner on the Thursday evening. Sponsors will have their name and logo printed on all invitations and are welcome to display a company banner within the area. The reception will be fully publicised within the seminar programme and promoted throughout the day. A selection of bottled beers and spirits will be provided at the reception and is included as part of the sponsorship.

## **6 APSE Briefing Subscription**

**£700 + VAT**

This provides exhibitors with an excellent way to keep up to date on the issues which are of importance to their customers. Exhibitors will receive a year's subscription to all APSE Briefings providing invaluable information and developments across local government services.

## **7 Direct News**

**£500 + VAT**

One half page advert in APSE's newsletter Direct News. Direct News is published 6 times a year and distributed to over 9000 local authority contacts (other sizes / rates available).

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*Please do not hesitate to contact me if you wish to discuss the above or any other sponsorship opportunity which could be utilised to raise your company profile at this well established, well attended event.*

**LOUISE MCMILLAN, MARKETING & EXHIBITION MANAGER  
APSE, BRANDON HOUSE BUSINESS CENTRE, UNITS 18-20, 23/25 BRANDON STREET  
HAMILTON, ML3 6DA**

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