



To: Exhibitor Representatives Highways Seminar 2012

Dear Colleague,

National Roads, Highways & Street Lighting Seminar & Exhibition, 8/9 March 2012, Holiday Inn Newcastle Upon Tyne, Great North Road, Seaton Burn, Newcastle upon Tyne, NE13 6BP

Please see attached the booking form for the upcoming Roads, Highways and Street Lighting services seminar taking place at the Holiday Inn hotel Newcastle Upon Tyne, Great North Road, Seaton Burn, Newcastle Upon Tyne, NE13 6BP.

In order to keep things fresh, APSE will be re-locating the conference to the Holiday Inn Newcastle Upon Tyne in 2012. APSE will locate the main exhibition/ lunch and refreshment point within the main hall. There will be a 2nd smaller exhibition area with a catering point in the foyer, directly outside the main hall (APSE registration desk will be based in this area). Exhibition allocation is based on a first come first served basis, highlighting preference on the booking form attached. As well as the main sessions and exhibition during the day, APSE will once again be holding its apprentice of the year awards and annual dinner. This provides exhibitors with an excellent opportunity to network with delegates in a more informal environment. Please note that all exhibitors are invited to attend this evening function for no additional cost.

As touched on above, APSE will once again be hosting the Highways & Street Lighting apprentice of the year awards. Should your organisation be interested in taking up this sponsorship please contact Louise McMillan direct on 01698 45 9051.

If you would be interested in exhibiting at this well established APSE event then please complete and return the booking form attached and return by fax to Louise McMillan on **01698 200 316**.

Yours sincerely,

Louise McMillan
Marketing & Exhibition Manager
Association for Public Service Excellence



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

£1000 + 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

£1500 + 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

£1500 + 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

£1000 + 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 18,000 local authority contacts (other sizes / rates available).

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

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Web: www.apse.org.uk

ROADS & HIGHWAYS SERVICES
SEMINAR & EXHIBITION



**HOLIDAY INN HOTEL NEWCASTLE UPON TYNE
8 / 9 MARCH 2012**

EXHIBITOR BOOKING FORM

COMPANY NAME.....
 CONTACT NAME.....
 ADDRESS.....

 POSTCODE.....EMAIL.....
 TELEPHONE FAX.....
 FULL NAME OF REPRESENTATIVE 1.....
 FULL NAME OF REPRESENTATIVE 2.....
 PREFERRED LOCATION OF STAND (MAIN HALL OR FOYER)

Exhibition Packages				
	*Inclusive of Accommodation	Tick or 'X'	Exclusive of Accommodation	Tick or 'X'
Package One: One Internal Stand (3mx2m) <i>Floor space only</i>	£785 + VAT		£575 + VAT	
Package Two: One External Stand (10mx3m) <i>Floor space only</i>	£730 + VAT		£520 + VAT	
Package Three: One Internal & One External (1x 3mx2m + 1x 10mx3m)	£1045 + VAT		£940 + VAT	

**Inclusive of Accommodation:- Rate incorporates 2 representatives full board for the evening of Thursday 8 March 2012.*

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