

# Exhibition and sponsorship opportunities

# 2010



exhibitions and marketing

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# Introduction



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Throughout the year APSE holds a number of service specific seminars for local authorities and other public sector bodies in the UK and Northern Ireland.

A fundamental element to these events is our extensive trade exhibition which allows local government suppliers the opportunity to promote their product / service to council officers and members with a combined purchasing power in excess of £100m within each service area.

These events attract participants from a wide cross-section of senior directors, procurement managers, heads of service and elected members etc from front-line council services such as catering, cleaning, roads and highways, housing, building maintenance, sports and leisure, transport, grounds and waste.

Each service specific event has a number of different exhibition packages available which are tailored to suit the needs of our exhibitors. As well as being able to book a stand, we also provide special packages which includes accommodation needs for the duration of the seminar.

New exhibitors to APSE events should also note that all business and social functions held during the conferences are open to both delegates and exhibitors alike. We believe this is one of the key aspects which has contributed to the continued success of our exhibitions.

*APSE Exhibitions are tailored to suit the needs of our exhibitors*

*All business and social functions held during our conferences are open to both delegates and exhibitors alike*

Should you be interested in attending one or more of our service specific events please complete and return the form at the end of this document or via the APSE website at [www.apse.org.uk](http://www.apse.org.uk) though the exhibitions page for more information.

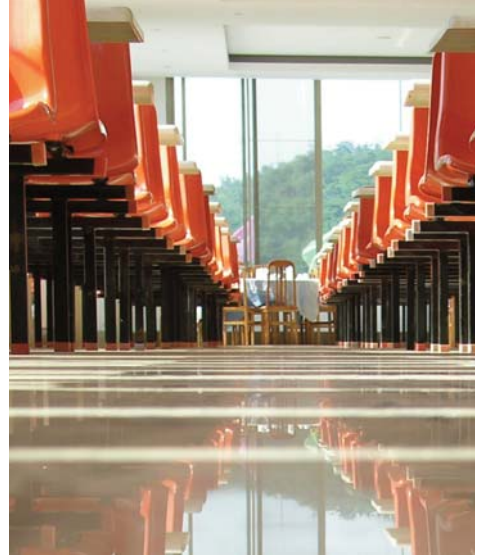
In addition to the exhibition information we have included for your general interest further sponsorship opportunities which are available during each event. Feel free to contact me if you would like further information.

# Facilities management seminar and exhibition

28/29 January 2010, Crowne Plaza Hotel, Chester

This event attracted over 100 delegates in 2009, representing 40 authorities across England, Northern Ireland, Scotland & Wales, many of whom have direct responsibility for the procurement and commissioning of catering and cleaning goods and services within their authority.

Following the feedback from the 2009 event, the exhibition will be located in a completely separate room from the sessions which will allow all catering & refreshments to be served exclusively within the exhibition area. This will provide all delegates with dedicated exhibition viewing and should help to enhance the networking opportunities for exhibitors during refreshment and lunch breaks. The venue will also allow for the exhibition room to open into the main function room on the Thursday evening which will mean all stands will be on display for the annual dinner.



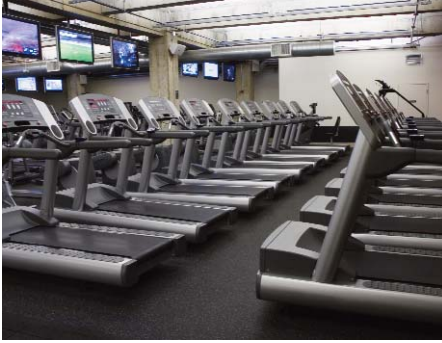
All exhibitors should be aware that stands will be allocated on a first come first served arrangement. If your organisation would be interested in exhibiting at this popular event then please contact Louise direct on 01698 45 4107 or email [Lmcmillan@apse.org.uk](mailto:Lmcmillan@apse.org.uk)

## General package costs

Internal stand only (3m x 2m) (floor space only)	=	£545
Internal stand (3m x 2m) plus one nights accommodation for two reps	=	£745

# Leisure services seminar and exhibition

11/12 February 2010, Best Western Moat House Hotel, Stoke

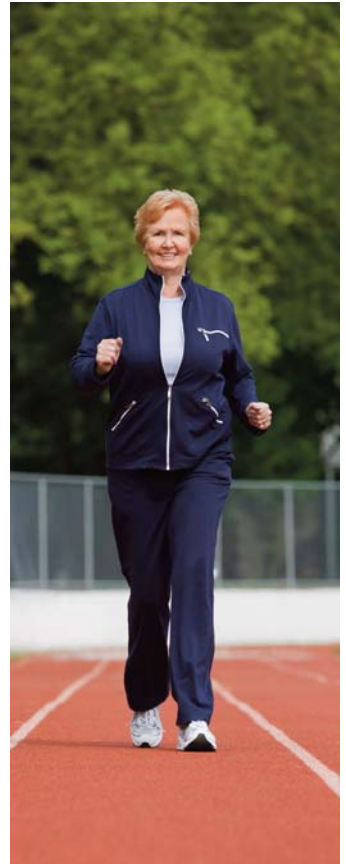


This exciting event will attract members from across England, Northern Ireland, Scotland & Wales, many of whom have direct responsibility for the procurement and commissioning of sports & leisure goods and services within their authority.

This fresh, innovative seminar will allow suppliers in this area to meet and network with the key council officers and members of these services over this two day conference.

The exhibition will be held in the same room as the sessions allowing exhibitors exclusive access to those delegates participating during the throughout the course of the event.

In conjunction with the Annual dinner APSE will be hosting its **Sports and leisure apprentice / trainee of the year**. Any companies interested in sponsoring these new and exciting awards should contact Louise McMillan on 01698 459 051 or email [Lmcmillan@apse.org.uk](mailto:Lmcmillan@apse.org.uk)



## General package costs

Internal stand only (3m x 2m) (floor space only)	=	£575
Internal stand (3m x 2m) plus one nights accommodation for two reps	=	£785

# Scottish building and housing services seminar and exhibition

*17/18 February 2010, Peebles Hydro Hotel, Peebles*

Following feedback from our delegates & exhibitors at the 2009 event, APSE will be bringing the seminar and exhibition back to the popular Peebles Hydro hotel in 2010. We will continue serving all tea/coffee & lunchtime desserts within the main exhibition area (Ballroom). Only the first two courses of the lunch will be served within the restaurant, this has been a positive move and should once again increase the exhibition viewing by all delegates throughout the duration of the conference.



Please note as this is the case exhibition allocation within the Ballroom is at a maximum of 23 stands, all other exhibitions will be situated within the lounge area of the hotel (opposite the APSE registration desk).

The conference will once again be holding it's Building & Housing Accolades. These awards will take place on the Wednesday evening and are being kindly sponsored by Bekaert, GR Ross, Hewden and Jordan Electrics.

As well as the new accolades we will once again host our Scottish Housing & Building Apprentice of the Year Awards. These awards are once again supported by Hays. APSE has already received 42 notifications of interest highlighting the importance of Apprenticeships within the Public sector.

## General package costs

Internal stand only (3m x 2m) (floor space only)	=	£650
Internal stand (3m x 2m) plus accommodation for two for the duration of the event	=	£999

If your organisation would be interested in exhibiting at this popular event then please contact Louise direct on 01698 & '+' # or email [Lmcmillan@apse.org.uk](mailto:Lmcmillan@apse.org.uk)

# Roads, highways and street lighting seminar and exhibition

11/12 March 2010, Marriott Gosforth Park Hotel, Newcastle

Following positive feedback from both delegates and exhibitors alike, the Roads, Highways and Street Lighting seminar & exhibition will be returning to the highly popular Marriott Gosforth Park Hotel in 2010.

APSE will once again locate the exhibition, tea/coffee & lunch points within a separate area. This will mean that delegates have a dedicated area to visit all exhibition stands during the refreshment and lunch breaks. The exhibition area will also be used for the pre-dinner drinks reception before all guests make their way into the APSE annual dinner & apprentice awards. Please note that all exhibitors are invited to attend this evening function for no additional cost.



## General package costs

Internal stand only (3m x 2m) (floor space only)	=	£575
Internal stand (3m x 2m) plus one nights accommodation for two reps	=	£785
External stand only (10m x 3m) (floor space only)	=	£520
External stand (10m x 3m) plus one nights accommodation for two reps	=	£730
One internal stand plus one external standonly	=	£940
One internal stand plus one external standwith accommodation for one night for two reps	=	£1045

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 +'' #.

# Scottish fleet, waste and ground services seminar and exhibition

4 - 7 May 2010, Hilton Coylumbridge Hotel, Aviemore

Following valued feedback from both delegates and exhibitors alike, the fleet, waste & ground services seminar & exhibition will be returning to the highly popular Hilton Coylumbridge in 2010.

APSE will continue with the same format as the 2009 event. This includes a maximum number of 85 external exhibition stands available at the conference (maximum 2 vehicles per stand and 3 stands per company), no exhibitions in the rear car park, on site guest parking and all delegates located within the Hilton Coylumbridge.



As with all APSE events, there will be dedicated exhibition viewing time which will take place during all refreshment and lunch breaks. In addition there is an open invitation to all delegates and exhibitors to attend the evening functions throughout the week including the "big Wednesday night function" and the Association's annual dinner at no extra cost.

This event continues to be one of the highlights in Scottish Councils & suppliers calendars.

## General package costs

Internal stand only (3m x 2m)	=	£1049
Internal stand (3m x 2m) plus accommodation for two for the duration of the event	=	£1549
External stand only (10m x 3m)	=	£949
External stand (10m x 3m) plus accommodation for two for the duration of the event	=	£1449

Any companies interested in attending this highly successful event should complete and return the attached booking form or contact Louise direct on 01698 45 +'' #.

# Construction, housing and building services seminar and exhibition

1/2 July 2010, The Crowne Plaza Hotel, Manchester

APSE will once again be holding its annual national Construction, housing and building services seminar in 2010.

APSE has decided to give the conference a new look by relocating to a new city and building on the conference from previous years. The exhibition will be located around the outside of the session room which will allow all stands to be on display throughout the whole duration of the event as well as during the dedicated tea/coffee and lunches. This seminar is attended by authorities across England, Wales, Scotland and Northern Ireland, many of whom have direct responsibility for the procurement and commissioning of housing & building goods, services and materials within their authority.



The event will once again host its housing & building apprentice of the year awards. APSE has already received 55 apprentice submissions and we hope that this number will continue to increase, highlighting the importance of Apprenticeships within the Public sector. All four categories are available for sponsorship with previous supporters including **UCATT, HAYS, Aptus Personnel and Construction Youth Trust.**

## General package costs

Internal stand only (3m x 2m) = £545

Internal stand (3m x 2m) plus one nights accommodation for two reps = £745

If your organisation would be interested in exhibiting or sponsoring an award then please contact Louise McMillan on 01698 45+'' # or email [Lmcmillan@apse.org.uk](mailto:Lmcmillan@apse.org.uk)

# APSE Annual Seminar and exhibition plus Service Awards

7 - 9 September 2010, The Millennium Forum, Derry

This event attracts on average over 275 participants on an annual basis from across local authority services in the UK (750 if you include those who attend on the last day for the APSE service awards). These individuals represent a wide cross-section of Senior Directors, Procurement Managers, Heads of Service, Elected Members etc from front-line Council services such as Housing, Building Maintenance, Catering & Cleaning, Cleansing, Grounds Maintenance, Sports & Leisure, Transport and Roads.

As in previous years, all exhibitors who participate in APSE's annual national exhibition are cordially invited to attend all evening receptions and events with delegates, and take part in the Annual dinner and APSE service awards on Thursday, 9 September 2010. As attendees in previous years will confirm, this provides further opportunity for discussion in an informal environment beyond the normal confines of a daily exhibition and ensures both delegates and exhibitors are given full, equal access to all aspects of the seminar.

The seminar will attract delegates from the APSE network across Councils in England, Northern Ireland, Scotland & Wales. Around 760 participants are expected in total at the event, with many having direct line responsibility for the procurement of goods and services within their authority.

The APSE annual service awards scheme was launched fourteen years ago and is designed for local authorities to help promote and demonstrate new concepts and examples of best practice in service delivery.

The awards are held in the highest regard by local authority practitioners from across the UK, with last year's ceremony attracting over 750 guests. This year's presentation will once again take place at the Annual dinner on Thursday 9 September 2010.

A fantastic amount of positive feedback has been received in relation to the 2009 awards

held at Cardiff's International Arena. Local Government press contained extensive coverage of the event and this has resulted in great interest from both companies wishing to sponsor an award.

## General package costs

**Package 1** = £1,150  
*3m x 2m shell unit or freestanding space - price on app*

**Package 2** = £1,650  
*Sponsorship of service award category*

**Package 3** = £2,625  
*3m x 2m shell unit + sponsorship of service award category*

# Environmental services seminar and exhibition

14/15 October 2010, Birmingham Venue TBC



This seminar continues to be an important date in the APSE membership calendars. The event provides a great opportunity for companies to meet and network with local authorities from across the UK within the areas of Environmental services.

Last year's event witnessed over 150 attendees at the conference with the annual dinner once again celebrating the importance of local

authority apprenticeships.

As touched on above the event will also host the **APSE Horticulture and also the Transport/ Vehicle Maintenance Apprentice/Trainee of the Year Awards.**

Last year these awards were kindly sponsored by **CABE & Zoeller Waste Systems** with over 20 submissions being received from participating councils.



## General package costs

Internal stand only (3m x 2m) (floor space only)	=	£675
Internal stand (3m x 2m) plus one nights accommodation for two reps	=	£785
External stand only (10m x 3m) (floor space only)	=	£630
External stand (10m x 3m) plus one nights accommodation for two reps	=	£730
One internal stand plus one external standonly	=	£930
One internal stand plus one external standwith accommodation for one night for two reps	=	£1045

This event provides suppliers with the opportunity to showcase their products over this two day conference. With the event allowing for both internal & external exhibition stands to be displayed.

If your organisation would be interested in sponsoring these popular awards please contact Louise McMillan on 01698 45-"" # or email [Lmcmillan@apse.org.uk](mailto:Lmcmillan@apse.org.uk)

# Scottish healthy communities seminar and exhibition

4/5 November 2010, Hilton Dunkeld Hotel, Dunkeld



This event attracted over 100 attendees in 2009, many of whom have direct responsibility for the procurement and commissioning of catering and cleaning / sports and leisure goods and services within their authority. In addition, representatives from a range of health boards and other public sector bodies also participated. The purpose of this seminar is to bring together delegates from across these interrelated council and public service areas into one single forum to maximise the benefits for both delegates and exhibitors alike.

The event is once again returning to the picturesque Hilton Dunkeld House Hotel. All suppliers should note that due to the popularity of the seminar and its informal nature, the number of available stand allocations has been limited to 12.

APSE will also be hosting its Healthy Accolades awards following the annual dinner. These awards provide an excellent opportunity for companies to promote their profile while sponsoring awards which highlight the innovative initiatives councils are working on.



Should your organisation be interested in participating in this well attended conference or sponsoring one of the accolades then please contact Louise on 01698 45 4444 # or email [Lmcmillan@apse.org.uk](mailto:Lmcmillan@apse.org.uk)

## General package costs

Internal stand only (3m x 2m)	=	£549
Internal stand (3m x 2m) plus one nights accommodation for two reps	=	£749

# APSE Performance networks annual seminar and performer awards

December 2010, Venue TBC



This event attracts on average over 400 participants on an annual basis from across local authority services in the UK, covering service areas including Housing, Building Maintenance, Catering, Building Cleaning, Cleansing, Grounds Maintenance, Sports & Leisure, Transport and Roads.

As in previous years, the main exhibition package available at this event includes an exhibition stand within your specified workshop as well as sponsorship of one of the

awards categories at the Performance Networks awards which take place following the annual dinner on the Thursday evening.

Each of the awards on the night focus on a Best Performer & Most Improved Performer from within the specific service area. This package provides companies with the perfect opportunity to promote their organisation to a sold out audience as well as supporting these well established and popular awards.

If your organisation would be interested in sponsoring these popular awards then please contact

Louise McMillan on 01698 45+ " " # or email [Lmcmillan@apse.org.uk](mailto:Lmcmillan@apse.org.uk)



## General package costs

**Package 1** = £1,500

*3m x 2m shell freestanding space within workshop plus award sponsorship of specific service area*

# Sponsorship options

## 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.

## 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.

## 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.

## 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 chairperson. A dining table for the sponsor to invite delegates will also be provided.

## 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.

## 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.

## 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 12,000 local authority contacts (other sizes / rates available).

# Booking details and event opportunities

*Complete this form and return it to APSE for full details of the individual events including costs, benefits, additional opportunities and more.*

This form is available for completion online at [www.apse.org.uk](http://www.apse.org.uk) within the [exhibitions and sponsorship](#) page

Contact name: \_\_\_\_\_ Position: \_\_\_\_\_

Company name: \_\_\_\_\_

Email address: \_\_\_\_\_ Phone: \_\_\_\_\_

Company address: \_\_\_\_\_

## Tick the box for the required event.

- Facilities management seminar and exhibition
- Leisure services seminar and exhibition
- Scottish building and housing services seminar and exhibition
- Roads, highways and street lighting seminar and exhibition
- Scottish fleet, waste and ground services seminar and exhibition
- Construction, housing and building maintenance seminar and exhibition
- Annual seminar and exhibition
- Environmental services seminar and exhibition
- Scottish healthy communities seminar and exhibition
- Performance networks seminar and awards evening

**Please return this completed form to the address overleaf or via fax.  
Alternatively you can email Louise McMillan, Exhibitions and  
Sponsorship Manager at [Lmcmillan@apse.org.uk](mailto:Lmcmillan@apse.org.uk)**



**LOCAL SERVICES**  
**LOCAL SOLUTIONS**

**Association for Public Service Excellence**  
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