

Exhibition and sponsorship opportunities

2012



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.

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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 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

25/26 January 2012, Crowne Plaza Hotel, Chester

This event attracted over 38 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 2011 event, the seminar is being increased to a two full day event. Day one will concentrate on Facilities Management Building Cleaning issues and day two will focus on the Catering services. The exhibition will continue to be located in a completely separate room from the sessions which will allow all catering & refreshments to be served exclusively within the exhibition hall. This will provide all delegates with dedicated exhibition viewing and should help to enhance the networking opportunities for exhibitors during all refreshment and lunch breaks.



As well as the dedicated exhibition view, all exhibitors are invited to attend the annual dinner on the Wednesday evening which provides another excellent opportunity to network with delegates in a more informal environment. The annual dinner places are included as part of the exhibition package, there is no further cost attached to attending.

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 459 051 or email Lmcmillan@apse.org.uk

General package costs

Internal stand only (3m x 2m) (floor space only)	=	£645
Internal stand (3m x 2m) plus one nights accommodation for two reps	=	£845

Scottish building and housing services seminar and exhibition

16/17 February 2012, Peebles Hydro Hotel, Peebles

Following feedback from our delegates & exhibitors at the 2011 event, APSE will be bringing the seminar and exhibition back to the popular Peebles Hydro hotel but with a number of fresh ideas designed to maximize and enhance the networking opportunities between exhibitors and delegates. The new format of the event will see a full day seminar & exhibition, followed by the annual dinner & apprentice of the year awards on Thursday 16 February 2012. The seminar will then continue on day two with close following lunch. We will be serving all of the tea/coffee & lunches within the main exhibition area (Ballroom). This is a change to previous years and should further help to increase the exposure of exhibition viewing by all delegates throughout the duration of the seminar. Please note as this is the case exhibition allocation within the Ballroom is at a maximum of 14 stands, all other exhibitions will be situated within the lounge area of the hotel (opposite the APSE registration desk).



As well as the seminar itself, APSE Scotland will also be hosting the Annual building & housing apprentice of the year awards. Should you wish to take up sponsorship for these important awards please contact our office on the number below for further information.

If your organisation would be interested in exhibiting at this popular event then please contact Louise direct on 01698 459 051 or email Lmcmillan@apse.org.uk

General package costs

Internal stand only (3m x 2m) (floor space only)	=	£499
Internal stand (3m x 2m) plus accommodation for two for the duration of the event	=	£699

Roads, highways and street lighting seminar and exhibition

8/9 March 2012, Holiday Inn Newcastle Upon Tyne, Newcastle

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.

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 459 051.

Leisure services seminar and exhibition

March 2012, North of England (dates & venue TBC)



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 event will continue to provide informative and interesting presentations along side the exhibition which provides a one stop shop for delegates. Allow an excellent opportunity for exhibitors to network with attendees from the local authorities.

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



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 fleet, waste and ground services seminar and exhibition

8 - 11 May 2012, Hilton Coylumbridge Hotel, Aviemore

Following feedback from the 2011 event, APSE will continue with a similar format. This includes APSE to request that once again in order to encourage further networking opportunities all exhibitors refrain from taking delegates off site. The objective being to retain everything on site in order to maximise exposure for exhibitors. APSE will also be continuing with the programme format of 2011, in order that we focus the conference within the Coylumbridge for the duration of the event.

In addition, to try to further enhance the delegate foot flow at the conference in 2012 we will be offering all companies exhibiting at the event **4 free day passes** (this includes lunch) which you can use to invite key customers to attend. We would ask that these passes are used to invite customers out with Scottish local authorities, as they will already receive an invite direct from APSE Scotland through the delegate flyer. Upon booking as an exhibitor please contact the APSE office should you wish to utilise this new unique offer.



Finally, in 2012 we will be offering a number of new sponsorship packages, these will be forwarded to all potential exhibitors within the next few weeks. The

General package costs

Internal stand only (3m x 2m)	=	£1,349
Internal stand (3m x 2m) plus accommodation for two for the duration of the event	=	£1,849
External stand only (10m x 3m)	=	£1,249
External stand (10m x 3m) plus accommodation for two for the duration of the event	=	£1,749

packages will breakdown a number of exciting new benefits which exhibitors can use to further build and promote their brand and product with the delegates.

Exhibitors interested in this exciting event should contact Louise direct on 01698 459 051.

APSE Annual Seminar and exhibition plus Service Awards

11 - 14 September 2012, Glasgow City Centre

This event attracts on average over 200 participants on an annual basis from across local authority services in the UK (500 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 which take place on the last night of the conference. 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 APSE annual service awards scheme was launched sixteen 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.



A fantastic amount of positive feedback has been received in relation to the 2011 awards held at the Brunels Old Station in Bristol. 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

Construction, housing and building services seminar and exhibition

October 2012, North of England (dates & venue TBC)

APSE will once again be holding its annual national Construction, housing and building services seminar in 2012.

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 received 37 apprentice notifications in 2011 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 **Consilium Technologies, Trukrax Vehicle Racking Systems & UCATT.**

If your organisation would be interested in exhibiting or sponsoring an award then please contact Louise McMillan on 01698 459 051.

General package costs

Internal stand only (3m x 2m) = £545

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

Environmental services seminar and exhibition

7/8 November 2012, Stoke on Trent (dates & 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 130 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 **Faun Zoeller & Nordic Pioneer** with over 30

notifications 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 stand only	=	£930
One internal stand plus one external stand with 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.

Scottish facilities management seminar and exhibition

November 2011, Scotland (dates & venue TBC)



This event attracted over 65% of Scottish Local Authorities in 2011, 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.

This event took on a new and exciting look in 2011, concentrating on the Facilities Management services within local authorities and speaking on the day was Eileen Campbell MSP, Minister for Local Government and Planning.

Should your organisation be interested in participating in this well attended conference then please contact Louise on 01698 45 9051 or email Lmcmillan@apse.org.uk



General package costs

Internal stand only (3m x 2m) = £300

APSE Performance networks annual seminar and performer awards

6/7 December 2012, Blackpool (venue & dates TBC)

This event attracts on average over 300 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.

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.



General package costs

Package 1 = £1,500

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

If you are interested in participating and supporting this popular event then please contact Louise McMillan on 01698 459 051.

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 18,000 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 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
- Scottish building and housing services seminar and exhibition
- Roads, highways and street lighting seminar and exhibition
- Leisure services seminar and exhibition
- Scottish fleet, waste and ground services seminar and exhibition
- Annual seminar and exhibition
- Construction, housing and building maintenance 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**



LOCAL SERVICES
LOCAL SOLUTIONS

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