



**SHEPHARD'S SAR 2010 CONFERENCE & EXHIBITION**  
**21 – 22 APRIL 2010 – ABERDEEN EXHIBITION & CONFERENCE**  
**CENTRE, ABERDEEN, SCOTLAND**

**Primary Partnership Opportunities**

**\* Pre-Conference Workshop**

A unique opportunity to partner a pre-conference workshop at the event, which offers the perfect platform to reiterate your presence in the market place and highlight your products and services to a captive audience of key decision makers. All conference delegates will be offered the opportunity of attending the pre-conference workshop on a complimentary basis.

The workshop would take place on the day before the two day conference programme. There would be a buffet lunch served at 13.00 and the workshop would start at 14.00 and run until 17.00. There would be approximately 2 1/2 hours presentation time allowing for food and a refreshment break. Delegates will be invited to attend and use the workshop as a discussion forum with a panel of up to four imminent speakers drawn from industry and operator/end users chosen by the partner.

**Partnership includes:**

- Official "Pre-Conference Workshop" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (2m x 3m)
- 4 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Workshop Room hire, food and beverage
- AV consisting of screen, LCD projector and two microphones
- Administration and staffing for workshop
- Opportunity to distribute your company's literature during the workshop only
- Company logo on signage at pre-conference workshop
- 1 invitation to the Speakers' Dinner

**Partnership fee is £17,000 + VAT**

**\* Speakers' Dinner – at the end of Day One**

The Speakers' Dinner is a prime opportunity to present your company's message to all of the guests. It is a private dinner (invite only) and will take place at the end of Day One and will start at approximately 19.30 and finish at 22.30. All speakers & one representative from each conference sponsoring company will be invited to attend on a complimentary basis. The dinner sponsoring company will have the opportunity to invite one company representative to host each table. Representatives from The Shephard Group will also attend to help you host your guests.

**Partnership includes:**

- Official "Speakers' Dinner" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m) in a prime location
- 2 complimentary delegate places for the two-day conference

- Additional delegate places for your company personnel at a discounted rate
- 2 complimentary stand manner places for the two-day exhibition
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- 10 Invitations to the Speakers' Dinner – two people per table
- Company logo on signage at Speakers' Dinner
- Company logo on menus at Speakers' Dinner
- Opportunity to give out company gifts at Speakers' Dinner
- Opportunity to make speech at Speakers' Dinner

**Partnership fee is £15,000 + VAT**

#### **\* Official Drinks Reception – at the end of Day One**

The Official Drinks Reception is a prime opportunity to present your company's message to all of the participants. It will take place in the conference refreshment area at the end of day one. It will start at approximately 17.30 and run for an hour and a half and is one of the event's important social occasions.

**Partnership includes:**

- Official "Drinks Reception" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 12 m<sup>2</sup> exhibition booth space (3m x 4m) in a prime location
- 5 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- 2 complimentary stand manner places for the two-day exhibition
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on signage at Official Drinks Reception
- Company logo on napkins at Official Drinks Reception
- Opportunity to make speech at Official Drinks Reception
- 4 invitations to the Gala Dinner (subject to Gala Dinner taking place)
- 1 invitation to the Speakers' Dinner

**Partnership fee is £14,000 + VAT**

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#### **\* Registration and Refreshments on Arrival on Day One**

The Registration Desk at the Conference will be the first port of call for all event participants (delegates/speakers/visitors/exhibitors) where they collect their conference badge & documentation before they proceed into the exhibition for their refreshments on arrival. This provides an ideal opportunity to place your name in front of delegates. Special signage at each serving point provides strong visibility for the partner.

**Partnership includes:**

- Official "Registration and Refreshments on Arrival" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 12 m<sup>2</sup> exhibition booth space (3m x 4m) in a prime location
- 5 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- 2 complimentary stand manner places for the two-day exhibition
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on signage at Registration Desk
- Company logo on signage at Refreshments on Arrival
- Opportunity to distribute your company's literature at the Registration Desk
- 4 invitations to the Gala Dinner (subject to Gala Dinner taking place)
- 1 invitation to the Speakers' Dinner

**Partnership fee is £12,500 + VAT**

## **Host Partnership Opportunities**

### **\* Delegate Lanyards**

Presented to every delegate attending the conference, the delegate lanyard offers a long-term promotional opportunity. In particular the inclusion of the partner's logo makes this an attractive souvenir item. Every single participant at the event will be carrying your company logo around with them.

#### **Partnership includes:**

- Official "Delegate Lanyard" sponsorship recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3mx2m)
- 3 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on delegate lanyards
- 1 invitation to Speakers' Dinner

**Partnership fee is £8,000 + VAT**

### **\* Delegate Folders**

Presented to every delegate attending the conference, the delegate folder, containing a pad of paper and a pen, offer a long-term promotional opportunity. The inclusion of the partner's logo makes these an excellent souvenir item.

#### **Partnership includes:**

- Official "Delegate Folder" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m)
- 1 complimentary delegate place for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on conference folders
- Opportunity to include company brochure in conference folders
- 1 invitation to Speakers' Dinner

**Partnership fee is £8,000 + VAT**

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### **\* Delegate Bags**

Presented to every delegate attending the conference the delegate bags are a primary promotional opportunity. Every single delegate attending the event will be carrying your company logo around with them and using the bag way beyond the close of the conference.

#### **Partnership includes:**

- Official "Delegate Bag" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m)
- 3 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on delegate bags
- Opportunity to include company brochure in delegate bags
- 1 invitation to Speakers' Dinner

**Partnership fee is £8,000 + VAT**

**\* Lunch Breaks – Day One & Day Two available**

Partnership of the 90-minute lunch breaks on each day of the conference provides an ideal opportunity to make a special impact and place your name in front of delegates during the event. Special signage at each serving point links the partner to the lunch.

**Partnership includes:**

- Official "Lunch Break" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m)
- 3 complimentary delegate places for the two-day conference
- Additional delegate places conference for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on signage at lunch break
- Company logo on napkins at lunch break
- 1 invitation to Speakers' Dinner

**Partnership fee is £8,000 + VAT per day**

**\* Refreshment Breaks – Day One & Day Two available**

The Partnership of the two Refreshment Breaks on each day (mid morning and mid afternoon) of the conference provides an ideal opportunity to place your name in front of delegates during the event. Special signage at each serving point provides strong visibility for the partner.

**Partnership includes:**

- Official "refreshment break" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m)
- 3 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- 1 invitation to Speakers' Dinner
- Company logo on signage at refreshment break

**Partnership fee is £8,000 + VAT per day**

**\* Internet Area**

A vital source of contact and information for speakers, delegates and attendees, conveniently located outside the conference room for ease of access.

**Partnership includes:**

- Official "Internet Area" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m)
- 2 complementary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Internet area with the partner's logo as a screensaver, and the area clearly signed and branded with the partner's logo
- Opportunity to distribute branded mouse mats / pens by the internet area (provided by partner)
- 1 invitation to Speakers' Dinner

**Partnership fee is £8,000 + VAT**

### **\*Delegate Gifts**

Delegate gifts including business card holders, drinking bottles, memory sticks, T-shirts, torches, aluminium bottles can be printed with your company logo/strap line. The gift will be given to every delegate attending the two day conference.

#### **Partnership includes:**

- Official "delegate gift" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m)
- 1 complimentary delegate place for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo/strapline on gift
- 1 invitation to the Speakers' Dinner

**Partnership fee is £7,000 + VAT**

### **\*Event Guides**

Presented to every delegate attending the conference, the official Event Guide contains the programme, speakers' biographies, attendee list, exhibition floorplan & details on exhibitors/sponsors. This is an ideal opportunity to insert your company's promotional message by placing advertising on the back cover.

#### **Partnership includes:**

- Official "Event Guide" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m)
- 1 complimentary delegate place for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company advert on the back cover of the Event Guide (sent to The Shephard Group upon signature of the contract)
- 1 invitation to the Speakers' Dinner

**Partnership fee is £4,000 + VAT**

### **\*Quarter Page Advert in Event Guide**

Presented to every delegate attending the conference, the official Event Guide contains the programme, speakers' biographies, attendee list, floorplan & details on exhibitors/sponsors. This is an ideal opportunity to insert your company's promotional message by placing an advert in the Guide. **This opportunity is only available to confirmed exhibitors & sponsors.**

#### **Partnership includes:**

- Quarter A4 page full colour company advert in the Event Guide (to be sent to The Shephard Group on signature of the contract)

**Partnership fee is £1,000 + VAT**

Please contact Hamish Betteridge at The Shephard Group to book your sponsorship  
**T: +44 (0) 1753 727015      F: +44 (0) 1753 727002      E: [hab@shephard.co.uk](mailto:hab@shephard.co.uk)**