



## Annual Conference of Local Dental Committees

Grand Connaught Rooms | LONDON | Friday 12 June 2015

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### EXHIBITION AND SPONSORSHIP OPPORTUNITIES

The LDC Conference is an ideal opportunity for organisations to attract and promote their services to influential decision making dentists from all over the UK.

The 2015 conference will be chaired by Jonathan Randall. The conference is a unique event as the attendance of 250 to 300 influential decision making dentists from all over the UK is guaranteed. Delegates comprise LDC Representatives and Observers nominated by their LDC together with members of the General Dental Practice Committee (GDPC). The event is, therefore, a unique opportunity for sponsors and exhibitors to raise their profile in the profession.

#### **The programme**

The programme is compiled by the Local Dental Conference Agenda Committee and includes discussion of topical and political issues affecting the profession. Plenty of time in the programme will be allowed for refreshments and networking in the exhibition hall.

#### **The dinner**

The conference dinner will be held on the evening of Thursday 11 June at the Grand Connaught Rooms. This black tie event is attended by conference delegates and invited guests from the dental profession. The evening comprises a drinks reception, three course meal with wine and after dinner speeches.

#### **LDC website – [www.ldcuk.org](http://www.ldcuk.org)**

The website includes online bookings for the conference and dinner and all copies of relevant papers are now posted on the site. This means that the website is constantly being accessed by LDC Secretaries and representatives as well as GDPC members. The website is also a forum for dentists to discuss relevant issues with colleagues.





## SPONSORSHIP PACKAGE - PLATINUM

### **Platinum sponsor - £6,750**

There is only one opportunity to become the overall exclusive event sponsor.

#### **Prestige and positioning**

- Title in all promotional literature and at event as 'Platinum sponsor' and an opportunity to showcase your organisation as the lead player in the dental profession
- Conference chair's announcement at the event thanking you as the 'Platinum sponsor'.

#### **Marketing**

- Delegate list with name, title, company name and address - two weeks after event (all lists will not include any delegates who have marked data protection box).

#### **Branding on promotional literature at event**

- Company logo on front of conference folders given to all delegates and company advert on the back of each folder
- Company logo on delegate list (names and LDC only) provided in delegate packs
- 200 word profile in the final programme handed to delegates on the day containing your full contact details
- Opportunity to include a company insert or sample into each delegate pack (subject to meeting insertion deadline).

#### **Web promotion**

- Logo and 200 word company profile on the homepage of the LDC conference website including hyperlink to your company website.

#### **Signage**

- Company logo on signage in exhibition hall
- Company logo on stage branding in the conference room.

#### **Exhibition space**

- One exhibition stand in the exhibition hall
- Five exhibition passes for your stand staff with complimentary refreshments and lunch.

#### **Pre-Conference Dinner**

- Exclusive sponsorship of the pre-conference dinner and drinks reception including your company logo on the menu cards and signage at the event
- Four complimentary tickets to the pre-conference dinner on Thursday 11 June 2015
- Conference chair's announcement thanking you as the 'Platinum sponsor'.



## GOLD SPONSOR

### **Gold sponsor - £3,750**

The Gold sponsorship package is an exclusive sponsorship package with the following benefits:

#### **Branded items**

- Delegate bags (300) handed to all delegates on arrival, containing conference papers - including the sponsor's company logo on the front
- Notepads and pens (300 of each) – inserted in the delegate bags and displaying the sponsor's company logo and contact details (to be supplied by company).

#### **Exhibition space**

- One exhibition stand in the exhibition hall adjacent to the main conference room
- Three exhibition passes for your stand staff with complimentary refreshments and lunch.

#### **Promotion, prestige and positioning**

- Opportunity to include a single page company insert or sample into each of the delegate packs (300 required, subject to meeting insertion deadline)
- 150 word company profile and logo on the LDC Conference website with a link to your site and acknowledgement as Gold Sponsor
- 150 word company profile and logo in the final programme handed to delegates on the day and acknowledgement as Gold Sponsor
- Acknowledgement at the conference and dinner as the 'Gold Sponsor'
- Two complimentary tickets to the pre-conference dinner on Thursday 11 June 2015.



## EXHIBITION OPPORTUNITIES

### Stand fee £795

The exhibition stands will be located immediately adjacent to the conference room with refreshments and lunch served here.

- One 6' x 2' trestle table, with cloth and two chairs
- 100 word exhibitor profile in the final programme handed to delegates on the day, containing your full contact details
- Complimentary lunch/tea/coffee tickets for up to two members of staff
- Listing on the LDC Conference website as an exhibitor – [www.ldcuk.org](http://www.ldcuk.org)
- Two complimentary tickets to the pre-conference dinner on Thursday 11 June 2015.

## ADDITIONAL OPPORTUNITIES

Delegate bags, notepads and pens opportunities are first reserved for Platinum/Gold packages.

### Delegate bags sponsorship

- Delegate bag sponsorship with company logo on each bag - £250 + cost of bags.

### Delegate pens

- Insert your company pen into each delegate bag - £250.

### Delegate notepads

- Insert your company notepads into each delegate bag - £250.

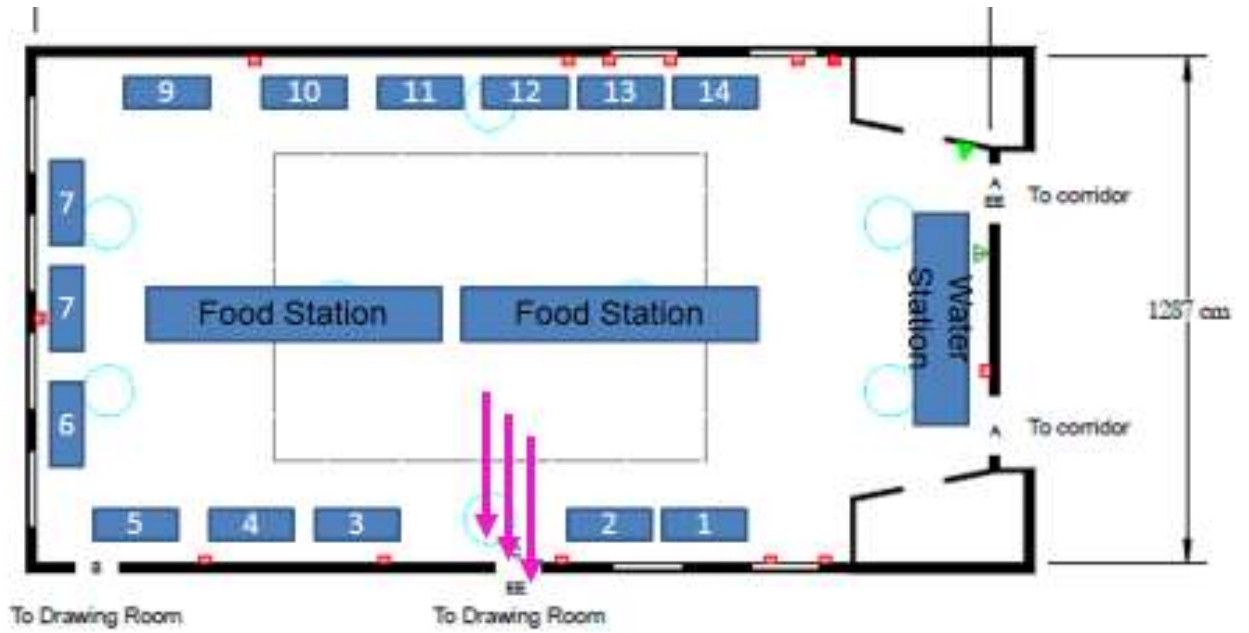
### Delegate name badges and lanyards

- Delegate name badges and lanyards with company logo on each - £250 + cost of lanyards.

### Delegate bag inserts

- Delegate bag inserts - £250 (company insert, or sample).

Exhibition floor plan



↓ Towards sessions



## BOOKING FORM

**PLEASE COMPLETE CLEARLY USING BLOCK CAPITALS**

<b>Booking and invoice address/contact</b>	
Title: _____	First name: _____ Surname: _____
Position: _____	Company: _____
Address: _____	
_____	Postcode: _____
Tel: _____	Email: _____

I wish to reserve the following opportunities:

Platinum sponsor		£6,750	Bag sponsorship		£250
Gold sponsor		£3,750	Lanyard and name badge sponsorship		£250
Exhibition space Stand no .....1 <sup>st</sup> choice Stand no .....2 <sup>nd</sup> choice		£795	Notepad sponsorship		£250
Delegate pack insert		£250	Pen sponsorship		£250

Do you require power to your stand? YES/NO

**Grand total**

**£ \_\_\_\_\_**

**Please return this form to:**

Fiona Feltham, Event Manager  
BDA, 64 Wimpole Street, London W1G 8YS

020 7563 6876 | fiona.feltham@bda.org

**Please make cheques payable to Annual Conference of LDCs**

**PAYMENT AND CANCELLATION TERMS**

Payment for stands and sponsorship must be received within 30 days of the date of the invoice. Sponsorship and stand spaces will not be confirmed until full payment has been made. In the event of cancellations received in writing, no later than 10 April 2015, the exhibition/sponsorship fee will be returned less 40 per cent to cover administrative expenses. After that date, no refunds will be possible.