

Annual Conference of Local Dental Committees

Hilton Birmingham Metropole | 8 and 9 June 2017

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 2017 conference will be chaired by Alisdair McKendrick. 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 dentistry. Plenty of time in the programme will be allowed for refreshments and networking in the exhibition hall. Proceedings will span two days and a draft outline of timings are as follows:

Thursday 8th June	Friday 9th June
12:00 Registration, lunch and exhibition	08:30 Registration, refreshments and exhibition
13:30 Conference opens	09:15 Conference opens
15:00 Refreshment and exhibition time	10:45 Refreshment and exhibition time
15:30 Conference sessions resume	11:15 Conference sessions resume
17:00 Conference closes	12:30 Conference session closes
19:00 Drinks reception	12:30 Networking lunch with exhibition
19:30 Conference dinner	13:30 Departure

The dinner

The conference dinner will be held on the evening of Thursday 8 June in the Queen's Hall. 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 and award presentations. All exhibiting companies receive two tickets to the dinner to further enhance networking opportunities.

LDC website – www.ldcuk.org

The website includes online bookings for the conference and dinner and all copies of relevant papers are 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 - £7,500 + VAT

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 the homepage of the iPads supplied to all delegates
- Company logo on delegate list (names and LDC only) sent out to delegates in advance of the event and also included in the iPads.
- 200 word profile in the sponsor and exhibitor listing supplied to delegates on the day containing your full contact details
- Opportunity to include a company insert or sample seat-dropped during the event for all delegates. (250-300 required)

Web promotion

- Logo and 200 word company profile on the homepage of the LDC conference website including hyperlink to your company website.
- Company web banner (to be supplied) used on www.ldcuk.org

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
- Six 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
- Six complimentary tickets to the pre-conference dinner on Thursday 8 June 2017
- Conference chair's announcement thanking you as the 'Platinum sponsor'.

GOLD SPONSOR

Gold sponsor - £5,000 + VAT

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

Branded items

- Conference papers - including the sponsor's company logo on the front emailed out in advance of the event, but also included on the iPads issued to all delegates.
- Notepads and pens (250-300 of each) – Provided to delegate in the Conference Hall displaying the sponsor's company logo and contact details (to be supplied by company).
- Company logo to feature on delegate name badges

Exhibition space

- One exhibition stand in the exhibition hall adjacent to the main conference room
- Four 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, to be placed on the delegate seats in the Conference Hall during the event (250-300 required)
- 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 sponsor and exhibitor listing added to the iPads issued to delegates at the event.
- Acknowledgement at the conference and dinner as the 'Gold Sponsor'
- Four complimentary tickets to the pre-conference dinner on Thursday 8 June 2016.

EXHIBITION OPPORTUNITIES

Stand fee £795 + VAT

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 sponsor and exhibitor listing available on iPads issued to delegates at the event, 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
- Two complimentary tickets to the pre-conference dinner on Thursday 8 June 2017.

ADDITIONAL OPPORTUNITIES

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

iPad sponsorship

- Company logo on the home screen of each delegate iPad - £500

Delegate name badges and lanyards

- Delegate name badges with company logo on each - £250 + cost of lanyards if wishing to supply.

Delegate gift bag opportunity

- Provide a gift bag placed in bedrooms for the delegates staying at the Hilton Birmingham - £1020 + gift bag (approximately 260 bedrooms)

Delegate pens

- Have your pens available in the conference room for all delegates - £250 + cost of producing pens if required

Delegate notepads

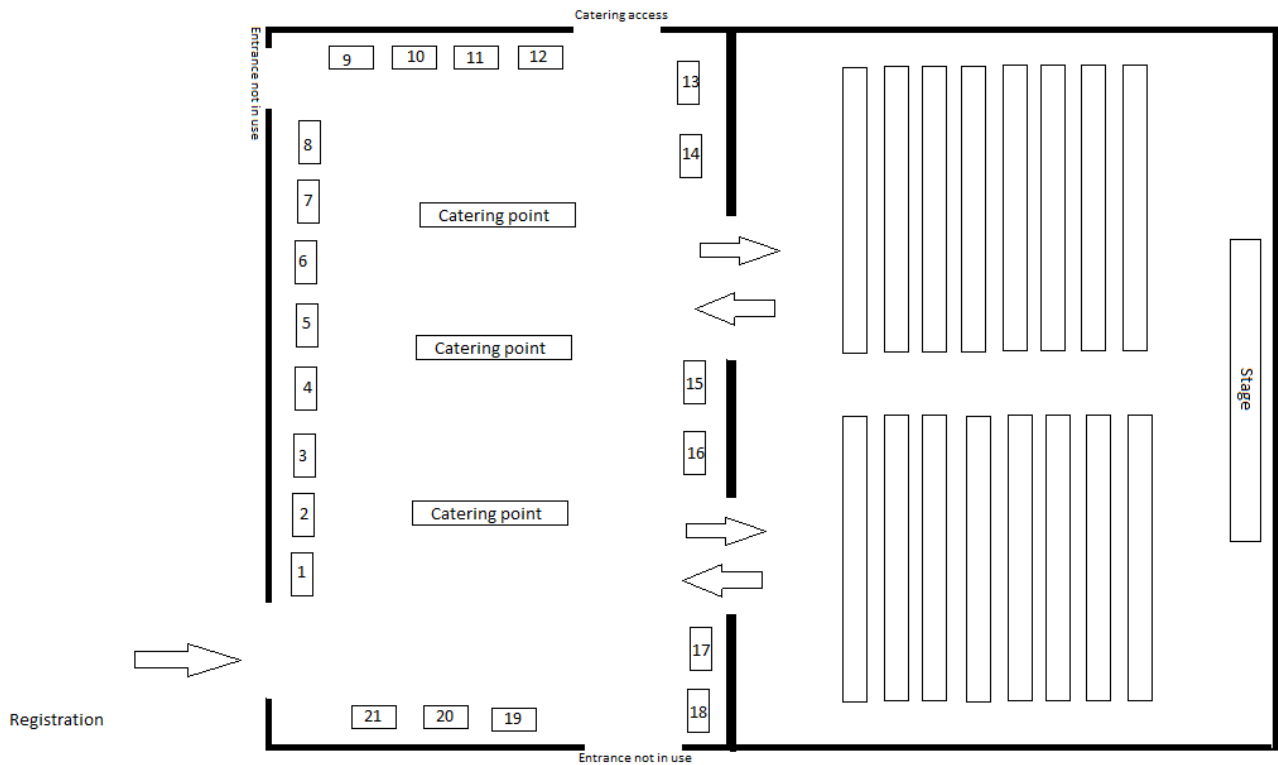
- Delegate notepads in conference room - £250 + cost of producing notepads if required

Delegate Insert seat drop

- Insert placed on delegate seats for them to take away - £250 + insert/sample

*All prices are exclusive of VAT

EXHIBITION FLOOR PLAN 2017



BOOKING FORM – LDC Conference 2017

PLEASE COMPLETE CLEARLY USING BLOCK CAPITALS

Booking and invoice address/contact

Title: _____ First name: _____ Surname: _____

Position: _____ Company: _____

Address: _____

_____ Postcode: _____

Tel: _____ Email: _____

I wish to reserve the following opportunities:

Platinum sponsor		£7,500 + VAT	iPad sponsorship		£500 + VAT
Gold sponsor		£5,000 + VAT	Lanyard/name badge sponsorship		£250 + VAT
Exhibition space		£795 + VAT	Notepad sponsorship		£250 + VAT
Delegate insert (seat-dropped)		£250 + VAT	Pen sponsorship		£250 + VAT
Gift Bag opportunity		£1020 + VAT			

Do you require power to your stand? YES/NO

Stand number preference:

1st choice _____ 2nd choice _____ 3rd choice _____ (please refer to floor plan)

Grand total including VAT @ 20%

£ _____

If there is a purchase order or reference number that you would like us to quote on the invoices please enter it in the box:

PO No. _____

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. If for any reason you wish to cancel your promotional opportunity, you should confirm your cancellation in writing either by email to events@bda.org, or by post to Events Team, BDA, 64 Wimpole Street, London W1G 8YS. Cancellations received 29 days or more prior to the event date will be entitled to a 100% credit voucher or refund. However, sponsors and exhibitors are unable to cancel their promotional opportunity once their logos have been printed on promotional literature or materials produced for this event, and in this situation would be liable for 100% of the cost. For cancellations received between 28 days and the event date, the organisation is liable for 100% of the cost.

Please return this form to: natasha.breckwoldt@bda.org

Natasha Breckwoldt | Events | BDA, 64 Wimpole Street, London W1G 8YS