

## Annual Conference of Local Dental Committees International Convention Centre Wales Friday 10 June 2022

### EXHIBITION AND SPONSORSHIP OPPORTUNITIES

The Annual Conference of Local Dental Committees Conference and Dinner is an ideal opportunity for organisations to attract and promote their services to influential dentists from all over the UK.

The 2022 conference will be chaired by Dan Cook. The conference is a unique event with a guaranteed attendance of 250 decision-making dentists from all areas over the UK. Delegates comprise of LDC Representatives and Observers nominated by their LDC, together with members of the BDA's General Dental Practice Committee (GDPC).

#### **The programme**

The programme is compiled by the Local Dental Committee 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. A draft outline of timings can be found below:

<b>Friday 10 June</b>
08:00 Registration, refreshments and exhibition
09:15 Conference opens
10:45 Refreshment and exhibition time
11:15 Conference sessions resume
13:00 Networking lunch with exhibition
14:00 Conference sessions resume
15:30 Refreshments and exhibition time
15:55 Conference sessions resume
17:15 Conference closes

#### **The dinner – ICC Wales**

This year the dinner will be held the evening before (on Thursday 9 June) and this black-tie event is attended by conference delegates and invited guests from the dental profession. The evening begins with a drinks reception, and a three course meal with wine follows. Along with dinner speeches the evening offers a chance for the LDC community to honour and award it's Unsung Heroes. All exhibiting companies as standard receive two tickets to the dinner to further enhance networking opportunities.

#### **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 posted on the site. The Conference Chair writes a regular blog which is highlighted in a monthly e-newsletter ensuring the website is regularly accessed by LDC Secretaries and representatives as well as GDPC members.



# SPONSORSHIP PACKAGE: EXCLUSIVE SOLE HEADLINE SPONSOR

## Overall sponsor - £7500

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

### Prestige and positioning

- Title in all promotional literature and at event as '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 'sponsor'.

### Speaking opportunity

- An opportunity to address the audience during either the conference or the dinner for a five-minute period (we recommend using this to announce the running of a prize giveaway run from your exhibition stand, which could then be drawn and presented on stage before the close of the event).

### Pre-event branding and web promotion

- Advert in the LDC monthly newsletter (*chosen month to be agreed*). Only one company ad per newsletter, meaning excellent brand promotion and above industry open and click rate
- Logo and hyperlink included on all emails sent to attendees regarding registration and logistical arrangements for the event
- Logo and 200 word company profile on the LDC conference website including hyperlink on to your company website
- Company web banner (to be supplied) used across all pages on the site

### At-event branding

- Company logo on signage used around the venue
- Company logo on stage branding in the main room (used for conference and dinner)
- Opportunity to play a showreel or rolling adverts on the main screen as delegates leave for and return from refreshment breaks during the Conference.
- Opportunity to include a company insert or sample seat-dropped during the event for all delegates
- Opportunity to supply delegates with pens branded with your logo (to be supplied).

### Exhibition space

- One exhibition stand in the exhibition hall (sponsor has first choice of stand position)
- Eight exhibition passes for your stand staff with complimentary refreshments and lunch.

### Conference dinner

- Exclusive sponsorship of the conference dinner and drinks reception including your company logo on the menu cards and signage at the event
- Eight complimentary tickets to the Conference dinner; enabling a large team to disperse among the attendees and engage in invaluable conversations with those they are seated with, or alternatively for your team to also host clients as guests to the evening
- Conference Chair's announcement thanking you as the 'Sponsor'.

## EXHIBITION OPPORTUNITIES

### **Stand fee £850**

The exhibition stands will be located within an area of the venue designated for the serving of all refreshments and lunch.

Each exhibitor will receive:

- One 6' x 2' trestle table, with white cloth and two chairs
- Two complimentary tickets to the black-tie Conference Dinner on Thursday 9 June 2022 (includes welcome drinks, three-course meal and half a bottle of wine per person)
- Complimentary lunch/tea/coffee for up to two members of staff during the Conference (Friday 10 June 2022)
- 100 word exhibitor profile (with full contact details) to be included in the Exhibitor listing to be included in delegate event joining instructions.
- Listing (with hyperlink to your website) on the LDC Conference website as an exhibitor – [www.ldcuk.org](http://www.ldcuk.org)

## ADDITIONAL OPPORTUNITIES

### **Delegate Insert: £300**

Brochure or small product to be seat-dropped by organisers during the conference on Friday 10 June (*Brochure limited to A4 and 3 pages*)

# BOOKING FORM – LDC Conference 2022

## Booking and invoice address/contact

Title: \_\_\_\_\_ First name: \_\_\_\_\_ Surname: \_\_\_\_\_

Position: \_\_\_\_\_ Company: \_\_\_\_\_

Address:

\_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

I wish to reserve the following opportunities:

<b>Sole sponsorship of Conference and Dinner</b> (Includes conference and dinner tickets for up to 8 members of staff)		£7500
<b>Exhibition stand</b> (Includes conference access and dinner tickets for up to 2 members of staff)		£850
<b>Delegate insert</b>		£300

Please feature the following company name on the website:

Please hyperlink to the following url:

**TOTAL DUE FOR PAYMENT**

£

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.

**Please note the BDA Events team are appointed by the Annual Conference of LDCs to oversee logistical arrangements for this event. BDA Events will be your point of contact, however payments for sponsorship/exhibition stands will be invoiced for directly by the 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. If for any reason you wish to cancel your promotional opportunity, you should confirm your cancellation in writing by email to [events@bda.org](mailto:events@bda.org). Cancellations received 29 days or more prior to the event date will be entitled to a 100% credit voucher or refund. However, sponsors are unable to cancel their promotional opportunity once their logo has been applied to promotional materials produced for this event. For cancellations received between 28 days and the event date, the organisation is liable for 100% of the cost.

Please return this form to: **susan.graves@bda.org**  
**Susan Graves (Exhibition Sales and Sponsorship Executive)**  
**On behalf of Annual Conference of LDCs Agenda Committee**