



College Finance Directors' Conference & Exhibition 2010

Tuesday 8 June – Wednesday 9 June
BT Convention Centre Liverpool

Sponsorship and Exhibition Brochure

www.aocmsevents.co.uk/financedirectors2010

Dear Colleagues

I am delighted to launch the sponsorship and exhibition brochure for the **AoC's College Finance Directors' Conference and Exhibition 2010**, the event for College Finance Directors. We are pleased to have secured the **BT Convention Centre Liverpool**, as the venue which allows the conference and exhibition to further evolve, and offer an altogether higher quality experience for delegates and sponsors and exhibitors alike. Its location is excellent, situated on the world famous waterfront with the city centre close by for shopping, leisure, and transport links.

This year, the conference comes at a critical time for Colleges because of the public spending squeeze, the Machinery of Government transfer and the forthcoming general election (expected in May 2010). Financial leadership in Colleges has never been so important at a time when 2010-11 budgets are tight and college funding faces several years of cuts to close the national budget deficit.

Designed in partnership with the College Finance Directors Group, the conference programme will provide a comprehensive update on finance issues in the English College sector – from the ongoing day to day management of the College finance department to current developments such as working with local authorities, developing new income sources and how to respond to this challenging agenda.

The seminars have become the highlight of the event, and this year have been further developed to provide specific updates and best practice including master classes, case studies and expert panels, offering a unique sponsorship opportunity for your organisation to engage with this audience. Further information on the event website www.aocmsevents.co.uk/fdseminars2010

The programme is currently being developed so watch the event website for further details at www.aocmsevents.co.uk/financedirectors2010

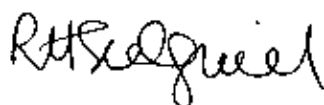
Last year the conference attracted 287 delegates in all, including over 200 Finance Directors and senior finance personnel from 120 Colleges, which represents over half of English Colleges. The exhibition and sponsorship has continued to grow and play a major part of this annual event and last year was bigger than ever with 29 stands.

The opportunities available for your organisation range in scale from sponsorship of the full conference, dinner and drinks, to branded delegate gifts, or exhibition space - the most popular option - closely followed by the seminar sponsor option. As always, the brochure highlights the general opportunities available however individual packages can be tailored to your specific requirements. If you would like to know more about any package then please do not hesitate to contact me.

If you are a supplier to Colleges or the Further Education sector then this event is a **must attend** for you.

I look forward to hearing from you.

Very best wishes



Rachel Sidgwick, Commercial Executive, AoC Management Services Ltd

About us

The Association of Colleges (AoC) is a membership organisation representing 97% of the 383 general Further Education and tertiary, sixth form, and specialist Colleges in England, Wales and Northern Ireland. AoC Management Services Ltd is a wholly owned subsidiary of AoC which manages and delivers all aspects of this conference.

Why you should be there

Now in its 10th year, the AoC College Finance Directors' Conference & Exhibition continues to offer delegates and exhibitors an unrivalled networking opportunity to engage with College Finance Directors.

A wide choice of promotional opportunities is available to help you communicate directly with this audience.

The exhibition will:

- be a "one stop shop" for delegates as a place to go for advice, form networks, and to source products and services
- generate new business leads and cultivate existing relationships for exhibitors
- enable you to access the College sector

The audience

The event targets College Finance Directors' but we also market the event to Deputy Directors of Finance, Vice Principal's/Deputy Principals with responsibility for Finance, Heads of Finance and Financial controllers.

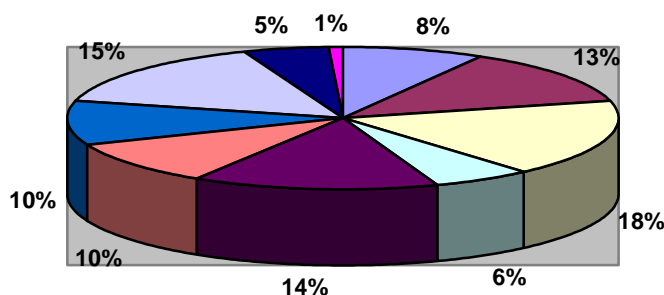
A sample of what delegates thought about the exhibition last year

- "Some interesting exhibitors. I spoke to several and made contacts"
- "A broad and useful range of exhibitors"
- "Worthwhile networking and collaboration"
- "The exhibition was the best so far"
- "It was well organised and not too 'hard sell'"

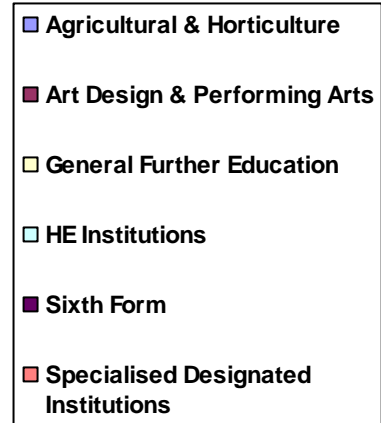
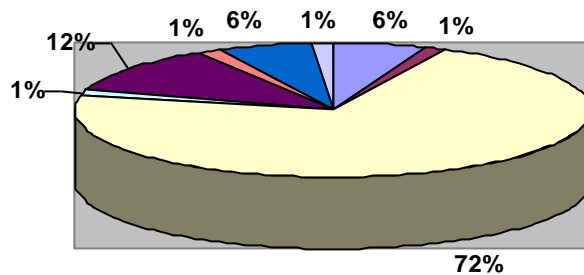
We also asked delegates who they would like to speak to and they responded:

- Banks, Insurance, Software suppliers, Investment Brokers and a document scanning/management company

AoC regions % represented by delegates at last year's event (see below):



% of delegates representing College types at last year's event (see below):



Sponsors and Exhibitors from 2009:

1. Agresso
2. Bank of Ireland
3. Barclays Commercial Bank
4. Capita
5. CCLA Investment Management Ltd
6. Cintra HR & Payroll Services
7. Corero Systems (*Lanyards Sponsor*)
8. Crescent Purchasing Consortium (CPC)
9. Custom House
10. Danwood
11. Drake Lane Associates Ltd
12. Finalysis UK Limited
13. Lake Financial Systems
14. MacIntyre Hudson LLP (*Conference Dinner Sponsor*)
15. Marsh
16. Monster.co.uk
17. Morgan Law
18. Lloyds TSB Corporate Markets (*Joint Conference Sponsor*)
19. Prime Rate Capital Management
20. Protocol National (*Joint Conference Sponsor*)
21. Real Asset Management
22. Royal London Cash Management Ltd
23. Software for People
24. Symmetry Ltd
25. Tenet Education Services Ltd
26. Tradition (UK) Ltd
27. Tenon Group (*After-Dinner Nightcap Sponsor*)
28. Tribal
29. U M Services Ltd
30. WPM Education
31. Zurich Municipal (*Drinks Reception Sponsor*)

Commercial Seminar Sponsors from 2009:

1. Crescent Purchasing Consortium (CPC) x 2 seminars
2. Deloitte LLP
3. Department for Children, Schools and Families (DCSF)
4. Eversheds LLP
5. Finalysis UK Limited
6. Lloyds TSB Corporate Markets (*joint conference sponsor*)
7. Quayle Munro
8. Stephenson Harwood
9. Synergy Insurance Services
10. Tenon Group
11. Tribal
12. WPM Education

Exhibitor feedback from last year

Exhibitors and sponsor feedback was overwhelmingly positive - 80% of sponsors and exhibitors said they would 'definitely' or 'probably' book their attendance in 2010.

Exhibitors who completed the post event survey rated the following in order as their main reason to exhibit: to meet potential buyers, to network and to demonstrate new products and service. Overall the feedback from exhibitors was that the conference was good value for money and that it exceeded their expectations in the number of leads gained.



Sponsorship and Exhibition packages

All prices are subject to VAT at the rate of 17.5%

1^o category: 1st tier The following packages would primarily benefit those looking for a high level of exposure.	Price
<p>Conference sponsorship</p> <p>If you want to get noticed this could be an option for you! Stand out from the crowd by being a conference sponsor of this annual event. Enjoy branding throughout and interface with Senior College Finance staff from your prime spot in the exhibition hall.</p> <p>Pre-event</p> <ul style="list-style-type: none"> ➤ Logo on home page of conference website ➤ Logo on pre-conference publicity material where applicable ➤ Name, profile and link to sponsor's website on the 'conference sponsor page' of conference website ➤ Name, profile and link to sponsor's website as part of the 'exhibitors page' of conference website ➤ Logo on the conference programme <p>At event</p> <ul style="list-style-type: none"> ➤ Logo on programme, stage set, holding slides and all event branding ➤ Large exhibition* space in a prime location (6m wide x 2m depth) ➤ Set-up available from Monday afternoon 7 June ➤ Hospitality area for 1-to-1's or networking, exclusive to sponsor ➤ One seminar session of one hour worth £1,600 + VAT (See the seminar session sponsor option detailed later in the brochure for further details) ➤ Four delegate passes for entry to the conference sessions including refreshments and lunch, worth £2,960+VAT ➤ Four places to attend the conference dinner worth £272+VAT ➤ Insert in delegate bag, available to all delegates (x250) worth £500 + VAT ➤ Sponsor name, profile and web address listed as part of the 'exhibitors' section in the delegate pack ➤ Sponsor specific question included in post event online survey sent to all delegates ➤ Includes a one hour 'Delegates drinks reception with exhibitors' at the end of day one of the conference, drinks will be provided and served from the exhibition stands <p><i>All catering throughout the event is served with the Exhibition except during the conference dinner which takes place in the main room. *Please refer to the Exhibition Space option detailed in the brochure for what is included in the exhibition package.</i></p>	<p>£7,875+VAT</p> <p>(£9253.13)</p>

<p>Registration sponsor (x1)</p> <p>This is the ideal opportunity to get your name in front of every delegate as they enter the conference.</p> <p>Pre-event</p> <ul style="list-style-type: none"> ➤ Name, profile and link to sponsor's website on the 'registration page' of conference website ➤ Name, profile and link to sponsor's website on the 'exhibitors page' of conference website ➤ Logo on the conference programme <p>At event</p> <ul style="list-style-type: none"> ➤ Logo on programme ➤ Onsite branding of registration area for the duration of the conference ➤ Exhibition* space in a prime location (3m wide x 2m depth) ➤ Set-up available from Monday afternoon 7 June ➤ Two delegate passes for entry to the conference sessions including refreshments and lunch worth £740 + VAT ➤ Two places to attend the conference dinner worth £136 +VAT ➤ Insert in delegate bag available to all delegates (x250) worth £500 + VAT ➤ Sponsor name, profile and web address listed as part of the 'exhibitors' section in the delegate pack ➤ Includes a one hour 'Delegates drinks reception with exhibitors' at the end of day one of the conference, drinks will be provided and served from the exhibition stands <p><i>All catering throughout the event is served with the Exhibition except during the conference dinner which takes place in the main room. *Please refer to the Exhibition Space option detailed in the brochure for what is included in the exhibition package.</i></p>	<p>£3,000+VAT</p> <p>(£3,525.00)</p> <p>new option for 2010</p>
<p>1st category: 2nd tier</p> <p>The following options would primarily benefit those looking to generate business opportunities from brand awareness either through exhibition, advertisements or delegate gifts.</p>	<p>Price</p>
<p>Delegate bags (x1)</p> <p>Branded with sponsor's logo (colour) and inclusion of sponsor insert (2 pages, A4 or A5 size) alongside AoC information. The bags will be available to all delegates and attendees at the event (x250). <i>Cost based on the production of 250 bags.</i></p>	<p>£1,600+VAT</p> <p>(£1,880.00)</p> <p>Held at 2009 Price</p>
<p>Delegate USB memory drives (x1)</p> <p>Branded with the sponsor's logo (colour) and pre-loaded with sponsor materials alongside AoC information. Available to all delegates and attendees at the event (x250). The sponsor can enjoy post event marketing too as each USB stick will be loaded with supplied sponsor information. <i>Cost based on the production of 250 USB's</i></p>	<p>£1,600+VAT</p> <p>(£1,880.00)</p> <p>Held at 2009 Price</p>
<p>Delegate lanyards (x1)</p> <p>Branded with the sponsor's logo (colour) alongside AoC information. Handed out to every attendee, affixed to every badge (x 300). <i>Cost based on the production of 300 lanyards.</i></p>	<p>£1,600+VAT</p> <p>(£1,880.00)</p> <p>Held at 2009 Price</p>
<p>Full page (A4) colour advert in Delegate Pack</p> <p>Place your designed advert in the delegate pack, the most useful document for delegates at the event. Includes advert with logo, the delegate pack is handed out to every delegate at the event. <i>Limited option, subject to space.</i></p>	<p>£500+VAT</p> <p>(£587.50)</p> <p>new option for 2010</p>
<p>Insert into delegate bag</p> <p>Inclusion and insertion of sponsor promotional leaflet in delegate bag (2 pages, A4 or A5 size, supplied by sponsor). The bags will be available to all delegates at the event (x200). <i>Sponsor to supply 200 inserts.</i></p>	<p>£500+VAT</p> <p>(£587.50)</p> <p>new option for 2010</p>

Exhibition package

Once again we plan to dedicate over 5 hours of the programme to time spent with exhibitors for delegates including a one hour drinks reception with delegates at the end of day 1, Tuesday 8 June. We have secured Hall 4 for the exhibition, which is a purpose built spacious room, air conditioned and ideal for an exhibition.

Pre-event

- Details of the conference will be available to over 500 key contacts within Finance Departments in FE Colleges
- Exhibitor name, profile and link to exhibitor's website will be listed on the 'exhibitor's page' of conference website

On-site

- 500watt (2amp) basic power supply
- Two delegate passes for space options 1-5 and one delegate pass for space options 6 & 7 (these passes have access to the conference sessions including refreshments and lunch)
- Set-up available from Monday afternoon 7 June
- Exhibition space for duration of the conference Tuesday 8 – Wednesday 9 June
- Sponsor name, profile and web address listed as part of the 'exhibitors' section in the delegate pack
- Includes one hour 'Delegates drinks reception with exhibitors' the night prior to the conference, drinks will be provided and served from the exhibition stands

All catering throughout the event is served with the Exhibition except during the conference dinner which takes place in the main room.

Option 1, 3 & 5 – Shell scheme*

Includes the above **exhibition package** plus a shell scheme unit including Fascia Name Board and 2 spot lights. The standard height for shell scheme = 2.43m high, please get in touch if you require a greater height for your stand. Flooring and additional electrics are not included in the price but can be provided. This option is subject to a minimum booking of 10 stands.

Option 2, 4, 6 & 7 - Space only

Includes the above **exhibition package** with an exhibition floor space as detailed below, for maximum flexibility in building and designing your own stand. The standard height for each space = 2.5m high, please get in touch if you require a greater height for your stand. Flooring and additional electrics are not included in the price but can be provided.

Please see below the pricing structure for exhibition space which reflects the inclusion of a shell scheme and different sizes of space. The floor plan will be launched late March.

Option	Type	Space size (width x depth)	Price per space	Price per space including VAT
1	Shell scheme*	6m x 2m	£4,100 +vat	£4,817.50
2	Space only	6m x 2m	£3,900 + vat	£4582.50
3	Shell scheme*	4m x 2m	£2,800 + vat	£3,290.00
4	Space only	4m x 2m	£2,600 + vat	£3,055.00
5	Shell scheme*	3m x 2m	£2,150 +vat	£2,526.25
6	Space only	3m x 2m	£1,950 +vat	£2,291.25
7	Space only	2m x 2m	£1,050 + vat	£1,233.75

See prices opposite

<p>Delegate 'Passport' to the exhibition</p> <p>This is one of the main incentives to get delegates to visit your stand, would you like to sponsor it? Includes colour logo on front page and full page colour sponsor advert on sponsor's page of choice.</p> <p>Each registered delegate is issued with a passport style document which they complete by visiting a number of exhibitors throughout the conference. Completed passports are then entered into a prize draw and the winner announced during the last refreshment break.</p> <p>Highlights of this package include:</p> <ul style="list-style-type: none"> ➤ Exhibition* space (3m x 2m, space only) ➤ Your stand included as one of the compulsory stands to visit ➤ Your stand advertised as the collection point for all completed passports ➤ Logo on the programme ➤ Conference Chair to draw the winner and present the prize from your stand during the last refreshment break <p><i>* Please refer to the Exhibition Space option detailed earlier in the brochure for what is included in the exhibition package. Sponsor to provide winning prize.</i></p>	<p>£1,200+VAT</p> <p>(£1,410.00)</p> <p>Cost based on the production of 200 Passports</p> <p>new option for 2010</p>
<p>2nd category: Plenary and policy</p> <p>The following options would primarily be of interest to those looking to influence or support the programme either through breakout sessions or sponsoring a high profile speaker.</p>	<p>Price</p>
<p>Seminar Session Sponsorship</p> <p>How would you like to speak directly with your target audience? This option provides you with a one hour seminar session slot within the Conference programme, providing the opportunity to interface with delegates. <i>(Seminar session submissions are subject to a selection process)</i></p> <p>Pre-event:</p> <ul style="list-style-type: none"> ➤ Name, seminar session synopsis, and link to sponsor website on conference website ➤ Seminar featured on conference programme ➤ Dedicated e-shot for programme and breakouts sent to all contacts (500+) ➤ Online booking of breakout session as part of the delegate registration process <p>On-site:</p> <ul style="list-style-type: none"> ➤ Present and lead a one hour seminar session ➤ Seminar featured on conference programme ➤ Name, seminar title, seminar number and synopsis included in the delegate pack ➤ Delegate passes (maximum of 2 per session) for entry to the conference sessions for your speakers, on the day that the seminar takes place (excludes overnight accommodation and dinner) ➤ Opportunity to brand seminar room as desired ➤ List of delegates attending the seminar session <p>Further details outlining the themes and type of seminar sessions on offer accompanied with an aide memoir can be found via the conference website, www.aocmsevents.co.uk/fdseminars2010 All submissions must be submitted online by Wednesday 24 March and are subject to a selection process.</p>	<p>£1,600+VAT</p> <p>(£1,880.00)</p> <p>Held at 2009 Price</p>

<p>Sponsor a platform speaker</p> <p>Opportunity to sponsor a key speaker and have your organisation associated with a high profile name. This option includes your logo featured on the programme next to the speaker name, pre-event marketing and PR opportunities at event at the event.</p> <p>Previous plenary speakers include David Smith, Economics Editor, The Sunday Times, Hamish McRae, Associate Editor, The Independent and author of “The World in 2020” and Andrew Neil, Editor, Writer and Broadcaster</p>	<p>POA</p>
<p>3RD category – Social sessions</p>	<p>Price</p>
<p>Delegate Drinks Reception <i>hosted by the exhibitors</i>, 19.00-20.00, Tuesday 8 June</p> <p>This private drinks reception takes place with the exhibitors on Tuesday 8 June prior to the Conference Dinner. We expect to attract over 150 attendees to the reception.</p> <p>Pre-event:</p> <ul style="list-style-type: none"> ➤ Logo, name, profile and link to sponsor’s website from event website ➤ Name on Conference programme <p>On-site:</p> <ul style="list-style-type: none"> ➤ Logo on Conference programme ➤ Name and profile included in the delegate pack ➤ Name and logo printed on dinner table menus ➤ Acknowledgment of sponsor from the stage at the conference dinner ➤ Name and logo on sponsor boards (2) positioned in entrance to Exhibition ➤ Opportunity to offer corporate gifts at drinks reception ➤ Two complimentary invitations to the drinks reception and conference dinner 	<p>£2,100+VAT</p> <p>(£2,467.50)</p>
<p>Conference Dinner – 20.00 onwards, Tuesday 8 June</p> <p>Sponsor one of the networking highlights of the event and join in the celebrations with over 200+ guests. The Conference dinner will take place in the main room for all residential delegates and pre-booked exhibitors. Dress code is Smart Casual. We do not operate a formal seating plan for this dinner. Last year’s dinner attracted 230 attendees.</p> <p>Pre-event:</p> <ul style="list-style-type: none"> ➤ Logo, name, profile and link to sponsor’s website on conference website ➤ Name on conference programme <p>On-site:</p> <ul style="list-style-type: none"> ➤ Logo on conference programme ➤ Name and profile included in the delegate pack ➤ Opportunity for some form of sponsor address during the dinner ➤ Branding of the dinner hall ➤ Four complimentary invitations to the drinks reception and conference dinner ➤ Logo and name featured on the holding slides which form part of the stage set during the dinner ➤ Name and logo printed on dinner table menus ➤ Opportunity to offer corporate gifts at each place setting ➤ Includes the delegate entertainment which takes place during the dinner, arranged and managed by AoC Management Services 	<p>£3,300+VAT</p> <p>(£3,877.50)</p>

<p>Sponsor of delegate conference lunch, Tuesday 8 May</p> <p>Are you interested in sponsoring the lunch for hungry delegates? Lunch will be provided and served in the exhibition area for all delegates and exhibitors supported by company branding at the serving points. This option includes pre-event marketing, logo on conference programme and delegate passes for the conference.</p>	<p>POA</p>
<p>5th category: Networking, meetings and feedback</p>	<p>Price</p>
<p>Delegate list</p> <p>Opportunity to design and brand the conference delegate list which is available to all attendee's at the event. We are again asking delegates for permission to include their e-mail address on the delegate list, making this a key networking tool for all at the event and post-event. Includes colour logo on front page and full page colour sponsor advert on sponsor's page of choice.</p>	<p>POA new option for 2010</p>
<p>Branded electronic evaluation keypads:</p> <p>Would you like to ask over 100 delegates a question? It is vitally important to us to capture delegate's thoughts and comments whilst at the event. Use of an electronic voting system is the most effective way in gathering information in real time. This is an opportunity for sponsor branding of the questions and to include a sponsor specific question.</p>	<p>POA</p>
<p>Post event online evaluation survey branded with sponsor logo</p> <p>Feedback from delegates is essential to the success of future events. Last year the online evaluation was e-mailed to all delegates and the response rate was highly positive with over 40% response rate. Includes two sponsor specific questions in survey and branding.</p>	<p>£1,000+VAT (£1,175.00)</p>
<p>Water towers</p> <p>The water towers (dispensers) will be branded with sponsor's logo and readily available to all attendees for the duration of the event.</p>	<p>£750+VAT (£881.25) new option for 2010</p>

If you would like to discuss any of the options in more detail or have other ideas of sponsorship we would love to hear from you.