



ABPCO
Association of
British Professional
Conference Organisers

ABPCO FESTIVAL OF LEARNING

SPONSORSHIP OPPORTUNITIES 1-9 December 2021



Designing your future association conferences



Bringing the association events industry together to promote and encourage excellence, share, learn and collaborate. These packages give you the opportunity to engage with the movers and shakers in the association events industry, demonstrate your expertise and promote your services.

If you have any brilliant ideas about how you could support us, but can't see it as an option below, please do get in touch and have a chat heatherlishman@abpc.org



About ABPCO Festival of Learning



1-9 December 2021

Four days of online content and networking followed by a full day of in person content, networking and awards at ExCeL London

Targeting Professional Conference Organisers

Virtual and in person presence for sponsors

- Streamed content
- Sponsor showcase
- Live chat
- Face to face in person networking and sponsor showcase

About the virtual platform



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EventsAIR

The platform offers rich interactive tools including live chat, networking, audio/video/text chat, polls, live streamed and on demand video content in an immersive community environment and of course, this will seamlessly link to the in-person experience.

The virtual and in-person sponsor showcase will allow our sponsors the opportunity to connect with the attendees via text chat, video and audio as well as offering digital resources for download from their fully branded virtual presence.

ABPCO Festival of Learning will be hosted on the **EventsAIR** platform as well as at ExCel London.

Built by event planners for event planners, **EventsAIR** understands the event industry and the critical hurdles that all planners will face as they bring large events together.



Benefits of sponsorship

BRAND VISIBILITY

By sponsoring you will benefit from unrivalled branding amongst your target audience. Your logo will be included in pre-event promotions, visible during the live event days as attendees navigate the online platform and in post-event communications.

EXCLUSIVE PARTNERSHIP

By supporting the event, you will be seen as one of our key partners – a great opportunity to maximise your brand with our members.

HIGHLY TARGETED

The audience is made up of decision makers and influencers that are looking to ABPCO for their future conference solutions – a superb set of prospects to sell to.

MEASURING SUCCESS

With the virtual platform we have chosen you will be able to track attendee engagement to help you drive future opportunities.



Headline Sponsor

£6000

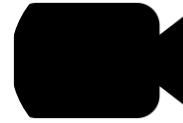
1 available

Incredible opportunity to align with the UK's leading Professional body for Association Conference & Not-for-Profit Event Organisers.

Your brand will be highly visible at both the virtual and in-person events; being seen on the event platform and on the conference bag.

A VIP networking space at ExCel and your branding on the virtual networking space

*Including All those elements with a star * outlined in the Industry Partner package, plus:*



Brand video played during the live in-person event and a 5-minute welcome speech.

Acknowledgment of thanks at all sessions (live and virtual)



VIP space for networking at ExCel and branded networking space on platform



Sponsorship of the delegate bag



4 tickets to any of the virtual sessions

6 tickets to the live event including the Excellence Awards



Logo/name credit on all ABPCO social media channels linked to the event

Logo/name credit listed on the ABPCO website, linked to the event.

Logo/name credit on all emails promoting the event

Excellence Awards Presentation Sponsor

£3000

1 available

The Excellence Awards acknowledge the brightest and best within our community.

By sponsoring this prestigious awards presentation you are aligning your brand with the best in the events industry.



Acknowledgment and thanks at awards presentation and branding on awards section of virtual platform



5-minute speech opportunity at the event



5 tickets for the awards event



Branding acknowledging the sponsorship on all relevant collateral including social media, e-mails and the awards promotions

Excellence Awards Reception Sponsor

£1500

1 available

The Excellence Awards acknowledge the brightest and best within our community.

By sponsoring these awards you are aligning your brand with the best in the events industry.

By sponsoring the reception you will have the opportunity to network with members in a relaxed atmosphere post event.



Acknowledgment of thanks at awards reception and branding on awards section of virtual platform



5-minute speech opportunity at the reception



2 tickets for the awards reception



Branding acknowledging the sponsorship on all relevant collateral including social media, e-mails and the awards promotions

“After Show” Sponsor

£1000

1 available

Great opportunity to network as the main sponsor of the after show reception in a relaxed atmosphere.



Acknowledgment of thanks at the after show reception



5-minute speech opportunity at the after show



2 tickets for the awards event

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Opportunity	Industry Partner	Industry Member	Non-Member
PRE EVENT			
Brand/logo on FoL website page/platform with a link to your full profile	Included *	Included if £750 spent on sponsorship	Included if £1000 spent on sponsorship
Joint sponsorship of the pre-conference delegate boxes (3 available)	£250	£350	£500
ONLINE – FoL			
Run an agreed session with an opening promotional video, acknowledgement from the Chair and a link to connect to you.	Included *	All sold	All sold
A virtual tour promoted within the programme	£150	£250	£550
1 ticket to all Festival of Learning on-line events	Included	Included	£195
IN-PERSON – FoL (including the virtual conference)			
Opportunity to arrange 121 meetings with delegates, & bring your pop-up banner	Included *	£250	£450
Festival of Learning – in-person passes	Included x 2	£145	£260
EXCELLENCE AWARDS SHORT LIST ONLINE ANNOUNCEMENT			
Announcement of the short-listed candidates	Included	N/A	N/A
EXCELLENCE AWARDS IN-PERSON			
An award category announcement	Included	N/A	N/A
Award ceremony tickets	2 included	Within the In-person pass	Within the in-person pass
FoL ON DEMAND			
All relevant commitments acknowledged for the length of the on-demand offering			

ALL PRICES QUOTED ARE EX VAT



KEY DATES & NEXT STEPS

DEADLINE FOR SPONSORING

- 5 November 2021 (to guarantee branding opps.)

EVENT DATES

- 1-9 December 2021 (9th Dec hybrid)

KEY DATES

- Registration goes live 18 October
- Marketing campaign launch w/c 18 October

NEXT STEPS

- Contact Heather Lishman
heatherlishman@abpc.org





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