

2021 Exhibition, Sponsorship & Marketing Packages

Booking Form

Please complete this form so we can process your application to sponsor/exhibit at any of our 2021 events or to book a Digital Annual Business Support Partner Package. The form will also provide the details we need for Event Guides and event requirements.

2021 Business Fairs

- **Greater Manchester** – **DATE TBC**, AJ Bell Stadium
- **Wirral & Chester** – Wednesday 15th September, New Brighton Floral Pavilion
- **Liverpool** – Tuesday 12th October, Liverpool Football Club
- **Halton & Warrington Business Fair** – Thursday 11th November, DCBL Stadium Halton

| 1. Exhibition Packages <i>please tick (✓) relevant events / items as required</i> | | All prices shown excl. VAT | | | | |
|-----------------------------------------------------------------------------------|-----------------|----------------------------|--------|-----------|--------|--------------------|
| Exhibition Space All space only & include name board, table & chairs | Price per event | Manchester | Wirral | Liverpool | Halton | TOTAL Excl. VAT |
| 2m x 2m space | £260 | ✓ | ✓ | ✓ | ✓ | |
| 3m x 2m space | £380 | | | | | |
| 4m x 2m space | £500 | | | | | |
| Additional Items | | | | | | |
| Power Supply for Exhibition Space | £30 | | | | | |
| Full Colour Logo Name Board | £35 | | | | | |
| Event Guide Display Advertisements | | | | | | |
| Logo Inclusion - (accompanies free listing) | £25 | | | | | |
| Eighth Page Advert - 60mms x 90 mms (h x w) | £50 | | | | | |
| Quarter Page Advert - 130 mms x 90 mms (h x w) | £80 | | | | | |
| Half Page Advert - 130 mms x 185 mms (h x w) | £150 | | | | | |
| Full Page Advert - 270 mms x 185 mms (h x w) | £250 | | | | | |

| 2. Sponsorship Packages <i>please tick (✓) relevant events / packages as required</i> | | All prices shown excl. VAT | | | | |
|---------------------------------------------------------------------------------------|-----------------|----------------------------|--------|-----------|--------|--------------------|
| Sponsorship Packages | Price per event | Manchester | Wirral | Liverpool | Halton | TOTAL Excl. VAT |
| Event Programme Sponsor | £995 | ✓ | ✓ | ✓ | ✓ | |
| Workshop Sponsor | £1,500 | | | | | |
| Event Bag Sponsor | £1,950 | | | | | |
| Lead Sponsor | £3,495 | | | | | |

| 3. Digital Marketing Packages <i>please tick (✓) if required</i> | | All prices shown excl. VAT | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----------------------------|--------------------|--|
| Package Details | Price (1 year) | ✓ | TOTAL Excl. VAT | |
| Annual Digital Business Support Partner - This package is designed to provide opportunities to profile your position as an organisation looking to help and support businesses. These opportunities dovetail with (but are not restricted to) our physical events, but are primarily online and digital so can stand alone and start at any time. Features would include sharing of your content and messaging in relation to your products and services that support and assist businesses, logo/acknowledgement on event/general press releases and publicity etc. | £1,500 | | | |

| | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------------|------|
| If you have a Promo Code please enter here | | GRAND TOTAL | +VAT |
| If you have any specific or non-standard requirements please call us on 0151 709 8932 or email tony@liverpoolba.com | | | |

| 4. Company Details <i>these will be used for your listing in any Event Guides etc.</i> | | | |
|-----------------------------------------------------------------------------------------------|---|-----------|--|
| Company Name: | | | |
| Telephone No: | | Facebook: | |
| Twitter: | @ | Website: | |
| Please provide a short (approx 50 words) Business Description for use in the Event Programme: | | | |
| | | | |

Continued Overleaf

5. Contact Details (to enable us to contact you directly)

| | | | |
|------------------------|--|-----------------------------|--|
| Contact Name: | | Direct Dial Tel. No: | |
| E-mail Address: | | | |
| Postal Address: | | | |

6. Order Confirmation and Payment Details (please read the Terms & Conditions of Booking before signing):

Please charge my company the total amount of £ _____ +VAT for the items detailed. I have read the Booking Terms and Conditions and agree to abide by them.

Name: _____ Signature: _____ Date: _____

Please indicate your preferred payment method & provide payment details below

Debit / Credit Card – please enter the card details below and we will process payment on receipt of your booking

Card Number

Start Date Expiry Date

Security Code Issue No (if present)

Name on Card

Please provide the address that the card is registered to (i.e. where statements are sent)

Building No / Name _____

Address _____

Post Code _____

Invoice – please provide invoicing details below and we will invoice you (14 days payment terms) on receipt of booking.

PO No (if applicable) _____ Invoice Contact Name _____

Invoice Address _____

Post Code _____

Email Address _____

All invoices will be sent by email - if you require a hard copy to be sent out by post as well please tick here

Accounts Contact (if different from above) _____ Telephone _____

Email Address (if different from above) _____

Once completed and signed, please return this form by email to kathy@liverpoolba.com.

TERMS & CONDITIONS OF BOOKING (Please retain a copy of these for future reference)

- Submitting a completed booking form is a necessary pre-requisite for an application to exhibit at / sponsor a Business Fair. Exhibitors / Sponsors will be notified within 5 working days of receipt of a completed booking form regarding acceptance status.
- All charges will be invoiced upon receipt of the completed booking form, and are subject to VAT at current rate.
- Unless otherwise stated, payment of all charges is due within 14 days of the invoice date (or by the date the event takes place if this is earlier).
- The organiser assumes no liability for loss, damage or disappearance of any property used by the Exhibitor in connection with their participation in the event. The Exhibitor agrees to assume risk of loss for its property or any other items relating to its participation in the event and agrees to waive any and all claims and hold the Organiser harmless from and against any loss of, damage to, or disappearance of such property or items. In the event of it being necessary, due to acts of terrorism, war, disease, public emergency, or any other factor beyond the control of the organisers, for the Exhibition to be postponed, abandoned or altered in any way in whole or in part, the Organisers shall not be liable for any expenditure, loss or damage incurred by an Exhibitor or Exhibition contractor resultant upon such unforeseen circumstantial changes. Should it be necessary for the organiser to reschedule an event, any booking placed by the exhibitor will be carried over to that rescheduled event
- At the end of the event, the Exhibitor will remove any property used by them in connection with their participation in the event, from the event venue. The Exhibitor will be liable for all storage and handling charges resulting from failure to remove all equipment from the venue.
- The Organisers will not accept delivery of any Exhibitor's equipment unless they have given their written consent to do so. Written consent must be sought at least one week prior to the event.
- The Exhibitor shall make good and indemnify the Organiser for any damage to the premises by the Exhibitor, his agents, contractors or employees.
- The Exhibitor shall observe all current Health and Safety legislation and ensure that any electrical equipment/items being used at the event are PAT Tested. The exhibitor also agrees to co-operate with the Organisers in ensuring that the event is a safe, secure and healthy environment for all Exhibitors, Contractors, Sub Contractors, Visitors and Staff who attend or work at the event.
- Exhibitors are responsible for the safety of their stands and their own Public Liability insurance, as well as cover for any stock and equipment.
- Subletting or sharing of exhibition space is only permitted with the prior agreement of Liverpool BA.

11. Whilst every effort will be made to ensure that a regular power supply and / or internet connection is maintained the Organiser accepts no liability for power shortages and / or loss of internet connection
12. Cancellation Policy – Any request to cancel a booking must be made formally in writing (by post or email) to the organisers. Cancellations made more than 90 days prior to the event will be liable for 50% of the value of the booking. Cancellations made 30-90 days prior to the event will be liable for 75% of the value of the booking. Cancellations made less than 30 days prior to the event, as well as no shows, will be liable for the full value of the booking. These cancellation policies will come into effect in all cases and whatever the reason for the withdrawal may be. Cancellation is deemed to take effect on receipt of the cancellation letter.