



MARKETING: THE ART OF

12/11/2009 The Sage Gateshead

SPONSORSHIP PACK

In partnership with



INTRODUCTION

Do you feel that you can enhance our event?

Do you want to show you can practise what we preach?

If so we are delighted to invite you to participate in Marketing: the art of. An event aimed at feeding, fuelling, divulging and developing the marketing minds of North East England.

Marketing: the art of, (MTAO), is a must attend Business Link event taking place on the 12th November at The Sage Gateshead. The event has been designed to appeal to anyone with a marketing remit, whatever their company size, whether they be regional businesses, marketers or PR professionals. With a mix of workshops, presentations and an exhibition, the event will act as a forum to share knowledge and best practice, and will help attendees inject new direction and creativity into their marketing plans...let us not forget the invaluable networking opportunities!

With high profile speakers including Tim Smit and Robert Senior, the event is attracting a wide variety of delegates. Taking their lead we are making sure the programme appeals to the masses, take a look for yourself – [click here](#)

We are looking for exhibitors and sponsors who will appeal to the 300+ guests from SMEs in the North East. Creating an exhibition area that engages with the marketing themes presented throughout the day, will allow our delegates to feel they can put their fresh ideas into practise straight away.

Do you have a unique idea? We can always squeeze you in...

Developing the right event is key. We have a fantastic programme in place but as we know, new marketing practices are ever evolving. Not being the kind of people who like to miss out on anything new we will happily adapt to fit in with innovative ideas.

Event Sponsors and Exhibitors

“No matter what your product is, you are ultimately in the education business. Your customers need to be constantly educated about the many advantages of doing business with you, trained to use your products more effectively, and taught how to make never-ending improvement in their lives.”

- *Robert G Allen*

Read on for more information about becoming an event partner and booking exhibition space.

The Marketing: the art of Team look forward to welcoming you to The Sage Gateshead.

Kind regards,



Olivia Cooney
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Marketing: the art of Partners
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PARTNERSHIP OPPORTUNITIES

Event Sponsorship

£3,500 + VAT

Marketing: the art of, would like to develop relationships with a few key event partners. Creating a strong event with robust brand support will play a significant role in developing MTAO for 2009 and beyond. Maximum of 4 event sponsors. *

Sponsorship Package benefits include:

Company Logo featured on all printed literature – booking form, conference handbook and generic PowerPoint slides at the conference. *

Session Chair Opportunity – you will have the opportunity to chair one of the conference sessions, (subject to approval).

Press Releases and PR Initiatives – any press releases put to appropriate media for the conference will refer to your company following liaison with your organisation.

Free registration - two complimentary delegate places.

Conference Handbook Advert and Editorial - your company will have the opportunity to use a double page spread in the conference handbook, with a layout of your choice. All artwork is to be provided by your company.

Exhibition Space – complimentary stand space in the exhibition area

Two exhibition staff to attend the stand with lunch and refreshments supplied. (No access to sessions or unless booked as a delegate.)

Priority photo-call opportunity – upon liaison with the event management company you can arrange for professional photographs to be taken for your own promotional use after the event.

Website link – your company logo placed in the most prominent place on the MTAO event website with a link through to your company website.

Conference Pack - the organisers will provide you with a full delegate list and a conference handbook during registration at the conference.

* Printing deadlines apply.

EVENT OPPORTUNITIES

Exhibition

£350.00 + VAT

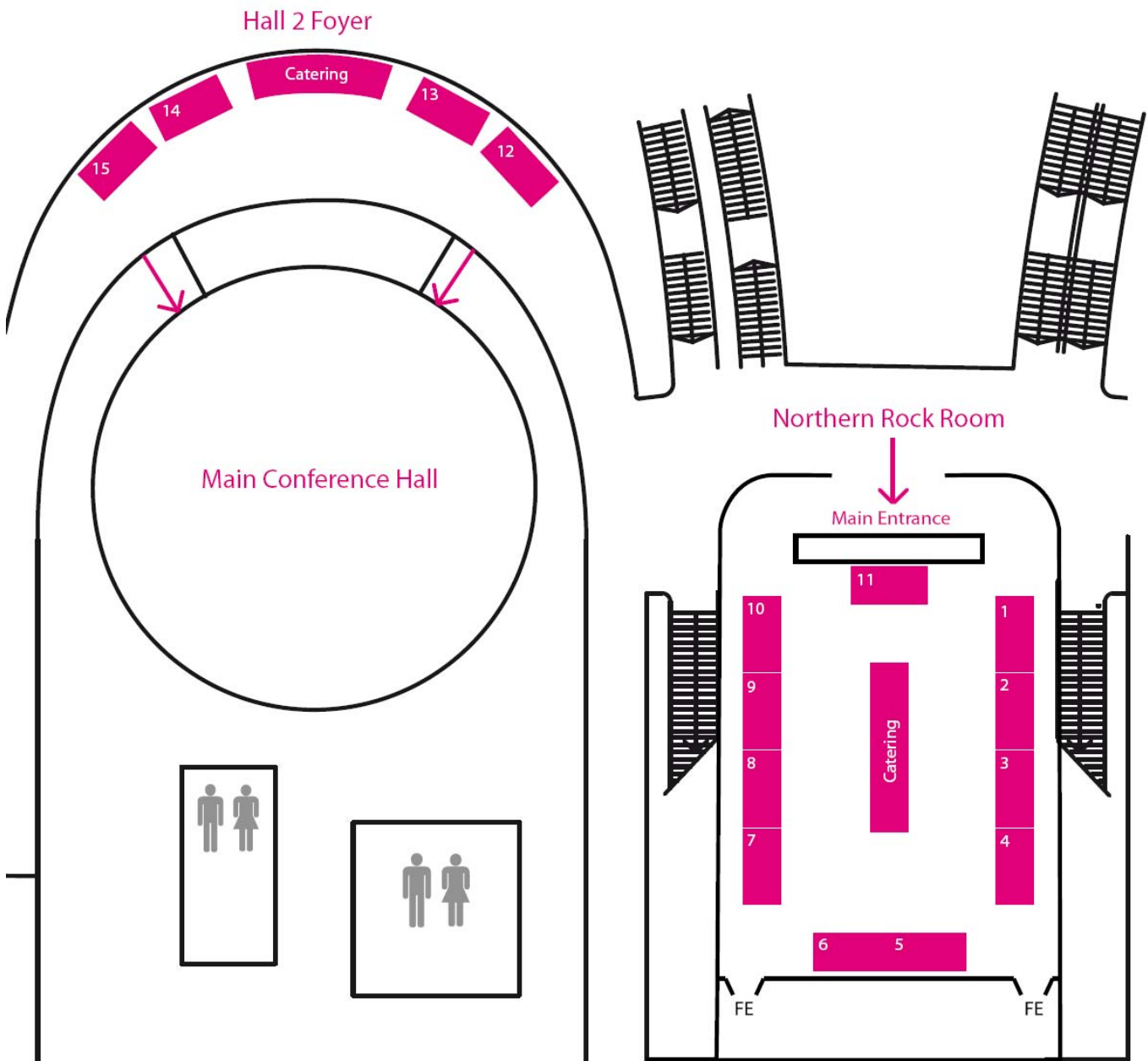
The exhibition space will be provided in the Northern Rock Foundation Hall and outside the main Conference Room of the Sage Gateshead. Both areas will also include all refreshments and all catering points for delegates for the entire event. The exhibition will be an important element of the event and will be a central point for delegate networking.

All spaces are sold space only. Further details about furniture hire will be sent once bookings are confirmed.

Exhibition booking form found on page 6.

For 2009, both rooms used are on the same level.

Stands are 3m x 1.5m



EVENT OPPORTUNITIES

Event Guide Advertising

Full Page Advert (A5)

£150.00 + VAT

Half Page Advert (A6)

£100.00 + VAT

The conference handbook will be distributed to every delegate on arrival. You have the opportunity to advertise in the A5 handbook displaying your message to the 300+ delegates who pass through the doors. Space is available in half and full page full colour. All artwork to be supplied by your organisation.

Please continue to the booking form.

**Marketing: the art of, 2009
Partnership & Exhibition Booking Form**

Please fax this form back to: 0191 245 3802

Name of Organisation: _____

Contact name: _____

Address: _____

Post Code: _____

Tel: _____

Fax: _____

Email: _____

URL address for weblink from Marketing: the art of website:

I wish to take up the following option:

Option	Price	Tick as appropriate
Event Partner	£3,500.00	
Exhibition Stand	£350.00	
Full Page Advert, Event Guide	£150.00	
Half Page Advert, Event Guide	£100.00	

All prices shown exclude VAT

Preferred Stand Numbers:

1st _____

2nd _____

3rd _____

(Please choose 3 stand options, your first choice will be given whenever possible.)

Invoice Address if different from above:

Purchase Order no: _____ Signature: _____

Or Post to:

Marketing: the art of
C/o Benchmark Communications Ltd
14 Blandford Square
Newcastle upon Tyne
NE1 4HZ

Further details will be sent to you upon receipt of your payment

PARTNERSHIP & EXHIBITION TERMS AND CONDITIONS

In these terms and conditions the term 'Exhibitor / Partner' means any company, firm or person who has been allocated space in the exhibition, or event partner, or any agent, representative or employee of the exhibitor. The term 'Exhibition' refers to the event detailed in the enclosed literature and where the term 'Organisers' appears it refers solely to Marketing: the art of, Benchmark Communications Ltd.

.INFORMATION SUPPLIED

Information supplied by the organisers in relation to any exhibition is accurate to the best of their knowledge and belief but shall not constitute any warranty or representation by the organisers and any inaccuracy or mistake therein or omission there from shall not entitle the exhibitor to cancel his space booking.

APPLICATION FOR SPACE

- (A) Application for space must be made on the official booking form and must contain information on the exhibitor/partner to be displayed. The organisers may accept applications by purchase order, in writing, or by facsimile, or accept a deposit payment in lieu of written application, at their sole discretion, and on the understanding that the terms and conditions contained herein fully apply.
- (B) Any application for space or partnership, or any acceptance thereof or by the organisers shall not be conditional on the presence or location of any other exhibitor/partner at the same or any other exhibition/partner and any reference to such conditionality shall not apply to any contract between the organisers and the exhibitor/partner for exhibition stand space/partnership.

CANCELLATION OF SPACE

- (A) If the exhibitor/partner wishes to cancel, then written notice of such wish must be forwarded to and received by the organisers by recorded delivery post not later than the dates referred in the table below. For the avoidance of doubt the organisers shall not be obliged to accept the exhibitors/partners wish to cancel his space booking.
- (B) In the event that the exhibitor/ partner either:
 - (I) Wishes to cancel his space booking after acceptance by the organiser or:
 - (II) Fails to meet any of the payment obligations (whether as to the amounts or dates of payment) detailed overleaf.

Then the organisers reserve the right (But without being obliged to do so) to apply the following cancellation charges and to re-allocate the space booked:

<i>Cancellation Occurring</i>	<i>Cancellation Charge</i>
On or before 30 September 09	50%
On or after 01 October 09	100%

- (C) Notwithstanding that the organisers may re-sell or re-allocate the cancelled space/partnership after payment of the above cancellation charges the organiser shall be under no obligation to reimburse all or any part of such cancellation charges.

SPACE REDUCTION

Where an exhibitor/partner wishes to reduce the size of his space booking after allocation of space, notification must be received in writing. The organisers reserve the right to apply the scale of cancellation charges outlined above to the total cost of the area by which the original stand has been reduced on a pro rata basis, and to re-allocate the area in question.

LOCATION OF SPACE

For the avoidance of doubt any contract between the organisers and the exhibitor/partner for exhibition stand space/partnership is only for an amount of such space and no acceptance by the organisers of the exhibitors space booking form or allocation of the exhibitors name to any particular part of any exhibition floor plan will constitute any agreement warranty or representation by the organisers that the exhibitor is entitled to exhibit at the exhibition in such particular location and the organisers reserve the right without being required to give notice to the exhibitor to alter the layout of any exhibition floor plan at any time.

UNOCCUPIED SPACE

Every exhibitor/partner must occupy the space allotted to him by opening time on the first day of the Conference. Any exhibitor/partner failing to do so will be deemed to have cancelled his space booking. In this event, the terms and conditions relating to cancellation will apply and space may be offered to a new or existing exhibitor/partner.

FIRE PRECAUTIONS AND DANGEROUS MATERIALS

All materials used for building, decorating or to cover stands must be of non-flammable material. Exhibitors/partners must comply with all instructions given by the organisers to avoid the risk of fire or any other risk.

The following are excluded from the exhibition: explosives; detonating or fulminating compounds, and all dangerous or harmful substances, including priming, fireworks, etc. Priming, fireworks, matches and similar objects can only be exhibited in the form of imitations, and on condition that they contain no inflammable matter. Only goods described at the time of application may be displayed on stands, and any goods not approved by the organisers must be removed from the building.

EXCLUSION OF PERSON

The organisers reserve the right to exclude or remove from the exhibition any persons whose presence at the absolute discretion of the organisers is or is likely to be undesirable and the organisers may exercise such rights notwithstanding that any person is a servant or agent of the exhibitor/partner or otherwise any way connected or associated with the exhibitor.

POSTPONEMENT OR ABANDONMENT

The exhibitor/partner shall not have any claim against the organisers in respect of any loss or damage consequent upon the failure for whatever reason of the exhibition being held or of the building becoming wholly, or partially unavailable for the holding of the exhibition for reason beyond the organisers' control. If by re-arrangement or postponement of the period of the exhibition, or by substitution of another hall for the exhibition, or by means of any other reasonable matter or thing, the exhibition can be carried through, the contracts

for space shall be binding upon all parties, except as to the size and position, as to which any modification, substitution, or re-arrangement considered necessary by the organisers shall be substituted for the original.

STAND LETTING

Is deemed personal to the exhibiting/partnering company contracting and is in no way assignable to any other person, company or organisation. The under letting or sharing possession of any part of the stand is absolutely prohibited without the prior written consent of the organisers provided always that consent will not be forthcoming in any circumstances for an assigning or under letting or sharing of possession of a stand with any exhibition organising company.

PROHIBITION OF TRANSFER

Exhibitors/partners may not assign, sublet, or grant licenses in respect of the whole, or any part of the space allocated to them, or assigned or otherwise deal with their rights and obligations hereunder nor may any cards, advertisements, or printed matter of firms who are not bona fide exhibitors/partners be exhibited or distributed on any stand. This does not apply to firms being associated with, subsidiaries, agents or principals of the exhibitor/partner, which are duly listed on the official space booking form at the time of booking.

LICENSOR AND LICENSEE

On the acceptance of this application for space by the organisers there is a contract between the organisers and the exhibitor/partner including these terms and conditions, subject to amendments as mentioned below, and as regards any space so allotted, the relationship of licensor and licensee shall exist between the organisers and the exhibitors/partners, from the date of the exhibitor/partner occupying the space. In case of non-payment of any sum due from the exhibitor/partner, whether legally demanded or not, or of a breach, or non-observance, by the exhibitor/partner of any of the terms and conditions herein contained, or any regulations to be observed by him, the organiser shall have the right to revoke his licence and re-enter upon the allocated space to remove and exclude the exhibitor/partner, and all persons there from without prejudice to the right to recover all sums payable by the exhibitor/partner and all other claims against him, and damages sustained by the organisers.

INSURANCE

The organisers are not responsible for the safety of any exhibit or other property of the exhibitor/partner or other person, or for the loss, damage or destruction by theft, or fire or any cause, or for the loss, damage, or injury sustained by any exhibitor/partner or other persons. This is whether by reason of any default in the exhibition building caused by fire; storm; tempest; lightning; explosion; national emergency; war; labour disputes; strikes; lock-outs; civil disturbances; inevitable accident; force majeure or for any other cause not within the direct control of the organisers whether of the same kind or not. No responsibility can be accepted for any consequences of prevention, postponement or abandonment of the exhibition. Exhibitors/partners should secure their own insurance to cover all liabilities and risks.

ATTENDANCE

The exhibitor/partner acknowledges that the organisers shall not be held responsible for the failure of all or any other contracted exhibitors/partners to attend the exhibition or the failure of any number of attendees to attend the exhibition for any reason beyond the reasonable control of the organisers.

EXHIBITION OPENING HOURS

Details of exhibition opening hours will be given in the Conference programme, during these times stands must be manned by exhibitors'/partners' staff.

SIGNATORIES

The person or persons signing the space application form on behalf of the exhibitor/partner shall be deemed to have full authority to do so on behalf of the exhibitor/partner and the exhibitor/partner shall have no right to claim as against the organisers that such person or persons did not have such authority.

EXHIBITORS' BANKRUPTCY

In the event of an exhibitor/partner becoming bankrupt, committing any act of bankruptcy, going to liquidation, having a receiver appointed in respect of any of its assets the organiser's reserve the right to terminate the contract with the exhibitor/partner and the terms and conditions relating to cancellations shall apply.

ERECTION OF STANDS

No exhibitor/partner will be permitted to display his goods in such a manner as, in the opinion of the organisers, obstructs the light or impedes the view along the open spaces or gangways, or to occasion inconvenience or otherwise effect the display of other exhibitors/partners.

SERVICE / PRODUCT EXHIBITED

NB Marketing: the art of reserves the right to disallow any product / service from the exhibition that is deemed as inappropriate.

THE TERMS AND CONDITIONS

Shall be construed in accordance with English law and any disputes resulting from an interpretation of these terms and conditions shall be settled by the English court. settled by the English court.