

## UFHRD2019 Conference Sponsorship Opportunities



[www.ufhrd2019.com](http://www.ufhrd2019.com)

Please note, other conference attendees may also be seated at your table.

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## **1. Introduction**

For companies wishing to target a specific day, materials, or social events during the 2019 UFHRD conference, individual sponsorship provides an attractive option. This allows your organisation to choose your desired level of involvement and exposure to attendees at the event. One key reason why attendees come to the conferences is to establish contacts and to network with other delegates from around the world, so social events such as the welcome reception, gala dinner, lunches and breaks are very well attended. We have three sponsorship packages available as well as the ability for organisations to sponsor individual events during the conference.

UFHRD2019 will bring together experts, academics and practitioners from a wide range of disciplines to discuss options and strategies around the future of work and the impact of learning in establishing effective organisations. The aim is to link academic research and practical implementation and to consider historical developments in creating flexible, sustainable, fair and proactive learning environments.

## 2. Silver Conference Sponsorship

A silver conference sponsorship package combines marketing and branding association before the event and exposure during the duration of the conference. Please find below the key benefits of the silver package and key practices.

Cost: £1200

<b>Conference Passes</b>	A silver sponsor will be offered 2 complimentary attendee passes with the option to purchase four more at a discount of 10% off the full conference registration fee.
<b>Website</b>	Your company will be featured on the conference website starting from the time a sponsorship agreement is made. You are entitled to promote your company as a silver sponsor of the conference.
<b>Signage</b>	You will be entitled to provide appropriate signage within the conference, the conference registration area and the business market.
<b>Conference Proceedings</b>	Your company logo will appear inside the conference proceedings and online application form that will be used for the conference.
<b>Promotional Material</b>	Your company's name and logo will be featured (within production schedule) in the proceedings, on the conference website, on a display board in the conference registration area and in any other pre-conference promotional material.
<b>Literature and promotional material</b>	You have the opportunity to include your company's brochure and a gift/giveaway in the attendee pack that is distributed to participants upon registration at the conference.
<b>Acknowledgements</b>	You will be thanked in the proceedings and final presentation.

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### 3. Gold Conference Sponsorship

A gold conference sponsorship package combines marketing and branding association before the event and extensive exposure during the conference. Two gold sponsorship packages are available for a particular conference.

**Cost: £1800**

<b>Conference Passes</b>	A gold sponsor will be offered 4 complimentary attendee passes with the option to purchase more at a discount of 20% off the full conference registration fee.
<b>Website</b>	Your company will be featured on the conference website starting from the time a sponsorship agreement is made. You are entitled to promote your company as a gold sponsor of the conference.
<b>Signage</b>	You will be entitled to provide appropriate signage in the conference, including some selected workshops, the conference registration area and the business market.
<b>Conference Proceedings</b>	Your company logo will appear inside the conference proceedings and online application that will be used for the conference.
<b>Promotional Material</b>	Your company's name and logo will be featured on the conference website, in the proceedings (within productions schedule), on a display board in the conference registration area and on any other pre-conference promotional material.
<b>Literature and promotional material</b>	You have the opportunity to include your company's brochure and a gift/giveaway in the attendee pack that is distributed to participants upon registration at the conference.
<b>Exhibition opportunity</b>	You may have a stand in the coffee/registration area of the conference where you can exhibit or demonstrate products, if appropriate.
<b>Acknowledgements</b>	You will be thanked in the proceedings and the final presentation.

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#### 4. Platinum Conference Sponsorship

The platinum conference sponsorship package combines marketing and branding association before the event and maximum exposure during the conference. Only one Platinum Sponsorship will be made available. Only one Platinum Conference Sponsorship is available for the conference.

**Cost: £2500**

<b>Conference Passes</b>	A platinum sponsor will be offered 5 complimentary attendee passes with the option to purchase more (out to 5 conference passes) at a discount of 25% discount off the applicable full conference registration fee.
<b>Website</b>	Your company will be featured on the conference website starting from the time a sponsorship agreement is made. You are entitled to promote your company as the platinum sponsor to the conference and its social media.
<b>Signage</b>	You will be entitled to provide appropriate signage in the main conference rooms, the conference registration area, the business market and any other areas that the sponsor deems appropriate. The platinum sponsor's signage will be more prominent than those of any co-sponsors.
<b>Conference Proceedings</b>	Your company logo will appear on the cover of conference proceedings and the online application form. Only the platinum sponsor's company logo and the Conference logos are featured on the cover of the proceedings.
<b>Promotional Material</b>	Your company's name and logo appear more prominently than those of any co-sponsors and will be featured (within productions schedule) in the proceedings, on the conferences website, on a display board in the conference registration area and in any other pre-conference promotional material.
<b>Literature and promotional material</b>	You have the opportunity to include your company's brochure and a gift/giveaway in the attendee pack that is distributed to participants upon registration at the conference.
<b>Exhibition opportunity</b>	You may have a stand in the coffee/registration area of the conference where you can exhibit or demonstrate products if appropriate.
<b>Acknowledgements</b>	You will be thanked during the opening and closing conference sessions and in the proceedings.

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## **5. Sponsorship of individual activities during the conference**

### **Welcome Drinks (£500)**

As participants arrive and register the evening before the conference starts you would have the opportunity to showcase your company and its products/services. As a sponsor of the welcome drinks you are entitled to provide appropriate signage in the area. You will also have the opportunity to distribute items of your company's literature and gifts/giveaways at a display table. Your company's name and logo will appear on the conference website, in the conference proceedings (within production schedules), and on a display board in the conference registration area.

### **Conference Lunch (£1000)**

Whilst taking place within the formal framework of the conference, sponsoring a lunch provides the opportunity to emphasise your organisation's services or products in a congenial setting. As a sponsor of a conference lunch you are entitled to provide signage in the lunch room on your allocated day. Signage will be restricted to only that of the lunch sponsor for the given day. At your conference lunch, you will have the opportunity to distribute items of your company's literature and gifts/giveaways. Your company's name and logo will also appear on the conference website, in the conference proceedings (within production schedules), and on a display board in the conference registration area.

### **Gala Dinner (£1500)**

As sponsor of the gala dinner your company name and logo will be featured at the dinner venue. At the dinner, you will have the opportunity to distribute your company's literature and any gifts/giveaways you would like at a display table in the venue. As a sponsor of the conference dinner you can get a table with 6 people representing the company\*.