



British Universities & Colleges Sport Conference and Trade Fair 2009

Tuesday 1st September – Friday 4th September

Keele University

Sponsor and Trade Fair Information



BUCS Conference & Trade Fair 2009 **Widening the horizon for sport**

1 – 4 September 2009

Keele University
Keele
Staffordshire
ST5 5BG

British Universities & Colleges Sport (BUCS) is the new body established to oversee the delivery of sport within Higher Education, and we are pleased to announce that bookings are now open for the 2009 BUCS Conference and Trade Fair.

Keele University is our host this year and **Baroness Sue Campbell** (Chair, UK Sport, Youth Sport Trust) and **Sue Tiballs** (Chief Executive, Women's Sport and Fitness Foundation) will be guest speakers at the event.

The **Conference**, running from Tuesday 1 – Friday 4 September, with the **Trade Fair** held on Thursday 3 September, is expected to attract over 300 delegates from across the higher education sports sector and is open to all those involved in university sport.

For the first time, the conference will also play host to the inaugural **BUCS Ball (Thursday 3 September)**, incorporating the new annual awards ceremony. Invitations to the ball will be extended to commercial partners to attend the biggest university sport celebration event of the year.

CONFERENCE

Sponsorship Opportunities

Building on the success of previous conferences and listening to the feedback provided by delegates, previous sponsors and supporters of the event, the 2009 BUCS Conference focuses on providing opportunities for a sustained, high quality interaction between sponsors and delegates. It is intended to limit the number of sponsors to a maximum of five, with one headline sponsor and four associate sponsors. All sponsors will share an opportunity to participate in conference events and trade fair

Headline Sponsor

There is a unique opportunity for a company to become the headline sponsor for the 2009 conference, forming a partnership that will deliver substantial exposure to a diverse range of prospective customers. The sponsor will benefit from the following:

- A double, prime location stand at the 2009 trade fair
- A full page advertisement in the Conference programme
- Free half-page full-colour advertisement in delegate joining instructions and pre-event programme e-distributed to all delegates after booking
- Company logo and hyperlink (via banner advert) to company website, launch news story and editorial content on BUCS website conference pages.



- Company logo projected onto main presentation screens at all times during main keynote sessions and all holding slides
- Company logo and web site address on all conference materials as title sponsor
- Free sponsorship of either:
 - one workshop session
 - Pre conference recreational sport event
 - A seminar of your choice
 - The Trade Fair buffet
- Promotional mention at conference opening and space for display in main auditorium where all keynote sessions will take place
- Distribution of headline sponsor specific information via BUCS mailings prior to the event.
- Opportunity to distribute publicity materials in delegate packs at registration
- 2 complimentary full delegate places at the event, including BUCS Ball
- 2 additional complimentary tickets for company representatives to the BUCS Ball

Cost of headline sponsorship £15000

Associate Sponsor

There are four opportunities for Associate sponsors for the 2009 conference. Associate sponsors will benefit from the following:

- Stand at the 2009 trade fair (3m X 6m)
- Quarter-page full-colour advertisement in delegate programme and joining instructions distributed to all delegates after booking
- Company logo, hyperlink to company website from BUCS Conference web pages
- Secondary company logo on conference programme and all conference promotional material
- Company logo on bespoke conference banners displayed in the main auditorium
- Sponsorship of one of the conference supporting activities/features
- 2 complimentary tickets for company representatives to the BUCS Ball

Cost of associate sponsorship £5000



TRADE FAIR

The Trade Fair is an integral part of the BUCS Conference and will be held on-site in the Sports Centre within campus at Keele University on Thursday 3 September. Both the Conference and Trade Fair offers suppliers excellent exposure to delegates such as Directors of Sport, Fitness Managers, Sports Development officers and Athletic Union staff and sabbatical officers from a diverse range and size of institutions.

The event will be held over a dedicated 2-hour slot (11.30am – 1.30pm) during which a buffet lunch and refreshments will be served within the trade show area and when no other activities are scheduled to ensure that exhibitors receive the full attention of the delegates and gain maximum contacts and benefit from the show.

This year the trade fair will again draw exhibitors from previous UCS and BUSA events and as a result were are expecting to attract a high number of companies. Each exhibitor may bring up to two members of staff to the event. Due to the venue lay-out we will be able to ensure that all stands are in areas of high footfall and are fully visible.

Trade Fair Programme

As in previous years, we shall be producing a programme for the trade fair which shall be distributed to all delegates and exhibitors. This will allow the delegates to take away a brief summary of what each company offers, and include any contact details necessary to get in touch with you after the event. We will also provide exhibitors with a full list of delegate names and universities they represent.

Please complete the attached supporting document, including the company information you would like included in the Trade Fair programme and return via email to sion.williams@bucs.org.uk in order to secure your booking.

Cancellations Policy

Cancellations made before 30 June will receive a full refund. Any cancellation made between 31 June and 4 September. In both cases places can be transferred to delegates from the same organisation.

Access and Storage

Access to the venue will be available to exhibitors from 9am on the day, with pre storage of materials/hardware available on request.

Getting to Keele

Keele University is easy to get to. The campus is located on the outskirts of the market town of Newcastle Under Lyme, 15 minutes from Junction 15 & 16 of the M6, and easily accessed from M6 toll road, M1, A34 and A50.

For further information, please do not hesitate to contact Siôn Williams on 020 7633 5081, or email sion.williams@bucs.org.uk

All prices subject to vat at prevailing rate unless otherwise stated.