

NDNA conference & awards 2012

sponsorship and exhibition opportunities

Edgbaston Stadium, Birmingham

21 - 22 June 2012



leap for success... at the NDNA
conference & awards

NDNA conference & awards 2012

the programme of events...

the conference..

The NDNA conference & awards is taking place on 21 & 22 June 2012 at Edgbaston Stadium, Birmingham.

The conference & awards is the highlight of the NDNA calendar with up to **300 delegates** attending over two days. The action packed agenda includes **over five hours of dedicated exhibition time**, giving you plenty of opportunities to showcase your products and services to nursery owners, managers and others from the early years sector with our range of sponsorship and exhibition packages.



NDNA Nursery Awards...

The NDNA Nursery Awards dinner will take place on the evening of 21 June with a fabulous three course dinner and dance. As the only childcare awards voted for by parents, the evening will see the winners of the NDNA Nursery of the Year and NDNA Nursery Practitioner of the Year being crowned. You could sponsor this prestigious event!

the venue...

Edgbaston Stadium is home to Warwickshire County Cricket Club. This brand new venue provides a fantastic backdrop to promote your products and services. It is easily accessible by car and public transport with a range of hotels close by.



"Citation attends many events across a number of industry sectors. This ranks as one of the very best we have attended."

Citation plc - exhibitor 2010 & 2011

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take the lead....

Take your pick of our innovative and cost-effective sponsorship packages to achieve maximum impact!

Headline sponsor: SOLD

As the headline sponsor you will receive maximum exposure in the run-up and during the event maximising print, online and face-to-face opportunities. Reaching over 10,000 nurseries in the UK and networking with 300 decision makers during the event, this is a fantastic opportunity to stand out from your competitors!

in the run-up to the event...

- Your branding on all conference brochures, adverts and emails before the event
- Two half page adverts in Nursery news in March and May 2012. Each issue is sent to 5,000 nursery managers across the UK - worth £1,240!
- Standard advert on the NDNA website in the events section for three months (April - June 2012) - worth £1,200!
- Standard advert in two editions of NDNA's member email newsletter in May or June 2012 sent to over 2,600 NDNA members - worth £100
- Your logo and a 50 word description and a link to your website on the exhibition page of the NDNA website and in the delegate pack.

during the event...

- Large 3 x 2m exhibition space in a prime location to showcase your products to 300 nursery owners and managers
- An insert in the delegate bag - worth - £375!
- Your branding on signage and holding slides throughout the two-day conference
- Thank you from the chair in opening and closing remarks on both days
- Two complimentary tickets for the NDNA Nursery Awards dinner on 21 June - worth over £150!

"The conference was very well organised and the service was excellent. It was very useful for us and great to speak to a number of nursery owners and managers."

Asda - sponsor 2011

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NDNA Nursery Awards sponsor: **SOLD**

Exclusive sponsor of the NDNA Nursery Awards ceremony and welcome drinks reception. The awards are an excellent opportunity to network with potential clients and business contacts.

in the run-up to the event...

- Your branding on the conference brochure and adverts before the event
- Your logo and a 50 word description and a link to your website on the exhibition page of the NDNA website
- Standard advert on the NDNA website in the awards section for three months (April - June 2012) - worth £1,200!

during the event...

- 3 x 2m exhibition space in a prime location at the NDNA conference
- Insert in the delegate bag - worth £375!
- Your branding throughout the awards dinner and welcome drinks reception on signage and holding slides
- Your branding, an advert and message in the awards programme
- A two minute speaking opportunity during the awards dinner ceremony
- Host a table during the NDNA awards dinner with five complimentary tickets - worth over £350!



Key ring prize draw: **£2,500 +VAT**

All delegates will receive a branded key ring with your logo on arrival to unlock a prize on your exhibitions stand. (Production for key ring included, prize provided by sponsor.)

- 2 x 2m stand in a prime location
- Your logo on the conference brochure and adverts before the event
- Your logo on selected signage and holding slides throughout the conference
- Insert in the delegate bag - worth £375!
- Your logo and a 50 word description and a link to your website on the exhibition page of the NDNA website and in the delegate pack!

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Registration & information sponsor: £2,300 +VAT

Delegates will be immediately welcomed with your branding as the sponsor of the registration and information area.

- 2 x 2m exhibition space in a prime location
- Your branding on conference brochure and adverts in the run-up to the event
- Your logo and a 50 word description and a link to your website on the exhibition page of the NDNA website and in the delegate pack
- Your branding on signage exclusively in the welcome and information area
- Your branding on selected holding slides in main conference suite
- Insert in the delegate bag - worth £375!
- Opportunity to provide branded pens for registration desk (production not included).



“The annual event simply not to be missed. Wonderful opportunity to meet and discuss business directly with nursery owners and key decision makers.”

Christie & Co - sponsor 2011

Delegate bag sponsor: £2,800 +VAT

- 2 x 2m exhibition space in a prime location
- At registration every delegate will receive a cotton delegate bag which includes the NDNA logo and your branding (production included)
- Your branding on the conference brochure and adverts in the run-up to the event
- Your logo and a 50 word description and a link to your website on the exhibition page of the NDNA website and in the delegate pack
- Your branding on selected signage and on holding slides in main conference suite
- Insert in the delegate bag - worth £375!

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Lanyard sponsor: £2,500 +VAT

- 2 x 2m exhibition space in a prime location
- Every delegate will receive a lanyard branded with your organisation's logo displaying their name badge (production included)
- Your branding on conference flyers and adverts
- Your logo and a 50 word description and a link to your website on the exhibition page of the NDNA website
- Your branding on selected signage and on holding slides in main conference suite.

Workshop sponsor: £1,750 +VAT

Workshops will be taking place on day two of the conference. These provide delegates with the opportunity to break into smaller groups to discuss hot topics. Exclusive sponsorship is available for the workshops.

- 2 x 2m exhibition space
- Place an insert on the seats/tables in each workshop session
- Your branding on conference flyer and adverts
- Your logo and a 50 word description and a link to your website on the exhibition page of the NDNA website and in the delegate pack
- Your branding on signage for workshops and on workshop holding slides
- Opportunity to provide branded pens or paper for each workshop session (production not included).



"We really liked the venue and quality of people we saw."
Wesco - exhibitor 2011

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exhibition opportunities...

Showcase your products and services in the exhibition area to approximately 300 high quality delegates including nursery owners, managers, local authority representatives and nursery practitioners. We have a range of exhibition packages to suit all budgets and businesses.

All exhibition packages include two delegate places for the staffing of your stand including lunch and refreshments, a table and two chairs and a listing on the NDNA website in exhibitor section. Exhibitors are able to attend any of the conference sessions.

Standard exhibition space: £975 +VAT

- A standard 2 x 2m exhibition space.

Internet access & stand furniture is included FREE of charge.

Large exhibition space: £1,500 +VAT

- A large 3 x 2m exhibition space (limited availability).

Exhibitor plus

Why not combine your exhibition package with other NDNA marketing opportunities? You can reach thousands of nursery managers across the UK and save hundreds of pounds with exhibitor plus!

For exhibitor plus simply add the amount shown below to a standard or large exhibition package (prices shown exclusive of VAT).

- To include **two dinner tickets for the NDNA Nursery Awards** - add **£100** - saving £48!
- To include a standard **insert in the delegate bag** - add **£200** - saving £175!
- To include an **advert on the NDNA website** for one month on the events page - add **£250** - saving £150!
- To include a **quarter page advert in Nursery news** - add **£300** - saving £85!

Insert in delegate bag

- Standard insert (maximum size A4 - 4 pages): £375 +VAT
- Large insert: £500 +VAT

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book your space...

To book your sponsorship or exhibition package for the NDNA conference & awards 2012, simply complete the form below or contact:

Sara Hill, Marketing Manager, NDNA

t: 01484 40 70 69, f: 01484 40 70 60, e: sara.hill@ndna.org.uk

booking form

Please complete in block capitals and return to Sara Hill using the details above.

Organisation: _____

Contact name: _____

Address: _____

Postcode: _____

Email: _____

Package (plus options if appropriate): _____

Internet access: _____ Total cost: _____

Payment: Cheque Debit/Credit card Invoice

PO number: _____

Signature: _____ Date: _____

Terms & Conditions

1. An invoice will be issued once the booking form is received for the full amount - payment is due within 30 days of invoice date. 2. All activities must be paid in full prior to the commencement of the activity. 3. Cancellations may be made in writing by 17 February 2012 subject to a 50% administration charge. No refunds will be given after this date. 4. NDNA reserves the right to charge interest on overdue accounts at 5% above LIBOR. 5. All cheques should be made payable to National Day Nurseries Association and sent to the head office address. 6. NDNA reserves the right to reject any marketing copy/advertisements at any stage, this shall not be deemed in breach of contract. 7. Employees of any business are deemed to be authorised to sign this order on behalf of their employer and the departure of the employee from the business does not affect the liability of the employer to pay the sums stated on the invoice. 8. Once the booking has been made it is the advertiser's responsibility to supply the advert/insert by the deadline. 9. Any activity which can not commence due to late supply will be charged at full rate. 10. For advertisements - NDNA can not guarantee to match colours exactly due to variances in the print process. 11. NDNA can accept no liability for any loss or damage caused by error or inaccuracy in the printing or omission of any advertisement. 12. Exhibition stands cannot be broken down before 3.30pm on 22 June 2012. Any exhibitors breaking down before this time will be charged £500.