



Conference **Live!**
exhibition

information - innovation - inspiration

MIA Annual Conference & AGM - 2007 The Definitive Meeting

Renaissance Chancery Court Hotel, London

5th March 2007

This year's AGM sees the launch of an exciting new annual MIA Conference and Exhibition - Conference Live! which will run throughout the day and provide exhibitors with the chance to meet our members face-to-face and highlight their range of products and services in an exhibition format.

Open to members and non-members of the MIA, the Annual Conference and Exhibition provides an excellent opportunity for the industry to listen to high profile keynote speakers and share views, successes, case studies and knowledge with industry colleagues.

The event attracts a dynamic and diverse cross section of the industry's leading opinion formers, including conference, meeting and events operators, buyers, suppliers and other hospitality professionals allied to the sector, plus of course MIA members, invited guests and their customers alike.

With just 20 stands available, this exhibition gives you a perfect opportunity to network with the delegates who will be attending the event on the day.

A copy of the floor plan, together with the exhibitor and sponsorship rates are attached for your perusal.

I look forward to seeing you there.

Kind regards

Jane Evans
CHIEF EXECUTIVE
Meetings Industry Association
www.mia-uk.org

www.conferencelive.co.uk





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Rate Card

MIA Annual Conference 2007 The Definitive Meeting

The Meetings Industry Association (MIA) is the UK's leading trade association for the conference, meetings and events industry; existing entirely for the benefit of our members and their customers. Our objectives are to encourage and support excellence and raise ethical standards within the industry, whilst providing a voice for the industry within the wider and political environment.

Event organiser
THE MEDIA PACK LTD
*Graphic House
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Huntingdon
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01480 455005
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MIA Annual Conference 2007 - Sponsorship Menu

→ **Headline Sponsor - £5500 +vat**

Raise your profile and align your organisation with the Meetings Industry Association, its members and visitors.

- Logo on all printed exhibitor items (brochures and newsletters)
- Logo branding on stage via the AV presentation
- TM Logo on all printed items relating to the visitor campaign (tickets, invites, posters, supplement, media adverts and show programme, emails, newsletter etc)
- Welcome and FULL page advert within the event brochure
- Logo, link and listing on the conference live! website
- Full inclusion in the marketing and PR campaign as Headline sponsor of the event
- The 4m x 2m prime location stand in Foyer
- Details of the visitor data (subject to data protection laws)
- Keynote address on the main stage
- Includes sponsorship of the Champagne Drinks Reception

→ **Support Sponsor £4100 + vat**

Enhance your company brand by becoming a support sponsor of the event.

- Logo on all printed exhibitor items (brochures and newsletters)
- Logo on all printed items relating to the visitor campaign (tickets, invites, posters, supplement, media adverts and event programme, emails, newsletter etc)
- 1/2 page advert within the event brochure
- Logo, link and listing via the website
- Inclusion in the marketing and PR campaign
- 2m x 1m stand within the event (extra space available at 25% discount)

→ **Visitor Campaign £3500 + vat**

This means your organisation is linked to the comprehensive campaign we have in attracting visitors via direct mail and promotion.

- Advert on one section of the visitor tickets
- Logo on the visitor badges
- Logo on the lanyards for the badges
- Branding in the registration area
- Opportunity to give out branded carrier bags at registration with your literature included
- Logo, listing and link via the conferencelive website
- Logo on selected items relevant to the visitor campaign
- 2m x 2m stand
- Details of the visitor data (subject to data protection laws)

→ **Elective Sessions - Seminar sponsor £3500 + vat**

There are three zones available as meetings rooms.

- 1) Littleton, Bryce & Templar Suites (Ground Floor)
- 2) Staple & Grays Suites
- 3) Clements, Thavies & Lincoln's Suites

Exhibitors can present a training seminar or workshop that lasts for about 60 minutes in each of them. The subject matter will be of your choice. Each presentation will usually be to an invited audience.

Sponsorship of these rooms would include:-

- Fully equipped room provided (screen, projector, furniture etc)
- Branding within the room for your event
- 1/4 page advert within the event brochure
- 2m x 1m stand at the event
- Logo, link and listing via the conferencelive website
- Inclusion in our marketing and PR campaign with specific reference to the lounge theatre (press releases, show programme, emails, newsletter etc)
- Opportunity for a representative from your organisation to act as the lounge host in corporate clothing
- Allocated session for your organisation

→ **Other sponsorship opportunities include**

Champagne drinks reception - £2900.00 + vat

Lanyards and Delegate Packs and Brochure - £3300 + vat

Event Brochure - £2500 + vat

Afternoon tea - £2125 + vat

Please note that all packages are flexible and may be adapted to suit your needs and budget. If you have any other suggestions for how else you can use the event, do please let us know and we will do our best to accommodate your requirements.

To find out more please call **01480 483333**



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20 STANDS AVAILABLE



18 STANDS 2 X 1 PANELS (1-9, 11,12,13,14-20)



2 STANDS 2 X 2 PANELS(10,13) option to also merge 18 & 19

Exhibition Stands

For Exhibitors:

We have been developing a contemporary shell scheme as an all inclusive package, which will provide privacy and an element of style for you on the day. The stands are situated within the Ballroom and in the main foyer areas, which both play host to the main activities taking place on the day.

All exhibition stands come with:

- | lighting per panel,
- | electricity
- | storage cupboard

For further information do please contact us on 01480 483333.

General Background

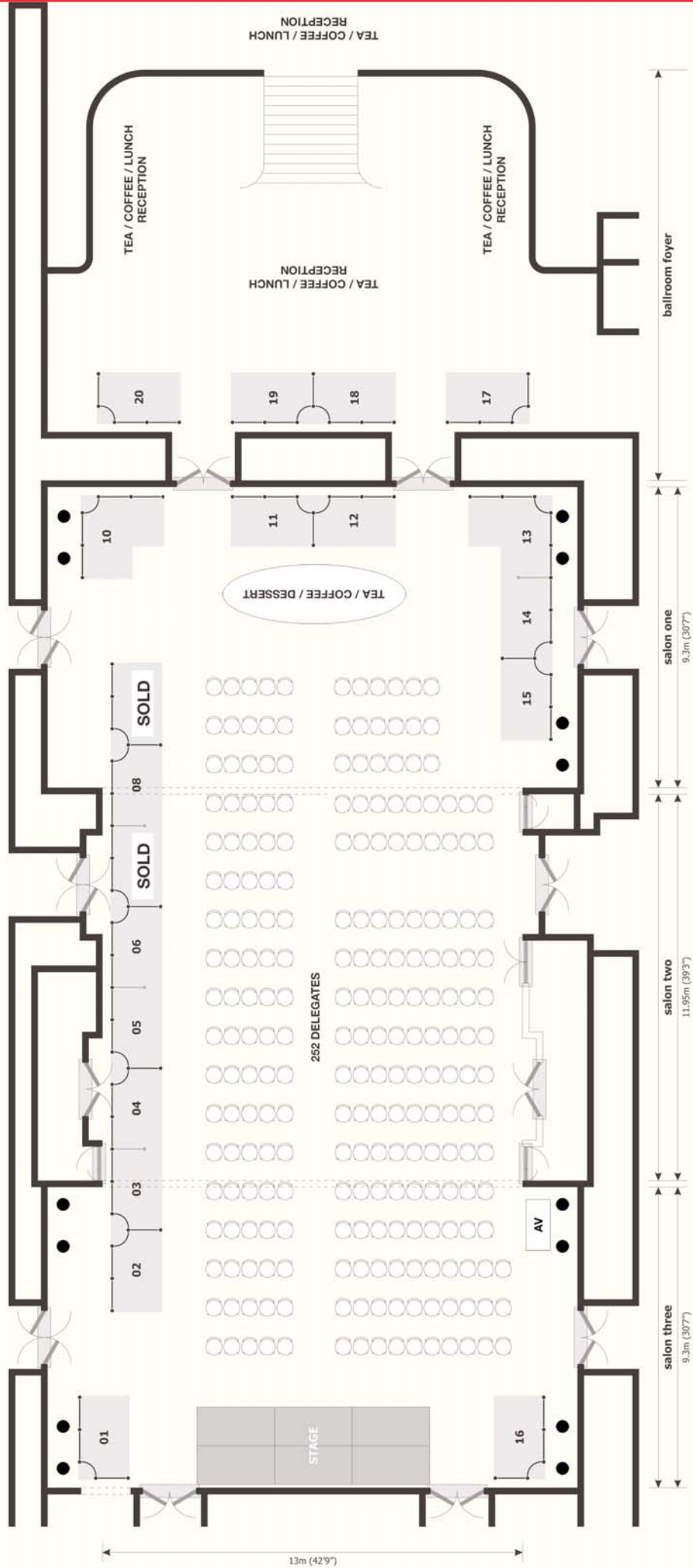
The AGM takes place early in the morning. Delegates will arrive at 9.30am and report to reception, which is situated at the front of the conference foyer on the lower ground floor of the hotel, from where they will be directed to the conference and exhibition areas. Delegates, exhibitors and sponsors will be able take part in all of the activities scheduled throughout the day, (plenary sessions, elective sessions-breakout seminars, drinks reception, afternoon tea, coffee, lunch etc) giving you plenty of time to network and to discuss business with all of those in attendance.

Refreshment breaks, coffee, drinks, lunch and dessert will all be setup in the Main Conference Ballroom and in the reception Foyer areas. The additional breakout rooms can be used also on request (elective sessions).

Summary of sponsorship and exhibition rates below, however do please also view the sponsorship menu page for more detail of the different types of sponsorship that are available to you on the day.

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|---|---|---------------------------------|---------------------------------|-------------------------------------|---------------------------------|-----------------------------------|-------------|
| Exhibition Stand | 2 X 1 PANEL £1,000 + vat 2 X 2 PANEL £1200.00 + vat | | | | | | |
| Exhibition Stand + 2 places for luncheon | 2 X 1 PANEL £1100 + vat 2 X 2 PANEL £1300.00 + vat | | | | | | |
| Exhibition Stand + 4 places at the annual luncheon | 2 X 1 PANEL £1200 + vat 2 X 2 PANEL £1400.00 + vat | | | | | | |
| Breakout Room Sponsorship (includes Stand) - Host your own meeting. Rooms are available in the elective sessions Subject matter of your seminar to be confirmed | <table border="0"> <tr> <td>Staple & Grays Inn Rooms</td> <td>£3500 + vat</td> </tr> <tr> <td>Clements, Thavies & Lincoln's Rooms</td> <td>£3500 + vat</td> </tr> <tr> <td>Littleton, Bryce & Templar Suites</td> <td>£3500 + vat</td> </tr> </table> | Staple & Grays Inn Rooms | £3500 + vat | Clements, Thavies & Lincoln's Rooms | £3500 + vat | Littleton, Bryce & Templar Suites | £3500 + vat |
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| Littleton, Bryce & Templar Suites | £3500 + vat | | | | | | |
| Delegate Day Rate | £98.00+vat pp (mia members) £115.00 +vat pp (non members) | | | | | | |
| CHAMPAGNE Drinks Reception Sponsorship Sponsor Afternoon Tea Lanyards and Delegate Packs and Brochure Event Brochure | <table border="0"> <tr> <td>£2900 + vat + 4 places at lunch</td> </tr> <tr> <td>£2125 + vat + 2 places at lunch</td> </tr> <tr> <td>£3300 + vat+ 2 places at lunch</td> </tr> <tr> <td>£2500 + vat + 2 places at lunch</td> </tr> </table> | £2900 + vat + 4 places at lunch | £2125 + vat + 2 places at lunch | £3300 + vat+ 2 places at lunch | £2500 + vat + 2 places at lunch | | |
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GRAND BALLROOM
MIA CONFERENCE 2007 (draft plan)



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