

The London Summit 2016: Exhibition and advertising opportunities



London Summit – 26 November 2016

The London Summit 2016 will take place on Saturday 26 November in the historic setting of the Guildhall in the City of London. The Summit, London Councils' flagship annual event, has become one of the primary events in the London local government calendar.

Over the course of the day more than 250 of London's local councillors attend keynote sessions, panel debates and workshops with regular breaks throughout the day providing your organisation with ample opportunities to meet delegates and discuss your campaigns and services. We have various sponsorship opportunities to promote your organisation and its services to a wide and relevant audience.

The Summit is the ideal platform to:

- increase awareness of your organisation among senior politicians and key decision makers in local government
- promote your brand and profile
- initiate discussions on key issues affecting London
- highlight your current campaigns and issues to local government leaders
- communicate key information to local communities.

"We always see this event as an important opportunity to meet local councillors in a relaxed and informed setting. It represents very good value for money."

**Richard Dumville,
English Heritage**

"A very well attended event providing lots of useful contacts with people we need to meet."

**Chris Robinson,
Central and Cecil**

"We found the event to be very enjoyable and it helped us to target one of our key audiences - councillors. We will certainly be considering returning next year."

**Rob Jervis-Gibbons,
Battersea Dogs & Cats
Home**



Exhibition and Sponsorship Packages

Exhibition Package:

£2,000 (VAT exempt)

Includes 2 free delegate passes for stand staff

Expected number: 250 delegates

Exhibition spaces are all located within the busy catering area ensuring good footfall throughout the day and the opportunity to meet and network with councillors across London's 33 local authorities. All delegates are directed upon arrival to the exhibition/catering area and will spend time in this hall during lunch as well as in both morning and afternoon refreshment breaks. Enhance your participation at the London Summit 2016, by opting to run a focused micro-surgery to tackle a specific issue or promote a development to a small focused group of interested councillors. Add on a micro-surgery to your exhibition package – more details below.

The London Summit Exhibition Package includes:

- a branded exhibition space measuring 2x3m to distribute collateral
- two delegate passes for stand staff and complimentary lunch
- attendance at the conference (excluding the political network meetings)
- 100 word listing in the conference A4 programme
- The option to add on the micro-surgery package.

Once you have received confirmation of your booking, you will be able to book additional elements for your exhibition space. Internet connection and extra tables and chairs must be requested in advance and may incur an additional charge. Additional exhibitor passes must also be requested in advance and will be invoiced at £40 per person. Please note you will not be able to request this on the day.

Micro-surgery add on package

£500 (VAT exempt)

Includes one free delegate pass for stand staff and a full-page advertorial in the Summit programme

The micro-surgery package can be added to the Exhibition Package (and is included in the Headline Sponsorship Package); it is not bookable on its own. Micro-surgeries take place within the main exhibition and catering hall.

Micro-surgeries provide an opportunity to stand out from other exhibitors and interact with delegates. In addition, you will get a full-page advertorial in the delegate programme to complement your micro-surgery and showcase your expertise in the relevant subject. Interested organisations are encouraged to book extra staff if hosting both an exhibition stand and micro-surgery.

Headline Sponsorship Package

Price on application

Expected number: 250 delegates

The London Summit Headline Sponsorship Package includes:

- a thank you from the morning chairperson during the welcome speech
- option to address the delegates at the opening session with a short (10 minute) presentation
- a branded exhibition space measuring 2x3m
- the opportunity to display and distribute promotional materials at the exhibition space
- your logo on the delegate bag (single colour print)
- a promotional item or insert in the delegate bag
- a full page, colour advertisement in the A4 conference programme
- 5 complimentary delegate places
- branding on all print and online marketing prior to the Summit
- option to add on the micro-surgery package
- option of a foreword in the delegate programme
- option to design and brand a bespoke html e-newsletter or e-bulletin style mailing to our database of 1,800 councillors across London in the London Councils house style.

Advertising opportunities

Advertising at the London Summit ensures your brand and key messages will be seen by all delegates.

Delegate Bag Insert

£250 plus VAT

An insert into the delegate bag is a quick and easy way of highlighting your service or product – perfect if you can't be there on the day. Every delegate will receive one of your inserts as part of their delegate pack.

Delegate Bag Advertising Package

£600 plus VAT

The delegate bag advertising package includes:

- your company name, logo and website address on one side of the delegate bag (single colour printing)
- an A4 insert in the delegate pack
- one complimentary delegate pass to attend the Summit (delegate fee is £160 + VAT)

The option to print on both sides of the bag or in full colour can be purchased for an additional cost.

Summit Programme Advert

Half page: £250 plus VAT

Full page: £400 plus VAT

Full colour advertisements can be booked in the Summit A4 programme distributed to all delegates on arrival. Print ready artwork must be supplied.

To find out more or to book any of the sponsorship and advertising packages for the London Summit, please contact Samina Zeab on 020 7934 9944 or samina.zeab@londoncouncils.gov.uk