

# CAPITA

## CONFERENCES

### Sponsorship & Exhibition Opportunities 2011



Leading the Way in Public Sector Conferences

# Capita Conferences

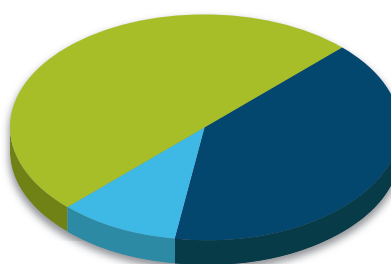
is the UK's leading public sector conference provider.

We deliver over 180 events per year in Police and Criminal Justice, Education and Children's Services, Health and Social Care, Employment and Skills, Local Government and Communities, Social Housing, Central Government, HR and Diversity.

Capita Conferences' events range from one-day national public policy conferences to partnership events, half-day briefings, niche seminars and practical workshops. In 2010, over 9,000 paying delegates attended our events.

## Audience Breakdown

Decision-Makers who attend Capita Conferences include Director Generals, Chief Executives, Commissioners, Procurement Directors, Directors of Communication, Chief Constables, Heads of IT, Heads of Shared Services, Headteachers and Directors of Education and many more public sector decision-makers and practitioners.



- 50% Practitioners / Influencers
- 40% Decision-Makers / Budget Holders
- 10% Policy-Makers

## Benefits of Sponsoring a Capita Conference

Capita Conferences offers a number of partnership, sponsorship and exhibition opportunities.

### Develop your Reputation as a Thought Leader

Align your organisation with the latest developments and thinking in a neutral forum. Communicate your key messages and share a platform with sector leaders.

### Meet and Engage Key Public Sector Decision-Makers

Our niche conferences focus on a very specific set of issues and attract a targeted audience, all of whom will have a qualified interest in your product or service.

*"The Conference was perfectly positioned to help us achieve our sponsorship goals and the support we have received from the sponsorship organisers at Capita has been outstanding."*

**James Marscheider**, Marketing Manager  
CRT Viewpoint

*"The service we receive as sponsors is excellent before, during and after events, making the relationship feel more like a partnership to ensure we get the best out of the conference."*

**Michael Glenn**, Education Development Manager  
A4e

## OPPORTUNITIES AVAILABLE

All packages can be tailored to meet the requirements of your organisation. Please contact us if you would like to discuss opportunities for exclusive sponsorship, partnership or event management.

### Headline Sponsorship

- Input into the event planning and development – you will be invited to recommend speakers, topics and attendees
- Speaking slot as part of main conference programme followed by Q&A with the audience
- Branding on all pre-event marketing collateral reaching typically over 30,000 public sector contacts
- Branding on conference website with URL link
- Branding on delegate pack, delegate badges, set, staging, directional signage and conference holding slide
- Company profile in delegate pack
- 3m x 2m exhibition space in refreshment area
- Insert in delegate pack
- 6 delegate passes (+ speaker)
- Post conference one-time e-shot to delegates

### Speaking Package

- Speaking slot as part of main conference programme followed by Q&A with the audience
- 3m x 2m exhibition space in refreshment area
- Insert in delegate pack
- 3 delegate passes (+ speaker)
- Company profile in delegate pack

### Exhibition Package

- 3m x 2m exhibition space in refreshment area
- Insert in delegate pack
- 2 delegate passes
- Company profile in delegate pack

### Insert Package

- A4 or equivalent insert in delegate pack, or seat drop

*Delegate and insert packages also available*

**DISCOUNTS ARE AVAILABLE FOR MULTIPLE CONFERENCE BOOKINGS**