



24th & 25th September 2024, Civic Centre, Newcastle
Exhibitor/Sponsorship Booking Form

On behalf of:

PO Number / ref:

Booking Code*

*See email on 21st May for code

Earlybird Deadline: 4th June 2024

Pick a stand type

Select	Status	Item	(Excl VAT) Price
<input type="radio"/>	Member	Regular stand earlybird	£1,600
<input type="radio"/>	Member	Regular stand	£2,100
<input type="radio"/>	Non-member	Regular stand earlybird	£3,000
<input type="radio"/>	Non-member	Regular stand	£3,850

Exhibition Stand Cost:

Add any Additional sponsorship

Select	Status	Item	(Excl VAT) Price
<input type="checkbox"/>	Available	Lead sponsor premium	£1,500
<input type="checkbox"/>	Available	Large stand premium	£1,000
<input type="checkbox"/>	Available	Badge sponsorship	£750
<input type="checkbox"/>	Available	Stationery sponsorship	£750
<input type="checkbox"/>	Available	Bag sponsorship	£750
<input type="checkbox"/>	Available	Cocktail reception sponsorship	£850
<input type="checkbox"/>	Available	Lunch sponsorship day 1	£750
<input type="checkbox"/>	Available	Lunch sponsorship day 2	£750
<input type="checkbox"/>	Available	Social media sponsorship	£500
<input type="checkbox"/>	Available	Mini-banner+ link in Smartexpress	£500

Additional Sponsorship Cost:

I wish to book the above package to the total value of
 (VAT will be added to the invoice at the prevailing rate.)

I have read and understood the Exhibitor/Sponsorship Details and agree to the Booking Terms

	Invoice Contact	Exhibition Sponsor Contact
Name:	<input type="text"/>	<input type="text"/>
Job Title:	<input type="text"/>	<input type="text"/>
Email:	<input type="text"/>	<input type="text"/>
Telephone:	<input type="text"/>	<input type="text"/>

**Please tick the box to confirm you have read and understood the details and terms attached.
 Booking not accepted without a valid Booking Code and box ticked.**

Booking Terms

- 1 TCF24 will take place on 24th and 25th September 2024 at the Civic Centre, Newcastle upon Tyne, with access for exhibitors from 7am on 24th Sept
- 2 Exhibition/Sponsorship Bookings will only be accepted by invitation and cannot be accepted without the booking code in your invitation email
- 3 Valid bookings will be considered on a first-come, first-served basis and must be emailed to the specified address: annabel@smartex.com. Where prospective sponsors request a sponsorship package which has already been allocated, Smartex will endeavour to provide an equitable alternative.
- 4 Bookings are requests for exhibiting/sponsorship and a commercial order will only exist when the request has been accepted and acknowledged by Smartex.
- 5 Invoices will include VAT at the prevailing rate and are to be paid promptly, within 30 days of issue (and in order to receive any 'early-bird' discount which may be due).

Exhibitor/Sponsorship Details

- 1 All stand bookings include 2 full day-delegate passes, access to all presentation material, lunch on both days and an invitation to the drinks reception. All sponsor logos will be featured in marketing material before and during the event and all sponsors will be invited to contribute a 150-word 'profile' which will be circulated to all delegates.
- 2 A **Regular Stand** has a maximum footprint of **2.0m wide x 1.2m deep**, which will be strictly policed. If you wish to bring a larger stand, please use the Large Stand option on the booking form. If your stand is larger at the event, then you will be given the option to reduce your stand size or be charged the Large Stand premium.
- 3 A **Large Stand** can accommodate a footprint of up to **3.0m wide x 1.2 m deep**.
- 4 **Lead Sponsor**
The Lead Sponsor will get first choice of stand location, its logo will be on the front of each delegate badge and it will be prominently identified as the overall event sponsor in all marketing material for the event.
- 5 **Badge Sponsor**
The badge sponsor will supply all personalised delegate badges (approximately 130 badges), at its own cost. It may also supply branded lanyards and transparent holders and may include its own logo on the reverse of the badge. The latest delegate list will be provided in the week before the event and the Badge Sponsor will need to deliver the personalised badges in advance of the event.
- 6 **Stationery Sponsor**
The stationery sponsor will have the right to supply branded pens or pencils and writing pads or notebooks (approximately 130 sets), at its own cost, which are to be delivered on the evening prior to the event.
- 7 **Bag Sponsor**
The bag sponsor will have the right to supply branded bags, for delegates to use at the event (approximately 130 bags), at its own cost, which are to be delivered on the evening prior to the event.
- 8 **Cocktail Reception Sponsor**
The Cocktail Reception Sponsor will have the opportunity to make a short welcome speech (5 minutes maximum) at this high-profile drinks reception on the first day of the event, prior to the main conference dinner. The sponsor's name and logo will be featured on the drinks tables during the cocktail reception.
- 9 **Lunch Sponsor**
The Lunch Sponsors' (one for each day of the event) name and logo will be featured on the lunch tables on their respective sponsorship days.
- 10 **Social Media Sponsor**
The Social Media Sponsor will be able to submit a campaign of up to 3 brief press releases (or links to relevant news stories) which will be sent via Smartex's LinkedIn accounts to approximately 2,000 industry professionals.
- 11 **Mini-Banner in Smartexpress (two sponsors permitted)**
Selecting this option will allow the sponsors to provide a 179 x 60 pixel button (in GIF, PNG or JPG format), and hot-link address, which will be featured in the daily news bulletins to nearly 2,000 subscribers of Smartexpress, for up to 3 months prior to the event.