



Welsh Liberal Democrats
Democratiaid Rhyddfrydol Cymru

Spring Conference 2013

Friday 19th April to Sunday 21st April
Mercure Cardiff Holland House Hotel & Spa



COMMERCIAL OPPORTUNITIES

- Exhibition • Fringes • Branding •
- Corporate Opportunities • Energy Forum •
- Sponsorship • Events • Advertising •

Introduction from Kirsty Williams AM, Leader of the Welsh Liberal Democrats

I am delighted to invite you to the 2013 Welsh Liberal Democrats Spring Conference.

This is our main Conference of the year and will be held at the Mercure Cardiff Holland House Hotel and Spa in Cardiff. Holland House is an exceptional conference venue in the heart of our capital city, with plenty of space for our exhibition, fringe events and receptions.

The Conference will take place from Friday 19 April to Sunday 21 April and will be packed with speeches, policy debates, fringe events, receptions and many networking opportunities, providing the perfect environment for you to meet parliamentarians, councillors, and members.

In addition, many of our ministerial colleagues from the UK Coalition Government will be joining us, giving you plenty of opportunity to discuss the key challenges facing your organisation and the country with politicians from every level of government. These guests include:

- Deputy Prime Minister and Leader of the Liberal Democrats, Nick Clegg MP
- Secretary of State for Energy, Ed Davey MP
- Secretary of State for Business, Innovation and Skills, Vince Cable MP
- Chief Secretary to the Treasury, Danny Alexander MP

In addition to the usual events, we are planning to hold an Energy Forum which will take place on the Saturday of Conference. The Secretary of State for Energy has confirmed that he will be joining us for a series of special events and discussions on a topic that always provokes controversy and debate.

Further innovations for this year include more opportunities for your organisation to discuss business issues with Ministers and Parliamentarians and a policy pitch – giving you the chance to pitch your ideas directly to myself and the Deputy Prime Minister but hurry, spaces are limited and it's first come first served!

To book for the Conference, or for more information on any aspect of the weekend's events, please contact Ian Walton, Welsh Party Manager, on 029 2031 3400 or ian.walton@welshlibdems.org.uk

I look forward to seeing you in Cardiff.



Kirsty Williams AM

Leader of the Welsh Liberal Democrats

Fringe Meetings

A fringe meeting is a very effective way to get your message across to a wide range of attendees. Our fringe meetings are always well attended and you can be sure of a lively debate. The choice of topic is yours and you can be as flexible as you like on how you structure the meeting.

All fringe rooms are within the hotel so there will be no need for attendees to leave the main venue to find your event

Fringe Meetings generally last for an hour and there are timeslots available on Friday evening, Saturday breakfast, Saturday evening, Sunday breakfast and Sunday Lunchtime. You can state a preference on the booking form and we will try and accommodate your needs – room availability is limited for each timeslot,

Your booking will include:

- 2 Observer passes
- 2 copies of the Conference Agenda
- A 50 word listing in the Conference Agenda including details of the topic for discussion and the speakers
- Free participation in the **Policy Pitch** (on a first-come first-served basis)

Premier Fringe Meetings: (Saturday lunchtime)

The Premier Fringes take place on Saturday lunchtime. These are the most popular of our Fringe slots and we will work with you to ensure you secure a suitably high profile speaker. All MPs and AMs are making time in their busy Conference schedules to be available to speak at fringe events.

In addition to the benefits listed above, your Premier Fringe booking will include:

- Help to secure one or more high profile speakers
- 1 extra Observer pass
- 1 extra copy of the Conference Agenda

Catering is not included in the price of any fringe meeting. When your booking is confirmed we will provide you with the relevant contact details at the Hotel so you can make your own arrangements.

The Conference Exhibition

The Conference Exhibition will be located adjacent to the main Conference hall and provides an ideal opportunity for your organisation to maximise its message to Conference attendees across the whole weekend. Senior Party members and other VIPs are already making space in their busy Conference diaries to make formal tours of the Exhibition in order to network with Exhibitors.

Standard Exhibition Stands

Each Standard Exhibition booking will include:

- A 2m by 2m space, a table and two chairs
- 2 Observer Passes
- 3 copies of the Conference Agenda
- An exhibitor listing in the Conference Agenda which includes your organisation's logo and a 50 word description.
- Free participation in the **Policy Pitch**

Premier Exhibition Stands

A limited number of larger exhibition stands, which are 3m by 2m and in a more prominent location, are available and in addition to the package for standard exhibition stands you will receive one extra Observer Pass.

The “Policy Pitch”

This year, for the first time, we are giving you the opportunity to start the Conference on your agenda. You will have five minutes on Saturday morning to pitch your ideas directly to a panel of senior Party representatives including Nick Clegg MP and Kirsty Williams AM. This is your chance to stand out, make an impact and get your message across. You will then have the remainder of the Conference to network with members and continue these discussions.

Due to the high demand, the **Policy Pitch** will be restricted to only those organisations that have booked a fringe or exhibition stand and is included as part of these packages. However, due to time limitations, the number of places is restricted and will be allocated on a first come, first served basis. Book now to avoid disappointment.

Attending as an Observer

Every year we are delighted to welcome a wide range of visitors to our Conferences including business and charity sector representatives, diplomats, academics and lobbyists.

As an observer you will be free to attend debates in the main Conference hall, fringe events and receptions and to visit the exhibition.

To ensure that Conference attendees know you are at Conference, why not advertise in the Conference Agenda? If you include your mobile number and email address, you can be certain people will be able to get hold of you in the busy venue.

The Standard Observer Package includes:

- An Observer Pass
- A copy of the Conference Agenda
- Access to all fringe meetings and policy debates

“Observer Plus” Package

This year we are introducing the “*Observer Plus*” package. In addition to the standard Observer Package you will also receive the following additional benefits:

- Access to an exclusive Observers’ Lounge
- Free Wi-Fi
- Free coffee and biscuits
- Opportunity to participate in a roundtable discussion with senior Party figures

Corporate Package

This Spring Conference will include a range of opportunities for senior business leaders to meet Liberal Democrat representatives and discuss current issues and opportunities facing businesses in Wales and the UK.

Tailored corporate events will take place across the weekend. The politicians who have so far confirmed their participation in business events this year include:

- Deputy Prime Minister, Nick Clegg MP
- Chief Secretary to the Treasury, Danny Alexander MP
- Secretary of State for Business, Innovation and Skills, Vince Cable MP
- Kirsty Williams, Leader of the Welsh Liberal Democrats
- Baroness Randerson, Under Secretary of State, Wales Office
- Eluned Parrott AM, Spokesperson for Enterprise, Transport, Europe & Business

The final programme will be published towards the end of March and it will include panel debates, Q&A sessions and roundtable discussions and reserved seating for keynote speeches. Places will be limited and will be allocated on a strictly first-come-first-served basis.

Welsh Energy Forum

The Spring Conference will include a new Welsh Energy Forum, bringing together leading Liberal Democrats in the field, advisors, academics and key industry figures. From Wylfa to the Severn Barrage, from wind power applications to fracking proposals, how we meet our energy needs in Wales has rarely been more controversial and we expect a lively discussion.

The programme for the day will include:

- Special advisors from the UK Government and the Welsh Liberal Democrats will provide background and context to the current key issues for Energy and Business.
- Reserved seats for a Conference platform appearance from Rt Hon Ed Davey MP, Secretary of State for Energy and Climate Change
- Buffet Lunch
- Roundtable discussion with Ed Davey MP and Kirsty Williams AM

Sponsoring a Reception

There are opportunities to sponsor our main events and receptions on Friday 19 April and Saturday 20 April. Each event provides an opportunity to gain additional exposure for your organisation and we will work with you to secure a high profile host.

To discuss sponsorship opportunities, please call Ian Walton on 029 2031 3400.

Gala Dinner with Vince Cable

The popular Conference Dinner will be on the Saturday Evening of the Conference in the Mercure Cardiff Holland House Hotel & Spa. Dr Vince Cable MP, Secretary of State for Business, Innovation and Skills has kindly agreed to speak at this year's dinner. This will provide an excellent networking and relationship building opportunity. Sponsorship opportunities are also available. Please call Ian Walton to discuss these on 029 2031 3400 or by email to ian.walton@welshlibdems.org.uk.

Advertising in the Conference Agenda

The Conference Agenda is the complete guide to all events and activities taking place during our Conference. **It is the one document that everyone keeps with them and refers to constantly throughout the weekend.** Copies of the Conference Agenda are distributed in advance to all attendees and members of the media.

All exhibitors and fringe events will be included in the listings pages. However, if you want your fringe or exhibit to stand out from the crowd, then we advise you to take out an additional advert.

Lanyards

As security becomes an ever-increasing priority for the Conference, the visibility of the Conference Badge is even more important and provides an ideal branding opportunity as each attendee must wear their badge at all times during the Conference. You can either supply your own lanyards or supply your artwork/logo and we will produce them for you.

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Booking Form: Page 1 of 4

Your Details	
Organisation:	
Contact Name:	
Address:	
Telephone:	
Email:	

Fringe Meetings	Premier Fringe	Fringe
Commercial/Government/Public Bodies/ Professional Associations	<input type="checkbox"/> £800	<input type="checkbox"/> £650
Registered Charities	<input type="checkbox"/> £400	<input type="checkbox"/> £325
Preferred day & time	<input type="checkbox"/> Sat lunchtime	<input type="checkbox"/> Fri evening <input type="checkbox"/> Sat breakfast <input type="checkbox"/> Sat afternoon <input type="checkbox"/> Sat evening <input type="checkbox"/> Sun breakfast <input type="checkbox"/> Sun lunchtime
Exhibition	Premier Site (3mx2m)	Standard Site (2mx2m)
Commercial/Government/Public Bodies/ Professional Associations	<input type="checkbox"/> £800	<input type="checkbox"/> £600
Registered Charities	<input type="checkbox"/> £400	<input type="checkbox"/> £300

Fringe / Exhibitor Pass Details

Please Note: Passes are non-transferrable, and are valid for the whole weekend whether you intend attending the Conference for the whole or part of the Conference. For security reasons they must be worn at all times during the Conference. Passes will not be sent out in advance but will be available for collection from the Registration Desk on arrival at the Conference. If you require additional passes, these are available at the Additional Standard Observer Pass Rate outlined below.

1 st Observer	
2 nd Observer	
3 rd Observer	
4 th Observer	
5 th Observer	

Note: You will receive 2 free Observer passes for standard Exhibition Stand and 3 for a Premier Exhibition Stand, 3 for a Premier Fringe and 2 for a Fringe Meeting.

The Policy Pitch

We would like to take up our one FREE place at the Policy Pitch (restricted to organisations booking an exhibition or a fringe)	<input type="checkbox"/>
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Booking Form: Page 2 of 4

		Total cost
Corporate Package		
<i>(1 place per organisation, additional places may be made available subject to demand)</i>		
Commercial / Government / Public Bodies / Professional Associations – includes the Observer Plus Package	<input type="checkbox"/> £400 x _____	£
Energy Forum		
<i>(1 place per organisation, additional places may be made available subject to demand)</i>		
Commercial / Government / Public Bodies / Professional Associations – includes the Observer Plus Package	<input type="checkbox"/> £400 x _____	£
Registered Charities - includes the Observer Plus Package (NB: The number of reduced charity places is very limited so book early to avoid disappointment)	<input type="checkbox"/> £300 x _____	£
Standard Observer Package		
<i>(1st attendee from your Organisation)</i>		
Commercial / Government / Public Bodies / Professional Associations	<input type="checkbox"/> £200 x _____	£
Registered Charities	<input type="checkbox"/> £150 x _____	£
Public Affairs Cymru: PAC Members receive a 10% Discount on the above Standard Observer Prices. Please tick here if you are a member of PAC		<input type="checkbox"/>
Additional Standard Observers		
<i>(2nd and subsequent attendees from your Organisation)</i>		
Commercial / Government / Public Bodies / Professional Associations	<input type="checkbox"/> £150 x _____	£
Registered Charities	<input type="checkbox"/> £100 x _____	£
Observer Plus Package (per attendee)		
Commercial / Government / Public Bodies / Professional Associations	<input type="checkbox"/> £300 x _____	£
Registered Charities	<input type="checkbox"/> £200 x _____	£
Public Affairs Cymru: PAC Members receive a 10% Discount on the above Observer Plus Prices. Please tick here if you are a member of PAC		<input type="checkbox"/>
Observer Pass Details		
Please Note: Passes are non-transferrable, and are valid for the whole weekend whether you intend attending the Conference for the whole or part of the Conference. For security reasons they must be worn at all times during the Conference. Passes will not be sent out in advance but will be available for collection from the Registration Desk on arrival at the Conference.		
1 st Observer		
2 nd Observer		
3 rd Observer		
4 th Observer		
5 th Observer		

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Booking Form: Page 4 of 4

Booking Summary		
		PAC Discount
Fringe	£	n/a
Exhibition	£	n/a
Corporate Package(s)	£	n/a
Energy Forum	£	n/a
Observer Plus	£	10%
Standard Observer(s)	£	10%
Advertising	£	n/a
Gala Dinner	£	n/a
Grand Total:	£	
<i>NB All prices are inclusive of VAT</i>		

Invoices: Invoices will only be raised on receipt of a completed booking form. Your booking form must be returned by 01 March 2013.

Cancellations: Cancellation of bookings made after 01 March 2013 will incur a 50% cancellation charge. Cancellations after 01 April 2012 will be charged the full price.

Signature: _____ Date _____

Please return this form to:

Ian Walton, Party Manager, Welsh Liberal Democrats, Freedom Central, Blake Court, Schooner Way, Cardiff, CF10 4DW or electronically to ian.walton@welshlibdems.org.uk

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