



The British  
Psychological Society  
Promoting excellence in psychology

# Annual Conference 2018

East Midlands Conference Centre, Nottingham  
2-4 May 2018



**Sponsorship &  
Exhibition Opportunities**

[www.bps.org.uk/ac2018](http://www.bps.org.uk/ac2018)

# About the Annual Conference

The Society's Flagship annual event will give you an opportunity to meet with practising psychologists, researchers, academics and students of psychology from the UK and around the world. The lecture programme includes internationally renowned keynote speakers. Additionally, there will be a mix of workshops, symposia, individual papers and posters presented, Society's Award Ceremony plus the Networking Reception and Gala Dinner, as well as an exhibition throughout the Conference.

The event will also be publicised on the Society website and in *The Psychologist*, the monthly publication sent to over 50,000 members of the Society.

## Who attends the Conference?

Over 350 organisations were represented at the 2017 Annual Conference, including major employers of psychologists (both public and private sector), students, research/academic psychologists and independent practices. In total there are over 500 attendees.

## Benefits of sponsoring

With an estimated 550+ delegates attending the conference, we offer a wide range of opportunities for you to promote your company. The Sponsorship packages are designed to provide a valuable solution for your business, which will raise your company profile.

Sponsorship of this event offers you opportunities to:

- Build relationships and **develop brand identity**.
- Heighten **visibility** of your company to a wider range of audience.
- Receive company **recognition** on our website, in the conference programme booklet and on conference displays.
- **Create** new business relationships and develop brand awareness.

## Benefits of exhibiting

To maximise your company's exposure to the delegates, the exhibition space is situated close to the main hub of the conference. There are allocated breaks throughout the conference during which delegates visit the exhibitions. If you exhibit at this conference, you'll be able to:

- Make face-to-face contact with new and existing customers.
- **Market** your company's expertise.
- Provide **hands-on exposure** to your products.
- **Raise** your brand awareness through our marketing.
- **Network** with new and existing customers.
- Gain **customer feedback** about your products, services and company.
- **Heighten** your company profile from your competitors.

# Headline Sponsor

## Benefits include:

- Sponsorship of the Gala dinner and Pre dinner drinks. Company logo on the dinner tickets, menu cards and table numbers. Display one piece of company literature/gift on each table. Can include a five minute presentation.
- A thank you during the welcome speech and the opportunity to raffle off company prizes at the Gala dinner.
- Logo and profile in key sponsors area of the conference programme booklet.
- 2 x unit Exhibition space (maximum of 3 staff attending).
- Company logo on all promotional materials including:
  - Acknowledgement on social media websites (Twitter and Facebook).
  - Event website (with hyperlink).
- Headline branding of conference app, including logo on home screen (if booked early enough).
- Banner advert included on the app.
- Single page A4 insert in the Conference pack.
- 2 x full-page advert or 1 x double full-page advert in the conference programme booklet. **Advert copy deadline 8 March.**
- 4 x complimentary non-residential full conference passes for your employees, clients, and/or prospects.
- 4 x passes to the Gala Dinner (Thursday) with the opportunity to host your own table.
- Company logo on the front of conference programme booklet.
- Opportunity to display roller banner in the main session room and in a prime location of your choice.
- Inclusion of company branded pen, or branded phone charger/USB in the delegate packs (supply yourselves, or pay extra and we provide)

Price: **£8,995** + VAT

# Gold Sponsorship

## Standard benefits include:

- Logo and profile in key sponsors area of the conference programme booklet.
- Opportunity to display 2 x roller banners for the full 3 days in key locations in the venue.
- 1 x unit Exhibition space (maximum of 2 staff attending).
- Company logo on all promotional materials including:
- Acknowledgement on social media websites (Twitter and Facebook).
- Event website (with hyperlink).
- Single page A4 insert in the Conference pack
- Banner advert included on conference app.
- 1 x single full-page advert of your company in the conference programme booklet.
- 2 x complimentary non-residential full conference passes for your employees, clients, and/or prospects.
- 2 x passes to the Gala dinner (Thursday).

As a Gold Sponsor, in addition to the above you choose an Exclusive element for your package from the following four available options.

## Headline Gold Sponsor – £6,995 + VAT

Be our exclusive sponsor of the Networking Reception (Wednesday). This entitles you to display roller banners around the networking reception area. Acknowledgement on social media and the programme. Also includes the opportunity for a five minute presentation. NEW: This package also includes sponsorship of the BBQ after the Networking Reception with your logo on wristbands and a roller banner at the BBQ.

## Keynote Gold Sponsor – £5,995 + VAT

There will be four keynote speakers at the annual conference and this package offers you the opportunity to sponsor their talk. Your company will be linked to their talk throughout the publicity for the conference and at the conference. Keynote sessions will also be filmed for post-conference promotion. The speakers are:

*Professor John Antonakis*

*Professor Cathy Crewell*

*Professor Brian Nosek*

*Professor Stephen Reicher*

## Delegate Bag Gold Sponsor – £5,995 + VAT

Exclusive branding of the delegate bag for all 500+ attendees.

## Poster Session Gold Sponsor – £5,995 + VAT

Includes literature stands/roller banners placed in the poster area. All poster boards will include your company logo. Sponsorship recognition on website and programme. Includes association with and recognition at poster prize givings.

# Silver Sponsorship

## Benefits include:

- Logo and profile in key sponsors area of the conference programme booklet.
- Opportunity to display 1 x roller banner for the full 3 days in key locations in the venue.
- 1 x unit Exhibition space (maximum of 2 staff attending).
- Company logo on all promotional materials including:
- Acknowledgement on social media websites (Twitter and Facebook).
- Event website (with hyperlink).
- Single page A4 insert in the Conference pack.
- 1 x half-page advert in the conference programme booklet.
- Banner advert included on conference app.

£2,500 + VAT

# Bronze Sponsorship

## Benefits include:

- Logo and profile in key sponsors area of the conference programme booklet.
- Opportunity to display 1 x roller banner for the full 3 days in key locations in the venue.
- Single page A4 insert in the Conference pack.
- Company logo on all promotional materials including:
- Acknowledgement on social media websites (Twitter and Facebook).
- Event website (with hyperlink).
- 1 x unit Exhibition space (maximum of 2 staff attending)

£1,500 + VAT

# Exhibition only packages

Exhibition benefits include company logo and profile listed in the programme and on the conference website. Refreshments and lunches included for members of your team. **All exhibitors have access to Conference sessions included in their exhibition price.**

1 x unit Exhibition space for the full 3 day conference (2 staff)

£845 + VAT

2 x unit Exhibition space (3 staff)

£1395 + VAT

3 x unit Exhibition space (4 staff)

£1795 + VAT

# Optional extras

## Conference App Banner Ads

Your company logo or an image of your choice will be displayed on the conference app and is linked to your company website. These remain on the app one year after the conference.

£350 + VAT

## Branding of badge lanyard

£1,500 + VAT

## Pack inserts (up to A4 size)

Inclusion of a single sheet flyer

£495 + VAT

Inclusion of a 2–6 page document

£595 + VAT

Inclusion of a 7+ page document

£POA

Full page colour advert in conference programme

£795 + VAT



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