

Central Buying Consortium

ANNUAL CONFERENCE & EXHIBITION 2009

SUPPLIER DIVERSITY IN THE PROCUREMENT DECISION

THURSDAY 19 MARCH 2009

The Institution of Civil Engineers, One Great George Street, London



Sponsorship and Exhibition Opportunities

Limited Exhibiting Opportunities

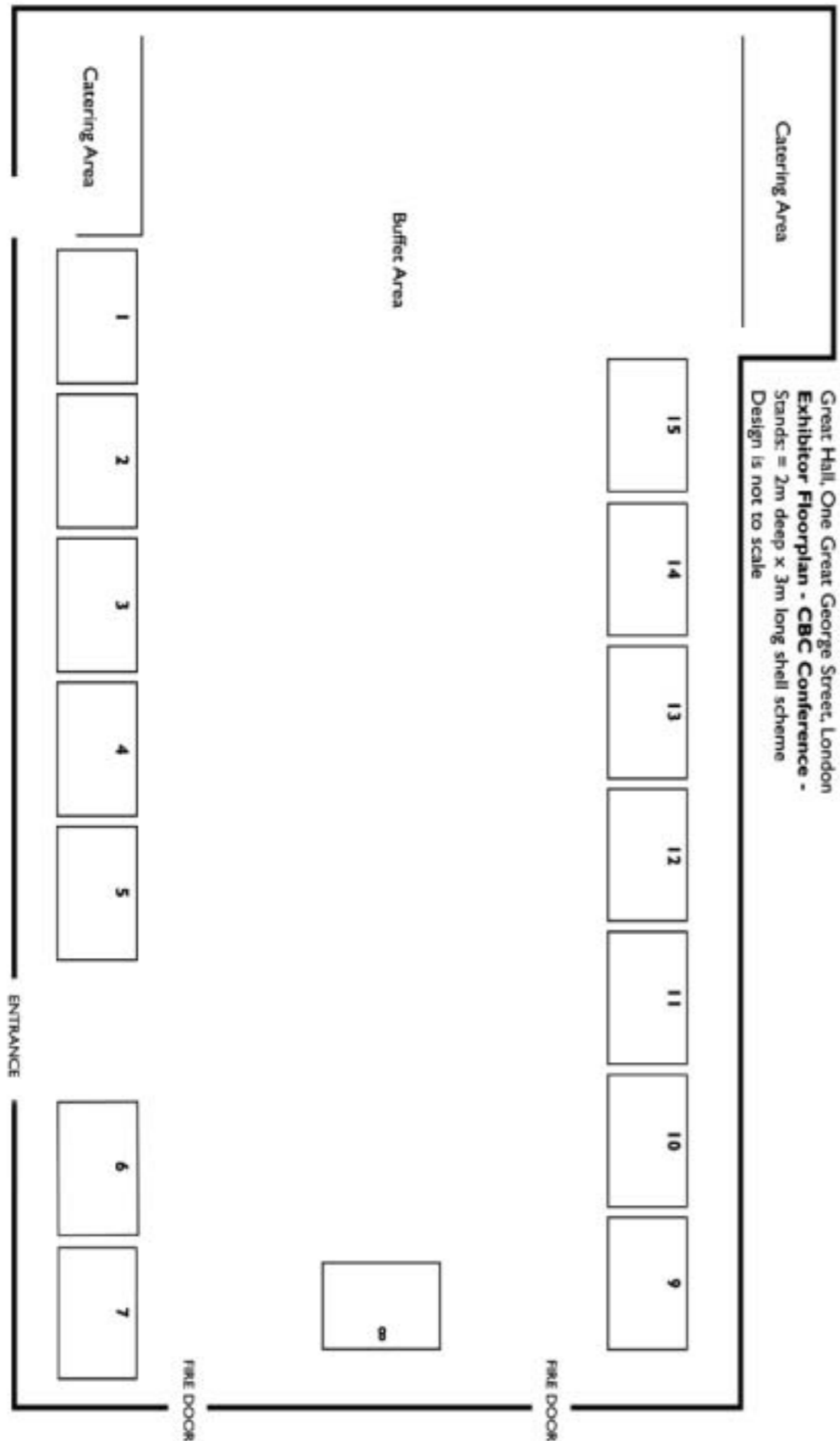
Suppliers who are interested in exhibiting should contact the exhibitions team on 0845 270 7066 or email exhibitions@bipsolutions.com



EVENTS - EXHIBITION FLOORPLAN
ONE GREAT GEORGE STREET, LONDON

EVENT: CBC Annual Conference & Exhibition

DATE: 19 March 2009



Are you looking to secure a larger share of government business?

With a membership of 17 local authorities in the south east of England and a collective spend of over £900 million, the Central Buying Consortium (CBC) is the largest local authority purchasing consortium in the UK. The CBC's mission is to use its collective strength, combined expertise and co-ordinated purchasing for the benefit of all its members.

The Central Buying Consortium Annual Conference and Exhibition provides suppliers with the opportunity to develop relationships with the purchasing departments within all 17 member local authorities.

How can suppliers reach this powerful audience?

Suppliers who are interested in working with this important group can exhibit at the CBC Annual Conference and Exhibition.

Make your products and services visible to public sector buyers from:

- Bedfordshire County Council
- Buckinghamshire County Council
- Coventry City Council
- Dorset County Council
- Essex County Council
- Hampshire County Council
- Hertfordshire County Council
- Kent County Council
- Luton Borough Council
- Milton Keynes Council
- Northampton Borough Council
- Northamptonshire County Council
- Oxfordshire County Council
- Portsmouth City Council
- Southampton City Council
- Suffolk County Council
- West Sussex County Council

Exhibitors at the 2008 event included Barclaycard, Canon, Dell, Duplo International, Greenham, Hags Play, Lyreco, Matrix Display Systems, Ricoh, Screwfix, Sharp, Stannah Stairlifts, Supplies Team and Talk Paper.

Why exhibit?

For companies supplying or wishing to supply the UK public sector market, trade exhibitions play a crucial role in business development. In an industry where identifying key decision makers and developing business relationships can be time-consuming and expensive, trade shows offer a unique platform on which suppliers and buyers can engage directly. The Central Buying Consortium Annual Conference and Exhibition will provide your organisation with the opportunity to promote your expertise to the largest local government purchasing consortium in the UK and meet with personnel representing the 17 member authorities.

- Gain new business by meeting hard to reach buyers
- Cement relationships with existing customers
- Build your database of public procurement practitioners
- Ensure your organisation wins business in this lucrative market
- Launch new products and services
- Expose your brands to a niche target audience
- Position your company as a market leader
- Network with industry colleagues, and keep abreast of competitor initiatives

Limited Exhibition Opportunities

Option 1 – Sponsorship Package

- 15 minutes speaking opportunity within main conference
- A 3 x 2 metre shell scheme stand in a prime location to be manned by 2 members of staff
- 4 delegate places at the conference
- A full colour A4 advertisement within the conference brochure
- Corporate logo with hyperlink on the event website in the run up to the event
- Corporate logo, clearly stating you are a key sponsor, on all pre-event promotional literature
- Corporate logo, clearly stating you are a key sponsor, on all on-day event and promotional literature, including signage, stationery, badges and documentation
- 150 word business profile to appear in the conference brochure
- One conference pack
- Full delegate attendee list following the event for a one-off promotional mailing

Total investment – £6500 + VAT

Option 2 – Exhibition Package

- A 3 x 2 metre shell scheme stand in a prime location to be manned by 2 members of staff
- 2 delegate places at the conference
- A full colour A4 advertisement within the conference brochure
- Corporate logo with hyperlink on the event website in the run up to the event
- 150 word business profile to appear in the conference brochure
- One conference pack

Total investment – £4000 + VAT

Drinks Reception Sponsor Package

- A full colour A4 advertisement within the conference brochure
- 2 delegate places at the conference
- An opportunity to display promotional literature and a pop-up stand within the drinks reception area
- 150 word business profile to appear in the conference brochure
- Corporate logo with hyperlink on the event website in the run up to the event

Total investment – £2500 + VAT

Delegate Bag Sponsor Package

- Corporate logo displayed on all conference delegate bags
- Inserts in all conference delegate bags, up to 20 grams in weight
- 2 delegate places at the conference
- Corporate logo and 150 word business profile within the conference brochure
- Corporate logo with hyperlink on the event website in the run up to the event

Total investment – £2500 + VAT