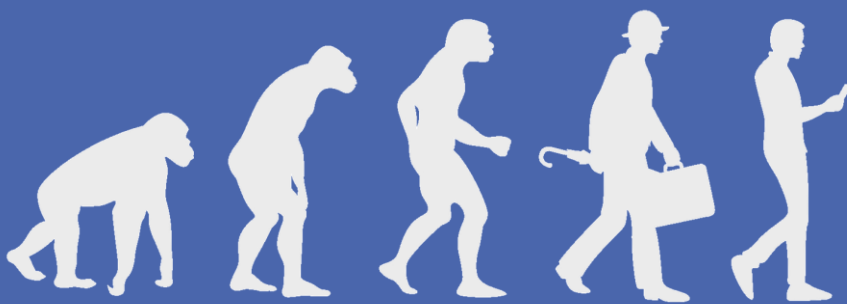




Practice Evolution **2017** Exhibitor and Sponsorship Package



15 June 2017 | London

21 September 2017 | Manchester

www.practiceevolution.co.uk

0800 074 2896



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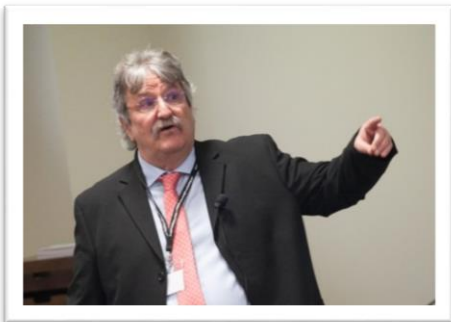
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ABOUT THE CONFERENCE

ABOUT THE ICPA

The ICPA was formed in recognition of the fact that little was being done to help the thousands of small accountancy practices throughout the UK known as local, or high street or GP accountants.

No one Institute or organisation was dedicated solely to these practices with the result that Accountants everywhere regardless of their Institute felt at best marginalised and at worst frankly abandoned.



The founders of the ICPA were all accountants in practice in varying institutes and they got together as friends to vent their mutual dissatisfaction.

It was decided to be practice specific and to recognise and concentrate solely on the needs and wants of the small practitioner and to try to bring innovation and recognition to bear.

The ICPA set out to put together a range of benefits and support that would make accountants everywhere feel welcome and appreciated and understood.

In a short space of time membership numbers grew and grew and most pleasing was the fact that members were joining who were ICAEW, ACCA, CIOT, AAT, ATT, qualified and for those who were qualified by experience the ICPA became their first chance of genuine recognition and they have joined also.

Today the ICPA have 900+ practices that have joined and if you count the individual partners/directors of these practices we have over 1,150 individuals who have stopped moaning and joined.

PRACTICE EVOLUTION CONFERENCE

2017 sees continuation of the new look ICPA Conference in the form of the Practice Evolution conference. It will be focusing on the future of accounting practices, what we have to look out for and how we can meet the challenges head on without forgetting the nitty gritty of our everyday work in tax and accounts.

Following the success of 2016 we will be taking the conference back to LONDON AND MANCHESTER.

Each conference will feature different keynote speakers and each will be decidedly different.

Our specially chosen speakers are all experts in their field with great presentational skills and they all have the remarkable ability of imparting help and information.



Added to our great speaker line up we also have a mini exhibition which attendees will be free to visit throughout the day as well as before and after the event.

Tea, coffee and drinks will be freely available throughout the day and a buffet lunch is included.

We aim to make our Practice Evolution Conference an annual event which every Accountant in Practice will want to put in their diary because our profession and the way we work is definitely evolving.



WHO ATTENDS PRACTICE EVOLUTION?

This conference is designed for the forward thinking accountant. It is generally attended by small practice accountants who are looking to improve their practice and get guidance on a number of pressing issues. About 60% of attendees were ICPA members with 40% being non-members.



In London (June 2016) we had 104 Paying Delegates

In Manchester (September 2016) we had 120 Paying Delegates – This was a sell-out event as we reached full capacity at the venue.

With Making Tax Digital still on the horizon and the need for clarification we would expect to see similar numbers at the 2017 events.

OPPORTUNITIES FOR EXHIBITORS AND SPONSORS

The exhibition side of the conference has always been of great importance to us. It gives the delegates a chance to engage with products and services new to them and to ask the questions they need answering.

The Exhibitor and Sponsorship Package has been designed to offer significant benefits to your organisation before, during and after the event. The Exhibition area has been chosen to ensure that there are excellent networking opportunities to promote your organisation at the Conference and allow you to engage with the delegates in a friendly, supportive and intellectual environment. Exhibitors have always found delegates to be polite, inquisitive and ready to learn more about the organisation and the products and services they have to offer.



EXHIBITOR PACKAGES

EXHIBITOR PRICES

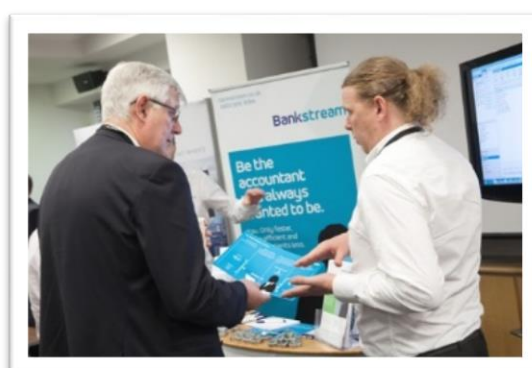
Exhibitor options	Standard price	Early bird price*
Stand in exhibition hall	£950	£850
Additional exhibitor pass	£50	£50

*early bird price applies if you book by the 31st December 2016.

EXHIBITOR SPACE

Each Exhibitor Booking includes the following:

- A 2.5m space for banners and signage
- A 6ft table (This can removed if you don't want it)
- 2 complimentary passes for stand managers (this will include refreshments and lunch)
- Access to mains power (you may need to bring an extension lead)
- Free access to high speed broadband
- Dedicated exhibitor webpage on www.practiceevolution.co.uk
- Mentions on all conference emails (10+) which go to our 21k+ database of accountants
- 5+ standalone mentions on Twitter (currently at 5k+ followers)
- General pre-conference publicity as an exhibitor



ADDITIONAL INFORMATION

Venue information: Instructions on where to send the display items will be sent to you once your booking form has been processed. Any materials you wish to be returned must be arranged by your organisation.

Power and Wireless Connection: There is mains power available for all exhibitors but we would advise you bring an extension lead if power is required. You will also have free access to high speed Wi-Fi from the venue, with passwords being provided on the day.

Requirements: We ask all of our exhibitors to send out 2x emails to their contacts highlighting their involvement in the event. We would also ask that you do at least 3 tweets/re-tweets about the event. Discount codes will be provided for you to give to your contacts.

Distribution of Materials: Exhibitors will only be allowed to distribute materials from their stand and will not be permitted to place promotional materials on the delegate's seats or anywhere other than their designated area.

Allocation Process for exhibitor space: Exhibitors who are sponsoring will have priority in selecting their exhibitor space, based on the sponsorship level. The remaining spaces will be allocated by our team on the day.

Exhibitor badges: The payment for each exhibitor stand will include two complimentary passes for stand managers. Additional badges for stand managers may be purchased for £50 each. Exhibitors are to go straight to the exhibition hall where they will be able to pick up their exhibitor badges.

Installation and dismantling of Exhibitor Space: Exhibitors may set up their display stands on the day of the event from 07:30am. All exhibitor stands must not be dismantled before the final refreshment break of the day.

Security and Liability: The ICPA will take special precautions to safeguard each exhibitor's property during the Conference. However the ICPA specifically disclaims any and all liability. Exhibitors assume all responsibility and liability for their property, personnel and employees.

Purpose Clause: The ICPA reserves the exclusive right to determine the relevance of the organisation's product and refuse a prospective exhibitor the right to exhibit. The organisation has to offer a product or service of specific value to ICPA members.

Terms of Payment: Once you have made a booking, you will be issued an invoice for the full amount. Full payment will be required once an invoice is issued.

Cancellation Policy: All cancellations must be made in writing to ICPA. ICPA shall retain:

- 10% of the exhibitor fee if cancellation is received more than 5 months prior to the Conference
- 50% of the exhibitor fee if cancellation is received less than 5 months prior to the Conference
- 100% of the exhibitor fee, if the cancellation is received by the ICPA less than three months prior to the Conference, unless the exhibition is fully sold and the display stand space can be re-sold.

Please note any bookings made under the early bird discount rate are non-refundable

The ICPA assumes no responsibility for having included the name and information of the cancelled exhibitor in the Conference Programme or any other materials.

SPONSORSHIP PACKAGES

GOLD SPONSOR

Sponsorship Price: £4,500

OBJECTIVES OF THE SPONSOR

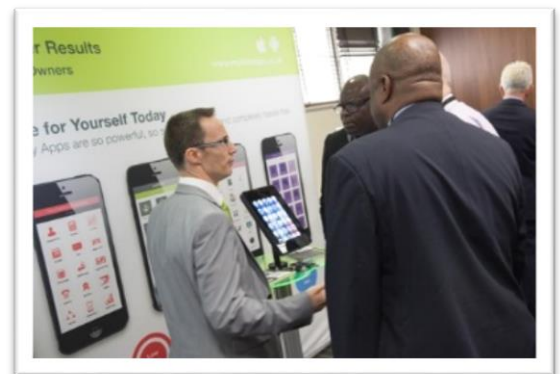
- To connect your organisation to accountants in practice at the Practice Evolution Conference and to provide a strong foundation on which to build relationships with them.
- To publicise your organisation's products and services among key decision makers in small practice accounting firms.

ABOUT THE GOLD SPONSORSHIP

The Gold Sponsor is the headline sponsor of the event. There is only one gold sponsor at each event and they will feature prominently at the event and on all promotional material.

GOLD SPONSORSHIP INCLUDES:

- Branding at the Conference i.e. your organisation's name and logo on the signage
- Materials distributed at the Conference
- Feature on all conference emails as 'Gold Sponsor' (10+) which go to our 21k+ database of accountants
- 10+ standalone mentions on Twitter (currently at 5k+ followers)
- General pre-conference publicity as a sponsor
- Dedicated Sponsorship webpage on the Practice Evolution website with your organisation's name, logo, blurb and a video enabling you to target your communication to delegates
- An exhibitor stand at both London and Manchester
 - 2.5m space for banners and signage
 - A 6ft table (This can be removed if you don't want it)
 - 2 complimentary passes for stand managers (this will include refreshments and lunch)
 - Access to mains power (you may need to bring an extension lead)
 - Free access to high speed broadband
- Receipt of the Practice Evolution delegate list for your organisation



LANYARD SPONSOR

Lanyard Sponsorship Price: £300

OBJECTIVES OF THE SPONSOR

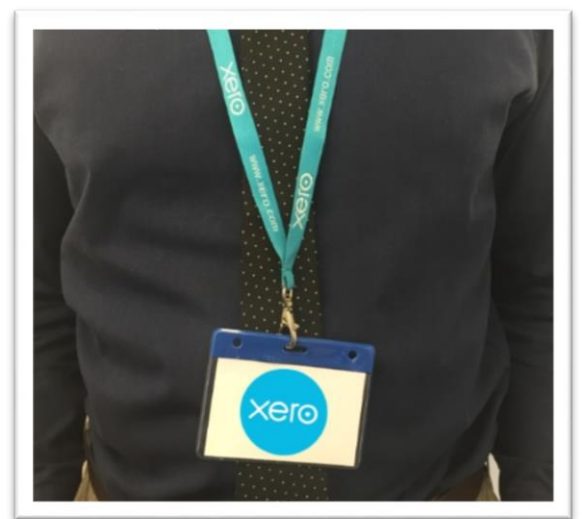
- To provide maximum visibility for your organisation and to provide a strong foundation on which to build relationships with small practice accountants.
- To increase awareness and engagement with your organisation among the accounting community.

ABOUT THE LANYARDS

All registered attendees, exhibitors and speakers will receive a Lanyard. The lanyards will be created with the Lanyard sponsor's logo on the strap and optional message on the back of the name badge.

LANYARD SPONSORSHIP INCLUDES:

- Sponsor's logo will be printed on the strap of every lanyard.
- Optional message can be printed onto the back of the name badge.
- Mentions on 5+ conference emails which go to our 21k+ database of accountants
- 5+ mentions on Twitter (currently at 5k+ followers)



PRACTICE EVOLUTION CONFERENCE EXHIBITOR AND SPONSORSHIP BOOKING FORM

For more information on the exhibition and sponsorship opportunities at the Practice Evolution Conference or for any other enquiries, please contact Michael Wilson – michael@icpa.org.uk

Company Name:	
Contact Name:	
Position:	
Address:	
Telephone:	
Email:	
Date:	
Signature:	

EXHIBITOR AND SPONSORSHIP PACKAGES (PLEASE COMPLETE AS APPROPRIATE)

Practice Evolution Locations:

London | 15th June 2017

Manchester | 21st September 2017

Package	Location(s)	Cost £
Stand in exhibition hall <input type="checkbox"/>		£
Additional exhibitor pass <input type="checkbox"/>		£
Gold sponsor <input type="checkbox"/>		£
Lanyard sponsor <input type="checkbox"/>		£
		Total: £

Once you have made a booking, you will be issued an invoice for the full amount. Full payment will be required once an invoice is issued.

Please note any bookings made under the early bird discount rate are non-refundable

Please complete the Practice Evolution Conference Exhibitor and Sponsorship Package Booking Form and email the form to Michael Wilson – michael@icpa.org.uk