

Practice Evolution 2019 Exhibitor and Sponsorship Package

The number one event for the forward thinking accountant in practice.

[London Event](#)

27TH

June 2019

Royal College of Physicians,
London,
NW1 4LE

[Manchester Event](#)

4TH

July 2019

etc. Venues,
Manchester,
M1 3HU



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Practice Evolution Conference

“Practice Evolution” is now established as the ICPA Annual Conference providing a platform to educate and empower accountants in practice.

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 2018 we will be taking the conference back to LONDON AND MANCHESTER.

Apart from a great speaker line up we also have an exhibition zone which delegates can visit throughout the day as well as before and after the event. The Exhibitors are all chosen by the ICPA to be small practice specific. 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.



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Who attends the conference?

This conference is designed for the forward thinking accountant. It is attended by small practice accountants who are looking to improve their practice and get guidance on a number of pressing issues.

Practice Evolution is attended by small practice accountants who are looking to improve their practice, understand what the latest technology has to offer and learn from speakers, exhibitors and colleagues alike.

About 60% of attendees are ICPA members with 40% being non-members.

In London (June 2018) we had 100+ Paying Delegates
In Manchester (September 2018) we had 100+ Paying Delegates.

With Making Tax Digital and numerous other changes on the horizon we would expect to see similar numbers at the 2019 events.



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Opportunities for the 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.

90% of delegates are practice decision makers which provides exhibitors which a unique sales opportunity.



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Each Exhibitor Booking includes the following:

- A 2m 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
- Dedicated exhibitor webpage on www.practiceevolution.co.uk
- Mentions on all conference emails (10+) which go to our 26k+ database of accountants
- 5+ standalone mentions on Twitter (currently at 10k+ followers)
- General pre-conference publicity as an exhibitor



**Exhibitors Price:
£1,000**



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Gold Sponsor

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 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 26k+ database of accountants

- 10+ standalone mentions on Twitter (currently at 10k+ 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

Sponsorship Price:
£4,500



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Lanyard Sponsor

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. This year the lanyards will have built in phone chargers. This should mean that delegates will take them back to the office or home and continue to use them long after the conference has finished.

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 26k+ database of accountants
- 5+ mentions on Twitter (currently at 10k+ followers)



Sponsorship Price:
£1,000



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Additional Information part 1

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.



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Additional Information part 2

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.

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



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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:

Landline:

Email:

Date:

Signature:

Exhibitor and Sponsorship Packages

Practice Evolution Locations:

27 June 2019 | Royal College of Physicians, London
4 July 2019 | etc. Venues, Manchester

Package	Location(s)	Cost (£)
Stand in exhibiton hall		£
Additional exhibitor pass		£
Gold Sponsor		£
Lanyard sponsor		£

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