



Practice Evolution 2018 Exhibitor and Sponsorship Package



practiceevolution.co.uk



info@icpa.org.uk



0800 074 2896

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About The ICPA

The ICPA was formed to promote and recognise the work of small practice accountants throughout the UK. Millions of taxpayers and small businesses rely on their accountant to not only handle their dealings with HMRC but when it comes down to their business to help them establish, maintain, grow and ultimately plan their exit strategy. The ICPA provide targeted support including a vast range of benefits tailored specifically to their needs.

With over 1,200 individual accountants as members who in turn control over 990 accounting practices spread across every one of the major UK Institutes as well as those accountants in practice today who are qualified by experience our small practice specific approach has proven to be a success.

The ICPA provide over 35 small practice specific benefits covering Information Technology, CPE & Information, Practice Growth and Administration as well as two e-magazines "Tax Update" and "Vat Update" to augment our

Quarterly magazine "Accounting Practice" as well as providing regular free to all webinars.

The ICPA are representing small practice accountants on every major issue that effects them having representatives dealing with HMRC and H M Treasury on issues such as MTDfB and Money Laundering.

The ICPA are always open to new innovations in the world of practice and are constantly seeking the very best products to recommend or where appropriate provide free to the membership.

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 2017 we will be taking the conference back to LONDON AND MANCHESTER.

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

Apart for 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.



Who Attends Practice Evolution?

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.

In London (June 2017) we had 100+ Paying Delegates
In Manchester (September 2017) we had 100+ Paying Delegates – This was a sell-out event as we reached full capacity at the venue.

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

With Making Tax Digital still on the horizon and the need for clarification we would expect to see similar numbers at the 2018 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.

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.

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.

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



Exhibitors Prices

Exhibitor options	Standard price	Early bird price*
Stand in exhibition hall	£1,000	£900
Additional exhibitor pass	£50	£50

*early bird price applies if you book by the 31st December 2017.

Exhibitors 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 26k+ database of accountants
- 5+ standalone mentions on Twitter (currently at 10k+ 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.



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

Lanyard Sponsorship

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

**Sponsorship Price:
£400**

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 | 7th June 2018

Manchester | 27th September 2018

Package		Location(s)	Cost (£)
Stand in exhibiton 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