



## **AIT Annual Conference 2018**

**Wednesday 19<sup>th</sup> – Thursday 20<sup>th</sup> September 2018, Luton Hoo Hotel**







# Sponsorship Packages

**DEADLINE FOR SUBMISSIONS: Friday 16<sup>th</sup> February 2018**

## Venue



## Introduction

The AIT conference is a **unique** event, bringing together I.T. Directors and senior staff from many of the UK's accountancy firms.

The conference provides a networking opportunity for both firms and suppliers to the industry, with a mix of **informative** presentations, round table discussions and breakout sessions.

With refreshment and lunch breaks taken in the sponsors **networking** area, there are plenty of opportunities to develop new contacts and catch up with your clients.

In 2017, over 100 representatives

from member accountancy firms, suppliers and industry partners enjoyed two days of **debate**, education, networking and socialising.

A wide range of key IT **topics** were addressed, along with updates and a look at what's in store for the UK's accountancy firm IT departments over the next 12 months. Everybody used the opportunity to **discuss** products and gain quality feedback from some of the industry's most experienced IT professionals.

Now in its eighth year, the AIT conference has gained an enviable **reputation** as the go to event for IT professionals in the accounting sector.

The **2018** event will focus on technological challenges and opportunities faced by the accounting profession. To include, topics such as GDPR, making tax digital (MTD), AI and of course cyber security.

Sponsorship is an essential element of the AIT conference programme and each and every sponsor is **valued** for their financial support, technical input, and their experience in this important vertical market-place. With the expansion of membership, the 2018 conference is planned to be a bigger and better event than ever before.

## Previous conferences



Sir Ranulph Fiennes, 2017



Ortis Deley, 2016



Spencer Kelly, 2015





# 2018 ait conference

## Sponsorship Request Form

All requests for sponsorship must use this form. All requests are submitted to the AIT Board of Directors; each applicant will receive written notification confirming whether their application was successful or not after the deadline date of Friday 16<sup>th</sup> February 2018. Prior to completing this form, please review the terms and conditions below; all completed forms should be sent to our conference secretariat

[emma.jones@aituk.co.uk](mailto:emma.jones@aituk.co.uk)

### Sponsor Information

Company Name:	
Contact Position Title:	
Contact Name:	
Address:	
Contact Phone Number:	
Contact email:	

### Please indicate which sponsor level requested (tick all that apply)

- Platinum Sponsorship      £12,000 +VAT
- Gold Sponsorship            £7,000 +VAT
- Silver Sponsorship         £4,500 +VAT
- Bespoke Sponsorship Options    POA

Total amount of sponsorship requested (NET): £ \_\_\_\_\_ Purchase Order Number: \_\_\_\_\_

Name of authorised signatory: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Terms and Conditions

1. All sponsorship packages will be awarded or refused at the discretion of the AIT Board of Directors. Sponsors need to be committed to I.T. knowledge sharing and supplying the most appropriate solution to the accountancy vertical market. AIT retains the right to reject any sponsor that it deems inappropriate.
2. After written acceptance by AIT, the sponsor must provide their logo image (in the format required by AIT) and other details required (such as correct use of the sponsor's name, trademarks etc.) to AIT within 10 days of receipt of acceptance. Sponsorship costs will be invoiced with payment due within 14 days of invoice.
3. Sponsorship benefits cannot be delivered without payment. If payment has not been received within 14 days of invoice, AIT reserve the right to cancel the sponsorship package, and/or amend the benefits provided.
4. The organisers reserve the right to change the event schedule and sponsorship benefits without notice. Every effort will be made to minimise inconvenience to sponsors and to provide similar benefits.
5. All sponsorship materials must be submitted before 31<sup>st</sup> August 2018; failure to do so could result in the cancellation of the specified package.
6. All presentation/video & technical content must be submitted before 31<sup>st</sup> August 2018; failure to do so may result in the cancellation of the specified package.
7. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent, advertise or distribute literature or materials for the products or services of any other firm or organisation except as approved in writing by AIT.
8. AIT will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise before, during or after the conference.
9. No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that marks or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable, in full, by the sponsor.
10. Participation at AIT Annual Conference is restricted to AIT members, other invited large professional services firms, premium suppliers, sponsors and AIT invited guests. No delegate whether from an accountancy firm or supplier may use the conference to undertake marketing of products or services unless they have a sponsorship agreement.
11. AIT (UK) is an operating name of PSITUK Ltd a limited company registered in England and Wales with registered number 07145002.



# 2018 ait conference

## Sponsorship Packages

### Platinum Sponsor

£12,000 +VAT

(Exclusive to ONE supplier)

The Platinum conference sponsorship package combines marketing and branding association before the event and exposure during the conference.

#### Benefits include

- Named introduction of company representatives during the welcome speech
- 2-3 minute video commercial spot on conference opening
- 40 minute presentation and 20 minute practical session around the conference theme
- Promotional brochure and business cards included in delegate pack
- Logo placement on pre event materials
- Logo placement on official conference website/registration page
- Logo placement on all post event promotion – transcripts
- Logo placement on name badges
- Logo on press release
- Prominent signage at the entrance to the conference (provided by the sponsor)
- 4 complimentary passes to the conference – inclusive of accommodation, food/beverages and full delegate access over the 2 days
- Premium site location for a small stand in the networking area (T&C/Lunch area)
- Full page advertisement in PortrAIT (edition sent prior to the conference)
- Named sponsor of the gala dinner – ability to display branding/theme where possible (agreed by AIT & the conference venue)

#### Acknowledgments

As the platinum sponsor you will be thanked during the opening and closing conference sessions.

#### Delegate Passes

#### Conference Materials

As the Platinum conference sponsor your company's name and logo will appear more prominently than those of any co-sponsors. It will be featured on all conference and promotional materials relating to the conference (if sponsorship is secured within production schedule). These include the conference documentation and a full page advertisement in the PortrAIT edition immediately preceding the conference and a press release. In addition you have the opportunity to distribute your company's brochure and a gift/giveaway to be included in the delegate pack which is distributed to all participants.

### Gold Sponsor

£7,000 +VAT

The gold conference sponsorship packages combine marketing and branding association before the event and exposure during the conference.

#### Benefits include

- Named introduction of company representatives during the welcome speech
- 30 minute presentation
- Promotional leaflet and business cards included in delegate pack
- Logo placement on registration website
- Logo on press release
- Logo placement on all post event promotion – transcripts
- Premium site location for a small stand in the networking area (T&C/Lunch area)
- 3 complimentary passes to the conference – inclusive of accommodation, food/beverages and full delegate access over the 2 days

#### Acknowledgments

As a gold sponsor you will be thanked during the opening and closing conference sessions.

#### Delegate Passes

A gold sponsor will be offered 3 complementary delegate passes with the option to purchase more (if available).

#### Conference Materials

As a gold conference sponsor your company's name and logo (if sponsorship is secured within production schedule) will be featured alongside those of other gold sponsors on all conference and promotional materials relating to the conference. These include the conference documentation and a press release. In addition you have the opportunity to distribute your company's promotional leaflet in the delegate pack which is distributed to participants.



# 2018 ait conference

## Sponsorship Packages

### Silver Sponsor

£4,500 +VAT

The silver conference sponsorship packages combine marketing and branding association before the event and exposure during the conference.

#### Benefits include

- 15 minute presentation during the conference
- 2 complimentary passes to the conference – inclusive of accommodation, food/beverages and full delegate access over the 2 days
- Logo on press release
- Logo placement on registration website
- Small stand in the networking area (Refreshment/Lunch area)

#### Delegate Passes

A silver sponsor will be offered 2 complementary delegate passes with the option to purchase more (if available).

#### Conference Materials

As a silver conference sponsor your company's name and logo (if sponsorship is secured within production schedule) will be featured prominently in conference materials.

### Bespoke Sponsorship Options

POA

Sponsorship is not limited to financial support, but can also take the form of provision of material hardware/software etc. Should your company be interested in a sponsorship package not listed in this brochure then please feel free to contact us to discuss your preferences.

- Branding of delegate packs
- Branding of lanyards
- Sponsorship of social activities
- Sponsorship of drinks reception