



Liberal
Democrats



Conference Commercial Opportunities

Brighton 14 - 17 September



Sir Ed Davey MP Leader of the Liberal Democrats

I am so excited to think that we are already planning for our Autumn Conference, after such a successful Spring Conference. It's such an important chance for our party to come together as we gear up for this once-in-a-generation election.

Time is up for the Conservatives and their shambolic shift in government. In fourteen they have delivered nothing but disappointment and demise by trashing our economy, our health system and our environment.

The British people know they deserve better and they are ready to show it. Polling day cannot come soon enough for the public. We know this, because the Liberal Democrats are the ones knocking on doors, listening to voters, caring for the British people.

That's why we have made historic gains in Local and By-elections over the last few years. The Liberal Democrats are showing up for the people of Britain when it matters. Fighting for a fair deal. And business leaders can rest assured, knowing that we will continue to listen and lobby their concerns while pushing for closer alignment with the European Union.

What an exciting conference this is to be in Autumn. It will be our party's last chance of the year to debate, vote, learn and catch up with old friends and new.

We will use this conference to continue building on the momentum our party has worked so hard to create. This is the time for our liberal voice and values to shine.

Don't miss your chance to be part of this historic year for the Liberal Democrats and for the people of Britain. Join us to support and shape the Liberal Democrats' 2024 Autumn Conference, and make the most of these critical and exciting opportunities.



Autumn Conference, Brighton Centre & Grand Hotel 14 - 17 September

Who attends: Thousands of party workers and local councillors, MPs, Peers, senior Lib Dems, policy influencers, diplomats, think-tanks, businesses from a broad range of industries, charities, NGOs and national and local media.

Talk to us and create an impact - share your views and have a platform at conference. We offer a wide variety of opportunities to best fit various budgets and support organisational aims - get in touch for advice.

The Conference team is here to support you.

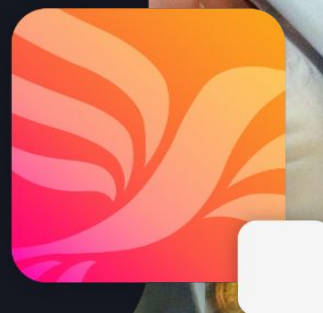
SPONSORSHIP AND COMMERCIAL PACKAGES - Pinpoint your audience and how best to engage.

EXHIBIT - Engage directly with 1000's of delegates for the duration of conference, learn more about the exhibition package and the guided parliamentary tours. All stands include a number of complimentary exhibitor passes.

FRINGE - Be part of the stimulating fringe programme and lead the conversation, build support and new relationships.

ONSITE BRANDING - Ask about opportunities at Brighton to showcase your organisation and increase your visibility. Take advantage of the 12 new digital totems located around and within the secure zone.

ADVERTISE - Showcase and communicate key information to a wide audience. The opportunities are endless both in the run up to conference and during the conference live dates.



Sponsorship and Commercial Packages

Have a lasting impact. Conference offers a wide range of opportunities. Increase the visibility of your organisation to thousands of people or alternatively pinpoint your audience to connect, network and build relationships. Talk to us about our Sponsorship packages. We are also happy to discuss commercial offerings in line with PPERA and market value.*

Prices start from only £1,000 +VAT.

Packages booked to the value of £4,000 +VAT automatically include one conference pass, a thank you within the conference directory handbook and a complimentary half-page advert. A brief but not complete list of opportunities include:

- ☐ Branding the VIP and Business Lounge
- ☐ Branding the Councillor Lounge/Hub
- ☐ Business Lunch
- ☐ Business/Summit Fringe and Drinks Reception
- ☐ Parliamentary Candidates' Drinks Reception
- ☐ Branded Recyclable Cups (secure zone only)**
- ☐ Branded Hydration Stations (secure zone only)**
- ☐ Lanyards and conference pass branding
- ☐ Conference Bags
- ☐ Branded Mobile Phone Charging area**
- ☐ Roundtable Discussions
- ☐ Stewards' Shirts

View the Onsite Conference branding guide [HERE](#)

- ☐ Portable Digital Totems**
- ☐ Fixed HD Digital Screens
- ☐ Large Gobo Projections and Stair and Floor branding
- ☐ Poster sites
- ☐ Flags and Pennants

Get in touch and discuss a package today
Email: wilma.robinson@libdems.org.uk

****New for Autumn 2024**

Did you know? *Genuine commercial offerings are available at Conference under PPERA - Political Parties, Elections and Referendum Act 2000. For more information, please visit: electoralcommission.org.uk



Did you know? Conference has the power to set policy and strategy. Policy is passed by our members, one person, one vote



Exhibition Opportunities

The excitement is running high as we prepare for a General Election. View the Exhibitor Booking Form for package details, rates and discounted offerings. Engage with the party and speak with parliamentarians on their tour of the exhibition hall.

**Download the
Exhibitor Booking
Form**

Did you know? Rates start at **£2,750 for charity/third sector/not-for-profit, inclusive of 4 exhibitor passes**

As an exhibitor you'll meet the parliamentary team, international delegations, councillors, commercial and charity observers, party activists, journalists and party members from across the country. Those exhibiting include a wide range of large/medium and small businesses, charities and campaigning NGOs, government and lobbying groups.

Exhibitor Package - what's included:

- ❑ **VIP exhibition visits and photo opportunities** – speak with parliamentarians and VIPs on their guided exhibition tours
- ❑ **Logo & Listing** in the conference directory handbook and the online conference event app (see copy deadline below)
- ❑ **Exhibitor passes** with full access to conference areas including the auditorium and fringe events
- ❑ **Space only or Shell Scheme Package** including table, two chairs, tablecloth, spotlights, fascia sign and power supply
- ❑ Access to the **VIP & Business Lounge** for networking/business meetings
- ❑ Automatic **entry into the Best Exhibitor Award**

Copy deadline: 2 September 2024 (Conference Extra - published online the week of conference plus the Conference Event App)

Exhibition Floor Plan 14 - 17 September 2024

Brighton Centre, Kings
Road, Brighton, BN1
2GR (secure zone)

Download the
Exhibitor
Booking Form

View rates,
inclusive of
exhibitor passes

Did you know? 97%
of conference
delegates attend the
exhibition

Autumn Conference 2024



**The Brighton Centre
14 - 17 September 2024**

Liberal Democrats

Premium stands are highlighted in orange and marked 'PS' on the floor plan, near the main entrance on the ground floor

Host a Fringe

Our stimulating fringe programme is the perfect way to engage with delegates and lead the conversation. Host your event within the fringe timetable to avoid clashes with the auditorium and facilitate attendance.

Submit your room enquiry below and choose your preferred fringe slot from the fringe timetable. We'll get back to you with information and rates.

**Submit Enquiry
HERE**

Your fringe booking automatically includes:

- ❑ Meeting space in the official conference venues
- ❑ Description of your fringe - listed within Conference Extra (published online the week of conference) and the Conference Event App
- ❑ **Copy deadline: 2 September 2024**
- ❑ Fringe listing on the conference event app
- ❑ No minimum catering spend across all official fringe venues to help smaller organisations and charities reduce the cost of hosting a fringe event
- ❑ Two-day conference pass for each fringe event booked within the secure zone.

Never been to conference before? View the Autumn 2023 [Conference Directory](#) and [Conference Agenda](#). All papers can be found [HERE](#).

Venue details:

Brighton Centre, Kings Road, Brighton, BN1 2GR (**secure zone**)
The Grand Hotel, 97 - 99 Kings Road, Brighton BN1 2FW (official conference fringe hotel). Located next door to the Brighton Centre.



Did you know? Over 90% of delegates attend fringes at Autumn Conference

Planning on hosting a fringe outside official venues?

If so, you can reach our attendees by listing your fringe in our Conference Directory and on the Conference App for £450 +VAT. All venues must be fully wheelchair accessible and comply with the fringe programme times. Please contact us prior to securing a venue.

Fringes - exclusive advertising discounts

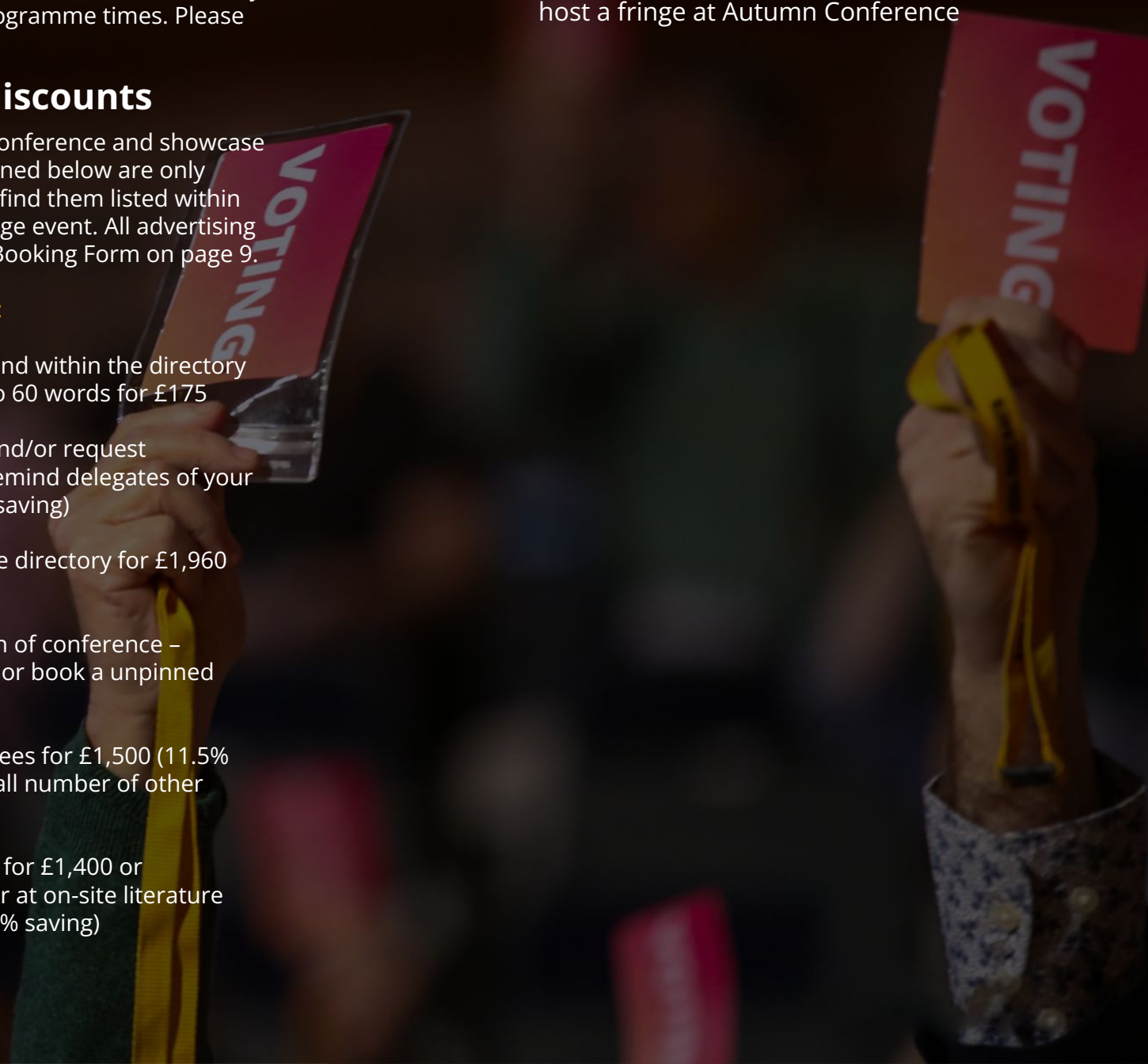
There are many ways to enhance your presence at conference and showcase your organisation. Opportunities and discounts outlined below are only available at the time of booking your fringe. You will find them listed within the 'Fringe Event Agreement' when booking your fringe event. All advertising rates can be found by downloading the Advertising Booking Form on page 9.

A quick summary of advertising discounts are below:

- ❑ Highlight your fringe on the conference app and within the directory for £175 and/or extend your listing from 40 to 60 words for £175
- ❑ Advertise on the conference app for £1,100 and/or request a push notification via the app in real time. Remind delegates of your fringe 30 minutes beforehand for £200 (60% saving)
- ❑ Insert a full-page advert within the conference directory for £1,960 (30% saving) or half-page £1,380 (22% saving)
- ❑ Pin a tweet 2 days before and for the duration of conference – achieving 1000's of hits for £850 (15% saving) or book a unpinned daily tweet each day for £175
- ❑ Send a personalised fringe email to all attendees for £1,500 (11.5% saving) or book a group email shot with a small number of other organisations for £450 (18% saving)
- ❑ Insert a flyer in the Conference Directory (A5) for £1,400 or distribute your magazine, booklet, A4 /A5 flyer at on-site literature distribution points. Prices start from £765 (10% saving)

All prices exclude VAT

Did you know? You can save up to 60% on advertising deals when you host a fringe at Autumn Conference



 Timetable

 My Schedule

 What's On

 Be Heard

 Exhibitors

 Conference Documents

 Information

 Floorplans

 Twitter

 Search

 Speakers Card

 Accessibility




Contact us to advertise
on the Conference App

**COALITION
ON CANCER
SCREENING**

Advertising opportunities and rates

There are many ways to connect and get your message heard at conference. View the Advertising Booking Form for Autumn conference - all rates and advertising lines are listed. Download the booking form today!

**Advertising
Booking Form**

Advertising opportunities include:

- ☐ Conference Extra (published online conference week)
- ☐ Conference Daily (published each day of conference - hard copy in black & white at conference)
- ☐ Conference App (advertise on the splash screen)
- ☐ Social Media - pin a tweet on the conference twitter account* or book a daily tweet
- ☐ Emarketing - send a personalised email or a group mailshot with up to 4 other organisations to all delegates*
- ☐ Conference App Push Notifications, send a real-time alert to all delegates reminding them of your fringe event and start time
- ☐ Literature Stand Distribution Sites (flyers, booklets, magazines) and Poster sites
- ☐ Onsite branding opportunities such as HD digital screens, banners, gobo projectors and external pennants, etc. **View the branding guide [HERE*](#)**

For all copy deadlines, please refer to the Advertising Booking Form above.

*Strictly limited

Did you know? If you book a package above the value of £5,000 +VAT you automatically qualify for free membership of the Lib Dem Business Network for 6 mths (saving 50% in annual membership fees). **Learn more about the network [HERE](#)**

Business Day 16 September at Conference

It's now more important than ever for businesses to engage with our policy-making process and connect with senior party figures and parliamentarians. The months after a General Election are pivotal. Help us shape the future, seize the opportunity to be heard. The Liberal Democrats remain committed to listening to the views of the business community.

**Business Day tickets are strictly limited.*

WHAT TO EXPECT AT BUSINESS DAY?

- ❑ In conversation with Sarah Olney MP, Spokesperson for Treasury and Business & Industrial Strategy (morning)
- ❑ Networking Business Lunch with key Lib Dem Politicians
- ❑ Business Parliamentary Panel Event with extended time for Q&A session (afternoon)
- ❑ Business Drinks Reception with Ed Davey and key parliamentarians
- ❑ Access to fringe events and wider Conference activities
- ❑ Opportunity to attend Conference keynote addresses
- ❑ Access to the VIP and Business Lounge (formal/informal meeting space, workspace/recharging points, complimentary tea/barista coffee station; adjacent to the Parliamentary Lounge)

BUSINESS DAY TIMINGS

In conversation event 10:00 - 11:15

Business Lunch 12:45 - 14:15

Parliamentary panel event and Q&A session 15:00 - 16:45

Business Drinks Reception from 17:15

Fringes: 11:30 - 12:30 / 13:00 - 14:00 / 18:15 - 19:15 / 19:45 - 21:00 / 21:30 - 23:00

Auditorium times: 09:00 - 11:20 and 14.10 - 18:00



Book your ticket at:
www.libdems.org.uk/conference

Contact Us

Please get in touch for more information on any packages or to discuss your specific requirements.

We're happy to consider and cost bespoke packages to showcase your organisation and brand.

Sponsorship, Exhibition, Fringe and Advertising

Email: wilma.robinson@libdems.org.uk

Tel: 07825 364750

General Enquiries and Registration

Email: conferences@libdems.org.uk

Tel: 020 3540 4748 / 07385 031197

For the latest conference information plus ticket categories and rates, please visit:

www.libdems.org.uk/conference

For information on our Manifesto please visit:

www.libdems.org.uk/manifesto



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