

Events 2009

Sponsorship Information

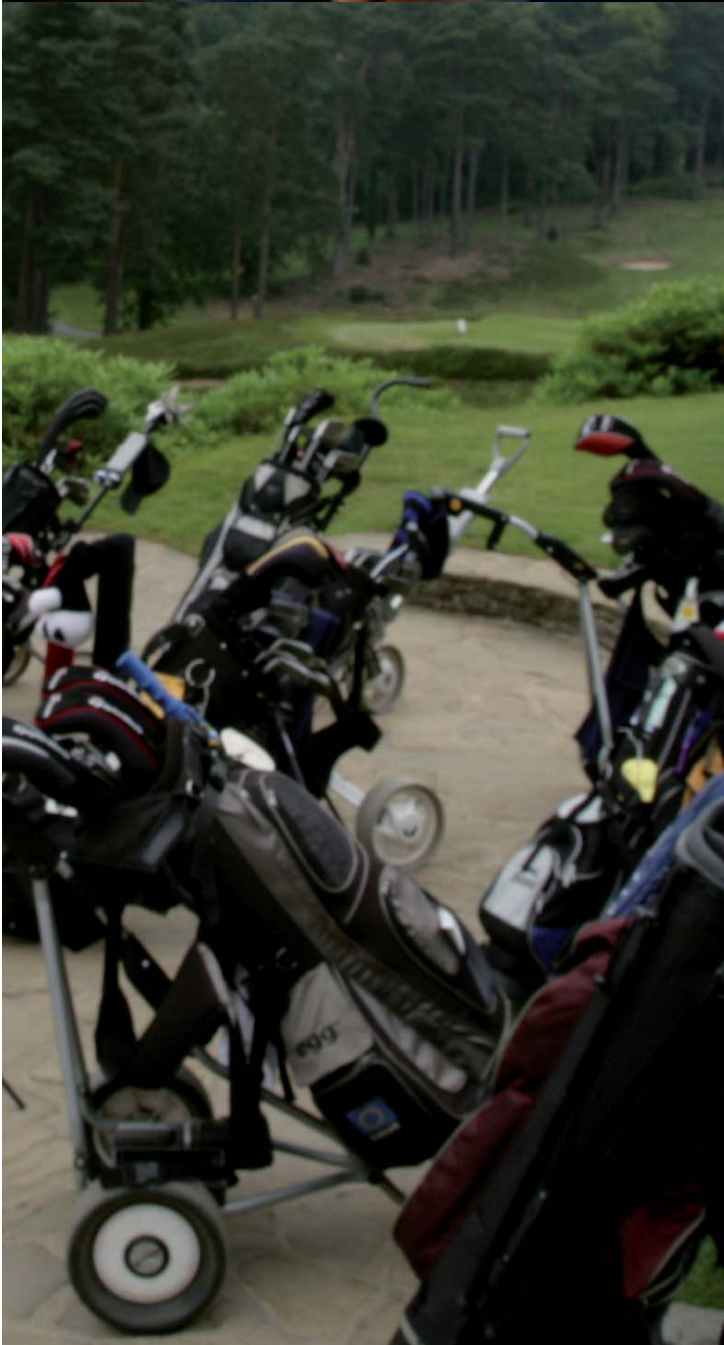
Raising your profile with the FLA.



What some of our delegates said about FLA events

'Well organised, good quality speakers, well paced, time to reflect without being too slow' Don Kilgallon, Bank of Scotland Corporate

'Good speakers, handouts and chance to raise questions'
Emma Spooner, Genworth Financial



About FLA sponsorship

FLA is the largest UK representative organisation for the consumer credit, motor and asset finance sectors.

We present an annual programme of conferences and events, with top-level speakers from government and industry on latest issues including Consumer Credit, Credit Risk and Collections, Compliance, Financial Crime, Motor Finance and Insurance. These events provide sponsors ample opportunity to raise their profile with key decision makers in the finance and leasing industry.

Our member-only informal events such as the annual Golf Day and the Daytona Karting Challenge offer sponsors the time to network with colleagues at an informal setting.

As a FLA event sponsor you will get numerous opportunities to meet fellow members, to exchange views and network. As the organisers we aim to make FLA events an engaging experience for our delegates.

Standard Conference Sponsorship Packages

Headline Sponsor

As the main sponsor of the event, the headline sponsors will get branding and acknowledgement throughout the event. **This package includes:**

- Branding on all marketing material (including: conference brochure, joining instructions, holding slides)
- Branding on cover of delegate folders
- Link to sponsor website via FLA events listing page at www.flaevents.org.uk
- Exhibition area 3m x 2m
- Two free conference places (including person at stand)
- Additional delegate places at a reduced rate
- Company logo and 300 word profile in the delegate pack
- One single sheet (A4) insert in delegate pack (copy provided by sponsor)
- Copy of delegate list one week prior to event (delegate name and company only)

Fee £4,750 (plus VAT)

Exhibition Stand

This is an excellent branding and profile raising opportunity and enables you to discuss and demonstrate your products and services with delegates. The exhibition set up is suitable for PCs, laptops, video monitors and/or the display of products and promotional literature. **This package includes:**

- Exhibition area 3m x 2m
- Two free conference places (including person at stand)
- Company logo and 70 word profile in the delegate pack
- One single sheet (A4) insert in delegate pack (copy provided by sponsor)
- Copy of delegate list one week prior to event (delegate name and company only)

Fee £2,250 (plus VAT)

Lunch Sponsor

This is a great opportunity for sponsors to network with the delegates. **This package includes:**

- Logo and branding in the lunch area
- Exhibition area 3m x 2m
- Three free conference places (including person at stand)
- Company logo and 70 word profile in the delegate pack
- One single sheet (A4) insert in delegate pack (copy provided by sponsor)
- Copy of delegate list one week prior to event (delegate name and company only)

Fee £3,100 (plus VAT)

Farewell Drinks Reception

A promotional opportunity in a relaxed setting.

This package includes:

- Logo and branding at drinks reception
- Exhibition area 3m x 2m (including person at stand)
- Three free conference places
- One single sheet (A4) insert in delegate pack (copy provided by sponsor)
- Company logo and 70 word profile in the delegate pack
- Copy of delegate list one week prior to event (delegate name and company only)

Fee £2,750 (plus VAT)

Insert in Delegate Packs

An opportunity for the sponsor to market their products, business and services. The inserts will be included in each delegate conference pack.

This package includes:

- One x A4 single sided insert in delegate pack (copy provided by sponsor)
- One free conference place

Fee £1,300 (plus VAT)

Standard Conference Sponsorship Packages

Delegate Voting System

This hand-held device allows delegates to respond to questions from the speakers, allowing a unique interactive conference experience. **(This package is only available when the voting system is required; please contact FLA with any questions) It includes:**

- Logo on all question slides
- Option of logo on all delegate handsets (at cost)
- Option of your own question to delegates (full results provided)
- Company logo and 70 word profile in the delegate pack
- One single sheet (A4) insert in delegate pack (copy provided by sponsor)
- One free conference place

Fee £3,250 (plus VAT)

Delegate Badges

Excellent branding opportunity. **This package includes:**

- Company logo on all delegate badges
- Company logo and 70 word profile in the delegate pack
- One single sheet (A4) insert in delegate pack (copy provided by sponsor)
- Copy of delegate list one week prior to event (delegate name and company only)
- One free conference place

Fee £2,950 (plus VAT)



Member Only

Sponsorship Packages

AGM Lunch Sponsor

- Logo and branding at lunch
- Exhibition stand throughout event in refreshment area (3m x 2m)
- Three free lunch places
- Credit in promotional material sent to all members by e-mail and in newsletter.
- One single sheet insert in AGM pack (copy provided by sponsor)
- Copy of delegate list one week prior to event (delegate name and company only)

Fee £3,000 (plus VAT)

Golf Day Sponsor

Each year the FLA's Golf Day takes place at the exclusive St George's Hill Golf Club, Weybridge, Surrey. This is a very popular event for our senior members, which is often over-subscribed. The number of attendees is limited to 80. A single headline sponsorship is available, **which includes:**

- Exclusive branding on all communications
- Option of branding on course (at cost and subject to St George's Hill club rules)
- Option of branding at registration
- Option of photography at event, including branding and subsequent distribution options (at cost)
- Goodie bag production and distribution options (at cost)
- No limit on number of staff and client teams (at cost)
- Excellent opportunities throughout the day for staff to network with participants
- Option to staff registration desk and welcome players
- Welcome speech at dinner
- Option to provide prizes over and above the official trophies (at cost)
- Opportunity for other hospitality/promotional initiatives (like pre golf dinner, post golf drinks, hole in one competition, charity putting competition etc, at cost)
- Regular updates of the attendee list (name and company only)

Fee £3,500 (plus VAT)

Corporate Gifts

We would welcome proposals for provision of corporate gifts for all attendees, on payment of a handling fee. **eg – chocolates, pens, business gifts, mints - all subject to approval.**

Memory Stick/Card Sponsor

An excellent branding opportunity and a lasting memento of the event. Delegates will be able to use the stick or card for storing other information thus extending the life of the sponsor's exposure.

- Company logo on the memory stick/card
- Company logo and 70 word profile in the delegate pack
- A single sheet (A4) insert in delegate pack (copy provided by sponsor)
- Copy of delegate list one week prior to event (delegate name and company only)
- One free conference place

£3,000 (plus VAT)

Member Only

Sponsorship Packages

Annual Dinner

The FLA's Annual Dinner is the main social event of the year with over 1400 attendees. It takes place at London's Grosvenor House on the last Tuesday in February each year.

There are a range of sponsorship and drinks reception packages available from £1,000 (plus VAT). A full proposal of the opportunities available is issued each year to all members.

Please note that there are other costs to this event which you will need to consider.

Summer and Christmas Drinks Receptions

The FLA's Summer and Christmas Drinks Receptions are popular social events for members.

Previous receptions have attracted up to 250 attendees.

Sponsorship packages vary from year to year but provide branding and acknowledgement at the event and usually start from £3,000 (plus VAT).

Training course sponsorship

The FLA has a well established series of training courses and will be developing new courses in 2009. There will be opportunities to sponsor some of these new courses and "roadshows", where there is agreement by the trainer or facilitator. Companies interested in this opportunity should contact ryan.white@fla.org.uk for a preliminary discussion.

Fee on application

Associate sponsorship opportunity

Sponsored seminar/breakfast briefing/workshop with hosting option.

A great way for FLA members or associate members to showcase their expertise at a tailored event. This can take the form of a short seminar with light refreshments; a breakfast briefing; a workshop; an evening briefing with drinks. The meeting will be designed to bring members up to speed on a key area of business, with the opportunity for interaction where appropriate. This option is only available by agreement with our Policy team and the FLA will retain editorial control over content. We envisage working closely with the sponsor to develop the programme and suggested speaker line-up. **The package includes:**

- Exclusive branding on all communications
- Branding on all marketing collateral (brochure, joining instructions, holding slides)
- Branding on cover of delegate folders
- Link to sponsor website via FLA events listing page
- Opportunity to host meeting at sponsor's premises, subject to FLA approval
- Two free places at the meeting
- Additional free staff places at lunch/drinks (refreshment costs additional to sponsor)
- One sheet (A4) insert in delegate pack (copy provided by sponsor)
- Copy of delegate list one week prior to the event (delegate name and company only)
- Option to chair/present at the meeting

Contact

If you would like any further information or would like to discuss your sponsorship requirements, please contact **Sarah Beattie**, FLA Commercial Services Manager on tel: 020 7420 6923 or email: sarah.beattie@fla.org.uk