



ATCM

Sponsorship & Exhibition Prices 2006

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Summary of sponsorship packages 2006

| EVENTS 2006 | | | |
|--|---------------------------|--|--------------------------------|
| <i>Event</i> <i>(see supplement sheets for what's included)</i> | <i>Annual conference</i> | <i>Summer School</i> | <i>Pick & mix training</i> |
| Principal sponsor (whole event) | £10000 | £10000 | £2000 per event |
| Conference refreshment breaks (per break) | £1000 | £1000 | £750 |
| Conference lunch (per lunch) | £2000 | £2000 | £750 or supplied |
| Programme and information booklet | £2500 | £4000 | N/a |
| Conference literature | £1500 | £3000 | £500 per event |
| Conference sessions | £1000 | £1000 | N/a |
| Conference badges | £1500 | £2000 | £300/£150 per event |
| Conference dinner | N/a* | £5000 | N/a |
| Dinner wines | £2500 | £2500 | N/a |
| After dinner speaker | £2500 | £2500 | N/a |
| VIP pre dinner drinks reception | £2500 | £2500 | N/a |
| Pre dinner drinks reception | £2500 | £2500 | N/a |
| Delegate wallets | £3500 | £3500 | £300/£500 per event |
| CD of conference proceedings | £3000 | £3500 | N/a |
| Exhibition | £1100 flat rate | £1000 base rate + £100 per m ² | £750 per event |
| Wallet inserts | £700 | £900 | £750 per event |
| Conference venue | N/a | N/a | £1000 per event |
| Full page advert (in conf literature) | £500 | £500 | N/a |
| Half page advert (in conf literature) | £300 | £300 | N/a |
| ATCM ONGOING ACTIVITIES 2006 | | | |
| Membership | | | |
| <i>Membership Level</i> | <i>Cost per annum</i> | | |
| Corporate Champion | ** | | |
| Corporate Member | £2000 | | |
| | <i>Band 1¹</i> | <i>Band 2²</i> | <i>Band 3³</i> |
| Full Member | £400 | £475 | £550 |
| Affiliate / International member | £200 | | |
| Advertising | <i>Members</i> | <i>Non members</i> | |
| Forum Sponsorship (exclusive) | £2100 | £2500 | |
| Forum Advert | £350 | £500 | |
| Forum Insert | £700 | £900 | |
| Recruitment Adverts | £350 | £450 | |
| Website | <i>Members</i> | <i>Non members</i> | |
| Online Market Place | £147.50 | £297.50 | |

Key:

| |
|---|
| Under £1k |
| £1 - £2k |
| £2 - 5k |
| £5k+ |
| ¹ Under 50,000 population / 5 or fewer employees |
| ² 50,001 - 200,000 population / 6-25 employees |
| ³ 200,000 plus population / 26+ employees |

Please note all prices are **exclusive of VAT** and are correct at time of going to print. ATCM reserves the right to change prices at its discretion.

Exclusivity for each package is not guaranteed but can be made available subject to discussion with ATCM.

*For sponsorship of the ATCM Awards Dinner please contact ATCM Events.

**Please contact us for further details on becoming a Corporate Champion.

Membership

ATCM Corporate Champion

Companies and organisations who support ATCM's aims and objectives and wish actively to participate in achieving these through contributing ideas, knowledge and expertise as well as financial support are potentially eligible to be ATCM Corporate Champions. We seek to establish a long term partnership relationship with our Corporate Champions and very much appreciate the input they provide.

Our current Corporate Champions are Boots, John Lewis Partnership, Land Securities, Marks & Spencer, and Prudential. As an ATCM Corporate Champion you will have direct input to the development of ATCM policies and corporate strategies. We would currently particularly value your expertise and input in working on:

- The monitoring and effectiveness of BIDs, further roll-out of BIDs, ATCM input to the legislative process for BIDs in Scotland and Northern Ireland
- Contributing to the success of the ATCM Key Cities Group (currently including Belfast, Birmingham, Bristol, Cardiff, Edinburgh, Leeds, Liverpool, Manchester, Newcastle, Nottingham and Sheffield)
- The development of an industry-standard accreditation process for Town and City Centre Management initiatives aimed at raising overall standards and the development of a Town Centre Management Academy to provide the necessary skills and training programmes to support this
- Influencing national, regional and local policy makers to ensure policy supports the development of more vital and viable town and city centres

ATCM Corporate Champions receive:

- One full membership of ATCM and up to five free affiliate memberships for named individuals within your organisation
- An invitation to a minimum of 4 briefing sessions and events per year on current topics relating to town and city centres with a chance to meet policy makers and leading practitioners
- Input to the selection of ATCM research topics
- Free copies of all ATCM publications
- Logo on the ATCM website with a hyperlink to your own website
- Logo on banners at events and in Forum and our annual report
- Access to searchable on-line news service
- Member discounts for events
- Regular contact with ATCM Staff and Board Members.

We anticipate having a maximum of eight Corporate Champions. Please contact Simon Quin, Chief Executive to discuss T + 44 (0)207 227 3465 or simon.quin@atcm.org.

Corporate Membership

This level of membership enables you to designate one full member and up to five other people in your organisation as ATCM affiliate members, giving them access to email updates, mailings and invitations to special events along with access to the members only section of the ATCM website. One of the members will have full voting rights at the AGM and your company will be listed as an ATCM Corporate Member in our Annual Report and on the ATCM website. Corporate members are invited to a number of events and receptions during the course of the year, some of which are attend by our strategic partners and representatives of the All Party Parliamentary Group on Town Centre Management. You will also receive one set of all ATCM Publications.

All Corporate Members are entitled to a free website listings in our online Market Place, and discounts where available on exhibition space and sponsorship opportunities, as well as ATCM events.

£2000 (exc VAT) pro rata per quarter

Full Membership

This membership package designates one person in your organisation as an ATCM member giving them access to email updates, mailings and invitations to special events along with access to the members only section of the ATCM website and entitles them to full voting rights. In addition, you will have access to the members only section of the website which includes the Members Database. As a full member you will receive valuable discounts on website listings, publications and events. Full membership fees are as follows:

| | Practitioner members / Other members | Price* |
|--------|--|---------------|
| Band 1 | Under 50,000 population / 5 or fewer employees | £400 |
| Band 2 | 50,001 - 200,000 population / 6-25 employees | £475 |
| Band 3 | 200,000+ population / 26+ employees | £550 |

* Membership year runs from 1 January – 31 December and rates are pro rata per quarter

Affiliate / International membership

Open to co-workers in existing Full Member company/organisations (up to a maximum of five); to those in full time education or who are employed full time by an academic institution; to Town Councils where the next tier of local government is a member.

This level is also available to individuals and organisations, resident outside the United Kingdom and the Republic of Ireland, who wish to be members.

£200 (exc VAT where applicable) pro rata per quarter

ATCM Forum

Issue Sponsorship

As the only journal specifically covering Town and City Centre Management issues, Forum is a valuable tool disseminating information directly into the core of the industry. We are offering sponsors the opportunity to exclusively sponsor an entire issue of Forum and have their brand aligned with the ATCM. Forum reaches over 21,000 readers including practitioners, central, regional and local government representatives as well as business and other stakeholders.

Included in the package:

- An A4 advertisement on the inside back cover (artwork to be supplied by you)
- Two quarter column banners or box adverts (artwork to be supplied by you)
- There is also opportunity for ATCM to run an article or feature on a related issue in the edition.
- Opportunity to add further value or discuss other sponsorship options for Forum.

Corporate and Full Members - **£2100 (exc VAT)**
Non members - **£2500 (exc VAT)**

Advertising

Forum also offers advertising space on a quarter page basis. Whether it is to promote your company or a new campaign, product or service, you can directly reach a wide-ranging network. Advertising in Forum give access to industry representatives with minimal cost. The costs shown below are for a typical quarter page advert. (artwork to be supplied by you)

Corporate and Full Members - **£350 (exc VAT)**
Non-Members - **£500 (exc VAT)**

Insert into the magazine

Direct mail is statistically the most cost effective sales option available, with much analysis showing that it continues to be one of the largest return on investment options when targeting your market. Organisations who wish to reach our members by post have the option of including information along with our quarterly newsletter Forum. The maximum size for an insert is a folded A3 sheet. We offer to tailor the mailing, where we can, to specifically targeted sectors of the membership like Town Centre Managers.

Corporate and Full Members - **£700 (exc VAT)**
Non members - **£900 (exc VAT)**

Recruitment Adverts

Job adverts can be posted on the ATCM website (www.atcm.org), with a description and a pdf attachment. The posting is accompanied by a new opportunities email to the membership. The fee is a very reasonable flat rate that covers the initial email advertising out to all members, advert on the ATCM website and further marketing up to the closing date. Upon this date the advert is then moved into the archive section where it remains accessible to all interested parties.

Corporate and Full Members - **£350 (exc VAT)**
Non-members - **£450 (exc VAT)**

Regional Access Programme

We are running an innovative programme called the Regional Access Programme (RAP). There are 10 networks in the UK, split into regional groups. These are aligned to the Regional Development Agency areas in England (except Yorkshire and the North East who meet as one and East and West Midlands who meet separately and as one at different times) plus the other countries, Scotland Wales and N Ireland. Each meets between 3 to 5 times a year.

The ATCM has invited applications from a small number of organisations who have something to offer members at regional meetings under the (RAP) banner. There is nobody else offering a service like this at present. This will be for no more than 10 companies/organisations and will form a selected list of organisations from which the Regions will draw their national speakers. To gain entry onto the approved list of organisations you will need to be:

- A Corporate Member of ATCM
- Elected for entry onto the list by the ATCM's Regional Chairs

Under the terms set up for RAP organisations, you would each be guaranteed a speaking opportunity at a minimum of 3 regional meetings. The regions will decide which speakers they would like to select, so you might be asked to speak anything up to 10 times! If invited to speak by a region, you will be considered as the sponsor of that meeting and would be allotted space on the agenda for up to 20 minutes. At the meeting you will have the opportunity to:

- Make a presentation
- Give out information and literature
- Make appointments for follow up meetings

You will also have a listing in the Market Place listing on the ATCM website!

ATCM Website

ATCM Online Marketplace

The ATCM Online Marketplace is an invaluable tool for any Town or City Centre Manager's portfolio of suppliers. Could you be missing out on our practitioners and purchasers contacting you directly? Becoming part of our online community will enable you to access town and city centre stakeholders 24/7! With increasing demand for new initiatives and innovative suppliers you could reach your audience simply by placing a 200 word description, logo and hyperlink to your website directly onto the research tool that so many of our members and wider network value!

The marketplace is simple yet effective – take a look www.atcm.org/suppliers/index.php

Corporate and Full Members - **£147.50 (exc VAT)**

Non members pay - **£297.50 (exc VAT)**

Research and Publication Sponsorship

There are opportunities for organisations to sponsor research and the production of ACTM publications. In the past Boots and Chubb have sponsored the ATCM publication, *Managing Liveability* which looks at the role of Town Centre Management in addressing crime and disorder issues. Boots also provided funding for our publication, *Crèche Facilities in Town Centres*. Sponsoring publications is a high profile way to link your organisation to the ATCM and to the town and city centre management agenda but it also allows organisations to help ensure through the dissemination of best practice that their customers and employees experience a high quality-trading environment. Please contact Elizabeth Szabo for further details T + (0)20 7227 3464 or elizabeth.szabo@atcm.org.

Events 2006

Principal sponsor

Principal sponsorship of an event gives your company the opportunity to **align yourselves directly with the event or product**, the objectives and principles of the programme and gives you **direct access**, through a **targeted marketing campaign**, to over 500 Town and City Centre Managers and the wider ATCM network of International, Government, Regional, Local Authority contacts.

This **one-off platform for increasing brand awareness** is a chance to align your company with a leading professional body such as the ATCM by 'co-badging' the event.

The potential to **maximise your revenue and profit** is second to none – there are no other avenues **straight into the heart of town centre management**, so why not proudly present your profile alongside the experts in the industry and promote yourselves together with a successful prominent ATCM activity – with very little work!

So what do you get?

- 'Co- badged' eventthe 'ATCM Annual conference in conjunction with X'
- Logo on all promotional literature
- Participation in an extensive advertising campaign to over 500 TCMs
- Brand promotion to 7000 external ATCM contacts
- Link to your website and contact details from the ATCM event web page
- Logo on all delegate documentation and registration packs
- Display space at the event
- Co-branding of event holding slides
- Delegate wallet insert or an advert in the delegate packs
- Face to face access to the delegates attending the event
- Public 'thank you' at the event
- 2 delegate places at the event and dinner (subject to individual event details)
- Other possible opportunities - in discussion with ATCM Events

Still not sure?

- Fantastic marketing package – significantly raise your brand awareness
- Promotional package can't be matched anywhere else in the industry
- Opportunity to target those budget holders, influencers and purchasers
- The value of face-to-face impact is renowned - make it yours exclusively!
- The only route directly to the Town and City Centre Management profession

£2000 - £10000 + VAT (please see price sheet)

Conference refreshment breaks

Sponsorship of the conference breaks is a reasonable option for limited budgets – it is a option for those who want to be seen to support an event and the industry, who want to raise their profile, allowing you to support a much valued part of a programme but at a price you can afford.

Delegates place great importance in the networking opportunities that registration and refreshment breaks offer, sometimes rating it more valuable than the content of the programme itself!

To sponsor an intermission would allow you not only to brand the refreshment area with literature and promotional information, it would also give you a platform during a crucial part of the day when delegates are fed, watered and receptive to face to face communication with your representatives!

You will also have the unique opportunity to provide a rolling presentation on the screen in the main conference room – delegates often make their way back to the main room, it could be that they are attending alone or just taking a few minutes to digest the day's activities – this is the perfect opportunity to capture their attention with a captivating visual display of your product/service.

So what do you get?

- Logo on the programme
- Participation in an extensive advertising campaign to over 500 TCMs
- Brand promotion to 7000 external ATCM contacts as a supporter
- Display space in the refreshment area
- Display on the main screen during the break
- Face to face access to all delegates attending the event
- Public 'thank you' at the event
- Other opportunities available - in negotiation with ATCM Events

Still not sure?

- Significantly raise brand awareness during a very receptive part of the programme
- Your company advertised as a supporter of the event
- Opportunity to target budget holders, influencers and purchasers
- The value of face-to-face impact is renowned – target your audience directly!
- The only route directly to the Town and City Centre Management profession

£750 - £1000 + VAT per break

Conference lunch

The conference lunch is another focused option where delegates can be directly targeted during their 'down time'. Again, the networking during these periods is often more productive than the actual programme itself for delegates and therefore provides a perfect opportunity for companies to interact with the audience in an informal and relaxed environment.

The package for the conference lunch includes the chance to distribute your company literature on the lunch tables, and in and around the dining area. With most programmes including at least an hour or more to rest before the afternoon's activities - delegates often take this time to talk to colleagues and read the available literature. This is your window of opportunity to seize the attention of that potential client!

A presentation all about your company can also be played on the screen in the main conference room during lunch - this will capture the attention of delegates that have made their way back to the conference room to prepare for the afternoon sessions – this is a very effective way of promoting your actual product / service.

So what do you get?

- Logo on the programme
- Participation in an extensive advertising campaign to over 500 TCMs
- Promotion to 7000 external ATCM contacts as a supporter of the event
- Display space in the lunch area
- Promotional literature in the lunch area
- Visual display on the main screen during lunch
- Face to face access to all delegates attending the event
- Public 'thank you' at the event
- Other opportunities available - in negotiation with ATCM Events

Still not sure?

- Significantly raise brand awareness during a relaxed part of the programme
- Direct access to attendees at the event
- Your company advertised as a supporter of the event
- Opportunity to target budget holders, influencers and purchasers
- Face-to-face impact – target your audience directly!
- The only route directly to the Town and City Centre Management profession

£750 - £2000 + VAT per lunch

Programme and information booklet

The programme and information booklet is a document sent out to all delegates before the event containing full programme & speakers, speaker biographies, synopses, exhibitors, venue details, directional tips and any logistical information such as parking / messages / emergency contact details and notes pages.

Sponsorship of this document profiles your company to the delegates before they even attend the event! With the option of having a full-page advert on the inside cover – you could give details of your product, contact details and website so that delegates could event contact you in advance of the event – there is potential to set up individual appointments so you have a full schedule of one on one meetings!

Another reasonably priced method of directly accessing the attending audience – the booklet is often a piece of literature people hold onto long after the event so it has an extensive shelf life too!

So what do you get?

- Logo on the cover of the programme and information booklet (sent out before the event)
- Participation in an extensive advertising campaign to over 500 TCMs
- Promotion to 7000 external ATCM contacts as a supporter of the event
- Full page advert on the inside cover of the booklet
- Display space at the event
- Face to face access to all attendees at the event
- Public 'thank you' at the event
- Other opportunities available - in negotiation with ATCM Events

Still not sure?

- You will be the first announced supporter of the event as literature sent out in advance
- The booklet is constantly referred to throughout the event and has an extended shelf life
- Your company will be advertised as a supporter of the event
- Opportunity to target budget holders, influencers and purchasers
- Brand recognition
- The only route directly to the Town and City Centre Management profession

£2500 - £4000 + VAT
(Please see summary of costs)

Conference literature

All delegates receive a full set of conference documentation including: final programme, evaluation form, speaker papers and speaker presentations. A fantastic lower budget option this package provides the chance to show your commitment and support to the actual content of the event – by placing your logo on each of these booklets.

Delegates often hold onto these long after the event and share them with other colleagues and associates – therefore not only do they have a shelf life but a significantly wider circle of distribution than the original audience itself.

ATCM Events are often contacted to supply documents and papers to interested companies, TCMs, government and other public bodies long after the event has been and gone, so your logo and company name will be included in this continued circulation of information – a fantastic deal for the package price offered.

So what do you get?

- Logo on the cover of conference literature*
- Participation in an extensive advertising campaign to over 500 TCMs
- Access to all attendees at the event – without even having to attend!
- Other opportunities available - in negotiation with ATCM Events

Still not sure?

- You will be seen as one of the key supporters of the event
- All references to material after the event will continue the awareness campaign
- Documents such as speaker papers are often shared with colleagues after the event – therefore giving you a even wider range of impact
- Opportunity raised awareness amongst budget holders, influencers and purchasers
- Brand recognition
- The only route directly to the Town and City Centre Management profession

£500 - £3000 + VAT (please see price sheet)

*Not the programme and information booklet

Conference sessions

The ATCM Events calendar of events incorporates a wide range of content throughout its programme, whether it be a session at the annual conference on Retail, Property or Leisure or a workshop at the Summer School on anything from 'Measuring Footfall' to 'Christmas lights' there is a real variety of areas covered and therefore an opportunity for a sponsor to identify and support a particular session that is most relevant to them.

ATCM Events are continuously identifying and reviewing topics that our members and the wider market are asking for and if a subject does appear on one of our programmes then it is because there is a genuine need for support and information in this area.

This is where we would like to offer you the opportunity to select sessions that are most relevant to your company giving you the chance to directly target the groups that have a business or commercial requirement in that area and associate the topic with your product/service.

So what do you get?

- Logo and name by the chosen session on the main programme
- Opportunity to provide a representative to sit on the question and answer panel.
- Participation in an extensive advertising campaign to over 500 TCMs
- Promotion to 7000 external ATCM contacts as a supporter of the event
- Delegate wallet insert in the delegate packs
- Access to all attendees at the event
- Public 'thank you' at the event
- Other opportunities available - in negotiation with ATCM Events

Still not sure?

- You will be seen as a supporter of the chosen topic at the event
- Association of your product/service with the selected topic
- Documents such as the programme are often shared with colleagues after the event – reaching an even wider audience
- Opportunity raised awareness amongst budget holders, influencers and purchasers
- Brand recognition
- The only route directly to the Town and City Centre Management profession

£1000 + VAT per session

Registration

The first point of contact that a delegate has with an event is Registration. This is a powerful tool for sponsors often delivering a lasting first impression of an event and immediate recognition of your brand and logo. With your company on badges and a display immediately in the area in which the delegates enter the event – this is the most prominent opportunity to have a platform at the event.

So what do you get?

- Logo on delegate badges
- Logo alongside the Registration section of the programme
- Participation in an extensive advertising campaign to over 500 TCMs
- Delegate wallet insert in the delegate packs
- A representative and display at the Registration desk
- Public 'thank you' at the event
- Other opportunities available - in negotiation with ATCM Events

Still not sure?

- The first point of contact at an event
- Association of your product/service as soon as delegates walk into an event
- Reminder of your brand on all delegate/speaker/exhibitor badges
- Opportunity to raise awareness amongst budget holders, influencers and purchasers
- Brand recognition
- The only route directly to the Town and City Centre Management profession

£1500 - £2000 + VAT

Conference dinner

Substantial research shows that one of the most valued commodities at any event for delegates is the networking opportunity. The world of Town, City and Place Management often offers little opportunity to interact with colleagues in the industry and the social activities and 'out of session' networking provides the best source of support and an information forum for our delegates.

This information could come from conference sessions, speakers and new case studies or from interaction with new contacts and exhibitors. The conference dinner is one of the most important elements on the agenda of most delegates where they feel their energy is best placed in terms of creating new contacts!

We realise the potential value of this part of the event to a sponsor and would like to help you maximise your opportunity to engage with the audience during this informal activity. With a range of options available you can promote your company with an option that best suits your objectives:

Exclusive dinner sponsorship

With your company exclusively supporting the whole event, we can offer you the opportunity to present a 5 minute opening speech at the event, branding on all dinner literature and the opportunity to have either your own table or to provide a representative on each table at the event!

Dinner wines

If the exclusive package isn't an option for you, an alternative is sponsorship of the dinner wines – with branding on all of the bottles and a thank you at the event, the sponsor is often remembered for their generosity – particularly because it is of an alcoholic nature!

After dinner speaker

Another alternative is sponsoring the after dinner speaker. It is often the after dinner speaker that is the most memorable, therefore this is a nice way to show your support for the event and industry.

So what do you get?

- Logo on the dinner booklet cover
- Branding on relevant guest literature
- Places at the dinner (dependant on package purchased)
- Participation in an extensive advertising campaign to over 500 TCMs
- Promotion to 7000 external ATCM contacts as a supporter of the event
- Table gifts to guests (supplied by the sponsor)
- Access to all guests within an informal atmosphere
- Public 'thank you' at the event
- Other opportunities available - in negotiation with ATCM Events

Still not sure?

- Association of your product/service with a light hearted and fun social activity
- Direct contact with guests in an informal atmosphere
- Opportunity to raise awareness amongst budget holders, influencers and purchasers
- Brand recognition
- The only route directly to the Town and City Centre Management profession

£2500 - £5000 + VAT

Pre-dinner drinks reception

Another fantastic option for targeting the prime networking time at an event is the pre-dinner drinks. The world of Town, City and Place Management often offers little opportunity to for delegates to interact with colleagues in the industry and the social activities and 'out of session' networking provides the best source of support and an information forum for our delegates. Guests inform us time and time again that they feel that the dinner reception is one of the most useful arenas to find new contacts!

We realise the potential value of this part of the event to a sponsor and would like to help you maximise your opportunity to engage with guests. With two layers of options available you can choose the option that best suits your company objectives:

VIP drinks

The Chairman and Chief Executive will host up to 30 VIP guests including key influential representatives from Government, associate organisations and industry figures. To sponsor these drinks will give a representative from your company a chance to network with this group of key individuals, promote your company and brand and gives you exclusive access to them before the dinner.

Guest reception

The guests will be greeted with a sparkling drink upon arrival and the sponsor of this part of the evening will have a prominent presence through branding of the area and with the unique opportunity to have five representatives from your company networking with hosts and their guests, this is a fantastic opportunity for 1-2-1 interaction within an informal atmosphere.

So what do you get?

- Logo and name in the dinner booklet
- Branding in and around the drinks area
- Access to network with all guests during the reception – up to 5 representatives to welcome guests
- Opportunity to distribute gifts (supplied by sponsor) to guests in the drinks area
- Participation in an extensive advertising campaign to over 500 TCMs
- Promotion to 7000 external ATCM contacts as a supporter of the event
- Public 'thank you' at the dinner
- Other opportunities available - in negotiation with ATCM Events

Still not sure?

- Documents such as the programme are often shared with colleagues after the event – reaching an even wider audience
- Opportunity raised awareness amongst budget holders, influencers and purchasers
- Brand recognition
- The only route directly to the Town and City Centre Management profession

VIP drinks **£2,500 + VAT**
Guest reception **£2,500 + VAT**

Delegate wallets

Delegate wallets are a very visible sponsorship option! You may have seen many Town, City and Place Managers going to meetings, events and even travelling home with ATCM branded bags, laptop bags and portfolios that they've collected from previous ATCM events - well now is your opportunity to have your logo profiled on one of these carriers, used by professionals to transport documents to and from offices and meetings!

ATCM will be producing wallets for this year's events, in either a professional portfolio style or the more practical landscape bags (to keep delegate literature together). Sponsoring this element ensures that your brand is a prominent feature of the event and the longevity of wallets is far greater than the paperwork or memories that delegates take home!

So what do you get?

- Logo on delegate wallets
- Participation in an extensive advertising campaign to over 500 TCMs
- Delegate wallet insert in the delegate packs
- Access to all attendees at the event
- Public 'thank you' at the event
- Other opportunities available - in negotiation with ATCM Events

Still not sure?

- You will be seen as a supporter of the chosen topic at the event
- Association of your product/service with the selected topic
- Documents such as the programme are often shared with colleagues after the event – reaching an even wider audience
- Opportunity raised awareness amongst budget holders, influencers and purchasers
- Brand recognition
- The only route directly to the Town and City Centre Management profession

£300 - £3500 + VAT

Exhibition

People do business with people not companies! Face to face contact still results in the highest return on investment in terms of time and energy expenditure, with buyers far more likely to purchase from contacts they've already met rather than through a cold call or impersonal approach. By exhibiting at an ATCM event, you have the opportunity to actually talk, meet and engage with Town, City and Place Managers, Local Authorities and other Stakeholders, finding out what their needs are and how you can provide them with the perfect solution!

So what do you get?

- Hire of Shell Scheme or Display Stand Space (depending on the event)
- 2 representatives on the stand
- A name board with your company name and logo
- A 240w powerpoint socket
- Half page description in the programme/exhibition catalogue
- Participation in an extensive advertising campaign to over 500 TCMs
- Promotion to 7000 external ATCM contacts as a supporter of the event
- Face to face contact to anything up to 200 attendees!

ATCM Annual Conference 2006 – example schedule of access to delegates:

| Monday 3 April 2006 | | Tuesday 4 April 2005 | |
|---------------------|--|----------------------|--------------------------|
| 0930 - 1000 | Registration | 0930 - 1000 | Registration |
| 1130 - 1200 | Refreshment break | 1135 - 1205 | Refreshment break |
| 1300 - 1400 | Lunch | 1315 - 1415 | Lunch |
| 1530 - 1600 | Refreshment break | 1515 - 1540 | Refreshments |
| 1900 – 1945 | Drinks reception | | |
| 1945 - 2300 | ATCM Awards Dinner (option to book for this) | | |

Option to purchase

- Broadband or wireless internet access
- Exhibitor lunches and refreshments throughout the event – before the delegates break to allowing you time to focus on the delegates
- Additional lighting and power equipment for your stand
- Other opportunities available - in negotiation with ATCM Events

Still not sure?

- Face to face contact remains the most effective return on sales
- Opportunity to directly contact the budget holders in the industry
- Brand recognition
- The only route directly to the Town and City Centre Management profession

Please see page 1 for prices