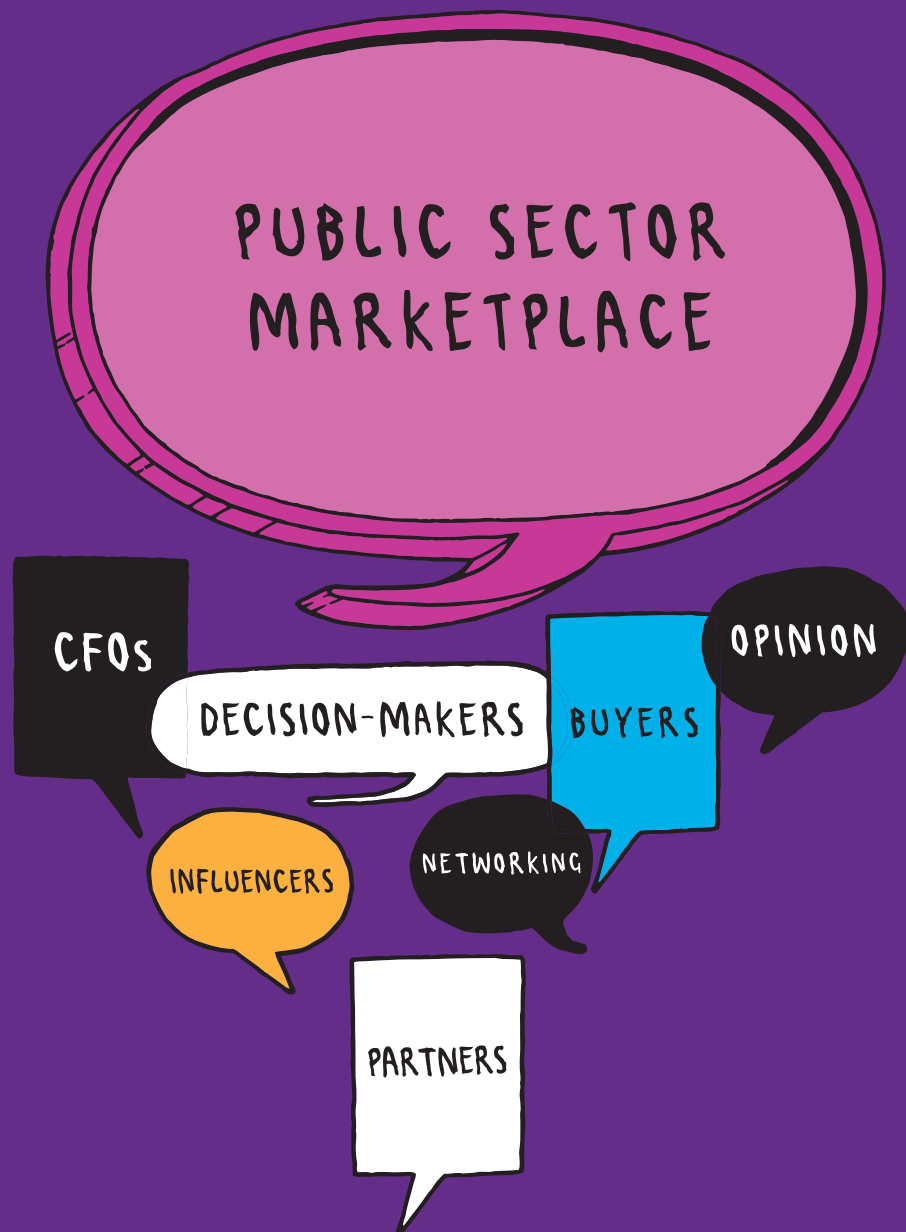


Northern Ireland, Scotland and Wales

# devolved nations conferences

Sponsorship and exhibition opportunities



# who is CIPFA?

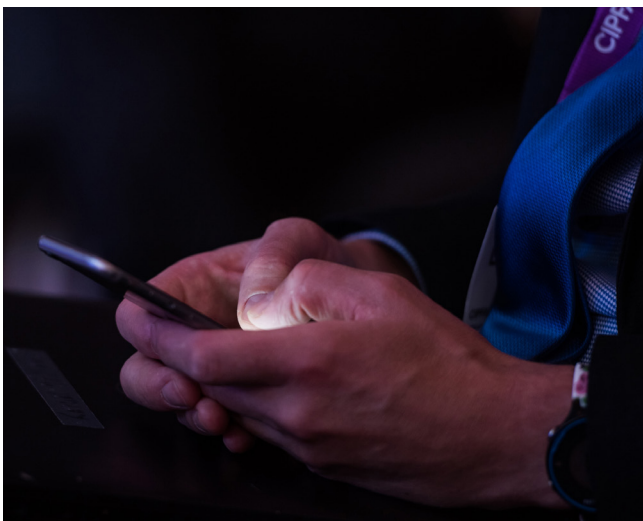
CIPFA, the Chartered Institute of Public Finance and Accountancy, is the professional body for people in public finance. Our 14,000 members work throughout the public services, in national audit agencies, in major accountancy firms, and in other bodies where public money needs to be effectively and efficiently managed.

As the world's only professional accountancy body to specialise in public services, CIPFA's qualifications are the foundation for a career in public finance. They include the benchmark professional qualification for public sector accountants as well as a postgraduate diploma for people already working in leadership positions.

CIPFA champions high performance in public services, translating our experience and insight into clear advice and practical services. They include information and guidance, courses and conferences, property and asset management solutions, consultancy and interim people for a range of public sector clients.

Globally, CIPFA shows the way in public finance by standing up for sound public financial management and good governance. We work with donors, partner governments, accountancy bodies and the public sector around the world to advance public finance and support better public services.

[www.cipfa.org](http://www.cipfa.org)



# why sponsor or exhibit?

Connect with decision makers at one of CIPFA's key national conferences. Target your audience and marketplace by associating with the following:

- CIPFA Scotland Public Finance Conference – usually held in March
- CIPFA Northern Ireland Annual Conference – usually held in October
- CIPFA Wales – usually held in November

These are the key public sector events in each UK devolved nation and represent the most important events in the public services calendar for public finance professionals.

Bold and imaginative programmes with expert speakers, thriving exhibitions, excellent networking opportunities and fantastic post-conference social events mean these are essential events for sponsoring or exhibiting.

## Opportunities to market

These CIPFA conferences offer a range of commercial opportunities including:

- Headline sponsorship (includes all the below)
- Post-Conference Networking Drinks Reception sponsorship
- Conference Dinner and Awards Sponsorship
- Workshop sponsorship
- Exhibitor opportunities

### For more information contact us on:

T: **020 7543 5600**

E: **marcus.baxby@cipfa.org**

**www.cipfa.org/conferences** and view these key regional conferences

## Who attends?

Attendee demographics include these job types and levels:

- Directors of Finance, IT, Financial Services, Heads of Finance and Chief Executives

Organisations include:

- Central government including agencies and non-departmental public bodies
- Local government
- NHS
- Further and higher education institutions
- Housing associations
- Audit agencies
- Charities
- Police, Fire and Rescue.

# headline sponsorship

One of the challenges facing commercial partners is how to ensure they meet the people they want during the conference. Our redesigned headline sponsorship package gives you every opportunity to make yourselves known and heard.

## Main benefits

- Opening welcome address to conference
- Facilitation of a short business meeting with key contacts from the delegate list. Here you may give delegates sponsored gifts etc. (Please note: all sponsor-provided promotional items must be approved by CIPFA prior to the event).
- An exhibition stand area.
- Frequent mentions from the conference chair throughout the event.
- Sponsored workshop.
- Sponsorship of Drinks Reception (if still available)
- Opportunity to provide Raffle prize package
- Exposure in Public Finance Magazine, CIPFA's social media pages, other trade press and CIPFA corporate communications channels, both pre- and post-event
- Strategic seat placement at conference dinner for sponsor representatives

## Additional benefits:

Your logo will be prominently featured on the:

- main stage
- front cover of the delegate list
- drinks reception venue
- printed and PDF material distributed to delegates to promote the conference
- official conference web pages.
- conference web pages: a 75-word profile about your organisation including your logo.



# drinks reception sponsorship

- Welcome address at commencement of reception
- Prominent branding at the post-Conference Networking Drinks Reception, attended by delegates and invited guests
- Opportunity to increase brand awareness and exposure to the public sector market in a relaxed environment
- Introductions to selected key contacts from the delegate list. Here you may give delegates sponsored gifts etc. (Please note: all sponsor-provided promotional items must be approved by CIPFA prior to the event).
- Opportunity to provide Raffle prize package
- Exposure in Public Finance Magazine, CIPFA's social media pages, other trade press and CIPFA corporate communications channels, both pre- and post-event



# workshop sponsorship

Sponsors will host interactive workshops on the day of the conference. The workshops will be discussion-led, giving you an opportunity to deliver pivotal messages to key decision makers within the public sector.

## Main benefits

- Demonstrate expertise and encourage discussion around a key topic
- Provide solutions to the pressing problems faced by the community of public finance delegates
- Open doors to further work with new and existing clients
- Exposure in Public Finance Magazine, CIPFA's social media pages, other trade press and CIPFA corporate communications channels, both pre- and post-event

## Additional Benefits

- Your logo will feature prominently on:
  - the workshop presentation
  - the sign at the entrance to the workshop
  - printed and PDF material distributed to delegates to promote the conference workshop
  - the official conference web pages
  - the conference directory.

- A 75-word profile for the conference web pages: this should include details about your organisation and what you can offer delegates.
- Two (non-residential) places at the conference including lunch and refreshments, and attendance at the post-Conference Networking Drinks Reception

## Other items of note

- CIPFA experts will work with your team to advise on your chosen topic and content
- Discussion can be high-level or deep-dive
- Case-studies with similar types of organisations to those in attendance are encouraged



# conference exhibition

Whether it's to generate new business leads, influence economic and technical buyers, or to position your company in the public services market, the CIPFA regional Conferences are the forums you can use to achieve your objectives.

## Main benefits

- A 3m x 2m exhibition stand area
- Stands allocated on a first-come, first-served basis

## Additional Benefits

- Your logo will feature prominently on:
  - the official conference web pages
  - the conference programme.
- A 75-word profile for the conference web pages: this should include details about your organisation and what you can offer delegates.
- Two (non-residential) places at the conference including lunch and refreshments, and attendance at the post-Conference Networking Drinks Reception

## For more information contact us on:

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Registered office:

77 Mansell Street, London E1 8AN

T: 020 7543 5600 F: 020 7543 5700

[www.cipfa.org](http://www.cipfa.org)

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