

SCIENCE AS REVOLUTION

**July 23-27 2016**  
Manchester Central

# Partner & Sponsor Information & Deadlines



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## Pre ESOF 2016 items

### E-NEWSLETTER

All principal partner packages include an e-newsletter to all registered delegates that have 'opted-in' to receive information from partners. The meeting organisers will send emails to delegates on behalf of the partners. Partners that have newsletters included within their package will be provided with a schedule detailing when their newsletter will be sent to delegates. Please send the copy and format of your newsletter to the organisers no later than Monday 2 May 2016 for approval.

Item	Format	Deadline
Images	Minimum 1 image / maximum 5 images	2 May
Text	500 words of text (can be a single article or several articles)	
URL	Company url	
Logo	Company logo	

### PRESS RELEASE

All principal partner packages include a dedicated press release which will include up to two quotes from your organisation that will be sent to the ESOF media database. The meeting organisers will send the press releases on behalf of the partners. Partners that have press releases included within their package will be provided with a schedule detailing when their press release will be sent. Please send the copy and format of your press release to the organisers no later than Friday 3 June 2016 for approval.

Item	Format	Deadline
Text	One/Two quotes Company Information Boiler plate	3 June

### DELEGATE LIST

All principal partner packages include a copy of the delegate list 1 month prior to ESOF 2016. The delegate list will include names, organisations, country of origin for all delegates that have 'opted-in' to receive information from sponsors.

### MASTERCLASS

All principal partner packages include a 60 minute masterclass within the main programme. The content for the Masterclass is subject to approval by the local organising committee. Please submit your proposed session content no later than Friday 8 April 2016. The meeting organisers will send the invitations by email to delegates on behalf of the partners. Please send the copy and format of your invitation to the organisers no later than Friday 10 June 2016. Complimentary use of standard audio-visual and technical equipment will be provided. Additional branding will be permitted in the session room to be provided by partners, these could include; pop up's, lectern panel, top table panel, tent cards.

### PROFILE AND ROTATING ADVERT

All principal and executive partner packages include a word profile and rotating MPU advert on the ESOF website, including logo, contact details and link to your own website. Please provide in jpeg or png format to the meeting organisers as soon as possible.

Item	Jpeg or Png	Deadline
Dimensions	940 x 15 pixels	ASAP
Resolution	72 dpi	
Format	Jpeg or Png	

## Print Items

### DELEGATE BAG INSERTS

All principal, executive and supporting partners include an insert into the delegate badge. Please provide a minimum of 5000 delegate bag inserts. The inserts must be finished or folded to no bigger than A4. The insert can be printed either single or double sided and should be printed in English. The partner is responsible for the production and delivery of the inserts directly to Agility who are the official freight forwarding company for the event. Please see the official contractors section for Agility's contact details. Delivery must be made by Friday 15 July 2016.

## Programme Book

### EXHIBITOR LISTING

A description of your product and/or services limited to 75 words or less and a copy of your logo will be required no later than Monday 18 April in order to be inserted in the programme book, of which a limited number will be printed for those delegates that wish to purchase a hard copy programme..

Item	Format	Deadline
Exhibitor Listing	Company name / Contact telephone number / Email address / Website url Logo / 75 word profile	18 April

### PROGRAMME BOOK ADVERT

If you have a full page, half page or quarter page advert included in your package, design specifications to help you design your advert for the programme book will be sent to you very shortly. Please provide digital proofs to the organisers by Tuesday 26 April for approval.

## Onsite Items

### BADGE SCANNERS

All principal and executive partner packages include two badge scanners (lead retrieval) which will enable you to capture contact information and data about delegates visiting your stand. Scanners will also be available for purchase for any sponsors and exhibitors who do not have them included in their package.

Further details on purchasing and collecting your scanners will be distributed shortly.

### VIDEO INTERVIEW

All principal and executive partner packages include a dedicated video reel of the conference highlights (principal partner – 3 minutes / executive partner – 2 minutes), including an interview with your CEO.

The organisers will be in contact to schedule a convenient time during the conference days (Sunday to Wednesday) for the interview.

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## REGISTRATION

A number of free passes are included in your package, please refer to your contract for further details of which passes you are entitled to and how many you receive. Exhibitors and sponsors can also benefit from a reduced rate for additional passes, further details on these rate can be found via your personalised registration link.

This link will shortly be sent to you to allow you to register your complimentary and additional passes for ESOF 2016. The registration deadline is 27 June 2016.

Ticket Type	Principal Partner	Executive Partner	Supporting Partner
Presidents Dinner	2	1	0
Media Reception	6	4	2
VIP Area	6	2	0

## EVENTS/ACCESS

Principal, executive and supporting partners receive a number of tickets to the VIP room and social events, details of inclusions per package are listed below. Please send a list of those people who will be receiving the complimentary tickets to the organisers by 27 June 2016.

## SPONSOR DEADLINES

Item	Deadline
<b>Principal partners</b> - 250 word profile and rotating principle MPU advert on website (logo, contract details and link to website)	On receipt of contract and deposit
<b>Executive partners</b> - 100 word profile and rotating principle MPU advert on website	On receipt of contract and deposit
<b>Supporting &amp; Associate partners</b> - 75 word profile including logo, contract details and link to website	On receipt of contract and deposit
<b>Principal partners</b> - Logo for use on delegate city gateway branding	On receipt of contract and deposit
<b>All partners</b> - Logo for use on all generic marketing collateral	On receipt of contract and deposit
Exhibitor listing (company profile - 75 words) for programme book and mobile app	On receipt of contract and deposit
Masterclass - content for approval	8 April
Confirmation of speaker slots / clinic presentations	18 April
Full page / half page/ quarter page colour advert	26 April
Content for e-newsletter	2 May
Press release	3 May
Invitation email for Masterclass	10 June
Full Complimentary Registrations	1 July
Masterclass Complimentary Registrations	1 July
Complimentary stand personnel registrations	1 July
Presidents Dinner registrations	1 July
Media Networking Event registrations	1 July
VIP room registrations	1 July
<b>Principal &amp; Executive partners</b> - Interview for three / two minute video reel	To be arranged with organisers
Delivery of delegate bag insert	15 July

# Contact details

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