



BWCA CONFERENCE & TRADE SHOW 2012

Competing to Win



EXHIBITOR PACK



BWCA CONFERENCE & TRADE SHOW 2012

“Competing to Win”

Chesford Grange, Kenilworth, Warwickshire
Wednesday 28th & Thursday 29th March 2012

Event itinerary

Wednesday 28th March 2012	BWCA Golf Day at Forest of Arden Informal Supper at Chesford Grange
Thursday 29th March 2012	Conference & “Meet The Suppliers” Incorporating Supplier Showcases Gala Dinner at Chesford Grange

The BWCA invites **all** involved in the water cooler industry to their 2012 Conference & Trade Show, following on from the hugely successful 2011 event - members, non-members, and interested parties.

With 2012, the Olympics not far from our minds - “Competing to Win” will give delegates and exhibitors real attending benefits. We guarantee you will return to your offices fired with ideas and renewed enthusiasm - and your company can be part of this!

“*Meet The Suppliers was very well set up and ample opportunity to mingle.*”

“*Very Informative and Enjoyable.*”

“*Enjoyed being able to dip in and out of the Suppliers section.*”

“*Great Networking.*”

CAN I EXHIBIT?

Companies booking either Package 1* or Package 3* (see Booking Form) will be offered a complimentary exhibitor space (one per company), making this a hugely cost-effective use of time and resources - no hidden extras!

Who will be attending? Industry principals throughout the UK water cooler industry, decision makers and buyers, purchasing directors, procurement managers, facilities managers, financial investors.

NEW THIS YEAR!

Would you like to make a presentation to a wider audience? We are able to offer Exhibitors 15 minute slots during lunchtime in the dedicated Showcase Arena to tell visitors about why they should buy your products/services.

How can I book?

Just book for either Package 1* or Package 3* on the Event Booking Form. Return to info@bwca.org.uk or fax on +44(0)1923 397 346. Showcase Arena spaces will be allocated at this stage.

Booking Form

Company:			
Booking Contact:			
Address:			
Telephone		PO Number:	
BWCA Member <input type="checkbox"/>	Non BWCA Member <input type="checkbox"/>	Email:	

Golf Day at Forest of Arden, Meriden 28th March 2012		£80	Qty <input type="checkbox"/>	£ _____
Event Package 1*	Member £499	Non Member £599		
2 nights to include: Wednesday 28th: Supper & B&B Thursday 29th : CONFERENCE inc . Lunch & trade show, Gala Dinner & B&B	Qty <input type="checkbox"/>	Qty <input type="checkbox"/>		£ _____
Event Package 2	Member £225	Non Member £325		
1 night to include: Wednesday 28th: Supper & B&B Thursday 29th: CONFERENCE inc. lunch & trade show	Qty <input type="checkbox"/>	Qty <input type="checkbox"/>		£ _____
Event Package 3*	Member £299	Non Member £399		
1 night to include: Thursday 29th: CONFERENCE inc. lunch & trade show, Gala Dinner & B&B	Qty <input type="checkbox"/>	Qty <input type="checkbox"/>		£ _____
CONFERENCE inc. lunch & trade show	Member £99	Non Member £149		
	Qty <input type="checkbox"/>	Qty <input type="checkbox"/>		£ _____
Gala Dinner Only inc. wine & entertainment	Member £99	Non Member £149		
	Qty <input type="checkbox"/>	Qty <input type="checkbox"/>		£ _____
All Prices are exclusive of VAT.				
				Grand Total £ _____

Booking Form

Delegate Names	Golf Day	Event Package 1*	Event Package 2	Event Package 3*	Conference Only	Gala Dinner	Vegetarian

I wish to pay by: Credit Card <input type="checkbox"/> Please invoice Me <input type="checkbox"/>		Please note all invoices to be paid by cheque or BACS by 28 th February 2012 or immediately if after that date.	
Card Number	<input type="text"/>	Expiry Date	<input type="text"/>
Card in name of:	<input type="text"/>	Card Type: Visa <input type="checkbox"/> Mastercard <input type="checkbox"/>	

Credit Card Details: These are held to reserve your place. You will be issued an invoice & payment must be made prior to the BWCA to the event by cheque, BACS or debit/credit card. Hotel extras must be paid directly with the hotel on departure. Substitutions will be accepted at any time, All payments must be received by and cancellations cannot be made after 28 February 2012.

Signed _____

Dated _____



Sponsorship Opportunities

In 2011 the BWCA held a hugely successful event in Crewe. In 2012 we hope to surpass this at the superb Kenilworth Suite, Chesford Grange, Warwickshire. Incorporating Golf, Industry Conference, “Meet The Suppliers” & Supplier Showcases, more space and time for networking and exhibiting is promised.

With 2012, the Olympics not far from our minds – “Competing to Win” will give delegates real benefits – we guarantee they will return to their offices fired with ideas and renewed enthusiasm – and your company can be part of this!

Attracting industry principals throughout the UK water cooler industry, decision makers and buyers, purchasing directors, procurement managers, facilities managers, financial investors, Chesford Grange, offers a superb space for exhibitors to showcase their products and services.

We have major sponsorship opportunities for this event, giving your company unrivalled exposure to the whole of our industry. Details of the various packages are given below – available on a first come, first served basis. These were snapped up in 2011 so act fast!

To discuss sponsorship of this flagship event, please contact John Dundon on 07802 809 424 or email info@bwca.org.uk

	Event Sponsor	Conference Sponsor	Gala Dinner Sponsor	Golf Sponsor	Conference Lunch Sponsor	Informal Supper Sponsor
Additional “Meet The Supplier” space	Y	Y	X	X	X	X
One Package 1 & Junior Suite	Y	X	X	X	X	X
One Package 3 & Junior Suite	X	Y	X	X	X	X
Prime “Meet The Supplier” position	Y	Y	Y	Y	Y	Y
Logo on all conference material	Y	Y	Y	Y	Y	Y
Logo adjacent to conference screen	Y (Large)	Y	Y	Y	Y	Y
Thanks in opening presentation	Y	Y	Y	Y	Y	Y
Thanks in closing speech	Y	Y	Y	Y	Y	Y
Thanks at dinner	Y	Y	Y	Y	Y	Y
Option for private customer meetings	Y	Y	X	X	X	X
Complimentary event photographs	Y	Y	Y	Y	Y	Y
Logo on event page of website & links to sponsors	Y	Y	Y	Y	Y	Y
Sponsors coolers sited throughout	Y	X	X	X	X	X
Sponsors bottles of water at the Conference	X	Y	X	X	X	X
Sponsors bottles of water at the Supper	X	X	X	X	X	Y
Sponsors bottles of water at the Gala Dinner	X	X	Y	X	X	X
Sponsors logo on dinner menu	Y	Y	Y	Y	Y	Y
Presentation of Golfing prizes (supplied by the sponsor)	X	X	X	Y	X	X
Free Showcase	Y	X	X	X	X	X
Sponsorship Prices	£5,000	£3,000	£1,500	£1,000	£750	£500



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“COMPETING TO WIN”
 Chesford Grange, Kenilworth, Warwickshire
 Wednesday 28th & Thursday 29th March 2012

Thursday 29 March 2012

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EXHIBITOR INFORMATION – “MEET THE SUPPLIERS”

Venue	Kenilworth Suite, Chesford Grange, Kenilworth, Warwickshire Tel: 01926 859 331 http://www.qhotels.co.uk/hotels/chesford-grange-near-warwick.aspx
Directions:	<p>From the south: Leave the M40 at Junction 15. Follow the A46 towards Coventry and take the slip road signposted Kenilworth and Leamington Spa (A452). At the roundabout, take the right exit signposted Leamington Spa. Continue for 400 yards and follow the signs to the hotel.</p> <p>From the north: At Junction 21 of the M1, follow the M69 towards Coventry and join the A45. Take the first junction off and join the A46 towards Warwick. Take the slip road signposted A452. At the roundabout, take the first exit signposted Leamington Spa and follow the signs to the hotel.</p> <p>Nearest train stations: Leamington Spa – 4 miles, Warwick – 8 miles</p> <p>Nearest airport: Birmingham International airport - 18 miles</p>
Car Parking:	There are 650 spaces at the hotel. We suggest exhibitors use the car park by the Event Entrance. The Kenilworth Suite is on the ground floor with easy access. Car parking is free.
Deliveries & Unloading	Access to the Kenilworth Suite from the car park is very convenient. If you wish to organise deliveries please clearly address them to: BWCA Conference/29 March 2012 Kenilworth Suite Chesford Grange Hotel Kenilworth, Nr Warwick CV8 2LD
Build up/ Break down	The Conference is taking place in Suites 1, 2 & 3 of the Kenilworth Suite. Build-up timings are the evening of Wednesday 28, and early morning of Thursday 29th March – precise timings available nearer the date.
Exhibiting hours:	Thursday 29th March: 12:00 – 14:30, 16:00 – 18:00
Conference hours:	Thursday 29th March: 10:00 – 12:00, 14:30 – 16:00
Stands:	Space only minimum 2m wide and 2m deep. There is no shell scheme.
Tables & chairs:	These will be on your stand as requested.
Electricity:	Electricity will be available for those who have requested it. Please bring extension leads.
Lunch:	An informal buffet lunch will be served for delegates to enjoy while visiting the “Meet The Suppliers” area. Special arrangements will be made to ensure that exhibitors have lunch.
Badges:	These will be available from registration on the morning of the conference.
Delegates:	Approximately 150 delegates are expected to attend.
Contact:	Phillipa Atkinson-Clow Tel: 01923 775 770 Mobile: 0772 55 66 461

COMPETING TO WIN

BWCA

BRITISH WATER COOLER ASSOCIATION

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www.bwca.org.uk