



# **PLAID CONFERENCE OPPORTUNITIES 2011**

Plaid Cymru 2011 Annual Conference, Llandudno: 8th-10th Sept

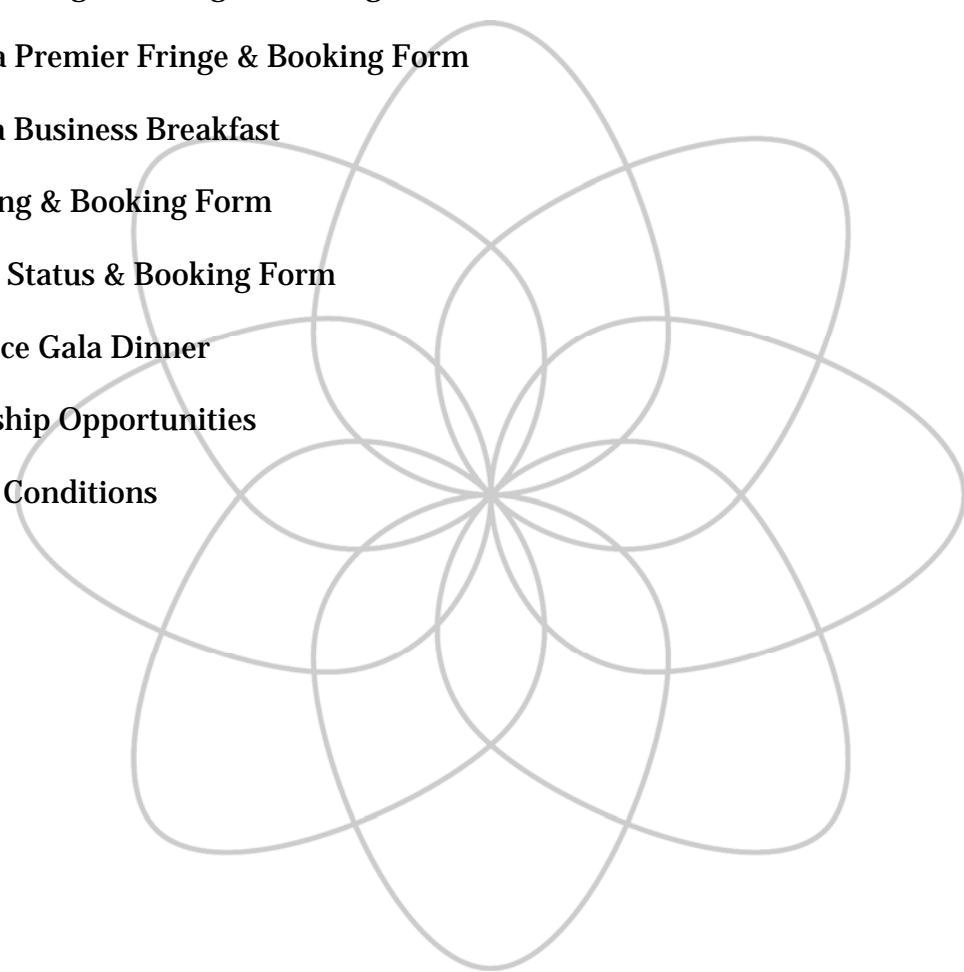


**Opportunities for the public, private and third sector in Plaid Cymru's 2011 Annual Conference in Venue Cymru, Llandudno.**

**\*Fringe \*Stalls \*Exhibitions \*Premier fringe \*Brand-building  
\*Business Breakfast\*Conference Dinner \*Receptions \*Advertising  
\*Executive Passes \*Sponsorship Opportunities**

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## **INTRODUCTION**

### **Why come to the Plaid Cymru Conference?**

Plaid Cymru Conferences provide organisations such as yours with an opportunity to understand Plaid policy development, to network and to raise your profile with party activists, Elected Members, candidates and leaders.

The feedback from our 2011 Spring Conference at the Millennium Centre, Cardiff was overwhelmingly positive, and we've used this to prepare and plan ahead for this Conference.

This year we return to Venue Cymru in Llandudno to one of the best Conference venues in Wales which offers a great backdrop to policy development, brand-building and all manner of Conference opportunities.

Following the success of our recent Annual Conferences, this Conference will again consist of two full days in the Conference Hall, and half a day dedicated to policy debate, seminars, panel discussions, development sessions and much more. We will also continue to expand on this by offering new experiences to representatives from organisations and delegates alike by promoting new media, innovation and in-depth policy debate on salient political issues. Every Executive Observer and organisation will be offered the chance to meet one-on-one with a member of our National Policy Development Unit.

I very much hope that you will decide to attend Plaid Conference in September and I look forward to seeing you there.



**Ieuan Wyn Jones AM  
Leader, Plaid Cymru**

# **GENERAL INFORMATION**

## **Commercial Opportunities**

Welcome to our Conference Information Pack for exhibitors, fringe hosts, advertisers, sponsors and observers which includes details of the following opportunities:

- Hosting an Exhibition / Stall
- Hosting a Fringe Meeting
- Hosting a Premier Fringe Meeting
- Advertising in our Conference Handbook
- Attending the Conference as an Executive Observer
- Sponsorship opportunities

## **Conference dates and times**

- The dates of the Annual Conference are from Thursday 8th - Saturday 10th of September 2011 (Thursday will be a half day).
- The times of the Conference are approximately 9.30am-4.30pm on Friday and Saturday, and 2.00pm – 5.30pm on Thursday.

## **Please Note**

As the Thursday of Conference will be dedicated to discussion sessions, debates and fringe Meetings only, Exhibition stalls will only feature on the Friday and Saturday of Conference. However, Exhibitors are invited to attend the Thursday sessions as Executive Observers.

## **Availability**

Fringe meeting room availability and stand space is extremely limited, so book early to avoid disappointment. Please note, as Thursday is a half day, exhibitors will only exhibit Friday and Saturday but are welcome to attend Conference sessions on Thursday.

## **How to book**

Complete the booking form(s) and return to Plaid Cymru's National Office by e-mail, post or fax for the attention of Vici Jones, Conference Organiser. All bookings must be received by **11th July 2011**.

## **Payment**

Please note that all prices exclude VAT and VAT will be added. You will be invoiced promptly following your booking. Payment must be received within 21 days by cheque, credit card or BACS transfer. Please note there will be an additional charge for any late payments.

## Contact

If you are participating in Plaid Cymru's Conference for the first time, need clarification of any aspect of the Conference or the information contained within this booklet, then please contact Vici Jones, Conference Organiser, at National Office. Her contact details are as follows:

Tŷ Gwynfor, Plaid Cymru, Marine Chambers, Anson Court, Atlantic Wharf, Cardiff, CF10 4AL

Tel: 02920 475921 E-mail: [vicijones@plaidcymru.org](mailto:vicijones@plaidcymru.org)

## Scale of charges

For the booking of stalls, exhibitions and fringe meetings, the charges for events are based on a sliding scale depending on the type of organisation making the booking. These are:

- **Full rate:** Commercial organisations / Public Sector Bodies / Government Agencies
  - **Discounted rate:** Professional Associations / Trade Unions / Registered Charities (with annual turnover of £250,000 or more)
  - **Reduced rate:** Community Groups / Registered Charities (with annual turnover of less than £250,000)
- The sliding scale does not apply to the Premier Fringe Package, Advertising or Sponsorship Packages.

## Conference Handbook

The Conference Handbook is the comprehensive guide to all the information a delegate needs about fringe events and exhibition stalls whilst attending Conference.

Copies of the Conference Handbook are distributed to exhibitors, media representatives, fringe holders and observers approximately one week prior to Conference. Additional copies may be purchased at a cost of £5 per copy.

## Social Programme

At the end of each Conference day, you can relax or continue to debate the issues of the day at one of the social events organised for each evening. Tickets for these events will be available for sale at Conference from the Reception Desk in the Foyer, or for more information please contact Vici Jones.

**Thursday:** Social Event (tbc)

**Friday:** Gala Dinner

**Saturday:** Revue Comedy Evening

## **Commercial sponsorship and Plaid Cymru**

The Political Parties, Elections and Referendums Act 2000 regulates donations to organisations involved in UK politics. The Act is not designed to affect genuine commercial relationships and normal commercial deals are not subject to any regulation. Participation with activities herein will not therefore be treated as a donation to Plaid Cymru and will not be published on the register of donations to political parties. If you require further guidance on compliance with current legislation email [geraintday@plaidcymru.org](mailto:geraintday@plaidcymru.org)

## **Legal& Compliance issues**

Any money received by Plaid Cymru as part of a commercial sponsorship agreement is not considered a political donation and does not denote support from or for the Party. However, all organisations or individuals who enter into a commercial agreement with Plaid Cymru will be named separately from donors in compliance with current legislation. Plaid Cymru reserve the right to refuse any sponsorship proposal and, at any time, to withdraw a sponsorship opportunity. Furthermore, Plaid Cymru cannot and will not offer meetings with Ministers, the Party leadership or senior Party personnel in exchange for sponsorship.

## **Advertising**

The Conference Agenda will be sent to print on the 24th July – no refunds will be made for adverts which arrive after July 23th.

## **Conference contacts and support**

We hope that your experience of attending Plaid Cymru Annual Conference 2011 will be productive and pleasant and that this information pack will assist with reducing the stress normally associated with such an event.

If you require further help to organise your event please contact the following:

Help with organising Plaid speakers for Fringes contact Vici Jones on 02920 475921 or email [vicijones@plaidcymru.org](mailto:vicijones@plaidcymru.org)

Help with Press issues contact Morgan Lloyd on 02920 475931 or email [morganlloyd@plaidcymru.org](mailto:morganlloyd@plaidcymru.org)

Help with Policy issues contact Cai Jones on 02920 475928 or email [caijones@plaidcymru.org](mailto:caijones@plaidcymru.org) or Lowri Jackson on 02920 475926 or email [lowrijackson@plaidcymru.org](mailto:lowrijackson@plaidcymru.org)

## Venue – Venue Cymru, Llandudno

Perched on a peninsula surrounded on three sides by water and set beneath the glorious foothills of Snowdonia, the unspoilt Victorian seaside town of Llandudno offers everything a visitor and Conference delegate could wish for.

Venue Cymru is situated in a spectacular position on Llandudno's attractive waterfront occupying spectacular views out to sea. Venue Cymru is one of the finest locations for professionally managed conferences.

Located in Llandudno, in the centre of the North Wales coast, Venue Cymru is well served by all transportation methods. The A55 dual carriageway connects the town to both the M56 and M53 with good bus and train connections. Please check [http://conference.venuecymru.co.uk/home.php?/Area\\_and\\_Travel\\_Information/Travel Planning](http://conference.venuecymru.co.uk/home.php?/Area_and_Travel_Information/Travel_Planning) for details of public transport.

Venue Cymru has been recently expanded to include modern, purpose-built conference facilities for anything from 5 to 5000 delegates. It hosts a full range of rooms and services available for events and meetings of all sizes.



# How to find Venue Cymru



**By Road:** Llandudno is served by the motorway network and is located 3 miles off the A55 expressway. If travelling from the North and East follow signs for the M56 west to Chester and North Wales. Then follow the A55 west (Conwy). Come off the A55 at the sign posted Llandudno exit and follow the trunk road into the town centre where you will find Venue Cymru on the Promenade.

**By Rail:** Llandudno has two railway stations serving the town. Llandudno Junction is a mainline intercity stop on the Holyhead to

London Euston line. The station is situated about 3 miles out of the town centre. Llandudno also has a branch line station situated in the town centre a short walk from the theatre. A regular connecting services runs between the two stations. For more information and timetables go to [www.thetrainline.com](http://www.thetrainline.com)

**By Coach:** The National Express coach network serves Llandudno, more information can be found at their website - [www.gobycoach.com](http://www.gobycoach.com)

**Parking and Taxis:** Venue Cymru has a large pay and display car park to the rear of the building. For car parking rates please see the [parking](#) section of this website - [www.venuecymru.co.uk](http://www.venuecymru.co.uk). There is a designated taxi / pick up point outside Venue Cymru on the promenade.

**Bike Rack:** A bike rack is available and is situated on the promenade side of Venue Cymru by the theatre foyer entrance.





## **Exhibition Stands/Stalls**

Many Organisations have an exhibition or stall in Conference. Delegates are encouraged through a loyalty card incentive scheme to visit stalls and Elected Members are also organised to visit individual stalls to meet and greet and to discuss policy issues.

This year **ALL** stalls will be located in the **SAME** area. The spacious room will be a meeting point for delegates and will also be used as a coffee shop area and so is likely to get very busy.

### **Please Note**

As the Thursday of Conference will be dedicated to discussion sessions, debates and fringe Meetings only, Exhibition stalls will only feature on the Friday and Saturday of Conference. However, Exhibitors are invited to attend the Thursday sessions as Executive Observers.

### **Pricing**

Prices range from £400 to £650.

*You will be provided with the space, a table, 2 chairs, and a power point (if required).*

### **What's included in the price?**

- 2 x Observer Passes
- 2 x Conference Handbooks
- Exhibitor Listing in Conference handbook (if supplied before July 20th. Please provide a logo and a short paragraph about your organisation).
- Additional passes are available to exhibitors at a discounted rate of £80 each.

### **In Addition.....**

Exhibitors, Fringe Hosts, advertisers and Observers are invited to attend the exclusive annual Presidents and Elected Members Reception which will take place during Conference. This is a special annual reception and your invitation is our way of thanking you for your continued support and will provide you with an opportunity to mix informally with senior members of Plaid Cymru. Further details to be confirmed.

### **Setting up and access times**

Exhibitors can gain access to the venue from 8.00am on Friday 9<sup>th</sup> September. You are expected to be ready for business by 10.00am. If you are unable to make this slot, please inform us and we will try to make alternative arrangements. Dismantling can begin after 16.00pm on Saturday 10<sup>th</sup> September and should be completed by 18.00pm.

**\* Please make your booking by filling in the form on the opposite page.**

## Annual Conference 2011 Exhibition Booking Form

Organisation	
Reg. Charity no	
Address	
Invoice Address (if different)	
Purchase Order Number	
Contact	
Telephone	
Mobile	
Email	
Observer 1 (free)	
Observer 2 (free)	

Please note the names of any additional Observers (£80 each).....  
 .....

**Commercial / Government / Public Bodies: £650**

**Professional Associations / Trade Unions / Registered Charities: £550**

**Community Groups / Registered Charities (With Annual turnover of less than £250,000): £400**   
*(Please tick and enter amounts as required)*

### Your payment

This booking form must be received by Monday 11th July 2011. Please note that all prices exclude VAT and VAT will be added. You will be invoiced promptly following your booking. Payment must be received within 21 days by cheque, credit card or BACS transfer. Please note there will be an additional charge for any late payments.

I have read and agree to abide by the Terms & Conditions as set out in the Conference Information Pack.

## **Hosting a Fringe Meeting**

A Fringe meeting is perhaps the most effective way to convey an organisation's message to Conference delegates as it involves influential speakers and engages debate or discussion with the delegates. Fringe meetings can be held on any topic chosen by the host organisation that invites speakers, usually including Plaid Cymru Councillors, Assembly Members, MPs and MEPs to debate a topic. Hosts are able to boost attendance by taking additional advertising space.

### **Catering**

If you require catering at your event please contact the Venue Cymru Conference team by e-mailing [conferences@venuecymru.co.uk](mailto:conferences@venuecymru.co.uk) or telephone 01492 879771.

### **Important**

All Plaid Cymru Conference events must be booked through Plaid Cymru Headquarters. Any organisation or individual staging an unofficial fringe event will be precluded from advertising the event in the Conference Handbook and will be precluded from distributing advertising materials at any of the Conference venues.

### **Pricing**

Prices range from £350 to £650.

### **Translation**

Plaid Cymru will contact you if translation is required. Please note: translation will incur an extra cost and is not included in the price of the meeting.

### **What's included in the price?**

You will be provided with a Fringe meeting venue with a top table and theatre style seating. However your booking also includes:

- 2 x Executive Observer Passes
- 2 x Conference Handbook
- Fringe meeting listing in the Conference Fringe guide (please provide a logo and a short paragraph about your organisation/event).
- Additional passes are available to Fringe holders at a discounted rate of £80 each.

### **In Addition.....**

Exhibitors, Fringe Hosts, advertisers and Observers are invited to attend an exclusive Presidents and Elected Members Reception which will take place during Conference. This is a special annual reception and your invitation is our way of thanking you for your continued support and will provide you with an opportunity to mix informally with senior members of Plaid Cymru. Further details to be confirmed.

**\*Please make your booking by filling in the form on the opposite page.**

# Annual Conference 2011 Fringe Meeting Booking Form

Organisation	
Reg. Charity no	
Address	
Invoice Address (if different)	
Purchase Order Number	
Contact	
Telephone	
Mobile	
Email	
Observer 1 (free)	
Observer 2 (free)	

Please note the names of any additional Observers (£80 each).....  
 .....

**Preferred Time:** 12.30pm  4.30pm

**Note: Please note that there will be no lunchtime fringes on Thursday.**

<b>Please tick as required:</b>	<b>Thur</b>	<b>Friday</b>	<b>Saturday</b>
<i>Commercial / Government / Public Bodies</i>	<input type="checkbox"/> £550	<input type="checkbox"/> £650	<input type="checkbox"/> £600
<i>Professional Associations / Trade Unions / Charities</i>	<input type="checkbox"/> £400	<input type="checkbox"/> £550	<input type="checkbox"/> £500
<i>Community Groups / Registered Charities</i> (Charities with Annual turnover of less than £250,000)	<input type="checkbox"/> £350	<input type="checkbox"/> £450	<input type="checkbox"/> £400

## Translation

Please tick if you would like more information on translation:

## Your payment

This booking form must be received by Friday 11<sup>th</sup> July 2011. Please note that all prices exclude VAT and VAT will be charged. You will be invoiced promptly following your booking. Payment must be received within 21 days by cheque, credit card or BACS transfer. Please note there will be an additional charge for any late payments.

I have read and agree to abide by the Terms & Conditions as set out in the Conference Information Pack

## Hosting a Premier Fringe Meeting

The Premier Fringe meeting will be the best attended meeting at the Plaid Cymru Conference, will occupy the prime time slot and venue and be addressed by some of our senior speakers. And for you, the best bit is that once you've booked, you can sit back and let us do the work! Our experienced team of Conference staff will do all that's needed to deliver a successful, high-profile event for you. We secure the venue, the speakers and provide the catering and drinks. All you have to do is set the title and decide whether you want to provide a supporting speaker and chairperson or whether you want us to do that for you. These fringe meetings will be the most memorable of the Conference.

### Pricing

The price for the Premier Fringe meeting is fixed at £2000 + VAT. This price is non negotiable and not subject to the usual sliding scale.

### IN ADDITION.....

- We will liaise with you to identify an appropriate senior politician from Plaid Cymru to be the principle speaker at your premier fringe meeting. Your booking also includes:
- A dedicated member of Plaid Cymru staff to coordinate and organise your event prior to conference.
- A dedicated member of Plaid Cymru staff assisting with your event on the day.
- Buffet and drinks for delegates
- 3 x Observer Passes
- 3 x tickets to Conference Gala Dinner
- 3 x Conference Handbooks
- Advert in Plaid Cymru Publication & insert in Conference handbook.

### In Addition.....

Exhibitors, Fringe Hosts, advertisers and Observers are invited to attend an exclusive Presidents and Elected Members Reception which will take place during Conference. This is a special annual reception and your invitation is our way of thanking you for your continued support and will provide you with an opportunity to mix informally with senior members of Plaid Cymru. Further details to be confirmed.

**\* Please make your booking by filling in the form on the opposite page.**

# Annual Conference 2011 Premier Fringe Booking Form

<b>Organisation</b>	
<b>Reg. Charity no</b>	
<b>Address</b>	
<b>Invoice Address (if different)</b>	
<b>Purchase Order Number</b>	
<b>Contact</b>	
<b>Telephone</b>	
<b>Mobile</b>	
<b>Email</b>	
<b>Observer 1 (free)</b>	
<b>Observer 2 (free)</b>	
<b>Observer 3 (free)</b>	

Please note the names of any additional Observers (£80 each).....  
 .....

## Premier fringe £2000

**Preferred Day**    Friday     Saturday

**Preferred Time**    12.30pm     4.30pm

## Your payment

This booking form must be received by 11th July 2011. Please note that all prices exclude VAT and that VAT will be charged. You will be invoiced promptly following your booking. Payment must be received within 21 days by cheque, credit card or BACS transfer. Please note there will be an additional charge for any late payments.

I have read and agree to abide by the Terms & Conditions as set out in the Conference Information Pack.

## Hosting a Business Breakfast

A Business Breakfast is an effective way to convey an organisation's message to key Party members as it involves engaging with selected members in a more intimate environment. Business Breakfasts can be held on any topic chosen by the host organisation who invites others, usually including Plaid Cymru Councillors, Assembly Members or MPs and MEPs to debate a topic over breakfast. Hosts will provide drinks and catering but Plaid Cymru's Conference team are happy to assist with inviting individuals to the meeting.

### Times and venues

Plaid Cymru has various rooms in the main conference venue which can accommodate a business breakfast. Time slots are 8.30am to 9.30am.

### Catering

If you require catering at your event please contact the Venue Cymru Conference team by e-mailing [conferences@venuecymru.co.uk](mailto:conferences@venuecymru.co.uk) or telephone 01492 879771.

### Important

All Plaid Cymru Conference events must be booked through Plaid Cymru Headquarters. Any organisation or individual staging an unofficial fringe event will be precluded from advertising the event in the Conference Handbook and will be precluded from distributing advertising materials at any of the Conference venues.

### Pricing

Prices range from £300 to £450.

### What's included in the price?

You will be provided with a venue which can be set out as requested.

Your booking also includes:

- 2 x Executive Observer Passes
- 2 x Conference Handbook
- Additional passes are available to Business Breakfast holders at a discounted rate of £80 each.

**\* Please make your booking by filling in the form on the opposite page.**

# Annual Conference 2011 Business Breakfast Booking Form

<b>Organisation</b>	
<b>Reg. Charity no</b>	
<b>Address</b>	
<b>Invoice Address</b> (if different)	
<b>Purchase Order Number</b>	
<b>Contact</b>	
<b>Telephone</b>	
<b>Mobile</b>	
<b>Email</b>	
<b>Observer 1</b> (free)	
<b>Observer 2</b> (free)	

Please note the names of any additional Observers (£80 each).....

.....

Preferred Day (Thursday, Friday, Saturday).....

**Commercial / Government / Public Bodies**  £450

**Professional Associations / Trade Unions / Charities**  £350

**Community Groups / Registered Charities**  £300  
*(Charities with Annual turnover of less than £250,000)*

*(Please tick and enter amounts as required)*

## Your payment

This booking form must be received by Friday 11<sup>th</sup> July 2011. Please note that all prices exclude VAT and VAT will be charged. You will be invoiced promptly following your booking. Payment must be received within 21 days by cheque, credit card or BACS transfer. Please note there will be an additional charge for any late payments.

I have read and agree to abide by the Terms & Conditions as set out in the Conference Information Pack



## Advertising at Conference

Whether you are holding a fringe event, exhibiting or wishing to promote your campaign or organisation, do not miss the opportunity to reach the hundreds of attendees before and during the event by taking advantage of the advertising and promotional opportunities available.

All organisations whether attending Plaid Cymru Annual Conference or not can apply to advertise in our Conference Handbook.

### What are the advantages of advertising?

Advertising in the Conference Handbook gives you the opportunity to promote your organisation and any event or exhibition you are hosting at Conference and bring it to the attention of the hundreds of delegates, observers, exhibitors, fringe hosts and members of the media who use the Conference Handbook constantly each day and beyond.

### Pricing

Prices range from £150 to £400 for Black and White adverts, while prime full colour adverts range from £450 to £650

Loose sheet	Fringe Advert	£150
¼ page	Black and White	£250
½ page	Black and White	£350
Full page	Black and White	£450
½ page inside rear cover	Colour	£450
½ page inside front cover	Colour	£450
Full page inside rear cover	Colour	£600
Full page inside front cover	Colour	£600
Rear cover (Full)	Colour	£650

If you are interested in advertising at prominent places in the venue please contact the Conference Organiser, Vici Jones on 02920 475921 or e-mail [vicijones@plaidcymru.org](mailto:vicijones@plaidcymru.org) to discuss further.

### What else is included in the price?

- 1 x Executive Observer Passes
- 1 x Conference Handbook
- Additional passes are available to advertisers at a discounted rate of £80 each.

### In Addition.....

Exhibitors, Fringe Hosts, advertisers and Observers are invited to attend the exclusive annual Presidents and Elected Members Reception which will take place during Conference. This is a special annual reception and your invitation is our way of thanking you for your continued support and will provide you with an opportunity to mix informally with senior members of Plaid Cymru. Further details to be confirmed.

\* Please make your booking by filling in the form on the opposite page.

# Annual Conference 2011 - Advertising Booking Form

<b>Organisation</b>	
<b>Reg. Charity no</b>	
<b>Address</b>	
<b>Invoice Address</b> (if different)	
<b>Purchase Order Number</b>	
<b>Contact</b>	
<b>Telephone</b>	
<b>Mobile</b>	
<b>Email</b>	
<b>Observer 1</b> (free)	
<b>Observer 2</b> (free)	

Please note the names of any additional Observers (£80 each).....  
 .....

Please tick appropriate box(es)

Loose sheet	Fringe Advert	£150	
¼ page	Black and White	£250	
½ page	Black and White	£350	
Full page	Black and White	£450	
½ page inside rear cover	Colour	£450	
½ page inside front cover	Colour	£450	
Full page inside rear cover	Colour	£600	
Full page inside front cover	Colour	£600	
Rear cover (Full)	Colour	£650	

The deadline for the supply of camera-ready artwork is 15th July 2011.

Plaid Cymru reserves the right to refuse any application.

## Your payment

This booking form must be received by Friday 11th July 2011 and adverts must arrive at Plaid Cymru National Office by 19th July 2010 Please note that all prices exclude VAT and VAT will be charged. You will be invoiced in the week following your booking. Payment must be received within 21 days by cheque, credit card or BACS transfer. Please note there will be an additional charge for any late payments.

I have read and agree to abide by the Terms & Conditions as set out in the Conference Information Pac

# Executive Observer Status

Plaid Cymru welcomes business, diplomatic, academic and Third Sector visitors to the Conference.

As an Executive Observer you will receive:

- An Executive Observer Pass- which gives you full access to the Conference Floor.
- A Conference Handbook.
- You will also be free to attend fringe events offering the opportunity to engage first-hand on the key issues of the day.

## Exclusive Executive Observers' Seminars and Sessions

Exclusive seminars and sessions will be held at Conference for Executive Observers only. Details will be sent with your Conference handbook prior to Conference.

### In Addition.....

Executive Observers are invited to attend the exclusive Presidents and Elected Members Reception which will take place during Conference. This is a special annual reception and your invitation is our way of thanking you for your continued support and will provide you with an opportunity to mix informally with senior members of Plaid Cymru. Further details to be confirmed.

### Handbook

Observers may wish to include an entry for their organisation in the Conference handbook so that our members know you are in attendance. If you would like more information on this, please contact Vici Jones on 0292 0475 921 or email [vicijones@plaidcymru.org](mailto:vicijones@plaidcymru.org)

### Cost

The cost for Executive Observer Status is £150 for the duration of Conference (2.5 days) and includes all of the above. However, the more Executive Observer passes your organisation purchase, the bigger the discount available to you. Prices are as follows:

- 1 Executive Observer Pass: £150*
- 2 Executive Observer Passes: £275*
- 3 Executive Observer Passes: £400*
- 4 Executive Observer Passes: £500*

### PAC DISCOUNT

Members of Public Affairs Cymru are entitled to a significant discount on Executive Observer Passes to Plaid Cymru Conferences. The cost of an Executive Observer pass to Plaid Cymru's 2011 Annual Conference is £100 + VAT. Please note that the discounts above do not apply to the PAC offer.

**\* Please make your booking by filling in the form on the opposite page**

## 2011 Annual Conference Executive Observer Booking Form

<b>Organisation</b>	
<b>Reg. Charity no</b>	
<b>Address</b>	
<b>Invoice Address (if different)</b>	
<b>Purchase Order Number</b>	
<b>Contact</b>	
<b>Telephone</b>	
<b>Mobile</b>	
<b>Email</b>	

Name of Observer 1 (£150).....  
 Name of Observer 2 (£275).....  
 Name of Observer 3 (£400).....  
 Name of Observer 3 (£500).....

Please note any additional Observers.....  
 .....  
 .....

### PAC DISCOUNT

Please note below if you are a member of Public Affairs Cymru and therefore entitled the PAC discount (£100 each)

.....

*Plaid Cymru reserves the right to refuse any application.*

### Your payment

This booking form must be received by Monday 1<sup>st</sup> August 2011. Please note that all prices exclude VAT and VAT will be charged. You will be invoiced promptly following your booking. Payment must be received within 21 days by cheque, credit card or BACS transfer. Please note there will be an additional charge for any late payments.

I have read and agree to abide by the Terms & Conditions as set out in the Conference Information Pack.

## **2011 Annual Conference Gala Dinner**

The Annual Conference Gala Dinner is a prestigious event which every year attracts between 150 and 200 guests which include senior Party figures, Councillors, AMs, MPs, MEPs, diplomats, representatives from external businesses and organisations and many more.

This year, the dinner will be held in the Main Hall at Venue Cymru on Friday 10<sup>th</sup> of September at 7.30pm and a pre-dinner drinks reception will take place from 7.00pm. Further details to be confirmed.

As always, the evening will have a jam-packed schedule with a special guest speaker/entertainer, a raffle, and a 3 course meal.

### **HOW TO ATTEND**

The price of a ticket is £55 which includes a drinks reception on arrival, a 3 course dinner, entertainment and more. Please note on the booking form if any of your guests have any special dietary requirements.

### **IN ADDITION**

It is also possible to NAME a table at the dinner. The cost of this is **£800** and includes 10 x dinner tickets, Free advertisement in the Conference handbook, 4 x Executive Observer passes to Conference, a thank you from a senior Party figure at the dinner, free wine on your table and a guarantee of at least 2 senior Party figures on your table (which the Conference Organiser will discuss with you and arrange on your behalf if required).

### **PAC DISCOUNT**

Members of Public Affairs Cymru are entitled to a significant discount on Conference Dinner tickets. The cost of a Conference dinner ticket for PAC members is £45 each.

**If you're interested in sponsoring the Conference dinner or the pre-dinner drinks reception, please see sponsorship opportunities, on page 19.**

**\* Please make your reservations by filling in the form on the opposite page.**

## 2011 Annual Conference Gala Dinner Booking Form

<b>Organisation</b>	
<b>Address</b>	
<b>Invoice Address</b> (if different)	
<b>Purchase order number</b>	
<b>Contact</b>	
<b>Telephone</b>	
<b>Mobile</b>	
<b>Email</b>	

*Please tick where appropriate*

- I would like \_\_\_\_\_ tickets to the Gala Dinner (£55 each)  
 Or  
 I would like to NAME a table of 10 at the Conference dinner (£800)

### **PAC DISCOUNT**

Please note below if you are a member of Public Affairs Cymru and therefore entitled the PAC discount (£45 each)

.....

Please note names of your guests and whether they have any dietary requirements (if you are unable to name all guests at this point, simply note t.b.c). If you are naming a table, please also note the names of your guests plus the elected members you wish to invite to your table.

Name(s)	Dietary Requirement(s)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

## **2011 Conference Sponsorship Opportunities**

Sponsoring an event at Conference will allow your organisation to communicate directly with Conference attendees in a targeted fashion. Some of the ways in which your organisation can brand-build at the Plaid Cymru 2010 Annual Conference include:

### **Gala Dinner - Friday evening**

Hosted by Ieuan Wyn Jones AM with special guest speaker and entertainment.

*Sponsorship includes:*

- Space to display promotional material (banners, pop-ups, leaflets)
- 10 minutes to address the reception with a speech
- A thank you from Party Leader
- 2 tickets to Conference Dinner on the top table
- 4 Executive Observer passes to Conference
- 1 Full page advert in Conference Handbook
- Organisation logo printed on menus
- A designated member of Plaid Cymru Staff to help organize this key event

### **Pre-dinner drinks reception - Friday evening**

Hosted by Party President Jill Evans

*Sponsorship includes:*

- Space to display promotional material (banners, pop-ups, leaflets)
- 5 minutes to address the reception with a speech
- A thank you from Party President
- We will supply wine for your guests
- 2 tickets to Conference Dinner
- 2 Executive Observer Passes

### **Presidents and Elected Members Reception**

The Elected Members and President Club reception is a prestigious annual events held during the Conference Period. The reception attract a number of guests which include Plaid's Elected Members, Councilor's and Senior Party figures. This is a great opportunity to engage with the senior members of the Party and to brand build.

Hosted by Senior Party Figure (tbc)

*Sponsorship includes:*

- Space to display promotional material (banners, pop-ups, leaflets)
- 5 minutes to address the reception with a speech
- A thank you from Senior Party figure
- We will supply food and drinks for guests
- We will be responsible for invites and all other arrangements
- Free insert in Conference Mail out
- 2 x Executive Observer Passes

**To learn more about these or other sponsorship opportunities available to know more about these events, or to discuss prices please call Vici Jones on 02920 475921 or email [vicijones@plaidcymru.org](mailto:vicijones@plaidcymru.org)**

# **Terms & Conditions**

## **DEFINITIONS**

In these Terms & Conditions, “Organiser” means Plaid Cymru the Party of Wales. The “premises” means the conference centre being used by the Organiser for Exhibition purposes. “The Hall Owners” means the Conference Centre. “Authorities” means the local authority, fire authority or any other relevant body or person having jurisdiction over the premises.

## **SECURITY AND INSURANCE**

Each Exhibitor is responsible for the security and insurance of his / her own stand and exhibits and for his / her own employee’ insurance cover. In no circumstances will the Organiser or the Hall Owners accept responsibility or be liable for loss or damage whatsoever arising.

## **EXHIBITION LAYOUT**

The Organiser reserves the right to alter the layout of the exhibition at any time in any respect.

## **INSURANCE**

Exhibitors shall be responsible for arranging their own insurance and shall keep the Organiser indemnified in respect of (a) any loss or damage to any property of the Organiser, (b) all claims and demands by third parties (including agents of the Organiser and the Conference Centre, other Exhibitors and agents and members of the public) in respect of personal injuries or loss or damage to property, caused by or occasioned by the Exhibitor, or any of his / her employees or agents or property, arising out of or in consequence of his / her occupation of the stand or exhibition of an article or process of thing or otherwise howsoever. The exhibitor will respect all risks of every kind whatsoever in respect of any such risks. The Exhibitors shall make good any damage done by him / her, or agents to the premises of any furniture or fixtures therein damaged by fire caused upon his / her site. The Organiser reserves the right to request the sight of any insurance policy prior to the exhibition.

## **EXHIBITORS’ NAMEPLATES**

No exhibitor’s nameplates, signposts or notice boards will be allowed outside the stand area allocated without permission.

## **OPENING HOURS**

Stands must be open for business in accordance with the published daily opening hours of the Exhibition and remain open continuously until the closing times.

## **INSALLATION OF EXHIBITS**

All goods delivered to the Exhibition premises must be accompanied by or received by a representative of the Exhibitor. Advance notice is required of any large items of equipment.

## **CLEARANCE OF EXHIBITS**

No stand, exhibits or materials may be removed before the official closing time without permission from the Organiser. In the event of the Exhibitor failing to clear his / her exhibits by the prescribed times, a



charge shall be paid by the Exhibitor for every hour after the time during which the space shall remain uncleared, and if the Exhibitor has failed to do such work, the Organiser may arrange for the work to be done and a charge shall be applied thereafter. The charge will be equivalent to the costs incurred by the Organiser as a result of failure to comply with these Conditions.

## **IDENTITY OF PERSONS**

Non-transferable exhibitors' badges will be allocated and should be worn at all times

## **STAND FITTING**

- a) Any exhibitors bringing exhibition / display fittings higher than 3 metres, or heavier than average, should check with the Organisers.
- b) No part of any stand may overhang any gangway or exceed the allocated boundaries of the stand space. Exhibitors must not display their goods so that, in the opinion of the Organiser, they distract the light or impede the view along open spaces or gangways or inconvenience other Exhibitors.
- c) No petrol, spirit or other hazardous spirit, liquid or vapour is to be brought into the premises unless previously approved in writing by the Organiser.
- d) All materials used for building, decorating, draping or covering stands must be non-flammable or impregnated with fire-proofing solution in a way as to comply with the requirements of the authorities.
- e) Empty cases, cartons and packing must be removed from the premises for storage or during the access period of the exhibition left in the gangways for clearance by the Organiser's staff.

## **CONDUCT OF EXHIBITORS**

Any Exhibitor displaying equipment operating a sound system of any type will demonstrate only at low volume and will, if required by the Organiser, cease from playing. Likewise if it is considered that they are continually hindering or annoying other exhibitors.

## **GENERAL**

- a) Each Exhibitor is bound in all respects by these Terms & Conditions and in addition, shall be bound by and comply with and be deemed to have full knowledge of the Rules, Conditions and Regulations of the Hall owners.
- b) Each Exhibitor must bring to the notice of all agents or contractors employed by him / her such of the provisions of these Terms & Conditions, any claim arising from failure of the Exhibitor concerned.
- c) Any complaint must be submitted in writing to the Exhibitions Organiser or representative of the Organiser within seven days of any Fringe Event. A complaint made in any other manner will not be considered.
- d) The Organiser reserves the right to waive, add to or alter any of these Terms & Conditions in the interest of the Fringe either generally or in any particular case.

## **PAYMENT PROCEDURE**

The total amount due is payable to the Organisers within 21 days of the invoice date.

## **CANCELLATION OF BOOKINGS**

A cancellation policy of 50% will apply for all Exhibitor / Fringe / Executive Observer/ Sponsors bookings where notification of cancellation is prior to 1st September. Any cancellations made after this time will have to pay the full amount. In the event of an application being refused by the Organisers any monies paid will be returned in full to the applicant.

## **CANCELLATION OF EVENT**

If any reasons the fringe cannot be opened and held at the site on the dates specified, the Organisers may at their discretion: -

- a) postpone the opening of the Exhibition until such a date as in the circumstances of the case appear to them to be reasonable; or
- b) obtain such premises as in their opinion are suitable and hold the Exhibition on the date originally specified; or
- c) declare the Fringe abandoned.

