CONFERENCE 2018
Sponsorship Guide

CHARITY
IT LEADERS

About Us

Charity IT Leaders is the premier IT networking group for the UK charity sector. Conceived of and run by IT professionals working at major UK charities, we help our members unlock the potential of information technology within their organisations and we provide them with opportunities for networking, knowledge sharing, and professional development.

Since 2000, our mission has been to help make charities more efficient and effective through the use of their information systems, processes, and technologies. We help charities capitalise on the power of information technology and use it as a key driver of business change and service delivery within their sector.

We strive to support our unique community and its members so they can flourish and excel in their careers. Charity IT Leaders membership is inclusive of professionals at every level within IT in the charity sector, including senior, technical, digital, service management, and project leadership.

Our aim is to support the full spectrum of IT leaders as they develop throughout their careers and in particular to use our collective skills, knowledge, and experience to help build future generations of IT charity leaders.

Our integrated in-person and online resources include our annual conference, quarterly members' meetings, communities of interest, specialist masterclasses, topical dinners, and online benchmarking tools.

The Charity IT Leaders Conference was established in 2000 and it is now widely recognised as the 'go-to' event for IT leaders within the charity sector. This annual, multi-day event gives our members opportunities to share knowledge, to discuss changes and challenges within the industry, to network with colleagues within the charity sector, and meet thought leaders not only from the IT domain, but also across business sectors.

CHARITY IT LEADERS
CONFERENCE 2018

Whittlebury Hall Conference & Training Centre, Hotel & Spa
Whittlebury (near Towcester), Northamptonshire, NN12 8QH

10th - 12th October 2018

Note from the Chair

Dear Prospective Sponsor,

Year on year, the Charity IT Leaders Conference has gone from strength to strength. In my first year as Chair, I am delighted to announce a very special conference for us.

This year, we are opening the agenda to focus on topics that our members are concerned about and provide a forum for the operational and day to day challenges of the world we live in.

After the 2017 Conference, a significant market research project was completed that highlighted the need to provide space for a range of topics not just one specific theme.

We are creating space to talk about strategy development, cyber security, data insight, value from technology, operations and innovation to name but a few. A broad spectrum of topics requires an equally broad spectrum of sponsors. We hope that you will join us for the charity technology event of the year.

The trustees and I are delighted to invite you to support this conference by becoming one of our sponsors for the event. As you can see in this brochure we have a variety of packages and we are equally keen to see new faces as well as welcome back old friends who have supported us in the past.

Please do peruse the brochure and I hope I will see you at this year's event.

Dan
Chair of Trustees

Why sponsor?

Sponsorship is a great way to showcase your company, products and features; gain recognition for your brand and position you as a partner organisation to the sector. Delegates will remember you and we have seen many fruitful and mutually beneficial relationships form as a direct result of the conference. A first-time sponsor in 2017 has won contracts with at least 4 member organisations and is in negotiations with 2 others purely as a result of this conference. As you know, conference sponsorship can be an effective marketing tool allowing access to a wider audience. The Charity IT Leaders conference offers a unique, well-balanced approach to introducing our sponsors and delegates which brings everyone back year after year.

"It's been a pleasure to sponsor the CITL conference over the years. Whilst giving us unrivalled insight into technology in the sector, the conference has also been the foundation from which we have built our most long-standing customer partnerships"

INTERQUEST GROUP

Georgia Chuter, Customer Success Partner
Interquest Group

"In October 2017, TET attended their first Charity IT Leaders event; we found it a great opportunity to have quality one-on-one time with Charity IT leaders. It was clear from the attendees this is a close knit community helping each other through the thick and thin of their IT challenges some of which are paving the way with bleeding edge technology. Since the event, we have been working with several charity organisations successfully delivering their IT needs and can only see us growing within this sector"

t/e:t

Mark Ogilvy, Account Manager
TET Limited

Sponsorship Packages

Conference sponsorship is available in a variety of ways to offer potential sponsors a package to suit them. The standard conference sponsor package is open to all, but we also have a Dinner and a Drinks package which are limited to a single sponsorship opportunity each.

This year we have introduced the silver package which offers a 'taster menu' of engagement to new sponsors so they can get a feel for our conference. These are offered on a first come, first served basis, further package details are below:

Gold Package
Cost: £4,200
Packages available: 16

Silver Package
Cost: £3,500
Packages available: 4

Gala Dinner Package
Cost: £6,000
Packages available: 1

Drinks Reception Package
Cost: £2,000
Packages available: 1

Keynote Speaker Package
Cost: £6,200
Packages available: 1

Gold Package

£4,200 + VAT (16 available)

This package gives sponsors great access to the delegates.

Benefits:

- Named in marketing material which includes banners, documentation, final conference notices, presentation holding slides and as a grouped news item on the Charity IT Leaders website

- A stand in the Exhibition Room. There will be 16 spaces available

- Two complimentary passes at the conference

- Attendance at the gala dinner for up to two people

- Join the delegates in the bar after the Gala Dinner

- Inclusion of promotion material on delegate conference materials

- Attendance at two networking lunches, held in the Exhibition Room

- Attendance at two networking coffee breaks, held in the Exhibition Room

- Company profile included in the conference delegate pack

- 3 minutes presentation to the delegates - With Q&A. (replaces speed dating)

- Delegate list without email addresses

- Genuine opportunity to network with Charity IT Leaders members

- Accommodation for two exhibitors for one night per person

Silver Package

£3,500 + VAT (4 available)

This package gives sponsors a chance to experience the conference for the first time.

Benefits:

- Named in marketing material which includes banners, documentation, final conference notices, presentation holding slides and as a grouped news item on the Charity IT Leaders website

- A stand in the Exhibition Room. There will be 4 spaces available

- Two complimentary passes at the conference

- Join the delegates in the bar after the Gala Dinner

- Inclusion of promotion material on delegate conference materials

- Attendance at two networking lunches, held in the Exhibition Room

- Attendance at two networking coffee breaks, held in the Exhibition Room

- Company profile included in the conference delegate pack

- Delegate list without email addresses

- Genuine opportunity to network with Charity IT Leaders members

- Accommodation for two exhibitors for one night per person

Drinks Reception Package

£2,000 + VAT (1 available)

Sponsor the private pre-dinner drinks reception.

Benefits:

- Drinks reception named after sponsor

- Optional area branding (at sponsors costs)

- 5 minute welcome speech

- 2 seats at the gala dinner

- Two complimentary passes at the conference

- Delegate list without email addresses

There is no accommodation included with this package.

Keynote Speaker Package

£6,200 + VAT (1 available)

Benefits:

- Named in marketing material which includes banners, documentation, final conference notices, presentation holding slides and as a grouped news item on the Charity IT Leaders website

- A stand in the Exhibition Room. There will be 16 spaces available

- Two complimentary passes at the conference

- Attendance at the gala dinner for up to two people

- Inclusion of promotion material on delegate conference materials

- Attendance at two networking lunches, held in the Exhibition Room

- 2 seats at the gala dinner

- Delegate list without email addresses

There is no accommodation included with this package.

Gala Dinner Package

£6,000 + VAT (1 available)

This includes all the benefits of the Gold Package above, with the addition of the following:

Benefits:

- Dinner named after sponsor
- Optional table branding (extra cost)
- 5 minute pre-dinner speech

Accommodation

Sponsors will receive two accommodation bookings for your free attendees as part of your sponsorship package. You will be asked to include the names of your exhibitors and the accommodation requirements after your booking has been confirmed and payment has been received. Please note that "Package 3: Drinks Reception Sponsor" does not include the accommodation option.

Passport Prize

A "Passport prize" event will be included at the conference. This will require delegates to collect a stamp from each sponsor to enter a prize draw – stamps will be provided to you and each delegate will receive a sheet in their delegate pack. This is to encourage delegates to visit your stand and enhance your networking opportunities.

How to Book

To secure your place at the conference all you need to do is complete the Booking Form below and return this to admin@charityitleaders.org.uk . This will provisionally reserve your place.

Once the form has been processed, you will receive an invoice, which must be paid within 30 days. If payment is not made within this time period, CITL reserve the rights to release your place.

To encourage early payment exhibitor spaces will be allocated based on the order payment is received! Therefore, the sooner you pay the more choice you will have.

Please email admin@charityitleaders.org.uk if you have any questions.

Compare Packages

	Gold	Silver	Gala Dinner	Drinks Reception	Keynote Speaker
Named in marketing material	●	●	●	●	●
A stand in the Sponsors Room	●	●	●		●
Attendance at the Gala Dinner for up to 2 people	●		●	●	●
Inclusion on promotional material given to all delegates	●	●	●	●	●
Attendance at networking lunches on both days	●	●	●		●
Attendance at coffee breaks, on both days	●	●	●		●
Company profile included in the conference delegate pack given to all delegates	●	●	●	●	●
Accommodation for 2 exhibitors on Thursday night	●	●	●		
Dinner named after sponsor. Optional table branding (at sponsors costs)			●		
5 minute pre-dinner speech			●		
Drinks reception named after the sponsor				●	
5 minute welcome speech				●	
3 minutes presentation to the delegates with Q&A	●		●		
Delegate list without email addresses	●	●	●	●	●
Attendance at networking lunches on Friday ONLY				●	
5 minute speech to introduce the Thursday key note speaker and to host Q&A					●

Exhibition A-Z

Accommodation

Accommodation for the two free attendees is included in the sponsorship package and must be booked via the CITL admin on the booking form. Please return this form to admin@charityitleaders.co.uk with your requirements. Extra rooms for additional attendees can be booked on the same form and charged for separately but please note rooms are limited, so book ASAP.

Agenda

A conference agenda will be sent to you prior to the conference. This will include details of the opening session which sponsors are welcome to attend.

Build-up and breakdown

Exhibitors have access to the exhibition area from 07:00 on Thursday 11 October and must be set up by 9:00 for the first networking break at 11:15.

Breakdown will commence at 13:30 on Friday 12 October and must be completed by 17:00. Please note that breakdown can't commence before this time due to the lunch time networking break.

Checklist

The attached checklist provides a timetable along with suggested deadlines. If anything is unclear please contact the event team for clarification.

Contact details

If you need any specific assistance then please contact one of the committee members:

- Amy Ehlas - Event Coordinator: admin@charityitleaders.org.uk
- Matt Jago - Conference Organiser: conference@charityitleaders.org.uk
- Dan Hall - Chair: chair@charityitleaders.org.uk
- Laura Dawson - Liaison Officer: Liaison@charityitleaders.org.uk

Details of the on the day contact will be issued nearer the event.

Damage

Please remember you are responsible for making good any damage to the venue by you, your agents or your contractors.

Delegate list

A list will be forwarded to you one week before the conference.

Delivery and collection of materials

Deliveries: Delivery of materials and stock will be accepted by Whittlebury Hall on Tuesday 9 October and Wednesday 10 October from 9:00 to 17:00. Materials will be stored by the hotel. The hotel WILL NOT accept stock arriving on pallets.

Please let your delivery people know that any stock arriving on pallets will be refused. Deliveries are to report to the main reception, where further unloading instructions and directions to the storage room will be given. Deliveries should be clearly labelled as follows:

Events Department Manager,
Charity IT Leaders (10-12 Oct 2018),
Whittlebury Hall Conference & Training Centre, Hotel & Spa,
Whittlebury nr. Towcester,
Northamptonshire, NN12 8QH

Please also make sure the box has your company name, contact name & contact telephone number on it.

Collections: All collections need to be made by 18:30 on Friday 12 October.

For collections, suppliers need to ensure that their packages are securely packaged and clearly labelled with the return address. They must also show the name of the collection company, so we can ensure that collection runs smoothly. Please ensure that materials are stored in the room provided by the hotel prior to collection.

Note: Assistance with the moving of deliveries will be made where possible, but is not guaranteed. The hotel does not have any equipment to assist with loading and unloading vehicles, for example trolleys and fork lifts, so any items being delivered or collected need to be done so by the individuals delivering or collecting the items by hand or they need to provide their own equipment for transportation.

Floor marking out

The floor in the exhibition area will be marked out for the exhibition spaces. This will be done prior to build up. Out of respect to other exhibitors, please do not place any displays outside of the allocated space. You will be allocated a 2x2m space. Each allocation will include a standard table

(clothed) and two chairs. Each table will also have one electrical point. Should you require additional points please bring an extension lead, these will not be provided by the organisers.

Gala Dinner

This starts with a drinks reception at 19:00 followed by dinner in the Grand Prix Suite at 20:00. All sponsors have two seats at the Gala Dinner. Please make sure you inform us of any dietary requirements. There will be a seating plan and tables will be arranged so that sponsors are mixed in with delegates. Attire for this event is Lounge Suit / Cocktail Dress (informal). All sponsors are invited to join the delegates for post dinner drinks in the bar. Please be aware the conference restarts on Friday morning at 9.30 sharp!

Health & Safety - all exhibitors

As Conference organisers we are required by law to supply the venue with a Risk Assessment. Exhibitors will not be allowed to access the venue unless these documents at the end of this document. have been received and approved. A risk assessment check list and form are included.

Please return this to admin@charityitleaders.co.uk no later than 21st September 2018.

Music

The playing of music or performances is prohibited in the interests of fellow exhibitors.

Parking

There is a drop off point at the front of the hotel to access reception. Goods in parking is located as the back of the hotel; drivers need to access this by the lane to the right of the hotel as you look at the hotel, this will lead to the staff car park and goods in (access for deliveries through the green fire exit door).

Prize draws

These are always popular. There are two options for drawing them, one is during the Gala Dinner, and the second is at the close of the conference, around 15:00. Please let the admin team know in advance if you wish to do this.

Registration

Some packages include two attendees to the conference including accommodation and Gala Dinner attendance. Should you require additional registrations these are charged at £200 which includes the accommodation, but not the gala dinner. It is not possible to purchase additional gala dinner places for additional delegates.

Security

It is not advisable to leave valuables on your stand whilst it is unattended. We cannot lock the exhibition hall.

Storage

We suggest that you factor storage space into you stand as there is no additional storage available.

Waste removal

All exhibitors are responsible for the removal of all waste, packaging, etc. from their stands.

Wi-Fi

Free WiiFi is offered throughout the hotel with no username or password required. However, IT conferences tend to put a strain on this, so if it is vital for your demo, we would suggest you consider alternative options. The hotel can supply dedicated connections at an extra charge. Please email admin@charityitleaders.co.uk for more information.

Checklist

17 September 2018

Deadline for registering your staff including accommodation requirements. This should be done using the registration form that will be sent to you after booking. All forms must be returned to the conference events team via email: admin@charityitleaders.org.uk

17 September 2018

Deadline for sending us:

- Your logo for the website, banner and holding slides

- 100 word company profile for inclusion in the delegate pack

9 - 10 October 2018

Delivery of stands and conference material to the hotel.

Conference Sponsorship Booking Form

Date: 10-12 October 2018 | Location: Whittlebury Hall Conference & Training Centre, Hotel & Spa Whittlebury (nr. Towcester), Northamptonshire, NN12 8QH

CHARITY IT LEADERS

Details

Name

Company

Email

Phone

Address

PO No

Attendees

The package includes two attendees to the conference and one night accommodation. If you would like additional attendees these are charged at £200 (including accommodation costs).

Additional attendees are not allowed to attend the Gala Dinner.

	Cost	Name
Lead attendee	Free	
Attendee 2	Free	
Attendee 3	£200 + VAT	
Attendee 4	£200 + VAT	

Package (tick one)

Gold £4,200 + VAT	
Silver £3,500 + VAT	
Gala Dinner £6,000 + VAT	
Drinks Reception £2,000 + VAT	
Keynote Speaker £6,200 + VAT	

Cost

Package	£
Additional attendees	£
Grand Total	£

- An invoice will be issued on receipt of this form
- Attendance is not confirmed until we have received payment

Please return your completed form to admin@charityitleaders.org.uk

Sponsor Risk Assessment Form

CHARITY
IT LEADERS

Details

Company

Assessment Date

Assessor

Position

You are required to assess any risks to yourself, your staff and visitors using the tables below. If you identify a risk please tick the boxes in Sections 1, 2 & 3, if further action is required then complete Section 4. You must complete all 4 Sections.

It is the opinion of the Venue that all activities associated with the construction and dressing of exhibition stands will carry some risk. Therefore risk assessments stating 'No risk' or 'Not Applicable' will attract significant scrutiny and will be returned to the exhibitor for proper completion if found to be insufficient.

Exhibitors will not be allowed to begin construction or be able to set up their stand until a satisfactory and signed Risk Assessment Form has been received.

Section 1

Hazards and risks to your own staff or preferred contractors

	Yes	No
a) Slips, trips or falls due to build up of waste or other debris (poor housekeeping)		
b) Falls from height, (associated with the use of inappropriate access equipment)		
c) Manual handling injuries associated with repetitive moving and handling of trade stand and products		
d) Hit by falling objects, tools, equipment, unsecured advertising boards		
e) Hazards associated with working machinery, entanglement, cuts, amputations, etc.		
f) Exposure to defective electrical equipment or conductors /electric shock		
g) Other hazards/risks		

Section 2

Hazards & risks to customers other exhibitors and visitors

	Yes	No
a) Hit by falling objects, unsecured parts of the trade stands		
b) Slips, trips or falls caused by poor housekeeping		
c) Manual handling injuries associated with heavy lifting		
d) Un-safe entrances/exits		
e) Dangerous overcrowding, (too many people in the venue space to control in an emergency)	Managed by venue	

Section 3

Fire risks

	Yes	No
a) Will you generate naked flame or heat sources on, in or near flammable materials?		
b) Do you have a fire extinguisher on the trade stand?		
c) Are staff trained to use the firefighting equipment? *Venue emergency procedures will be handed out to all stand holders*		
d) Does the trade stand have a means of raising the alarm?		
e) Does the trade stand have a safe means of escape?		

Section 4

If you have ticked "Yes" to any of the boxes in Sections 1 or 2 or "NO" in Section 3 please give details of the controls in place to reduce risks .

Identified Risk	Action Taken to Reduce Risk

Authorisation

Signature	
Print Name	
Emergency Contact No	
Date	

We're Charity IT Leaders

We facilitate professional networking, share expert knowledge and support the development of the current and future generations of charity IT leaders. We do this to help charities unlock the potential of information technology, enabling them to establish technology as a key driver of business change and service delivery within our sector.