

# Sponsor the UK's Major Carton Conference in 2006

Presenting Business Solutions for the Carton Industry in a new, exciting and dynamic environment.

For Sponsorship information contact:

Dennis Cooper

T: +44 (0)1926 512424

E: [cartons@angelbcl.co.uk](mailto:cartons@angelbcl.co.uk)

W: [www.cartonconference.com](http://www.cartonconference.com)



**BPIFCartons**

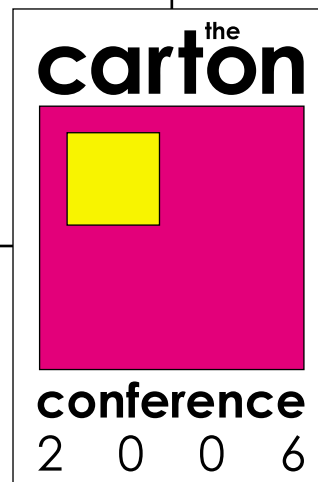
## Platinum Sponsors



## Silver Sponsors



## Media Partners



# The Carton Conference 2006

## Sponsors' Marketing Opportunities

- Series of Press Releases issued by BPIFCartons, Pro Carton.
  - Various sponsors' messages will be included
- Specifically designed *The Carton Conference* Website.
  - Links provided to Sponsor's Company website
- Sponsor Packages.
  - Promoted to be viewed on-line, so accessible to all.
- Broadcast of a series of electronic *The Carton Conference* Newsletters.
  - Emailed to various databases with "click through" to sponsors ensuring extensive distribution.
- Advertising in Media Partner Magazines.
  - Series of Ads promoting *The Carton Conference* in print, packaging and converting magazines.
- Editorial Company Description in Event Guide
- On Site signage, based on Sponsor Package taken.
- Table Top Exhibition Stand
- Company Brochure Inserted in Conference Pack (Platinums Only)
- Platinum Sponsors' Logos on Event Material.
- Exposure on - Electronic Registration of Delegates - Site
- Post Event use of mailing list.
  - Dispatched via mailing house - frequency dependant on status.

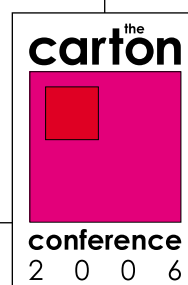
*All the sponsors' packages are specifically designed to ensure that the brand and promotional value to each sponsor extending over a six month to nine-month period will be significantly in excess of all fees.*

### Benefits included in the fee

- Accommodation\* - FREE
- Gala Dinner tickets - FREE
- Cocktail reception - FREE
- Breakfast in exhibition area - FREE
  
- Conference delegates - fee\*\* - FREE
- Buffet lunch - FREE
- All tea and coffee at event - FREE

\* Up to 12 rooms (See separate packages for details)

\*\* Up to 12 delegates (See separate packages for details)



## About The Carton Conference

The 2006 conference is moving into a new dimension. It is the **conference** to attend in 2006. In addition to a powerful panel of speakers ensuring lively debate, anybody who is anybody in the carton industry will be there. It will be the place to be seen for you and your company.

Throughout the conference, delegates from suppliers, converters and carton makers will learn about the latest successes, challenges, technology, standards, business benefits and products. The associated exhibition area for sponsors will be open for the entire duration of the conference enabling companies to market their products and services in an exclusive environment.

## BPIFCartons – Pro Carton

BPIFCartons is the folding carton arm of the British Printing Industries Federation, the business support organisation for employers in the printing, packaging and graphic communications industry.

BPIFCartons membership represents 77% of the UK carton market. There is also an associate membership drawn from a variety of manufacturing areas within the printing industry. The chairman of the BPIFCartons extols the benefits of belonging to such a specialist group when he says:

"The fact that we are being listened to by Government over the vital issue of packaging waste proves that companies can pull together within their specialist niche industry and become a forceful voice to be reckoned with. The sum of the whole is worth more than the individual company within its 50 strong membership."

Pro Carton is the European Association of Carton Manufacturers and Cartonboard Mills and aims to promote the use of Cartons as a packaging medium through the provision of facts and information to as wide an audience as possible.

Pro Carton in the UK is running several projects to promote the use of cartonboard packaging to product manufacturers, retailers and packaging designers.

## Sponsorship Opportunities

A limited number of sponsorship opportunities are available; sponsors will have high visibility both at the event and the run-up to the conference.

The level of publicity received will depend on your chosen package: three different packages are available, full details of which are listed on the following pages. Each sponsor is entitled to stand space at the event, sponsorship and booth space are available on a first-come- first served-basis upon receipt of your signed contract.

## Sponsorship Early Bird Rates

For those organisations who would like to maximise their exposure through publicity for The Carton Conference we are able to offer an attractive early bird rate. To guarantee your place, have the best choice of stand and do so at a preferred rate make sure your contract is returned by 1st September 2005.

## Speaking Opportunities

A specially appointed papers committee will be analysing and selecting hot subjects to ensure lively, relevant and interesting debates. An executive of Platinum Sponsors' companies will be invited to chair some of the sessions.

## Outdoor Activity and Evening Dinner

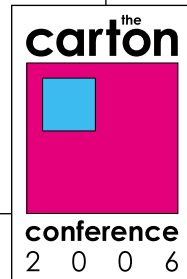
On the afternoon and evening of the first day social activity is being arranged, this will be followed by evening dinner entertainment. Sponsorship of these events will be available and further details published in due course.

## Publicity

Each sponsor of The Carton Conference will benefit from a well planned and highly targeted promotional campaign, through the event's own dedicated web site, regular electronically mailed newsletters sent directly to the target audience and advertising and editorial in relevant industry trade magazines.

Everyone in the UK connected with cartons will know about The Carton Conference and the companies that sponsor the event.

Media Partners committed to date



# Platinum Sponsorship Package Limited to 4 Sponsors

£11,200

## Exhibit Space:

A table top exhibition stand, or subject to approval you may build your own stand. The exhibition will be open the same hours as the conference. To include 4 free of charge staff tickets (including accommodation) to man the stand and participate in functions

## Major Sponsors

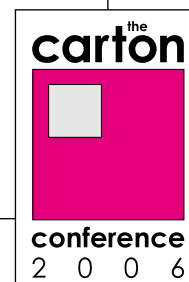
### Key Entitlements:

Session chairmanship within conference programme, with appropriate billing.

- Company Logo on all event publicity and identified as a platinum sponsor, this to include:
- Email Newsletters
- On site signage
- Website
- Literature
- Event catalogue/event guide
- Magazine Advertising
- Joint Sponsorship of pre-event cocktails
- 8 complimentary client guest tickets including accommodation
- Additional Delegate Tickets discounted to £300 per ticket, normal price £350 (to include accommodation). Sponsor company employees or carton convertors ONLY\*
- Company Brochure inserted in conference pack.
- 2-time only use of post conference registration list for mailings via bonded mailing house.
- Table top exhibition stand

Prices are for BPIFCartons/Pro Carton Members, for non-members the price is £12700 (£11,700 if contract is signed and returned before 1 September 2005).

\* Delegate rate for non-sponsor, material, equipment or service suppliers £800.00 including accommodation. Selling and promotional opportunities strictly reserved for sponsors only.



# Gold Sponsorship Package (Limited to 6 sponsors)

£7,800

## Exhibit Space:

A table top exhibition stand.

The exhibition will be open the same hours as the conference.

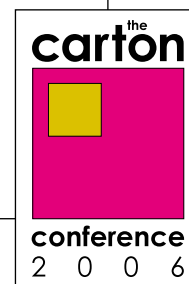
To include 2 free of charge staff tickets (including accommodation) to man the stand and participate in functions

## Key Entitlements:

- Company Logo (reduced in size in comparison with platinum sponsor) on all event publicity and identified as a gold sponsor, this to include:
- Email Newsletters
- On site signage
- Website
- Literature
- Event catalogue/event guide
- Magazine Advertising
- 6 complimentary client guest tickets including accommodation
- Additional Delegate Tickets discounted to £300, normal price £350 (to include accommodation)
- One-time only use of post conference registration list for mailings via bonded mailing house
- Table top exhibition stand

Prices are for BPIFCartons/Pro Carton Members, for non-members the price is £8800.  
(£7,800 if contract is signed and returned before 1 September 2005)

*\* Delegate rate for non-sponsor, material, equipment or service suppliers £800.00 including accommodation. Selling and promotional opportunities strictly reserved for sponsors only.*



# Silver Sponsorship Package (No restrictions on number)

£ 3900

## Exhibit Space:

Literature display stand in designated area identifying silver sponsors.

The exhibition will be open the same hours as the conference.

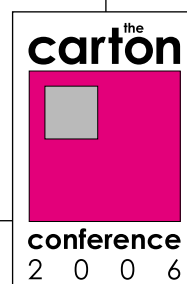
To include 1 free of charge staff ticket (including accommodation) to service the stand and participate in functions.

## Key Entitlements:

- Company Logo (reduced in size in comparison with platinum and gold sponsors) on all event publicity and identified as a silver sponsor, this to include:
- Email Newsletters
- Website
- Literature
- Event catalogue/event guide
- Magazine Advertising
- 3 complimentary client guest tickets including accommodation
- Additional Delegate Tickets discounted to £300, normal price £350 (to include accommodation)
- Literature display stand

Prices are for BPIFCartons/Pro Carton Members, for non-members the price is £4500.  
(£3,900 if contract is signed and returned by 1 September 2005)

*\* Delegate rate for non-sponsor, material, equipment or service suppliers £800.00 including accommodation. Selling and promotional opportunities strictly reserved for sponsors only.*



# Sponsor Contract



Please fax or mail this agreement to:

Dennis Cooper

**T:** +44 (0)1923 690209 **F:** +44 (0)1923 690201 **E:** cartons@angelbcl.co.uk

The Carton Conference 2005, Angel Business Communications Ltd,  
Hannay House, 39 Clarendon Road, Watford, Herts, WD17 1JA. UK

Company Name (as it will appear in conference programme materials): ..... Address: .....  
 .....  
 Principal Contact: ..... City: ..... Country: .....  
 Title: ..... Phone: ..... Fax: .....  
 Company URL: ..... Email: .....

Logistics/Exhibitor Contact: ..... Accounts Payable Contact: .....  
 Title: ..... Title: .....  
 Address: ..... Address: .....  
 .....  
 City: ..... Country: ..... City: ..... Country: .....  
 Phone: ..... Fax: ..... Phone: ..... Fax: .....  
 Email: ..... Email: .....  
 VAT Number: .....

## Select from the following Sponsorship Packages:

Package	Members	Non Members	Total (£)
<input type="checkbox"/> Platinum Sponsor Package	£11,200	£12,700	.....
<input type="checkbox"/> Gold Sponsor Package	£7,800	£8,800	.....
<input type="checkbox"/> Silver Sponsor Package	£3,900	£4,500	.....

Accepted by: ..... Date: .....  
 \*Client: Authorised Signature/Name/Title

..... Date: .....  
 Angel Business Communications Ltd on behalf of BPIFCarton.PRO CARTON: Authorised Signature/Name/Title.

This application to participate as a Sponsor at The Carton Conference will become a contract upon submission based on the rates, rules governing the event and general information included in this contract as well as in the Sponsor or Information Services Manual.

A non-refundable deposit of 50% of net sponsorship cost is due upon receipt of invoice. Remaining balance is due on or before 1st December 2005. In the event that Angel Business Communications Ltd on behalf of BPIFCarton. PRO-CARTON is not in receipt of payment as outlined above, we reserve the right to cancel and reassign sponsorship participation. In the event of cancellation, Angel Business Communications Ltd on behalf of BPIFCarton.

PRO-CARTON shall determine the cancellation assessment. Cancellation does not relieve the Exhibitor/Sponsor of the obligation to pay the determined cancellation assessment fee.

\* BPIFCarton. PRO-CARTON members enjoy a discount as illustrated on platinum, gold and silver sponsorship rates