



CONFERENCE DERBYSHIRE
PARTNERSHIP PACKAGES 2010

www.conference-derbyshire.co.uk

YOUR COMPANY'S OPPORTUNITY TO
MAKE AN IMPRESSION

PARTNERSHIP PACKAGES 2010

Conference Derbyshire, working with Visit Peak District & Derbyshire, the area's tourist board, is committed to ensuring that the area becomes one of the UK's premier conference destinations.

We are delighted to launch our 2010 partnership packages, aimed at generating maximum return on your investment. Research confirms that the majority of conference buyers prefer to use a directory when sourcing a venue, so 5,000 copies of the 2010 Conference Derbyshire directory will be distributed to key decision-makers, via our database and at major national exhibitions (eg Confex and Event UK). Our new look Conference Derbyshire website will complement this by boosting the profile of businesses across the area.

Three advertising options overleaf have been tailored to suit your budget, plus a host of joint marketing opportunities available exclusively to Conference Derbyshire partners.

BENEFITS & OPPORTUNITIES

MARKETING ACTIVITIES

	GOLD £1,000	SILVER £700	BRONZE £350
Distribution of CD Directory	✓	✓	✓
Inclusion in familiarisation trips	Contribution in-kind by individual venues		
Participation in affinity marketing activities	✓	✓	✓
Feature on www.conference-derbyshire.co.uk	2 Images	1 Images	Listing only
Opportunity to upload news and offers onto www.conference-derbyshire.co.uk	✓	✓	✓
Menu of joint marketing opportunities including: Venue of the month, Venue spotlight, Web Extra, E-shot campaigns etc	Buy-in	Buy-in	Buy-in
Access to destination toolkit to enhance venue sale	✓	✓	✓
Promotion and inclusion in awards schemes	✓	✓	✓
One month web extra advertising	✓	X	X

EVENTS/EXHIBITIONS

On-stand brochure racking at 1 national show	1 Free	Buy-in	Buy-in
Leads from trade-show (when taken with brochure racking)	✓	✓	✓
Participation on CD Stand at Confex	Buy-in	Buy-in	Buy-in
Participation on CD Stand at other trade shows	Buy-in	Buy-in	Buy-in

COMMUNICATIONS

Opportunity to participate in blind-mailing - direct marketing piece	Buy-in	Buy-in	Buy-in
Inclusion in monthly Business Tourism update	✓	✓	✓
Key-account management from a member of Visit Peak District & Derbyshire	✓	✓	✓
Destination support to assist members to win direct bids	✓	✓	✓

PR/MEDIA LIAISON

PR support to deliver PR plan and raise profile of CD	✓	✓	✓
Opportunity to submit PR releases for national trade exposure & access to CD media list	✓	✓	✓
Opportunity for Press Trip inclusion (where relevant to piece)	✓	✓	✓

RESEARCH

Visit Britain trends survey results (on request)	✓	X	X
Access to University of Derby masters students trade research	✓	X	X

PUBLICATIONS

Entry into Conference Derbyshire Directory	Full page	Half page	Quarter page
20% discounted on advertising with Derbyshire Times group	✓	✓	✓
Feature in annual newsletter	Buy-in	Buy-in	Buy-in

VENUE LOCATION SERVICE

Opportunity to bid for all suitable enquiries	✓	✓	✓
Inclusion in on-line search facility	✓	✓	✓
Accommodation booking service training & workshops	✓	✓	✓

OTHER BENEFITS

Industry training workshops	15% discount	10% discount	5% discount
Representation with national organisations: Eventia/Meet England	✓	✓	✓
Use of Visit Peak District & Derbyshire logos and photo library	✓	✓	✓
Distribution of print at Visit Peak District & Derbyshire leaflet swap (March 2010) and Annual Tourism Conference (November 2010)	✓	X	X

DISPLAY ADVERTS

Available for suppliers (eg - team building, transport, event management, finishing touches) An individually designed full colour display advert can generate a great response for your business and are available as:

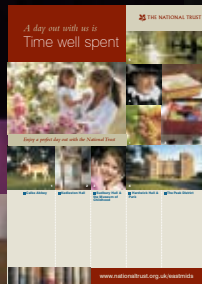
1/4 page display advert **£200** inc VAT

1/2 page display advert **£375** inc VAT

Full page display advert **£650** inc VAT

ARTWORK Display advertisers must supply finished artwork, usually created by a graphic designer. All display adverts need to be supplied at 300 dpi in a jpg, eps or tiff format. Adverts can be supplied on either a virus checked CD-ROM or via email. Position of display adverts cannot be guaranteed.

PROOFING A colour proof of your display advert will be sent from our appointed design agency. Please deal directly with them for any advert design issues. Please note: If any amends are required to display adverts at proofing stage, charges will be incurred.



WEB EXTRA ADVERTISING

Draw further attention to your business on www.conference-derbyshire.co.uk with an image and extra link on a key landing page from **JUST £50 A MONTH**.

Opportunities include:

- featuring an image of your business on the main scrolling banner which is viewed from every landing page
- featuring an image of your business on the 'Events Management' or 'Getting here' landing pages

For further details contact Rachel Guest, Sales Manager for Conference Derbyshire Tel: 0845 833 0970
mob: 07837 170793
email: rachel.guest@visitpeakdistrict.com
or download a Web Extra booking form at www.conference-derbyshire.co.uk/join



CODE OF PRACTICE FOR PARTNERS

In addition to fulfilling all appropriate statutory obligations, Conference Derbyshire Partners are also asked to observe the following code of practice

- Provide accurate details of the services, products and amenities available to customers, whether by advertisement, brochure, word of mouth or any other means, in sufficient detail so that the customer is not misled
- Make clear to customers exactly what is included in the prices quoted for any of these services, products and amenities. Details of any additional surcharges should be revealed.
- Provide written confirmation for advance and/or party bookings when requested by the customer.
- Provide for each customer, on request, details of payment and a receipt.
- Conference Derbyshire reserves the right to terminate membership if (i) Membership invoice or other invoices are not paid within 30 days of the date of issue.
(ii) Conference Derbyshire consider that the terms of this code of practice have not been complied with.

TERMS & CONDITIONS

- 1) Benefits cannot commence until full payment of membership invoice has been paid
- 2) Invoices are payable in full, within 30 days from date of invoice
- 3) Conference Derbyshire's membership year operates from 1st January to 31st December
- 4) Membership fee invoices are automatically issued and are due for renewal on 1st January each year
- 5) All membership packages are per annum and are subject to VAT at the prevailing rate
- 6) Conference Derbyshire is not obliged to accept any application for membership
- 7) Cancellation of membership must be made in writing within 30 days of receipt of invoice

HOW TO JOIN CONFERENCE DERBYSHIRE

Please contact Rachel Guest, Sales Manager for Conference Derbyshire
Tel: 0845 833 0970 Mob: 07837 170793 email: rachel.guest@visitpeakdistrict.com
or download a booking form at www.conference-derbyshire.co.uk/join