

the co-operative party

100 years of pioneering the future
1917-2017

Centenary Conference

London | 13-15th October 2017

**commercial and
sponsorship
opportunities**



At a glance

- Fri 13th - Sun 15th October 2017
- Grange Tower Bridge Hotel and Westminster Central Hall
- 500+ Delegates and visitors expected
- Representatives from across UK co-operative sector

the co-operative party

Centenary Conference

London | 13-15th October 2017

Marking the Co-operative Party's founding in 1917, 2017 annual conference will be our largest and most ambitious in many years.

This year's event will take place in Central London, with the Party returning to historic Westminster Central Hall – the location of our founding Conference in 1917 – as well as the modern and convenient Grange Tower Bridge Hotel.

With party membership at a modern high, this Conference promises to be our largest in recent times, with more than 500 delegates representing party branches across the regions and nations of the UK, representatives of our partners in the co-operative, trade union and labour movements, and individual visitors.

Attendees can look forward to hearing from leading Labour & Co-operative representatives and key players from the co-operative movement, as well as the chance to take part in interactive policy discussions and panel debates.

There'll be plenty of time for socialising and networking too – with receptions and socials scheduled over the weekend, as well as a special Centenary Celebration on Saturday evening. Together, it adds up to the largest political gathering taking place in the Capital this conference season.

The slogan for this year's Centenary is '*100 years of Pioneering the Future*'. As we meet in October to celebrate our past Century, we warmly invite you to join us and be a part of shaping the next. 100 years.

To find out more about any of the opportunities in this pamphlet, or to discuss costs and your requirements contact

David McAllister | david@eventlab.co.uk | 07909 963094

Highlights of the weekend

From formal business and policy debates to socials and networking opportunities, this year's Conference provides a number of opportunities for your organisation to spread its message and reach key influencers.

Overview of conference programme

Welcome reception

Friday evening's welcome reception sets the tone for the weekend – a chance for conference delegates and attendees arriving from across the country to meet and socialise in an informal setting.

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Conference marketplace

Running throughout the day on Saturday and Sunday, our conference marketplace provides external businesses and organisations with the chance to meet speakers and attendees, and to showcase their work.

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Fringe sessions

The weekend will include several breakout sessions in which fringe meetings can be organised. Interested in highlighting or stimulating debate around your chosen policy area? Organising a fringe event is a great way to do it.

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Centenary celebration

A party for all attendees on Saturday evening will be one of the major ways we mark the Centenary. With entertainment and refreshments, this is likely to be a highlight of the weekend, with special guests.

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Who will be there?

As the leading event of its kind, this Conference isn't just for Party activists, and brings together a diverse range of people from across politics and social enterprise.

Party delegates

Delegates are activists who have been elected by Party branches across the country as voting representatives. Such individuals tend to include people active in the labour and co-operative movements - both via the Party and in other elected and voluntary roles.

Visitors

High profile speakers and engaging debates will also attract a significant number of day visitors. These attendees range from Party members to like-minded individuals interested in the issues discussed

Labour & Co-operative elected representatives

The Party's MPs, MSPs, AMs and councillors are always well-represented at Conference, whether playing a formal role in the Conference programme or contributing informally to fringes and policy debates.

Co-operative & labour movement

The range of organisations participating means that Conference also attracts representatives from the wider co-operative, labour and trade union movements - whether formally affiliated to the Party or not.





Who should attend?

Whether you're looking to reach a like-minded audience, promote your business, build support for a cause or to expand your membership, Conference has something to offer.

Membership organisations

Looking to build membership or recruit supporters? Conference can be a great chance to reach an audience of people already engaged in a wide range of organisations and campaigns.

Trade unions

We're proud of the strong links between our two movements - and Conference is an opportunity to build membership and promote your work among the wider labour & co-operative family.

Co-operative businesses

We use Conference to highlight the scale, diversity and achievements of the co-op movement. If you're a co-operative business looking to highlight your work, build your customer base or recruit members, this is your opportunity.

Ethical businesses

If you're a business with a social or ethical purpose, use Conference to introduce your product to a highly-engaged, ethically-minded audience.



Recent attendees

In recent years, we've been delighted to welcome organisations including

- Co-operatives UK
- Greenwich Leisure (GLL)
- Wales Co-operative Centre
- Co-operative Energy
- The Phone Co-op
- Labour Movement for Europe
- Confederation of Co-operative Housing (CCH)
- Association of British Credit Unions Limited (ABCUL)
- Co-operative Councils Innovation Network (CCIN)
- Plunkett Foundation
- Merthyr Valley Homes
- Community Union
- USDAW



Sponsorship

Sponsoring one of the key elements of the weekend - or even the Conference as a whole - provides one of the best opportunities for your organisation to be seen by hundreds of conference delegates and visitors at the event and by an audience of thousands of others online.

Headline sponsorship

The most visible way of being involved in this Year's Conference is as the headline sponsor, providing a package of advertising, speaking and programme opportunities.

What's included

- Premium Exhibition Space
- Opportunity to provide a 'Welcome Address' to the Conference
- Branding opportunities in the main Conference hall
- Sponsor logo on the cover of the Conference pack, website and other printed materials.
- Full page advert in the Guide to Conference, printed copies of which are sent to all attendees.
- Organisation logo/advert in Conference Listing Guide as Marketplace Sponsor
- The opportunity to 'gift' additional marketplace space to your two of your partners.

Centenary Celebration

Sat 14th October from 8pm

Partner with us to deliver the key social event of the weekend, commemorating the Party's 100 year anniversary. All Conference attendees plus Party members across London will be invited to attend.

What's included

- Input into the invitee list including non-conference guests
- Banners and branding in the room and on platform.
- Opportunity to address to attendees
- Your logo included on all invitations, advertising and publicity
- Input into planning, content and format of the evening

Networks

Our Womens', BAME, LGBT+ and Youth Networks all have social events planned for the weekend – and sponsoring one of these informal networking events is a great way to show your support.

What's included

- Banners and branding in the room
- Opportunity to address attendees
- Your logo included in Conference listings and publicity

Welcome reception

Fri 13th October from 7pm
Central Hall, Westminster

Friday night's welcome reception is a relaxed social occasion where Party members arriving from across the country meet to catch up and socialise ahead of the weekend's business.

What's included

- Banners and branding in the room
- Opportunity to address attendees
- Your logo included in Conference listings and publicity

Business breakfast

Sat 14th or Sun 15th October, from 8am

If your message or policy area is better suited to a specialist audience, then co-hosting our business breakfast is a great way to achieve it.

Your organisation will have the chance to work with us to deliver an invite-only event on a topic of your choice, bringing together Conference attendees and policy-makers for discussion and networking.

What's included

- Input into invitees, topic and format
- The option of Chairing or introducing the event
- Your logo included in Conference listings and publicity

Conference marketplace

Situated between the entrance to the venue and the main Hall, our conference marketplace is a focal point of Conference, showcasing the diversity of organisations across the labour and co-operative movements and the success of ethical and social businesses.

What's included

- Space for your exhibition or stand, including a table, chairs, electricity and WiFi access at no additional cost.
- Four exhibitors passes, providing access to the whole venue for the duration of Conference
- A description and logo listed in the printed Conference Guide distributed to all attendees and published online.

We are especially keen to welcome smaller co-ops, independent and voluntary organisations by offering space at a cost that is affordable.

Please contact us to discuss your requirements. **02073674150**

Exhibition stand costs

A variety of stands are available to suit all budgets and requirements, ranging from a standard banner stands and pop-ups to larger-scale exhibits. Do get in touch to discuss your requirements and costs.

Also included

- Complimentary buffet lunch for exhibitors and free tea and coffee throughout.
- 4 free tickets to the Centenary Celebration on Saturday night.
- Conference photographer
- Co-operative and Labour Party representatives will also make a tour of the exhibition and will be available for photos and discussions.





Recent exhibitors

Here's a flavour of some of the organisations who have been a part of the Marketplace in recent years:

- Unity Trust Bank
- Co-operative Energy
- Zaytoun Food CIC
- Chinese for Labour
- Greenwich Leisure (GLL)
- Electoral Reform Society
- Co-operative College
- Co-op Funeralcare
- Community Union
- Scotmid
- Thompsons Solicitors
- USDAW
- Revolver Coffee Co-op

Host a fringe event

In addition to the plenary inside the main hall, our Conference programme will also include a number of spaces for breakout sessions during which fringe events can be organised.

The conference fringe provides an opportunity for external organisations to host discussions, seminars, launches and other events of interest to attendees. These might be on topics that are related to issues discussed in the main programme, or on a wider range of issues likely to be of interest to our attendees.

The Co-operative Party's staff team are able to provide you with as much or as little support as you need. Whether you are looking simply to hire a room at the venue in which to organise your own event, or would like us to assist you in planning and delivering the event itself, it's up to you.

Organise your own fringe event

If you intend to plan, secure speakers, and host the event yourself, then this is the option for you. This option gives you the venue and logistical support, while leaving you to get on with organising the event you want.

What's included

- Refreshments for attendees will be provided during fringe sessions – at no additional cost to you!
- Use of a meeting room or dedicated space within the main conference venue, depending on your size and requirements.
- Staff on hand to assist with audiovisual equipment and set-up
- Inclusion in fringe listing in pre-event publicity and during Conference itself (including your organisation's logo)
- Two exhibitors passes, providing access to the whole venue for the duration of Conference



Fringe+ service

If you're looking for an extra level of assistance in planning, organising and delivering your fringe event we can help with that too. Our Fringe+ service gives you all the support you need to deliver a successful event with minimal staff time at your end.

What's included

Everything included in the standard fringe package, plus:

- An initial consultation on your aims, target audience and topics of interest.
- Assistance in developing a title, topic and format for the event.
- Identifying and securing relevant speakers and panelists on your behalf.
- A member of Party staff to assist with set-up and present throughout.
- Professional photography



Advertising

Unable to attend Conference in person but still want to make an impact? Taking advantage of advertising space in the Conference printed materials, online and in the venue is a great option. Here is an overview of some of the options available.

Printed conference guide

A printed copy of the Conference Guide is sent by post to all attendees in advance of the Conference. The full-colour A5 booklet contains details of the weekend's programme as well as full fringe and exhibitor listings.

What's available

- Full page A5 (portrait) back or inside front cover, or inside pages.
- Half-page (landscape) and Quarter-page adverts are also available.

Inserts

If you want to stand out, or have a subscription or membership form that you would like distributed among attendees, then we can also offer an insert which will be sent to visitors and delegates as part of their Conference Pack.

What's available

- Any printed flyer or leaflet (up to A5 size), supplied by you to be included as an insert in the mail-out to all visitors and delegates.
- Inclusion of your logo, web address and short blurb on other printed conference materials





What next?

To discuss any of the opportunities in this brochure, or to speak to someone about your specific requirements, do get in touch.

Sponsorship

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