The Conference on University Purchasing (COUP) 2019: Exhibition & Sponsorship Packages

NEUPC

MISSION READY:
HE PROCUREMENT FOR THE NEXT GENERATION

3rd – 5th September 2019
University of Leicester

@2019COUP

Introduction

Dear Supplier

The Conference on University Purchasing (COUP) is the leading national procurement event in the HE calendar. Firmly established as the must-attend event for Heads of Procurement, Category Managers and buyers, COUP provides you with a unique and unrivalled opportunity to build new relationships and cement existing ones.

COUP is held every two years and is hosted by one of the regional purchasing consortia. The North Eastern Universities Purchasing Consortia (NEUPC) is delighted to be hosting COUP 2019 on 3rd – 5th September 2019 at the University of Leicester. The Conference programme is set to be diverse in content and we're looking forward to publicising an amazing speaker line-up very shortly.

The inspiration for the theme of the conference, **Mission Ready: HE Procurement for the Next Generation**, has been taken from our Wednesday night venue, The National Space Centre and the University of Leicester's role as a key contributor to UK space research. The HE sector can learn a lot from the greatest of minds striving to overcome the barriers to space travel and exploration, whether they be physical, political or financial.

The COUP Gala Dinner is set to take place at the inspiring, art deco venue, Athena and for the first time, will include the University Procurement Awards – an awards presentation celebrating HE procurement excellence!

I look forward to welcoming you to Leicester.

Frank Rowell: Head of Consortium - NEUPC

Who can exhibit?

Exhibition and sponsorship opportunities are by invitation only to those suppliers of goods and services under framework agreements awarded by one of the consortia listed below, or to organisations that have an involvement with the sector's procurement community.

- APUC (Advanced Procurement for Universities and Colleges
- HEPCW (Higher Education Purchasing Consortium, Wales)
- LUPC (London Universities Purchasing Consortium)
- NEUPC (North Eastern Universities Purchasing Consortium)
- NWUPC (North Western Universities Purchasing Consortium)
- SUPC (Southern Universities Purchasing Consortium)

NEUPC reserves the right to seek confirmation from the Exhibitor, the relevant consortium or institutions regarding any framework details. Please contact the COUP 2019 Team on coup@assuredevents.com or 0161 428 1250 for further information.

Please submit your expression of interest in exhibiting and/or taking one of the sponsorship packages available, to **Laura Kay** via email on coup@assuredevents.com. **Please note:** an expression of interest doesn't guarantee attendance, all expressions will be considered by the NEUPC.

Exhibition Packages

Why Exhibit?

The COUP 2019 conference will take place at the University of Leicester. The exhibition will be in one large marquee space with catering provisions and seated meeting areas spread throughout, ensuring optimum exposure to 300+ HE procurement professionals.

Please note there will be a mixture of both 3mx3m and 3mx2m stands (99 stands in total).

3mx3m - £3,900 +VAT (16)
3mx2m - £3,500 + VAT (90)

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Exhibition Packages

What's Included?

- Two attendees at the exhibition
- Shell scheme with fascia board (to display company name and stand number)
- 1 x table (with cloth) and 2 x chairs per stand (if required)
- 1 x double socket power point
- Wi-Fi access
- Refreshments and lunch for two people on both Wednesday 4th and Thursday 5th September
- One place at the Networking Buffet on Wednesday 4th September at the National Space Centre
- One place at the Gala Dinner at Athena on Thursday 5th September
- Places at both offsite dinners are limited to one per company due to space restrictions. Additional places may be purchased closer to the event.
- One person may attend plenary sessions, on Wednesday 4th and Thursday 5th September
- The opportunity to meet delegates during morning refreshments on Wednesday through to afternoon refreshments on Thursday
- 50 word company editorial in the conference brochure
- Listing on the COUP 2019 website
- One copy of the conference brochure and delegate list at registration (names and institutions for delegates who have agreed to share their information only)

2019 Sponsorship Packages

- Click the below links for more information -

1. Headline Sponsorship: 1 package - £10,000 – SOLD OUT
2. Gala Dinner and Awards (Thurs): 1 package - £7,500
3. Umbrellas: 1 package - £2,750
4. Gala Dinner Drinks Reception (Thurs): 1 package - £2,500 - SOLD OUT
5. Wednesday Evening Dinner & Drinks Reception: 1 package - £2,500
6. Delegate Bags : 1 package - £2,500 - SOLD OUT
7. Conference App: 1 package - £2,500
8. Lanyards: 1 package - £2,000 - SOLD OUT
9. Water bottles: 1 package - £2,000
10. Travel mugs: 1 package - £2,000 - SOLD OUT
11. Lunch & Refreshments: 1 package - £1,500
12. Delegate Passports: 1 Package - £1,000
13. Delegate Room Drop Gifts: 1 package - £750
14. Conference Pack Pens: 1 package - £700 - SOLD OUT

Please note: Only the Exhibition Packages and Headline Sponsorship include an exhibition space

All prices are ex VAT

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Headline Sponsorship - SOLD OUT

£10,000+VAT

- Only 1 package available -

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Overview

This package offers exclusive opportunities for your organisation to achieve unmatched visibility and direct contact with the key decision makers in the sector, from universities throughout the UK.

What's Included?

- Exhibition stand worth up to **£3,900,** including first choice of plot location and **four exhibitor spaces**
- **Four tickets** to Wednesday night's Networking buffet to be held at the National Space Centre. This will be attended by delegates, exhibitors and specific sponsors
- **Four tickets** to Thursday night's Gala Dinner at Athena
- Signage in the main conference venue and at the welcome/information desk
- Full web page profile on the conference website, which you may ask us to update at any stage prior to the conference
- Double-page advert or advertorial in a prime position within the conference brochure
- Exposure on all email marketing material, with links back to your website.
- A single inclusion in the delegate bag (which must be provided by the sponsor to Assured Events at least two weeks prior to the conference)
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

Gala Dinner and Awards, Thursday

£7,500+VAT

- Only 1 package available -

Overview

There is an opportunity to sponsor the Gala Dinner and the first ever University Procurement Awards on Thursday 5th September at Athena. This dinner is attended by delegates and one exhibitor per company only. There will be a high profile host for the evening so this is an event not to be missed!

What's Included?

- **Three tickets** to attend the Drinks Reception and Gala Dinner. (If you are also exhibiting, this will be in addition to the one representative already attending the dinner)
- Opportunity to address the room (up to 5 minutes)
- Company logo / branding prominently displayed within the venue
- Branding on the menu cards and acknowledgement of your sponsorship on the awards trophies
- 1 page advertisement/advertorial in the conference brochure
- Acknowledgement of sponsorship on the conference website with a link to your company website
- Entry as sponsor adjacent to the event listing in the conference programme
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

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Conference Umbrellas

£2,750+VAT

- Only 1 package available -

Overview

All delegates will be given a branded umbrella, on which the sponsor's logo, along with the COUP logo, will be displayed. There is a short walk between the accommodation and the daytime programme so the umbrellas may prove particularly useful!

What's Included?

- Your branding would appear on the umbrellas, which, within limits could also be produced in brand colours (to be approved by the conference committee)
- Acknowledgement of your sponsorship and a 25 word company summary in the conference brochure
- Acknowledgement of sponsorship on the conference website with a link to your company website
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

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Gala Dinner Drinks Reception, Thursday - SOLD OUT

£2,500+VAT

- Only 1 package available -

Overview

A drinks reception will be held for the conference delegates on Thursday 5th September, prior to the Gala Dinner at Athena.

What's Included?

- **Two tickets** to attend the Drinks Reception and Gala Dinner. (If you are also exhibiting, this will be in addition to the one representative already attending the dinner)
- Company logo / branding prominently displayed within the drinks reception space
- Acknowledgement of your sponsorship and a 25 word company summary in the conference brochure
- Entry as sponsor adjacent to the event listing in the conference programme
- Acknowledgement of sponsorship on the conference website with a link to company website
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

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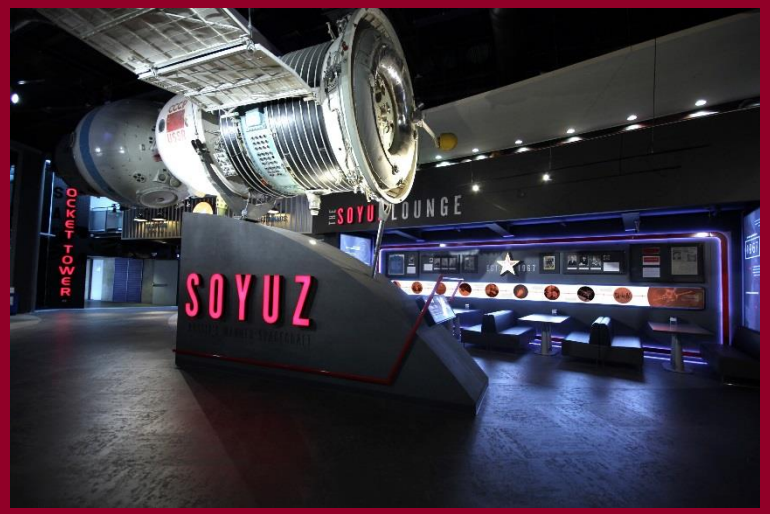
Wednesday Evening Dinner & Drinks Reception

£2,500+VAT

- Only 1 package available -



Overview

The Networking buffet and drinks reception will take place on Wednesday 4th September at The National Space centre, for delegates and one exhibitor per company.

What's Included?

- Company logo / branding prominently displayed within the venue
- **Two tickets** for your representatives to attend the Networking Buffet (if you are also exhibiting, this will be in addition to the one representative already attending the dinner)
- Acknowledgement of your sponsorship and a 25 word company summary in the conference brochure
- Acknowledgement of sponsorship on the conference website with a link to your company website
- Entry as sponsor adjacent to the event listing in the conference programme
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

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Delegate Bags – SOLD OUT

£2,500+VAT

- Only 1 package available -

Overview

The Conference Delegate Bags are distributed to all delegates on arrival at the Conference and are used by the delegates throughout the event.

What's Included?

- A branded bag for every delegate
- Company logo / branding prominently on the bag along with the COUP conference logo
- An insert in the delegates' packs (to be provided at least two weeks prior to the event start date)
- Acknowledgement of your sponsorship and a 25 word company summary in the conference brochure
- Acknowledgement of sponsorship on the conference website with a link to your company website
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

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Conference App

£2,500+VAT

- Only 1 package available -

Overview

The app will be available for attendees to download before the event, giving access to event information in advance of the conference. It will include the full programme, company contact details and access to social media feeds, all of which will be available for a limited period after the event too.

What's Included?

- Company branding on the app, including permanent displayed banner ads with measured click throughs
- Get feedback directly from attendees by creating a customised poll
- Feature in the sponsor's section on the app, including links to a customised PDF document, the company website and the company Twitter feed
- A custom push notification during a pre-agreed conference time
- Acknowledgement of sponsorship and a 25 word company summary in the conference brochure
- Acknowledgement of sponsorship on the delegate conference website with a link to company website
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

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Conference Lanyards - SOLD OUT

£2,000+VAT

- Only 1 package available -

Overview

All delegates, exhibitors and visitors will wear a lanyard at all times throughout the conference ensuring continuous visibility. Delegates and commercial companies will wear different colours to enable differentiation.

What's Included?

- The sponsor's logo will be on the lanyards along with the COUP logo
- Acknowledgement of your sponsorship and a 25 word company summary in the conference brochure
- Acknowledgement of sponsorship on the conference website with a link to your company website
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

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Conference Water bottles

£2,000+VAT

- Only 1 package available -

Overview

Each delegate will receive a reusable water bottle at conference registration. Water will be available for delegates to refill the bottles throughout the event and can be taken home by all attendees.

What's Included?

- A branded water bottle for every delegate
- Company logo / branding prominently on the bag along with the COUP conference logo
- Acknowledgement of your sponsorship and a 25 word company summary in the conference brochure
- Acknowledgement of sponsorship on the conference website with a link to your company website
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

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Travel mugs -
SOLD OUT

£2,000+VAT

- Only 1 package available -

Overview

Each delegate will receive a reusable takeaway cup at conference registration. Hot drinks will be available for delegates to refill the cups throughout the event if they wish and they can also be taken home by all attendees.

What's Included?

- A branded takeaway cup for every delegate.
- Company logo / branding prominently on the bag along with the COUP conference logo. It may also be possible to have the cup produced in your brand colours (dependent on logo colours)
- Acknowledgement of your sponsorship and a 25 word company summary in the conference brochure
- Acknowledgement of sponsorship on the conference website with a link to your company website
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

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Lunch & Refreshments

£1,500+VAT

- Only 1 package available -

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Overview

There is an opportunity to sponsor the conference lunches and refreshment breaks, which will take place within the exhibition area.

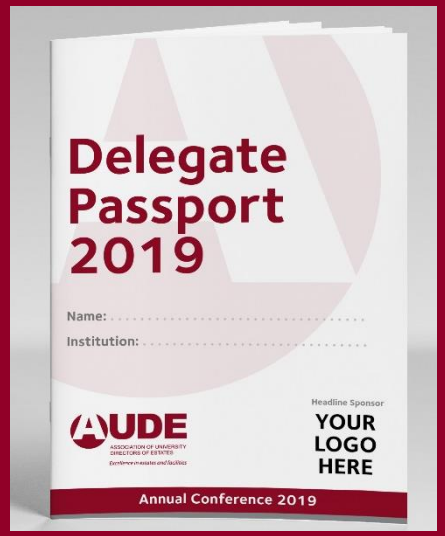
What's Included?

- Company logo / branding prominently displayed within the exhibition space
- Acknowledgement of your sponsorship and a 25 word company summary in the conference brochure
- Acknowledgement of sponsorship on the conference website with a link to your company website
- Entry as sponsor adjacent to the event listing in the conference brochure
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

Delegate Passport

£1,000+VAT

- Only 1 package available -



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Overview

To help encourage delegates to visit as many exhibitors as possible, in 2019 we will be issuing all attendees with a 'Passport', to be stamped each time they visit an exhibitor. Each exhibitor will have a sheet of stickers with their logo on to stamp the passports, and those delegates with 35 or more stickers will be entered into a draw to win a £500 voucher.

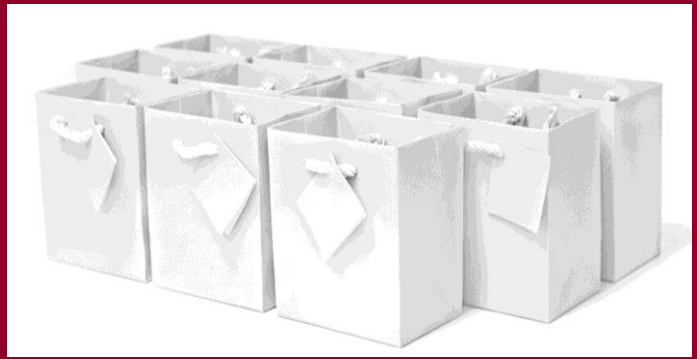
What's Included?

- Company logo/ branding prominently displayed on the Passport
- A page of text or an advert in the Passport (A6 in size)
- A photo opportunity in the exhibition space to present the winner with the prize when the draw takes place on Tuesday
- Acknowledgement of your sponsorship and a 25 word company summary in the conference brochure
- Acknowledgement of sponsorship on the conference website with a link to your company website
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

Delegate Room Drop Gifts

£750+VAT

- Only 1 package available -



Overview

A room drop of a ‘gift’ of your choosing will be made to each of the delegates’ bedrooms. This opportunity will enable you to supply either a branded gift or a gift with a message that will reach each and every delegate. The sponsor will need to supply their chosen gift; however for a supplementary charge this can be sourced and arranged on the sponsor’s behalf. Please note that the gift will need to be approved by and delivered to the conference organisers prior to the event.

What’s Included?

- The branded gift delivered to each of the delegates’ bedrooms (to be supplied by the sponsor)
- A branded note/flyer in each of the delegates’ bedrooms (to be supplied by sponsor)
- Acknowledgement of your sponsorship and a 25 word company summary in the conference brochure
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

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Conference Pack pens - SOLD OUT

£700+VAT

- Only 1 package available -

Overview

All delegates will be given a branded conference pen, this can be used at the Conference therefore providing extended exposure at the event and beyond.

What's Included?

- A pen with your company logo on, along with the COUP logo, for use by the delegates
- Acknowledgement of sponsorship and a 25 word company summary in the conference brochure, with an extended summary on the app
- Web link to your site from the delegate conference website
- Full delegate list one week prior to the event (names and institutions for delegates who have agreed to share their information only)

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If you are interested in a sponsorship opportunity or exhibition space, please contact us before 1pm on Friday 23rd November.

coup@assuredevents.com

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