Developmental Section
Annual Conference 2016

14–16 September, Hilton, Belfast

Sponsorship Opportunities,
Exhibition Guide
About the conference

The Developmental Section Annual Conference 2016 will provide a forum for dissemination, discussion, and debate in relation to a range of cutting-edge issues attracting attention from academics and practitioners working in the field of Developmental Psychology.

For 2016 the conference is going across the water and will be held in Ireland; the renown, historic city of Belfast.

In addition, four high-profile International keynote speakers have been confirmed for the event:

- Professor Susan Golombok, *Centre for Family Research*
- Professor Peter Hobson, *Emeritus Professor of Developmental Psychopathology, University College and Tavistock Clinic, London, and Psychoanalyst, British Psychoanalytical Society and San Francisco Center for Psychoanalysis*
- Professor Teresa McCormack, *Professor of Cognitive Development, School of Psychology, Queen’s University Belfast*
- Dr Suzanne Zeedyk, *Director, Suzanne Zeedyk Ltd*

With high-profile national and international keynote speakers enhancing the scientific programme. In addition, there will be a mix of workshops, symposia, individual papers and posters presented, plus social activities and networking opportunities.

Why exhibit?

- Market your company’s expertise.
- Open access for exhibitors – free access to the conference sessions for two exhibitors per stand per day.
- Provide hands-on exposure to your products.
- Build brand awareness for your product and company.
- Use the conference as your launch-pad for new products or services.
- Make face-to-face contact with new and existing customers.
- Gain customer feedback about your products, services and company.
- Maintain your profile with your competitors.
- Network with existing industry contacts.
- Raise your company's profile through our marketing and PR campaign.
Why sponsor?

■ Build relationships and develop brand identity.
■ Extensive pre-conference mailings and advertisements promote your organisation to a wide audience.
■ Receive company recognition on our website, in the conference programme and on conference displays.
■ Enhance your image and position within the psychology community.
■ Display your marketing materials to all conference delegates.

Previous supporters

Some of our previous exhibitors.
Top tips for exhibitors

Familiarise yourself with the programme – Anticipate the busiest times and be prepared for increased stand traffic during breaks.

Get the right look and feel – Your stand is your shop window; if you like; a direct invitation to say ‘come on in!’.

Get your pitch right – Know why you are going and what you want to achieve. What’s your goal? Your key message? How can you tailor your message to the conference?

Remember, small is beautiful too – Exhibiting is about having great ambition, not huge budgets.

Pick your team – Bring staff who have an excellent amount of product/service knowledge and who can talk confidently to potential customers. Make sure your team remains active and friendly. You could even try appealing to their senses – we all like to hear, see, touch, taste and even smell things.

Advertise that you are exhibiting – Share the news and create conversation, the more coverage the better for all.

Get creative – Grab the delegate’s attention with maybe a theme, offer or competition.

Check out your fellow exhibitors – They could also be potential customers or suppliers.

Get active – You can’t be guaranteed that every delegate will visit your stand so have your staff walk around the conference in branded clothing for example, gives you more coverage.

Interactivity – Technology and cool gadgets not only help attract visitors to your stand, they can also be a great way of gathering contact details, completing surveys and demonstrating your product/service.

Follow up your leads – Write emails and follow up letters beforehand and clear your diary for a couple of days following the show so that you can deal with the follow up properly.

Measure your success – Ask customers where they heard about you, immediate orders are easy to attribute to the event but awareness raising can be difficult to measure further down the line.

Other exhibition & sponsorship opportunities

Want to be kept up to date with forthcoming conferences and events? Please email conferences@bps.org.uk to be added to our monthly exhibition update. You’ll automatically receive emails with the latest news, booking information and key dates.
The venue

Situated on the banks of the River Lagan next to the Waterfront Hall, Hilton Belfast offers contemporary accommodation and premium amenities for both business and leisure. Take in river views and enjoy easy access to the city’s shops, sights and attractions.

Hilton Belfast is a 15-minute drive from George Best Belfast City Airport. Attractions such as Titanic Belfast®, Odyssey Arena and Victoria Square are easily accessible, with the city centre just a five-minute walk away.

Hilton Belfast, 4 Lanyon Place, Belfast, BT1 3LP, United Kingdom

About the Society and Developmental Section

The British Psychological Society is the representative body for psychology and psychologists in the UK. Formed in 1901, it now has more than 50,500 members and is responsible for the development promotion and application of pure applied psychology for the public good.

Since its inception in 1980, the Developmental Psychology Section’s mission has been to support and develop high quality research into developmental psychology and to raise the profile of British developmental research on a local and international level, with policymakers, practitioners, business and the general public and to date has over 500 members.

The event will be publicised on the British Psychological Society’s website, social networking sites (Twitter & Facebook) and in The Psychologist, the monthly publication sent to over 50,500 members of the Society.
Sponsorship & exhibition packages

<table>
<thead>
<tr>
<th>Feature</th>
<th>Premium – Key sponsor (£2000 + VAT)</th>
<th>Classic (£1000 + VAT)</th>
<th>Basic (£500 + VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo and profile in the Exhibition &amp; Sponsorship section of the programme</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledgment on Social Media – Facebook/Twitter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your logo and link to website on the conference event website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Promotional rolling PowerPoint slide on screens shown throughout the conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Flyer on the ‘Take-one’ table</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibition space</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2x Complimentary non-residential full conference passes for your employees/clients and/or prospects</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Roller banner in key locations in the venue*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full page advert in the conference programme</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half page advert in the conference programme</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Main Conference App banner advert on the homepage</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Inclusion of company branded item at the registration desk</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Company profile and logo on the front of the programme</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>2x Conference dinner passes</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Recognition of sponsorship in <em>The Psychologist</em>, the monthly magazine of the Society, sent to over 50,500 members</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Company to provide own roller banners, delivery and collection.

**Premium** booking deadline: **Wednesday 27 April 2016**, to ensure that your sponsorship recognition is included in *The Psychologist*.

**Classic** booking deadline: **Wednesday 6 July 2016**, to ensure that your half page advert is included in the conference programme.

**Basic** booking deadline: **Wednesday 31 August 2016**, to ensure your flyer is included on the ‘Take-one’ table.

Our packages can be tailored to support your needs and suit a range of budgets. If you would like to discuss the possibility of a package deal on sponsorship and exhibition that is not advertised, please contact us on 0116 252 9555 or email devconf@bps.org.uk.
Sponsorship

Sponsor a Keynote

There will be four keynote speakers at the conference and this package offers you the opportunity to sponsor their talk. Your company will be linked to their talk throughout the publicity for the conference, and at the conference. Roller banners* can also be located in the room where the keynote's presentation will take place for the duration of their presentation. Keynote sessions will also be filmed for post-conference promotion.

Professor Susan Golombok, Centre for Family Research
Professor Peter Hobson, Emeritus Professor of Developmental Psychopathology, University College and Tavistock Clinic, London, and Psychoanalyst, British Psychoanalytical Society and San Francisco Center for Psychoanalysis
Professor Teresa McCormack, Professor of Cognitive Development, School of Psychology, Queen’s University Belfast
Dr Suzanne Zeedyk, Director, Suzanne Zeedyk Ltd

COST: £300 + VAT per Keynote

<table>
<thead>
<tr>
<th></th>
<th>Cost (+ VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Promotional rolling PowerPoint slide:</strong> Your own rolling PowerPoint advertisement slide which will be shown in the main plenary room at the conference venue. A great way to get your message out to all the delegates.</td>
<td>£150</td>
</tr>
<tr>
<td><strong>Promotional flyer on the 'Take-one' table (limited space available):</strong> Promotional materials will be displayed prominently so that those visiting the exhibition area can help themselves. The table will be replenished throughout the conference. *We must receive flyers by 31 August 2016; approximately 200 copies will be required.*¹ Failure to meet this date means we cannot guarantee your flyers will be included on the ‘Take-one’ table.</td>
<td>£125</td>
</tr>
<tr>
<td><strong>Conference programme insert:</strong> Inclusion of a single A5 insert in the conference programme. *We must receive inserts by 17 August 2016; approximately 250 copies will be required.*¹ Failure to meet this date means we cannot guarantee your advert will be included in the programme.</td>
<td>£200</td>
</tr>
<tr>
<td><strong>Company branded item (limited space available):</strong> An opportunity to have your branded item such a pen, key ring or memory stick located at the registration desk (item agreed upon booking). Stock will be replenished throughout the conference. *We must receive items by 31 August 2016; approximately 200 will be required.*¹ Failure to meet this date means we cannot guarantee your item will be included on the registration desk.</td>
<td>£300</td>
</tr>
<tr>
<td>Package Description</td>
<td>Cost</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td><strong>Networking Drinks Reception (City Hall, 14 September 2016):</strong></td>
<td>£2000</td>
</tr>
<tr>
<td>This entitles you to an exhibition unit for the full three day conference, display your roller banners, distribute flyers and showcase your company at the drinks reception. This package also includes two places for your company representatives to attend the conference dinner.</td>
<td></td>
</tr>
<tr>
<td><strong>Conference Dinner (Titanic Belfast, 15 September 2016):</strong></td>
<td>£1000</td>
</tr>
<tr>
<td>A chance to be the sponsor of the conference dinner entitles you to an exhibition unit for the full three day conference, display your roller banners around the dinner room, have your company logo on menu cards and display one piece of company literature/gift on each table. This package also includes two places for your company representatives to attend the conference dinner.</td>
<td></td>
</tr>
<tr>
<td><strong>Conference Dinner &amp; Networking Drinks Reception:</strong></td>
<td>£2500</td>
</tr>
<tr>
<td>Includes the all of the above under 'Networking Drinks Reception' &amp; 'Conference Dinner'.</td>
<td></td>
</tr>
<tr>
<td><strong>Poster Session (all 3 days):</strong></td>
<td>£750</td>
</tr>
<tr>
<td>This package includes an exhibition unit, roller banners placed at the catering and poster areas, your own literature at catering points and poster board numbers to include company logo and web address.</td>
<td></td>
</tr>
<tr>
<td><strong>Badge lanyard:</strong></td>
<td>£500</td>
</tr>
</tbody>
</table>
| Supply your branded lanyards and be the company to have your logo around the neck of every conference delegate.  
We must receive items by 31 August 2016; approximately 500 will be required.  
Failure to meet this date means we cannot guarantee your lanyards will be used. |
| **Internet café:**                                                                | £750  |
| Internet stations are popular features enabling conference delegates to keep in touch whilst at the event. We will set up an Internet Café in The Post Room located above reception. Your package will include any literature you wish to place in the café, roller banners and company logo on the screen saver and desktop of each computer in the café.  
Booking deadline: 10 August 2016. |

1. The organiser will inform parties of any increases or significant decreases in predicated delegate numbers.  
2. Company to provide own roller banners, delivery and collection.

**Exhibition only**

Any exhibition space sold as part of a package or individually will include 2x complimentary non-residential full conference delegate passes.

<table>
<thead>
<tr>
<th>Package Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Space for the full three day conference</td>
<td>£300 + VAT</td>
</tr>
<tr>
<td>Extra Unit Space (per unit) for the full three day conference</td>
<td>£200 + VAT</td>
</tr>
</tbody>
</table>
1. **YOUR DETAILS**

Name of Organisation: .............................................................................................................
Contact name: ....................................................................................................................... 
Address: .................................................................................................................................
Email: ................................................................................................................................. Tel: ...............................................................................................................................  

2. **YOUR OPTIONS** – Please see page 6 for information on each option.

<table>
<thead>
<tr>
<th>Sponsorship &amp; exhibition packages</th>
<th>Cost (+ VAT)</th>
<th>Tick here</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium – Key Sponsor</td>
<td>£2000</td>
<td></td>
</tr>
<tr>
<td>Classic</td>
<td>£1000</td>
<td></td>
</tr>
<tr>
<td>Basic</td>
<td>£500</td>
<td></td>
</tr>
<tr>
<td><strong>Exhibition only</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibition space for the full conference:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Unit (2x1m)</td>
<td>£300</td>
<td></td>
</tr>
<tr>
<td>2 Unit (4x1m)</td>
<td>£500</td>
<td></td>
</tr>
<tr>
<td>3 Unit (6x1m)</td>
<td>£700</td>
<td></td>
</tr>
<tr>
<td><strong>Sponsorship</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keynote:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professor Susan Golombok</td>
<td>£300</td>
<td></td>
</tr>
<tr>
<td>Professor Peter Hobson</td>
<td>£300</td>
<td></td>
</tr>
<tr>
<td>Professor Teresa McCormack</td>
<td>£300</td>
<td></td>
</tr>
<tr>
<td>Dr Suzanne Zeedyk</td>
<td>£300</td>
<td></td>
</tr>
<tr>
<td>Promotional rolling PowerPoint slide</td>
<td>£150</td>
<td></td>
</tr>
<tr>
<td>Promotional flyer on the ‘Take-one’ table</td>
<td>£125</td>
<td></td>
</tr>
<tr>
<td>Conference programme insert</td>
<td>£200</td>
<td></td>
</tr>
<tr>
<td>Company branded item</td>
<td>£300</td>
<td></td>
</tr>
<tr>
<td>Networking Drinks Reception</td>
<td>£2000</td>
<td></td>
</tr>
<tr>
<td>Conference Dinner</td>
<td>£1000</td>
<td></td>
</tr>
<tr>
<td>Conference Dinner &amp; Networking Drinks Reception</td>
<td>£2500</td>
<td></td>
</tr>
<tr>
<td>Poster session</td>
<td>£750</td>
<td></td>
</tr>
<tr>
<td>Badge lanyard</td>
<td>£500</td>
<td></td>
</tr>
<tr>
<td>Internet café</td>
<td>£750</td>
<td></td>
</tr>
</tbody>
</table>
Exhibition only

If you would like to book an exhibition space or if it is included as part of your sponsorship option/s you will need to complete the following section:

No. of units required (2m x 1m unit)  1 / 2 / 3 / 4 / included in option or package
Do you require electricity?  Yes [   ]  No [   ]
No. of tables required?  0 [   ]  1 [   ]  2 [   ]
Are table covers required?  Yes [   ]  No [   ]
No. of chairs required?  0 [   ]  1 [   ]  2 [   ]
Are you bringing your own floor stand? If so please let us know the size.
Length:..........m  Height:.........m  Width:..........m
Internet is open access.

*Please note: If larger than the 2m x 1m space, you will need to pay for the appropriate number of units.*

Other requirements ............................................................................................................................

Please outline who will be staffing your exhibition stand (max two people per day)

1. Name ....................................................................................................................
   Access/dietary requirements ..............................................................................................

2. Name ....................................................................................................................
   Access/dietary ....................................................................................................................

A floor plan will be available shortly; this will be sent out for selection based on the date your booking was made.

*Exhibitors will receive:* Complimentary tea/coffee and lunches, company listing in the programme, listing on the event website and an exhibitor information pack.

2 x non-residential delegates passes.

*Please note:* The deadline for the company logo and profile to appear in the conference programme is **Wednesday 6 July 2016**.
Payment

TOTAL AMOUNT PAYABLE  £…………………… inc VAT
We will be making a bank transfer for the above amount (please see below for details) [ ]
We enclose a cheque made payable to the British Psychological Society for the above amount [ ]
We wish to pay via my debit/credit card Please call the conference office on 0116 252 9555 to make a secure payment. [ ]
Please tick this box if you would like a receipt for your payment [ ]
We wish to pay by invoice [ ]
Please invoice (contact name and full postal address) .................................................................................................

................................................................................................................................
................................................................................................................................

Tel: ........................................................ Purchase order no. .............................................
(required for all invoice requests)

Email address (required as invoice is sent electronically) ................................................

Please note: We are unable to issue an invoice without an official purchase order/ref no.

THE DEADLINE TO REQUEST AN INVOICE IS 3 August 2016. ALL INVOICES MUST BE PAID WITHIN 30 DAYS OF BEING ISSUED.

Please return this completed form to: Emma Robinson, BPS Conferences, The British Psychological Society, St Andrews House, 48 Princess Road East, Leicester LE1 7DR. Tel: +44 (0)116 252 9555 Fax: + (0)116 290 1886 E-mail: emma.robinson@bps.org.uk

Bank transfer instructions
Bank name: The Royal Bank of Scotland
Account name: The British Psychological Society
Address: St Andrews House, 48 Princess Road East, Leicester, LE1 7DR
Sort code: 16-23-21
Account No.: 11226510
Swift code: RBOS GB 2L
Iban: GB09 RBOS 16232111226510

Please note that your payment will not be allocated to your balance until the organisers have received a remittance advice slip. If you are unable to provide a remittance advice, please contact BPS Conferences with the date, account name and the amount transferred.
Terms and conditions of exhibition, sponsorship

The terms below are used through this document. For clarification each has been defined.

‘Exhibitor’ is used to describe any organisation or person who has made an application to exhibit and had that place confirmed in writing.

‘Sponsor’ is used to describe any organisation or person who has made an application to sponsor a package or item from the sponsorship opportunities list and had that confirmed in writing.

‘Organiser’ refers to BPS Conferences.

‘Exhibition’ refers to The Developmental Section Annual Conference 2016.

‘Venue’ refers to the Hilton, Belfast.

‘Pack insert’ refers to a leaflet or booklet that is included in each delegate pack.

General

All Exhibitors, Sponsors and those wishing to book ‘pack inserts’ must confirm their booking by completing the official booking form and attaching a cheque, BACS details, credit card number or an official purchase order. Any invoices issued should be paid within 30 days and must be paid prior to the event. Your payment will not be allocated to your balance until a remittance advice slip has been received by the Organisers. If you are unable to provide a remittance advice, please contact BPS Conferences with the date, account name and the amount transferred. No exhibition stand, sponsorship item or pack insert may be sub-let to a third party without written consent of the Organisers.

Cancellations (or reduction in requirements) must be notified in writing and will be charged based upon the date of notification.

More than 3 calendar months prior to the event – 20%

Less than 3 calendar months and more than 1 calendar month prior to the event – 50%

Less than 1 calendar month prior to the event – 100%

(All cancellations are subject to mitigation)

Pack inserts only

Programme Inserts must be sent to the BPS Conference Office for inclusion in the Conference Programme by Wednesday 31 August 2016. If you fail to make this deadline we cannot guarantee that your inserts will be included in the programme. The Organiser will inform parties who have booked Programme Inserts of the number required on confirmation of booking. The Organiser will inform parties of any increases or significant decreases in predicted delegate numbers.

Exhibition only

The Organisers will produce a printed version of the exhibition floor plan. While the Organiser will attempt to preserve the printed layout of the Exhibition, should it be necessary to revise the layout for any reason, the Organiser reserves the right to transfer an exhibitor to a suitable alternative space. The exhibitor must occupy the space allocated by the Organiser. exhibitors will be allocated spaces based on the number of units booked. Exhibitors must not take up more space than they have booked without onsite authorisation from the Organiser. The exhibitor will have no claim against the Organiser, the venue or any other contractor with regards to any loss or damage during the exhibition or carriage of equipment. Exhibitors are advised to ensure they have adequate insurance. It is the responsibility of the Exhibitor to ensure that employees and any display equipment complies with the latest legislation, including Health and Safety at Work regulations. The exhibitor must abide by the set-up and breakdown times as stated by the Organiser. The set up/break down times will be listed in your confirmation information. If an Exhibitor cannot attend the full conference they may wish to consider one of our sponsorship opportunities or a conference pack insert. Exhibition units will be reserved for exhibitors who can attend the full conference.

Please ensure the documents in your Exhibition Information Pack at the conference are read and understood.

Sponsors only

Should a sponsorship package include exhibition space the above Terms & Conditions must be adhered to. All packages are sold on a first-come first-served basis. BPS Conferences reserve the right to amend the contents of all packages. The sponsor should provide the Organiser with logos in the correct format on request. The Organiser will provide PDF samples of any printed materials containing the sponsors logo.

Important note

Force majeure: The British Psychological Society will not be liable for any failure to provide or delay in the provision, all services, as a result of events or matters outside its control. This Booking Form constitutes a legally binding contract. It may be necessary for reasons beyond the control of the British Psychological Society to change the content and timing of the programme. In the unlikely event of the programme being cancelled, the British Psychological Society will automatically make a full refund but disclaim any further liability. By completing the Booking Form the Exhibitor/Sponsor agrees to all terms and conditions and all other instructions listed. If Exhibitor or Sponsor does not fit in with the overall ethical standards of the British Psychological Society the Organiser will not agree to the sponsorship.

By completing the booking form the Exhibitor/Sponsor agrees to all terms and conditions and all other instructions listed.