

# ***Sponsorship and Promotional Opportunities***



**SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES AT THE JOINT ABC/CBN  
“BROADBAND COMMUNITY CONNECTIONS” SEMINAR AND WORKSHOP  
ON 16<sup>TH</sup> NOVEMBER 2004  
AT THE WHARFE ROOM, THE HARROGATE PAVILIONS,  
GREAT YORKSHIRE SHOWGROUND**

## **LEAD SPONSOR**



## **ABOUT THE EVENT**

ABC & CBN, in partnership with Yorkshire Forward, are holding this event to demonstrate the benefits of Broadband to communities across Yorkshire & Humberside. This event is free to community and SME delegates from the Yorkshire Forward Region.

Delegates will be invited from across the Region and further afield to demonstrate the benefits available from Broadband and to advise them both on how to get connected and also to use the endless applications for individuals, communities and SMEs.

The programme is backed up by exhibitors who will be able to provide tangible examples of the content of the elements of the programme.

The workshops and seminars in the programme are focussed on explaining, in plain language, the “how to” of broadband.

## **WHO WILL ATTEND?**

This event will be attractive for any community, business or individual, who has not yet got broadband or has it but so far has not yet taken advantages of the benefits.

The Communities, individuals and businesses served by exchanges where there is no foreseeable ADSL solution are seen as a primary focus of this event. In the Region, there are 22 exchanges that fall in to this category and Yorkshire Forward will provide assistance to these exchanges so that they can take advantage of other Broadband solutions. These exchanges cover the following communities: Arncliffe, Bilsdale, Blubberhouses, Brandsby, Burnsall, Coverdale, Cracoe, Goathland, Hackness, Horton in Ribblesdale, Jervaulx, Langtoft, Lockton, North Grimston, North Stainley, Nunnington, Ramsgill, Sawley, Sykehouse, Tibthorpe, Wainstones, West Heslerton.

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In addition, the event will be attractive to a wide range of delegates outside these exchanges representing communities, individual and businesses that wish to understand the applications and wider advantages of broadband technology.

## **WHY SPONSOR AND EXHIBIT?**

The event will attract about 100 delegates including those from communities and organisations where broadband is a necessity now or in the very short term. These communities will receive support from Yorkshire Forward for enablement and they will be looking for suitable providers of connectivity and services.

Sponsors and exhibitors, whether involved in providing connectivity, applications or services, will gain first hand access to these potential customers.

The exhibition facilities are space only - table-top displays or pop-up stands. This event is ideal for small as well as larger organisations and companies to promote their products and services.

## **PROGRAMME OUTLINE**

- Introduction by Yorkshire Forward – Towards Broadband Yorkshire.
- *Broadband Reality* - the place of Broadband in the UK's economy and social structure. Speaker: Brian Condon, CEO ABC. A review of who's here, why and what each party can do for the other. Interactive audience participation session: Understanding supplier services and delegate needs
- *Harnessing the Power of Broadband*. Getting the message across with practical examples of how and why delegates should use Broadband. Demonstrations of technologies in different situations.
- Technology Elevator pitches
- *Broadband 'Ripples'* – spreading the word. Real case study examples and focus on the opportunities for the 22 exchanges in the Region
- *Community Networks* and their place in the picture. The UK and Regional broadband situation, and where it is heading. Why community networks are needed covering: market failure, consumer needs vs. corporate direction, need for aggregation, next generation networks and the future. Includes "how to" tutorial.
- Building on Experience, Chaired by Malcolm Corbett, Director of CBN. Including aggregation with existing public sector networks, procurement, mentoring, choosing the technology, maintenance issues, tech support, and marketing, regulatory issues, planning. Session includes: campaigners' comments on achieving business models, issues facing existing and fledgling networks and identification of best practice resources.
- Keynote: Nigel Heriz-Smith, Head DTI Rural Broadband Team. TBC
- Question Time and Broadband Panel. Open Floor discussion about way forward.

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**Yorkshire Forward has taken the Lead sponsor position for this event thus allowing supporting sponsors to participate at low cost. The supporting sponsorship, exhibition and promotional packages are below**

TITLE	PACKAGE CONTENT	PRICE
Delegate Folder	Delegate Folder – Conference delegates receive a folder and notepad in their packs. <ul style="list-style-type: none"> <li>• Logo and company name embossed/printed on the outside of the folder alongside the Event name and date.</li> <li>• Logo on notepad.</li> <li>• Two complimentary delegate places.</li> <li>• Entry in the Conference Programme</li> <li>• Folder insert</li> <li>• Exhibition space</li> </ul>	POA
Session Sponsor	Session Sponsor <ul style="list-style-type: none"> <li>• Session Introducer and panellist</li> <li>• Entry in the Conference Programme</li> <li>• Two complimentary delegate places.</li> <li>• Folder insert</li> <li>• Exhibition space</li> </ul>	POA
Technology Demonstration Area	Provision of a demonstration area where delegates unfamiliar with the technology and what's possible with Broadband, or those without their own wifi laptops can access e-mail and receive basic demonstration of the benefits of Broadband. <ul style="list-style-type: none"> <li>• Positioned in the main registration and exhibition area.</li> <li>• Minimum 5 workstations, all equipment and accompanying staff.</li> <li>• Full branding and promotional opportunities plus the opportunity to sell on the day</li> <li>• Entry in the Conference Programme.</li> <li>• Folder insert</li> <li>• Two complimentary delegate places.</li> <li>• Backhaul will be provided.</li> </ul>	Contra-deal
Satellite Demo	Establishment of a satellite backhaul <ul style="list-style-type: none"> <li>• Full branding and promotional opportunities</li> <li>• Entry in the Conference Programme.</li> <li>• Exhibition space</li> <li>• Folder insert</li> </ul> Two complimentary delegate places.	Contra-deal
Public Access wifi Network	Mesh network distribution demonstrator facility. <ul style="list-style-type: none"> <li>• Full branding and promotional opportunities</li> <li>• Entry in the Conference Programme.</li> <li>• Exhibition space</li> <li>• Folder insert</li> <li>• Two complimentary delegate places.</li> </ul>	Contra-deal

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Conference Lunch	Branding and hosting acknowledgements for the Lunch <ul style="list-style-type: none"> <li>• Welcome signage</li> <li>• Table signage</li> <li>• Two complimentary delegate places</li> <li>• Folder insert</li> <li>• Entry in the Conference Programme.</li> <li>• Exhibition space</li> </ul>	POA
Coffee Breaks	Sponsorship of delegate coffee area <ul style="list-style-type: none"> <li>• Signage</li> <li>• Entry in the Conference Programme</li> <li>• Two complimentary delegate places</li> <li>• Folder insert</li> <li>• Exhibition space</li> </ul>	POA
Badges	Conference Badge sponsor <ul style="list-style-type: none"> <li>• Logo on all badges</li> <li>• Two complimentary delegate places</li> <li>• Entry in the Conference Programme</li> <li>• Folder insert</li> <li>• Exhibition space</li> </ul>	POA
Exhibition stand – space only facility	<ul style="list-style-type: none"> <li>• 3 m by 1.5 m space for a pop-up or table top stand</li> <li>• Entry in the Conference Programme.</li> <li>• Includes mains power, one table and two chairs</li> <li>• Two complimentary delegate places</li> </ul>	POA
Insert into delegate pack	<ul style="list-style-type: none"> <li>• Insert leaflet or CD</li> <li>• Entry in the Conference Programme.</li> </ul>	POA

*All packages will have VAT added at 17.5%*

**TO BOOK YOUR PACKAGE CONTACT THE ABC OFFICE ON:**

Phone 01937 541 553 Fax: 08701 99 1111 or Email [eventoffice@conference-events.biz](mailto:eventoffice@conference-events.biz)

Post: ABC/CBN Office at, **conference-events.biz** 19 Fountains Avenue, Boston Spa. LS23 6PX