

Exhibition Sales Guide

LABOUR PARTY ANNUAL CONFERENCE 2023

8 – 11 OCTOBER, LIVERPOOL



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Introduction

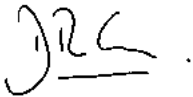
In 2023 the Labour Party will be in Liverpool for our Annual Conference. I hope that you will join us and be part of our Conference and Exhibition.

Our Exhibition sits at the heart of our Conference – visited by thousands of party members, MP's, media, business and council leaders. Exhibiting with Labour is an excellent opportunity to showcase your business or organisation to wide audience that includes influential decision makers and opinion formers.

Each year we welcome back many regular exhibitors, and we have some limited capacity for new faces too this year. We continue to be impressed by the innovation and commitment undertaken to deliver each stand and welcome the contribution that each exhibitor makes to the discussion and debate at our Conference.

I look forward to meeting you in Liverpool.

PS. Our Exhibition is more popular than ever this year so I would urge you to book early if you are interested.



David Evans
General Secretary



Welcome to our Sales guide for Conference 2023 outlining our range of opportunities, please do contact us for an informal chat via [**exhibitions@labour.org.uk**](mailto:exhibitions@labour.org.uk)

Kind regards

Ann Kennedy
Head of Exhibitions

Why exhibit?

We are delighted to return to Liverpool for Labour's Annual Conference 2023, our exhibition is located in the ECL and adjoining ACC as an integral part of our Conference with stands routed to our main conference hall and fringe events.

Exhibiting at Labour's Conference provides a unique opportunity to increase awareness of your aims and objectives to a wider audience and reach influential groups of visitors and elected representatives with your message.

So don't just take our word for it, Here is feedback from recent exhibitors

*Increase awareness of
our aims and objectives*

*Highly professional, friendly
and supportive team*

*Helps us to network with
elected representatives on
a national and local level*

*Incredibly helpful and
responsive to the inevitable
challenges that arise when
staging an event*

*Conference has helped
us to spread our reach and
amplified our voice*

*The tours are well
organised*

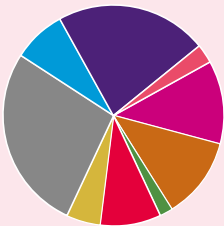
*Exhibiting allows us to
reach mps with our
campaign and acts as a
springboard for our work
through the year*

Made to feel welcome



DID YOU KNOW?

Our conference attendees come from a wide variety of sectors and industries



- | | | |
|---------------------|------------------------------|--------------------|
| ● Party members 22% | ● Event industry experts 2% | ● Third sector 12% |
| ● Other visitors 8% | ● Elected representatives 9% | ● Media 14% |
| ● Business 28% | ● International visitors 2% | ● Trade union 3% |

SECTORS REPRESENTED AT CONFERENCE INCLUDE:

- | | | |
|-----------------------------------|---------------------------------|--------------------------------------|
| ✓ Academic and education | ✓ Financial services | ✓ Public sector and local government |
| ✓ Construction and infrastructure | ✓ Health and medical | ✓ Retail |
| ✓ Creative industries | ✓ Housing and property | ✓ Science and technology |
| ✓ Defence | ✓ Legal | ✓ Sports and leisure |
| ✓ Energy and utilities | ✓ Manufacturing and engineering | ✓ Transport policy |
| ✓ Environment and climate change | ✓ Media and communications | |
| | ✓ Public affairs | |



We are delighted to be members of the Association of Event Organisers (AEO) and be part of a community that is focused on supporting, promoting and developing the events and exhibitions industry.

We are pleased to extend the Facetime Resource with our clients.



- Online guides
- Webinars
- Research
- Exhibitor masterclasses – one day workshops where exhibitors can learn everything they need to know about exhibiting from a line-up of inspirational speakers.
- Industry facts and figures

www.aeo.org.uk

Stand Packages

Choose from a range of options

Shell scheme stand

Includes a built stand, electrical and furniture package.



Space only Sites

A space with the freedom to design your own stand choosing suppliers and services to suit.





Prime Sites

Located in key areas that attract the main footfall of Conference to ensure your stand holds a central position. Each prime stand booking will include logo positions on our exhibition branding sites throughout the conference site.



Costs for 2023

Size	Space only	Prime space only	Shell scheme	Prime shell scheme
3m x 1m*	n/a	n/a	£1,850	£2,550
2m x 2m	£4,750	£5,900	£5,700	£6,800
3m x 2m	£8,200	£10,500	£9,450	£11,600
3m x 3m	£10,900	£13,700	£12,450	£15,000
4m x 3m*	£13,100	£16,100	£14,650	£16,500

Feature Zone Price on application

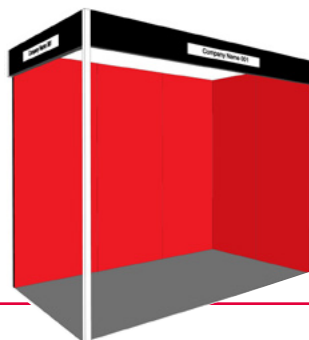
* 4m x 3m sites include a charge for services and hire space

The technical breakdown

- A shell scheme stand consists of a built shell scheme constructed 310mm high of red tweed panels that are 1m wide x 2.44m high
- A black fascia board that is 310mm high
- Two spotlights & one 500w, a single power socket and include

- A Round coffee table & 2 chairs Rectangle coffee table & 2 chairs (3mx 1m stands)
- A white Foamex board will be supplied with your organisation name and fitted to the fascia board.
- Corner stands will be open on two sides with a back and side wall.
- Centre stands will be open to the front only and supplied with a back and two side walls.

Your stand panels will alter depending on the site chosen, image for illustration only



Lounge spaces and Feature Zones for 2023

Small Business Zone

Located in our main exhibition close to media stands with opportunities for Businesses to, advertise, network, raise awareness or sell goods at Conference.



3rd Sector Zones

A limited number of sites are available to use as Lounges in prominent positions both internally and and externally in the Conference site.



Feature Zones

A limited number of sites are available to use as lounges both internally and externally in the Conference site.



Availability and costs on application

What is included

Each stand of lounge space booked will include

- ✓ Fixed number of passes
- ✓ 8 per stand over 2m x 2m and 4 per stand of 3m x 1m – *subject to deadlines*
- ✓ Guide listing in printed and digital copy
- ✓ Use of exhibitor lounge with refreshments
- ✓ Exhibitor reception
- ✓ VIP stand tours with complimentary images
- ✓ Dedicated support team
- ✓ Exhibitor digital manual and regular newsletters
- ✓ As members of the AEO resources, all our exhibitors can benefit from the resources available to support the events and exhibiting community.

Next steps

- Choose your site from the floor plan
[View Floor Plan Live](https://floorplan.live/interactive/shows/2742/views/1/plan)
(<https://floorplan.live/interactive/shows/2742/views/1/plan>)
- Prime sites are highlighted in **blue**
- Complete the application form, checking our t&c first.
- If you are a new client to Conference please return the application with an organisation overview aand planned activity outline.
- If your finance system require a purchase order or need to advise us of invoice instructions please indicate on the application form.



Notes for booking

- ✓ A 20% discount will apply to charities booking a two year deal on all prime sites over 2m x 2m.
- ✓ All 3m x 1m sites are reserved for 3rd sector organisations, voluntary sector or campaigning groups and limited to two exhibitors sharing.
- ✓ Any shared sites will incur a surcharge of 25% per extra exhibitor to cover additional passes and guide entries.
- ✓ A small number of sites are available at the reduces rate of £650. Our Conference Arrangements Committee awards these. All applications must include a supporting letter, the deadline for this is 28 April 2023.
- ✓ All costs are subject to VAT
- ✓ Stands are allocated on receipt of a completed application only.
- ✓ If your choices are not available we will contact you to discuss next options.



- ✓ All stands are subject to approval and we aim to notify you with an allocation letter or email within 28 days of your application .
- ✓ An invoice will be issued for the full amount of the stand or lounge cost.
- ✓ Cancellation terms are 50% of the full cost within 60 days of Conference and full 100% within 30 days of Conference.

A full technical specification will be provided in our exhibitor manual





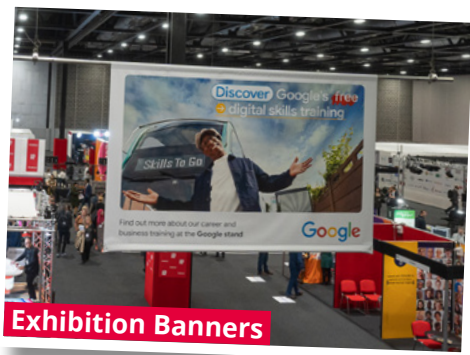
Political parties, elections and referendum act 2000 (PPERA)

The Political Parties, Elections and Referendum Act regulates donations to organisations involved in UK politics. The Act is not designed to affect genuine commercial relationships and explicitly excludes the hire of a stand at a party conference and various advertising and branding opportunities. These normal commercial deals are therefore not subject to any regulation under the Act.

Further information can be obtained from the electoral commission at electoralcommission.org.uk

Promotional Opportunities

There are a number of additional ways for you to enhance your presence at conference and highlight your stand to our 13,000 visitors.



Exhibition Banners

An opportunity to highlight your stand location and message with high visibility across our exhibition hall above your stand or as additional branding in catering areas.

Costs

2m x 2m - £2,500

3m x 2m - £3,000

Catering area - 4m x 3m - £4,200



Floor graphics

Highlight the route to your stand from the main entrance or catering point with our floor graphic option. A limited number of sites are available. These will be supplied in sets of 10 graphics for a route or alternatively as a single floor graphic position in front of your stand.

Costs

single - £300

set of 10 - £2,500

Graphic size - 500mm x 500mm



Feature exhibitor listing

Upgrade the standard option of 50 words, your logo and website to 150 words in a highlighted listing box.

Cost

£300

All costs subject to VAT

Promotional Opportunities

Fascia upgrades

All prime shell scheme stands include a full colour fascia nameboard with logo included as 1950mm x 250mm.

Standard sites will include a black/white nameboard as 1100mm x 100mm.

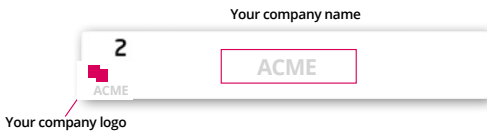
This can also be booked as an extra service.

Cost
£300.

QR Codes

Help to reduce the amount of printing for Conference and increase your brand awareness, your QR code will appear on our four QR walls throughout the Conference site.

Cost
£1200



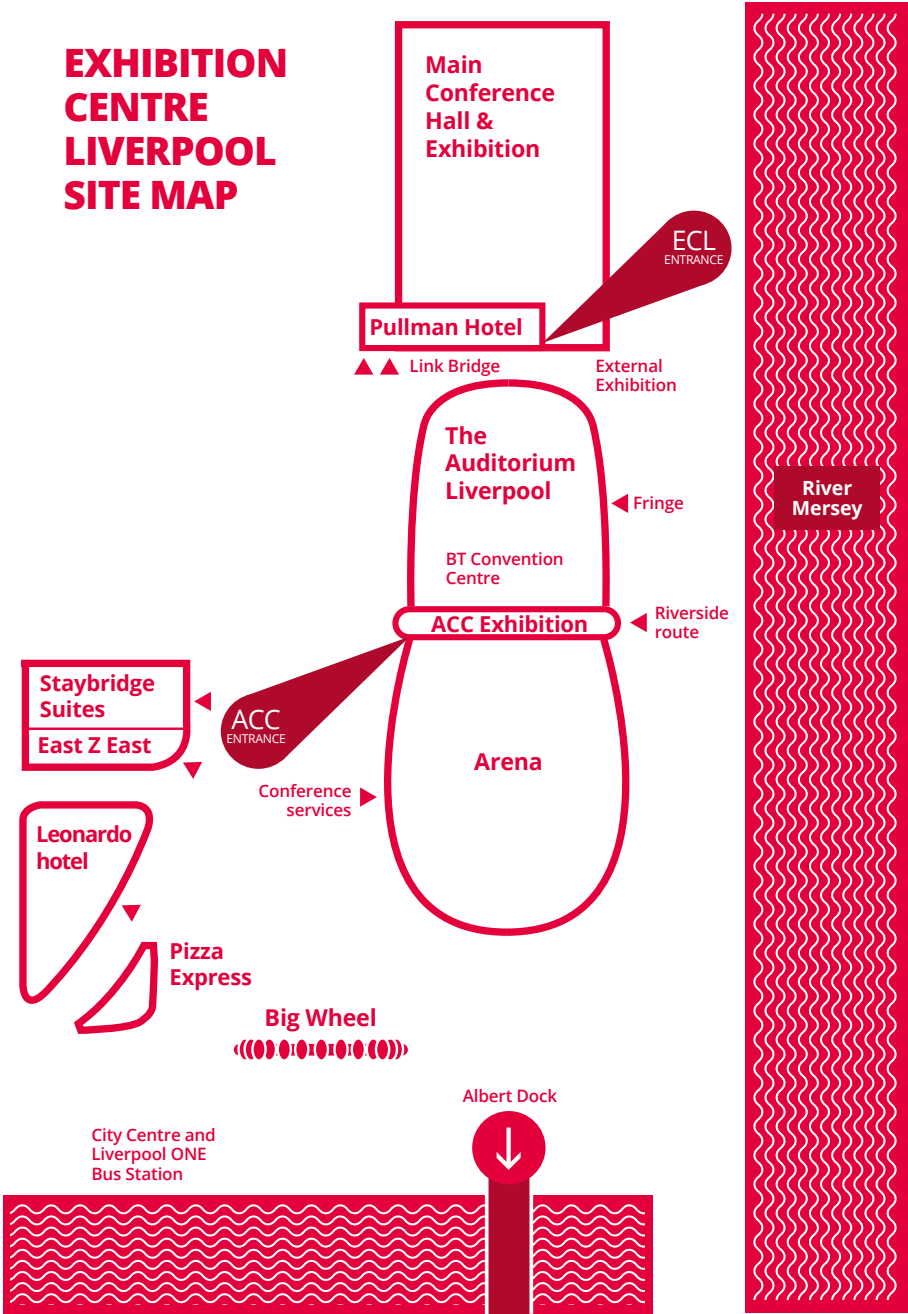
Advertising

Advertising is one of the most effective ways to reach a politically engaged audience and all exhibitors are offered a 10% discount on advertising options subject to availability.

- Full page advert in guide
- Half page advert in guide
- Conference app banner advert
- Guide map logo



**EXHIBITION
CENTRE
LIVERPOOL
SITE MAP**



ANNUAL CONFERENCE 2023

APPLICATION FORM

8–11 October, Liverpool

CLICK HERE FOR LIVE PLAN AVAILABILITY

<https://floorplan.live/interactive/shows/2742/views/1/plan>

STAND DETAILS

Booking name:

Space only sites

Size	Space only	Tick	Prime space only	Tick	Insert stand number choice 1	Insert stand number choice 2
2m x 2m	£4,750	<input type="checkbox"/>	£5,900	<input type="checkbox"/>		
3m x 2m	£8,200	<input type="checkbox"/>	£10,500	<input type="checkbox"/>		
3m x 3m	£10,900	<input type="checkbox"/>	£13,700	<input type="checkbox"/>		
4m x 3m*	£13,100	<input type="checkbox"/>	£16,100	<input type="checkbox"/>		

Shell Scheme sites

Size	Shell scheme	Tick	Prime shell scheme	Tick	Insert stand number choice 1	Insert stand number choice 2
3m x 1m	£1,850	<input type="checkbox"/>	£2,550	<input type="checkbox"/>		
2m x 2m	£5,700	<input type="checkbox"/>	£6,800	<input type="checkbox"/>		
3m x 2m	£9,450	<input type="checkbox"/>	£11,600	<input type="checkbox"/>		
3m x 3m	£12,450	<input type="checkbox"/>	£15,000	<input type="checkbox"/>		
4m x 3m*	£14,650	<input type="checkbox"/>	£16,500	<input type="checkbox"/>		

* 4m x 3m sites include a charge for services and hire space

Feature Zone	price on application	<input type="checkbox"/>	price on application	<input type="checkbox"/>		
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If your preferred size is not shown above please state here:

- | | |
|---|--|
| <input type="checkbox"/> Fascia board upgrade | <input type="checkbox"/> Banner |
| <input type="checkbox"/> Listing upgrade | <input type="checkbox"/> Map Logo |
| <input type="checkbox"/> Floor graphic 1 | <input type="checkbox"/> Conference guide advert half page |
| <input type="checkbox"/> Floor graphic 10 | <input type="checkbox"/> Conference guide advert full page |

ANNUAL CONFERENCE LIVERPOOL 2023 APPLICATION FORM

FOR COMPLETE STANDS ONLY

Fascia name board to read:

I confirm that:

- I have read and agree to be bound by the terms and conditions of booking in this guide, for my chosen site on the plan.
- I confirm that I have checked the height restriction for my chosen site on the floor plan provided.
- I confirm that I will submit an entry for the Conference guide of 50 words, website address and logo as a high-res (300dpi) JPG by 10 July 2023.

Signature

Position

Date

Client's signature *(If applicable)*

Please state your organisation or company classification *(Please tick option)*

☐ Commercial

☐ Small trader

☐ Other please state

☐ NGO

☐ Union

☐ Charity

☐ Public sector

YOUR DETAILS

Name

Email:

Organisation/Company

Twitter:

Address

Tel No.:

Mobile No.:

Indicate here if your stand is shared

Client *(If applicable)*:

Full name and address

Insert purchase order number or additional invoice instructions:

Return this form by email to:
Ann Kennedy or Dean Avis
exhibitions@labour.org.uk

The Labour Party may use the information you provide about your views to understand which issues are most relevant to you and to help us campaign better. The Labour Party uses your personal data for a variety of reasons related to engaging in the democratic process. Where we rely on consent, you are always able to opt out. We may use the information you provide, such as name and postcode, to match the data provided to your electoral register record held on our electoral database, which could inform future communications you receive from us. To find out more about how we use your personal data and to view our Profiling Notice, please see labour.org.uk/privacy-policy

TERMS AND CONDITIONS

1. Definitions In these terms and conditions, Organiser means Head of Exhibitions as appointed by the National Executive of the Labour Party. Exhibitor means any person, company or organisation and the staff or agents of any such company or organisation to occupy space on the exhibition floor or public conference area. The premises means for Annual Conference, Liverpool ACC and ECL used by the organiser for exhibition purposes. Authorities mean the local authority, fire authority or any other relevant body or person having jurisdiction over the premises.

2. General (a) Each exhibitor is bound in all respects by these terms and conditions and have full knowledge of the exhibition regulations and shall observe and confirm to the venues regulations and by-laws. (b) All exhibiting organisations occupying exhibition stands or feature zones are subject to approval by the Labour Party; this applies to shared partners, sponsors, exhibitors and clients that will use the space. Organisations are required to notify the organisers of any such arrangements with details of planned stand activity on booking. (c) Once approved an allocation confirmation will be issued outlining purchased services. (d) Any complaint must be submitted in writing to the exhibition organiser or representative of the organiser within 14 days of the exhibition. (e) The organiser reserves the right to alter the layout of the exhibition at any time and individual stands will be notified if this occurs. (f) We will appoint preferred suppliers to provide services to exhibitors, advertising agents, photographers and other conference services. These will be allowed to contact our exhibitors directly. We do not provide our data to external organisations not already engaged in related activities. (g) the organisers will arrange for general cleaning at the end of each day, exhibitors may request a full stand clean for which the venue may make an additional charge. (h) The organiser reserves the right to waive or alter any of these terms and conditions in the interest of the exhibition either generally or in any particular case. (i) A small number of sites are available at a reduced rate of £650 plus VAT for charities and community groups. Our Conference Arrangements Committee awards these. All applications should include a supporting letter; the deadline for this is 30 April 2023. Each exhibitor is required to submit an entry for the Conference guide of 50 words, a website address and hi res logo as jpeg by 30 June 2023. This logo will also be used for other print products. please note no other specification will be accepted.

3. Security and insurance Each exhibitor is responsible for the security and insurance of their own stand and exhibits and for their own employees' insurance cover. In no circumstances will the organisers

or the Premises accept responsibility or are liable for loss or damage whatsoever or howsoever arising. In respect of personal injuries or loss of or damage to property, caused by or occasioned by the exhibitor, their employees / servants / agents or property, arising out of or in consequence of occupation of the stand / exhibition of an article or process / or otherwise howsoever. The exhibitor will respect all risks of every kind whatsoever in respect of personal injuries to themselves / servants/ agents or of loss or damage to any of their property or property in their custody and the organiser shall be under no liability in respect of any such risks. For clarity all exhibitors are required to provide their own public liability insurance.

4. Trading rights (a) The sole rights of exhibiting merchandise and transacting business on the premises during the period of the exhibition are owned by the organiser who will, at their sole discretion, grant licenses. To exhibitors subject to these terms and conditions. Shared stands are permitted with written permission only and a fee may apply. (b) The use of external F&B providers are subject to venue approval. A facilitation fee equal to the total service value may be charged by the venue and or in house appointed supplier in addition to the stand hire.

5. Opening hours Stands must be open for business during the published daily opening hours of the exhibition which are Sunday 10am to 6pm, Monday – Tuesday 9am to 6pm and Wednesday 9am to 1pm. Applications will not be accepted from organisations that are unable to commit to attending for the full period of Conference, subject to change.

6. Conduct of exhibitors (a) Any exhibitor displaying equipment operating a sound system of any type will demonstrate only at low volume and may be required to reduce or cease activity. Likewise if it is considered that they are continually hindering or disturbing other exhibitors. (b) Exhibitors wearing promotional costumes that obscure their faces must remain within the purchased stand vicinity and be accompanied at all times for identification and security purposes. The failure to cooperate may result in the exhibitor being asked to remove the costume for the duration of conference. (c) Exhibitors must not display their goods so that, in the opinion of the organiser, they distract the light or impede the view or allocated stand boundaries along open spaces or gangways, or inconvenience other exhibitors gangway, or impede egress routes. (d) Any damages caused by an exhibitor to the venue whatsoever or supplied stands during the event will result in the cost of repair or specialist cleaning being charged to the exhibitor concerned at an appropriate value. (e)

TERMS AND CONDITIONS

Leafleting is prohibited throughout the conference site, such activity must be confined to the purchased stand site. Unsolicited leaflets from public areas will be removed. (f) All exhibition signs and fascias must be confined to the stand space unless agreed in writing with the organisers. (g) Limited shared storage areas will be provided and no liability is held for security of items. Empty cases and packing are not permitted to be stored behind stands or void areas, contravening items will be moved to a storage point and it is the exhibitor's responsibility to obtain items as required. (h) All stands are responsible for ensuring their working area is maintained with due care and consideration to other exhibitors nearby, debris must be cleared. (i) Promotional giveaways as stand activity must be agreed in writing with exhibition organisers. Printed lanyards are not permitted as stand giveaways. (j) Stands must be completed by Fri at 8pm prior to conference starting – only literature displays and minor set ups will be permitted after this time. (k) In the event of the exhibitor failing to clear his/ her exhibits and fittings by the prescribed times, a charge may be applied by the organiser.

7. H&S obligations (a) it is a condition of entry into the Conference that every exhibitor and appointed contractor and his/her/their agents comply with the Health & Safety at Work Act 1974 (HASAWA1974), venue legislation and the Construction (Design & Management) Regulations 2015. (b) Further information and exhibitor and contractor compliance will be provided on our event manual. (c) We adhere to the guidance for events in the e-guide - www.aev.org.uk/e-guide

8. Financial terms The rent of the stand spaces contracted by exhibitors is payable to the organiser as detailed on the application form. (a) The completion of an application form and the allocation of the purchased stand notified to the exhibitor forms a contract of agreement. (b) A purchase order must accompany the application form if required by exhibitors payment process – the cost will include a 50% non-refundable deposit payment that is payable within 30 days. (c) If the balance is outstanding by the settlement date, the organiser reserves the right to cancel the application, reallocate the stand and retain the deposit payment. (d) An exhibitor applying for space within the 30 working days prior to the opening date of the exhibition will be required to remit the full cost of hiring the stand (plus vat) with the completed application form. (e) Any exhibitor cancelling or reducing the stand space after the organiser has accepted the application is liable for the following charges: Up to 60 days prior to each event a 50 per cent charge will apply, or cancellations under

60 days the full cost of 100% charge will apply. (f) In the event of the abandonment or curtailment of the exhibition due to circumstances beyond our control, the organiser shall be entitled to retain or receive on account of working expenses; the rent paid or contracted to be paid by the exhibitor. (g) If for any reason the exhibition cannot be opened and held at the site on the dates specified, the organiser may at their discretion: (i) Postpone the opening of the exhibition until such a date as in the circumstances of the case appear to them to be reasonable; or (ii) obtain such premises as in their opinion are suitable and hold the exhibition on the date originally specified; or (iii) declare the exhibition abandoned. (h) The cost of the stand covers the hire during exhibition hours only, permission may be granted for additional use of the space for which a fee may apply. Additional venue costs may also apply to facilitate this use beyond the stand hire period.

9. Disclosure The hire of conference exhibition space represents a commercial service at a fair market value and is therefore not required to be disclosed under the PPERA.

10. Conference photography Attendees agree to the usage of any photography taken by the official photographers. Some of these images will be tweeted during conference @lpexhibition. If you prefer an image not to be used by the party, please inform the Head of Exhibitions Ann Kennedy in writing.

Commercial Opportunities

Conference Magazine

The Conference magazine

Advertising in our Conference magazine is one of the most effective ways to reach a large politically engaged audience. The Conference Magazine is an approximately 150 page, full colour magazine dispatched to Conference attendees in August. The print run is at least 13,000 containing editorial, fringe and exhibition listings.



Commercial Opportunities

Branding

- Conference bags
- Lanyards
- Labour Party stand
- Local Government - lounge
- Conference App – Splash Screen
- Labour Party Business Lounge or International & Business Lounge
- Exhibitors Lounge
- MPs Lounge
- Stair Risers

Sponsorship

- Business and International Reception Sponsorship
- Heads of Missions Brunch
- Association of Labour Councillors' Reception
- Exhibitors' Reception

On-Site Branding

Badges and Lanyards

All 13,000 attendees have to wear their pass at all times in the Conference zone, which provides a fantastic branding opportunity.

- A lanyard is a ribbon worn around the neck on which attendees' security passes / badges are hung and displayed.
- The pass badges themselves can carry branding and messaging on the reverse.

Literature and Distribution

The Distribution Zone is a designated interactive space set out with a large branded floor graphic. It's perfectly positioned for high exposure, maximum footfall and to be one of the first things you see as you enter Liverpool Conference site.



Sponsorship Opportunities

Receptions and Events

We run a series of Labour Party receptions and events which are available to support. Packages include commercial passes to conference, branding at the event and the opportunity to make a short speech during proceedings.

For more information and costs for Fringe, Advertising, and other Commercial Opportunities at Conference please contact the Conference Team at:

conferenceservices@labour.org.uk

or 0345 092 3311 to book please visit

www.labevents.org/ac2023advertising

Fringe at Conference

The 'fringe' is the term used for the many individual events that take place around the main Conference. Hundreds of organisations host a range of events including seminars, debates, workshops and receptions across the Conference centre and host city.

It's a great opportunity for organisations to reach a wide audience. Annual Conference delegates, commercial visitors, MP's and other key decision makers make for lively and dynamic discussion on a huge range of topics. Booking your event directly through the Labour party enables you to take advantage of a full fringe package including:

- Maximum impact by holding your event inside the Conference Zone
- Complimentary passes to Conference
- Discounted fringe listings
- AV on-site support service
- Priority advertising slots
- Dedicated Conference team to provide advice and support every step of the way.

Don't just take our word for it, here what our clients have to say.

"We always choose to host events at the Labour Party Conference as we have found them beneficial in promoting the policy aims of our clients."

Connect Communications

www.labour.org.uk/conference, please check here for updated information on our Annual Conference fringe .

If you have any queries, please don't hesitate to get in touch with the Commercial team via at conferenceservices@labour.org.uk or on 0345 092 3311.

Stand Winners 2022

Best Exhibition Stand



Organisers' Best Stand



Tour Highlights

Stand tours are a highlight of the Exhibition at Conference, below are some of our favourite images, please go to [Guspix](#) to see further images



YOUR CONTACTS

➤ **Ann Kennedy**

Head of Exhibitions

ann_kennedy@labour.org.uk

07813 154543

➤ **Dean Avis**

Exhibitions Coordinator

dean_avis@labour.org.uk

07849 501799

For general exhibition enquiries:

exhibitions@labour.org.uk

Follow us on Twitter:

[@lpexhibition](https://twitter.com/lpexhibition)

Follow us on LinkedIn:

[Labour Exhibitions](#)

➤ **Business Forum and Sponsorship**

business@labour.org.uk

➤ **The Commercial Team**

Fringe, advertising,
accommodation and
accreditation

conferenceservices@labour.or.uk

0345 092 3311