

UPDATED MARCH 2024

# Exhibition Sales Guide

**LABOUR PARTY  
ANNUAL CONFERENCE 2024**

**22 – 25 SEPTEMBER, LIVERPOOL**



 **Labour Exhibitions**

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# Introduction

**In 2024 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 recent Conference in Liverpool attracted the largest exhibition to date and early bookings are recommended for 2024 – 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 a wide audience that includes influential decision makers and opinion formers.

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.***

**David Evans**  
**General Secretary**

Welcome to our Sales guide for Conference 2024 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?

Join our exhibition in 2024 as we return to Liverpool, with stands in both the ECL and ACC your exhibition stand will be at the heart of our Conference, close to the main conference hall, media and fringe events.

Exhibiting at Labour's Conference provides a unique opportunity to increase awareness of your message and reach a wider audience of over 18,000 visitors including influential groups of visitors and elected representatives.

**Each year as part of our event evaluation we ask exhibitors for their feedback, so just don't take our word for it. Here's what they have to say:**

**"Increase awareness of our aims"**

**"Professional team ready to support our Conference journey"**

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

**"Exhibiting acts as springboard for our work throughout the year"**

**"The stand tours and images are really worthwhile"**

**"An opportunity to develop new relationships"**



## SECTORS REPRESENTED AT CONFERENCE INCLUDE:

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



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.

[www.aeo.org.uk](http://www.aeo.org.uk)

**AEO** : ASSOCIATION  
OF EVENT  
ORGANISERS

# Stand Packages

**Book your space and then decide if you want use as a space only option or add a additional services to create a shell scheme site.**



## Space only site

This option is a blank canvas and best suited to those exhibitors who wish to have a bespoke stand designed and built by a stand contractor.

You will be required to provide full self supporting walls on each closed side so these sites are not suitable if you intend to bring pop up style banners as our space only sites are literally just that , the floorspace will be marked out for your arrival.



## Prime site

These are located in key areas that attract the main footfall during Conference. These sites also include logo positions on our exhibition shared branding ensuring your presence is highlighted to our visitors. Prime sites are highlighted in blue on our plans.



## Extra service

Include a stand built in our preferred shell scheme, supplied with an electrical and furniture package and nameboard with logo included.

# Costs for 2024

Size	Space only	Prime Space only
2m x 2m	£5,700	£7,000
3m x 2m	£9,800	£12,600
3m x 3m	£13,000	£15,000

Feature Zone

Price on application

Stands are available in single or multiple stand bookings to create your chosen stand footprint.

## Third sector stands

These site are available only as shell scheme option and open to third sector, voluntary sector groups only.

Size	Shell scheme	Prime shell scheme
3m x 1m	£2,200	£3,000

## Extra services

Add a shell scheme option to your booked site for stands of 2m x 2m and over

Size	Space only
2m x 2m	£1,000
3m x 2m	£1,100
3m x 3m	£1,200

### The technical breakdown

New for 2024 layout the rows are prefixed with letters before the stands numbers and each row will feature a hanging banner highlighting the row. This will improve navigation for deliveries, stand tours and conference visitors to your stand.

### A shell scheme package consists of:

- A built stand is a traditional system in red tweed or white painted panels.
- Velcro compatible
- Flush panel system for easier graphic fit
- Fitted with a black or red fascia
- Two spotlights and one 500w socket
- Black round table and two black chairs
- Graphic attached the front fascia with your stand name and logo
- Corner stands will be open on two sides with a back and side wall and two nameboards
- Centre row stands will be open to the front only and provided with three surrounding walls and one nameboard.
- Full stand specs with measurements and images will be available on our manual to download.

# Feature Zones

## Feature Zones

Create a feature zone from a larger stand space within our exhibition from a common theme and exhibitor group.



## In conversation with events

Following our successful launch during Conference 2023. We are pleased to host a series of these for Annual 2024 exclusively for exhibitors to attend and will take place as Breakfast events each morning before Conference starts. Branding options are available on request.

## Exhibition branding

There are a number of Labour focused Lounges and catering areas that offer branding options, an opportunity to advertise your organisation to a wide audience and focus your time at Conference on networking.



**PRICES ON APPLICATION**



# What is included

## Each stand or feature zone booked will include

- ✔ 8 passes per stand over 2m x 2m
- ✔ 4 passes per stand of 3m x 1m
- ✔ Multiple stand bookings will receive 4 passes per extra site booked
- ✔ Complimentary pass allocations expire on 31 July, fees apply after this date
- ✔ Guide listing in printed and digital copy
- ✔ Use of exhibitor lounge with refreshments
- ✔ VIP stand tours & images
- ✔ Dedicated support team
- ✔ Exhibitor digital manual and regular newsletters
- ✔ As members of the AEO our exhibitors can benefit from the resources available to support the events and exhibiting community
- ✔ Invites to Exhibitor events

## Next steps

- Choose your site from the floor plan. Scan the QR code to view or visit [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&Cs first.
- All new clients must return the application with an organisation overview and 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



# Booking information

## Notes for booking

- ✔ All 3m x 1m stands are shell scheme options only and open to 3rd sector or voluntary sector groups only, due to the size cannot be shared
- ✔ Exhibition stands and feature zones are offered for exhibiting during Conference hours only.
- ✔ A fringe supplement will apply for event use outside of Conference hours
- ✔ 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

50% of the full stand cost if before 60 days of Conference starting .

100% of the full stand cost if within 60 days of Conference starting.



## **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](http://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 18,000 visitors.



**Exhibition Banners**

## 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 lounge areas.

### Costs

2m x 2m – £3,000  
3m x 2m – £3,500  
3m x 3m – £4,000  
4m x 3m – £4,500



**Floor graphics**

## 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 – £750  
set of 10 – £5,000  
Graphic size – 1000mm x 1000mm

## Feature exhibitor listing

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

### Cost

£500



**Feature exhibitor listing**

# Promotional Opportunities



## 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.

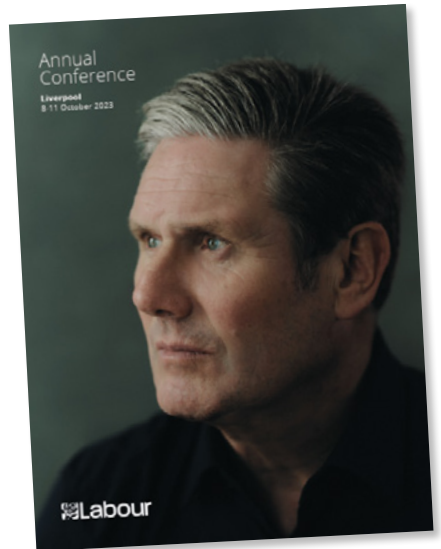
**Cost**  
£1,500

## Advertising

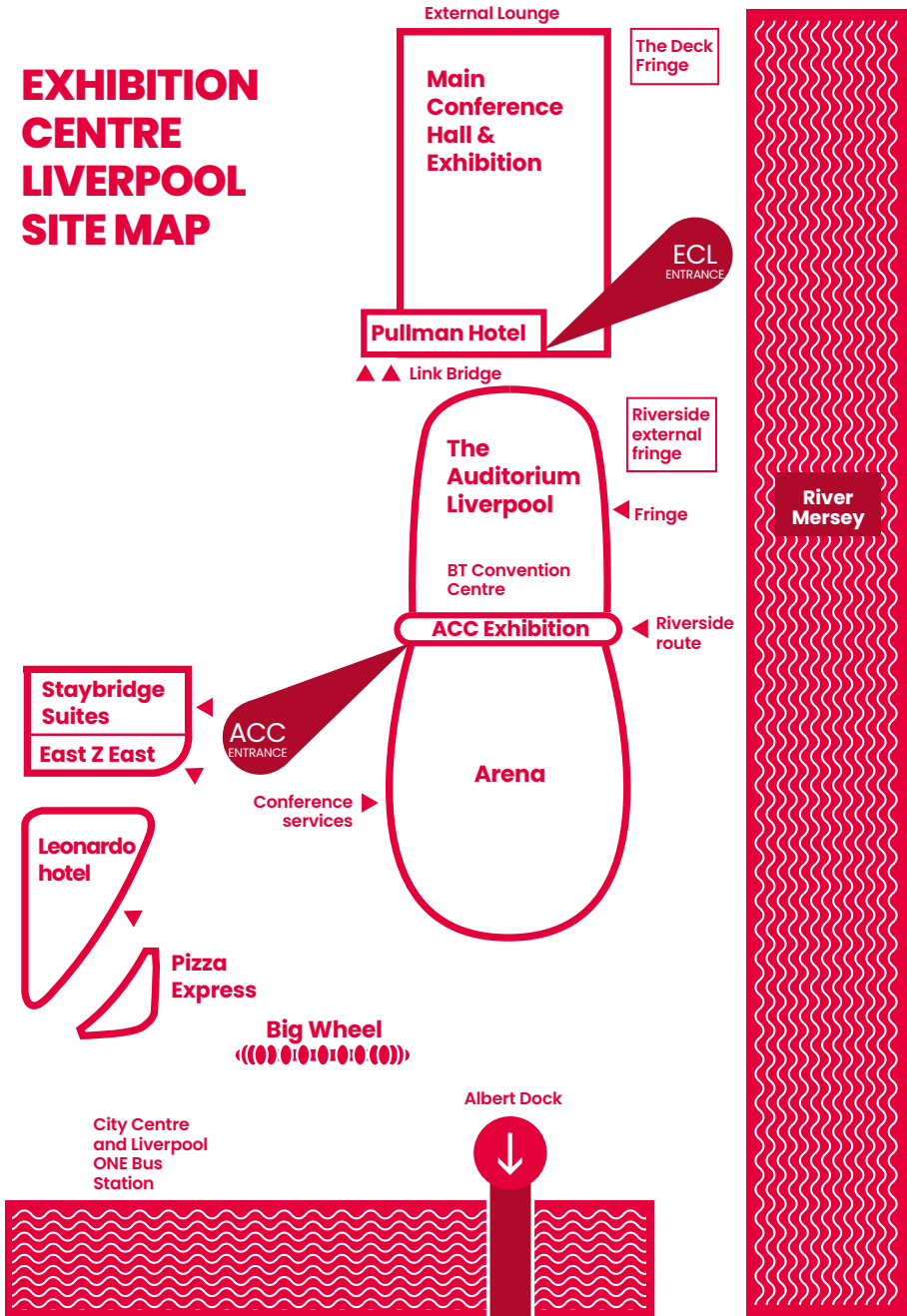
Advertising is one of the most effective ways to reach a politically engaged audience.

For a full range of our options or to discuss a new idea, email

[conference\\_services@labour.org.uk](mailto:conference_services@labour.org.uk)  
or go to [www.labour.org.uk/conference](http://www.labour.org.uk/conference)



# EXHIBITION CENTRE LIVERPOOL SITE MAP



# ANNUAL CONFERENCE 2024

## APPLICATION FORM

22-25 September 2024, Liverpool

**CLICK [HERE](#) FOR LIVE PLAN AVAILABILITY**

[View Floor Plan Live](https://floorplan.live/interactive/shows/2742/views/1/plan)  
<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	£5,700	<input type="checkbox"/>	£7,200	<input type="checkbox"/>		
3m x 2m	£9,800	<input type="checkbox"/>	£12,600	<input type="checkbox"/>		
3m x 3m	£13,000	<input type="checkbox"/>	£15,000	<input type="checkbox"/>		

all costs subject to vat

### Third sector stands

Size	Shell scheme	Tick	Prime shell scheme	Tick	Insert stand number choice
3m x 1m	£2,200	<input type="checkbox"/>	£3,000	<input type="checkbox"/>	

### Extra services

Add a shell scheme option to your space only site, for stands of 2m x 2m and over

Size	Space only	Tick
2m x 2m	£1,000	<input type="checkbox"/>
3m x 2m	£1,100	<input type="checkbox"/>
3m x 3m	£1,200	<input type="checkbox"/>

### Feature Zone

If your preferred size is not shown above please state here:

Listing upgrade

Banner

Floor graphic 1

Floor graphic 10

# ANNUAL CONFERENCE LIVERPOOL 2024 APPLICATION FORM

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, the website address and logo as a high-res (300dpi) JPG submit to end June 2024.

Signature

Position

Date

Client's signature *(If applicable)*

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

- Commercial  
 NGO  
 Charity

- Small trader  
 Union  
 Public sector

Other please state  
-----

## 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 Katie Kennedy  
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](http://labour.org.uk/privacy-policy)

1600\_24 Reproduced from electronic media. Promoted by David Evans on behalf of the Labour Party, both at 20 Rushworth Street, London, SE1 0SS.



# 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** 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) 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 2024. This logo will also be used for other print products. please note no other specification will be accepted. (j) All entries are subject to editorial sign off.

**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

# TERMS AND CONDITIONS

cost of repair or specialist cleaning being charged to the exhibitor concerned at an appropriate value. (e) Leafletting 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 exhibitors failing to clear exhibits and fittings by the specified times any charges incurred by the organiser as a result will be charged to the exhibitor. For clarity boxes of unwanted literature or broken banner stands must be cleared.

**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 use and recommend the guidance for events in the e-guide, via [www.aeo.org.uk](http://www.aeo.org.uk) (d) All stands requiring structural engineers reports will be responsible for costs.

**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 the exhibitors payment process (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.

# Stand Winners 2023



**Best stand 1st place**  
Chester Zoo



**Best stand 2nd place**  
St John Ambulance



**Best Newcomer**  
Renewables UK



**Organizers choice 2nd**  
British Heart Foundation



**Best stand 3rd place**  
Project Walton Youth and Community



**Organisers choice 1st**  
Sainsbury's

# YOUR CONTACTS

## 📞 Ann Kennedy

Head of Exhibitions

[ann\\_kennedy@labour.org.uk](mailto:ann_kennedy@labour.org.uk)

07813 154543

## 📞 Katie Kennedy

Exhibition Coordinator

[katie\\_kennedy@labour.org.uk](mailto:katie_kennedy@labour.org.uk)

07854 762576

## 📞 The Commercial Team

Fringe, advertising, accommodation  
and accreditation

[conferenceservices@labour.or.uk](mailto:conferenceservices@labour.or.uk)

0345 092 3311

## 📞 Business Forum and Sponsorship

[business@labour.org.uk](mailto:business@labour.org.uk)

**For general exhibition enquiries:**

[exhibitions@labour.org.uk](mailto:exhibitions@labour.org.uk)

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