

Consumer Affairs &
Trading Standards
Conference & Exhibition

The International Centre Harrogate
26 June - 29 June 2017

HIVE OF ACTIVITY

SPONSORSHIP BROCHURE 2017



THE LEADING CONSUMER AFFAIRS & TRADING STANDARDS EVENT IN EUROPE

Main Sponsor



Status International is delighted to be the main sponsor of Europe's leading Consumer Affairs and Trading Standards Conference and Exhibition. As a dedicated supplier to some of the largest supermarkets and retailers in the UK and Ireland, it has always been important to work closely with trading standards on matters of safety, legislation, guidance, and other related matters, and this high profile event is an excellent networking opportunity, reinforcing our commitment to quality and safety and of course Ethical Standards. We are sure that our support extends well beyond the Conference Centre.



Peter McVeigh,
Chairman and Managing Director



Consumer Affairs & Trading Standards Conference & Exhibition 2017

#CTSICONF

Our annual CTSI Consumer Affairs and Trading Standards Conference and Exhibition relies on the support of our sponsors and exhibitors to enable us to deliver this hugely popular and always topical event.

As a result, trading standards and regulatory practitioners come together in large numbers with a broad range of partners and stakeholders to discuss and put a spotlight on issues that impact on all consumers and businesses operating in the UK and wider markets.

CTSI and trading standards have never enjoyed a higher profile with the public, politicians, the media, and business. By becoming a supporter or sponsor of this high profile event, you will be showing your support for an organisation and professional community that really cares about honest enterprise, good business, consumer protection and empowerment.

We all have a stake in economic recovery, new prosperity, and the health and wellbeing of our country and society, and you will be seen as helping to champion these vital causes.

We warmly invite any like-minded enterprise to contact us to explore sponsorship and other mutually beneficial initiatives.

Leon Livermore, Chief Executive

For further details visit
www.tradingstandards.uk/conference2017

ABOUT THE CHARTERED TRADING STANDARDS INSTITUTE

The Chartered Trading Standards Institute is a not-for-profit professional membership association formed in 1881, with members in the public and private sectors in the UK and abroad.

The Chartered Trading Standards Institute exists to promote and protect the success of a modern vibrant economy, and to safeguard the health, safety and wellbeing of citizens by enhancing the professionalism of members in support of empowering consumers, encouraging honest business and targeting rogue traders. The Chartered Trading Standards Institute – leading the trading standards profession.



ABOUT THE EVENT

Our Conference is THE leading consumer affairs and trading standards event in Europe and is growing in success and profile each year.

The Conference hosts interactive plenary sessions on each day, as well as over 100 exhibition stands and more than 40 mini-theatre sessions.

Attendees include trading standards professionals from throughout the United Kingdom; senior leaders and decision makers from local and central government including: government ministers, the Competition and Markets Authority, the Department for Business, Energy and Industrial Strategy – as well as representatives from consumer organisations and business. A unique opportunity to interface, network and promote current activities – it is the only event at which to meet such large numbers of trading standards professionals in one location. The overall number of attendees exceeds 1,000 during the event period.



Consumer protection is a vital and vibrant issue and critical to consumers and business alike. The British Toy and Hobby Association (BTHA) is delighted to have been a part of CTSI's Conference over many years and I would commend it to exhibitors, delegates, and speakers as a key event in the calendar.

Roland Earl, Director General, BTHA



CTSI's Conference is an excellent platform for ACG members to enforce their key messages across to the trading standards profession, encouraging a deeper understanding and closer working between local government and the brands. For some members it is a key event and the only opportunity in the year where they can engage with trading standards at this level.

Alison Statham, Director of Operations,
The Anti-Counterfeiting Group





WHY SPONSOR THE EVENT?

CTSI's Conference offers sponsors a unique opportunity to engage with a highly valued and active profession. It allows you to:

- interact directly with trading standards professionals from throughout the UK from local government and private organisations
- have direct communications with key decision makers and stakeholders
- increase your brand awareness and position your organisation at the forefront of consumer affairs in the United Kingdom
- attend THE leading consumer affairs and trading standards event in Europe



Matt Allwright, Television Presenter and Journalist



As a consumer protection charity, Electrical Safety First has a long-standing relationship and natural affinity with CTSI, who we frequently work in partnership with. Sponsoring the Conference not only helps us deepen this engagement but it also provides excellent value for money. Our workshops at these events always attracts considerable interest and the Conference ensures we keep up-to-date with new developments and key contacts. For us, it's about the power of partnership for the benefit of the consumer.

Phil Buckle, Director General,
Electrical Safety First



The Annual CTSI Conference is one of the most important events of the year for the brands that we represent. It gives us the best opportunity to meet with the dedicated officers that we work with all year round. It is one of the most critical events on our office calendar and we are already making plans for our stand next year.

Ellen Bamborough, Brand Enforcement UK Ltd



Our exhibition stand made it easy to meet and discuss face to face many important issues with the Institute and trading standards officers, as well as many other organisations.

The mini-theatre session enabled us to explain more about what we do and how we cooperate with the relevant organisations and has also led to the opening up of further dialogue.

Chris Emmins, KwikChex Ltd



WHAT EXPOSURE WILL YOU RECEIVE?

In return for sponsorship we guarantee maximum exposure prior to, during, and after the event. The CTSI events team will work with you to establish the best way to promote your company at the Chartered Trading Standards Institute's flagship event. Sponsors are identified on all key/relevant materials which could include:

- logo on Conference web page with hyperlink to your company web page
- logo included in all editions of the TS Today monthly magazines leading up to the event, the Conference preview document, and Conference guide
- logo in post-Conference TS Today magazine (August edition)
- stage and venue signage/sponsors boards and other promotional opportunities where possible – for example, plasma screens in venue
- sole sponsorship items
- other benefits including leaflet inserts, advertising, and exhibition stands are also available depending upon level of sponsorship

As well as the many sponsorship opportunities available, other areas of marketing and promotion include:

- advertising in the Conference guide
- exhibition space
- leaflet inserts (from sustainable sources) in delegate folders
- masterclass and mini-theatre session participation



Facilitator Victoria Macdonald, Health and Social Care Correspondent at Channel 4 News



Over 57 years of continuous attendance at CTSI's annual Conference and we will be at the 2017 event in Harrogate.

This exhibition and Conference has been a huge help in the past to get our products 'off the ground' and today we continue to find ever changing buyers through this event. The friendly and professional approach from the organisers make this show a must, to enable our products stay at the forefront of our trade.

Derek Wragg, Director, Wragg Bros Ltd

WRAGG



We were looking for a way to raise awareness of the new team amongst the TS community – sponsorship of the Conference delegate bags gave us the ideal opportunity to get the message across. The CTSI staff were a pleasure to deal with and we are delighted to have supported the national Conference in 2014.

James Munro, Team Leader,
National Trading Standards Estate Agency Team

**NATIONAL
TRADING
STANDARDS**
Estate Agency Team



CONFERENCE SPONSORSHIP OPPORTUNITIES

MAIN SPONSOR NEGOTIABLE

As main sponsor you will be guaranteed maximum visual exposure for your organisation. You will obtain maximum publicity and be prominently identified as main sponsor on all key/relevant materials prior to, during and after the event, including all printed materials, stage signage and within the sponsors' page of the Conference guide. An indication of benefits, depending on contribution, is as follows:

- participation on Conference platform
- maximum public relations coverage
- attendance at the Conference and evening social events
- premium position exhibition stand – size determined on contribution
- opportunity to provide inserts for the delegate folders
- opportunity to advertise in the Conference brochure
- logo on plasma screens throughout venue

MAIN SPONSORSHIP CAN BE SHARED BETWEEN TWO COMPANIES IF REQUIRED

PLENARY SESSION SPONSOR £8,500 + VAT

An opportunity to be a session sponsor and be involved in the plenary debate of that specific session. CTSI will plan the session in consultation with the session sponsor. CTSI will have the right to reply in all Conference sessions. Benefits include:

- main platform participation organised in association with CTSI
- one full delegate package including attendance at the welcome drinks reception and Conference dinner
- two invitations to the speakers' lunch on the day

ROOM SPONSOR £5,500 + VAT


An opportunity to have designated key rooms named after your organisation and gain recognition by all event attendees. Rooms will include, main plenary hall, exhibition hall and mini-theatres. Benefits could include:

- identified as sole sponsor with company name on door signage
- identified as sole sponsor on voting cards, CPPD passport and/or sticky feet signposting
- half-page advert in the Conference guide OR leaflet insert, provided by sponsor – for distribution in the delegate folders
- one full delegate package including attendance at the welcome drinks reception and Conference dinner

WELCOME DRINK RECEPTION £3,700 + VAT


Exhibitors and delegates join together on Monday evening prior to the start of Conference to meet up with friends old and new and to gather informally and relax for drinks, light buffet food and background entertainment. This is an opportunity to contribute towards the evening. Benefits include:

- one full delegate package including attendance at the Conference dinner and up to four invitations to the welcome drinks reception
- complimentary leaflet insert – provided by sponsor – for distribution in the delegate folders
- undertake a 'welcome address' to the guests at the welcome reception



We had a fantastic week at the CTSI Conference, with lots of opportunities to network with businesses and local authorities. Great event!

Gabrielle Broomhead, Ashfords LLP



STEWARDS POLO SHIRTS

£3,500 + VAT

Each year at Conference we have a large number of volunteers from the trading standards service to assist with a wide range of activities.

The volunteers are identified as 'stewards' who work within the main Conference arena assisting with the exhibition build, stage management, press room, branch activities etc as well as during the set-up day and three days of the event. These stewards are very visible and seen by all attendees at the event. We supply good quality polo shirts to the stewards. Each shirt will bear the Chartered Trading Standards Institute Conference logo and the logo of the sponsoring organisation. An excellent opportunity to get noticed. Benefits include:

- prominently identified as sole sponsor with company logo (along with CTSI Conference logo) on polo shirts
- one full delegate package including attendance at the welcome drinks reception and Conference dinner

PARTY NIGHT SPONSOR

£3,500 + VAT

An opportunity to sponsor the social event of the Conference calendar. Popular with all Conference attendees, including delegates, exhibitors and speakers. This event would guarantee you maximum publicity.

Benefits include:

- prominently identified as sole sponsor at the venue
- identified as sole sponsor on wrist bands
- invited to present raffle prizes



A very rewarding experience all round. Conference provides the opportunity for us to meet with the people from across the UK that I often speak with. A very professional and educational set-up. Everyone very helpful from the time we arrived to the time we left. An extremely well organised event.

Carol Sampson, Sportstraider/LMB

**SPORTS
TRAIDER**
CREATING A LEVEL PLAYING FIELD



The CTSI event is a great opportunity to meet other stakeholders at the very heart of the organisation. It is also an invaluable opportunity to keep up-to-date with developments across the consumer protection sphere. We look forward to participating next year!

Judith Turner, The Furniture Ombudsman

The Furniture Ombudsman  Dispute Resolution Ombudsman 

CONFERENCE SPONSORSHIP OPPORTUNITIES



NAME BADGES £3,500 + VAT

Every attendee is supplied with a name badge, which must be worn at all times. Benefits include:

- identified as sole sponsor with company logo displayed on name badges
- one full delegate package including attendance at the welcome drinks reception and Conference dinner

BADGE LANYARDS £3,500 + VAT

In addition to the name badges, an opportunity exists to promote your organisation through the supply of lanyards, which attach to each name badge and are supplied to each visitor. Benefits include:

- identified as sole sponsor with company logo displayed on name badge lanyards
- one full delegate package including attendance at the welcome drinks reception and Conference dinner

A SPONSOR MAY WISH TO SUPPORT BOTH THE ABOVE OPPORTUNITIES FOR A SPECIAL REDUCED FEE OF £6,000 + VAT

DELEGATE BAGS OR FOLDERS NEGOTIABLE

One of the key event promotional materials supplied to all delegates, exhibitors, speakers, and sponsors ensuring continued brand visibility and promotion long after the event. Benefits include:

- identified as sole sponsor with company logo displayed on delegate bags or folders, along with CTSI and main sponsor logos
- one full delegate package including attendance at the welcome drinks reception and Conference dinner



Think Jessica was proud to be sponsor of the CTSI Conference. We have always been great supporters of CTSI and the work that they do. The exposure it gave us really did raise the profile of the charity and helped us reach out inform/educate a much wider audience. I would recommend everyone should seriously consider being a sponsor as the benefits are great and we are still reaping the rewards.

Marilyn Baldwin, Founder, Think Jessica charity

THINK JESSICA



We were delighted to sponsor the Conference delegate folders, it was great to see the eCrime Centre promoted in this way. It highlighted our support for Trading Standards in tackling the increasing threat to businesses and consumers in relation to e-crime.

Mike Andrews, Co-ordination Manager,
National eCrime

**NATIONAL
TRADING
STANDARDS**

eCrime Team
Protecting Consumers
Safeguarding Businesses

CONFERENCE SPONSORSHIP OPPORTUNITIES

CYBER LOUNGE £2,500 + VAT

An opportunity to sponsor a dedicated lounge area within the exhibition hall, offering delegates space to catch-up on emails and surf the net in comfort. Benefits include:

- prominently identified as sole sponsor in the cyber lounge
- half-page advert in the Conference guide

DELEGATE PENS £2,750 + VAT

Obtain sole promotional recognition on this key Conference and exhibition material, which is supplied to all delegates, exhibitors, and speakers. Benefits include:

- prominently identified as sole sponsor with company logo and details on pens
- one delegate package including attendance at the welcome drinks reception



DELEGATE PADS £1,500 + VAT

Obtain sole promotional recognition on this key item which is supplied to all delegates, exhibitors, and speakers. Benefits include:

- prominently identified as sole sponsor with company logo (along with main sponsor) and details on delegate pads
- one delegate package including attendance at the welcome drinks reception



The annual CTSI Conference is the most important event of the year for us. It's a great opportunity to meet new people, catch-up with all our existing customers, and have a great time in the evenings!

Steve Smith, Director, trueCall



The NCC values the opportunity to engage with the Trading Standards community and other organisations that share similar aims and objectives.

Frank Finch, The National Caravan Council



We were impressed by the professionalism of the event organising staff, who helped to make the whole experience a positive one.

Neville Kenyon, Kenyon Block Consultants





CONFERENCE SPONSORSHIP OPPORTUNITIES

CHARTERED TRADING STANDARDS INSTITUTE EXHIBITION STAND NEGOTIABLE

An opportunity to partner CTSI on the main Conference stand, sharing common themes. Collaborative discussions would take place regarding opportunities and options on the main exhibition stand at Conference.

- benefits will depend upon level of sponsorship

CONFERENCE DINNER – PRE-DINNER DRINKS £3,000 + VAT

An opportunity to promote your organisation to dinner guests enjoying a relaxing pre-dinner drink. Benefits include:

- one full delegate package including attendance at the Conference dinner
- company logo displayed at Conference dinner and on supporting materials

CONFERENCE DINNER – TABLE SPONSOR £775 + VAT

An opportunity to sponsor a table of ten graduates and their guests at the Conference dinner. The theme for the evening will be 'The Institute Celebrates Success' where we will recognise and applaud CSCATS and DCATS graduates and other media award winners. Benefits include:

- table signage
- MC announcement



EXHIBITION HALL DEMO AREA FROM £500 + VAT

An opportunity to promote your organisation in this prime space within the exhibition hall. Benefits include:

- company logo displayed on one of four windchaser flags

GENERAL OPPORTUNITIES

A number of £1,000, £2,000 and £3,000 opportunities are available for organisations that wish to support the event.

Benefits include:

- logo on Conference web page with hyperlink to your company web page
- logo included in all editions of the TS Today monthly digital magazines leading up to the event, Conference preview document, and Conference guide
- logo in post-Conference TS Today magazine (August edition)
- sole sponsorship items



We were able to bring the links between advice, advocacy, education, and enforcement to life.

Gillian Guy, Chief Executive, Citizens Advice



The policy of the Chartered Trading Standards Institute and itsa Limited (jointly referred to as “the Institute” within this document) is to accept sponsorship from selected organisations and businesses in accordance with the conditions and guidelines set out below.

1. These guidelines apply to both companies forming the Institute and extend to branch and society activities.
2. Sponsorship is defined as “the donation of funds, goods or services to support activities of the Institute and for which the sponsor may expect some publicity”.
3. Support through sponsorship to enhance the services the Institute can provide will be welcomed, provided it does not compromise the impartiality or damage the reputation of the trading standards service or give rise to any such perception.
4. It should be understood that sponsorship is an opportunity to support the work of trading standards professionals and in particular to seek support for providing information about or promoting debate in relation to fair trading on behalf of the consumer, business, the trading standards service or other regulatory bodies.
5. Where the sponsor or associated company/organisation is engaged in activities that may be considered controversial or sensitive, (for example tobacco, gambling, genetic modification) or the organisation is one that is or is likely to come under the close scrutiny of the trading standards service then sponsorship will only be accepted with the express consent of the CTSI and itsa Limited board.
6. The sponsor must:
 - a. adhere to the principles of fair trading abide by any statutory or voluntary code of practice appropriate to their trade industry or profession support equality of opportunity and human rights.
7. The sponsor must NOT:
 - a. infer that the Chartered Trading Standards Institute endorses their products or services
 - b. try to use the sponsorship to circumvent restrictions/prohibitions on advertising goods or services
 - c. use the Institute logos without the permission of the chief executive.
8. While it is accepted that legitimate business will have a commercial interest in offering sponsorship there should be a well-intentioned reason on their part for seeking to provide support for any activities of the Institute.
9. Sponsors will usually seek to maximise publicity therefore care should be taken to ensure a correct balance is maintained between their needs and the aims of the Institute in pursuing any particular event or activity.
10. Care should be taken when approaching individuals or organisations to ensure that no feeling of obligation to provide sponsorship for the Institute is created because of the enforcement role of the trading standards service.
11. Preferential treatment must never be afforded to sponsors.
12. Those involved in negotiating sponsorship should be aware that they may be committing the Institute to a contractual relationship that may have legal implications.



WITH THANKS

CTSI WOULD LIKE TO THANK ALL THOSE WHO SUPPORT OUR FANTASTIC EVENTS



THE LEADING CONSUMER AFFAIRS & TRADING STANDARDS EVENT IN EUROPE

For Further Details Contact:

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