



# Lib Dem Conferences - Democracy in Action

## **Autumn Conference 2010**

Saturday 9<sup>th</sup> October  
The Vine Venue, Dunfermline

## **Spring Conference 2011**

Friday 4<sup>th</sup> March and Saturday 5<sup>th</sup> March  
Perth Concert Hall

## Conference Information Pack

- **Policy Pitch Breakfast - New for Autumn 2010**
- Hosting an exhibition
- Hosting a fringe meeting
- Attending as an observer
- Advertising in our Conference Agenda
- Sponsoring a reception
- Corporate Day

**Special discount available for booking both conferences**

## Introduction from Tavish Scott MSP

As partners in the UK Government, our Ministers and MPs are Scotland's voice in government. We are already delivering on many of our manifesto commitments, helping making Britain fairer. Our aim as Scottish Liberal Democrats is to go much further to deliver a fairer, more prosperous Scotland. Over the coming months we will be formulating the policies to take us forward to the Scottish Parliament elections in May 2011. Our conferences form a key part of our democratic policy making process, setting us apart from all other parties. I would like to invite you to join us for our Autumn Conference 2010 and Spring Conference 2011.

At our Autumn Conference our members will decide the broad direction and key themes for our 2011 manifesto. At our Spring Conference the detail will be discussed and voted on to provide the policy launch pad for electoral success in May 2011.

Keynote speakers will include

- Deputy Prime Minister, Nick Clegg MP
- Business Secretary, Vince Cable MP
- Chief Secretary to the Treasury, Danny Alexander MP
- Secretary of State for Scotland, Michael Moore MP

Both conferences will be packed with speeches, policy debates, fringe events, seminars and many networking opportunities, providing the perfect environment for you to meet our government ministers, parliamentarians, councillors, candidates and members.

### What's new?

1. We are introducing a Policy Pitch Breakfast to kick off our Autumn Conference. This will give you the opportunity to present your organisation's ideas direct to our Policy Committee, parliamentarians and candidates.
2. Spring Conference will be a two-day event in 2011, starting on Friday morning and all day Saturday – all the usual networking opportunities but packed into two days instead of three.
3. An addition to the opening day of our Spring Conference is the Corporate Day - an opportunity for business leaders to meet and engage with our Holyrood and Westminster finance and business teams in order to discuss the current issues and opportunities facing businesses in Scotland.

### Conference venues

The Vine Venue in Dunfermline will again host our Autumn Conference. It has all the space needed for debates, exhibition and fringes all on one site, making it the ideal location for networking. The Autumn Conference will be held on Saturday 9<sup>th</sup> October from 8.30am to 5.30pm.

For the last two years Perth Concert Hall has proved a very popular location for members, media and observers alike. We will be returning there once again for our Spring Conference in 2011. This is a fantastic venue as the conference hall, exhibition, fringe venues and hotels are all very close together which maximises the opportunities for your representatives to interact and socialise with our members. The Spring Conference will start at 10.30am on Friday 4<sup>th</sup> March and finish at 6pm on Saturday 5<sup>th</sup> March.

I very much look forward to seeing you in both Dunfermline and Perth.



Tavish Scott  
Leader of the Scottish Liberal Democrats

## **Discount Available**

Make your budget go further by taking advantage of our special offer of a Two Conference Discount – book to attend both the Autumn Conference 2010 and Spring Conference 2011 by Friday 10<sup>th</sup> September and receive a discount of 10% off the combined fee.

## **Policy Pitch Breakfast**

At the very beginning of our Autumn Conference we are giving you the chance to make your pitch. You will have two minutes to outline the policy that you think should be included in the Scottish Liberal Democrats manifesto.

The audience will comprise members of our Policy Committee, parliamentarians and candidates so you will be pitching directly to the most influential members of our party. There will be a limited time for follow-up questions from the audience.

The Policy Pitch Breakfast is open to all organisations booking an exhibition or fringe event at our Autumn Conference and is included as part of the attendance fee. Observers may also participate providing they book in advance. Spaces are limited and will be allocated on a first-come basis.

We are giving you the opportunity to start the day with **your** agenda. You will then have the remainder of the day to network with our members and continue the discussions.

The Policy Pitch Breakfast will run from 08.30 – 09.30.

## **Hosting an Exhibition**

Taking exhibition space provides you with the opportunity to speak face to face with our delegates throughout our conferences. Previous attendees at our conferences will know that our parliamentarians and councillors always spend a lot of time visiting the stands so you can be sure to meet the people you want to see and make lots of very useful contacts.

### **Autumn Conference**

The exhibition stands will be located in the foyer area outside the main hall and in the café so you will be at the heart of the action all day.

All stands will be on a space-only basis. Premium stands of 3m x 2m will be located in the foyer in the most prominent positions. Standard sites of 2m x 2m will be in the cafe.

The Exhibition will be open from 09.00 to 17.00.

### **Spring Conference**

The Exhibition stands will all be contained within the foyer area of the Concert Hall right at the centre of the action. This will ensure you get maximum contact throughout the conference as delegates are constantly passing through the exhibition area. The main cafe and bar area are within the exhibition area so exhibitors will have every opportunity to speak to members.

All stands are on a space-only basis. The standard space is 2m x 2m. Premium sites are available at 3m x 2m and are in the most prominent locations next to the entrance, café and bar.

The Exhibition will open to delegates from 09.30 on Friday 4 March and will close at 18.00 on Saturday 5 March.

### **Each exhibition booking will include:**

- Participation in the Policy Pitch Breakfast (Autumn Conference only)
- A table plus two chairs
- 3 Observer Passes
- 3 copies of the Conference Agenda
- An exhibitor listing in the Conference Agenda which includes your organisation logo and a 50 word description.

## Hosting a Fringe Meeting

A fringe meeting is a very effective way to get your message across to a wide range of delegates. Our fringe meetings are always well attended and you can be sure of a lively debate. The choice of topic is yours and you can be as flexible as you like on how you structure the meeting. We can assist you in securing party speakers.

### Autumn Conference

The fringe meetings will take place over lunch time – lasting for 60 minutes. There are four rooms available within the Vine Venue and will be allocated on a first-come basis. The main hall will be available for a Premier Fringe. The other three rooms cater for between 40 and 100 seated theatre-style.

### Spring Conference

Rooms have been booked for fringe meetings in the Concert Hall and at the nearby Royal George Hotel. These rooms vary in size, catering for between 40 to 120 theatre-style.

All fringe meetings last for 60 minutes. There are timeslots available on Friday lunchtime, Friday evening, Saturday breakfast and Saturday lunchtime. You can state a preference on the booking form.

Please book early to ensure you get your preferred location and time.

#### Your booking will include:

- Participation in the Policy Pitch Breakfast (Autumn Conference only)
- Help to secure one or more speakers
- 3 Observer passes
- 3 copies of the Conference Agenda
- A 50 word listing in the Conference Agenda including details of the topic for discussion and the speakers

Catering is not included in the price of a standard fringe. Please contact us for catering arrangements.

### Premier Fringe Meetings

There will be a single Premier Fringe at the Autumn Conference – in the main hall. At the Spring Conference the Premier Fringes will be on Friday evening and Saturday lunchtime and are held in the Norrie Miller Suite of the Conference Hall right at the heart of our Conference with seating for up to 120. We will work with you to ensure you get a suitable high profile speaker.

#### Your Premier Fringe booking will include:

- Buffet and drinks for all attendees
- Help to secure one or more high profile speakers
- 5 Observer passes
- 5 copies of the Conference Agenda
- A full colour, full page advert in the Conference Agenda

## **Attending as an Observer**

Every year we are delighted to welcome a wide range of visitors to our conferences including business representatives, diplomats, academics and lobbyists.

As an observer you will be free to attend fringe events and any relevant policy debates.

To ensure that delegates know you are attending, why not advertise in the Conference Agenda. If you include your mobile number and email address, then you can be certain people will be able to get hold of you in the busy venues.

Observers at the Autumn Conference can choose to participate in the Policy Pitch Breakfast.

### **Your Observers Package includes**

- An Observer Pass
- A copy of the Conference Agenda
- Access to all fringe meetings and policy debates

## **Corporate Day**

Corporate Day at the Spring Conference is an opportunity for senior business leaders to meet and engage with the Liberal Democrats' finance and business teams in order to discuss the current issues and opportunities facing businesses in Britain.

The Corporate Day will take place on Friday 4<sup>th</sup> June and will include lunch

The final agenda for the day will be published in due course and registration for Corporate Day will open in January 2011. Places will be limited, and will be allocated on a strictly first-come-first-served basis. If you would like to register an early interest or for more information, please contact Martin Hayman at [martin.hayman@scotlibdems.org.uk](mailto:martin.hayman@scotlibdems.org.uk).

## **Advertising in our Conference Agenda**

The Conference Agenda is the complete guide to all events and activities taking place during our conference. It is the one document that everyone keeps with them and refers to constantly throughout the conference. Copies of the Conference Agenda are distributed in advance to all delegates, observers and members of the media. The Agenda for each conference will be an A5, full colour publication.

All exhibitors and fringe events will be included in the listings pages. However, if you want your fringe or exhibit to stand out from the crowd then we advise you to take out an additional advert.

## **Sponsoring a Reception at the Spring Conference**

There are opportunities to sponsor our main receptions on Friday 4<sup>th</sup> March and Saturday 5<sup>th</sup> March. Each provides an opportunity to gain additional exposure for your organisation. To discuss sponsorship opportunities please call Martin Hayman on 0131 337 2314.

# Scottish Liberal Democrats – Autumn 2010 and Spring 2011

## Booking Form

### Your details

Organisation	
Contact Name	
Address	
Telephone	
Email	

<b>Exhibition – Autumn 2010</b>	Premier Site (3mx2m)	Standard Site (2mx2m)
Commercial/Government/Public Bodies/ Professional Associations	<input type="checkbox"/> £1,000	<input type="checkbox"/> £700
Registered Charities	<input type="checkbox"/> £700	<input type="checkbox"/> £400

<b>Exhibition – Spring 2011</b>	Premier Site (3mx2m)	Standard Site (2mx2m)
Commercial/Government/Public Bodies/ Professional Associations	<input type="checkbox"/> £1,500	<input type="checkbox"/> £1,000
Registered Charities	<input type="checkbox"/> £1,000	<input type="checkbox"/> £600

<b>Fringe – Autumn 2010</b>	Premier Fringe	Fringe
Commercial/Government/Public Bodies/ Professional Associations	<input type="checkbox"/> £3,000	<input type="checkbox"/> £1,200
Registered Charities	<input type="checkbox"/> £3,000	<input type="checkbox"/> £800

<b>Fringe – Spring 2011</b>	Premier Fringe	Fringe
Commercial/Government/Public Bodies/ Professional Associations	<input type="checkbox"/> £3,900	<input type="checkbox"/> £1,400
Registered Charities	<input type="checkbox"/> £2,900	<input type="checkbox"/> £900
Preferred day & timeslot	<input type="checkbox"/> Fri evening <input type="checkbox"/> Sat lunchtime	<input type="checkbox"/> Fri lunchtime <input type="checkbox"/> Fri evening <input type="checkbox"/> Sat breakfast <input type="checkbox"/> Sat lunchtime

## Scottish Liberal Democrats – Autumn 2010 and Spring 2011

### Booking Form (cont.)

<b>Observers – Autumn 2010</b>	One-day	Policy Pitch Breakfast
Commercial/Government/Public Bodies/ Professional Associations	<input type="checkbox"/> £200 x _____	<input type="checkbox"/> £100 x _____
Registered Charities	<input type="checkbox"/> £100 x _____	<input type="checkbox"/> £100 x _____

<b>Observers – Spring 2011</b>	Two-day	One-day
Commercial/Government/Public Bodies/ Professional Associations	<input type="checkbox"/> £300 x _____	<input type="checkbox"/> £200 x _____
Registered Charities	<input type="checkbox"/> £150 x _____	<input type="checkbox"/> £100 x _____

<b>Observer Pass Details (Autumn 2010 only*)</b>	Title / First name / Last name
1 <sup>st</sup> Observer	
2 <sup>nd</sup> Observer	
3 <sup>rd</sup> Observer	
4 <sup>th</sup> Observer	
5 <sup>th</sup> Observer	
6 <sup>th</sup> Observer	

**Note:** You receive 3 free Observer passes for an Exhibition, 5 for a Premier Fringe and 3 for a Fringe.

\*We will contact you in January 2011 to request names for Observer Passes for the Spring Conference.

<b>Advertising in the Agenda</b> (All adverts are full colour)	<b>Autumn 2010</b>	<b>Spring 2011</b>
Back Cover, full page	<input type="checkbox"/> £600	<input type="checkbox"/> £1000
Inside Front Cover, full page	<input type="checkbox"/> £500	<input type="checkbox"/> £800
Full page (A5)	<input type="checkbox"/> £300	<input type="checkbox"/> £450
Half page (A6)	<input type="checkbox"/> £200	<input type="checkbox"/> £300
Quarter Page (A7)	<input type="checkbox"/> £140	<input type="checkbox"/> £200

# Scottish Liberal Democrats – Autumn 2010 and Spring 2011

## Booking Form Summary

### Autumn 2010

Exhibition	
Fringe	
Observers	
Advertising	

### Spring 2011

Exhibition	
Fringe	
Observers	
Advertising	

### Discount

10% of the combined fee for the Autumn 2010 and Spring 2011 conferences	
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<b>Grand Total</b>	
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Invoices will be raised on receipt of booking form.

Your booking form must be returned by Friday 10 September for the Autumn Conference or Friday 4 February for the Spring Conference. All payments must be received by that date.

Cancellation of bookings made after Friday 10 September (Autumn Conference) and Friday 4 February (Spring Conference) will incur a 50% cancellation charge. No shows and cancellations after Friday 1 October or Friday 25 February will be charged the full price.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return your booking form to Linda Wilson, Scottish Liberal Democrats, 4 Clifton Terrace, Edinburgh EH12 5DR or by fax on 0131 337 3566

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