



Spring Conference 2012
Friday 2nd March to Sunday 4th March
Eden Court Theatre, Inverness



Conference Information Pack

- Hosting a fringe meeting
- Exhibition stand
- Policy Pitch
- Corporate Day
- Networking Dinner
- Attending as an Observer
- Advertising in our Conference Agenda
- Sponsorship Opportunities

Introduction from Danny Alexander MP, Chief Secretary to the Treasury

I am delighted to invite you to the Scottish Liberal Democrats Spring Conference in 2012. This will be held at the heart of my own constituency, at the Eden Court Theatre in Inverness. Eden Court is a fantastic conference venue, with plenty of space for our exhibition, fringe events and receptions. Whether you are looking for a packed fringe or a quiet corner for an informal chat, Eden Court delivers.

The Conference will take place over three days from Friday 2 March to Sunday 4 March.

Many of my Ministerial colleagues will be joining us, giving you plenty of opportunities to discuss key challenges facing your organisation and the country. Keynote speakers will include:

- Deputy Prime Minister and Leader of the Liberal Democrats, Nick Clegg MP
- Secretary of State for Scotland, Michael Moore MP
- Secretary of State for Business, Innovation & Skills, Vince Cable MP
- Secretary of State for Energy and Climate Change, Chris Huhne MP

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

Due to the popularity of this recent addition to our conference programme, the Policy Pitch will be return. This will take place on the morning of Friday 2 March, before the start of the main conference. Due to the demand for places, we are restricting participation to organisations taking an exhibition or a fringe. I am delighted that Nick Clegg will be joining me on the panel to hear your pitch.

The Networking Dinner will take place on the Friday evening with Vince Cable MP, Secretary of State for Business, Innovation and Skills as the guest speaker. This is the perfect opportunity for you to spend a relaxing evening with me and my colleagues. If you are planning to attend the Corporate Day, host a fringe or take an exhibition stand you can take advantage of a discounted rate to attend the Networking Dinner.

To make your booking, or for more information on any aspect of our Conference, please contact Linda Wilson on 0131 337 2314 or linda.wilson@scotlibdems.org.uk.

I very much look forward to welcoming you to Inverness.



Danny Alexander
Chief Secretary to the Treasury
MP for Inverness, Nairn, Badenoch & Strathspey

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.

All fringe rooms are within the Eden Court Theatre so there will be no need for delegates to leave the main venue to find your event. Rooms available include:

- La Scala Cinema – comfortable seating for up to 135
- Playhouse Cinema – comfortable seating for 86
- Jim Love Studio – flexible space for 100 set out theatre style or for a reception
- Studio 2 - flexible space for up to 100
- First Circle – reception space for up to 50
- Printers Bar – reception space for up to 40
- The Chapel – fantastic setting for a private lunch or dinner for up to 20

Fringe meetings last for 60, 75 or 90 minutes. There are timeslots available on Friday evening, Saturday breakfast, Saturday lunchtime, Saturday evening and Sunday breakfast. You can state a preference on the booking form.

As we are using cinemas to host fringe events, if you would like to show a short film as part of your fringe then please call to discuss the options.

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

Your booking will include:

- 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
- Free participation in the Policy Pitch
- A discounted rate for the Networking Dinner

Catering is not included in the price of a standard fringe. When your booking is confirmed we will provide you with contact details so you can make your own arrangements.

Premier Fringe Meetings

The Premier Fringes will be held in the La Scala Cinema and Jim Love Studio. We will work with you to ensure you get a suitable high profile speaker. All government ministers are making time in their conference schedules to be available to speak at fringe events. Their availability is restricted so please call Linda Wilson on 0131 337 2314 for more details.

In addition to the benefits listed above, your Premier Fringe booking will include:

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

Exhibition Stand

Eden Court is a fantastic venue for exhibitors. Stands will be located on the second floor foyer outside the main auditorium and the ground floor foyer which is next to the café, restaurant and main thoroughfares.

Taking exhibition space provides you with the opportunity to speak face to face with our delegates throughout our conference. Previous attendees at our conferences will know that our ministers, parliamentarians, councillors and candidates 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. We are proud of our reputation for ensuring that exhibitors get to meet senior party figures.

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. Additional space is available by arrangement so please contact our conference team to discuss your specific requirements.

The Exhibition will open to delegates from 12.30 on Friday 2 March and will close at 13.00 on Sunday 4 March.

Each exhibition booking will include:

- 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.
- Free participation in the Policy Pitch
- A discounted rate for the Networking Dinner

Policy Pitch

We are once again giving you the opportunity to start the conference on your agenda. You will have two minutes to pitch your ideas directly to a panel of senior party representatives including Nick Clegg MP, Danny Alexander MP and Michael Moore MP. This is your chance to stand out, make an impact and get your message across. You will then have the remainder of the Conference to network with members and continue these discussions.

Due to the high demand, the Policy Pitch will be restricted to only those organisations that have booked a fringe or exhibition stand and is included as part of these packages. However, due to time limitations, the number of places is restricted and will be allocated on a first come basis. Book now to avoid disappointment.

The Policy Pitch will run from around 11.00 – 13.00 on Friday 2 March, before the start of the main conference activities.

Corporate Day

Corporate Day is an opportunity for senior business leaders to meet Liberal Democrat representatives and discuss current issues and opportunities facing businesses in Britain.

The Corporate Day will take place on Friday 2 March. It will run from 10.30 to 17.00 in the Eden Court Theatre with reserved seating in the Empire Theatre for the main speech of the day from Deputy Prime Minister, Nick Clegg.

Politicians participating in the Corporate Day will include:

- Deputy Prime Minister, Nick Clegg MP
- Chief Secretary to the Treasury, Danny Alexander MP
- Secretary of State for Business, Innovation and Skills, Vince Cable MP
- Secretary of State for Scotland, Michael Moore MP
- Scottish Liberal Democrat Leader, Willie Rennie MSP
- Scottish Spokesperson on Finance and the Economy, Tavish Scott MSP

The final programme for the day will be published in early 2011. It will include panel debates, Q&A sessions and roundtable discussions.

Places will be limited and will be allocated on a strictly first-come-first-served basis.

Delegates attending the Corporate Day will receive a discount if they choose to stay on for the Networking Dinner or the remainder of the Conference.

Networking Dinner

Hosted by Chief Secretary to the Treasury, Danny Alexander MP, this dinner will provide guests with an unrivalled forum in which to discuss the issues that matter, with the people that matter. Chairmen, CEOs, directors and clients are invited to join senior Lib Dems for a critical insight into the aims of the Coalition and how our policies are at the very heart of government.

Vince Cable MP, Secretary of State for Business, innovation and Skills will be the guest speaker for the evening.

Each table will be hosted by a Lib Dem parliamentarian. Our senior politicians will circulate around the table during the evening to ensure you and your guests get an opportunity to speak with everyone.

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 debates in the main conference hall, fringe events, receptions and visit the exhibition.

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 venue.

Your Observers Package includes

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

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 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 events and receptions on Friday 2 March and Saturday 3 March. Each event provides an opportunity to gain additional exposure for your organisation.

- International Reception - early evening on Friday 2 March, hosted by Michael Moore MP, Secretary of State for Scotland
- Media Reception - early evening on Friday 2 March, hosted by Willie Rennie MP, Leader of the Scottish Liberal Democrats
- Staff Reception – Saturday 2 March, hosted by Alistair Carmichael MP, Deputy Chief Whip
- Pre-dinner Reception – Saturday 2 March, hosted by Danny Alexander MP, Chief Secretary to the Treasury
- Corporate Day – throughout the day on Friday 2 March
- Networking Dinner – evening of Friday 2 March, hosted by Danny Alexander MP, Chief Secretary to the Treasury, with guest speaker, Vince Cable MP

To discuss sponsorship opportunities please call Martin Hayman on 0131 337 2314.

Scottish Liberal Democrats – Spring Conference 2012

Booking Form

Your details

Organisation	
Contact Name	
Address	
Telephone	
Email	

Fringe	Premier Fringe	Fringe
Commercial/Government/Public Bodies/ Professional Associations	<input type="checkbox"/> £3,600	<input type="checkbox"/> £1,400
Registered Charities	<input type="checkbox"/> £2,800	<input type="checkbox"/> £900
Preferred day & time	<input type="checkbox"/> Fri evening <input type="checkbox"/> Sat lunchtime <input type="checkbox"/> Sat evening	<input type="checkbox"/> Fri evening <input type="checkbox"/> Sat breakfast <input type="checkbox"/> Sat lunchtime <input type="checkbox"/> Sat evening <input type="checkbox"/> Sun breakfast

Exhibition	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

*If you require additional space for your exhibition stand, please call Linda Wilson on 0131 337 2314 to get a quote.

Policy Pitch	
We would like to take up our one FREE place at the Policy Pitch (restricted to organisations booking an exhibition or a fringe)	<input type="checkbox"/>

Scottish Liberal Democrats – Spring Conference 2011

Booking Form (cont.)

Corporate Day	Standard Rate (includes one-day observer pass)	Including three-day observer pass
All Attendees	<input type="checkbox"/> £500 x _____	<input type="checkbox"/> £600 x _____

Networking Dinner	
Table of 8	<input type="checkbox"/> £1000 x _____
Individual tickets	<input type="checkbox"/> £150 x _____
Discounted rate for Corporate Day attendees, exhibitors & fringe	<input type="checkbox"/> £100 x _____

Observers	Three-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 _____

Observer Pass Details	Title / First name / Last name
1 st Observer	
2 nd Observer	
3 rd Observer	
4 th Observer	
5 th Observer	
6 th Observer	

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

Advertising in the Agenda (All adverts are full colour)	
Back Cover, full page	<input type="checkbox"/> £750
Inside Front Cover, full page	<input type="checkbox"/> £500
Full page (A5)	<input type="checkbox"/> £300
Half page (A6)	<input type="checkbox"/> £200
Quarter Page (A7)	<input type="checkbox"/> £120

Scottish Liberal Democrats – Spring Conference 2011

Booking Form (cont.)

Booking Summary

Fringe	
Exhibition	
Corporate Day	
Networking Dinner	
Observers	
Advertising	
Subtotal	
VAT at 20%	
Grand Total	

Invoices will be raised on receipt of booking form.

Your booking form must be returned by Friday 3 February 2012.

Cancellation of bookings made after Friday 3 February 2012 will incur a 50% cancellation charge. No shows and cancellations after Friday 24 February 2012 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

Any money received by the Scottish Liberal Democrats as part of any commercial arrangement is not considered a political donation and will not be published on the register of donations to political parties. Entering a commercial agreement does not denote support from or for the Scottish Liberal Democrats.