

# chase 2012

20th Anniversary

the charities and associations exhibition

The premier business to business event for everyone involved in the not for profit sector

Enter

“ Yet again CHASE allowed us to meet some very interesting prospective clients, several of whom we are currently in negotiations with for bookings this year and next ”

Michael Sharp  
Managing Director  
Central Hall Westminster

“ CHASE has been an essential part of our not-for-profit sector marketing for these past twenty years and a significant source of new business. Congratulations to CHASE on reaching its 20th anniversary. ”

Nick Brooks  
Head of Not-for-Profit  
Kingston Smith LLP



WHO EXHIBITS ▶



SPONSORSHIP ▶



MARKETING ▶



BOOK NOW ▶



Business Design Centre  
London N1

[www.chase2012.org.uk](http://www.chase2012.org.uk)

## ABOUT THE EXHIBITION

CHASE – The Charities and Associations Exhibition is firmly established as the premier business-to-business event for everyone involved in the not for profit sector and is attended by key decision makers throughout the sector. As the leading forum for the NFP sector, CHASE represents a highly cost effective marketing investment. In 2012, CHASE celebrates its 20th Anniversary.

CHASE is owned and managed by Conference House Ltd., the leading player in exhibitions, electronic publishing and outsourcing (including conference management) in the not-for-profit sector. CHASE was first launched in 1993 and the company also runs the NFP Technology Exhibition each Autumn. Conference House also manages the NFP TECHNO and Association News electronic newsletters for NFP Publications Ltd.

### **Who Attends**

To celebrate our 20th Anniversary, we are aiming to attract well over 2000 delegates to CHASE 2012. Historical analysis reveals that over 90% of visitors are of director, senior management, professional or trustee status. Further initiatives are planned to attract even more top level delegates and expand the breadth of organisations represented, especially among the larger charities and associations.

### **Educational Seminar Programme**

A key feature and major visitor draw at CHASE is the programme of free educational seminars. The schedule offers a variety of presentations on topical subjects of interest to Charity and Association managers. The seminar streams

at CHASE 2012 will incorporate seminars, workshops and case studies covering, for example, fundraising, finance, IT, membership, event management, trustees, human resources and general management (sponsorship opportunities available)

### **Examples of seminars held at CHASE 2011 include:**

- **Web Analytics – Why Bother?**
- **Get Yourself Organised – Introducing Mind Mapping**
- **Protecting a Charity in a Crisis**
- **Strategic Planning – The Fundraiser’s Friend**
- **Negotiating with venues**
- **Finance – Surviving “Stormy times”**

### **Visitor Promotion**

CHASE is promoted through targeted posted mailings, e-mail blasts, key sector publications, electronic newsletters and new social media. To further maximise your marketing opportunities, all exhibitors will receive a post-event listing of registered visitors. (Subject to any restrictions applicable under the Data Protection Act or subsequent legislation). This list is not sold to third parties. Few exhibitions offer this valuable service, but we believe that follow-up opportunities are of major importance in maximising the benefit of exhibiting.

## RECENT EXHIBITORS INCLUDE:

Access UK Ltd.	Conference News	JA Computer Solutions	Pythagoras
ACC Liverpool	Direct Debit	JustGiving	Q Hotels
Actimax	dk Software	Keegan & Pennykid	Raising IT
appiChar	DonateAsYouSpend	Key Travel	Rapidata Services
Alison Ward Accountants	DS Print and Redesign	Kingston Smith LLP	Redbourn Business Systems
ApricotTM (CTK)	Easysite	Lancashire and Blackpool Conferences	Saffery Champness
APT Solutions	e-mango	Markel UK Ltd.	Scrutton Bland
ASI Europe	Endsleigh Insurance (Brokers)	MemberWise	SEIB/Ecclesiastical
Associa Limited	Excitation	Midas Charity Appeals LLP	Social Investment Business
Association Management International Magazine	Faithorn Farrell Timms	MSM	Supporter Development Team
Asyst Solutions	Fat Beehive	NetBanx	Telefonix
Bind Technology	Freight Transport Association/ MEMCO	netXtra	thankQ
B-Loony	GAIN (Gift Aid Recovery)	Niall Campbell	Third Sector Magazine
Care Images	Gallery Partnership	Ninety Ten	Timico
Caritas	Geller Business Machines	Not for Profit Business Services	Totally Communications
CDS Global	Harlequin Software	Pangaea Consulting	Unity Trust Bank
Centrepoint Computer Services	help4IT	Paxton	Visit London
Central Hall Westminster	Hettle Andrews	Pensions Trust	Webjam Mark 2
Charity Times	Institute of Association Management (IofAM)	Phone Co-op	York Conferences
Charity Trustee Network	IP Solutions	Portland Direct	Zurich Insurance
Civil Society Media	IRIS NFP Solutions	Premier IT	
COA Solutions	Isle of Man Tourism	Professional Association Research Network	
Composite Legal Expenses	iSoft Business Solutions	Protech Computer Solutions	

**Next time.....**  
**Your Name Here?**

**Stream Sponsorship: £12,000 + VAT**

**STREAM PARTNER**

**Acknowledgments as STREAM PARTNER**

- On all printed Exhibition material
- Merchandising in Stream Seminar Theatre
- Mention on sponsor banners on-site
- Reference in marketing and advertising copy
- Inclusion on exhibition holding slides
- Logo on exhibition website with hyperlink
- Permission to use the phrase:

*"Official Stream Sponsor of CHASE 2012"*

**Speaking opportunity**

- Includes: room hire and standard AV package (must conform to Official CHASE guidelines)

**Exhibition Space**

- 6 sq m exhibition space including shell scheme (if required)
- Discount on additional space at 20%

**Advertising**

- Half page advertisement in the Final Programme
- Inclusion of insert in the delegate bags (insert to be provided by sponsor)
- Reference in promotional e-mail sent by organisers to all registered delegates
- Logo with hyperlink on Exhibition website.



Our lead sponsor for 2012 is **ASI Europe**, the largest privately owned global provider of web-based software for member and donor based not-for-profits and the developer of iMIS and Progress CRM software. Several other sponsorship opportunities are available.

**Associate Sponsorship: £12,000 + VAT**

**ASSOCIATE SPONSOR**

**Acknowledgments as ASSOCIATE SPONSOR**

- On all printed Exhibition material
- Mention on sponsor banners on-site
- Reference in marketing and advertising copy
- Inclusion on exhibition holding slides
- Logo on exhibition website with hyperlink
- Permission to use the phrase:

*"Associate Sponsor of CHASE 2012"*

**Exhibition Space**

- 6 sq m exhibition space including shell scheme if required
- Discount on additional space at 20%

**Advertising**

- Half page advertisement in the Final Programme
- Inclusion of Sponsor insert in the participants' bags (insert to be provided by sponsor)
- Promotional email sent by organisers to all registered delegates
- Logo with hyperlink on Exhibition website.
- Insert included with 25K mailed CHASE 2012 invitations

## MARKETING OPPORTUNITIES

### SPECIAL REQUESTS:

We are aware that the sponsorship packages or items above may not suit your current marketing objectives. We are therefore willing to tailor a package to suit your requirements. Please feel free to contact the Sponsorship Office to discuss your needs.

### Bag Insert - £500 or £1,000 + VAT

Exhibition bags will be distributed to all delegates. The insert will be provided by the Sponsor (subject to organiser's approval) and will be distributed in the exhibition bags. A restriction of 10 sponsored items will apply. The inserts should be single sheet inserts up to A4 in size.

- Companies already participating as an Exhibitor - £500
- Non-exhibiting companies - £1000

### Lanyards - £1,250 + VAT

Lanyards to be supplied by sponsor and pre-approved by organiser in accordance with agreed design requirements.

- The Lanyards will bear the Sponsor's logo and the CHASE logo
- Sponsor's logo with hyperlink on Exhibition website:  
*"Conference Lanyards kindly sponsored by Sponsors (LOGO)"*

### Registration - £4,000 + VAT

Our new registration process offers an excellent method of reaching all registered delegates several times.

- On the Visitor Badge
- At Onsite Registration Consoles
- On Registration Acknowledgement
- On Badge Printing Screens
- On the CHASE 2012 Website
- Seminar Entry – Badge Verification

### Notepads and Pens combined - £1,250 + VAT

An opportunity to supply the notepads and pens for inclusion in the delegate bags. Sponsor to provide A4/ A5 notepad blocks or folders which may be branded with company or product logo.

- Sponsor's logo with hyperlink on Conference website  
*"Notepads and Pens kindly sponsored by Sponsors (LOGO)"*

### Advertising/Advertorial in Exhibition Catalogue - TBC

A range of advertising opportunities are available in the exhibition catalogue distributed to all delegates and pre-distributed through Third Sector magazine.

Enhanced Catalogue Listings available on request – Add your Logo/Embolden or Shade Copy. Please call 03707 300377

### Networking Reception - £6,000 + VAT

A drinks reception for delegates, exhibitors and invited guests celebrating the 20th Anniversary of CHASE - the Charities and Associations Exhibition.

- Sponsor's logo with hyperlink on Conference website  
*"Networking Reception kindly sponsored by Sponsors (LOGO)"*

### Twentieth Anniversary Dinner - £7,500 + VAT

An opportunity to entertain a selection of approximately 100 carefully selected "hosted buyers" at a top restaurant close to the exhibition centre following the Networking Reception.

- Sponsor's logo with hyperlink on Conference website  
*"Twentieth Anniversary Dinner kindly sponsored by Sponsors (LOGO)"*

## THE EXHIBITOR PACKAGE: (Shell Scheme)

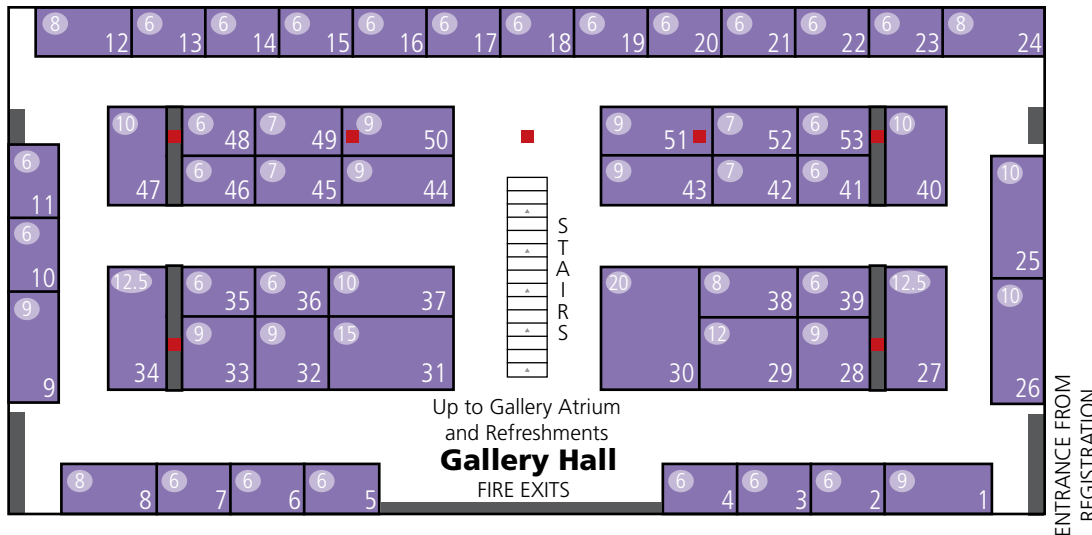
- Site Rental
- Stand Walls
- Fascia with Name Board
- Stand Lights
- Carpeted Floor
- 100 Complimentary Tickets
- WiFi Openzone Internet Connection
- Appointment Booking System
- Exhibition Pens
- Enquiry Pads
- Exhibitor Badges
- Catalogue Editorial
- Delegate List post-event \*
- Stand Cleaning
- Complimentary Tea/Coffee
- 24 Hour Security

\* Subject to any further restrictions under Data Protection regulations

“ CHASE is great for charity and NFP leads. Importantly, we got to meet the buyers who commission services and sign the cheques. ”  
Mark Rivlin, Director, careimages.com

“ Redbourn has exhibited at CHASE for 10 consecutive years, and we've always found this to be a wise investment from our marketing budget. Every year we've recognised the value of increasing delegate numbers visiting our stand, and the high level of interest these delegates demonstrate in our products and services. We look forward to exhibiting in 2012 and beyond, and we congratulate Michael and his team on the forthcoming 20th anniversary in 2012. ”  
Steve Cast, MinstF., Founder and Managing Director of Redbourn Business Systems

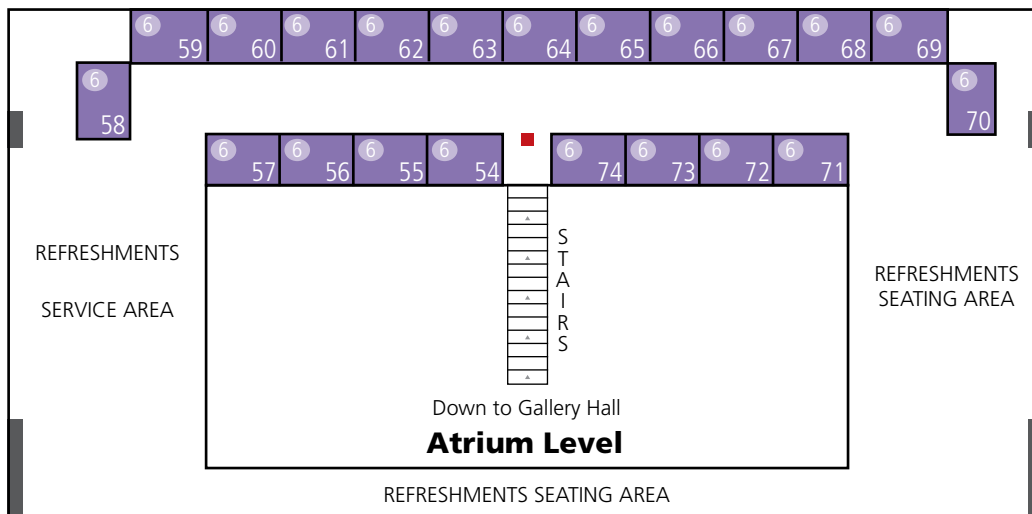
## FLOOR PLAN



## CHASE 2012 - The Charities and Associations Exhibition Price List

Stand No.	Stand Price	Stand No.	Stand Price	Stand No.	Stand Price	Stand No.	Stand Price
1	£3,861.00	20	£2,394.00	39	£2,394.00	58	£2,394.00
2	£2,574.00	21	£2,394.00	40	£3,990.00	59	£2,394.00
3	£2,574.00	22	£2,394.00	41	£2,394.00	60	£2,394.00
4	£2,574.00	23	£2,394.00	42	£2,793.00	61	£2,394.00
5	£2,574.00	24	£3,192.00	43	£3,591.00	62	£2,394.00
6	£2,574.00	25	£3,990.00	44	£3,591.00	63	£2,394.00
7	£2,574.00	26	£4,290.00	45	£2,793.00	64	£2,394.00
8	£3,432.00	27	£5,362.50	46	£2,394.00	65	£2,394.00
9	£3,861.00	28	£3,861.00	47	£3,990.00	66	£2,394.00
10	£2,394.00	29	£5,148.00	48	£2,394.00	67	£2,394.00
11	£2,394.00	30	£8,580.00	49	£2,793.00	68	£2,394.00
12	£3,192.00	31	£6,435.00	50	£3,591.00	69	£2,394.00
13	£2,394.00	32	£3,861.00	51	£3,591.00	70	£2,394.00
14	£2,394.00	33	£3,861.00	52	£2,793.00	71	£2,394.00
15	£2,394.00	34	£5,362.50	53	£2,394.00	72	£2,394.00
16	£2,394.00	35	£2,394.00	54	£2,394.00	73	£2,394.00
17	£2,394.00	36	£2,394.00	55	£2,394.00	74	£2,394.00
18	£2,394.00	37	£3,990.00	56	£2,394.00	75	£2,394.00
19	£2,394.00	38	£3,192.00	57	£2,394.00	76	£2,394.00

- Stand numbers in white
- ① Dimensions (M<sup>2</sup>) in circles
- All plans subject to approval by the BDC
- Pillars (approx. 40cm in diameter)



E&OE

## CHASE 2011 - Stand Contract

Stand Number	Stand Size	Stand Dimensions	Shell / Space only
Price per m <sup>2</sup>	Total (excl. VAT)	VAT	TOTAL

### Full terms and conditions (page 9)

The person signing for and on behalf of the client warrants that he/she has the authority to do so and has read and accepted the terms and conditions and in the event that he/she is not so authorised he/she will be personally liable for the complete performance of this contract.

On behalf of exhibitor

Name \_\_\_\_\_

Position \_\_\_\_\_

Organisation \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

On behalf of Conference House Ltd.

Name \_\_\_\_\_

Position \_\_\_\_\_

Organisation \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

**PRINT**

## Chase Exhibition 2012 - Terms And Conditions

- 1.1 "The Exhibition" shall mean the Charities and Associations Exhibition 2012; "the Exhibitor" shall mean any company or individual hiring space at the Exhibition; "the stand" shall mean the space and other facilities hired by the Exhibitor under this agreement; "the Organiser" shall mean Conference House Limited.
- 1.2 All disputes and other matters arising under these terms and conditions shall be settled under English Law.
- 2.1 Save as authorised by the Organiser a stand may only be hired by completing the official contract form issued by the Organiser and paying the agreed deposit to the Organiser. Such hiring is upon these terms and conditions, and no other terms and conditions are acceptable nor shall form part of any Contract between the Exhibitor and the Organiser.
- 2.2 The Organiser reserves the right to decline to accept any application for a stand at the Exhibition without giving reasons for such refusal.
- 2.3 Stands are allocated subject to availability only. The Organiser reserves the right to alter stand allocation and layout without notice to the Exhibitor and without any liability for compensation.
- 2.4 The Organiser will distribute a handbook to the Exhibitor before the Exhibition. The Exhibitor will read this handbook prior to the Exhibition and must observe the instructions contained therein and in any other written or oral communications from the Organiser.
- 3.1 Payment for the stand will be made as follows:
  - 3.1.1 Applications received before 1st November 2011:
    - a) 50% plus VAT as a non refundable deposit is to be paid on signing of the stand contract.
    - b) The balance plus VAT is to be paid by 1st January 2012.
  - 3.1.2 Applications received after the 1st November 2011 shall be accompanied by full payment plus VAT.
- 3.2 If the Exhibitor fails to pay any sums when due under this agreement (time being of the essence), the Organiser, in its discretion, may treat such non payment as cancellation by the Exhibitor, in which case the provisions of clause 4.3 shall apply. Such cancellation shall be without prejudice to any sums then owed by the Exhibitor to the Organiser which sums shall be paid immediately
- 3.3 The Exhibitor shall be responsible for the payment of all sums due to outside contractors in respect of any items ordered in addition to the stand package agreed by the Organiser. The Organiser accepts no liability in respect of any such contractors whose sole contractual relationship shall be with the Exhibitor
- 3.4 All payments are to be made in UK Sterling. VAT will be payable at the appropriate rate.
- 3.5 Any sums due under this contract but unpaid shall bear interest at the rate of three percent above the base rate for the time being of Lloyds Bank plc from the date on which such payment was due until it is made.
- 4.1 If the Exhibition is cancelled by the Organiser for any reason not within the ambit of 4.2, the liability of the Organiser (if any) shall be limited to the refund of sums paid and the Exhibitor will have no further claims against the Organiser whatsoever. The Exhibitor must insure against any such risk of cancellation.
- 4.2 The Organiser reserves the right to change the dates of the Exhibition and the venue or both, or to cancel the Exhibition, if deemed reasonably necessary due to fire, flood, strike, political unrest, acts of war or terrorism or any other cause outside the control of the Organiser, including the risk, or impact of, any illness or notifiable disease, royal death or illness or any similar event, breach of contract by any essential personnel or failure of any services rendering it impractical for the Organiser to run the Exhibition. In such an event, the Exhibitor shall have no claims against the Organiser for compensation, damages or refunds and should insure against this risk.
- 4.3 If the Exhibitor decides to cancel his stand, then he shall give notice of that fact in writing to the Organiser. In the event of cancellation the full contract price due under this contract remains payable to the Organiser, subject to the following discounts:-
  - a) Cancellation received on or before 1st November 2011: 75% of the total fee
  - b) Cancellation received after 1st November 2011 but before 1st January 2012: 50% of the total fee
- 4.4 The Organiser reserves the right to treat as cancelled the stand of any Exhibitor becoming bankrupt or going into liquidation or being under appointment of a receiver. Such cancellation will not entitle the Exhibitor, or any successor in title, to any refund or abatement of any sums due under this agreement.
- 5.1 Stands must be fully staffed and operational at all times during opening hours. If a stand is not occupied by the Exhibitor prior to the opening of the Exhibition, then the Organiser shall treat this contract as being cancelled and will have total discretion to deal with the display space as the Organiser thinks fit without being under any liability to the Exhibitor.
- 5.2 The Exhibition will be open to visitors during the times advertised and the Exhibitor must ensure that his stand is ready half an hour prior to the opening of the Exhibition on each day.
- 5.3 Promotional materials placed on stand walls must be affixed according to instructions specified in the Exhibitors' handbook.
- 5.4 The Organiser reserves the right to remove any materials that might give offence or be considered obscene, objectionable, unlawful or unsafe without prior notice to the Exhibitor. No liability to the Exhibitor in respect of, or arising out of, such removal is accepted by the Organiser.
- 5.5 The Exhibitor must not interfere with the structure or fabric of the Exhibition hall, the stand or surrounding areas, electric, gas, telephone, water or compressed air supplies and must ensure that only approved means of fixation are used.
- 5.6 The Exhibitor will indemnify the Organiser against any damage caused to the structure or fabric of the Exhibition hall or stands by the Exhibitor, his employees, contractors or agents.
- 6.1 Exhibitors will not be permitted to canvas or distribute promotional materials except from the confines of their own stand. The Organiser reserves the right to expel Exhibitors in breach of this clause.
- 6.2 The Exhibitor must ensure that sound or other disturbance emanating from his stand does not cause annoyance to other Exhibitors or to Exhibition attendees. In the event of any dispute, the decision of the Organiser shall be final.
- 6.3 No Exhibitor may let or sublet, or share the whole or any portion of his stand without the prior agreement in writing of the Organiser, which agreement may be withheld at the Organiser's discretion.
- 6.4 No stand or exhibit shall be altered, closed, dismantled, packed away or removed during the official opening hours of the Exhibition. Breach of this clause will render the Exhibitor liable to pay a further fee equal to fifty percent of the stand cost plus VAT, such fee to be paid on presentation of invoice, but otherwise subject to these terms and conditions.
- 6.5 All exhibits and items on or near stands belonging to Exhibitors shall be removed from the premises by 8.00 p.m. on the final day of the Exhibition. Failure to do so may render the Exhibitor liable for additional site rental, storage, handling and contractor costs at the Organisers discretion. If the Exhibitor fails to do so, then the Organiser shall be entitled to remove any such items and, if they have not been collected from the Organiser within seven days, then the Organiser shall be entitled, as agent of the Exhibitor, to sell such items and to hold the proceeds of sale, after deducting the costs and expenses of removal, storage and sale, to the order of the Exhibitor. The Exhibitor will indemnify the Organiser against any liability incurred by it to any third party whose property shall have been sold by the Organiser in the bona fide mistaken belief (which will be presumed unless the contrary be proved) that such property belonged to the Exhibitor.
- 7.1 The Organiser, his employees and agents shall not be held responsible for any loss, theft, damage or injury to property arising out of this agreement, the Exhibition or from any other cause whatsoever
- 7.2 The Organiser, his employees and his agents shall not be held liable for any death or injury suffered by the Exhibitor, his employees, agents or visitors save where such death or injury is caused by the Organiser's negligence.
- 7.3 The Exhibitor is responsible for the security and protection of items belonging to him, his agents and visitors which are on the stand or on the Exhibition Hall at any time.
- 7.4 The Exhibitor will fully indemnify the Organiser from and against all liability for any loss or injury caused to persons or property and arising in any way out of any act or default of himself or his agents, employees and visitors
- 7.5 The Exhibitor shall ensure that he and his stand are fully covered by comprehensive insurance against all eventualities and liabilities arising out of this agreement, the Exhibition or in any way relating thereto, including any risk relating to the cancellation, postponement or change of conditions governing the Exhibition, where such arise out of any matter not the result of the Organisers negligence.
- 7.6 For the avoidance of doubt, nothing in this agreement shall confer or purport to confer on any third party any benefit, or the right to enforce any term of this agreement unless the Organiser and Exhibitor have, in writing, expressly agreed that such a third party may enforce a term.

**For more information contact us at:**

[sales@conferencehouse.co.uk](mailto:sales@conferencehouse.co.uk)

+44 (0) 3707 300377



[www.chase2012.org.uk](http://www.chase2012.org.uk)