

11 BEACHY HEAD ROAD  
EASTBOURNE  
BN20 7QN

## EXHIBITOR INFORMATION

### The Conference Venue is:

The Winter Gardens  
Exhibition in Floral Hall  
Compton Street  
Eastbourne BN21 4BP

### The Conference Date is:

Tuesday 2 and Wednesday 3 March 2010

### The Conference:

Following the success of the 2009 Conference, it has been decided that the 2010 Conference will again be in Eastbourne. We aim to make the exhibition a more integral part of the Conference and as such will not be charging for the basic exhibition space. By offering free space, more exhibitors will attend, benefiting delegates and making the exhibition a more dynamic space.

We are expecting 350 delegates, from a wide range of playwork settings. This link is to the website and will tell you where the conference delegates will come from <http://www.playworkconferences.org.uk/14.html>.

The format of the Conference is such that there will continuously be delegates in the exhibition space. There will be quieter times, but your stand will need to be staffed throughout the two days.

The Playwork Conference offers more than the traditional workshops, seminars and lectures found at many other similar conferences. This year there will be a designated "Web Zone", with 14 computers for delegates to access playwork websites and other relevant information. In addition, we will also be providing a "Play Zone" a large space for adult play throughout the Conference, a "Picture Gallery Zone" and a "Coffee and Chat Zone". These are all included to make the Conference experience memorable and exciting for delegates.



Another new feature for 2010 will be a Playwork Awards Ceremony to be held at 4.30pm on Wednesday 3 March in the Floral Hall. A range of awards will be given, including one for the exhibitor who has been voted by delegates as most supportive/useful/welcoming etc.

### **Evening Entertainment**

On Tuesday evening, delegates are invited to an evening event, with meal, entertainment and networking opportunity in the Gold Room at the Winter Gardens. The doors and bar will open at 7.00pm. Exhibitors are welcome to attend the evening but will need to pay.

### **Exhibitor Information**

The venue will be open to exhibitors on Monday 2 March, from 3.00pm to 8.00pm to erect their stands. Alternatively, you can prepare on the Tuesday morning from 7.00am, but must be ready by 8.30am. The doors open to delegates at 9.00am.

It is essential that no stand erection or dismantling takes place during Conference time (i.e. between 9.00 and 5.00 pm). You will be able to send stands to the venue in advance of the Conference and arrange for their collection on 4 March.

The free space offer is for one table (150x75) and space for two staff. The table does not come with covers – please ensure you bring your own. Instead of a table you could have a display board of up to 2 metres.

The costs payable by exhibitors is only £72.00 per person, which equate to the venue day costs for food (£16.00 per day) and bed and breakfast at a local hotel for the night of 2 March (£40.00).

Space for pull-up banners will be available behind or alongside your table. Space for larger display boards can be made available.

Optional additional costs are:

- Additional space (150x75) - £100.00
- Evening event on 3 March – meal, entertainment and networking opportunity - £25.00 per person
- Additional nights at the hotel - £40.00
- Single room supplement - £10.00 per night.
- Entry on the Exhibitors' Page on the Conference Website with a hyperlink to your own website - £25.00
- Pull-up banner in the entrance foyer of the Winter Garden - £5.00

- Inclusion on the Conference screensaver - a rolling presentation of exhibitors' logos - on all computers in the "Web Zone" and projected in every seminar room before and after seminars - £25.00
- Your details/publicity (up to A4 in size) to be included in the delegates' information pack - £200
- Advertiser information in the Take-Out Bag - £20.00
- Advertiser "Goodie-Gift" for the Take-Out Bag - free
- Full Conference Sponsorship which includes your logo on delegate packs, name badges and all Conference communication and also includes all the above - £2000.00

### **Why Free Space?**

The reason why free space is being offered is because we want...

- the Conference to be the best possible for delegates.
- you to tell your network or contacts about Conference of contacts. Additional exhibitors will bring in a wider group of delegates ( see bonus below).
- to increase the size of the exhibition to help make a vibrant and exciting environment.

### **An Exhibitor Bonus**

Each exhibitor will receive 20 copies of the February issue of iP-D!P magazine for them to send to people in their network. It will include their information on the Exhibitors' Page and can be used as an invitation to attend Conference. Tell your contacts to include your name in the Additional Requests Box on the booking form and you will receive a £5.00 bonus for each attendee.

### **Exhibition Contact**

For information or any clarification about the exhibition at the National Playwork Conference, please contact Michael Lassman on 07772 487 744.