



INSTITUTE FOR  
COMPETITION AND  
PROCUREMENT  
STUDIES



'GAME CHANGING' EXHIBITION  
IN PUBLIC SERVICE INNOVATION

17 MARCH 2015



PROCUREMENT WEEK  
16 - 20 MARCH 2015, CARDIFF, UK  
[www.procurementweek.org.uk](http://www.procurementweek.org.uk)



# SPONSORSHIP, EXHIBITION & ADVERT PROSPECTUS

Our aim is simple; we want to help you increase your brand awareness and at the same time position your business' designs, products and services in the middle of a receptive national and international procurement audience.





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# 1. ABOUT | PROCUREMENT WEEK

Date: 16 - 20 March, 2015

Venue: St. Davids Hotel & Spa, Cardiff, UK

Procurement Week is an annual event that is founded on the “think globally, act locally” philosophy. Every year the event unites some of the world’s leading procurement practitioners, lawyers, economists, innovators, strategists and thinkers, and challenges them to address some important national and international issues.

Bangor University’s Procurement Week has grown to become Wales’ premier meeting place for procurement professionals and their suppliers to share and trade innovations, whilst challenging each other’s ideas and thoughts. The event also provides a unique networking and business opportunity, and is the must attend event for public sector buyers and their suppliers.

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# 2. ABOUT THE | ‘GAME CHANGING’ EXHIBITION IN PUBLIC SERVICE INNOVATION

Date: 17 March, 2015

Venue: St. Davids Hotel & Spa, Cardiff, UK

In partnership with the Institute for Competition & Procurement Studies, and powered by HelpUsTrade Ltd, an expert in event management, ‘A Game Changing Exhibition in Public Service Innovation’ is the perfect platform for innovative organisations to showcase their designs, products and services to a national and international public procurement audience.

As part of the Procurement Week 2015 programme, the Exhibition Day is dedicated to uniting public sector buyers with new innovative suppliers or existing suppliers that are keen to increase their brand awareness by exhibiting a new design, product or service they would like to promote. The ‘Game Changing’ Exhibition in Innovation is also founded on the same “think globally, act locally” philosophy, as we bring together Wales’s finest organisations and showcase them to the world!

**Organisations from the following sectors are encouraged to exhibit their innovation/s at Procurement Week 2015:**

Construction

Health

Transport

Professional Services (Legal, Financial, Facilities, Consultancy Services)

Information Technology & Software

Education & Training

Social Care

Energy

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# 3. ABOUT | THE WELSH NATIONAL PROCUREMENT AWARDS 2015

Date: 20 March, 2015

Venue: City Hall, Cardiff, UK

The Welsh National Procurement Awards celebrates achievements in Wales, in Public Procurement, Public Delivery and Tendering. The Awards ceremony is the opportunity for all those who buy for, and supply the Welsh public sector to celebrate best practice, and thank those involved for their contribution.

We encourage you to keep your diary free on the evening of 20th March 2015, so you can join us in celebrating those who deserve recognition for being at the forefront of Welsh Public Procurement.

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# YOUR CONTACT POINT



## DEAR VALUED BUSINESS PARTNER,

In partnership with the Institute for Competition & Procurement Studies, and on behalf of HelpUsTrade, I cordially invite you to participate as a sponsor, exhibitor or advertiser at the 'Game Changing' Exhibition in Public Service Innovation. The event is part of the National Procurement (Business, Economic & Legal) Programme called 'Procurement Week 2015'. This year the Week, which is hosted by Bangor University's Institute for Competition & Procurement Studies will be held at St. Davids Hotel & Spa, Cardiff, UK, March 16 - 20 2015.

I hope you will join us for the largest, most dynamic, and innovative procurement conference of its kind in Europe! We are confident that both the exhibition and conference will provide you with valuable industry information, high-quality executive training and unrivalled networking opportunities with industry professionals from across Wales, the UK, and around the World - all of whom will be on your door step, in Wales' Capital City, Cardiff.

Procurement Week is becoming synonymous with Innovation in Procurement. The Week in conjunction with the 'Game Changing' Exhibition in Public Service Innovation day, offers a fantastic platform for you to showcase your business portfolio, and present your value propositions to industry leaders.

With an anticipated audience of between 600 - 1000 attendees, Procurement Week 2015 will be the perfect environment for you to build stronger relationships, cultivate new leads, and expand into new and rewarding markets.

The following prospectus details the full range of benefits that you will enjoy as an exhibitor, sponsor or advertiser.

We look forward to working with you during Procurement Week 2015.

Sincerely,

**Stephen Clear**

Senior Conference Sponsorship Sales Executive | HelpUsTrade

STEPHEN CLEAR



## SENIOR CONFERENCE SPONSORSHIP SALES EXECUTIVE

As HelpUsTrade' Senior Conference Sponsorship Sales Executive, I will be your first point of contact regarding your exhibition, sponsorship, and advertisement goals and requirements.

The Institute in partnership with HelpUsTrade wants to make sure that you target the right audience for your services, products and innovations. While at the same time maximising your brand awareness in a competitive marketplace.

*If you are interested in growing your business and want to increase your revenue streams in a rewarding public procurement market, then we encourage you to contact us today.*

**Contact me today on...**

**Email:** s.clear@helpustrade.com

**Phone:** +44 (0) 7772 133827

# \* ADVERT PACKAGES ON OFFER

## ADVERT PACKAGE 1

**£99**

On the 01/11/2014 price increases to: £129

INCLUSION IN THE PROCUREMENT WEEK & EXHIBITION IN INNOVATION BROCHURE

INCLUSION ON THE PROCUREMENT WEEK WEBSITE.

1 GUEST PASS - EXHIBITION IN INNOVATION

## ADVERT PACKAGE 2

**£249**

On the 01/11/2014 price increases to: £299

INCLUSION IN THE PROCUREMENT WEEK & EXHIBITION IN INNOVATION BROCHURE

INCLUSION ON THE PROCUREMENT WEEK AND WELSH NATIONAL PROCUREMENT AWARDS WEBSITE

A HALF-PAGE ADVERTISEMENT IN THE PROCUREMENT WEEK AND WELSH NATIONAL PROCUREMENT AWARDS BROCHURE

2 GUEST PASSES - EXHIBITION IN INNOVATION

## ADVERT PACKAGE 3

**£599**

On the 01/11/2014 price increases to: £699

INCLUSION IN THE PROCUREMENT WEEK & EXHIBITION IN INNOVATION BROCHURE

INCLUSION ON THE PROCUREMENT WEEK AND WELSH NATIONAL PROCUREMENT AWARDS WEBSITE

A FULL-PAGE ADVERTISEMENT IN THE PROCUREMENT WEEK AND WELSH NATIONAL PROCUREMENT AWARDS BROCHURE.

INCLUSION ON ALL PROCUREMENT WEEK AND WELSH NATIONAL PROCUREMENT AWARDS CORRESPONDENCE.

4 GUEST PASSES - EXHIBITION IN INNOVATION

2 COMPLEMENTARY TICKETS FOR - WNPA 2015

\*The advert and exhibition investments presented on pages 4 - 6, offers organisations, both small and large, the opportunity to take an active part in a number of events that are taking place across Procurement Week 2015.

In partnership with the Institute for Competition and Procurement Studies, HelpUsTrade are keen to promote your organisation at one of UK's finest conferences.

We have carefully designed a number of investments that should interest both organisations who are on a budget, and still want to make an impression, and organisations who are looking to stand out from the crowd with an increased platform!

# \*SPONSORSHIP & EXHIBITION PACKAGES ON OFFER

## INVESTMENT 1

**£1499**

On the 01/11/2014 price increases to: £1699

INNOVATION ZONE (2X1M)  
+ 2 GUEST PASSES

2 COMPLEMENTARY  
TICKETS - WELSH NATIONAL  
PROCUREMENT AWARDS 2015

INVESTMENT INCLUDES  
ADVERT PACKAGE 1

## INVESTMENT 2

**£2499**

On the 01/11/2014 price increases to: £2899

INNOVATION ZONE (2X1M)  
+ 4 GUEST PASSES

4 COMPLEMENTARY  
TICKETS - WELSH NATIONAL  
PROCUREMENT AWARDS 2015

COMPANY LOGO &  
DESCRIPTION FEATURED IN  
ALL EMAILS & BROCHURES

WEB PROMOTIONS.  
COMPANY DETAILS FEATURED  
IN A PROMINENT POSITION  
ON ALL EVENT WEBSITES

INVESTMENT INCLUDES  
ADVERT PACKAGE 2

## INVESTMENT 3

**£3999**

On the 01/11/2014 price increases to: £4899

INNOVATION ZONE (3X1M)  
+ 6 GUEST PASSES

8 COMPLEMENTARY  
TICKETS - WELSH NATIONAL  
PROCUREMENT AWARDS 2015

COMPANY LOGO &  
DESCRIPTION FEATURED IN  
ALL MATERIALS

WEB PROMOTIONS.  
COMPANY DETAILS FEATURED  
IN A PROMINENT POSITION  
ON ALL EVENT WEBSITES

BRAND AWARENESS -  
COMPANY LOGO FEATURED  
IN PROMINENT POSITION  
AT PROCUREMENT WEEK,  
THE AWARDS & AT THE  
EXHIBITION.

\*\*PROCUREMENT WEEK 20  
MIN SPEAKING OPPORTUNITY

INVESTMENT INCLUDES  
ADVERT PACKAGE 3

\*\* **Investment 3** includes a 20 minute speaker presentation, a speaking opportunity that can take place on either the Wednesday, Thursday or Friday of the Procurement Week 2015 programme. As an Investor and potential speaker you are asked to consider the following before taking up this opportunity:

- The presentation must be topical, must align with the 'theme' of the day.
- Must offer something new, innovative and educational.
- The presentation must not be a sales pitch.

NOTE: The presentation will be subject to prior approval by the Institute for Competition & Procurement Studies and will need to be agreed in advance of the event itself.



# \*SPONSORSHIP & EXHIBITION ELITE PACKAGES ON OFFER

## ELITE INVESTMENT 1

**£9499**

On the 01/11/2014 price increases to: £11499

SPONSOR A PROCUREMENT WEEK DAY

A TABLE OF 10 TICKETS - WELSH NATIONAL PROCUREMENT AWARDS 2015

MARKETING COMPANY LOGO & DESCRIPTION FEATURED IN ALL MATERIALS ON A DESIGNATED DAY

WEB PROMOTIONS COMPANY DETAILS FEATURED IN A PROMINENT POSITION ON ALL WEBSITES

BRAND AWARENESS - COMPANY LOGO FEATURED IN PROMINENT POSITION AT PROCUREMENT WEEK (ON A DESIGNATED DAY), THE AWARDS & AT THE EXHIBITION.

\*\*PROCUREMENT WEEK SPEAKING OPPORTUNITY (1 SPEAKER - 20 MINS)

INVESTMENT INCLUDES ADVERT PACKAGE 3

## ELITE INVESTMENT 2

**£12999**

On the 01/11/2014 price increases to: £16999

HEADLINE SPONSOR FOR PROCUREMENT WEEK

A TABLE OF 10 TICKETS - WELSH NATIONAL PROCUREMENT AWARDS 2015

MARKETING COMPANY LOGO & DESCRIPTION FEATURED IN ALL MATERIALS & PRESENTATIONS THROUGHOUT THE WEEK

WEB PROMOTIONS COMPANY DETAILS FEATURED IN A PROMINENT POSITION ON ALL WEBSITES

BRAND AWARENESS - COMPANY LOGO FEATURED IN PROMINENT POSITION AT PROCUREMENT WEEK (THROUGHOUT THE WEEK). THE AWARDS & AT THE EXHIBITION

\*\*PROCUREMENT WEEK SLOT OPPORTUNITY (3 SPEAKERS - 1 HR & 30 MINS)

INVESTMENT INCLUDES ADVERT PACKAGE 3



We are genuinely excited to share with you our Sponsorship, Exhibition & Advert Prospectus. The 'Game Changing' Exhibition in Public Service Innovation is the perfect platform for innovative organisations to showcase their products and services to a national and international public procurement audience.



# THE WEEK AT A GLANCE....

**PROCUREMENT WEEK - DAY 1**

**16TH MARCH 2015**

## PROCUREMENT WEEK 2015 CHARITY DINNER @ ST DAVIDS HOTEL

**ABOUT THE EVENING AT ST DAVID'S HOTEL & SPA DAY (6.30PM TO 11,00PM)**

The Annual PW Charity Dinner is held each year as a pre-event to Procurement Week. During the dinner an invited VIP will be asked to give a compelling talk on a topic of national & international interest.

**PROCUREMENT WEEK - DAY 2**

**17TH MARCH 2015**

## 'GAME CHANGING' EXHIBITION IN PUBLIC SERVICE INNOVATION

**ABOUT THE EXHIBITION:**

The 'Game Changing' Exhibition in Public Service Innovation is the perfect platform for innovative individuals or companies to showcase their designs, products and services to a national and international audience.



**PROCUREMENT WEEK - DAY 2**

**18TH MARCH 2015**

## SMART CITIES - PROCURING THE CITIES OF TOMORROW, TODAY!

**ABOUT THE DAY (9.30AM TO 11,00PM):**

This day will focus on public procurement (buying & supplying) practices that have been used to purchase innovative, more effective and efficient products/services for some of the world's greatest cities!

**PROCUREMENT WEEK - DAY 4**

**19TH MARCH 2015**

## ASLEEP AT THE WHEEL? 4.3 BILLION REASONS TO STAY AWAKE

**SPONSORED BY THE WELSH GOVERNMENT**

**ABOUT THE DAY (9.30AM TO 11,00PM):**

Leading experts will be invited to test the principles of public procurement, whilst offering novel operational strategies that align organisational objectives with the organisation's supply base.

**PROCUREMENT WEEK - DAY 5**

**20TH MARCH 2015**

## FENCELESS FENCES: RE-DRAFTING THE BOUNDARIES OF PROCUREMENT INNOVATION

**SPONSORED BY THE WELSH GOVERNMENT**

**ABOUT THE DAY (9.30AM TO 11,00PM):**

The Innovations & Ideas day will explore: What's new? What's better? What's faster? Ultimately, what is going to make the life of a typical Welsh Citizen better!

**PROCUREMENT WEEK - DAY 5**

**20TH MARCH 2015**

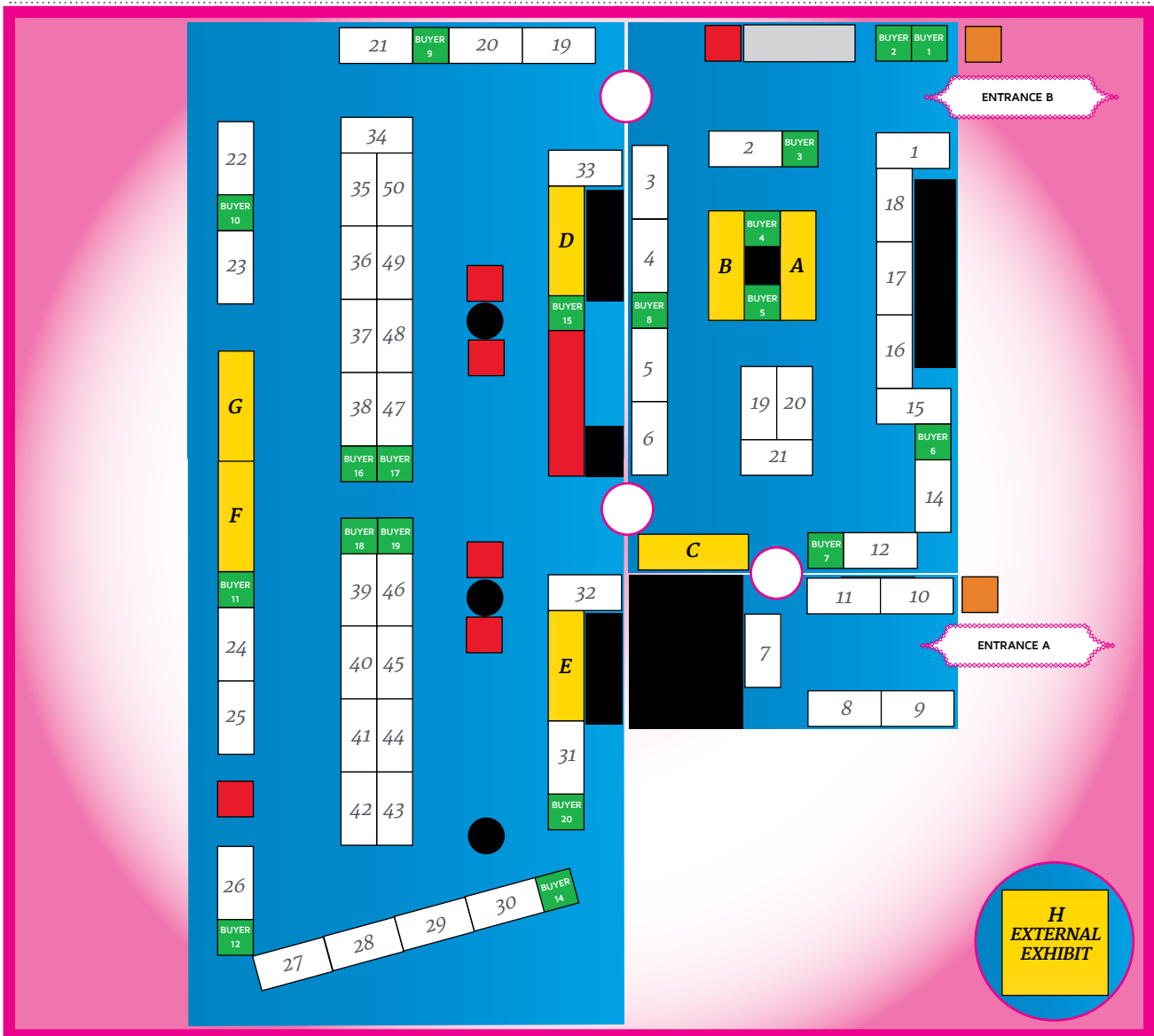
## WELSH NATIONAL PROCUREMENT AWARDS 2015

**ABOUT THE AWARDS AT CITY HALL, CARDIFF (6.30PM TO MIDNIGHT):**

On the evening 20th March 2015, the Welsh National Procurement Awards celebrates achievements across Wales in Public Procurement, Public Delivery and Tendering.



# EXHIBITION IN INNOVATION (17.03.15) FLOOR PLAN - ST DAVIDS HOTEL



## ZONE DETAILS

Innovation Zone (3sq. ms) - A to G

Innovation Zone (2sq. ms) - 1 to 50

Public Buyer Zone (1sq. m) - 1 to 17

Catering Zone

Registration & Information Zone

Information, Poster & Advert Zones



**HelpUsTrade**

www.helpustrade.com | events@helpustrade.com

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