

ANNUAL CONFERENCE & AWARDS DINNER

Institute of Economic Development

Park Regis Hotel, Birmingham – 7th November 2023

INVITATION

We are 40 this year!
Raise your profile at
the IED's 2023
Flagship Conference
and Awards Dinner

Sponsorship opportunities are now available for the IED 2023 Annual Conference and Awards Dinner to be held in Birmingham at The Park Regis Hotel on 7th November.

This special 40th Anniversary Conference will bring together around 150 economic development and regeneration professionals from both the private and public sectors for local and regional communities. The event also provides an extremely valuable networking environment enhanced this year by the addition of an Awards Dinner after the conference. To mark our 40th year the IED Awards will celebrate some of the great successes within our field by recognising achievements in both the public and private sectors.

The IED audience encompasses a wide range of practitioners who come together from across the sector. They work in infrastructure, inward investment, regeneration, enterprise promotion, business support, employability, community service, neighbourhood renewal, planning, town centre management, tourism and other fields of general economic development. The conference facilitates the sharing of information and experience as well as the creation of opportunities.

2023 CONFERENCE

Grow for Good? Reappraising the UK's Growth Objectives



To reserve a package contact: Victoria Armstrong at victoria@ied.co.uk or 07968 448365

Please note that all fees quoted are subject to the addition of VAT



ANNUAL CONFERENCE & AWARDS DINNER

Institute of Economic Development

Park Regis Hotel, Birmingham – 7th November 2023

2023 AWARDS

Recognising achievers in the public and private sector in the following categories:

Leader of the Year

Economic development professionals who have demonstrated outstanding leadership and management in their role, and who motivate and inspire their team to achieve success through effective leadership.

Team of the Year

Exceptional economic development teams who have gone above and beyond in ensuring the smooth running and effective delivery of economic development functions in their organisations.

Rising Star of the Year

Younger economic development team members aged 30 or under (as of 1st June 2023) who have demonstrated excellence, commitment and gone above and beyond in their early career.

Equality, Diversity and Inclusion Champion of the Year

Individuals who have strived to actively promote, celebrate and raise awareness of EDI, improving under-represented involvement in economic development in their organisation or externally.

Social Value Champion of the Year

Individuals who have championed and made a significant contribution to social value creation, developing best practice in their field and making positive impacts in their communities.

Most Innovative Project of the Year

Innovative economic development projects which have pushed the boundaries beyond traditional approaches and delivered additional beneficial outcomes as a result of the innovation.

Collaborative Initiative of the Year

Outstanding cross-sector economic development collaboration between two or more partners drawn from local authorities, private sector, third sector, business and academia.

Outstanding Impact

For projects delivered and concluded in the last five years, which demonstrate benchmarked evidence against other similar initiatives. Impacts could include environmental, social, business support (from start-up to growth and scale), rural development and regeneration.

Outstanding Contribution to Economic Development

Individuals who have made a sustained outstanding contribution to any field of economic development over a minimum of 20 years.

To reserve a package contact: Victoria Armstrong at victoria@ied.co.uk or 07968 448365

Please note that all fees quoted are subject to the addition of VAT

ANNUAL CONFERENCE & AWARDS DINNER

Institute of Economic Development

Park Regis Hotel, Birmingham – 7th November 2023

SUMMARY OF SPONSORSHIP OPPORTUNITIES

Conference and/or Awards Dinner

GOLD	Plenary Session Sponsor (can be combined with the package below to create a Platinum sponsorship)	£7,000	Page 4
GOLD	Awards Reception and Dinner Lead Sponsor (can be combined with the package above to create a Platinum sponsorship)	£7,000	Page 5
GOLD	Breakout/Roundtable Session Sponsor	£6,000	Page 6
GOLD	Branding Conference Badges/Lanyards	£5,000	Page 7
SILVER	Present a pre-event Breakfast Seminar	£3,500	Page 8
SILVER	Conference Exhibition Stand and Brand Profile	£3,000	Page 9
SILVER	Leader of the Year Award	£1,500	Page 10
SILVER	Team of the Year Award	£1,500	Page 10
SILVER	Rising Star of the Year Award	£1,500	Page 10
SILVER	Equality, Diversity and Inclusion Champion of the Year Award	£1,500	Page 10
SILVER	Social Value Champion of the Year Award	£1,500	Page 10
SILVER	Most Innovative Project of the Year Award	£1,500	Page 10
SILVER	Collaborative Initiative of the Year Award	£1,500	Page 10
SILVER	Outstanding Impact Award	£1,500	Page 10
SILVER	Outstanding Contribution to Economic Development Award	£1,500	Page 10

Sponsorships can be combined to create packages across both the conference and the awards or multiple awards categories.

Please note that all fees quoted are subject to the addition of VAT.

To reserve a package contact: Victoria Armstrong at victoria@ied.co.uk or 07968 448365

Please note that all fees quoted are subject to the addition of VAT

ANNUAL CONFERENCE & AWARDS DINNER

Institute of Economic Development

Park Regis Hotel, Birmingham – 7th November 2023

GOLD

Conference Plenary Session Sponsor: £7,000

BEFORE

PR, Marketing and Brand Profile

- Use of 'IED Conference Sponsor' logo for your own marketing purposes
- Company name, logo, link, profile and contact details on the Conference page of the IED website
- Logo inclusion in the digital event marketing and on the event booking site
- Recognition of your sponsorship in an issue of the IED e-newsletter



DURING

VIP Brand Positioning at the Conference

- Participate in one of the conference plenary sessions, showcasing your organisation's expertise
- Logo on the front of the conference booklet plus a full-page ad spread within
- Logo on the sponsors' page of the conference booklet
- Networking opportunities with economic and regeneration professionals
- Logo included in main stage branding
- Thanks from the President during the opening and closing addresses
- Tabletop stand in refreshments/networking area
- Five complimentary conference tickets (to include stand staff)
- Bring additional delegates along at the IED member rate
- Logo displayed on the graphics loop showing during walk in/out

To reserve a package contact: Victoria Armstrong at victoria@ied.co.uk or 07968 448365

Please note that all fees quoted are subject to the addition of VAT

ANNUAL CONFERENCE & AWARDS DINNER

Institute of Economic Development

Park Regis Hotel, Birmingham – 7th November 2023

GOLD

Conference Awards Reception and Dinner Sponsor: £7,000

BEFORE

PR, Marketing and Brand Profile

- Use of 'IED Conference Sponsor' logo for your own marketing purposes
- Company name, logo, link, profile and contact details on the Awards page of the IED website
- Logo inclusion in the digital event marketing and on the event booking site
- Recognition of your sponsorship in an issue of the IED e-newsletter
- Preferential guest seating selection for your table at the dinner



DURING

VIP Brand Positioning at the Awards Dinner

- Display your banner stands in the pre-dinner drinks reception area
- Table of 10 for dinner
- Display a short, silent slideshow or video as part of on-screen scrolling presentation during dinner
- Logo shown on the on-screen sponsor slide loop during dinner
- Thanks during the address
- Branding on the dinner menu card
- Branding on the table numbers
- Opportunity to propose a toast
- Opportunity to supply branded gift/marketing materials for each place setting
- Branded aprons for dinner waiting staff

To reserve a package contact: Victoria Armstrong at victoria@ied.co.uk or 07968 448365

Please note that all fees quoted are subject to the addition of VAT

ANNUAL CONFERENCE & AWARDS DINNER

Institute of Economic Development

Park Regis Hotel, Birmingham – 7th November 2023

GOLD

Conference Breakout Session Sponsor: £6,000

BEFORE

PR, Marketing and Brand Profile

- Use of 'IED Conference Sponsor' logo for your own marketing purposes
- Company name, logo, link, profile and contact details on the Conference page of the IED website
- Logo inclusion in the digital event marketing and on the event booking site
- Recognition of your sponsorship in an issue of the IED e-newsletter

DURING



VIP Brand Positioning at the Conference

- Provide a chair for one of the breakout sessions showcasing your organisation's expertise
- Logo on the front of the conference booklet plus a full-page ad spread within
- Logo on the sponsors' page of the conference booklet
- Networking opportunities with economic and regeneration professionals
- Logo included in main stage branding
- Logo displayed in breakout room
- Thanks from the President during the opening and closing addresses
- Tabletop stand in refreshments/networking area
- Five complimentary conference tickets (to include stand staff)
- Bring additional delegates along at the IED member rate
- Logo displayed on the graphics loop showing during walk in/out

To reserve a package contact: Victoria Armstrong at victoria@ied.co.uk or 07968 448365

Please note that all fees quoted are subject to the addition of VAT

ANNUAL CONFERENCE & AWARDS DINNER

Institute of Economic Development

Park Regis Hotel, Birmingham – 7th November 2023

GOLD

Branding Conference Badges and Lanyards: £5,000

BEFORE

PR, Marketing and Brand Profile

- Use of 'IED Conference Sponsor' logo for your own marketing purposes
- Company name, logo, link, profile and contact details on the Conference page of the IED website
- Logo inclusion in the digital event marketing and on the event booking site
- Recognition of your sponsorship in an issue of the IED e-newsletter



DURING

VIP Brand Positioning at the Conference

- Branding of badges and lanyards worn by all delegates
- Logo on the front of the conference booklet plus a full-page ad spread within
- Logo on the sponsors' page of the conference booklet
- Networking opportunities with economic and regeneration professionals
- Logo included in main stage branding
- Logo displayed in breakout room
- Thanks from the President during the opening and closing addresses
- Tabletop stand in refreshments/networking area
- Five complimentary conference tickets (to include stand staff)
- Bring additional delegates along at the IED member rate
- Logo displayed on the graphics loop showing during walk in/out

To reserve a package contact: Victoria Armstrong at victoria@ied.co.uk or 07968 448365

Please note that all fees quoted are subject to the addition of VAT

ANNUAL CONFERENCE & AWARDS DINNER

Institute of Economic Development

Park Regis Hotel, Birmingham – 7th November 2023

SILVER

Breakfast Seminar: £3,000

Opportunity to run a stand-alone seminar prior to the official start of the conference. This will be a pre-advertised, optional extra available to early arrival delegates and can be on a subject relevant to the conference.

BEFORE

PR, Marketing and Brand Profile

- Company name, logo, link, profile and contact details on the Conference page of the IED website
- Recognition of your sponsorship in an issue of the IED newsletter



DURING

Brand Positioning at the Conference

- Tabletop stand in the refreshment area
- Networking opportunities with economic and regeneration professionals
- Logo on the sponsors' page of the conference booklet
- Half page ad in the conference booklet
- Three complimentary conference tickets (including stand staff)
- Logo displayed on the graphics loop showing during walk in/out

To reserve a package contact: Victoria Armstrong at victoria@ied.co.uk or 07968 448365

Please note that all fees quoted are subject to the addition of VAT

ANNUAL CONFERENCE & AWARDS DINNER

Institute of Economic Development

Park Regis Hotel, Birmingham – 7th November 2023

SILVER

Conference Brand Profile, Advertising and Tabletop Stand: £3,000

BEFORE

PR, Marketing and Brand Profile

- Company name, logo, link, profile and contact details on the Conference page of the IED website
- Recognition of your sponsorship in an issue of the IED newsletter
- Logo inclusion in the digital marketing and on the event booking site



DURING

Brand Positioning at the Conference

- Tabletop stand in the conference refreshment area
- Networking opportunities with economic and regeneration professionals
- Logo on the sponsors' page of the conference booklet
- Half page ad in the conference booklet
- Three complimentary conference tickets (including stand staff)
- Logo displayed on the graphics loop showing during walk in/out

To reserve a package contact: Victoria Armstrong at victoria@ied.co.uk or 07968 448365

Please note that all fees quoted are subject to the addition of VAT

ANNUAL CONFERENCE & AWARDS DINNER

Institute of Economic Development

Park Regis Hotel, Birmingham – 7th November 2023

SILVER

Sponsorship of Award Category at the IED 2023 Awards Dinner: £1,500 per category

Select from the following awards (more details shown on page 2). You can sponsor multiple awards and/or add an awards sponsorship to one of the other conference / awards packages listed.

- Leader of the Year Award
- Rising Star of the Year Award
- Social Value Champion of the Year Award
- Collaborative Initiative of the Year Award
- Outstanding Contribution to Economic Development
- Team of the Year Award
- Equality, Diversity & Inclusion Champion of the Year
- Most Innovative Project of the Year
- Outstanding Impact Award



BEFORE

PR, Marketing and Brand Profile

- Company name, logo, link, profile and contact details on the Conference page of the IED website
- Recognition of your sponsorship in an issue of the IED newsletter
- Logo inclusion in the digital marketing and on the event booking site

DURING

Brand Positioning at the Drinks Reception Before the Awards Dinner

- Company logo on Screen during presentation of the Award
- Your representative to present your award to the winner on stage
- Company logo included on winner's trophy / certificate
- Logo on the sponsors' page of the awards booklet and displayed on stage graphics loop
- Two complimentary awards dinner tickets

To reserve a package contact: Victoria Armstrong at victoria@ied.co.uk or 07968 448365

Please note that all fees quoted are subject to the addition of VAT