



BIBA 2012

CONFERENCE & EXHIBITION
Manchester Central. May 16-17

SHAPING
OUR FUTURES

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www.biba.org.uk
EXHIBITION OPPORTUNITIES

BIBA 2012 - your most valuable sales opportunity

When times are tough you need to be confident about where you spend your marketing budget. As the UK's leading trade association for insurance brokers, you can trust BIBA to deliver.

Despite the challenging economic conditions, visitor numbers continue to increase at an impressive rate. Over 4100 insurance industry representatives attended BIBA 2011 - including some 2500 brokers, giving the show the highest broker attendance figures of any UK event.

Why exhibit at BIBA 2012?

More brokers - staff from all BIBA member firms are entitled to complimentary entry to the conference and exhibition while **entrance to the exhibition is free for all brokers** ensuring the hall is busy with non-BIBA members too.

Visitor profile - the senior decision makers have always attended BIBA, and now each year the event welcomes more middle and lower management looking to network, learn about new products and meet new business partners. An increasingly large proportion of visitors come just to see the exhibition only, spending all day in the hall. **Over 80% of delegates at BIBA 2011 said they were actively looking for new companies to do business with.**

The industry's marketplace - there's a great buzz at BIBA. The wide range of industry representatives in attendance makes it the annual showcase for the entire insurance industry – the place where issues are discussed and decisions are made.

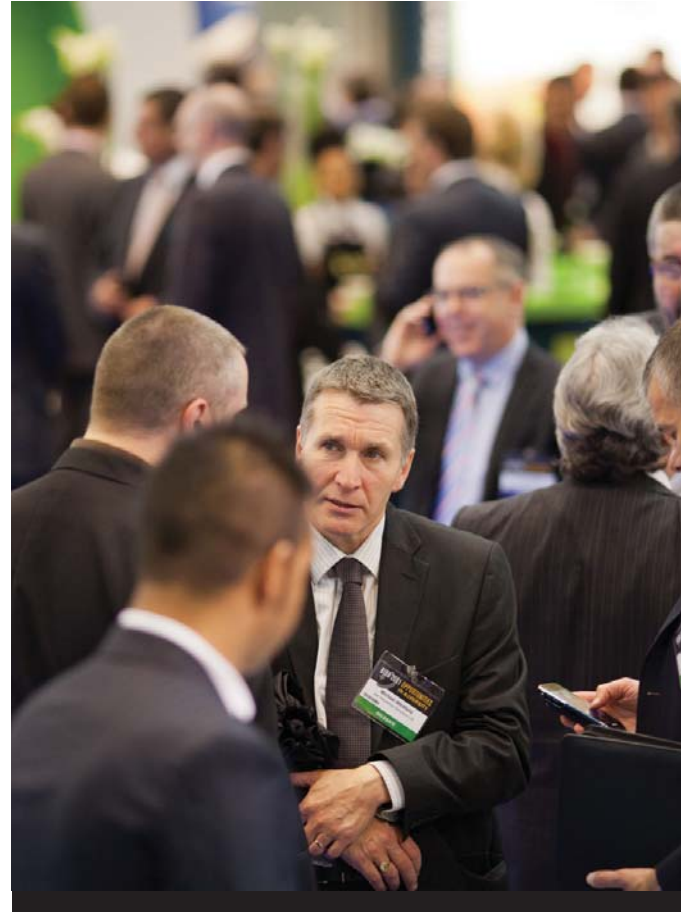
Great value, whatever your size - BIBA offers stands to suit all type of company and budget, with entry level booths starting at just £1925 + VAT. And with two full days of selling time that's unbeatable value.

A conference programme that attracts delegates - while the exhibition hall is busy all day, the wide ranging conference programme runs alongside, offering delegates a chance to hear from world famous speakers from within and outside the industry as well as participate in smaller industry focused seminar sessions.

Wide promotional support - BIBA invests heavily in supporting the event through an extensive PR and marketing campaign using the trade press, direct mail, email, advertising and social media. The BIBA ShowGizmo smartphone app offers exciting opportunities to engage with delegates before, during and after the event.

Additional exhibitor-only marketing opportunities - exhibitors can take advantage of sponsorship packages, advertising and promotional activities and opportunities to make their own presentations at the event.

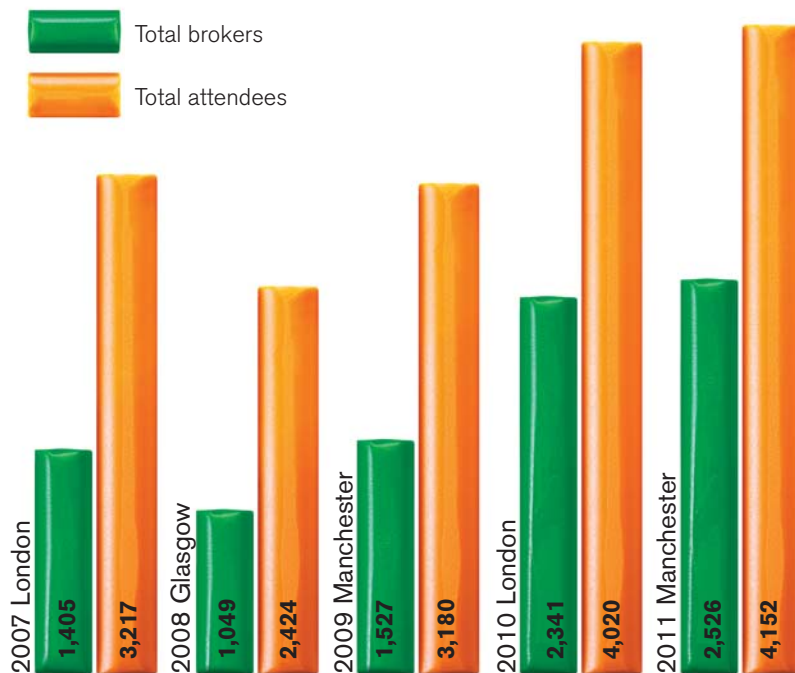
Supports insurance brokers - as a not-for-profit organisation, BIBA reinvests all revenue generated by the event back into support for UK insurance brokers.



Back home from a brilliant #BIBA2011 great show by BIBA and the exhibitors. Well done all. 🐦 Our verdict is #BIBA2011 was a resounding success – roll on #BIBA2012! 🐦 Great conference, lots learned about our industry. 🐦 What an amazing event, well done BIBA! 🐦 Very impressed with all the fantastic stands at #BIBA2011. 🐦 Thanks to BIBA for excellent networking. 🐦 Excellent day at #BIBA2011, deals done.

Exhibition 2011 facts & figures

Visitor growth

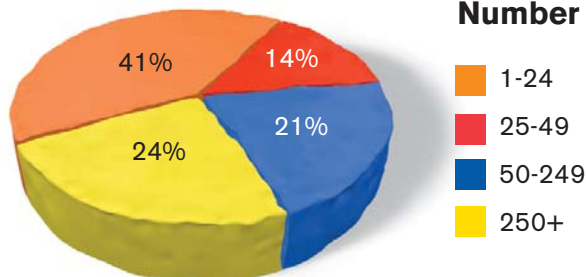


Exhibitor profile

174 companies exhibited at BIBA 2011 working in sectors including:

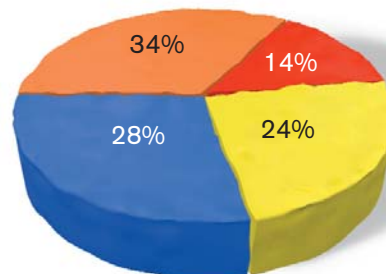
- Accident and health
- Aviation
- Broker acquisition
- Business recovery services
- Captive insurance
- Claims management
- Commercial insurance
- Compliance support
- Computer insurance
- Construction and engineering
- Credit ratings
- Directors' and officers' liability
- Document solutions
- Employment law/health and safety
- Environmental
- Financial institutions
- Fulfilment
- General liability
- Insurance brokers
- Insurance company management
- Insurers
- IT/software
- Legal expenses
- Legal services
- Loss adjusters
- Marine, energy and industrial property
- Marketing services
- Medical malpractice
- Networks
- Pan-European claims handling
- Personal lines
- Premium finance
- Professional bodies
- Professional indemnity
- Property owners insurance
- Publishers
- Recruitment
- Risk management
- Specialist insurers
- Specialist underwriting agencies
- Trade associations
- Trade credit and political risk
- Training support

Number of employees



Type of business transacted

- SME commercial lines
- Personal lines
- Niche areas
- Other



Diary's filling with #BIBA2011 meetings. Definitely the place to be this week! 🐦 Already hearing good things about #BIBA2011 can't wait to go along tomorrow. 🐦 Thanks to everybody I met at #BIBA 2011 - what a great event and a great bunch of people. 🐦 My first BIBA experience and it was absolutely amazing...I want to do it all again! 🐦 The place is packed... an awful lot of business being done.

Promotional support

- A clearly defined target audience including over 1,650 BIBA member firms supporting their trade association event
- Direct marketing campaign to BIBA members, previous attendees and other brokers
- Two preview exhibition bulletin newsletters highlighting exhibitor activity
- Dedicated BIBA 2012 smartphone app
- Show website with interactive exhibitor listings including pre-event contact forms for delegates to email you
- Advertising in trade press
- Free exhibition entry for all insurance brokers promoted widely
- Complimentary supply of exhibition tickets for your broker contacts
- Continued promotion of the event in conjunction with the CII including special offers and CPD accreditation for conference attendees
- Regular email blasts focusing on conference and exhibition to wide industry database
- Pre-event mobile advertising in the London and Manchester insurance districts
- Ongoing PR campaign
- Promotion via Twitter and LinkedIn

Other marketing opportunities

Exhibitors can maximise their involvement through other opportunities:

Sponsorship – a range of packages from just £5,000 giving high profile branding in the lead-up to and at the event

Fringe sessions – a series of smaller presentation opportunities for exhibitors on subjects of their choice

Onsite advertising and branding opportunities – to increase your profile at the venue

Direct mail – access to the delegate database for your own pre-event marketing (subject to usage conditions)

Call Claire Chapman on 01372 844401 to discuss

The BIBA 2012 ShowGizmo app

The BIBA app offers exhibitors lots of new ways to communicate with delegates.

Here's why exhibitors will love ShowGizmo:

Before the event:

- Upload your company profile for delegates to view. Include information, staff details, photos, documents, promotions and incentives.
- Use ShowGizmo to browse the list of delegates.

During the event:

- Free lead capture – display the downloadable poster showing your unique QR code so delegates can capture all your uploaded information straight to their smartphone. In return you get the attendee's name and email in a real-time report accessible online.
- Encourage people to your stand with a custom 'push notification' that pops up on users' smartphones.
- Capitalise on the Twitter frenzy – the insurance industry 'got' tweeting at BIBA 2011. Tweet using the event hashtag #BIBA2012 so your conversation is displayed within the app.

After the event:

- Follow up leads from your online lead report.
- Benefit from the virtual BIBA 2012 as your profile remains accessible to delegates long after the show closes.



Stand packages and costs

Shell schemes:

These are available in various sizes from 3m wide x 2m deep and provide an enclosed area made from Velcro-compatible walling, ready for you to dress according to your own requirements. **This is also the option to choose if you have a pop-up display system.**

The shell scheme package includes:

- Space rental
- Modular shell scheme with walls clad with grey loop nylon
- Grey carpet (alternative colours available at an additional charge)
- A package of two x 500 watt 13 amp sockets and two x 120 watt spotlights per 6 square metres of space (up to a maximum of 8 sockets and spotlights)
- Fascia board displaying your name and stand number
- Electricity consumption
- Stand cleaning
- Complimentary delegate place/s (according to stand size) allowing entry to all conference sessions, refreshment breaks and lunch on both days
- Places for your stand staff (according to stand size) to include provision of lunch and refreshments (but not entry to conference sessions)
- Complimentary exhibition only tickets to pass to your valued clients (valid for entry for broker contacts only)
- Entry in the exhibition catalogue
- Listing on the online product and company locator and associated opportunities
- Profile on smartphone apps
- Opportunity to appear in pre-event and on-site publicity materials
- Pre-event delegate list (subject to usage conditions)

Shell scheme packages are costed at **£750 + VAT** per square metre

Exhibition booths:

Exhibition booths offer exhibitors an enclosed area measuring 2m wide x 0.5 m deep made from Velcro-compatible shell scheme walling. These entry-level sites (shown on the plan as EB1 to EB5) are aimed at smaller companies wishing to have a presence at the event.

The exhibition booth package includes:

- Shell scheme booth of 2m x 0.5m clad in grey loop nylon
- Grey carpet
- One round bar table and stool
- Fascia board displaying your name and booth number
- Booth cleaning
- One delegate place allowing entry to all conference sessions, refreshment breaks and lunch on both days
- One stand staff place to include provision of lunch and refreshments (but not entry to conference sessions)

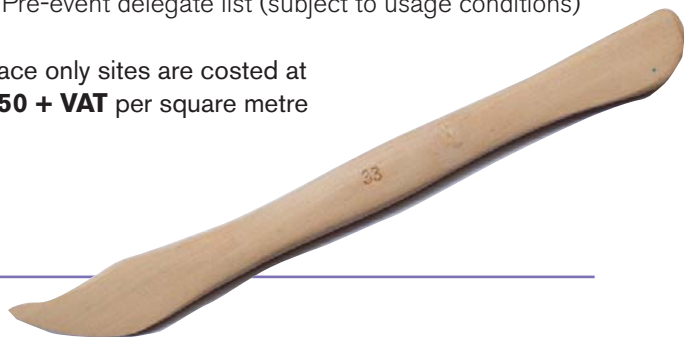
Space only sites:

These floorspace-only areas offer exhibitors the chance to design and build a bespoke stand using their own contractor. Please note that the maximum build height for space only stands is 4m. (6m for island sites of 36sqm and over – please contact the organisers to discuss regulations and additional charges).

The space only package includes:

- Space rental
- Two x 500 watt 13 amp sockets per 6 square metres of space (up to a maximum of 8 sockets)
- Electricity consumption
- Stand cleaning
- Complimentary delegate place/s (according to stand size) allowing entry to all conference sessions, refreshment breaks and lunch on both days
- Places for your stand staff (according to stand size) to include provision of lunch and refreshments (but not entry to conference sessions)
- Complimentary exhibition only tickets to pass to your valued clients (valid for entry for broker contacts only)
- Entry in the exhibition catalogue
- Listing on the online product and company locator and associated opportunities
- Profile on smartphone apps
- Opportunity to appear in pre-event and on-site publicity materials
- Pre-event delegate list (subject to usage conditions)

Space only sites are costed at **£750 + VAT** per square metre



- Complimentary exhibition only tickets to pass to your valued clients (valid for use by broker contacts only)
- Entry in the exhibition catalogue
- Listing on the online product and company locator and associated opportunities
- Profile on smart phone apps
- Opportunity to appear in pre-event and on-site publicity materials
- Pre-event delegate list (subject to usage conditions)

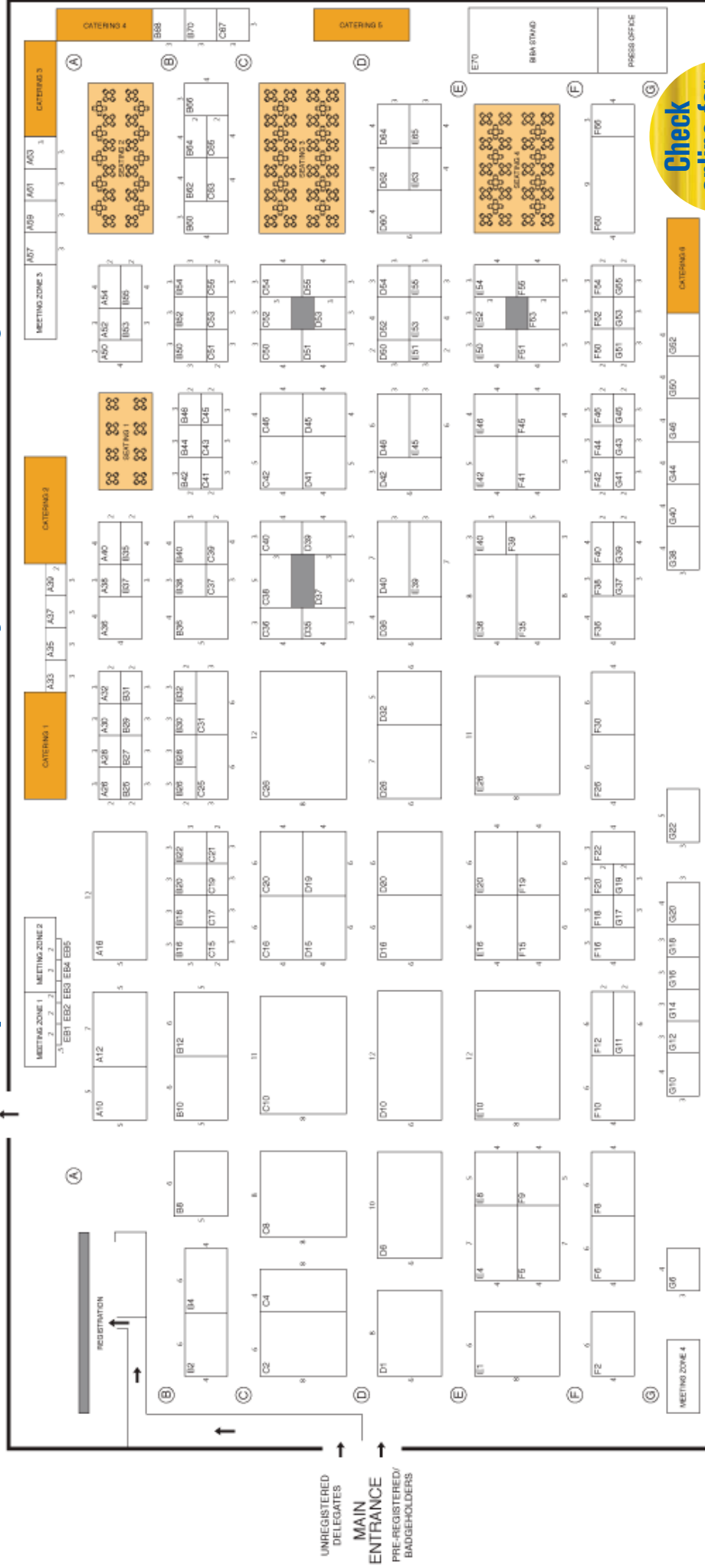


NB: The exhibition booth does not include power, which can be ordered separately if required.

Exhibition booths are costed at **£1925 + VAT**

Call 01372 844401 to book your stand

Exhibition floorplan - Check availability via www.biba.org.uk



Check online for latest plan

Booking your stand

To calculate your stand cost multiply the length and width of your chosen stand/s to find the total size in square metres. This will be charged at £750 + VAT per square metre. Stands may be joined to make larger sites.

Your complimentary delegate registrations and stand staff places are also calculated according to the stand size (see opposite).

Stand size (area m ²)	Complimentary delegate places	Stand staff places
Exhibition booth	1	1
Up to 11m ²	1	3
12m ² – 23m ²	2	6
24m ² – 35m ²	3	8
36m ² – 47m ²	4	10
48m ² and over	5	12

The online floorplan is kept as up to date as possible but do check availability with the organisers before making your booking via the conference website. Submission of the booking form indicates your acceptance of the terms and conditions which are also available online. You will be invoiced for the total cost of the stand and an exhibitors' manual will be sent to you in due course.

Exhibition schedule

Monday 14 May

Build up space only exhibitors:
12:00 – 22:00

Tuesday 15 May

Build up space only and shell
scheme exhibitors:
08:00 – 22:00

Wednesday 16 May

Open for exhibitors from 07:45
Exhibition open to delegates:
08:30 – 17:00

Thursday 17 May

Open for exhibitors from 08:00
Exhibition open to delegates:
08:30 – 16:00

Breakdown: 16:00 – 22:00

Networking continues after hours at BIBA and all exhibitors and delegates may purchase tickets to BIBA's informal evening at the Manchester Comedy Store on Wednesday 16 May.



“Activity at BIBA alone brought in over 50 new users...a milestone event.” PowerPlace

“Exhibiting will make a huge difference to us as we have already seen interest from delegates and other exhibitors.”
Skills Solutions

“Fantastic – we’ve had dozens and dozens of brokers come to see us.” Sterling

“Our Think Tank was buzzing with brokers and industry figures.”
Broker Network/Countrywide

“We made loads of contacts...many new business leads.”
Firmus Underwriting

“Full of praise for the event, a great stand, lots of visitors and a real buzz throughout.”
Northern Marine Underwriters



Go to www.biba.org.uk for video reviews, photographs and feedback from BIBA 2011



Manchester revisited

“Manchester is a great location...the proximity of many hotels and restaurants is a big plus – making the event extend into the evening.”

“Our visit to BIBA was amazingly successful...the venue is perfect and the city ideal for the social aspects of doing business.”

“Manchester ticks all the boxes.”

“We’re thrilled it’s back at Manchester next year!”

“With much of the UK general insurance industry flocking to Manchester, filling the local hotels and bars, it felt like the whole city had been temporarily overrun!”

Need a hotel?

Accommodation agent, Business Bookings, has allocations to suit BIBA guests at a variety of hotels close to the venue.

Please contact Heather Polak on

T: 0800 1692969

E: heather@businessbookings.com



Contact the organisers:

For further information on exhibition and sponsorship opportunities please contact:

Claire Chapman/Nick Chapman

The Campaign Partnership

T: 01372 844401

E: biba@campaignpartners.co.uk

For delegate enquiries please contact:

Lindsay Campbell

BIBA

T: 020 7397 0221

E: campbelll@biba.org.uk

For the latest information and availability log on to www.biba.org.uk