



Employee Ownership Association

Invitation to Sponsor & Call for Papers

Annual Conference 18 November 2010

The Employee Ownership Association is the voice of co-owned business

Invitation to sponsor & call for papers

Dear Colleague,

We invite your organisation to submit a proposal for a presentation and session at this year's Employee Ownership Association conference, and to consider a range of sponsorship options.

The Employee Ownership Association is the voice of co-owned business in the UK. It is the business body for companies who are substantially or wholly owned by the people who work for them. The Association estimates that the co-owned sector of the economy – companies where there is significant employee ownership – accounts for at least £25 billion in combined annual turnover.

Founded in 1979, EOA is funded and governed by its more than one hundred Member companies. Independent and with not-for-profit status, membership includes the John Lewis Partnership; other long established employee owned firms such as Scott Bader, Swann-Morton and Tullis Russell; global companies like Mott MacDonald, Unipart and Arup; as well as Circle, Childbase, Eaga, Wilkin & Sons and other successful enterprises of all sizes from a diverse spread of sectors.

Through its Annual Conference, the Association provides a fruitful way for businesses to benchmark, and exchange ideas and experience with like-minded companies.

We are delighted to offer you the opportunity to add to your firm's profile, and signal its expertise in this increasingly important sector by becoming a sponsor at this year's event - taking place in Manchester's prestigious Hilton Deansgate Hotel on Thursday 18 November.

Your firm can enjoy the following benefits by having a profile at the Conference:

- Select and design one or more conference sessions presented by your company
- From pre-event marketing exposure to onsite visibility, sponsoring the 2010 EOA Annual conference is the ideal way to reach key targets in the co-owned sector (as material will be circulated to all members on the mailing list in advance)
- Boost the impact of your marketing efforts and enhance your firm's visibility
- Take the opportunity to launch new products or services
- Gain more visibility for your company at the conference and improve name and brand awareness
- Maximize your budget options with a variety of sponsorship options to choose from
- Enhance your firm's goodwill and standing in the co-owned sector. Let everyone know you actively support employee ownership.

The growing size and success of the Annual Conference has been based on the involvement of companies and organisations such as yours, and I hope the highly flexible and varied range of sponsorship options will be attractive.

Yours sincerely



Patrick Burns
Executive Director

General Information

MEMBERSHIP

Membership of the Employee Ownership Association is made up of:

- Companies who are **majority owned** by their employees
- Co-owned companies where employees own a significant but **minority** stake in the business
- Companies not yet co-owned but who **plan** to introduce significant employee ownership

- Membership of the Association offers practical benefits, opportunities to add value to the business, and a way to contribute to the spread of co-ownership.

EOA publishes papers and holds events designed to generate **new thinking** about employee ownership and shared knowledge on how companies can gain more from the co-ownership effect. Attendance has been increasing year on year and we hope to attract up to 300 participants to this year's Conference.

APPROXIMATE SIZE OF MEMBER ORGANISATIONS

- 63% members with up to £10 million turnover
- 22% members with £10 – £52 million turnover
- 12% members with £80 - £500 million turnover
- 2% members with over £1billion turnover (with one member having turnover of £5+ billion)

Annual Conference

This year's EOA annual conference will be held in the Hilton Manchester Deansgate. Situated within the lower 23 floors of the stunning 47-storey Beetham Tower, Hilton Manchester Deansgate is a landmark hotel with spectacular views over the city. The prime city centre location offers easy access to Manchester's commercial and shopping areas and is only 25 minutes by road from Manchester International Airport. For mainline rail services, Victoria and Piccadilly train stations are less than one mile away.

The Deansgate Suite and meeting rooms provide flexible spaces for our varied programme with natural daylight in the foyer areas where delegate catering will be provided.

There is an NCP car park adjacent to the hotel.

ATTENDEES AT THE ANNUAL CONFERENCE

JOB TITLES

Chairs, Managing Directors, CEOs

Group Directors – Marketing, HR, Finance, Strategy

Company Secretaries

Non-Executive Directors

Directors – marketing, business development, HR, finance, communications, employee, operations

Managers at various levels – finance, marketing, HR, departmental, general, project

Partners and Associates – solicitors, consultancies

Employee representatives, trustees etc

Business School lecturers and academic researchers

ORGANISATIONS

Academic institutions

Accountancy

Advertising

Architects

Business support/business strategy

Care services – home care

Children’s nurseries

Communication

Construction

Consultancy – environmental, CSR, HR, organisational

development, property, transport, public services, power and transport, engineers

Consultancy services – design, management, materials, planning, construction

Development organisations

Education services

Energy efficiency

Engineering

Engineering – civil, consulting structural, oil industry

Financial - insurance and financial products, investment

management, logistics

Government departments

Health service provider

Industrial designers

IT – e-business solutions, software development, software services

Legal practices

Logistics

Manufacturing – food, industrial clothing, tank container, zinc diecasting, watermaking equipment

Manufacturing – various including: paper and cardboard, furniture, polymer, machinery protection, wire tensioners, electrical switch, chocolate

Market research

Packaging

PR

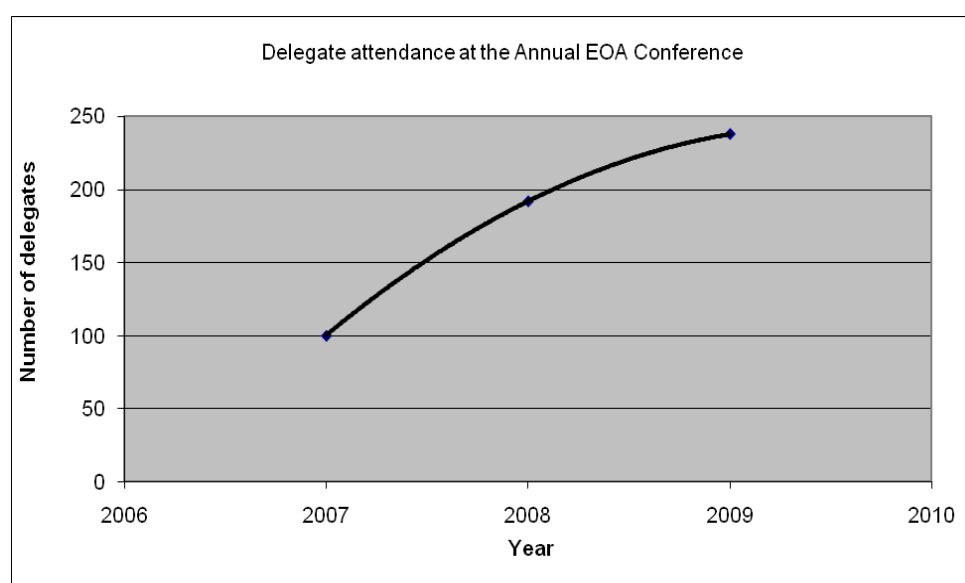
Publishing

Recruitment consultants

Retailing – department store, wholesale

Social media

Training and education services



CALL FOR PAPERS

The Conference review group intends to run parallel sessions – in 3 different formats – during the day and invites expert bodies to submit abstracts in the form of proposals for **specific topics** and **presentations**.

The conference offers delegates a choice – in addition to Plenary sessions – of:

- A Business Breakfast Briefing – for up to 40 delegates – in an open format to be agreed with the sponsoring company
- Parallel larger workshop-style 60-minute **Seminars**, with up to two case study-type presentations and dialogue with 30-60 delegates; or
- Parallel smaller, more exclusive and specialist **Roundtable Discussions**, with up to 14 delegates, also of one hour in length.

You can promote your organisation’s expertise to conference delegates by both designing and leading any of these types of session. To submit your proposal, please follow the process below, submitting your proposal as soon as possible.

The Conference review group will select a number of proposals for inclusion in the Conference Programme, and the EOA office will notify you of their decision shortly after the deadline.

PRESENTATION FORMATS

- **Business Breakfast Briefing** – open format to be agreed with sponsor organisation. Typically an expert 15 minute maximum presentation followed by 45 minutes dialogue with specialist delegate audience
- **Seminars** – up to 20 minutes for 1-2 sponsor organisation speakers to introduce topic and case study or similar presentation; followed by Q&A dialogue with 30-60 delegates. Facilitation to be agreed with conference organisers.
- **Roundtable Discussions** – 10-15 minutes opening expert presentation by sponsor organisation; followed by facilitated ‘Chatham House’ [ie off the record] discussion with limited number of specialist delegates [maximum 14].
- Suggested topics for sessions include the following but organisers are also invited to propose other topics

Seminars	Round Table Discussions
<ul style="list-style-type: none"> • Managing growth while keeping the culture intact • Making ownership matter to co-owners – getting the message across • Getting the shares and trust balance right • Making representative bodies work – how to balance accountability with business needs • Using EO to leverage better performance • Managing a successful internal share market • Using EO to improve customer service and perceptions • The line management challenge – equipping managers to lead co-owners • Getting consultation right • How do we know if co-owners are engaged? Using surveys to check the engagement/performance connection • Do employee ownership and unions mix? • The art of recruiting for employee ownership – getting the right people and keeping them • The entrepreneurial firm – using EO to drive innovation and creativity • Employee representatives master class 	<ul style="list-style-type: none"> • Share valuation issues and solutions • Handling redundancy and other challenges in a co-owned business • How to structure an employee buy-out • Financial education in the workplace • Performance measures in share plans • Financing an employee buy-out • Taking the business international – bringing overseas staff into an EO firm • Converting public services to employee ownership – methods, models and options • Employee buy-outs: the engagement effect • The tax incentives we need – messages to the new Government • Recruiting and selecting NEDs for EO

TO SUBMIT A SPEAKER/SESSION PROPOSAL

1. Decide whether you wish to propose a Business Breakfast Briefing, Seminar or Roundtable Discussion

2. Email your proposal [no more than 250 words] to the Conference Organiser –

diane.masters@employeeownership.co.uk – as soon as possible ensuring that your submission includes:

- Which of the 3 possible conference formats [above] you have chosen
- Clear description of proposed session topic with title
- Who will present
- Broad description of target audience: ie who you would expect to be interested in this topic and session
- Why it would make a strong session in the conference

OUTLINE PROGRAMME

08.30 – 10.30	REGISTRATION, NETWORKING AND COFFEE					BUSINESS BREAKFAST BRIEFING SPONSORED BY				SPONSOR THIS SESSION
08.45 – 09.45										
09.45 – 10.30										
10.30 – 10.40	Chair's introduction and welcome									
10.40 – 11.10	PLENARY Speaker 1 - Government speaker Speaker 2 - Business speaker									
11.15 – 12.15	SEMINARS Workshop-style seminars for 30-60 people each					ROUNDTABLE DISCUSSIONS Boardroom-style discussions for 12-14 participants				
SPONSOR one of these SESSIONS	Seminar 1	Seminar 2	Seminar 3	Seminar 4	Seminar 5	Round Table 1	Round Table 2	Round Table 3	Round Table 4	
	<i>Option to submit proposals to select and lead a Seminar</i>					<i>Option to submit proposal to select and lead a Roundtable</i>				
12.15 – 1.10	LUNCH & NETWORKING									
1.15 – 2.15	SEMINARS Workshop-style seminars for 30-60 people each					ROUNDTABLE DISCUSSIONS Boardroom-style discussions for 12-14 participants				
SPONSOR one of these SESSIONS	Seminar 6	Seminar 7	Seminar 8	Seminar 9	Seminar 10	Round Table 5	Round Table 6	Round Table 7	Round Table 8	
	<i>Option to submit proposals to select and lead a Seminar</i>					<i>Option to submit proposal to select and lead a Roundtable</i>				
2.15 – 2.40	COFFEE/TEA & NETWORKING									
2.45 – 3.40	SEMINARS Workshop-style seminars for 30-60 people each					ROUNDTABLE DISCUSSIONS Boardroom-style discussions for 12-14 participants				
SPONSOR one of these SESSIONS	Seminar 11	Seminar 12	Seminar 13	Seminar 14	Seminar 15	Round Table 9	Round Table 10	Round Table 11	Round Table 12	
	<i>Option to submit proposals to select and lead a Seminar</i>					<i>Option to submit proposal to select and lead a Roundtable</i>				
3.45 – 4.40	PLENARY Question Time panel session									
4.45	CONFERENCE CLOSE									

SPONSORSHIP OPPORTUNITIES

The sponsorship items detailed below are available on a first-come, first-served basis.

All rates quoted are exclusive of Value Added Tax (VAT), which will be charged where applicable at the prevailing rate (17.5% as at May 2010). Any advertisements will be placed subject to the approval of the EOA Organising Committee.

Please note: Sponsorship print items, including all text and advertisements, are all subject to approval by the EOA.

Business Breakfast Briefing

Sponsorship of the 8.45-9.45am Business Breakfast Briefing gives your organisation a strategic opportunity to position yourself within the co-owned sector. It will be based around a current sector hot topic – selected by you in association with EOA - and offers you the opportunity to deliver a short presentation and facilitate discussion and debate. A Business Breakfast Briefing aims to generate thought-provoking conversation. Your firm will work closely with the EOA team to ensure that the session has high editorial and production values.

Sponsorship Benefit :

- your firm's logo displayed on signs in the business breakfast briefing location, the Conference Programme and on the EOA website
- the opportunity to distribute promotional material
- five free places at the breakfast briefing and the annual conference, ensuring that you maximize networking opportunities
- acknowledgement of sponsorship in the Final Programme
- 75 word company/product profile in the Final Programme
- use of a lecture theatre including audiovisual equipment and technical support.
- one exhibition stand (2m x 3m) at a prime site within the catering area (subject to availability)
- the opportunity to send a pre-meeting email to pre-registered delegates advertising the briefing
- website link on the EOA Conference pages

Sponsorship Cost:

Breakfast Briefing: £4,500 (+VAT)

Parallel Seminar or Roundtable Discussion

The conference offers delegates a choice – in addition to Plenary sessions – of larger workshop-style Seminars, with up to two case study-type presentations and dialogue with 30-60 delegates; or smaller, more exclusive and specialist Roundtable Discussions, with up to 14 delegates.

Either format offers you the chance to select your own topic – in association with EOA – and deliver an expert presentation, followed by discussion with an audience who will have chosen your topic and the opportunity to engage with your company.

Sponsorship Benefit :

- your firm's logo displayed on signs in the Seminar or Roundtable Discussion location, the Conference Programme and on the EOA website
- the opportunity to distribute promotional material
- five free places at the session you are sponsoring and the annual conference, ensuring that you maximize networking opportunities
- acknowledgement of sponsorship in the Final Programme
- 75 word firm/product profile in the Final Programme
- use of a lecture room including audiovisual equipment and technical support.
- one exhibition stand (2m x 3m) at a prime site within the catering area (subject to availability)
- the opportunity to send a pre-meeting email to pre-registered delegates advertising the briefing
- website link on the EOA Conference pages

Sponsorship Cost:

Roundtable Discussion: £3,500 (+VAT)

Seminar: £4,500 (+ VAT)

Conference bags

Exclusive sponsorship of the delegate conference bags, which will be distributed from all conference registration points. Conference bags will be provided for every registered delegate, speakers and Committee members.

Sponsorship Benefit:

- your firm's name and/or logo printed on the outside of one side of each bag (one colour printing)
- acknowledgement of sponsorship in the Final Programme
- 75 word firm/product profile in the Final Programme
- one exhibition stand (2m x 3m) at a prime site within the catering area (subject to availability)
- one free place for company representative at the Conference
- website link on the EOA Conference pages

Sponsorship Cost: £3,500 (+VAT)

Conference Lanyards

Lanyards will be provided for every registered delegate, speaker, chairman, facilitator and exhibitor to attach to their name badge.

Sponsorship Benefits: The sponsor's name and/or logo printed on the lanyard (one colour).

Sponsorship Cost: £1,200 + VAT

Sponsorship of Speakers at the Annual Conference

It will be possible to sponsor the travel and/or accommodation of high profile speakers at the event. The programme and speakers will be decided by the EOA Organising Committee. This option will be available once the outline programme is confirmed.

Sponsorship Benefit:

- acknowledgement of sponsorship in the Final Programme and at the start of the sponsored session
- acknowledgement as a sponsor on the conference website
- website link on the EOA Conference pages

Sponsorship Cost: Plenary Speaker (with agreement of speaker) **£1,500 + VAT**

A full listing of all speakers in the plenary and parallel sessions will be available online or from the Conference Secretariat.
Parallel Session Speaker (with agreement of speaker) **£800 + VAT**

List of Delegates

A list of delegates including names, organisation and city (registered by 29 October 2010) will be provided for all delegates, speakers, chairs, exhibitors and company personnel arriving at the Conference.

Sponsorship Benefit:

- acknowledgement of sponsorship in the Final Programme and at the start of the sponsored session
- acknowledgement as a sponsor on the list of delegates
- website link on the EOA Conference pages
- exclusive sponsorship – no other advertisements will be included in the List of Delegates.

Sponsorship Cost: £750 + VAT

Website Link

The EOA website provides full details of all aspects of the Association and the Annual Conference.

Sponsorship Benefits:

- prominent placement of your firm's logo on the conference pages of the website from time of booking to one month after the end of the conference
- a hot link from the EOA website to your company's website.

Sponsorship Cost: £250 + VAT

Promotional Inserts for Delegate Packs

Promotional Marketing inserts for inclusion in Delegate Packs (provided by the sponsor for distribution):

Sponsorship Benefits:

- an A4 sheet of promotional literature to be included in each delegate bag provided for delegates and speakers. (Flyers are to be provided by the sponsor)
- (inserts will be subject to approval before printing by Organising Committee)

Sponsorship Costs: **£190 + VAT per single sheet up to A4 size**
Mouse mats (provided by sponsor) £400 + VAT (available to one sponsor only)

Alternatively, if firms wish to reduce the environmental impact of producing a large number of printed materials for distribution to delegates, a pdf copy of your flyer will be prominently displayed on the conference pages of the EOA website for one month prior to the start of the Conference at the above rates.

By advertising in the Programme Book your firm can be seen to be part of this prestigious event, enhancing your firm's profile within the employee ownership community.

Advertising in the Final Programme

The Final Programme will be available to all registered delegates, invited speakers, exhibitors and company personnel at the meeting. It will contain the full programme, including all invited speakers and presenters. The Final Programme will also contain a list of all sponsors together with general information on the conference.

Advertising Rates:

Outside back cover (full colour)	£1250 + VAT
Inside front cover (full colour)	£1000 + VAT
Inside back cover (full colour)	£1000 + VAT
Full page (black and white, inside programme)	£900 + VAT
Half page (black and white, inside programme)	£600 + VAT

Exhibition stands

Sponsorship packages that include an exhibition stand will be provided with a 2m x 3m space situated in the Deansgate breakout area. Lunch and refreshments breaks will be served in this area, thus ensuring maximum advertising potential and contact with the delegates.

Bespoke Packages

If you are interested in creating a bespoke sponsorship package please contact the sponsorship manager to discuss your requirements.

Contact:

For further information or to book any of the above options please contact:
EOA Sponsorship Manager
Happening Event Management and Marketing

Tel 020 8973 0913
Email: eoa@happen.co.uk

Employee Ownership Association

Annual Conference

18 November 2010

SPONSORSHIP BOOKING FORM

All sponsorship packages are sold on a first come-first served basis

Organisation: Used in conference literature		Product[s]:	
Contact Name:		Job Title:	
Address:			
		Post Code:	
Telephone:		Fax:	
Email Address:			
Purchase order number (must be provided for invoice)			
	Sponsorship Item	£	+ VAT
Item 1			
Item 2			
Item 3			
	TOTAL COST plus VAT	£	
I have read and understood the terms and conditions for sponsorship of the EOA Annual Conference 2010 <input type="checkbox"/>			
Signed Date.....			
<p>Please return form to: EOA Sponsorship Manager, c/o Happening Event Management and Marketing, 26 Burton's Road, Hampton Hill, Middlesex TW12 1DA</p> <p>Tel 020 8973 0913 Email: eoa@happen.co.uk www.employeeownership.co.uk</p>			

Employee Ownership Association

Thursday 18 November 2010, The Deansgate Hilton Hotel, Manchester

SPONSORSHIP TERMS AND CONDITIONS

Agreement

The Booking Form constitutes only an offer by the Sponsor to sponsor the EOA Annual Conference 2010 on these terms and conditions only. The Employee Ownership Association reserves the right to accept or refuse such offer at its sole discretion.

In the event that the Employee Ownership Association accepts the Sponsor's offer, the Employee Ownership Association will provide written confirmation of the booking and this will create a legally binding contract between the Sponsor and The Employee Ownership Association on these terms and conditions only to the exclusion of all others (this 'Agreement').

All bookings of, promotional marketing opportunities, advertising and sponsorship are administered on a first-come, first-served basis.

Payment

On providing such written confirmation to the Sponsor, the Employee Ownership Association will issue its invoice to the Sponsor in respect of the Sponsorship Fee. The Sponsor shall make payment to The Employee Ownership Association no later than the earlier of 1 August 2010 or 30 days following receipt of the invoice, regardless of the terms of the invoice.

The Sponsorship Fee is exclusive of VAT, which shall be charged by the Employee Ownership Association in addition where appropriate.

Payments should be made in pounds sterling and drawn on a UK bank made payable to 'Employee Ownership Association'.

Terms

This Agreement commences on the date of the Employee Ownership Association's written confirmation of the booking, and shall terminate at the end of the EOA Annual Conference 2010 except when expressly provided otherwise in these terms.

Cancellation clause

Cancellation of Sponsorship Booking must be made in writing to the EOA Sponsorship Manager, Happening Event Management and Marketing, 9 Wellington Park, Belfast BT9 6DJ and can be emailed to eoa@happen.co.uk. If the Sponsor cancels this Agreement, the Employee Ownership Association shall refund (subject to any costs as set out below) to the Sponsor a percentage of the fees determined in accordance with the following:

If cancellation is received up to and including Friday 2 July 2010, the sponsorship/exhibition fee (where applicable) will be refunded after the conference. If cancellation is received after Friday 2 July 2010, 100% of the sponsorship/exhibition fee has to be paid (where applicable).

EOA shall be entitled to retain from any refunded fees a sum equivalent to its actual administration expenses, the costs of materials and any costs to which the Employee Ownership Association has committed when the Sponsor cancels this Agreement.

If the conference is cancelled by the Employee Ownership Association (other than as a result of events beyond the reasonable control of the Employee Ownership Association), the Employee Ownership Association shall refund the fee paid by the Sponsor.

Insurance

While every precaution is taken to protect your property during the event, the organisers are not responsible for any loss or damage and we strongly recommend that you take out appropriate insurance cover. The organisers accept no responsibility for any loss sustained by exhibitors from theft, fire damage or any third party.

Sponsors who are exhibiting at the Conference are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition to this sponsors should protect their expenditures against abandonment and cancellation or curtailment of the event due to reasons beyond the organiser's control.

Security

The organisers cannot be held responsible for the loss or damage to exhibitors' property. Exhibitors are advised not to leave their stand unattended at any time especially if there are portable and valuable items on the stand.

Exhibition set up and breakdown.

Exhibitors must ensure that their stand is set up and dressed by 0800 on 18 November 2010. The only activities permissible on the day of the Conference are displaying brochures or the set up of any valuable equipment, which for security reasons you do not want to leave unattended overnight. Exhibition stands must not be broken down before 1500 on 18 November 2010.

Exhibitors' responsibilities

All exhibiting companies are responsible for their stand. Due consideration must be given to the safety of the stand throughout the event and that any actions or inactions do not give rise to accidents, injuries or an unsafe working environment so far as is reasonably practicable.

Accessibility

The current EU regulations state that disabled persons must be afforded the same opportunities as able-bodied persons. This includes the ability to attend exhibitions and view any exhibits. To this end, exhibitors are advised to ensure that their stand is easily accessible to visitors in wheelchairs.

Liability clause

The Employee Ownership Association shall not be liable for any failure to fulfil this contract where failure is caused by supervening circumstances including weather, fire, flood, earthquake, travel, transport delays, war, riots, acts of terrorism or events which, without fault of either party, render fulfilment impossible.

EOA's obligations

The Employee Ownership Association will:

- Organise the EOA Annual Conference 2010 to a high standard and to the best of its ability
- Ensure the Sponsor benefits from all elements of the confirmed Sponsorship Packages
- Not do or knowingly permit to be done anything which is prejudicial to the good image of the Sponsor

Sponsor's/exhibitor's obligations

Exhibition stands must be staffed during key exhibition times, including refreshment breaks and the lunch break.

The Sponsor/Exhibitor (including its officers, employees, contractors and agents) and the Sponsor's exhibition stand must comply in all respects with all applicable laws, regulations, and rules and conditions of the Venue relevant to it, and with any relevant trade codes of practice.

A delegate list including attendees' names and organisations will be circulated to all attendees and exhibitors on the day of the event. This is solely for reference use and to aid networking.

EOA does not allow exhibitors or third parties to send bulk advertising emails to delegates from the EOA Annual Conference 2010, referencing their attendance at the event. By signing and returning the booking form you agree not to use the EOA Annual Conference 2010 delegate list for bulk email marketing.