Historical Association

The voice for history

The Historical Association Annual Conference 2020

Bristol Marriott Hotel City Centre

Friday 15 and Saturday 16 May 2020

Sponsorship and Exhibition Opportunities

The Historical Association Annual Conference 2020
Marriott Hotel, Bristol

Friday 15 May and Saturday 16 May 2020

Note from the Historical Association Chief Executive

I would like to thank all of you who have supported our conference exhibition over the years and have helped it grow into the vibrant event it has become. As a charity, we try to keep the cost of attending conference as low as possible, particularly for students and those new to teaching. The revenue we raise from the exhibition and from our sponsors helps us to do this. Conference is a special moment in the year, a chance to get together, swap stories, share experiences and generally chatter to other historians.

The exhibition provides an excellent opportunity to meet with teachers, head teachers, members of the senior management team in schools, primary co-ordinators, initial teacher trainers and many more involved in history education in its various guises. It provides space to discuss areas of shared concern.

GCSE History continues to be a challenge for many students and number of schools are looking for ways to encourage and enable those students who want to study history and to continue with history but may be struggling. Textbooks, digital resources, heritage and museum sites can offer new and innovative ways to help develop the subject for many young people.

The 2019 Ofsted Education Inspection Framework has highlighted curriculum design and subject understanding. A number of departments and subject leaders are reviewing their curriculum and are looking for resources to support history in their schools across the key stages from primary through secondary; the number of primary and secondary teachers attending conference offers a great opportunity for you to show how your organisation can help them.

Rebecca Sullivan
CEO, The Historical Association

What the delegates said about last year's conference!

"I will resign if my school doesn't pay for me to attend this again. Fantastic value for money. Speakers delivery - unparalleled, engaging, enthusiastic, though provoking, inspiring....I'm running out of adjectives."

"This was my first conference and I feel completely re-inspired"

"This is the best CPD I do: would hate to miss it."

"It was awesome and was a great opportunity to develop history teaching and knowledge."

"It is brilliant. Great vibe and an undercurrent of excitement across the room"

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Historical Association - Why get involved?

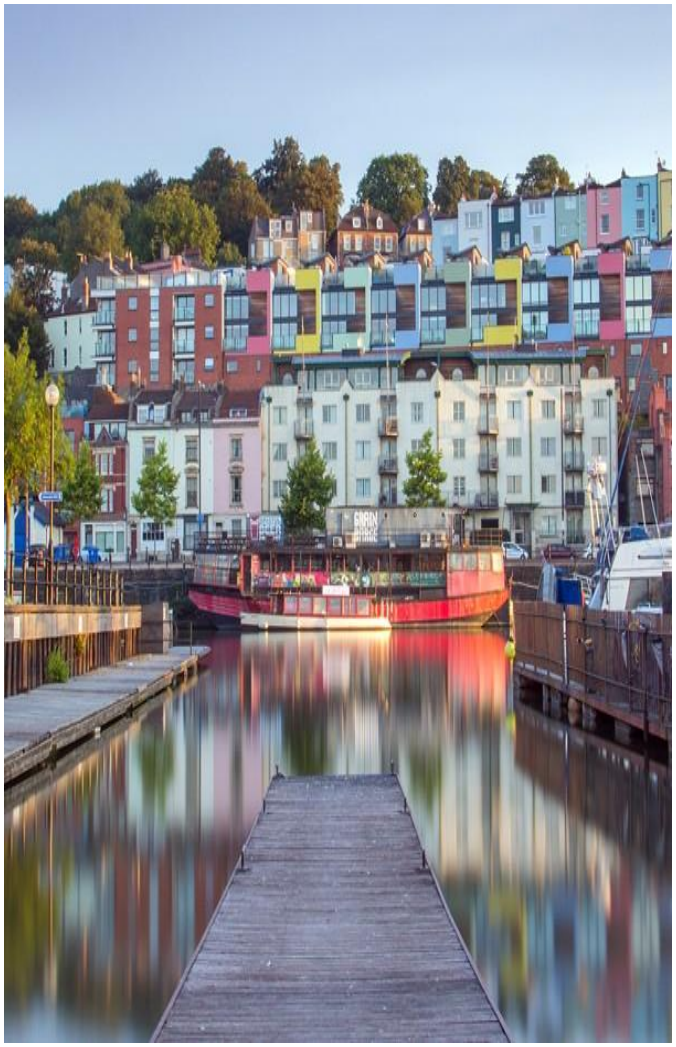
The Historical Association is the **ONLY** subject association for History and continually growing year on year we now have over 6700 members. The HA is the major national organisation representing the case for a historical education to policy makers and ministers and brings together all parts of the history community.

Our May 2019 conference at the Crowne Plaza Hotel, Chester had over 350 visitors over the two days with the large majority of delegates involved in history education (30 % of delegates were General Interest, 10% Primary Teachers and finally 60% Secondary Teachers).

In 2019 we attracted

More than 350 attendees for a two-day programme including:

- History teachers
- Heads of history
- Secondary teachers of history
- Primary teachers of history
- Learning officers
- Senior and subject advisors
- Senior lecturers
- General interest groups
- Resource managers
- Qualification managers



Get Involved by sponsoring and exhibiting

The conference offers your organisation the opportunity to:

- Raise your profile
- Demonstrate new products or services
- Source new leads for business
- Keep up-to-date with the needs of your audience
- Build new and strengthen current partnerships
- Feed into the teaching debate

With a number of commercial opportunities available at this event, it offers a fantastic chance to network with some of the leading professionals and promote your products or services.

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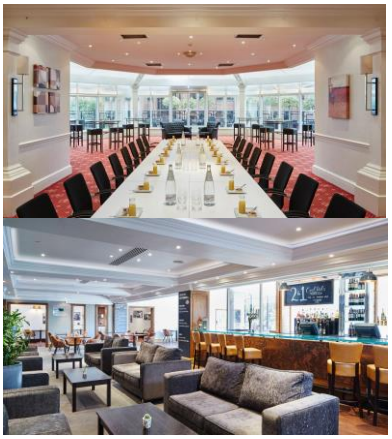
Exhibition Space

The Historical Association are pleased to offer the exhibition space and catering in the Bristol 3 Suite. The exhibition will take place on Friday 15 and Saturday 16 May 2020. Set up will be available from 7pm on Thursday 14 May 2020.

All exhibition packages include the following:

- Allocated exhibition space (as per the below sizes, number of tickets and price)to display corporate literature and the opportunity to collect delegates' business cards. (This is tabletop exhibition not shell scheme.)
- Attendance at the Keynote Sessions only.
- Your organisations logo and 50 word listing in the event handbook and on the event website (including a link back to your organisation).
- Electricity (up to 2 sockets) and WIFI Connection for your stand.



Exhibition Space	No. of exhibitor tickets per package	Cost + VAT
1 metre space (pull up banner only)	1	£745
2 metre x 2 metre space	1	£945
3 metre x 2 metre space*	2	£1295
4 metre x 2 metre space*	2	£1495
6 metre x 2 metre space*	2	£1695

*Please refer to the floor plan and indicate which exhibition stand you require

If you require an exhibition stand which is 3 metres x 2 metres and above, you may book your chosen space from the floor plan provided. Anything below this size will be allocated depending on the final spaces available at the organiser's discretion.

Please note - Exhibitor tickets include refreshments, lunch and attendance to all keynote addresses, but does not include attendance to workshop sessions. None of the rates include dinner/travel/accommodation. Further exhibitor tickets are available at a special rate of £55 inc VAT per person per day.

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Wine Reception Sponsorship

Friday 15 May

The HA is offering the opportunity for one organisation to sponsor the wine reception at this year's annual conference. The reception will take place in the Bristol Foyer early on Friday evening straight after lecturers and workshops. This event offers a great opportunity to get your services/products and message directly to an HA audience offering excellent exposure of your brand. The cost is £1995 plus VAT and is a fantastic chance to have your organisation's logo and branding featured prominently in the room at the Marriott Hotel, Bristol.

Advertising in the Conference Programme

Size	Cost for exhibitor + VAT	Cost for non-exhibitor + VAT
Full page advert (A4 Portrait - 297mm x 210mm)	£300	£600
Half page advert (A4 Landscape - 210mm x 148mm)	£200	£400

Advertising in *HA News* January 2020 - Conference Edition

Your organisation has the opportunity to take an advert in the conference edition of *HA News* which is sent out mid-January 2020 to all HA Members, plus distribution through the HA Branches. Please note, copy must be supplied by Friday 6 December 2019.

Size	Cost for an exhibitor + VAT	Cost for non-exhibitor + VAT
Full page (A4 Portrait - 297mm x 210mm)	£1,500	£1,800
Half page (A4 Landscape 210mm x 148mm)	£850	£1,150
Full back page (A4 Portrait - 297mm x 210mm)	£1,600	£1,800

***Please note – if you book an advert within HA News and the Conference Programme, we will provide this at a 20% discount off the overall total cost of your advertising, for both exhibitors and non-exhibitors.**

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Advertising in HA Publications - NEW

This year the HA are offering the opportunity to advertise throughout the year in the HA Publications – Primary History (3 x per year) Teaching History and the Historian (4 x per year). These publications are mailed out to the relevant HA members.

Size	Annual Cost + VAT
Full page back cover (A4 Portrait - 297mm x 210mm)	£915
Full page (A4 Portrait – 297mm – 210mm)	£815
Half page (A4 Landscape 210mm x 148mm)	£540

Insert in delegates' pack

The opportunity exists to supply branded merchandise for distribution to delegates in the delegates' pack. This can include pens, notebooks, etc. as well as leaflets, brochures and other collateral. All inclusions are subject to approval and must be supplied to HA specifications.

Size	Cost for an exhibitor + VAT	Cost for non-exhibitor + VAT
Promotional material - insert up to four pages of A4	£200	£400
Insert more than 4 pages of A4 or a gift	£300	£600

Inserts in the Delegates' Packs - please ensure that 400 copies of your insert are sent to Libby Edison, Mosaic Events c/o Historical Association, Tower House, Mill Lane, Off Askham Fields Lane, Askham Bryan, York, YO23 3FS by no later than Thursday 7 May 2020.

Advertising on the Historical Association Website

Size	Cost for an Exhibitor + VAT	Cost for non-exhibitor + VAT
HA main website within the Secondary School section	£180 pcm	N/A
HA main website within the CPD section	£180 pcm	N/A

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Accommodation

To stay overnight at the Bristol Marriott City Centre Hotel, rooms are priced at £115.00 for sole and double occupancy bed and breakfast per night. Please contact the hotel directly to enquire about the availability of bedrooms on 0117 929 4281 and quote "Historical Association Conference" to receive the conference rate. For alternatively accommodation, you can visit www.visitbristol.co.uk

Conference Dinner

If you would like to attend the conference dinner on Friday 15 May 2019, tickets are on sale for £45 inc VAT per ticket. This price includes a welcome drink, 3 course dinner with coffee and after dinner speaker.

How to Book

The Historical Association Conference is always a popular event so to secure your involvement please visit the Historical Association Conference Website at haconference.com please visit the Exhibitors page, and click the button which says book. When registering please select Exhibitor from the drop down. Please note the terms and conditions on pages 8
and 9 of this document.

If you have any queries, please contact Libby Edison on 01904 702164 or email libby@mosaicevents.co.uk.

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TERMS AND CONDITIONS
These Terms and Conditions are between the Historical Association ("the Organiser") and the Exhibitor whose details appear on the Exhibitor Booking Form ("the Form") to which these Terms and Conditions are attached.

LOCATION The Historical Association 2020 ("The Event") will be held at the Marriott Hotel, Bristol, on Friday 15 and Saturday 16 May 2020.

EXHIBITOR INFORMATION The Organiser agrees to allocate a stand to the Exhibitor at the Event in consideration for the Exhibitor paying the fees as specified in the Form. While all reasonable endeavours will be made to fulfil the Exhibitor requirements the Organiser reserves the right to make a stand reallocation at any time. Should any dispute arise as to the stand allocation or as to the right of the Exhibitor to display any exhibits the decision of the Organiser will be final and binding. The Organiser reserves the right to cancel the stand for any reason, and without prior notice to the Exhibitor, in which event any payment received in respect of the space booked will be refunded, subject to deduction of reasonable administration costs.

USE OF EXHIBITION STAND The Exhibitor shall provide adequate staff for the operation of its stand at all times that the Event is open to the public or invitees of the Organiser. All demonstrations and promotional activities , including distribution of promotional material, shall be confined to the limits of the exhibition space booked. The Exhibitor is responsible for keeping the aisles near its exhibition space free of congestion caused by demonstrations. No individual company or organisation not assigned exhibition space shall solicit business within the exhibition area. The Exhibitor's space may not extend beyond the allocated space.

PAYMENT Invoices will be issued for all stand rentals and all payments must be received within 14 days of receipt of invoice. On receipt of payment, an Exhibitor confirmation will be issued which will include details of stand allocation, set up and pull down instructions, Health and Safety requirements and other relevant guidelines. The stand will not be considered booked until payment is received.

CANCELLATION All cancellations must be by written notice to the Organiser. In the event the Exhibitor cancels all or part of the exhibit space contract the following provision shall apply:
Cancellation before Friday 14 February 2020 - 20% refund
Cancellation After Saturday 15 February 2020 - No refund
All payments made to the Organiser under this contract shall be deemed fully earned and non-refundable when made in consideration for (a) expenses incurred by the Organiser, and (b) the Organiser's lost or deferred opportunity to provide exhibit space to others, and (c) the potential effect of the cancellation of the Event as a whole and all cancellation fees that may become due here under are acknowledged by the Exhibitor to constitute liquidate damages.

SECURITY The Exhibitor is solely responsible for the security of its own exhibit materials and the Exhibitor undertakes to obtain appropriate insurance to cover the same. All property of an Exhibitor is understood to remain in is sole care, custody and control in transit to or from the confines of the Event venue. The Exhibitor agrees to waive all rights of subrogation against the Organiser, its directors and employees. The Exhibitor shall carry public liability insurance against personal injury, death or damage to or loss of property by any cause whatsoever.

SAFETY The Exhibitor accepts sole responsibility for any personal injury or property damage that may result directly or indirectly from the collapse of its exhibit in any portion there if any other unsafe condition of its exhibit. The Exhibitor hereby agrees to indemnify and hold harmless the Organiser, the owner and manager of the Event venue, and other lawfully on the exhibition floor, from and against any claim, loss, liability or damage suffered as a result of the Exhibitor's installation, use, construction or maintenance of an unsafe exhibit. The Exhibitor further warrants that it has obtained adequate insurance to cover its potential liability hereunder. All materials used for building and decorating stands and displays must be of non-flammable material. The Exhibitor must comply with all instructions given by the Organiser and other relevant authorities to avoid the risk of fire.

TERMS AND CONDITIONS - Continued

LIMITATION OF LIABILITY Neither the Organiser nor any of its agents or representatives shall have any liability whatsoever to the Exhibitor for any loss, expense or damage to the Exhibitor, its guests or their property, relating to or arising out of the acts of any other participant, visitor to the Event venue or other invitee of the Organiser, other than for the Organisers failure to perform its obligations here under. The Organiser shall not be liable for lost profits or other consequential loss caused to the Exhibitor and the Organisers total liability hereunder shall in no case exceed the amount of the total rent actually received by the Organiser from the Exhibitor. The Organiser shall have no liability for any failure to perform its obligations hereunder where such failure to perform is due to any strike, civil disorder, riot, act of war, act of God, or any other cause of any kind whatsoever not within the Organisers reasonable control. Nothing herein shall limit either party's liability for death or personal injury arising from the proven negligence by itself or its explodes or agents.

AGREEMENT This Agreement contains the entire understanding between the parties hereto and supersedes all previous agreements between the parties. No other terms or conditions (including any written, given verbally or attached to any purchase order form, document or correspondence) shall be included or implied unless agreed upon in writing and signed by a duly authorised officer or representative of each of the parties to this Agreement. No variation to this Agreement shall be valid unless it is recorded in writing signed by a duly authorised offer or representative of the Organiser.

ASSIGNMENT This contract cannot be assigned or transferred by the Exhibitor.

GOVERNING LAW This Agreement shall be subject to and construed in accordance with the laws of England and those parties hereby irrevocably submit to the jurisdiction of the English Courts. The Organiser shall be entitled to recover the costs, including reasonable solicitor's fees and/or collection fees in any action brought to enforce this hereunder.