



Historical Association
The voice for history

🐦 @ #HACONF22
haconference.com

ANNUAL 2022 CONFERENCE

FRIDAY 13 & SATURDAY 14 MAY 2022
Bristol Marriott Hotel City Centre

SPONSORSHIP AND EXHIBITION OPPORTUNITIES





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NOTE FROM THE HISTORICAL ASSOCIATION CHIEF EXECUTIVE

I am delighted to be planning a real-world Conference once more with a lively and vibrant exhibition. We have very much missed seeing you all and catching up with you and your work. The last two years have been hard in many ways throwing up hurdles we've had to find ways around, but also some opportunities along the way. The past two years have seen the HA's membership mushroom and we close 2021 with just over 11,000 members.

For us an area of exponential growth has been in the primary sector. We now have around 4,500 primary schools who are full members and looking for ways to support history in their curriculum.

Curriculum development is still high on the agenda for secondary schools too as many schools continue to review their curriculum to build a more diverse and inclusive experience for students. The 2021 HA Survey into History in English Secondary Schools suggested a significant minority (32%) were looking at how to build more diverse history into their GCSE options. Most who were contemplating change were looking to move to a thematic migration option.

Research suggested A-Level teachers were particularly concerned that school leavers were less prepared for university-level study and that many students had less opportunity for discussion and debate. Textbooks, digital resources, heritage and museum sites can offer new and innovative ways to help develop the subject for many young people.

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.

A number of departments and subject leaders 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.

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.

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"

"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"

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

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WHY GET INVOLVED?

The Historical Association is the ONLY subject association for History with a growing membership of over 11,000 and a reach of over 25,000 individuals through our membership. The HA is the major national organisation representing the case for a historical education to policy makers and ministers and is unique in bringing together all parts of the history community.

At our last in-person Conference in May 2019 which took place at the Crowne Plaza Hotel, Chester we welcomed 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 60% Secondary Teachers).

In November 2020 we hosted our first virtual event and we saw a huge increase in engagement with just over 500 delegates attending (15% of delegates were General Interest, 24% Primary Teachers and 61% Secondary Teachers) and in May 2021 we delivered our second online event which was accessed by 580 delegates (17% of delegates were General Interest, 20% Primary Teachers and 63% Secondary Teachers).

AT OUR PAST EVENTS WE ATTRACTED:

- 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



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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
- Feed into the teaching debate
- Keep up-to-date with the needs of your audience
- Build new and strengthen current partnerships

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.



HYBRID CONFERENCE

FRIDAY 13 & SATURDAY 14 MAY 2022

Following on from the 2020 & 2021 successful HA Virtual Conferences we discovered the many benefits of hosting content online. Perhaps most importantly it was possible for delegates to take part that might not have been able to do so in previous years.

We also know that many delegates want to meet in-person again within a safe environment. Delegates also enjoy our Conference not only for the content, but the conversations and networking with each other, with our exhibitors and others during breaks, meals, and receptions.

For 2022 we have made the decision to host the event as a hybrid model offering both online and in-person content. So, what are the additional benefits of having a hybrid event for exhibitors and sponsors at HA Conference 2022?

- **WIDER OUTREACH**

Showcase your publications and products to a wider geographical area. The virtual element allows for a significant advantage in reaching an unlimited global audience cost effectively. We expect a much higher attendance with at least 500 delegates to attend overall, with 60% of these attending in-person this gives you the opportunity to connect with the other 40% virtually.

- **GREAT NETWORKING OPPORTUNITIES**

Not only will you be able to meet face to face and develop relationships with delegates, but in addition you will have access to the 'meet now' feature where you can meet with multiple delegates virtually throughout the event.

- **INSIGHTFUL DATA CAPTURE AND UNRIVALLED ANALYTICS**

In addition to collecting the in-person delegates information on your exhibition stand at Bristol Marriott Hotel City Centre, you will also have a record of all activities that take place in your virtual booth. This includes a transcript of all the conversations you have, the documents delegates have downloaded and any videos they have watched.

- **LONGER EXPOSURE**

All content will be available online for delegates to access for 90 days after the event has taken place. Delegates can then choose to access the event at any time and view all the presentations, visit exhibitor booths and see the live chat. This additional time for exposure obviously increases an exhibitors marketing reach.

- **CONNECTING WITH THE KEYBOARD GENERATION**

There is a whole generation of people who are more comfortable on keyboard or audio than meeting in-person. Some of these people might never go to a physical event and have an expectation of a digital offering. We also find attendees are more willing to engage in public or private chat digitally rather than fearing being approached by a sponsor and being 'sold to'.

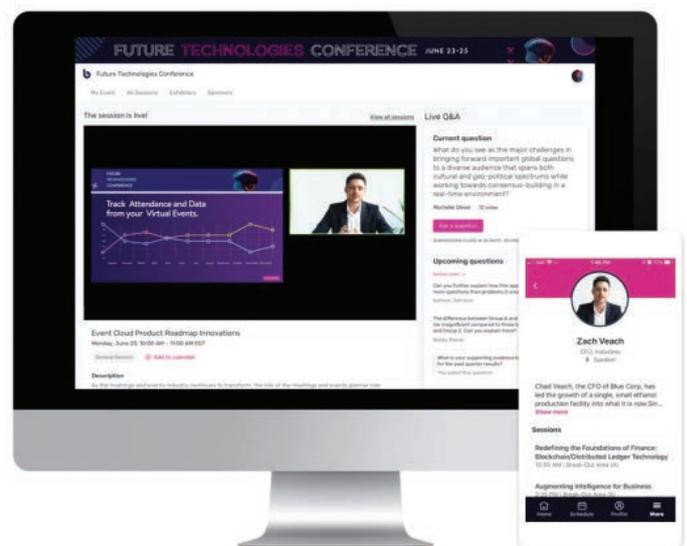


WHAT WILL THE 'VIRTUAL' CONFERENCE INCLUDE?

Delegates will have the opportunity to choose to attend the Conference either in-person or virtually. We expect 40% of the audience to attend the Conference virtually. The Virtual Conference will be hosted on Cvent Virtual Attendee Hub and all live content will be streamed out using Zoom.

THE PLATFORM WILL OFFER:

- A seamless virtual event experience with one unique login per delegate for all content.
- An event app for both virtual and in-person delegates.
- Broadcast and stream any live content to virtual delegates as well as host all content post event for delegates to watch back on demand.
- A lobby area which will be easy to navigate and offer information on the event, the agenda and links to the various sessions.
- Networking will be made easy with the ability to click the 'meet now' button between exhibitors, sponsors and delegates.
- Sessions will be interactive with live Q&A.
- A virtual exhibition hall with a digital icon to your booth. All booths will have video conferencing including the ability to host videos and documents.



VIRTUAL SPONSORSHIP PACKAGE OFFER

As a virtual sponsor or exhibitor, you also have opportunity to maximise your presence at the event by:

- A copy of the delegate list will be released one week in advance of the event and the ability to email delegates through the system to meet you on your booth at the Conference.
- Live chat and Q&A with all Conference delegates.
- Analytics for all online activity, so you can monitor return on investment further.
- Social media icons to your feeds.
- Longer exposure online – the booth ability to connect with delegates will be available post event for 90 days.
- The ability to customise your exhibition booth with your own branding and the ability to change at any point the content within your virtual event booth.

We are offering the opportunity for you to add this onto your in-person exhibition package for the price of **£395 + VAT**.

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IN-PERSON 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 13 and Saturday 14 May 2022. Set up will be available from 19.00 on Thursday 12 May 2022.

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 organisation's logo and 50 word listing in the event handbook and on the event website (including a link back to your organisation).
- Electricity (up to two 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	£1,295
4 metre x 2 metre space*	2	£1,495
6 metre x 2 metre space*	2	£1,695

*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 13 MAY 2022

The HA is offering the opportunity for one organisation to sponsor the wine reception at this year's Annual Conference.

The reception which is usually attended by over 250 guests will take place in the Bristol Marriott Hotel Foyer early evening on Friday 13 May 2022, 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 package includes the chance to address the audience for a maximum of five minutes and all content must be approved by HA. The cost is **£1,995 + VAT** and is a fantastic chance to have your organisation's logo and branding featured prominently in the room.



ADVERTISING IN THE CONFERENCE PROGRAMME

SIZE	COST FOR EXHIBITOR	COST FOR NON-EXHIBITOR
Full page advert (A4 Portrait - 297mm x 210mm)	£300	£600
Half page advert (A4 Landscape - 210mm x 148mm)	£200	£400

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-exhibitor

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ADVERTISING IN HA PUBLICATIONS

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

SIZE

ANNUAL COST + VAT

Full page advert

(A4 Portrait - 297mm x 210mm)

£915

Half page advert

(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 four pages of A4
or a gift**

£300

£600

INSERTS IN THE DELEGATES' PACKS

Please ensure that 400 copies of your insert are sent to Sarah Byrne, Mosaic Events c/o Historical Association, Tower House, Mill Lane, Off Askham Fields Lane, Askham Bryan, York, YO23 3FS by no later than Thursday 5 May 2022.

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ACCOMMODATION

To stay overnight at the Bristol Marriott Hotel City Centre Hotel, rooms are priced at **£109 for sole occupancy** and **£119 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 the code 'V26' and 'Historical Association' to receive the Conference rate.

For alternative accommodation, you can visit www.visitbristol.co.uk.



CONFERENCE DINNER

If you would like to attend the Conference dinner on **Friday 13 May 2022**, tickets are on sale for **£45 inc VAT** per ticket. This price includes a welcome drink, three-course dinner with coffee.



HOW TO BOOK

The Historical Association Conference is always a popular event so to secure your involvement please email conference@history.org.uk with your preferred package. Please note the terms and conditions on page 10 of this document.

If you have any queries, please contact Sarah Byrne on **01904 702165** or email sarah@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 2022 ("The Event") will be held at the Bristol Marriott Hotel City Centre, on Friday 13 and Saturday 14 May 2022.

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 11 February 2022
- 20% refund

Cancellation After Saturday 12 February 2022
- 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 its 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.

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 Organiser's 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 Organiser's 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 Organiser's 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 officer 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.