

Seminar/Conference Sponsorship Packages



Unique access to FTA members
Network with key decision makers
Build brand recognition and profile to a willing audience

Delivering safe, efficient, sustainable logistics

The sponsorship benefit

Freight Transport Association is one of the UK's largest trade associations and represents the transport interests of 14,000 members. Established in 1889, the FTA's experience and expertise within the industry puts us at the forefront of new information and legislative changes, ensuring that our members are kept up-to-date with the latest developments and issues.

One key way in which we inform and advise our members is through our seminars and conferences where senior management can attend, free from the usual work distractions, to take on board the latest advice while networking with other delegates.

Sponsoring one of our events would give your company a highly effective and cost efficient way to meet, speak with and sell to our members. This opportunity is generally restricted to one company per industry sector – so there is a golden opportunity for you to maintain and build competitive advantage over other organisations operating in your marketplace.



CONTACT DETAILS

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FTA schedule of events for 2013

(details correct at time of going to press and may be subject to change)

Date	Event	Location
February	Workshop Manager Seminar	London
6 March	FTA Ireland Transport Manager Seminar	Dublin
20–21 May	Global Shippers' Forum Summit	London
22 May	Logistics Carbon Reduction Conference	Coventry
18 June	Local Authority Conference	Coventry
11 September–5 December	Transport Manager Seminars	13 Nationwide
26 September and 26 November	Fleet Engineer Seminars	Warrington and Slough

Option 1

1 day event – £4,000

Pre-event

- Branding on the FTA seminar/conference website page
- Sponsor branding on promotional material for prospective delegates

During event

- Stand space at venue and choice of position to be manned by two members of your staff
- Insertion of company material into delegate packs
- Verbal recognition from the seminar/conference chair
- Where applicable, and dependent on venue, the opportunity to have a display show vehicle outside the venue
- Opportunity to provide personalised pens and notepads on all delegate tables

Post-event

- You will be provided with a list of attendees and their organisation

Advertising

- To accompany the sponsorship package a series of adverts will appear in FTA's *Freight* magazine

Option 2

2 x 1 day event – £6,000

All the benefits of Option 1 but for two events

Option 3

Regional Transport Manager Seminars

13 x 1 day events (including Ireland and Northern Ireland) – £25,000

All the benefits of Options 1



“BT Fleet has been sponsoring FTA events since 2008; they have been an important element of our marketing activity and provide a cost-effective way to reach fleet decision makers. The events are always well organised and the team are a joy to work with.”

Mina Roopra

Senior Marketing Manager, BT Fleet

BT Fleet

“Goodyear has sponsored the FTA’s series of regional Transport Manager Seminars since 2011. We have found this to not only be a highly effective way of engaging directly with a large percentage of our target audience nationwide, but it has also allowed us to strengthen our relationships with both new and existing customers.”

Adam J Stanton

Product Marketing Manager – Commercial Tyres

Goodyear Dunlop Tyres UK Ltd



Previous sponsors include:



ISUZU



BRIDGESTONE



Blue Tree Systems



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