

Meeting:	NuLeAF Steering Group, 25 January 2007
Agenda Item:	11
Subject:	Local Government Association Conference
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Purpose:	To provide a comparison of the options available for featuring at the LGA Conference in Birmingham from 3-5 July 2007

Introduction

This report provides a comparison of the options available for NuLeAF to have a profile at the LGA Conference being held at the International Conference Centre in Birmingham from 3 to 5 July 2007.

Recommendation

That a half page advert or insert be taken out for the Conference handbook in order to publicise NuLeAF, and its services to member authorities.

Options Available

There are two ways in which organisations can physically participate in the Conference: as an exhibitor or by holding a fringe meeting.

1. Exhibition Stands are available at a cost of £362/m² + VAT. With the smallest stand (including walls, carpet, name board, entry into the show guide and an electrical package) measuring 9m², this would mean an initial outlay of £3,258 + VAT, plus additional costs for producing display materials and staffing the exhibition (accommodation for 2 nights, plus subsistence and travel costs). It would therefore not be unreasonable to expect an outlay in excess of £5000.
2. Fringe meeting The LGA is in the process of finalising the arrangements for this year's conference. However, they expect arrangements to be the same as last year. For this, NuLeAF's event was held on the Wednesday of the Conference, and was advertised in the Fringe Programme which is distributed to every delegate.

At last year's event, 24 delegates attended with a total cost in the region of £1,200. I have obtained a quotation from a local hotel (Jurys Inn, Birmingham) for a conference room for 40 people with finger buffet at a cost of £960 plus costs of wine. To this should be added the cost of materials and staffing (2 people with one overnight stay). A total cost of approx. £1,500 should therefore be expected. Providing food was a definite draw at last year's conference, particularly in view of the competing fringe meetings.

The recommended evening for holding a fringe meeting would be either 3rd or 4th July.

Advertisement in Handbook

As an alternative to physically attending the Conference, there is the option of advertising. Advertising rates for the conference handbook (full colour ads) are:

Outside Back Cover	£2,000
Inside Back Cover	
Inside Front Cover	
Whole Page	£1,850
Half page	£1,000
Quarter page	£550

Inserts in Handbook

It is possible to have an A4 double-sided insert put into the handbook for a cost of £1,000. This is, however, extremely popular, and there are usually more requests than it is possible to accommodate, so if we are interested in this option, it is recommended

that we get back to them as soon as possible. To the £1,000 must be added the cost of producing the insert plus the cost of transporting it to the publishers.

Comments on Options

As a Special Interest Group of the LGA it is important to have some sort of profile at the LGA Conference. However, given the limitations of budget and staff time, a judgement has to be made about what constitutes value for money. With this in mind, it is proposed that a half page advert or insert be arranged in the Conference handbook in order to publicise NuLeAF and its services to member authorities. This would have the advantage of being seen by a large number of delegates at relatively low cost. Other options either involve high costs and staff time (exhibition stand) or relatively small numbers of delegates and considerable staff time (fringe meeting).