
Invitation to Exhibit

ABOUT THE EVENT

7TH-8TH
OCT

The Society of Will Writers and Estate Planning Practitioners is excited to announce the 23rd annual running of the SWW Conference. 2019 marks a momentous year for the Society as we celebrate 25 years in business; a theme we'll be carrying through the year, including the conference where we will showcase the very best of the best that the Society has to offer. This year's event takes place on the 7th and 8th of October and due to high demand from an ever-growing audience the conference will be held at an all new venue, the Hilton East Midlands Airport.

We're really looking forward to this change in venue as it has greatly improved conference facilities over previous venues allowing for more delegates and exhibitors than ever before. Plus, it's easy to access and we're able to keep costs the same as last year!

This two day event is attended by approximately 150 active estate planning professionals each day. Attendees consist of Will writers, estate planners, instruction takers, financial advisors, solicitors, accountants and other consultants. They range from independent or self-employed professionals to representatives from larger firms, some with 50+ consultants.

We would like to offer you the opportunity to target this specific audience to promote your products and services. Delegates attend our conference to enhance their knowledge and to improve the services they offer to their clients, as such they are always open to new ideas or suggestions.

The conference is marketed to over 1600 SWW members and your business could be in front of them. We also advertise the event to over 2000 professionals through Today's Wills & Probate.

CHOOSE YOUR PACKAGE

BRONZE
£349

This package is for those not looking to attend the conference, but still wanting to advertise to the delegates. With the bronze package you get the following:

- Promotional materials in the delegate packs (leaflets, pens, etc.)
- 1/2 page (A5) black and white insert in the delegate notes (we print this)
- Full page (A4) colour inclusion in SWW Conference Insight Emagazine

SILVER
£649

This package is has the same benefits as bronze but with an upgraded insert. With the silver package you get the following:

- Promotional materials in the delegate packs (leaflets, pens, etc.)
- Full page (A4) colour insert in the delegate notes (we print this)
- Double page (A4) colour inclusion in SWW Conference Insight Emagazine

GOLD
£949

This package is mainly to exhibit at the event. With the gold package you get the following:

- Exhibition stand at the event for 2 days (for 2 people)
- Promotional materials in the delegate packs (leaflets, pens, etc.)
- Company logo on conference material and delegate notes
- Double page (A4) colour insert in the delegate notes (we print this)
- Double page (A4) colour inclusion in SWW Conference Insight Emagazine
- 3 newsletter features to over 1,700 subscribers (2 prior, 1 after)
- Company logo and blurb added to dedicated conference page on SWW website
- Mentions in conference related articles
- Recurring social media posts

Exhibitor Info

Thank you for choosing to exhibit at The Society of Will Writers Annual Conference 2019.

With your support we're looking to make this the best conference yet - but this isn't only beneficial to us. Your chosen exhibitor package grants you access to a variety of benefits and we wouldn't want you to miss out. As such, we've put together a list of deadlines and requirements to help you get the most out of your exhibitor package.

DEADLINES FOR EXHIBITORS

15TH
AUG

1st Newsletter Inclusion (Gold only)

Please provide an article or story to publish, including a supporting image and any necessary hyperlinks. Only the image, title and opening to the article will display in the newsletter with the full article published to the SWW website.

30TH
AUG

Social Media Post (Gold only)

Please provide a post for our social media channels (Facebook, LinkedIn, Twitter) to reoccur until the conference. Please bear in mind any character limits in force and for maximum coverage please provide an image and a link to either your website, or specific article, promotion, etc.

20TH
SEPT

Delegate Pack Inclusion (All packages)

Please provide your inclusion for the delegate notes and any other promotional materials you wish to have placed in the delegate packs. These packs are handed out at registration on day 1 of conference. Any remaining packs are available on request after the event.

20TH
SEPT

SWW Conference Insight Inclusion (All packages)

Please provide your inclusion for the Insight Emagazine. This is published online 2 weeks prior to the event taking place.

26TH
SEPT

2nd Newsletter Inclusion (Gold only)

Please provide your second inclusion for the SWW Newsletter (same details as 1st).

17TH
OCT

3rd Newsletter Inclusion (Gold only)

Please provide your third inclusion for the SWW Newsletter to be published **after** the conference (same details as 1st and 2nd).

Where necessary the Society is happy to assist with any design however additional charges may apply.

If you are unable to attend the conference but would like a presence there, you are welcome to sponsor other aspects of the event. Please contact us for more details.

Bookings for physical exhibition spaces are granted on a first come first serve basis. Due to health and safety at the venue we are restricted to a maximum of 10 stands.

Booking Form

Exhibitor Details

Exhibiting costs do not include accommodation or Monday night dinner and entertainment.

Company Name:

Delegate Names:

Address:

Phone:

Email:

Dietary Requirements:

Exhibitor Package

Bronze - £349 Silver - £649 Gold - £949

Accommodation Options

Sunday 6th October - £90 Qty:
Bed & Breakfast

Dual Occupancy* - +£10 Qty:

Monday 7th October - £140 Qty:
Dinner, Bed & Breakfast

Dual Occupancy* - +£60 Qty:

Sunday 6th & Monday 7th October - £230 Qty:
6th Bed & Breakfast/7th Dinner, Bed & Breakfast

Dual Occupancy* - +£70 Qty:

Room Type - Double Twin

*Dual occupancy payment is in addition to the standard room cost

Private Dinner Only - Dinner & entertainment on the 7th October - £50 Qty:
