



2011

Commonwealth Local Government Conference

Energising local economies: Partnerships for prosperous communities

Take the air miles out of meeting key local government decision makers from 54 countries.

Become a partner in the 2011 Commonwealth Local Government Conference.



Cardiff, Capital of Wales
15-18 March 2011, City Hall

www.clgc2011.org

Partnerships for Prosperous Communities



Commonwealth Local Government Conference
Energising local economies:
Partnerships for prosperous communities

Don't miss this opportunity to extend your local government global marketplace by meeting senior local government practitioners from the 54 Commonwealth countries, at their biennial summit taking place in Cardiff, Capital of Wales.

Your products and services can be promoted at the intimate conference setting which will attract senior ministers, mayors, local government leaders and officials that have a combined spending power of billions of pounds to deliver basic local services to the two billion citizens of the Commonwealth. At this event they will be focusing on the potential for local government to strengthen its partnership with the private sector to help them energise local economies.

The theme for their conference is "Energising local economies: partnerships for prosperous communities". CLGF, which runs the conference, and Cardiff Council, which is hosting the 2011 conference, are keen to ensure the conference promotes

successful working partnerships between local government and the private sector.

Attended by leading local government policy makers and practitioners, including local government ministers, mayors, leading councillors, academics and partners from the private sector and civil society who work with local government, the three-day conference is open to your business and there are a number of opportunities we'd like to discuss with you.



Join us and explore your opportunities throughout the local government sector in the Commonwealth.

Local government in many countries has a growing responsibility to support and promote local economic development(LED).

This covers a range of different issues for the local government sector, from setting overall local strategic priorities, providing an enabling environment and efficient services for economic development to flourish; local procurement of goods and services and supporting training and skills development, directly attracting jobs and investment; working with central government, the private sector and other partners to implement joint investment and job-creating strategies.

This is the sixth Commonwealth Local Government Conference and follows highly successful events including in Freeport, Grand Bahama in 2009, Auckland, New Zealand in 2007, in Aberdeen, Scotland in 2005 and Tshwane, South Africa in 2003.

The outcomes of these conferences have been endorsed by Commonwealth Heads of Governments and are helping central governments and local governments to strengthen their governance and democratic processes and to deliver better services.

Previous CLGF conferences have shown that local government is strongest when it is working in partnership, as a community leader, consulting local people and bringing together all the stakeholders in its area that can help make a difference to drive prosperity and improve the well-being and prosperity of local people.



Business Partner and Exhibition Packages

Package 1

Platinum Event Partners £30,000

Your company will have exclusive platinum business partner status and will benefit from the following:

- Complimentary exhibition space in a prominent position
- Sponsorship of Gala Dinner
- Your company logo to be included on all signage throughout the conference venue and staging
- Speaking opportunity on the conference platform and in a working group
- 3 places at the gala dinner and up to 5 delegate places
- Listing in conference programme with write-up and logo
- Listing and logo in conference report
- Your company logo on the front & back of the conference handbook
- Delegate bag insert
- Your company logo and web link included on the conference website
- Attendance list with exclusive introduction/access to key decision-makers attending the conference

Package 2

Gold Event Partner £15,000

(1 opportunity available)

- Complimentary exhibition space in a prominent position
- Opportunity for speaking slot on conference platform or in working group
- 2 places at gala dinner and 3 delegate places
- Listing in conference programme with write up
- Your company logo and web link included on the conference website
- Delegate bag insert
- Attendance list

Package 3

Silver Event Partner £10,000

- Complimentary exhibition space in a prominent position
- Opportunity for speaking slot in a working group
- 1 Delegate place
- Listing in conference programme
- Listing in conference report
- Attendance list

- Your company logo and web link included on the conference website

Package 4

Bronze Event Partner £7,500

- Complimentary exhibition space
- Listing in conference programme
- Listing in conference report
- Attendance list
- Your company logo and web link included on the conference website

Package 5

Opening Ceremony Drinks Reception on Tuesday 15 March £5,000

(1 opportunity available)

- Company logo on branding at the drinks reception and on invitation notices to delegates
- Acknowledgement of your sponsorship in the after dinner speeches
- Company logo on the conference website
- 2 places to attend the opening ceremony



Business Partner and Exhibition Packages

Package 6

Pre Gala Dinner Drinks Reception on Wednesday 16 March £5,000

(1 opportunity available)

- Your branding at the drinks reception and on invitation notices to delegates
- Acknowledgement of your sponsorship in the after dinner speeches
- Logo on the conference website
- 2 places to attend the gala dinner

Package 7

Closing Drinks Reception on Friday 18 March £5,000

(1 opportunity available)

- Company logo on branding at the drinks reception and on invitation notices to delegates
- Acknowledgement of your sponsorship in the speeches to delegates
- Company logo on the conference website
- 2 places to attend the closing drinks reception

Package 8

Exhibition Space £3,000

- Basic shell scheme- width 3m, depth 2m, height 2.5m
- Three walls (unless in a corner) with grey hessian (Velcro compatible)
- Your company name board. 2 spotlights, 1 double 13 amp socket, trestle table and chairs (optional)
- Wireless LAN facility if required
- A4 insert in delegate pack
- Refreshments during set up, teas/coffees throughout
- Buffet lunches each day for 2 persons
- Pre-event access to delegate list

Optional Extras (cost on application)

- Additions to basic 'shell' scheme e.g. shelves and cupboards
- Telephone line rental
- Extra buffet lunches
- Attendance as a delegate
- Tickets for Gala Dinner

Package 9

Lunch Host £2,500 - £7,500

(3 opportunities)

- Display of your branding
- Acknowledgement of your sponsorship in Chair's luncheon announcements
- One full delegate place
- Half page advert in conference handbook
- Option to distribute promotional material at the conference

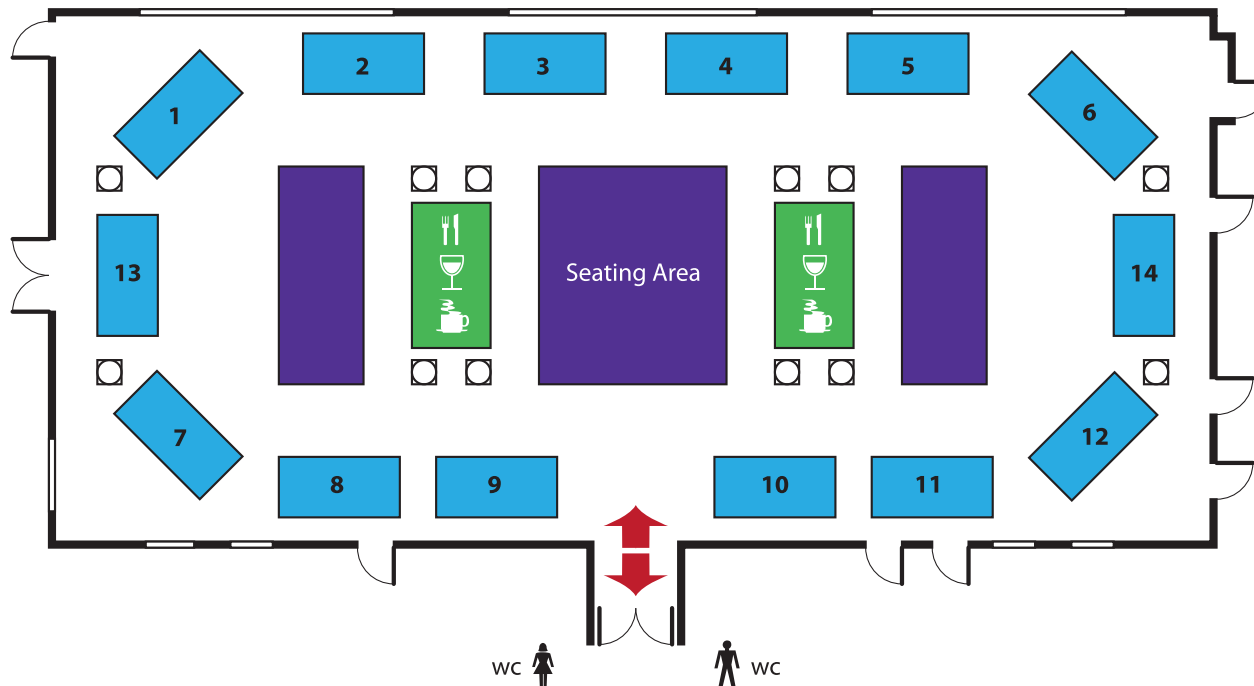
Package 10

Sponsorship of delegate bags £5,000

- Branding on delegate bags

Your exhibition will be situated at the centre of delegate activity

Indicative Exhibition Plan - Lower Hall



To discuss business partnership opportunities at the Commonwealth Local Government Conference please contact: **Helen Kingman, International Project Manager** on **02920 872 967** or **hkingman@cardiff.gov.uk** or **Sue Rhodes, Director of Communications, CLGF** on **0207 389 1490** or **susan.rhodes@clgf.org.uk**

Exhibiting at the Commonwealth Local Government Conference will put your business at the centre of the conference.

Your Exhibition will be placed in the Lower Hall, the focal point of the conference activity, where all the delegate refreshments and lunches will be served. This setting will give our business partners and exhibitors every opportunity to meet the delegates and senior chief executives and politicians.

The conference will be also welcoming Business Partners to the conference platform to achieve maximum profile and exposure at the conference, with business partners branding frequently shown on the conference AV screens and plasma screens around the conference venue.



About the Commonwealth Local Government Conference



Commonwealth Local Government Conference
Energising local economies:
Partnerships for prosperous communities

- Commonwealth Local Government Conferences have become established as the main international event that addresses local government issues for politicians, practitioners and others working with local government in Commonwealth countries.
- The CLGF was founded in 1995, as a focus for action on local democracy in the Commonwealth. It works to promote and strengthen democratic local government across the Commonwealth and to encourage the exchange of best practice. It has members from over 160 organisations in 40 Commonwealth countries including national ministries, local councils, and local government associations.
- The CLGF holds conferences every two years with the purpose of providing an opportunity to exchange information and ideas on topical issues, developments and best practice in local government; help shape CLGF's future policies and research and feed into Commonwealth policy and agenda setting; and to provide networking opportunities for local government leaders, ministers and officials. Previous conferences were held in England, South Africa, Scotland and New Zealand.
- The 2011 Commonwealth Local Government conference will take place in Cardiff, Capital of Wales from 15-18th March 2011 and will be hosted by the Cardiff Council and supported by the Welsh Assembly Government.
- The conference is expected to attract 500 – 700 mayors, central government ministers, senior central and local government officials and likely a number of Heads of Government.
- There will be a range of plenary sessions, breakaway groups and study visits.
- The theme is energising local economies and partnerships for prosperous communities.

