

Exemplar Awards
nlpg and nsg 

Everything Happens Somewhere conference,
exhibition and presentation of the NLPG NSG
Exemplar Awards 2010

The leading event for local government
geographic information experts and users

Wednesday 20th October 2010
Cutlers' Hall, Church Street, Sheffield S1 1HG

Twitter: #EHS2010
www.nlpg.org.uk
www.thensg.org.uk

Media sponsor



"it proved to be a good event for us with several leads for follow up"

Experian QAS

Exhibitor and sponsor information

The 'Everything Happens Somewhere' conference moves to Sheffield for 2010.

Overview

The 'Everything Happens Somewhere' conference moves to Sheffield for 2010. The exhibition will provide an unrivalled opportunity for suppliers to network with key figures in the geographic information sector. Delegates will include geographic information, service delivery and National Land and Property Gazetteer (NLPG) and National Street Gazetteer (NSG) specialists from local authorities, police forces and fire and rescue services and also national park authorities.

The identification of place is absolutely vital to the function of government. Everything happens somewhere and services are inevitably delivered to a location. The linking of data within and between systems and organisations to deliver joined up services requires both strategy and technology.

The event

The Everything Happens Somewhere conference and exhibition is jointly organised by Intelligent Addressing and Local Government Information House, part of the Improvement and Development Agency (IDeA). The conference is now in its fifth year. The event has grown year on year in terms of number of delegates and exhibitors, a trend that we aim to continue.

The event is designed to deliver value to all those that participate: exhibitors, delegates and speakers. The agenda is planned to enable as much networking as possible between exhibitors and delegates; all refreshment breaks take place in the exhibition areas and there are two drinks receptions planned – one the night before the conference and one at the close of the conference, allowing further networking.

The conference will combine a focus on spatial information and service delivery with a more detailed spotlight on applications enabled by the NLPG and NSG, together with the presentation of the 2010 Exemplar Awards.

Running alongside the conference is the exhibition which will be of interest to suppliers whose key target markets are local government and the emergency services.

The opportunity

Exhibition spaces are available for 25 companies. We are also offering the opportunity to chair an afternoon session in which a sponsor's client can also speak. Breakfast and hospitality rooms are also available.

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Exhibitor and sponsor information

The target audience

The Everything Happens Somewhere event is not-for-profit, free for all Local Authorities across England and Wales as well as all MSA signed police forces and fire and rescue authorities in England and Wales. Statutory Undertakers (the various companies and agencies with legal rights to carry out certain development and highways works) and commercial end users of the NLPG are also invited to attend. Registrations from anyone else not covered in the description above will not be accepted. The 2009 conference attracted 278 end users from 168 different local authorities, police and the fire service, including:

Adur District Council	East Hampshire DC	London Borough of Haringey	Maidenhead Council
Ashfield District Council	East Midlands FireControl	London Borough of Havering	Rushmoor BC
Avon & Somerset police	East Riding of Yorkshire Council	London Borough of Hillingdon	Rutl& CC
Aylesbury Vale DC	East Staffordshire BC	London Borough of Hounslow	S&well MBC
Barnet Council	Eastleigh BC	London Borough of Islington	Sefton Council
Barnsley MBC	Elmbridge BC	London Borough of Lambeth	Sevenoaks DC
Bath & NE Somerset Council	Essex County FRS	London Borough of Lewisham	Slough BC
Bedford Borough Council	Essex Police	London Borough of Newham	South Bucks DC
Bedfordshire & Luton FRS	Exeter City Council	London Borough of Redbridge	South Cambridgeshire DC
Birmingham City Council	Fenland DC	London Borough of Richmond upon Thames	South Kesteven DC
Blaby DC	Flintshire CC	London Borough of Southwark	South Norfolk DC
Blackpool Council	Forest Heath DC	London Borough of Sutton	Southend-on-Sea Borough Council
Blaenau Gwent CBC	Gloucestershire FRS	London Borough of Tower Hamlets	Southwark Council
Bournemouth BC	Gravesham BC	London Borough of W&sworth	Spelthorne Borough Council
Brent Council	Greenwich Council	London Borough of Waltham Forest	St Albans City & District Council
Broxtowe BC	Hampshire FRS	London Fire Brigade	St Helens Council
Buckinghamshire CC	Harrow Council	Luton BC	Staffordshire Moorlands DC
Buckinghamshire FRS	Hart DC	Manchester City Council	Suffolk CC
Caerphilly CBC	Hastings BC	Medway Council	Suffolk Coastal DC
Calderdale MBC	Havant BC	Merseyside FRS	Surrey FRS
Cambridge City Council	Hertfordshire CC	Merseyside Police	Sussex Police
Canterbury City Council	Horsham DC	Met Police	Swale BC
Cardiff Council	Hull City Council	Mid Devon DC	Tandridge DC
Central Bedfordshire Council	Huntingdonshire DC	Monmouthshire CC	Thanet DC
Ceredigion CC	Ipswich BC	Newport City Council	Thurrock Council
Chelmsford BC	Isle of Wight FRS	Norfolk CC	Tube Lines (London Underground)
Cheltenham BC	Kent FRS	North Dorset DC	Tunbridge Wells BC
Chichester DC	Kent Highway Services Alliance	North Hertfordshire DC	Tyne & Wear FRS
City of Bradford MDC	Kent Highways	North Norfolk DC	Warwick DC
City of London	Kingston-upon-Hull City Council	North Warwickshire BC	Watford Borough Council
City of Westminster	Lee Valley Regional Park	Nottingham City Council	Welsh Assembly Government
Colchester BC	Leicester City Council	Nottinghamshire C	Welwyn Hatfield BC
Cornwall Council	Lichfield DC	Oxford City Council	West Lancashire BC
Cornwall FRS	Local Government Association	Oxfordshire CC	West Midlands FRS
Cotswold DC	London Borough of Barking & Dagenham	Peak District National Park	West Oxfordshire DC
Coventry City Council	London Borough of Barnet	Plymouth City Council	West Sussex CC
Croydon Council	London Borough of Bexley	Portsmouth City Council	West Sussex FRS
Darlington BC	London Borough of Brent	Preston City Council	West Yorkshire FRS
Dartford BC	London Borough of Camden	Reigate & Banstead BC	Wigan Council
Derby City Council	London Borough of Ealing	Rhondda Cynon Taff CBC	Wokingham BC
Derbyshire CC	London Borough of Enfield	Royal Borough of Kensington & Chelsea	Yorkshire & Humber Regional FireControl
Devon CC	London Borough of Hammersmith & Fulham	Royal Borough of Windsor &	

Exhibitor and sponsor information

With this mix of delegates, exhibitors and networking opportunities, the Everything Happens Somewhere conference and exhibition promises to be an unbeatable event.

The target audience for the 2010 event includes: Heads of Service, Policy, ICT and eGovernment in local authorities, Directors of Highways, LLPG and LSG custodians, GIS specialists, Authority Liaison Officers, Street Naming and Numbering Officers, practitioners and managers from the emergency services and national parks authorities. Job titles of attendees from last year included:

Access Transformation Delivery Manager	GIS Programmer/Analyst	Portfolio Manager
Address & Gazetteer Officer	GIS Project Manager/ALO	Principal Engineer
Address Manager	GIS Research Officer	Principal Engineer Highways
Admin Officer	GIS Systems Officer	Principal Surveyor
Application Administrator	GIS Technician	Project Management Support Officer
BI/GI Manager	GIS/LLPG Custodian	Project Manager
Business Applications Manager	GIS/LLPG Manager	Project Support Officer
Business Relationship Manager	GIS/LLPG Officer	Projects Officer
Business Solutions Manager	GIS/LLPG Technician	Property Information Manager
Business Support Officer (GIS/IT)	Graphic Designer / Maps	Property Records Controller
Central Services Manager	Group Manager Mobs & Comms	Regional Project Manager, FiReControl Project
Confirm Systems Administrator	Head ICT	Senior Developer (LLPG/GIS)
Corporate Business Systems Manager	Head of Design & Print	Senior Gazetteer Management Services Officer
Corporate GIS & Data Manager	ICT Manager	Senior GIS Officer
Data & Intelligence Manager	ICT Programme Manager	Senior Information Development Officer/LLPG Custodian
Data Custodian (Property)	ICT Project Leader	Senior LLPG Officer
Data Manager	ICT Service Manager	Senior Technician
Data Transition Manager	Information Manager	Service Improvement Manager
Database Manager	Information Officer	Shared Intelligence Manager
FiReControl Coordinator	information Services Team Leader	SNN Technician
Function lead GI policy	Information Systems Manager	Spatial Data Manager
Gazetteer Custodian	IS Strategic Development Manager	Statistics & Development Manager
Gazetteer Officer	IS Support Officer	Street Naming & Numbering Officer
GI Officer	IT Contract Manager	Street Naming & Numbering Officer
GI Programme Manager	IT Support Manager	street works manager
GIS & Gazetteer Officer	Land & Property Information Manager	System Support Officer (Uniform)
GIS & Land Charges Manager	LLPG & GIS Coordinator	Systems Developer
GIS & Mapping Analyst / ALO	LLPG & Local Land Charges Manager	Systems Integrator
GIS & Records Manager	LLPG & LSG Database Manager	Systems Support Officer
GIS / LLPG Officer	LLPG Custodian	Team Leader
GIS Analyst	LLPG Manager	Technical Manager
GIS Coordinator	LLPG/RIG Development Officer	Technical Support Manager
GIS Manager	LSG Custodian	
GIS Officer	New Roads & streetworks Coordinator	
GIS Officer & LLPG Custodian & Street Naming Officer	Planning Systems Officer/ALO	

From a sponsor's perspective the event last week was one of the best conferences I have been to for some time. There was a good level of attendance, I had an opportunity to speak to a lot of customers and it generated some really good leads

ESRI UK

Exhibitor and sponsor information

The exhibitors

If you supply a geographical information or service delivery product or service aimed at local authorities, fire and rescue services or police forces and want to get in front of hundreds of existing and potential clients, then you should be exhibiting at the Everything Happens Somewhere event.

The 2009 exhibition was sold out well before the event.

Exhibitors included:

Gold exhibitors:



Silver sponsors:



Bronze sponsors:



Media sponsors:



Exhibitor and sponsor information

The promotional opportunities

Remember, last year's exhibition sold out well before the event and the gold sponsorship opportunities sold out within a week of publication of the promotional brochure. Book early to ensure you reserve your space and desired sponsorship option.

The event is an opportunity to portray your brand message to your target market, to meet and network with professionals from local authorities, police authorities and fire and rescue services face to face, raise your company profile and promote your products and services.

There are few conference and exhibition opportunities in this sector to rival 'Everything Happens Somewhere' in terms of size and breadth of delegate attendance. Similarly, the opulence

and heritage of the venue, Cutlers' Hall, will provide the ideal opportunity to showcase new product developments and reach new markets.

There are four types of sponsorship available giving sponsors an opportunity to maximise their attendance at the event. All levels of sponsorship include space only exhibition space (3mx2m) within refreshment areas allowing for maximum networking opportunities.

Exhibition packages

	Platinum	Gold	Silver	Bronze
'Solutions session' Opportunity to introduce and chair a 1 hour parallel session of 3 papers, with inclusion of a client's case during the mainstream conference programme. No capacity restrictions (2 available)	✓			
'Solutions session' Opportunity to introduce and chair a 1 hour parallel session of 3 papers, with inclusion of a client's case during the mainstream conference programme Max 50 delegates in room		✓		
Space only exhibition space (3m x 2m) within refreshment areas allowing for maximum networking opportunities	✓	✓	✓	✓
Delegate conference passes	4 passes	4 passes	3 passes	2 passes
Branding on the program of events on the day	✓	✓	✓	
Company logo and link to your website from NLPG website	✓	✓	✓	✓
Company profile, URL and contact details online	300 words	300 words	100 words	
Branding on conference brochure (if signed up by 18th June)	✓	✓	✓	
Inclusion of your company name or logo in event advertising in media sponsors publications	✓	✓	✓	
Mention of your company in pre and post event correspondence with delegates	✓	✓	✓	
Hyperlink on exhibitor emails sent to all prospective and pre-registered delegates	✓	✓		
Mention of your company in promotional campaigns	✓	✓	✓	
Inclusion of corporate literature in delegate packs	✓	✓	✓	
Registered delegate list	✓	✓	✓	✓
Photos taken of your stand by official conference photographer	✓	✓		
Publicly mentioned and thanked at the beginning and end of the day	✓	✓		
Invite to the pre and post conference drinks reception	✓	✓	✓	✓

We use the NLPG in our software and our target market are local authorities. We hoped to meet relevant people within local authorities as well as get our name out there

Bartec Auto ID Limited

Exhibitor and sponsor information

Benefits of Platinum or Gold sponsorship

The difference between Platinum or Gold sponsorship is the maximum number of delegates a sponsor will have access to during the Solutions session.

During the conference programme, there will be 3 parallel streams, two of the streams do not have any room capacity restrictions, the third has a maximum capacity of 50 delegates.

The Platinum sponsors will be able to chair the sessions in the two larger rooms and the Gold sponsor will chair the session in the smaller room.

Platinum or Gold sponsorship

Benefits include:

- sponsorship of a Solutions sessions. This will provide the opportunity to introduce and chair a one hour parallel stream (there are 3 streams) and include a case study to be presented by a client which complements the session theme. This offers your company high profile exposure through direct involvement in a key part of the main conference programme. Further guidance on content will be provided upon registration for this option.
- high profile promotional and branding on conference literature and promotional material
- your logo within the conference programme on the NLPG website
- 2 extra delegates passes for the day
- hyperlink on exhibitor emails sent to all prospective and pre-registered delegates
- opportunity to provide 20 names of clients or prospective clients that you would like to invite to the event
- distribute your corporate literature within the room

For further information on booking a sponsorship slot at the event and to see a floor plan, please contact:

Gayle Gander, Head of Marketing. Email ggander@intelligent-addressing.co.uk Tel 020 7747 3500

On the whole the event for us was very successful, the audience was excellent. I think to achieve an audience of over 300 local government /emergency services contacts was brilliant. We will definitely exhibit again

Envitia

Exhibitor and sponsor information

Additional sponsorship options

Breakfast sponsor (three spaces available)

Benefits include:

- opportunity to invite up to 10 clients to a private room in a relaxed atmosphere before the start of the conference
- sit down breakfast for 10 clients plus 2 of your team
- use of a projector and screen
- distribute your corporate literature
- the cost of sponsoring breakfast is £1000 in addition to other sponsorship and exhibition opportunities

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Hospitality room hire (two spaces available)

Benefits include:

- use of a private room for personal meeting, bespoke seminars, product launches etc
- distribute your corporate literature within the hospitality room
- use of a projector and screen
- refreshments such as tea, coffee, soft drinks and accompaniments provided

The cost of sponsoring breakfast is £1000 in addition to other sponsorship and exhibition opportunities

Sponsorship pricing

The cost of **Platinum sponsorship** is £3,500 + VAT (two spaces available)

The cost of **Gold sponsorship** is £2,750 + VAT (one space available)

The cost of **Silver sponsorship** is £1,750 + VAT

The cost of **Bronze sponsorship** is £1,250 +VAT

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Exhibitor and sponsor information

Further information

The publicity

Media such as GIS Professional, Geo:Connexion, Local Government IT in Use, BAPCO, Geomatics World, AGI, will be targeted through a press campaign. Regular updates will also be featured in the NLPG NSG eZine.

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