



LIVERPOOL

SENSATIONAL AS STANDARD

LIVERPOOL CITY REGION EVENT PLANNERS' GUIDE 2022/23

PARTNER OPPORTUNITY

LIVERPOOL
CONVENTION
BUREAU

DELIVERED BY MARKETING LIVERPOOL

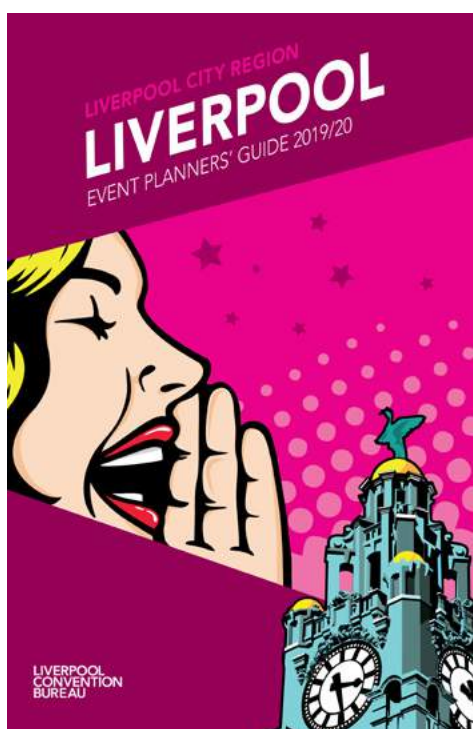
 @MeetLiverpool
liverpoolconventionbureau.com

ABOUT THE EVENT PLANNERS' GUIDE

The Liverpool City Region Event Planners' Guide is the official destination guide for conference and event organisers. It is produced by Marketing Liverpool, which incorporates Liverpool Convention Bureau. The Event Planners' Guide is a multi-award winning A4 publication and is available in both print and digital formats. Partner venues and suppliers have the opportunity to advertise in the guide, choosing from the following sections:

- Unique Venues
- Residential Venues
- Accommodation
- Experiences
- Suppliers
- Getting Here

In 2021, Covid prevented us from producing a new guide so we are delighted that in 2022 we will be developing a brand new guide for Liverpool City Region. This is an important part of our steps to recovery and will enable the LCB team to promote your venues, hotels and products effectively to a regional, national and global audience. Our clients are eagerly anticipating the latest edition and demand for a printed copy of the guide remains high. In our commitment to be sustainable we are working with our print suppliers to ensure that the materials and processes used to produce our documents are as green as possible, whilst continuing to provide a high quality publication for clients. We will also be developing an enhanced digital copy which can also be shared by clients via email or during virtual sales appointments.



WHO SHOULD ADVERTISE

Conference and Event organisers are interested in anything that will make their conference memorable and attractive and their job easier. In addition to the main conference, there can be a range of requirements such as social programmes, transport logistics, dinners and entertainment evenings.

The Event Planners' Guide is therefore the perfect platform for Conference venues, hotels, restaurants and bars, tourist attractions, travel providers, private event organisers, and suppliers such as printers, suit hire companies, florists etc.

DISTRIBUTION

The guide will be available in both digital and printed formats with circa 2,000 A4 perfect-bound directories produced and distributed through our database of conference buyers and showcased at the numerous exhibitions and events that we attend both in the UK and overseas, such as IBTM, IMEX, The Meetings Show etc.

A downloadable digital format will be available from liverpoolconventionbureau.com and promoted via social media platforms.

- Circa 2000 print run
- Mail out to key international contacts
- E-distribution to over 12,000 industry contacts
- Digital promotion through social channels
- Available for download on liverpoolconventionbureau.com
- Fullfilment for Liverpool Convention Bureau enquiries
- Utilised at trade and press familiarisation visits.



£73 MILLION
WORTH OF ECONOMIC
IMPACT GENERATED
BY CLUB LIVERPOOL



**ONLY UK
CITY MEMBER**
OF THE HYBRID
CITY ALLIANCE



£2.3 MILLION
REVENUE GENERATED
BY LCB FOR LOCAL
VENUES / HOTEL
SUPPLIERS



FIRST UK CITY
TO PARTNER
WITH HYYBAB



11,000
ROOM NIGHTS SOLD
VIA LCB BOOKING
SERVICE IN 2018/19



**ONLY
ENGLISH CITY**
TO BE PART OF THE
GLOBAL DESTINATION
SUSTAINABILITY
MOVEMENT



**SILVER
WINNERS**
FOR BEST UK
CONVENTION BUREAU
AT M&IT AWARDS

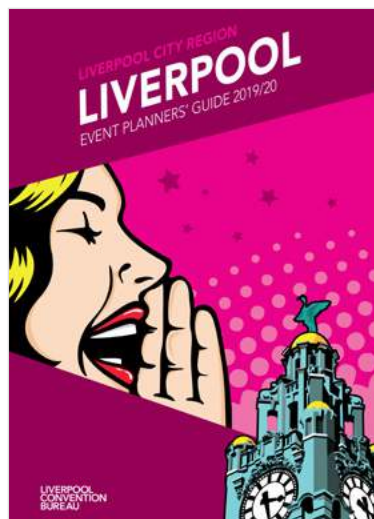
ADVERTISING RATES | HEADLINE SPONSOR

Includes:

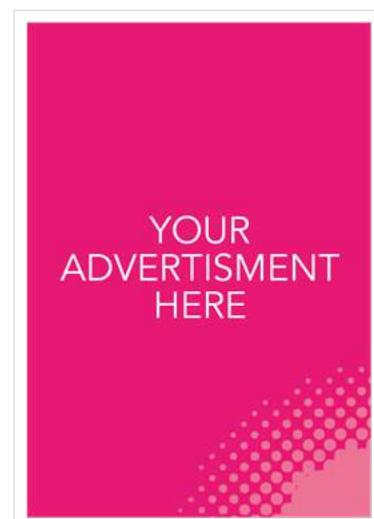
- Front page logo and credit
- Back page advert
- Section lead image

£3,500 + VAT (partner only rate)

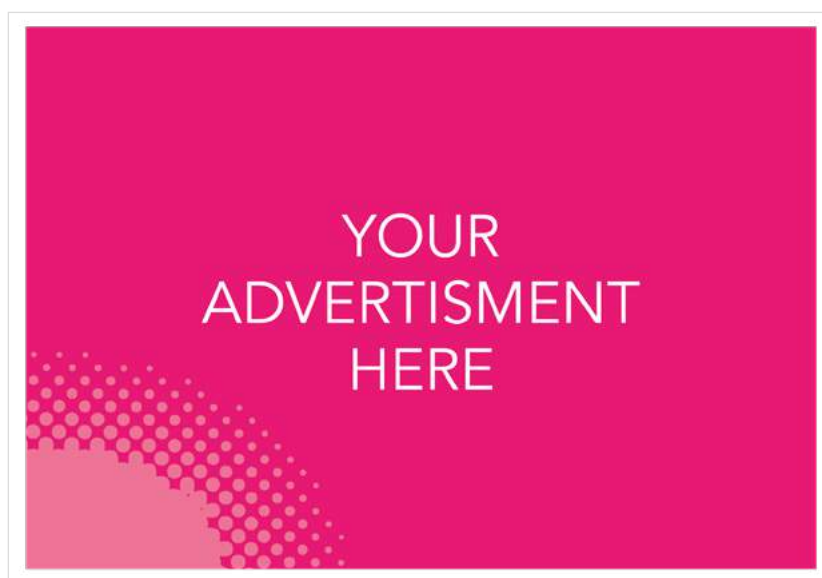
£2,100 + VAT (discounted rate)



Front page



Back page



Section lead

ADVERTISING RATES | SECTION SPONSOR

Available for each section.

Package includes:

- Large hero spread, image and 30 words of text (Double page)
- Full page listing on the next page of the specific section

Note:

Limited opportunities are available.

£3,150 + VAT (partner rate)

£1,890 + VAT (discounted rate)

£3,850 + VAT (non-partner rate)



Section lead

ADVERTISING RATES | DOUBLE PAGE SPREAD

- Word count: 500+
- Plus five key facts
- Images: Up to 4 images

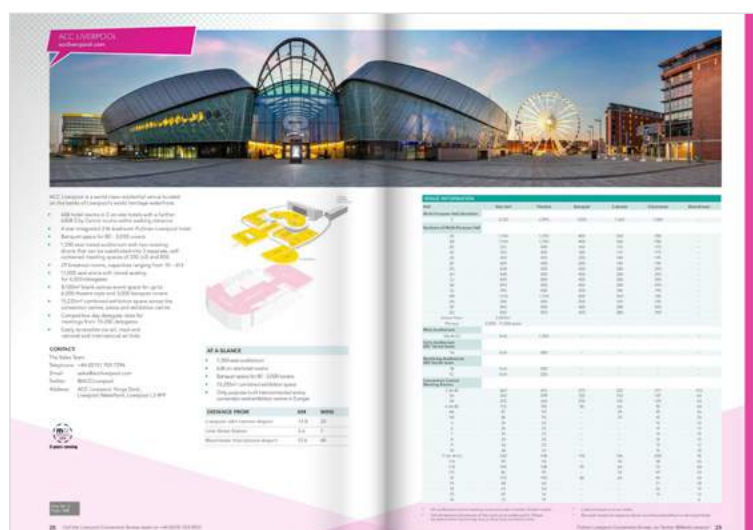
Note:

Images must be supplied at minimum of 300dpi.

£2,700 + VAT (partner rate)

£1,620 + VAT (discounted rate)

£3,300 + VAT (non-partner rate)



Double page spread

ADVERTISING RATES | FULL PAGE

Includes:

- Word count: 300
- Plus five key facts
- Images: Up to 2 images

Note:

Limited opportunities are available.

£1,575 + VAT (partner rate)

£945 + VAT (discounted rate)

£1,900 + VAT (non-partner rate)



Full page



Full page

ADVERTISING RATES | HALF PAGE

- Word count: 200
- Images: Up to 2 images

Note:

Images must be supplied at minimum of 300dpi.

£995 + VAT (partner rate)

£597 + VAT (discounted rate)

£1,200 + VAT (non-partner rate)



Half page

Marketing Liverpool

ADVERTISING/SPONSORSHIP/ACTIVITY - Terms and Conditions

These Conditions set out the terms and conditions upon which Marketing Liverpool or Liverpool City Council ("ML", "we" or "us") have agreed to orders for insertion, both physically and digitally, for advertisements, placement of product or sponsorship in ML publications, opportunities or events by an individual, firm or company to whom our quotation is addressed ("you", "advertiser", "client") whereupon you are accepting and held subject to the following Conditions:

1) Definition

In these Conditions the following words shall have the following meanings:

Advertisement

The advertisement(s) which will appear in the publication.

Sponsorship

The sponsorship which will take place in relation to a publication or event.

Undertaking

The undertaking may comprise an advertisement, sponsorship or other form of activity selected from ML or associated brands

Charge(s)

The amount to be paid by you to us in return for our providing you with the Services.

Conditions

Means these Advertising Terms and Conditions.

Intellectual Property Rights

Means all copyright, trademarks (registered or unregistered), know-how, design rights (registered or unregistered) and all other intellectual property rights of a similar nature.

Rate Card

means our rate card in effect for the time being and may include, among other matters, our scale of advertisement rates, technical specifications, copy and cancellation deadlines and setting styles, and further terms and conditions.

Services

Means the advertising/sponsorship services which we agree to supply to you.

Order

Means your placing of an order for Services.

2) The Agreement

2.1 The Order will constitute an offer by you to acquire the Services. An agreement ("the Contract") between us will only be formed once a written acceptance of your Order by email has been received and acknowledged.

2.2 The Order shall only be deemed to be accepted when we issue written acceptance of the Order at which point and on which date the Contract shall come into existence.

2.3 These Conditions apply to the Contract to the exclusion of any other terms that you seek to impose or incorporate, or which are implied by trade, custom, practice or course of dealing.

3) We will:

3.1 We shall supply the Services to you in accordance with the Order in all material respects but we reserve its rights to retain full creative and editorial control of the publication.

3.2 Have the right at our discretion to decline to publish, or to omit, suspend or change the position of any Advertisement otherwise accepted for insertion. However, we will use reasonable efforts to comply with your wishes although we do give no representation, warranty or undertaking as to the date of insertion, the wording, or the quality of the colour or mono reproduction of the advertisement.

3.3 There is no obligation on us to supply proof copies and their absence shall not affect your liability for the agreed charges.

3.4 We shall use all reasonable endeavours to meet any performance dates specified in the Order, but any such dates shall be estimates only for performance of the Services.

3.5 We shall have the right to make any changes to the Services which are deemed necessary to maintain the quality of the overall service. Such changes may include the omission, suspension or amendment of any advertisement, copy or imagery previously accepted by us. We shall notify you in any such event.

3.6 We warrant to you that the Services will be provided using reasonable care and skill.

3.7 We will provide you with a timetable for amendments and proofing which will set out any applicable deadlines for the receipt of copy and amendments. Further to receipt of your advertising copy, we will endeavour to make any reasonable amendments suggested by you to the final copy within this timescale, but will be under no obligation to publish copy which does not meet these deadlines.

3.8 You may request a change to your Order by notifying us in writing. You will be notified in writing if this change is possible. You will be liable for any additional charges we incur for making your requested change and we will invoice you for such charges.

3.9 We will use all reasonable endeavours to ensure the accurate reproduction of the advertising copy supplied by you. However, we will not accept liability for any errors or omissions unless they arise as a direct result of our negligence, in which case our liability to you is limited to the cost of the advertising materials.

4) You will:

4.1 Pay the Charges for the Services in advance calculated in accordance with the Rate Card or agreement and set out in the Order. All prices are exclusive of VAT.

4.2 Supply us with all necessary content and details to be included within each undertaking. Electronic files shall have been produced by you using properly licensed software and shall be free from computer viruses;

4.3.1 Ensure that each Advertisement complies with all relevant rules of law, regulations or codes of practice. In particular, you will be responsible for checking the following in relation to all Advertisements:

4.4.1 The Advertisement is accurate (including any multiple insertions of future Advertisements). We assume no responsibility for the repetition of an error in an Advertisement ordered for more than one insertion unless notified immediately the error occurs;

4.4.2 the Advertisement contains nothing which is in any way defamatory, obscene or illegal or which infringes copyright or any other Intellectual Property Rights or other rights belonging to a third party or which if published would constitute a breach of contract or of confidence or the publication of which is for any reason unlawful.

4.5 You warrant that in relation to any undertaking with us, your contract will be as the principal, notwithstanding that you may be acting on behalf of a third party advertiser. You will be held responsible for the contracts totality.

5) If we fail to do what we agree

5.1 This Condition 5 shall not apply to death or personal injury caused by our negligence, or for fraud.

5.2 We undertake to use reasonable skill and care in the performance of the Services, provided that:

5.2.1 We shall be under no liability in respect of any defect in the provision of the Services arising as a result of pre-existing errors or mistakes in any images, materials or copy sent to us by, or on your behalf, in relation to an Advertisement

5.3 Except as expressly provided in these Conditions, all warranties, conditions, representations or other terms implied by statute or common law as to the quality of the Services or otherwise are excluded to the fullest extent permitted by law.

5.4 If we make an error in, or omission of or from, an Advertisement, we will correct this as soon as reasonably practical and without charge to you. Subject to feasibility.

5.5 We shall have no liability to you at all in respect of errors or omissions, whether or not arising from negligence, for any indirect or consequential loss, loss of business, revenue, or profits; savings you expected to make; or financial loss of any sort.

5.6 Save as provided in Condition 5.1 our aggregate liability to you in respect of the provision of the Services, whether under contract, negligence or otherwise, shall not exceed (at our option) giving you a credit against the Charges for the Advertisement or (in an appropriate instance) publishing the Advertisement for a second time without Charge.

5.7 We shall not be liable to you or be deemed to be in breach of the Contract by reason of any delay in performing, or any failure to perform, any of our obligations in relation to the Services if the delay or failure to perform was due to any cause beyond our reasonable control.

5.8 We shall not be liable for any breach or non-performance of its obligations to the Advertiser either directly or indirectly from any act of God, fire, flood, explosion, riot, war, strike or other industrial dispute, act or regulation of any governmental, local or supranational authority or other cause beyond its control. We shall not be liable under the circumstances of force majeure.

6) If you fail to do what you agree

6.1 You must indemnify us against any claim, threatened or made against us, by anyone other than you, arising as a result of our performing the Services or as a result of or in connection with any breach by you of these Conditions.

6.2 In addition to any other rights we may have, we shall be entitled, in the following circumstances and without liability or having to tell you, to prevent the display of the whole or any part or parts of your Advertisement/Sponsorship.

These are if:

6.2.1 In our sole discretion we think:

6.2.1.1 The undertaking is unlawful, misleading, offensive, prejudicial and/or inflammatory, or otherwise does not comply with the production and quality specification stipulated or referred to in the Rate Card; or

6.2.1.2 The undertaking is likely to expose us to claims, lead us into prosecution, criticism, or disrepute or cause us embarrassment; or

6.2.1.3 The undertaking infringes the legal rights of others, and without prejudice to that general position, infringes the Intellectual Property Rights of others.

7) Cancellation and amendments

7.1 Cancellation of placement: You may cancel any contract by the first of the month, three months prior to the month stated on the cover of the issue in which the Advertisement was to be inserted. Cancellation will be effective from when written notice is received and acknowledged by ML.

7.2 Cancellation thereafter: Less than 3 months but more than 6 weeks prior – 80% cancellation fee apply.

7.2.1 Less than 6 weeks prior – 100% cancellation fee applies.

7.3 We will make every effort, to re-sell any cancelled placement and will only levy the difference in fee from the pre-agreed activity fee from that undertaken by any new Advertiser.

7.4 If you cancel any Contract, you relinquish any right to that series discount (if any) to which it was previously entitled and Advertisements will be paid for at the appropriate rate in full. A new invoice will be issued for any surcharges relating to Advertisements that have already been invoiced at the discounted rate. The payment date for any previous invoices remains unaffected.

7.5 If you fail to provide us with written notice of cancellation of the Advertisement by the relevant deadline, you shall remain liable for payment of the Advertisement.

7.6 We reserve the right to cancel any contract, booking or activity without cause, if we believe it to be in the best interest of associated parties.

7.7 Where any sum is overdue to ourselves, we may at any time cancel any current bookings and charge you for all costs and expenses incurred or suffered in connection with such bookings.

7.8 No amendment or variation of the Contract shall be effective unless it is in writing and signed by or on behalf of each of us.

7.9 Amendments may be subject to additional fees being levied and will only be administered in exceptional circumstances on a case by case basis.

8) Intellectual Property Rights

8.1 All Intellectual Property Rights in any material created by us (or by us jointly with you) in carrying out our obligations under this Agreement shall be our exclusive property and to the extent that any such Intellectual Property Rights are not already owned by us, they are hereby assigned by you to us.

9) Warranties and Indemnity

9.1 You agree to indemnify ML at all times against any loss, damages, cost, claims, proceedings, liabilities and expenses arising as a consequence of the publication of an Advertisement in the form submitted by the Advertiser to the Publisher

9.2 You will obtain, at your own expense, all necessary licences and consents for the publication of any Advertisement or in respect of the copyright material contained in or the appearance of any person in such Advertisement;

9.3 No supplied copy will infringe the copyright or other rights of or be defamatory of any third party; or contain any false or misleading statements, and

9.4 All supplied copy will comply with the British Code of Advertising Practice, the Consumer Protection Act 1987, the Sex Discrimination Act 1975, the Sex Discrimination Act 1986 and all other relevant statutes.

10) Payment Terms

10.1 Unless otherwise instructed, payment of all sums due to ML shall be made within 30 days of the date of invoice. Invoices will be received from, and recognised as, Liverpool City Council.

11) General

11.1 Your rights and our rights under the Contract may be exercised as often as necessary; are cumulative and not exclusive of its rights under the general law; and may be waived only in writing. Delay in exercising or non-exercise of any right is not a waiver of that right

11.2 You and we both acknowledge and agree that in entering into the Contract, and the documents referred to in it, you do not rely on, and shall have no remedy in respect of, any statement, representation, warranty or undertaking (whether negligently or innocently made) of any person (whether a party to the Contract or not) other than as expressly set out in the Contract. Nothing in this Condition shall limit or exclude any liability for fraud.

11.3 If any provision of the Contract is or becomes illegal, invalid or unenforceable in any jurisdiction, that shall not affect the legality, validity or enforceability in that jurisdiction of any other provision of the Contract; or the legality, validity or enforceability in any other jurisdiction of that or any other provision of the Contract.

11.4 The Contract shall be governed and construed in accordance with the law of England and both parties agree that the Courts of England and Wales shall have exclusive jurisdiction