

# THE BIBA FRINGE PROGRAMME

A limited number of exhibitors/sponsors will be able to take the opportunity to directly communicate with the large number of brokers at the event by hosting a session in the BIBA Fringe Programme.

The BIBA Fringe will consist of a number of 45 minute presentation or workshop sessions given by exhibitors during the two days. They may be product or company focused, so are an ideal opportunity to inform the audience about new launches or to undertake product training for example.

## How it works

BIBA will publish a Fringe Programme guide outlining the sessions to be given and attendees may join in with as many as they please. Unlike the core conference programme, all visitors will be eligible to attend free of charge. So the sessions will add value to the day for the increasing number of exhibition-only visitors attending the event.

Running a Fringe session can be a great hospitality opportunity. Presenting companies may promote their session as widely as they please – don't forget that all FCA-authorized general insurance brokers can attend the exhibition free of charge and join your session\*. So you can invite all your broker contacts to the exhibition and to participate in your session at no cost. Why not include some hospitality on your stand to complete the day's activity?

Each presenting company will be responsible for administering registration for their own session pre-event via a link from the conference website.

*\*Other visitor types are welcome to attend the exhibition and Fringe Programme but will need to register and pay the published exhibition only attendance fee.*

## The Fringe package includes:

- Use of a seminar room with theatre style seating for approximately 70 attendees.
- Use of projector, PA, screen and lectern
- Full synopsis of your session to be featured on BIBA 2020 website
- Promotion of your session in show preview
- Opportunity to send a personalised email invitation to all registered event attendees (via BIBA) free of charge
- Opportunity to invite your own broker guests to session and exhibition free of charge\*
- Link from event website for attendees to register with you for your session
- Complimentary two day delegate place at the event for your speaker

**Cost: £3,750 + VAT**

