



# SPONSORSHIP OPPORTUNITIES

**Sponsorship opportunities at the UK's biggest arboriculture conference are open. The UK's biggest and longest running arboriculture conference is increasingly acknowledged by delegates and even speakers as the best in the world. Making it one of the premiere educational content platforms in arboriculture, providing global reach in both online and in-person formats.**

## 2024 CONFERENCE MAIN SPONSOR WARWICK UNIVERSITY | 9-11 SEPTEMBER 2024

**The Arboricultural Association Conference is the biggest and longest running event of its kind in the United Kingdom. Over the last decade it has established itself as a world-class conference in the sector and a highlight on the calendar for arborists and international expert speakers.**

The conference gives arborists at the top of their fields a chance to network, collaborate and share ideas. For 2023 the conference moved to the spectacular Oculus Conference centre at the University of Warwick. Sponsorship of this conference offers you exposure and a lasting connection with the arboricultural community before, during and after the event.

The conference will return to Warwick for the 57th edition in 2024, which will also be the 60th Anniversary of the Arboricultural Association.

The UK's biggest arboriculture conference presents an interactive new format and world-class lineup of incredible UK and international speakers covering a wide range of topics relevant to everyone working in arboriculture and related environmental sectors.

Plus, a programme of social activities allowing you to make the most of being together at the best conference for tree care professionals in the UK.

The perfect opportunity to make new connections, learn first-hand knowledge from our speakers with interactive workshops sessions, field trips and networking activities. All offering a chance to get closer to the groundbreaking innovations and research, leaving you inspired and refreshed.

Year	Attendees	Venue
2014	295	Royal Holloway
2015	417	Warwick
2016	252	Exeter
2017	390	Exeter
2018	414	Exeter
2019	448	Exeter
2021	240	Online
2022	387	Loughborough
2023	408	Warwick



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## CONFERENCE FEEDBACK

*"A huge thank you to the Arboricultural Association for hosting such a fantastic conference. Nothing compares to meeting face to face."*

2023 Speaker

*"I love this conference. I've been to quite a lot; in the US, Australia and in the UK. I would say this is the best one, by far, I really really enjoy it and it's good to be back this year."*

2023 Speaker

*"Massive thanks to the Association for organising such a great event and all the presenters for their thought provoking talks! Already looking forward to next year..."*

2023 Delegate

*"This year's conference was an immense success with some thoroughly enjoyable and informative talks from an eclectic mix of experts."*

*Huge thanks and congratulations to the Arboricultural Association for putting on a great event. My favourite annual conference to date!"*

2023 Delegate

*"Just come away from an enjoyable couple of days at the Arboricultural Association conference at Warwick University; lots of great talks, conversations and food for thought!"*

2023 Delegate

### MAIN SPONSOR BENEFITS:

- **50% discount** on 1 stand at Conference (Value £250)
- **1 Free Conference residential place** (Value £750)
- **Recognition** on all web, printed media and PR as 'Arboricultural Association Conference "Sponsored by XX"' (Value £2000)
- **Conference Brochure Full Page Advert** (Value £275)
- **Logo** on online programme and conference landing page
- **Logo** on holding screens during the conference and on-demand recordings
- **Banners** around the Conference venue

- **Conference sponsor** ads on LED Screens in Oculus Exhibition hall
- **Logo** and link in official conference email bulletins
- **Your company** is mentioned by chair at introduction, break, end of a session (Value £500)
- **Recognition** as a main sponsor on all event promo materials, on demand recordings and in the ARB Magazine

### ARB SHOW

- **4 x** complimentary ARB Show 2025 Tickets (Value £48)
- **Free Banner** on ARB Show entrance road and near site gate.
- **1 x** Discounted plot at 50% of normal rate at ARB Show 2025 (Value £400)
- **Free** full page ad in ARB Show 2025 Guide (Value £300)

### OTHER:

- **1 x** 600 word editorial and **1 x** full page advert in ARB Magazine (Value £1000)
- **Display ad** in 3x email bulletins (Value £250)
- **First refusal** on 2025 conference sponsorship

Total value of paid benefits listed:

**£5773**

Cost of Main Conference sponsorship only:

**£5,000**

(All prices excluding VAT)



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# 2024 CONFERENCE WORKSHOPS SPONSOR LIMITED AVAILABILITY

This year will see the return of our interactive workshop sessions, led by our speakers to bring you closer to the themes at the heart of the conference. Each afternoon delegates can select one of seven workshops.

### WORKSHOP SPONSOR BENEFITS:

- **Recognition** on all web, printed media and PR as 'Arboricultural Association Conference "Session/Workshops sponsored by XX"' (Value £2000)
- **50% off** Conference stand (Value £250)
- Conference Brochure Half Page Advert (Value £250)
- **ARB Magazine** half page advert (Value £350)
- **Listed** as Conference supporters on the conference online and in programme, as well as on demand recordings
- **Logo** in ARB Magazine conference review article

Total value of paid benefits listed:

**£780**

Cost of Conference Workshop sponsorship only:

**£950**

(All prices excluding VAT)

To become a Conference sponsor: email [steve@trees.org.uk](mailto:steve@trees.org.uk)

**Please note** that prices exclude VAT and that all assets and rights sponsorship contributions are exclusive of any manufacturing costs where these apply – i.e. for giveaway products, banners, signage, etc. which bear the sponsor name.

 <p><b>Callum Throw</b> Modern arboriculture (In the AI era): Beyond touching trees</p> <p><small>In an era where AI is more than just a buzzword, it's a reality. This workshop is an urgent call to explore how generative AI is transforming the very core of our business, including arboriculture. In a world where change accelerates daily, staying ahead is challenging, but recognizing and embracing the revolutionary power of generative AI is critical. As leaders who define success, we should not only embrace AI but also explore its potential. This workshop provides a platform for you to share your experiences, insights, and challenges. Let's explore how we can harness AI to drive innovation and growth in our industry.</small></p>	 <p><b>Charles Hynors and Liz Nicolis</b> Trees and the law: Ignorance is no excuse</p> <p><small>Charles and Liz will deliver a presentation highlighting some recent cases, and delegates will have the opportunity to participate in a discussion session.</small></p>
 <p><b>Howard Booth</b> BS 5837: Revision to date and going forward</p> <p><small>Workshop to provide an update on the revision of BS 5837. A presentation will outline the process with an update on feedback and areas of revision. Delegates will have the opportunity to participate in a discussion session to contribute to the revision process.</small></p>	 <p><b>Simon Richmond, Emma Gilmartin, Martin Dobson</b> Registered Consultants Scheme</p> <p><small>If you are considering applying to become a Registered Consultant with the Arboricultural Association, or if you would just like to find out more about the Scheme work and why it is so important to our sector, then join the Association's Senior Technical Officers Emma Gilmartin and Simon Richmond and Dr Martin Dobson for an in-depth discussion.</small></p>
 <p><b>Ted Green</b> An Audience with Ted Green</p> <p><small>A chance to discuss trees and Ted's contribution ideas on their care and protection.</small></p>	 <p><b>Keith Sacre</b> Formative pruning of newly planted trees, why it is necessary and what is to be gained</p> <p><small>The workshop will be divided into two sections. The first deals with a presentation on the theory and practice of formative pruning and why it is necessary. The second will be outdoors working on young trees equipped with discussion and demonstration.</small></p>

### OTHER ADVERTISING AND SPONSORSHIP OPPORTUNITIES

#### SPONSORSHIP:

- Session/Workshop Sponsorship – £1250
- Conference Delegate Sponsorship – £2000

#### ADVERTISING OPTIONS:

- Conference Brochure Quarter Page Advert – £120
- Conference Brochure Half Page Advert – £200
- Conference Brochure Full Page Advert – £300
- Single Pop-up Banner in Exhibitor Hall – £110
- Double Pop-up Banner in Exhibitor Hall – £190

The home of tree care



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# 2024 CONFERENCE SESSION SPONSOR

LIMITED AVAILABILITY

## SPONSOR **ONE** SESSION EACH DAY MORNING AND AFTERNOON SESSIONS

### SESSION SPONSOR BENEFITS:

- **Recognition** on all web, printed media and PR as 'Arboricultural Association Conference "Session/Workshops sponsored by XX"' (Value £2000)
- **50% off** Conference stand (Value £250)
- Conference Brochure Half Page Advert (Value £250)
- **ARB Magazine** half page advert (Value £350)
- **Listed** as Conference supporters on the conference online and in programme, as well as on demand recordings
- **Logo** in ARB Magazine conference review article

Total value of paid benefits listed:

**£1030**

Cost of Conference Session sponsorship only:

**£1250**

(All prices excluding VAT)

To become a Conference sponsor: email [steve@trees.org.uk](mailto:steve@trees.org.uk)

**Please note** that prices exclude VAT and that all assets and rights sponsorship contributions are exclusive of any manufacturing costs where these apply – i.e. for giveaway products, banners, signage, etc. which bear the sponsor name.

Time	Monday	Time	Tuesday
08:00-08:15	Registration	08:00-08:15	Registration
08:45-09:00	Chair's Welcome and Introduction: Michaela Ryan	08:45-09:00	Chair's Welcome and Introduction: Emma Skelton
09:00-09:20	Chris Hayhoe	09:00-09:20	Kathleen Wolf
09:20-09:45	Round the Bazaar	09:20-09:45	Round the Bazaar
09:45-10:15	David Johnson	09:45-10:15	David Johnson
10:15-10:30	David Johnson	10:15-10:30	David Johnson
10:30-11:15	Break	10:30-11:15	Break
11:15-11:45	Chair's Welcome and Introduction: Louise Sheehan	11:15-11:45	Chair's Welcome and Introduction: Caitlyn Pughan
11:45-12:15	Simon Sheehan	11:45-12:15	Simon Sheehan
12:15-12:30	Break	12:15-12:30	Break
12:30-12:45	Break	12:30-12:45	Break
12:45-13:15	Chair's Welcome and Introduction: Tony Kirkham	12:45-13:15	Chair's Welcome and Introduction: Cecily Willott
13:15-13:30	Break	13:15-13:30	Break
13:30-14:00	Break	13:30-14:00	Break
14:00-14:15	Break	14:00-14:15	Break
14:15-14:30	Break	14:15-14:30	Break
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23:30-24:00	Break	23:30-24:00	Break

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#### SPONSORSHIP:

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- Conference Delegate Bags Sponsorship – £2000

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- Conference Brochure Full Page Advert – £300
- Single Pop-up Banner in Exhibitor Hall – £110
- Double Pop-up Banner in Exhibitor Hall – £190
- Vinyl Banner I – £110

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