



# Unleash<sup>2023</sup>

Unleashing Ambition & Good Growth



*Help us Unleash*  
the Potential in Cardiff Capital Region

Conference sponsorship packages available to reach CCR's scaling-up business audience.

# Showcase

your B2B brand promise – and engage with your audience

26th April 2023 sees Cardiff Capital Region's first major leadership conference aimed at stimulating and fostering sustainable business growth.

Taking place at the ICC Wales in Newport, our Unleash 2023 conference offers you an unparalleled opportunity to influence and engage with the SMEs, supply chains, business media and government bodies of Southeast Wales.

The themes are very appropriate now and will be even more important in 2023. Unleash 2023 will focus on:

- **Growing robust and sustainable businesses** in the new commercial world and increasing depth and breadth of capabilities
- **Creating movements** among contemporaries that will last for years
- **Accessing real support** to help scale-ups innovate for the future
- Acquiring and retaining **quality employees**
- **Networking among peers** along with the opportunity to meet with senior political leadership of CCR's ten Local Authorities





## *Reach & support*

the target audience that wants to scale up

We are now actively seeking sponsors and exhibitors to help make this conference the business event that matters in Southeast Wales.

The target audiences are based in the Cardiff Capital Region area of Southeast Wales and include:

- **C Suite / Directors / senior management teams of SMEs of high growth businesses** – these are companies that are actively seeking to scale up their operations in sustainable ways
- **Particular emphasis on CCR's 5 priority clusters** of fintech, medtech, cyber security, creative industries and compound semiconductors – the leaders of many of these companies will attend

The political leadership of CCR's 10 Local Authorities have all indicated support for Unleash 2023 and it is expected they will attend the whole event, allowing delegates and sponsors unprecedented opportunities to meet with them and discuss the best ways of co-operating.

## Top business speakers confirmed

Unleash 2023 is already attracting leading business figures as keynote speakers. These include **Stephen Kelly**, Chair of Tech Nation who as CEO has successfully led high growth NASDAQ, FTSE 100 and FTSE 250 companies. Also confirmed is **Kellie Beirne**, Director of Cardiff Capital Region and **Damon Rands**, CEO of PureCyber.

## Main event and breakouts

There will be a **main stage for over 200 senior delegates** with an Exhibition Quarter for all sponsors and exhibitors. This is where all coffee breaks, an extended lunch session and networking will take place.

Breakout sessions in the morning and afternoon will explore high-tech cluster development and funding and scale up opportunities.

## Drinks reception

Once the main event is over in the early evening there will be a drinks and networking reception for all delegates before heading home.

By attending Unleash 2023 delegates will gain a competitive advantage in how to grow their business profitably with invaluable input on growth, retaining employees, asset cyber protection, scaling up and funding.



# Sponsorship Packages

|  | Platinum<br>£25,000 +VAT | Gold<br>£15,000 +VAT | Silver Exhibitor<br>£1,750* +VAT | Drinks Reception<br>£5,000 +VAT |
|--|--------------------------|----------------------|----------------------------------|---------------------------------|
| <b>Conference</b>  |                          |                      |                                  |                                 |
| Speaking slot on Main Stage  | ✓                        | ✗                    | ✗                                | ✗                               |
| Hosted Breakout session  | ✗                        | ✓                    | ✗                                | ✗                               |
| Delegate passes  | 4                        | 3                    | 2                                | 2                               |
| Late afternoon drinks reception – Entrance tickets                                 | ✓                        | ✓                    | ✓                                | ✓                               |
| <b>Marketing &amp; PR</b>  |                          |                      |                                  |                                 |
| Pre-event publicity – built into nurture campaigns                                 | ✓                        | ✓                    | ✗                                | ✓                               |
| Logo on invite   | ✓                        | ✓                    | ✗                                | ✓                               |
| Logo & info in conference programme  | ✓                        | ✓                    | ✓                                | ✓                               |
| Logo on Unleash 2023 lanyard & badge   | ✓                        | ✗                    | ✗                                | ✗                               |
| Conference programme – double page spread advert                                   | ✓                        | ✗                    | ✗                                | ✗                               |
| Conference programme – single page advert  | ✗                        | ✓                    | ✗                                | ✓                               |
| Conference programme – half page advert  | ✗                        | ✗                    | ✗                                | ✗                               |
| Conference programme – quarter page advert   | ✗                        | ✗                    | ✓                                | ✗                               |
| TV adverts – 30 second adverts running on loop in all breaks (supplied by sponsor) | ✓                        | ✓                    | ✗                                | ✗                               |
| <b>Exhibition stands</b>   |                          |                      |                                  |                                 |
| Exhibition stand in Main Room  | ✓                        | ✓                    | ✗                                | ✗                               |
| Exhibition stand in Exhibition Quarter   | ✗                        | ✗                    | ✓                                | ✓                               |
| <b>Post-Unleash 2023</b>   |                          |                      |                                  |                                 |
| Post event delegate survey – sponsor logo  | ✓                        | ✓                    | ✗                                | ✗                               |
| Unleash newsletter 3 x year – case studies   | 3                        | 2                    | ✗                                | 1                               |
| Unleash 2023 – Sponsors' event with leaders  | ✓                        | ✓                    | ✓                                | ✓                               |
| Unleash 2023 – Sponsors' event – logo  | ✓                        | ✓                    | ✗                                | ✗                               |

\*£250 of the Silver cost will be donated to Unleash 2023's chosen charity (charity TBC)

Each Exhibitor will be supplied with a standard 6 ft table with tablecloth and two chairs provided, plus space for a banner stand. A floor plan will be produced showing location.

# Terms & Conditions

## 1. Introduction

- 1.1 The following terms shall have the following meaning within these Terms and Conditions:  
Brochure: means the Unleash 2023 Sponsorship Brochure.  
Sponsorship & Exhibitor Agreement Form: means the pdf form that Sponsors complete and send to us to book their requisite sponsorship package.  
Event: means the one-day commercial conference entitled 'Unleash 2023' on Wednesday 26th April 2023 at the ICC Wales in Newport organised by CCR.  
Letter of Confirmation: means the letter of confirmation issued by CCR confirming the Sponsor has been awarded a Sponsorship Package.  
Sponsorship Fee: means the fee payable for the Sponsorship Package as set out on page 5 of the Brochure.  
Sponsorship Package: means one of the sponsorship packages set out on page 5 of the Brochure and which the Sponsor has chosen and pay for in order to sponsor the Event.
- 1.2 These Terms and Conditions shall govern the basis upon which Cardiff Capital Region ("CCR") shall make available to you ("the Sponsor") the Sponsorship Package for the Event subject to the Sponsor paying the Sponsorship Fee for the Sponsorship Package and performance of the Sponsor's obligations set out in these Terms and Conditions.
- 1.3 The Sponsor hereby agrees to be bound by these Terms and Conditions and acknowledge that failure to comply with them and/or perform its obligations under them may lead to its participation as a sponsor of the Event being terminated by CCR, acting reasonably.
- 1.4 If the Sponsor's participation as a sponsor of the Event is terminated by CCR pursuant to Clause 1.3, the Sponsor shall lose all rights it has been granted under the Sponsorship Package and any Sponsorship Fee paid up to the date of termination is not refundable and shall be retained by CCR. The Sponsor will still be able to attend the Event but not as a sponsor.
- 1.5 For the avoidance of doubt Cardiff Capital Region City Deal's principal offices are based at Spark Building, Maindy Road, Cardiff, CF24 4HQ.

## 2. Content of Brochure

- 2.1 CCR takes all reasonable steps to ensure the contents of the Brochure are correct at the time of publishing but gives no guarantee as to the accuracy of the information contained within the Brochure.
- 2.2 CCR reserves the right to change the date and/or the venue of the Event or cancel the Event at any time up to and including the day of the Event. If the Event is cancelled by CCR the Sponsor shall receive a full refund of that part of the Sponsorship Fee that has been paid by it to CCR up to the date of cancellation.

## 3. Booking

- 3.1 Sponsorship Packages will be granted on a "first come, first served" basis via the Sponsorship & Exhibitor Agreement Form supplied with the Sponsorship Brochure. Where a Sponsorship Package is available CCR will write to the Sponsor confirming the Sponsor's successful application by way of a Letter of Confirmation. If fully booked, or otherwise unavailable, CCR will endeavour to suggest a different type of entry, or participation for that Sponsorship Package. However, CCR cannot guarantee such availability and reserves the right to reject the Sponsor's application at its sole discretion.

## 4. Payment

- 4.1 The Sponsorship Fee for each Sponsorship Package is set out in this Brochure. These may be subject to variation in exceptional circumstances. All fees are exclusive of VAT. The Sponsor will be invoiced for 50% of the Sponsorship Fee upon signing the Sponsorship & Exhibitor Agreement Form (payable within 30 days of that invoice date) with the remaining 50% being paid by or before Friday 24th February 2023. If the Sponsorship & Exhibitor Agreement Form is signed on or after Wednesday 1st February 2023 then 100% of the full Sponsorship Fee will be payable within 30 days of the 1st February 2023. All payments due to CCR shall be made without any set-off, deduction or withholding.
- 4.2 If the Sponsor fails to pay the Sponsorship Fee by the timescales set out in Clause 4.1 CCR reserves the right to terminate these Terms and Conditions and the Sponsor's participation in the Event and the Sponsorship Package immediately by written notice to the Sponsor.
- 4.3 Promotional Materials: - Any items required to be provided under the Sponsorship Package purchased including, but not limited to, literature, publicity, logos, advertising copy or other materials promoting or otherwise ("the Promotional Materials") must be provided to CCR in suitable formats by the date set out in the Letter of Confirmation. If the Sponsor fails to meet the deadline, the Promotional Materials shall not be incorporated in any publicity for the Event. No refund or credit against the Sponsorship Fees will be provided.
- 4.4 The Sponsor warrants that the Promotional Materials: (a) represent a true and fair statement of the services or facilities provided by them; (b) do not breach applicable advertising regulations or codes; (c) are not defamatory; (d) do not infringe the intellectual property rights of any third party. This Clause shall survive termination or expiration of these Terms and Conditions.

## 5. Changes to Sponsorship Packages & Cancellation

- 5.1 The Sponsor may request to change its participation in a Sponsorship Package and such a request must be made in writing by email to the CCR Event organiser [nigel.pompeus@cardiff.gov.uk](mailto:nigel.pompeus@cardiff.gov.uk). CCR may, at its sole discretion accommodate such a request, subject to the Sponsor meeting all associated costs. If the Sponsor wishes to cancel its participation as a Sponsor of the Event, the Sponsor may do so at any time by informing CCR in writing by email to the CCR Event

organiser nigel.pompeus@cardiff.gov.uk. The Sponsorship Fee will be payable in full unless CCR can reallocate the Sponsorship Package purchased.

## 6. Warranty & Liability

- 6.1 CCR makes no warranty as to the suitability of any Sponsorship Package for any particular purpose or otherwise and shall not be liable to the Sponsor for any costs, claims or losses howsoever caused that arise by reason of the Sponsor's application or participation in the Event. Nothing in these terms and conditions excludes or limits CCR's liability for death or personal injury caused by CCR's negligence or for fraudulent misrepresentation.
- 6.2 For the avoidance of doubt, the Sponsor acknowledges that it is responsible for all other costs incurred as result of the Sponsor's attendance or participation in the Event, including transportation, staff costs, meeting relevant health and safety provisions and for the safe keeping of any property associated with such participation. The Sponsor shall maintain adequate insurance in all such respects.
- 6.3 This Clause 6 shall survive termination or expiration of these Terms and Conditions.

## 7. Indemnity

- 7.1 The Sponsor shall indemnify CCR against all costs, expenses, liabilities, claims, losses, proceedings or damage that CCR may suffer or incur as a result of:
  - a. injury to any persons and any loss or damage to any property caused by the Sponsor's act, omission or negligence or the Sponsor's employees, agents, subcontractors and/or guests act, omission or negligence or arising out of or in connection with these Terms and Conditions or the Sponsor's participation in the Event.
  - b. the Sponsor or the Sponsor's employees, agents, subcontractors and/or guests breach of contract, negligence, or other acts or omissions.
  - c. any claim made against CCR by a third party for actual or alleged infringement of the intellectual property rights of a third party out of or in connection with CCR using the Promotional Materials in accordance with these terms and conditions.
- 7.2 This Clause 7 shall survive termination or expiration of these Terms and Conditions.

## 8. Duration of sponsorship

- 8.1 The Sponsor shall be bound by these Terms and Conditions from the date that is the signing of individual Sponsorship & Exhibitor Agreement Forms will constitute the start date. These Terms and Conditions shall expire on Wednesday 31st May 2023 unless terminated in accordance with its provisions or otherwise lawfully terminated or the Sponsor's participation in the Event as a sponsor is cancelled (post event marketing shall take place after the 26th April 2023 and will be via the Event website [www.unleash.wales](http://www.unleash.wales) and any newsletters that will be used by CCR to cover the Event).

## 9. Intellectual Property

- 9.1 All intellectual property rights owned by or licensed to CCR shall remain the property of CCR and nothing in these Terms and Conditions shall grant or be deemed to grant any license of such intellectual property rights to the Sponsor.

## 10. Force majeure

- 10.1 For the purposes of these Terms and Conditions, Force Majeure Event means an event beyond the reasonable control of CCR, including but not limited to strikes, lock-outs or other industrial disputes, failure of a utility service transport network, act of God, war, riot, civil commotion, malicious damage, compliance with any law or governmental order, rule, regulation or direction, accident, breakdown of plant or machinery, fire, flood, storm or default of suppliers or subcontractors ("Force Majeure Event").
- 10.2 If due to a Force Majeure Event, CCR has to cancel the Event, CCR shall notify the Sponsor as soon as reasonably possible and that part of the Sponsorship Fee that has been paid up to the date of cancellation of the Event shall be returned to the Sponsor. CCR shall not be in breach of these Terms and Conditions or otherwise liable for any such failure or delay in performing its obligations under these Terms and Conditions as a result.

## 11. General

- 11.1 Severance:
  - a. If at any time any provision or part provision of these Terms and Conditions is or becomes invalid, illegal, or unenforceable in any respect this shall not affect the validity, legality or enforceability of the remaining provisions which shall remain in force and effect.
  - b. If any provision or part-provision of these Terms and Conditions is deemed deleted under Clause 11.1(a), CCR and the Sponsor shall negotiate in good faith to agree a replacement provision that, to the greatest extent possible, achieves the intended commercial result of the original provision
- 11.2 Waiver:** No failure or delay by either CCR or the Sponsor to exercise any right or remedy provided under these Terms and Conditions or by law shall constitute a waiver of that or any other right or remedy, nor shall it prevent or restrict the further exercise of that or any other right or remedy. No single or partial exercise of such right or remedy shall prevent or restrict the further exercise of that or any other right or remedy.
- 11.3 Third Party Rights:** Unless it expressly states otherwise, these Terms and Conditions do not give rise to any rights under the Contracts (Rights of Third Parties) Act 1999 to enforce any of its terms or conditions.
- 11.4 Governing Law and Jurisdiction:** These Terms and Conditions are governed by the laws of England and Wales and any disputes arising under or in connection with them will be subject to the exclusive jurisdiction of the Courts of England and Wales.

*Get in touch*  
We'd love to hear from you!

## **Nigel Pompeus**

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## **Nigel Griffiths**

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