

# CASE Europe Annual Conference 2025

Birmingham, United Kingdom | November 4 - 6, 2025

## Guidelines for sponsors and exhibitors

Please read the information below carefully. It contains all the details you need for your attendance at the conference.

### REGISTERING DELEGATES FROM YOUR COMPANY

**Companies are responsible for registering** their delegates for the conference.

*Attention: Booking sponsorship and exhibition items should be requested using the booking for found at <https://www.case.org/conferences-training/case-europe-annual-conference-2025/sponsorship-and-exhibition-opportunities>. The instructions below are solely for the purpose of delegate registration after the booking is complete.*

#### How to register a delegate from your company

- Go to the registration page of the conference: <https://www.case.org/conferences-training/case-europe-annual-conference-2025/registration>
- Click on “register now”
- If you don’t have an account, you can create one. You will need to go back to CEAC registration page after that
- Follow the registration pages, answering all the questions
- You will have the option to register for specific pre-conference programmes (Global Schools Summit; Aspiring Leaders Track; Newcomers’ Track) in one of the steps (these have separate costs)
- At the payment page there is a box “add coupon or promo code”
- Please include **SPONSORCOMP** in this box
- That should change the cost of delegate passes to zero
- Please note below the number of delegate passes that each level has as benefit (unless buying extra passes):
  - GOLD: 04
  - SILVER: 03
  - BRONZE: 02
  - EXHIBITOR: 02

If you would like to book additional delegate passes, you can do that through the booking form you can find here - <https://www.case.org/conferences-training/case-europe-annual-conference-2025/sponsorship-and-exhibition-opportunities>

Please remember the deadline for delegate registration: **15<sup>th</sup> October**

If you have any issues with registering your delegates, please contact Cristina Marochi - [cmarochi@case.org](mailto:cmarochi@case.org)

## **LIST OF DELEGATES**

You will receive 3 lists of delegates prior to the event (**30<sup>th</sup> September, 15<sup>th</sup> October and 29<sup>th</sup> October**) and one list after the event (**13<sup>th</sup> November**). The list will be sent to the main contact indicated in the booking form.

## **EXHIBITION HALL TIMINGS**

On Tuesday 4<sup>th</sup>, the exhibition hall will open to the public at 11am.

On the other days, it will be open from 8am until 6pm (except on Wednesday 5<sup>th</sup> when the Exhibitors' Reception takes place in the hall until 7pm).

Please note that the breakfast roundtables on Wednesday 5<sup>th</sup> and Thursday 6<sup>th</sup> are from 8.30-9.15 am. Not all delegates participate in the breakfast roundtables. If you're not involved in a roundtable session, you're welcome to decide whether you'd like to be at your booth during that time or not. The main programme begins at 9.30 am on both days.

You will see details about timings for logistic in another topic below.

## **ETIQUETTE FOR THE USE OF THE CONFERENCE COMMUNITY**

As conference delegates, company representatives will also be added to the Conference Community. This is an interactive platform designed for participants to connect, share ideas, and engage in meaningful discussions before the conference starts.

Please note that this space is intended for peer-to-peer interaction and knowledge exchange, not for the promotion of products or services. We kindly ask sponsors and exhibitors to respect the purpose of this platform.

It's important to highlight that the Conference Community is separate from the conference app – the latter includes programme details, attendee profiles, and sponsor visibility. You can find more information about the app below.

## **CONFERENCE APP**

All event information — including the programme, key announcements, and real-time updates — will be available through our dedicated conference app, which delegates will use throughout the event. The app also allows attendees to view who's participating via delegate profiles created upon joining. Sponsor and exhibitor details will be prominently featured, including logos and information submitted through the booking form.

If you wish to update or revise your submitted details, please contact Cristina Marochi at [cmarochi@case.org](mailto:cmarochi@case.org).

The app will launch around 2 weeks prior to CEAC, giving attendees early access to explore content, connect with others, and plan their experience.

## **PICKING UP BADGES ON ARRIVAL**

Please go to the registration desk on arrival to print and pick up your badge.

## DEADLINES

***Please make sure to have all information needed by each deadline before sending it to CASE.***

**ALL INFORMATION REQUESTED BELOW SHOULD BE SENT TO [CMAROCHI@CASE.ORG](mailto:CMAROCHI@CASE.ORG)**

### **ALL sponsor levels and exhibitors:**

<b>Activity</b>	<b>Deadline</b>
Send name to be displayed in your booth nameboard	8 <sup>th</sup> October
Registration of company delegates	15 <sup>th</sup> October

### **For sponsors with a speaking opportunity - workshop, campfire or roundtable:**

<b>Activity</b>	<b>Deadline</b>
Workshop / Campfire / roundtable info: <ul style="list-style-type: none"><li>- Title of the session</li><li>- Description (max 250 words)</li><li>- Speaker(s) name(s), job title(s), institution(s)</li><li>- Speaker(s) short bio (max 200 words)</li><li>- Speaker(s) headshot(s)</li></ul>	8 <sup>th</sup> October
If you are delivering a workshop, please also send the presentation file (if you are using one)	8 <sup>th</sup> October

### **For the lanyard option under the GOLD level sponsorship:**

<b>Activity</b>	<b>Deadline</b>
Please send: <ul style="list-style-type: none"><li>- company logo in high res (one option with transparent background)</li><li>- code of the desired colour for the lanyard (HEX code)</li></ul>	<b>1<sup>st</sup> October</b>

### **For app sponsorship:**

Please see below the specs for each of the opportunities. The deadline to receive any of this info is the **10<sup>th</sup> October**.

**IMPORTANT NOTICE:** if you are a **GOLD** level sponsor, depending on the visibility item you chose to be part of your package, there is the benefit of distributing or placing company materials or goodies in the room of the selected activity. These materials are the company's responsibility and should be delivered to CASE staff at the ICC no later than 11am of Tuesday 4<sup>th</sup> November.

## **IF YOU HAVE A SPEAKING OPPORTUNITY AS PART OF YOUR SPONSORSHIP PACKAGE**

Your session will not have a host/chair to introduce you. Delegates will arrive at the designated room/space and you will be in control of the time to start and finish it. You will be able to see the room allocation on the conference app (which will be launched a couple of days before the start of the event). Please note that only "workshops" and "product or service demo sessions" have AV support. Campfires and roundtables will not offer this resource.

## SIZE AND DESCRIPTION OF THE STAND

All stands are shell scheme systems and have the same size – 3x3m<sup>2</sup>.

Specs:

- Silver Octanorm modular system
  - White Foamex infill/facia panels
  - White melamine faced wall panels 2500mm high, 2435mm to the underside of the ceiling beams, aluminium post and rail frames
  - Fascia to each open side 300mm deep



Each stand comes with:

- A trestle table, tablecloth and 2 chairs
- 1 x 500W socket outlet
- 2 LED spotlights
- Nameboard

## CHOOSING YOUR STAND LOCATION

The floorplan of the exhibition hall will be shared in the conference webpage. You will be asked to indicate your preferred location (3 choices, in order of priority) and send these preferences to Cristina Marochi (cmarochi@case.org). Stand allocation will be on a first come, first served basis and CASE will confirm which one was available and was allocated to you.

## MOUNTING AND DISMOUNTING TIMES FOR THE EXHIBITION HALL

Companies can decorate their stands on Monday 3<sup>rd</sup> November, from 4pm to 6pm, or in the morning of the Tuesday 4<sup>th</sup> November, from 8am to 10.30am (the doors of the exhibition hall will open to the public at 11am on the 4<sup>th</sup>).

The stands should be put down on the Thursday 6<sup>th</sup>, between 3pm and 6pm.

## CONTACT FOR EXTRA FURNITURE, AUDIO-VISUAL HIRE OR SIGNAGE

Cameron Logistics is providing the shell scheme for the exhibition hall again this year. They have extra resources which you can book directly with them (furniture, screens, signage, etc.). They are offering special prices for CEAC exhibitors. You can see and book their services through this link

<https://portal.cameronlogistics.co.uk/order/GR6IQTkHR85I4eyZxMpU> using the password **CASECEL2025**.

The ICC (conference venue) has a service which allows sponsors and exhibitors to order a wide range of services. Please email [eventorders@theicc.co.uk](mailto:eventorders@theicc.co.uk) and the team will send you a menu with available items. They also have a supplier directory on their website - <https://www.theicc.co.uk/organiser/suppliers-directory/>

Please note that it is the responsibility of the sponsor/exhibitor to contact these (or other) providers and hire the extra items required. Payment for those items should also be made directly to the provider.

## DELIVERIES AND COLLECTIONS OF EVENT MATERIALS

### DELIVERIES:

**Deliveries will be accepted from the 31<sup>st</sup> October**

All deliveries should be clearly marked with the following label info:

NAME OF PERSON COLLECTING PARCEL ON SITE Xxxxxxx	COMPANY NAME/STAND NUMBER (Name) (stand number)	CONTACT NO xxxxxx
NAME OF THE EVENT CASE Europe Annual Conference 2025 (CEAC2025)	DATE OF THE EVENT 4-6 November 2025	BOX n. xx of xx
EVENT MANAGER NAME Alexandra Gatland	HALL NUMBERS Hall 3	
DELIVERY ADDRESS  <b>THE ICC</b> GOODS INWARDS/ BAY B CAMBRIDGE STREET  <b>BIRMINGHAM</b> <b>B1 2NP</b>		

Please note:

- Deliveries to site are only accepted from the 31<sup>st</sup> October and
- Delivery label should be fully completed, and couriers should be advised to report to Bay B of the ICC (off Cambridge Street) for further delivery instructions. The ICC Goods Inwards will sign for goods (on acceptance of arrival basis only). The ICC will not accept any liability for items after delivery.

### COLLECTIONS:

**Collections have to be made by the 7<sup>th</sup> November**

All collections should be clearly marked with the following label info:

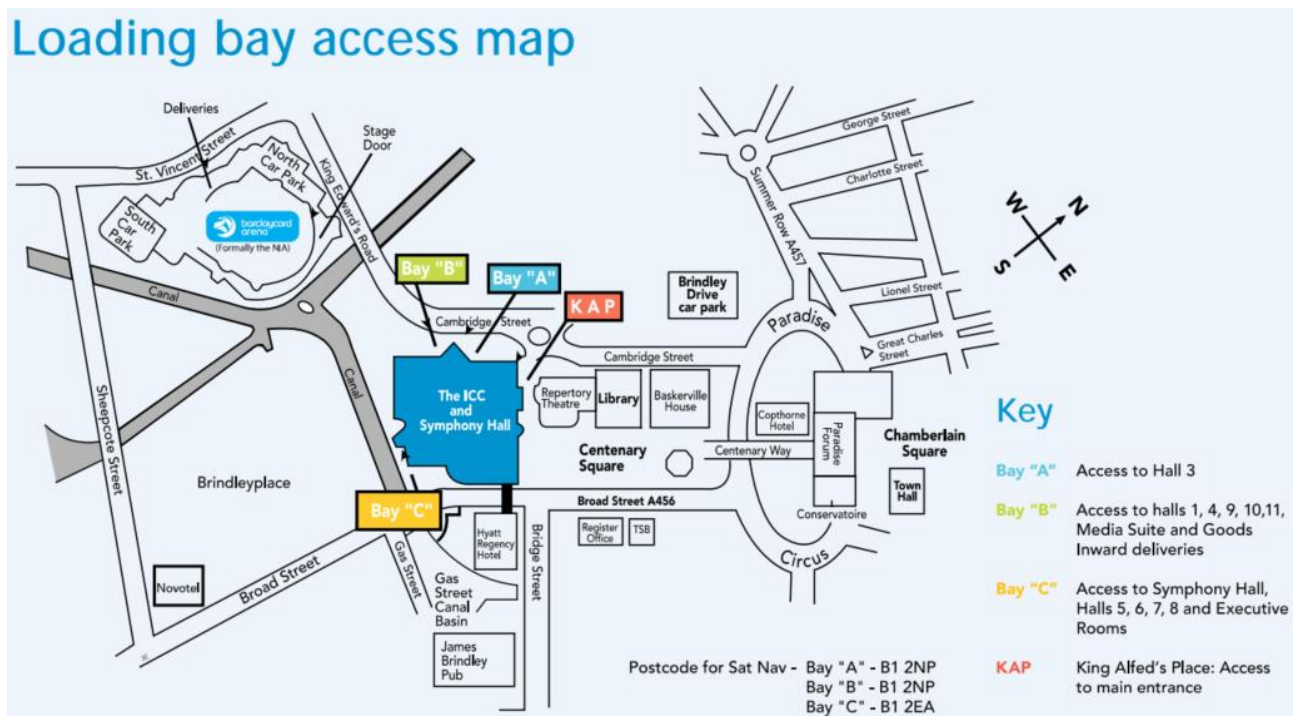
NAME/ COMPANY/ ADDRESS OF WHERE PARCEL IS GOING	BOX xxx of xxx
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CONTACT NAME AND TELEPHONE NUMBER	EVENT & DATE ATTENDED AT ICC <b>CASE Europe Annual Conference 2025</b> <b>4-6 November 2025</b>
DATE & TIME OF COLLECTION	COURIER DETAILS

Please note:

- Collections must be done by 3pm on the 7<sup>th</sup> November
- Any parcels left at the venue for collection must be clearly marked ready for collection and left in Bay B/Goods Inwards.

Please note that it is the responsibility of the sponsor/exhibitor to arrange their own courier.



## GETTING TO THE ICC AND PARKING INFORMATION

The ICC address is:  
**The ICC**  
 8 Centenary Square  
 Birmingham

B1 2EA

If you're driving to the ICC:

There are several parking spaces near the venue. The closest spaces are at [Utilita Arena Birmingham](#) (King Edward's Road, B1 2AA).

Visitors arriving by car will need to be aware of Birmingham's Clean Air Zone. The ICC and associated visitor car parks are located within this area. Daily charges apply to vehicles entering the zone which do not comply with the zone's criteria. For further information, and to check if your car is Clean Air Zone compliant, [please click here](#).

If you are taking the train:

Birmingham has three stations - Birmingham New Street, Birmingham Moor Street, and Birmingham Snow Hill, all in the city centre, and all just a short walk from the ICC with New Street Station the closest. There is also a tram network that connects Birmingham to Wolverhampton, which stops at Centenary Square, just outside the ICC.

If you are flying to Birmingham:

Birmingham Airport has a train station connected to the terminal, which means it takes just a ten-minute train ride to get into Birmingham New Street (main train station). If you'd prefer to jump in a taxi, you'll find a rank directly outside the airport.

If you have any other questions, please contact Cristina Marochi ([cmarochi@case.org](mailto:cmarochi@case.org)).