

DRAFT SERVICE LEVEL AGREEMENT
CONCESSIONARY PARTY BODIES EXHIBITION AND FRINGE RATE

Introduction

1. The party offers significantly reduced exhibition and fringe booking rates to party bodies. In the case of exhibition stands those rates are at cost price. They are set from time to time by the Federal Conference Committee and administered by the Conference Office.
2. This Service Level Agreement governs the applicability of those rates and sets out what the party expects from the bodies that are offered them and what they can expect in return.
3. It does not follow that the offering of the party bodies rate for the fringe automatically entitles the body to the party bodies rate for the exhibition.
4. Any queries or complaints arising under this Service Level Agreement should be directed, in the first instance, to the Conference Office for informal resolution. Should informal resolution not be possible and formal resolution is required then the matter will be referred to the Federal Conference Committee with the matter usually being dealt with by the General Purposes Sub-Committee.

Applicability

5. Unless otherwise provided for, party bodies rates will apply to,
 - (a) Specified Associated Organisations,
 - (b) Associated Organisations,
 - (c) State Parties, and
 - (d) Regional Parties (excluding the exhibition with the exception of the host region which will be offered a complimentary stand at the respective conference)of the Liberal Democrats.
6. Any body not covered above that wishes to apply to receive the party bodies rates should apply to the Federal Conference Committee with the application usually being dealt with by the General Purposes Sub-Committee. Any applications should be made no later than 1st November of any given year for consideration at the November meeting. Should the application be successful the applicant will be able to book for the following spring and autumn conferences accordingly and on an ongoing basis unless there is a change in circumstances.

7. When considering whether a body ought to be offered the party bodies rates, the following non-exhaustive factors will be considered in support of offering the rate where they apply,
 - (a) Whether a reasonable percentage of its members are also members of the Liberal Democrats,
 - (b) Whether the body is focused mainly or solely on activity within the Liberal Democrats,
 - (c) Whether the body only exhibits or runs fringes at Liberal Democrat conference,
 - (d) Whether the activities of the body enrich the activities of the Liberal Democrats,
 - (e) Whether the body furthers the values of the Liberal Democrats in the outside world,
8. The following factors may militate against the party bodies rate being offered where they apply,
 - (a) Whether the group is funded by or allied to an outside organisation or interest, whether or not it is seeking to lobby the party,
 - (b) If the body is a profit-making organisation.
9. The Federal Conference Committee, usually through the General Purposes Sub-Committee, reserves the right to review the eligibility of those in receipt of the party body rate from time to time to take into account changing circumstances in the party bodies, the conference and financial situation of the party.

The Fringe

10. It is expected that bodies in receipt of the party bodies rate for the fringe will be prepared to observe the following conditions in recognition of the vastly reduced nature of the rate compared to the standard rate;
 - (a) Be flexible as to the times and locations of their fringe events,
 - (i) By submitting three different preferences for date/time when submitting their enquiry,
 - (ii) The Conference Office will attempt to allocate rooms matching this order of preference as best as it can,
 - (iii) An offer matching any of the three preferences is to be considered a reasonable offer.
 - (b) Book all of their events in official conference venues unless there are exceptional circumstances preventing the party body from doing so.
 - (c) The party needs to maximise the revenue it receives from fringe bookings. There is therefore a presumption that joint events between organisations in receipt of the party bodies rate and organisations that would not be eligible for that rate would be charged at the standard fringe rate in line with what the non-qualifying organisations would pay otherwise.
 - (i) Any body that wishes to run a joint event with a body that would not be offered the party bodies rate must notify the Conference Office in advance, either when submitting the request online or as soon as possible afterward.
 - (ii) The party body may negotiate a reduced standard rate with the Conference Office in cases where they are introducing a new organisation to the party which has not previously engaged with the party or Federal Conference and which is unlikely otherwise to attend.
 - (d) In regard to event sponsorship,
 - (i) The provisions in (b) above apply also to a body that wishes to receive any sponsorship monies or promote or provide branding and/or advertising for a body not in receipt of the party bodies rate,
 - (ii) In cases where party bodies are approaching non-party bodies regarding joint events or event-sponsorship, the Conference office will offer guidance and advice on how to approach the organisations and an appropriate amount to ask for.

- (e) With regard to a fringe event and its listing, it is expected that an event charged at the party body rate,
 - (i) Will be chaired by a representative of that organisation,
 - (ii) The party body will be the only organisation listed as the organiser,
 - (iii) Does not credit a sponsor in the listing,
 - (iv) Event branding will exclusively be from the party body.
- (f) All fringe speakers taking part in an event in the secure zone of conference are required to be fully registered for conference. No fringe speaker passes will be issued as standard, but party bodies may request up to 3 complimentary speaker passes per event under the following conditions:
 - (i) Passes may be requested for listed non-member speakers only,
 - (ii) The passes issued will be 2-day commercial observer passes,
 - (iii) It is the responsibility of the fringe booker to ensure that their speakers have registered within the deadlines specified by the Conference Office and using the discount codes allocated to them. In cases where this deadline is not met, late fees will apply. It is the responsibility of the party body to ensure that speakers have registered and may contact the Conference Office to confirm if required.
- (g) The Conference Office will aim to reduce the overall cost of hosting a fringe event for party bodies wherever possible by:
 - (i) Capping the maximum room hire cost in venues where the proportion of very large rooms is higher than average,
 - (ii) By continuing to negotiate no minimum catering spend across all official fringe venues,
 - (iii) Adjusting to venue specific challenges and opportunities to maximise benefit to party bodies wherever possible.

The Exhibition

11. The default stand size that will be allocated to a body in receipt of the party bodies rate will be a 2 x 2 sized shell system. 3 x 2 sized stands may be allocated subject to availability. Exhibition space beyond this may be charged the cheapest charity rate pro-rata and is subject to availability.
12. Any body in receipt of the party bodies rate that wishes to share its stand with another organisation should discuss the matter with the Conference Office.
13. It is expected that bodies in receipt of the party bodies rate for the exhibition will be prepared to observe the following conditions in recognition of the vastly reduced nature of the rate compared to the standard rates;
 - (a) Be flexible as to stand sizes and position within the exhibition and recognise that, if space is at a premium, the configuration, placing and size of their stand may need to be altered. In the exceptional case where stand size needs to be reduced the party body will be refunded the fee paid pro-rata.
 - (b) Party Exhibitor passes may be used only for Liberal Democrat party members;
 - (i) A spring conference booking includes two party exhibitor passes,
 - (ii) An autumn conference booking includes three party exhibitor passes,
 - (iii) That exhibitor passes must be allocated to those individuals setting up the stand and stands must be set-up before the official opening of conference,
 - (iv) That party exhibitor passes do not carry speaking or voting rights. If a party exhibitor wishes to speak or vote he or she will need to register separately as a member.
 - (c) A party stand may not feature any branding or literature from an outside body.
 - (d) In cases where exhibition space is limited, space will be allocated on a first come first served basis. There is no guarantee that all eligible party bodies will receive a stand.
 - (e) That the organisation concerned staffs their stand throughout the conference and creates an interesting and engaging display which represents the Party well,
 - (f) That the organisation concerned has set up their stand up before the opening of the conference centre to conference representatives and the stand is presentable and staffed until the formal close of the exhibition,

Miscellaneous

14. Bodies in receipt of the party bodies rate may receive their stand or fringe room free of charge if they secure a new exhibitor or comparable booking for the conference. If a party body wishes to discuss a possible proposal they should do so with the Conference Office who will assist with putting together a suitable proposal and confirm additional details.
15. The Conference Office will issue a party body checklist for each conference and aim to send information no later than indicated or, where possible, sooner.
16. The Conference Office will create advertising promotions for party bodies at much reduced rates for each conference. Space will be available on a first come first served basis and will be subject to the standard advertising terms and conditions.
17. On Saturday morning of the Autumn Conference, before the official start of conference, the Conference Office will offer space for Annual General Meetings free-of-charge to all party bodies in receipt of the fringe party body rate (subject to availability).

AGREED BY FEDERAL CONFERENCE COMMITTEE

DATED: