



HELPING ON THE 'WE ARE GUERNSEY' EXHIBITION STAND

Guernsey Finance (GF) promote Guernsey as an international finance centre (IFC) under the brand of WE ARE GUERNSEY and seek support from local industry to help man the exhibition stand at off-island events. GF recognise this takes up valuable time, which carries an opportunity cost that must be justified. As a result, GF offer a package of benefits to industry representatives who are willing to help as follows:

WHAT WE OFFER

- A delegate pass to an event at 30% of the full delegate rate¹
- A targeted networking platform. All conferences and events attended by GF are pre-screened to ensure the right target audience and as such are good, new business opportunities. They offer a value added alternative to attending the conference as a delegate and also offer a cost effective alternative to having your own company's stand at the event
- The opportunity to hand out your own business cards and promote your company's services, as appropriate, when selling Guernsey as an IFC
- The opportunity to follow up any of the contacts you meet at the event
- The opportunity to attend conference sessions, providing other cover is available to man the stand, to increase your professional knowledge
- Your name listed as an industry expert in pre-conference communications from GF to identified targets

WHAT WE EXPECT IN RETURN

That you will:

- Attend the event pre-brief to meet the team, understand logistics and agree the key messages
- Adopt a team approach to spending time on the stand, fulfilling the rota requirements as required by the GF representative ensuring there is always appropriate/ minimum cover
- Sell the benefits of Guernsey as an IFC and the specific sector to which the conference is geared
- Answer any technical questions as an industry expert
- Be an ambassador for the Island and wear a supplied 'Guernsey' badge
- Network to gather business cards which GF will collect at the end of the event to enter onto the database. The business cards will be returned to you within a week of the event
- Not to put your own company literature on the stand
- Attend for the full length of the conference as advertised in the official programme
- Reimburse GF for the cost of a full delegate pass if you cancel after accepting a GF pass
- Assist with the set-up and break-down of the exhibition stand where required
- Attend the event debrief to provide GF with feedback on the event
- Not use your mobile device whilst manning the exhibition stand

Attendee Name: _____

Signed: _____

Company Name: _____

Date: _____

¹The price of a pass is calculated based on the cost of the full delegate rate quoted for the event. The cost of a pass may also include a contribution towards the competition prize offered at the event. This will not exceed £50.