



## Application for 'ENTERPRISE ORGANISER MEMBERSHIP' to the ASSOCIATION of EVENT ORGANISERS Ltd

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AEO Enterprise Membership serves those engaged in the business of organising events having sold less than 2,000 square metres per year of exhibition space. We aim to help you grow your business and have a package of benefits to reflect this. As your business grows, so too will your membership. Once your sales are greater than 2,000 square metres you will be automatically upgraded to full AEO Organiser Membership.

### **Who can join?**

If you are currently organising events in the UK with total sales of less than 2,000 square metres per year, AEO Enterprise Membership is just what you need to help grow and develop your business. We welcome applications from companies with limited trading history, as well as those that have a small business with established trading credentials.

### **Mentoring Scheme**

During your 1<sup>st</sup> year of membership you are able to participate, free of charge in the AEO Mentoring Program. You will have the opportunity to meet with your mentor 3 times during the year: at the beginning, during the year and at the end at convenient times mutually agreed between you and your mentor. This service is usually charged at £1,500 but is offered free of charge during your 1<sup>st</sup> year of membership.

### **Networking with the best**

You will be invited to attend the exclusive flagship events of the exhibition and live events industry. AEO events are heavily discounted for members.

### **Keeping up to date**

Members are provided with extensive and year-round communications designed to inform, educate and entertain.

### **FaceTime**

FaceTime supports exhibitors at AEO member shows in achieving and exceeding their business goals through events and exhibitions. As part of AEO membership, organisers can utilise the FaceTime Training, Guides, Masterclasses, Webinars and Videos free of charge to help their exhibitors supercharge their ROI.

### **Recruitment**

Get the best for your business with free online recruitment advertising. As a member, you can post your vacancy on our site for no cost, savings thousands of pounds in agency fees.

### **Make the most of our alliances**

- Cost effective event attendance audit with partners, BPA Worldwide (£550 plus VAT - UK events only)
- 15% discount on individual events and event organiser insurance policies with partners, Hiscox Event Insurance
- Access to AEO Technical Help Centre giving free advice on health, safety and operational issues

- Free consultation covering event logistics for both UK and international events, with our logistics experts and partners DB Schenker
- Free VAT advice with our money experts – Kingston Smith Chartered Accountants
- Category entry into the AEO Excellence Awards
- Company listing on the AEO and ESSA websites

### **Reference**

Your application will need to be supported by a reference from an existing AEO Organiser Member. If you don't have a relationship with an existing AEO member, or if you have been trading for less than a year and consequently do not have published company accounts to support your application, then the AEO could act as your referee. Naturally, in order to do this, we will want to find out as much as we can about your company and how we can help you, so this could mean that you may be invited to attend an interview with the Membership Committee and references will be requested.

### **Annual review**

We want to see your business grow and wish to celebrate your success, so once a year we will ask you to complete a space declaration form. This will tell us how much space your business has sold in the previous year and will determine which category of membership your company falls into for the subsequent year.

### **Logo**

As an AEO Organiser Member you will be able to use the AEO Member logo on your website and in both printed and electronic marketing materials. Naturally, the AEO Organiser logo is reserved exclusively for use by AEO Members.

### **Code of Conduct**

Being a member of such a prestigious trade association comes with its responsibilities. As a member, you are required to undertake and observe the AEO Code of Conduct.

## NOTES ON COMPLETING THIS FORM

- Please complete **ALL** sections of this form. If any assistance is required, please contact the AEO **either by phone on 01442 285810 or by email on info@aeo.org.uk**
- The application form should be signed and dated by an authorised officer of the company applying for membership ('the Company')
- **Completed forms should be returned to your main contact at AEO's offices via email.**
- **PLEASE ENSURE THAT YOU HAVE INCLUDED THE FOLLOWING DOCUMENTS WITH THIS FORM:**
  - Company profile (Please provide approx. 100 words)
  - Logo (Please provide as a high-quality jpeg & eps)
  - A copy of the Company's certificate of public liability insurance (minimum £5million required)
  - Recent event list (***Appendix A – Excel Spreadsheet***)
  - Key Contact for data lists (***Appendix B***)

**Please note as part of your application we will access data from Companies House.**

- Please complete the form in type or **BLOCK CAPITALS**

## 1. COMPANY INFORMATION

Company Name:	Tel:
Main Address:	Fax:
	General Email (e.g. info @):
	Website:
	Company Number:
Postcode:	Main Contact Tel:
Main Contact Name:	Main Contact Email:
Year Company incorporated/established:	No. of Employees:
Invoice Address (Only provide if different to main address)	Main contact for Invoices:
	Email Address for invoices:

- Is the Applicant a holding company? Yes / No
- Is the Applicant a subsidiary of another company? Yes / No

If yes, please supply name of parent company: \_\_\_\_\_

## 2. COMPANY DIRECTORS – Do we need this info? Do we use it?

Name	Other directorships held	Former directorships held in last four years

*If more than 4 directors, please photocopy and attach as a continuation sheet*

## 3. COMPANY REFERENCE

All membership applications must be supported by a reference from an existing AEO Organiser member. Please supply details of your referee. In certain circumstances the AEO will act as the Reference (Please contact AEO before returning this form).

Name of Company:	
Contact at Company:	

## 4. FEES

### 1. Full Organiser Membership

#### a. Indoor Exhibitions

Fees are based on the square metres sold and the marginal fee increases as space thresholds are achieved.

1m <sup>2</sup>	– 5,372m <sup>2</sup>	£1,423 +vat (Minimum Fee)
5,372m <sup>2</sup>	– 25,000m <sup>2</sup>	26.5 pence + VAT per m <sup>2</sup>
25,001m <sup>2</sup>	– 50,000m <sup>2</sup>	29.2 pence + VAT per m <sup>2</sup>
50,001m <sup>2</sup>	– 75,000m <sup>2</sup>	30.3 pence + VAT per m <sup>2</sup>
Greater than	75,000m <sup>2</sup>	31.1 pence + VAT per m <sup>2</sup>
Capped membership fees		£32,761

New members whose combined events are less than 2,000 square metres will be Enterprise Members, whose membership is detailed below. Existing members whose shows are below 2,000 square meters can elect to change to Enterprise Members on renewal.

#### b. Outdoor Exhibitions

Outdoor events are defined as those that take place in a venue with no roof, with common parts open to the sky. Events held in large marquees, tents and temporary structures etc. are classed as indoor events.

All outdoor exhibition space will be charged at a fee of 7.5 pence + VAT per m<sup>2</sup>

#### c. Managed Shows

Managed Shows will be subject to a reduced fee of 22.8 pence + VAT per m<sup>2</sup>

#### d. Part Owned Shows

Part Owned Shows will be subject to a pro rata fee calculated using the appropriate rate for Indoor and Outdoor exhibitions multiplied by the proportion of show ownership.

E.g. a 20,000m<sup>2</sup> indoor show in which the organiser has a 50% stake would be calculated as:

20,000m<sup>2</sup> x 26.5 pence x 0.5 giving a show fee of £2,650 + VAT.

#### e. Minimum Fee

AEO Organiser Membership is subject to a minimum fee of £1,423 + VAT.

#### f. International Members

International Members are venues and suppliers whose business is based outside the UK and who have no more than 5 staff employees in a UK office. They will be subject to a fee of £1,423 (+ VAT where applicable). If the International Member has a venue attached the fee is £2,260 (+ VAT where applicable).

#### g. Trade Association Organiser Members

Trade Association Organiser Members will be subject to a fee of 18.0 pence + VAT per m<sup>2</sup>

#### h. Conference Organiser Members

Conference Organiser Members is subject to a minimum fee of £1,423 + VAT.

### 2. Enterprise Organiser Membership

For members, whose combined UK shows are less than 2,000 square metres per year. Fees are £876 + VAT per annum.

*(Fees valid 01/01/19 – 31/12/19)*

## 5. RESIGNATION OF MEMBERSHIP

Should the Company wish to resign it undertakes to settle all outstanding fees due. The Company understands that fees will be due in full on the anniversary of membership in every subsequent year and that the Company will remain in membership unless either party formally terminates membership

Members may resign membership at any time in writing to the AEO's offices during the membership year. No refund/credit of membership fees due or paid by the member relating to that membership year (or previous years) will be made by the AEO, unless the member resigns within 30 (thirty) days of the issuance of the invoice relating to the forthcoming year's membership fees. In that case alone, the AEO will refund the full year's fees less an amount equivalent to the pro-rata daily fee for the number of days from the beginning of the membership year to the date at which written notice is received at the AEO offices.

## 6. DECLARATION

I/We, the undersigned, confirm that I/we have read, understood and agree to abide by the conditions of AEO Organiser Membership and the Articles and Memorandums of Association of the AEO and wish to apply for AEO Organiser Membership as set out above. I/We agree to pay the fees applicable on an annual basis at the time of our membership renewal, until such time as membership is terminated by either party

**Signed** ..... **Date** .....

**Name** .....  
(in block letters)

**Company** .....

## Appendix B - Key Employees Register

The very nature of a trade association is to help 'oil the wheels' of industry. Much of this relies on the supply of information, networking opportunities and other services to members. By becoming a member of the AEO you are indicating that the information we provide is a legitimate interest to your business and your employees. As part of this agreement, we ask that you provide your employee data for AEO to hold on our CRM system and process according to the needs of the association. This will include promoting our products and services, keeping your employees informed of changes to legislation, health and safety information, research, resources and training and development opportunities.

### **If your application for membership is successful, AEO will send a welcome email to every person on your staff data list, introducing them to AEO**

We therefore ask that on becoming a member and/or when inducting new employees that you inform them that their data will be provided to the AEO for such purposes. In addition, in order to keep our member data as up to date as possible we ask that members send us any changes at least every six months – during annual renewal and mid-way through the year.

As part of AEO's ongoing communications with member individuals there is an opportunity for them to unsubscribe from anything they deem not to be suitable or relevant to their roles. This will occasionally be the case for roles such as designer, software developer etc. AEO will keep key member contacts informed of those that have unsubscribed ahead of data refresh times.

Up to 10 times a year, we would like to send your staff information from AEO sponsors/partners. Please note this would not involve sharing personal data with the sponsors and partners, instead we would send the information from the AEO email system. Our partners and sponsors are important to the AEO because the contribution we receive enables the association to continue providing products and services of the highest quality and benefit to AEO members. As previously mentioned, every individual has the opportunity to unsubscribe from each type of communication, in this instance third party communication, should they so wish.

### **CONSENT:**

I provide consent for you to receive a full staff data list from .....(COMPANY).

The key contact who will provide this for you is:

.....(NAME) ..... (JOB TITLE) ..... (EMAIL ADDRESS)

I **DO / DO NOT** (please delete as appropriate) provide consent for AEO to send information about AEO partner and sponsor products and services to our company staff data list.

SIGNED: .....

In order to store and process data effectively, AEO has contractual agreements with the following suppliers:

- WorkCast – webinar software system
- CampaignMaster – email software system
- VividFish – CRM system
- LiveBuzz – registration system
- Starplex – IT Management Company
- Cvent – event apps

These are not restricted and from time to time will change. Members will be made aware of any changes at renewal of membership. As part of all 3<sup>rd</sup> party contractual agreements, AEO seeks assurances for secure and robust data processing practices that comply with GDPR.

**We strongly recommend you do not opt out of receiving information from AEO as this will seriously restrict our ability to provide trade association services to you**

Function	Job Title (please amend if not exactly correct)	Employee Name	Email Address	Direct Dial Number or Extension	Main /Alternative Address
<i>Example:</i>	<i>Chairman</i>	<i>John Smith</i>	<i>Johns@anyco.com</i>	<i>X 2345</i>	<i>Main</i>
Senior Management	Chairman				
	CEO				
	MD				
	PA to MD				
Finance	CFO				
Sales	Sales Director				
Marketing	Marketing Director				
Operations	Operations Director				
HR/Training	HR Director/Manager				
PR/Company News	PR Director/Manager				
Other Contacts:					

- **Please find a blank version below:**

Function	Job Title (please amend if not exactly correct)	Employee Name	Email Address	Direct Dial Number or Extension	Main /Alternative Address
<i>Example:</i>	<i>Chairman</i>	<i>John Smith</i>	<i>Johns@anyco.com</i>	<i>X 2345</i>	<i>Main</i>

Alternative Address 1 \_\_\_\_\_

Alternative Address 2 \_\_\_\_\_

*(If further alternative addresses required, please complete and attach a continuation sheet)*