



PARTICIPATION AND SPONSORSHIP OPPORTUNITIES AT CO-OPERATIVES UNITED.

How your co-operative can be part of the global culmination event of the United Nations International Year of Co-operatives.

CO-OPERATIVES UNITED / WORLD FESTIVAL AND ICAEXPO

29 OCT—2 NOV 2012
MANCHESTER CENTRAL, UK



The **co-operative**
good for everyone

 **CO-OPERATIVES UK**

www.manchester2012.coop



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THE INTERNATIONAL YEAR OF CO-OPERATIVES

The International Year of Co-operatives is a United Nations led initiative that aims to raise awareness of co-operatives as successful, values-based enterprises that are owned and controlled by their members.

It's an exciting opportunity for millions of co-operative members to celebrate how their co-operative builds a better world by doing things differently.

The Co-operative Group, the International Co-operative Alliance (ICA) and Co-operatives UK will be jointly hosting a momentous and exciting series of events that will mark the closing week of the year, bringing together and uniting co-operatives from far and wide.

Its name is Co-operatives United.



CO-OPERATIVES UNITED



Exactly one year after the United Nations' official launch event in New York, the birthplace of the modern co-operative movement will play host to the global culmination event for the International Year.

Manchester and the North West will be transformed into a hive of co-operative activity with thousands gathering together to mark the occasion.

Are you looking for an outstanding event to get involved with as part of the United Nations year?

Co-operatives United will be an incredible showcase of the power, scale and scope of the global co-operative movement, a unique international gathering that will provide the perfect platform to share ideas, build support and catapult co-operatives into a vibrant and prosperous future.

Co-operators from around the world will be descending on the birthplace of their movement for a packed programme of national and international conferences, fun and inspiring workshops, films, networking, exhibitions and entertainment.

This fantastic event will bring like minded people together to mark the grand finale of a momentous year.

Highlights will include:

- Major national and international conferences, including the ICA's General Assembly and the UK's annual 'Co-operative Congress'
- More than 100 engaging workshops across a wide variety of co-operative themes
- Three major exhibitions; the ICAEXPO, Co-operative Living and Co-operation Street
- A fringe festival packed with films, food, theatre, music, art and competitions
- A virtual online event for all those who can't make it to Manchester

The magnificent Manchester Central Conventions Complex in the heart of the city centre will act as the focal point for the week, with the core activities all happening under one roof. The breath-taking and spectacular grade two listed former train station will provide the perfect setting for this once-in-a-lifetime event.



10 REASONS TO GET INVOLVED

It's free

Much of Co-operatives United is open to all and free to attend for the general public, meaning you're not just 'preaching to the converted' but reaching out to a fresh new audience and spreading your messages widely.

It's global

As well as the physical event which is set to attract exhibitors and visitors from every continent, thousands of co-operators will also be joining in on the action through a 'virtual event' hosted on the Global News Hub. With 'roaming reporters' covering the event live online this is your opportunity to engage on a truly international level.

It's official

This is the ICA's official culmination event for the International Year. With the endorsement and support of the global co-operative apex organisation, representing 270 member organisations across almost 100 countries. Co-operatives United is set to reframe the future of our movement for the next decade.

It's huge

The world of co-operation has never seen an event like this before. Never have so many like-minded co-operators gathered in one place for such a diverse and varied week-long programme of activities, and it's unlikely to happen again in the future.

It's commercial

The event will provide unparalleled opportunities to promote your co-operative's products and services to potential new customers, whether it's business-to-business trade or customer-facing sales you're interested in.

It's symbolic

Where better to host a global gathering of co-operatives than the place where our founders first set out the principles that today underpin our very identity? As part of this event you'll have the chance to explore the movement's rich heritage and ties with the North West, including visits to Rochdale, the recently designated Global Capital of Co-operation.

It's different

Co-operatives United is about the coming together of co-operatives to form a ground-breaking new event format. It's not just another conference; it's a dynamic environment that will appeal to a wide range of previously untouched audiences, a unique breeding ground from which a new understanding of co-operative alternatives will emerge.

It's forward-looking

As well as an opportunity to celebrate the International Year's achievements, Co-operatives United will also be an opportunity to look beyond 2012 and springboard from a co-operative year to a co-operative decade.

It's our opportunity

The United Nations Year is our opportunity to re-launch the global co-operative brand and raise awareness of an alternative way of doing business.

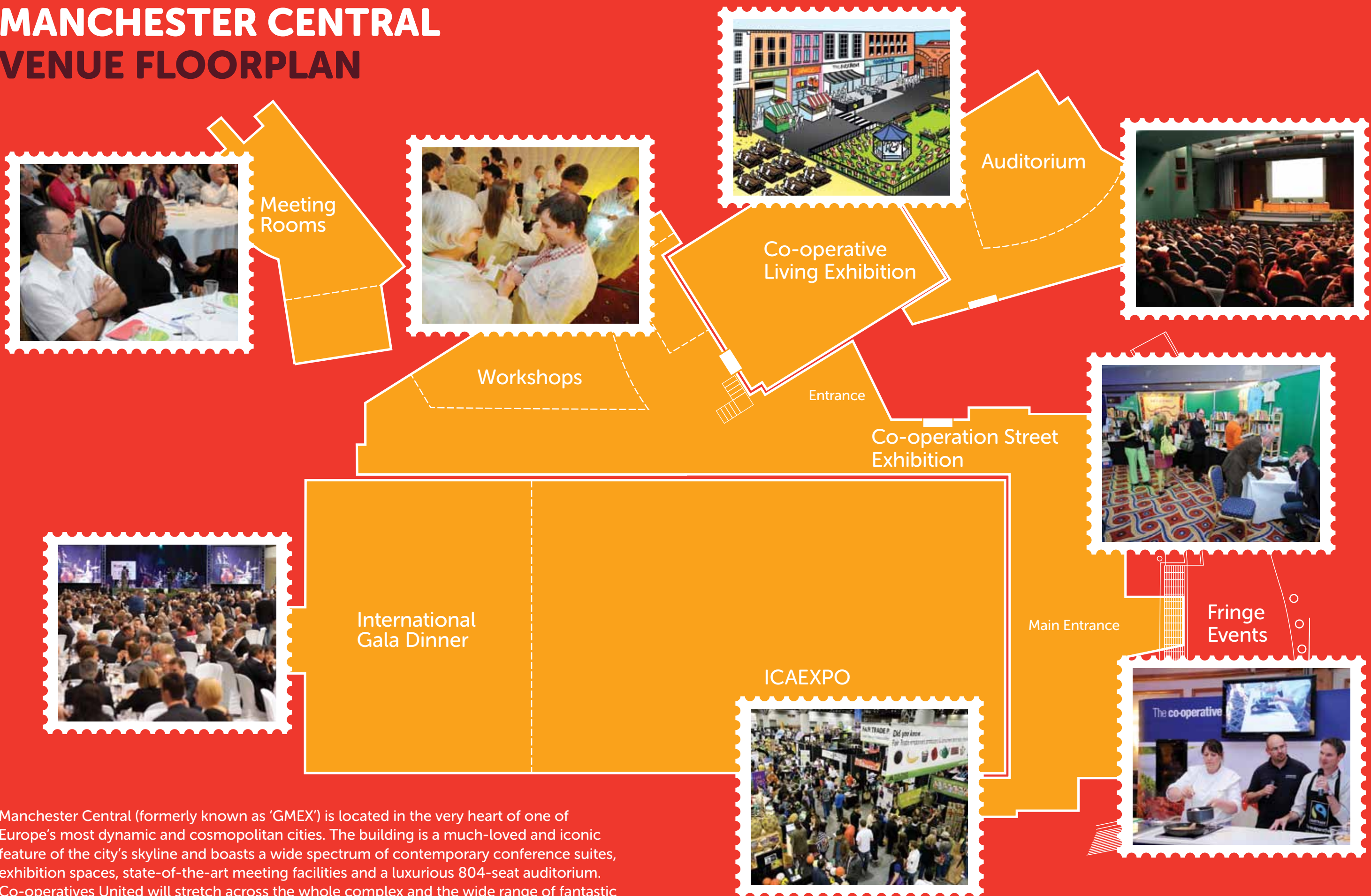
We'll be shouting about our co-operative difference like never before, spreading the word about how member owned and democratically controlled organisations are fairer and more sustainable than other business models.

It's yours!

In the spirit of co-operation, the essence of this event will be defined by those who get involved. Our ultimate aim is for flexibility and inclusiveness and we want as many co-operatives as possible to feel a sense of pride and ownership over what promises to be a defining event for our movement.

By getting involved you'll help shape what people will come away with after the event and help create an impact that lasts way beyond 2012.

MANCHESTER CENTRAL VENUE FLOORPLAN



Manchester Central (formerly known as 'GMEX') is located in the very heart of one of Europe's most dynamic and cosmopolitan cities. The building is a much-loved and iconic feature of the city's skyline and boasts a wide spectrum of contemporary conference suites, exhibition spaces, state-of-the-art meeting facilities and a luxurious 804-seat auditorium. Co-operatives United will stretch across the whole complex and the wide range of fantastic spaces and facilities, combined with an enviable location with fantastic transport links, provide the perfect backdrop to this unique international event.



READ ALL ABOUT IT

In the coming months we'll be promoting Co-operatives United far and wide through a wide range of communications channels, including:

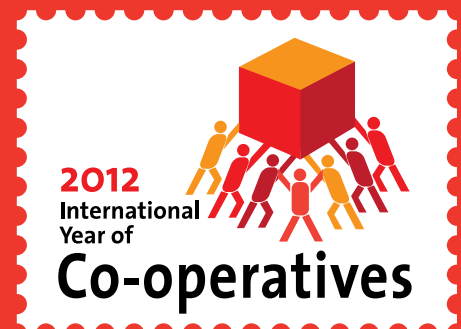
- The ICA's monthly eDigest newsletter, sent to thousands of co-operators based around the world
- Regular coverage and promotion on the Global Co-operative News Hub www.thenews.coop
- Features in printed publications including The Co-operative Group's membership magazine, dispatched to over three million members in the UK
- The Co-operative Group members' meetings and direct mailings sent to thousands of members living in the North West
- Posters, billboards and banners across the whole of Manchester in the lead up to the event
- Monthly bulletins to key members of the UK co-operative sector and member updates including Regional Co-operative Councils and Sectional Councils meetings
- Adverts and features in a wide range of publications and on key co-operative websites including the three host organisations' International Year of Co-operatives websites
- Adverts and features in local and national press as well as targeted publications
- Social media including Facebook, Youtube and Twitter
- Representatives and speakers at events, conferences and forums in the UK and internationally
- Across our network of co-operative schools

www.2012.coop
www.uk.coop/2012
www.co-operative.coop/2012

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WHO'S COMING?

A whole host of key audiences from all around the world will be attending, including:

- Co-operative business leaders, senior managers and buyers
- Co-operative democrats including Chairs and Board members
- Non-co-operative business leaders including suppliers to co-operatives
- Key contacts from the UN
- Individual co-operative members and supporters
- Fairtrade producers & activists
- Political figures
- Academics and opinion formers
- Young people including school children and university groups
- General public including families on their half-term break
- Press and media representatives





HOW YOUR CO-OPERATIVE CAN GET INVOLVED

Attend, speak, exhibit, sponsor, buy... there are countless ways for your co-operative to get involved in this once in a lifetime occasion.

As the International Co-operative Alliance's official close to the United Nations International Year of Co-operatives, Co-operatives United is a key event for co-operative businesses and supporters around the world. It is the perfect opportunity to put your organisation firmly on the map.

Thousands of people from around the world will be visiting Manchester for a packed programme of fun and inspiring workshops, films and exhibitions.

The overall framework for the event is in place but there are opportunities to shape the content and influence what impression visitors will be left with after coming along. It's all about partnership!

We understand that every co-operative has its own priorities when it comes to getting a message across, but the best thing is - this event is yours!

Our partnership opportunities can be tailor made to suit your needs, objectives and goals and we're open to your ideas around how you'd like to get involved. Our broad aim is for all kinds of co-operatives to come together, joining forces on this momentous occasion to create something really special.

So, how could your co-operative add value to this exciting and varied programme?

There are many ways to get involved and our Partner Officers are on hand to discuss ideas and talk through the options, developing a package that's unique to you.

Here are just some of the examples of what you could do...



POTENTIAL OPPORTUNITIES

Don't forget; opportunities are vast and you don't necessarily need to pay to take part; there are lots of free ways to get involved as well. We've outlined just some of the options you could consider...

Everyone's invited

Visit the event, wander around the exhibitions, attend a workshop or drop into a film screening. Bring your colleagues and teams to explore business opportunities or invite your friends and family along to make it a great day out.

The most important way to support the event is to come along and to contribute your ideas. Places can be booked through the event website. Visit www.manchester2012.coop for more details.

WHAT'S ON

	Sun	Mon	Tue	Wed	Thu	Fri
Open Sessions		Virtual Event Fringe Festival	Virtual Event Fringe Festival	Virtual Event Fringe Festival ICAEXPO Co-operative Living Exhibition Co-operation Street Programme of Workshops	Virtual Event Fringe Festival ICAEXPO Co-operative Living Exhibition Co-operation Street Programme of Workshops	Virtual Event Fringe Festival ICAEXPO Co-operative Living Exhibition Co-operation Street Programme of Workshops
Main Sessions				ICA General Assembly Co-operative Gender Forum Co-operative Enterprise Hub Conference	Co-operative Congress Schools Co-operative Society Conference	Co-operatives UK Practitioners' Forum Fairtrade Conference Co-operative Young Filmmakers Festival
Special Sessions	ICA Board Committees	ICA Board Meetings ICA Board and Leadership Dinner	ICA Leadership Forum Co-operative Retail Trading Group (CRTG) Dinner	International Dinner	Pro Manchester Business Breakfast	Co-operative Group Values and Principles Conference



1. ICAEXPO

The International Co-operative Alliance's biennial trade Expo is bigger and better than ever, with co-operatives from every continent already confirmed.

This will be an opportunity to build new trade relationships and showcase your business to buyers and visitors.

The fair will feature some of the world's largest and most powerful co-operative organisations including retailers, banks, housing and agricultural co-operatives from countries as far and wide as China, Brazil, Canada and Russia.

This is an unparalleled opportunity for business to business networking so bring along your commercial teams.

Space at the ICAEXPO is nearly sold out, so act fast!

There are other ways to support the Expo including sponsoring a developing country to have presence in the fair or getting involved in the Hosted Buyer Programme.

To find out more about these opportunities visit www.icaexpo.coop

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2. CO-OPERATIVE LIVING EXHIBITION

A truly unique and interactive space, the Co-operative Living Exhibition is an opportunity for people to experience the many ways in which co-operatives build a better world.

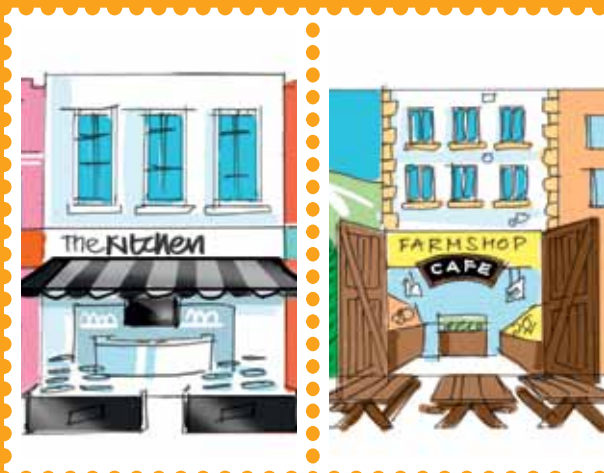
The spectacular public-facing exhibition will give visitors the opportunity to discover how co-operatives play a role in their everyday lives, demonstrating the vibrant and diverse co-operative economy and its far-reaching impact.

Imagine taking a walk through a co-operative world, where everything from housing to healthcare, agriculture and finance is run as a co-operative.

The interactive town centre environment will allow just that, as an informal space for visitors to relax, get a bite to eat or just take their time to explore the range of engaging activities on offer.

The centrepiece will be the bandstand which will have its own programme of exciting entertainment, surrounded by co-operatively themed areas where visitors can engage with hands-on activities, competitions, games, cookery demonstrations and much more.





a) Main Areas

Contact us for sponsorship options and costs for main areas.

This is the area you can really help shape. We've had a few ideas around content but there are so many different sectors of the co-operative movement that the sky's the limit and anything's possible!

Some potential areas we are considering include:

School

You could be a co-operative school or college looking to showcase your students' work, or maybe you're a childcare co-operative and you want to set up a mini nursery?

House

Perhaps you're an energy co-operative and you want to show off your green credentials or you could provide telecommunications or building services to homes?

Transport

Could you provide something related to transport to our town? Perhaps a bicycle or railway themed piece?

Farm/Rural

You could be an environmental co-operative wanting to install a wind turbine in our Home Town, or perhaps you deal with agriculture and can sample some local produce?

Finance

Maybe you're a financial services co-operative and can set up an interactive activity related to money matters?

Health

Your co-operative could offer quick health checks to visitors, or you might be a co-operative leisure centre wanting to demonstrate some state of the art exercise bikes?

Shops

Maybe you're a toy shop co-operative and can bring along some games for the youngsters or you could be a bookshop that builds a mini co-op library?

Pub

Are you a community owned pub or do you brew co-operative beer? Maybe it's something you'd like to sample in this area of the town?

Restaurant

Perhaps you know some great co-operative recipes or produce co-operative ingredients? If so, could the restaurant be the place for you?

Town Hall

Maybe you're a co-operative in the public sector looking to showcase what you offer, or you could be a wedding co-op wanting to run a bridal fashion show?

b) Individual interactive elements (non digital)

Sponsorship of an interactive element (non digital)

From £1,000 per element

An interactive element could include text printed onto the exhibition structures or walls within an appropriate zone or you could organise an interactive game or quiz.

c) Individual digital interactive elements

Sponsorship of a digital interactive element

From £2,000

Includes the provision of a digital interactive element in an appropriate zone of the village. This cost is included based on ready to use content being supplied including copy, imagery and any video content required.

d) Prop sponsorship

This sponsorship can be provided in kind or as direct sponsorship. Do you have a suitable prop to lend us for example you may be part of a bicycle co-operative and can provide some bikes. Other props which may be available from co-operatives will also be considered if appropriate to the event.

A series of props may be sponsored, such as:

Bikes	From £250
Bus shelter	From £1000
2 x zebra crossings	From £800
Trees	From £1500
Plants	From £1500





3. CO-OPERATION STREET

Take a walk down Co-operation Street and be greeted by a wide range of co-operative exhibitors from across our vibrant movement.

Located in the venue's busy entrance foyer, this exhibition is sure to get plenty of footfall; from co-operative members and activists to business managers and the general public.

Various promotional opportunities will be available for co-operatives to promote their messages.

Freebuild space - price on request

Shell scheme booth

- Co-operative From £1500
- Supplier From £2000

4. WORKSHOP SPACES

Over 150 workshops will take place at Co-operatives United, taking place in syndicate rooms and purpose built pods positioned in key locations throughout the venue. The workshops are free to attend and will host a varied and exciting rolling programme of interactive sessions, demonstrations and short talks.

Each space will seat around thirty people and the fascinating array of themes ensures there'll be something for everyone, from environment and sustainability to best business practices, ethical trading and even filmmaking! You can have one of these spaces named after your own co-operative and influence the theme.

Sponsor a workshop space for the whole event from £8000.



5. CO-OPERATIVES UNITED SOUVENIR PROGRAMME SPONSORSHIP

A beautifully produced souvenir publication will be on sale to commemorate this spectacular event.

Full page ad or advertorial
Half page ad or advertorial

From £1000
From £700

It will showcase activities in the context of the International Year and the global co-operative movement. A great chance to be part of a real keepsake from the event.

6. INTERNATIONAL DINNER OPPORTUNITIES

The social highlight of the event will bring together over 800 diners.

To mark the end of the International Year the leaders of the global co-operative movement will be invited to a truly co-operatively sourced evening event, with co-operatively sourced ingredients on the menu, entertainment including music and performances from special guests and a spectacular showcase of the winning entries of Coop'Art, the ICA's global youth creativity competition.

The evening will also be an opportunity to look back on the outstanding achievements of co-operatives all around the world in 2012 with the presentation of some fantastic co-operative awards.

- **Awards sponsorship**
Price on request
- **Drinks reception sponsorship**
Price on request

7. OTHER OPPORTUNITIES

There are a whole host of opportunities that give your co-operative the chance to get involved. You can be creative with how you'd like to support the event and we'd love to hear your suggestions.



Here are some just a few ideas to get you started...

- Provide a speaker for one of our main events
- Run a workshop or short activity
- Supply us with co-operative products for lunches and breaks
- Hold your meeting at Manchester Central and bring along a new audience (limited availability)
- Help deliver our online virtual event as a presenter or roaming reporter
- Provide music or entertainment for our bandstand, dinner or drinks reception
- Bring along a co-operative related prop for our exhibition, foyers or forecourts
- Run tasting sessions or recipe demonstrations
- Send us a short film to play in our cinema

Let us know your ideas!

THIS EVENT WILL BE AMAZING AND OPPORTUNITIES WILL FILL UP QUICKLY!

Make sure your co-operative plays a role by speaking to one of our team today and creating your own unique package.

Contact Joseph Walker or Jacqui Warner for more information
joseph.walker@co-operative.coop **jacqueline.warner@uk.coop**
 (+44) 7133 314 934 (+44) 7714 061962
 (+44) 161 246 2906

Our terms and conditions will be explained at the time of booking and you will also receive copies to sign within your Welcome Pack.

All costs are **exclusive** of VAT.



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