

Charity Retail Conference 2024

Exhibition and Sponsorship

EXCLUSIVE TO CRA CORPORATE MEMBERS



**Retail voices for a
changing world**

Harrogate Convention Centre, HG1 5LA
Wednesday 26 – Thursday 27 June

Charity
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25 YEARS

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WHO ARE THE CHARITY RETAIL ASSOCIATION?

Now in our 25th year, we are the UK's trade association for charity shops and charity retailing.

With almost 500 charities in our membership community – both large and small, we represent over 9000 retail outlets across England, Scotland, Wales and Northern Ireland, employing over 26,000 people and creating opportunities for over 186,000 volunteers. We also have members from overseas, with a large representation of shops in the Republic of Ireland.

What we do:

- Lobby on key issues including Gift Aid, waste charging and donated stock supply
- Provide a community and collaboration through a comprehensive schedule of events
- Promote best practice through policy guidance, mentoring and other practical resources
- Increase public support for charity retail through campaigns
- Carry out and commission research for benchmarking and informing decision-makers and media
- Provide training and learning opportunities.

[View our charity members here](#)

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The voice of charity retail **25 YEARS**

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WHAT IS THE CHARITY RETAIL CONFERENCE?

Taking place over two days in June, this is the only annual conference specifically for our unique charity shop sector.

The learning and development function of our national conference includes all aspects of charity retail including volunteering, business intelligence, technology implementation, going back to basics and recruiting the right people.

With a huge exhibition space, the central networking and catering location for all delegates, we offer up to 60 exhibition opportunities for you create business opportunities and catch up with existing clients. The Charity Retail Conference is the perfect destination for businesses that have a service or product charity retailers cannot do without! You can also enhance your exposure with sponsorship.

As well as exhibition and sponsorship opportunities, corporate attendees also attend the Charity Retail Awards. Taking place on the first evening of conference, this uplifting event caters for up to 480 attendees, all there to celebrate the nominees and winners and give our beloved charity retail colleagues a great time!

We can't put together such an event without the essential contributions of our valued corporate members. Read on to find out what is available this year. As always it's first come, first served, so act fast to avoid disappointment!

We hope you will join us in 2024 for our best conference yet!

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PERFORMANCE IN 2023

A record 372 delegates attended the Charity Retail Conference from 116 different charities across UK and overseas in 2023.

Key stats (from 146 delegate responses)

- 96% would recommend attending the conference to another charity
- 91% said the conference has been helpful in terms of developing their charity retail offering
- 100% of delegates felt the conference offered a safe and inclusive environment

Breakdown of delegates:

- 11.6% CEO or Director
- 18.8% Head of Retail or equivalent
- 10.8% Retail Operations Manager or equivalent
- 22.8% Regional/Area Manager
- 23.7% Management or equivalent
- 12.3% other – including HR, Buyers, Shop Managers

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“Fantastic - really representative of charity retail today.”
Retail Manager

Access to the most recognised national charities, including:

- | | |
|----------------------------|--------------------------------------|
| • Age UK | • Oxfam GB |
| • Amnesty International UK | • Salvation Army Trading Company Ltd |
| • Barnardo's | • Sense |
| • British Heart Foundation | • Shelter |
| • British Red Cross | • Sue Ryder |
| • Cancer Research UK | • The Air Ambulance Service |
| • Cats Protection | • The Children's Society |
| • Marie Curie | • YMCA England and Wales |

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VIRTUAL HEADLINE (CONFERENCE APP) SPONSOR £8495 + VAT

Our app holds all the information a delegate needs to navigate their way around conference and is custom-built for us by All In The Loop.

In 2023, 506 unique app users were recorded (exhibitors and delegates). All attendees have to use the app as it is tied to registration.

Your sponsorship can be utilised to showcase your organisation in a variety of ways - link to your website, FAQs, 'how to' videos, sign-ups, reports and insights – it's a direct link to your product in their pocket!

We also run an in-app game where delegates are encouraged to visit stands to gain points towards a prize. The app sponsor has the highest points value, encouraging traffic. The prize is awarded to the winner on stage in the final conference session, with a photo opportunity. Followed by a newsletter article with a quote from the sponsor. Any prizes are provided and paid for by the sponsor.

This package also includes:

- CRA Corporate Membership for 1 year
- Premium exhibition space (3 x 4 metres)
- 4 attendees to the Conference and Awards (rather than the usual 2)
- ability to scan leads from name badge QR codes
- opportunity to write a blog piece for our newsletter.

Promotion of your brand featured on:

- pages relating to conference on our website
- Charity Retail Voice newsletter (4000 subscribers)
- social media channels
- front of Conference PDF brochure
- front of Conference PDF programme
- Conference welcome slides and venue plasma screens
- a post-Conference Directory prime entry
- Chair acknowledgements to audiences.

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This is a great opportunity, with room to really tailor the sponsorship to suit your brand. If you would like further statistics on app usage and functionality, please get in touch and we can schedule a demonstration.

Anna 😊

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HEADLINE SPONSOR £7125 + VAT

Show the charity retail world that you have given much needed support to enable our retailers to celebrate the hard work they do day-in-day-out!

We couldn't run conference without the generosity of our Headliners, and we work hard to ensure that you get valuable exposure from your investment in Conference. Benefit from:

- CRA Corporate Membership for 1 year
- Premium exhibition space (3 x 4 metres)
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EXHIBITION SPACES

Premium exhibition space (3m x 4m) £3325 + VAT

Really showcase what you have to offer and create an eye-catching exhibition platform. Our attendees love something that stands out and a premium space gives you that freedom to make the most of your investment. Remember, you are buying the space, what you build inside it is up to you!

Standard exhibition space (2m x 3m) £1895 + VAT

Ensure you have a presence at the only conference dedicated to UK charity retail in 2024! This package enables you to design your space to best fit your brand – we give you the space and you make the magic happen!

Electric vehicle display (2m x 6m) £3790 + VAT

Drive-up ramp entrance available.

These packages also include:

- 2 representatives on your stand
- 2 tickets for the Charity Retail Awards
- stand location and company biography in the app exhibition plan
- space location in the programme exhibition plan
- delegate list.

Enhance with:

- additional representative on your stand at £370 + VAT
- in-app lead retrieval – ability to scan leads from name badge QR codes at £220+ VAT
- a sponsorship package
... read on

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WIFI SPONSOR £2500 + VAT

All delegates have the option of logging in to superfast wi-fi at Conference to enable them to get the most out of the app and to post on social media about their Conference experience - without that pesky buffering!

Our hosts at Harrogate Convention Centre add the sponsor logo to their wi-fi login page and as all delegates are likely log in, it's a great way to promote your brand! You also get to attend conference to network, and come along to the Charity Retail Awards ceremony.

Your package also includes around the venue signage with the wi-fi instructions, your logo and your exhibition stand location if you have one.

CLOAKROOM SPONSOR £1000 + VAT

The majority of delegates will have coats and bags they need to drop off on day one before they can check in at their hotels, and will need a space to store on day two after they have checked out. The cloakroom is located in the registration lobby area of the conference centre.

What you get:

- Your logo and exhibition stand number (if you have one) printed on tickets given to delegates to claim items.
- A3 signage at cloakroom drop-off point, with your logo and sponsorship acknowledgement.

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RECYCLING AND SUSTAINABILITY PARTNER £3000 + VAT

Charity retailers are at the forefront in offering sustainable choices to their local communities.

Every year our sector ensures that over 300,000 tonnes of textiles avoid landfill and remain in circulation, and at the Charity Retail Association, we aim to ensure that our Conference demonstrates that we too hold sustainability as a core value.

The Recycling and Sustainability Partner ensures that we have the budget to offer sustainable options for our delegates such as water refill stations (instead of bottles), glassware and ceramics for food instead of single use items, and helps us establish recycling points for name badges, as well as helping highlight our pledge to recycle any paper generated from the event.

Your package includes:

- around the venue A3 signage displaying your logo and highlighting your sponsorship of water refill stations (and directing delegates to your exhibition stand if you have one)
- A3 signage at the catering areas thanking you as our Recycling and Sustainability Partner (and directing delegates to your exhibition stand if you have one)
- be highlighted in all formats of the programme that you are our Recycling and Sustainability Partner for catered intermissions
- your brand on receptacles we use for recycling purposes
- submit a blog article referencing your sustainable practices to tie in with your sponsorship for our newsletter (4000 subscribers) in the lead up to Conference
- your status as the Recycling and Sustainability Partner to be highlighted in the Conference app.

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NAME BADGE SPONSOR £2500 + VAT

Sponsor our name badges and have your logo worn by over 500 attendees!

Our members are champions of sustainability and, in turn, it is our aim to steer away from single-use products at Conference. Instead, we are proud to share that we print paper badges and house them in recycled badge holders to ensure we are not creating any more plastic waste that our charity retailers battle every day to counteract.

This sponsorship ensures that we can commission the most sustainable product line for our paper badges and make environmentally friendly choices in our registration process.

Your package includes:

- sponsor logo on all name badges
- badges available for all delegates and exhibitors, including QR code for lead retrieval
- A6 size name badges will be printed for each delegate once they have confirmed attendance
- delegates will be issued with a clip-on badge holder that can be reused.



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BURSARIES SPONSOR FROM £2000 + VAT*

The opportunity to support delegates from charities with 5 or fewer shops with their Conference ticket costs.

Your package includes

- an a5 advert for bursary applicants
- sponsor logo on all related bursary documents, web pages and posts
- photo opportunity with bursary recipients on day 1 of Conference
- photo will be featured on our website and newsletter post-conference
- photo will be shared across social media (subject to delegates agreeing to image sharing)
- receive contact information for each successful bursary application funded.



Things to note:

- Bursary applicants must work in charity retail, whether CRA members or non-members
- Only charities running five or fewer shops as of 1 April 2024 are eligible
- This must be the first year a delegate is attending the conference
- Only one delegate per charity may apply
- The bursary covers half the conference fee for a 2-day ticket, includes session attendance, scheduled catering, awards drinks reception and dinner - NOT accommodation
- Bursary winners are required to pay 50% towards their place
- The bursary does not cover any related costs of attending the conference, e.g. travel.

*£2000 covers 10 bursary places.

There is scope to fund more at cost. Please discuss with Anna.

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DIGITAL ADVERTISING £495 + VAT

A rolling advert across four digital screens around the venue - the same screens delegates will use for timings and direction

Your advert will be loaded to a rolling PowerPoint presentation set to repeat throughout both days, mixed in with information relating to the conference schedule, located in the busiest areas of Conference traffic. All artwork should be supplied as a PowerPoint or PDF document and be portrait 1080p 16:9 aspect ratio.

NOT A CRA CORPORATE MEMBER?

Corporate membership provides you with unrivalled opportunities to do business with charity retailers across the country.

Sponsorship and speaking opportunities and a range of other promotional marketing activities, will give you the chance to connect with our charity members and demonstrate your support for our sector. A sector that, not only raises vital funds for charity, but also:

- benefits the environment
- promotes social inclusion
- up-skills volunteers, and
- boosts high street footfall.

[Find out more about corporate membership.](#)

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Have you read all of this and come up with an amazing sponsorship or support idea of your own - want to discuss it further? See my details below.

Anna

For all your Corporate Membership and Charity Retail Conference needs
please email Anna Pashley at anna@charityretail.org.uk