

Liverpool BA is pleased to introduce an Exhibitors and Partners Referral Programme, intended to reward existing business partners for referring new business customers to us.

We've created this incentive for Exhibitors Club members and Strategic Partners to extend invitations to their own business partners and associates (whether technical, operational or strategic), in order to build on and strengthen existing networks.

Referral Rewards for **You**:

For each referral that results in a new customer booking exhibition space with Liverpool BA, the referring Strategic Partner can choose one of the following rewards:

A payment of 10% of the value of the exhibition space purchased by that new customer (payable within 30 days of the event booked, subject to payment having been received by Liverpool BA) . **OR**

An account credit of 12.5% of the value of the exhibition space purchased by that new customer (amounts will be credited to the Strategic Partner's account within 30 days of the event booked, subject to payment having been received by Liverpool BA. Credits can be used against any future purchase of Liverpool BA products and services)

Referral Rewards for **Your Client**:

Each new customer generated by a referral from a Strategic Partner can also choose one of the following rewards:

A free upgrade to a logo listing in the Event Programme, where their logo accompanies their Exhibitor listing. **OR**
£50 off any advertisement in the Event Programme

How to Join:

Simply complete the short Application Form below to enrol in the Exhibitors Club Referral Programme. Once the completed application form is received, we will send you a unique Promotional Code and customised Booking Form.

Exhibitors Club Referral Programme

Application

Company

Contact Name

Telephone

Email

Please enrol my company in the Liverpool BA Exhibitors Club Referral Programme I have read the terms and conditions and agree to abide by them.

Name

Signature

Date

Terms and Conditions:

Submitting a completed application form is a pre-requisite for enrolling in the Liverpool BA Exhibitors Club Referral Programme.
Successful applicants will be notified by Liverpool BA, normally within 7 days of the application being received.
Successful Referral Partners will receive a unique Promotional Code and customised Booking Form from Liverpool BA as only bookings quoting this

Promotional Code on an official Liverpool BA booking form will qualify for Referral Rewards.
New customers referred by Referral Partners must be companies that have not previously exhibited at a Liverpool BA event or Business Fair.
Any decisions to accept or reject any applications are solely at the discretion of Liverpool BA.