

**accu**  
professionalism in programming



**WG21 Autumn  
Meeting and  
ACCU Autumn Conf**  
Sponsorship Pack

# WELCOME TO **WG21** AND **ACCU AUTUMN CONF**

## AN INTRODUCTION TO **WG21** IN BELFAST

As an international standard, the evolution of the language is driven by volunteers sitting on national bodies, and currently meets 3 times a year. As we close off the next version of the standard, C++ 20, the final meeting of 2019 will be held in Belfast with well over 100 attendees expected for the 6-day meeting.

The biggest names in the industry will be in attendance representing all industries from financial services, HPC, embedded, gaming and compiler vendors with most household names (like Google and Facebook) relying heavily on C++ to provide their core infrastructure.

## C++ International Standard (JTC1:SC22:WG21)

C++ is only one of only a handful of programming languages that is an international standard, and the only mainstream, modern multi-paradigm language. Probably the most widely used and deployed language family in the world, underpinning everything from HPC systems, desktops, phones to IoT devices and everything in between. Nothing is too big or too small for C++.

C++ finds a special home in any high performance or constrained environment scenario offering practitioners the opportunity to extract every ounce of performance. The financial services followed by the gaming and engineering industries are the biggest employers of C++ developers with the modern language enjoying ever increasing uptake and blossoming popularity.

## **ACCU AUTUMN CONF**

### A NEW EVENT ON THE PROGRAMMING CALENDAR

To capitalise on an exciting number of key thinkers and leaders in the programming field all together in one city, ACCU Autumn Conf has been born. A new event on the programming event scene, ACCU Autumn Conf will build on the popularity of the annual Spring ACCU with a focus on "the evolution of programming".

High profile names in the programming industry will be in speaking and in attendance offering a truly specialised and highly engaged audience to sponsors.

### **ACCU AUTUMN KEY FACTS**

- >> 2 DAYS
- >> 100+ DELEGATES
- >> 2 TRACKS

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Autumn 2019-11-11 to 2019-11-12



**ISO C++ Standards Committee (WG21)**

2019-11-04 to 2019-11-12



# ABOUT **WG21** AND **ACCU AUTUMN CONF**

## THE LANGUAGES AT **ACCU AUTUMN CONF**

Like the annual Spring ACCU, ACCU Autumn Conf will have its origins in the C User Group UK and the European

C++ User Group and will remain proud of its C and C++ heritage. Whilst celebrating its C origins, ACCU Autumn Conf will also offer its polyglot programmers insight and new trends on native and other programming languages.

## WHY SPONSOR?

If you want to support the development of a programming language that underpins your business' core revenue streams then sponsoring a standard meeting is a highly cost effective approach to safeguarding that investment. If you want to attract, hire and retain the best C++ engineers in the industry there is NO better way to tell the world you are serious than to have your brand and name associated with supporting the evolution of the language. The ROI beats any recruitment event.

## THE EVENT PARTNERS

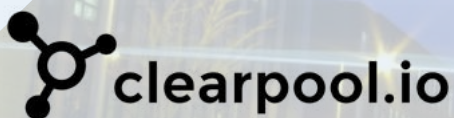
Our event partners are forward thinking organisations looking to recruit the best minds in the industry. They care about the wider developer community and are keen to give something back to a volunteer community who invest countless hours of their own time to see that C++ continues to deliver the features and capabilities their companies need to be successful. Partnering through sponsorship is the simplest way to unlock unmatched kudos from the global C++ community.

**With the sponsorship opportunities available, there is something to suit everyone.**

We look forward to welcoming you to WG21 and ACCU Autumn Conf.

Best wishes,

*Jamie Allsop*  
WG21 Autumn Meeting Local Host  
and CEO & Founder of Clearpool.io



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## SPONSORSHIP HIGHLIGHTS

>> Your company in front of  
100+ highly engaged attendees  
and 1000+ subscribers  
& Twitter followers

>> Opportunity to be part of an  
exciting new event on the  
programming calendar

# EXHIBITION OPPORTUNITIES

## WG21 & ACCU AUTUMN CONF

### HEADLINE SPONSOR FOR WG21 AND ACCU AUTUMN CONF

£15,000.00 + VAT

An exclusive, high profile opportunity to have your brand highly visible throughout all areas of WG21 and ACCU Autumn Conf.

- » 4x3m Premium Exhibition Space
- » 4 x Conference and Exhibitor Passes including access to the meeting for WG21 and ACCU (excluding accommodation)
- » Company logo and biography (150 words) in the conference programme
- » Company logo and biography (150 words) on the conference website with hyperlink
- » Promotional leaflet or marketing material
- » Branding of 2 x refreshment breaks and 1 x lunch break on the opening day of WG21 (or your preferred day if different) Branded biodegradable paper cups & recycled napkins to be provided by the sponsor
- » Logo and hyperlink included on all registration confirmation emails
- » Up to 3 dedicated tweets from the ACCU twitter profile [@ACCUConf](#) to 1000+ followers, many of whom are themselves recognised influencers in the programming fraternity

CALL US ON +44 (0) 1608 659900 to discuss becoming the headline sponsor

*There are only two Headline Sponsorship opportunities available.*



#### PACKAGE HIGHLIGHTS

- >> 4x3m exhibition space
- >> Your brand at the forefront of the conference reaching 150+ highly engaged attendees
- >> 4 x full exhibitor and attendee passes

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# EXHIBITION SPONSORSHIP PACKAGES

## EXHIBITING SPONSOR OF WG21 AND ACCU AUTUMN CONF

### GOLD PACKAGE

£3795.00 + VAT

- » 3x2m exhibition space
- » 2 x Exhibitor Passes
- » 2 x Attendee Registrations
- » Option to Sponsor a Room
- » Logo and short company bio in the conference programme (max 100 words)
- » Logo and short company bio listed on the Registration Website (max 100 words)
- » Opportunity to purchase dinner tickets

### PLATINUM PACKAGE

£4995.00 + VAT

- » 3x3m Premium exhibition space
- » 3 x Exhibitor and Attendee Passes
- » Option to sponsor a room
- » Logo and short company bio in the conference programme (max 100 words)
- » Logo and short company bio listed on the Registration Website (max 100 words)
- » Opportunity to purchase dinner tickets

### SILVER PACKAGE

£2495.00 + VAT

- » Display of company provided pull up stand in business reception area
- » 1 x Exhibitor Pass
- » Logo and short company bio in the conference programme (max 100 words)
- » Logo and short company bio listed on the Registration Website (max 100 words)

### EXHIBITION SPONSOR OF WG21 ONLY

£1995.00+VAT

- » Display of company provided pull up stand in business reception area
- » 2 x Exhibitor Passes
- » Logo and short company bio listed on the conference website

### EXHIBITION SPONSOR OF ACCU AUTUMN CONF ONLY

£1095.00+VAT

- » Display of company provided pull up stand in business reception area
- » 2 x Exhibitor Passes
- » Logo and short company bio listed on the conference website

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# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## LUNCH BREAK SPONSOR

£2,495 + VAT

- » 1 x 2x2m space in the lunch area on your chosen day in either WG21 or Autumn ACCU (first come, first serve)
- » 2 x exhibitor passes
- » Branded biodegradable cups and napkins  
Note: both items must be provided by the sponsor
- » Logo printed on the lunch menu

## ACCU AUTUMN CONF DINNER SPONSOR

£2,495 + VAT

- » Logo and hyperlink to be displayed on the ACCU Autumn Conf website
- » Acknowledgement in the ACCU Autumn Conf programme
- » Option to have a short 10-15 mins presentation during dinner
- » Ability to have branding displayed in the dinner room
- » Logo to be printed on the dinner menu

## ACCU AUTUMN CONF RECEPTION SPONSORSHIP

£1095.00 + VAT

- » 1 x Table Top space during the reception
- » Reception title to include your company name
- » 2 x Exhibitor Passes
- » Logo and short company bio listed on the conference website

## WG21 REFRESHMENT BREAK SPONSOR

£995.00 + VAT

- » Sponsor mid morning and mid afternoon refreshment break on day of your choice (first come first serve)
- » Branded biodegradable paper cups & recycled napkins
- » Note: both items must be provided by the sponsor

## ACCU AUTUMN MINI PROGRAMME / NAME BADGES

£995.00 + VAT

- » Provided to all speakers, delegate and exhibitors - will be issued with a mini programme incorporating the name badge
- » All badges will be personalised with the WG21 logo, ACCU logo and the sponsors logo
- » 2 x job postings



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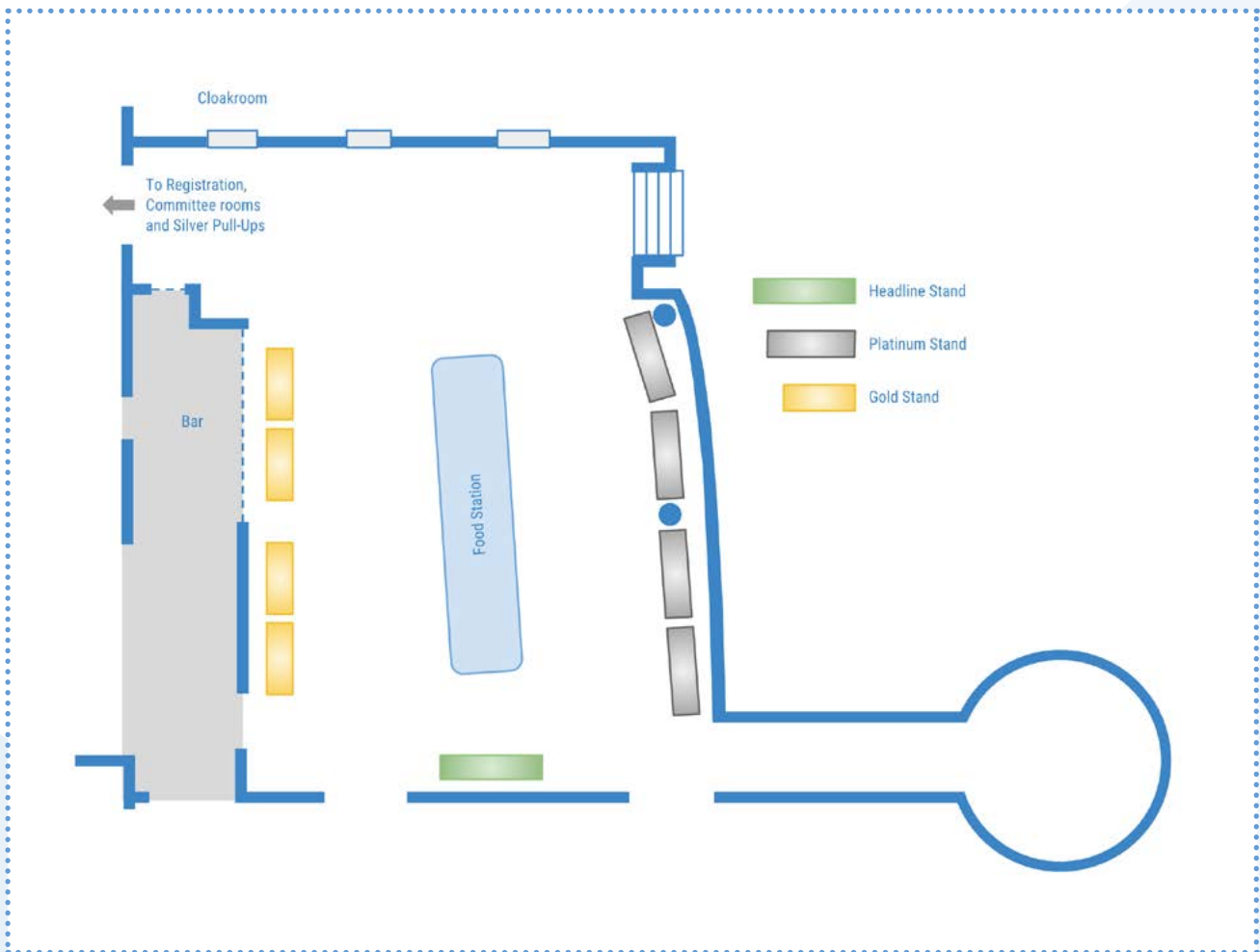


# EXHIBITION FLOORPLAN HILTON HOTEL BELFAST

## Hilton Belfast Hotel

WG21 Autumn Meeting 4th - 9th November 2019

ACCU Autumn Conf 11th - 12th November 2019



\*Layout is an approximate guide only (not drawn to scale), and is subject to changes and updates by the Event Manager

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# THE DETAILS

## PAYMENT TERMS

To sponsor or exhibit at this prestigious event please complete the forms on pages 9 and 10 of this document and return to the event manager. An invoice will be sent along with confirmation of your sponsorship package.

Payment terms: 30 days after invoice date.

Bookings made after 20th September 2019 will require payment before the booking is confirmed. Payment can be made by the following methods:

- » Bank transfer to Natwest Bank, see details on invoice sent after booking form returned. Please quote WG21 Autumn and/or ACCU Autumn 2019 and your company name as reference
- » Payment can also be taken via credit card by calling +44 (0) 1608 659900

## CANCELLATION POLICY

Cancellations can only be accepted in writing. In the unfortunate event of cancellation the following will apply:

- » 10% of the total invoice cost will be retained if the cancellation is received on or before the 4th August 2019
- » 50% of the total invoice cost will be retained if the cancellation is made from the 5th August – 4th October 2019
- » 100% of the total invoice cost will be retained if the cancellation is made on or after the 5th October 2019

If the event managers are able to re-sell the package a refund will be given less an administration fee of 15% of the total original invoice amount.



## EVENT MANAGERS

Archer Yates Associates Ltd, 7 Threshers Yard, West Street, Kingham, Oxfordshire OX7 6YF

**Telephone:** +44 (0)1608 659900

**Email:** [accuautumn@archer-yates.co.uk](mailto:accuautumn@archer-yates.co.uk)

## CONFERENCE VENUE

Hilton Belfast Hotel

4 Lanyon Place, Belfast, BT1 3LP

[Click here for the Hilton Belfast Hotel Website](#)

## HOTEL ACCOMMODATION

Special rates have been arranged at the Hilton Belfast Hotel. In order to guarantee these rates, rooms should be booked via the event managers.

## LANGUAGE/ACCESS NEEDS/ DIETARY REQUIREMENTS

If you have any specific requirements for mobility, access, diet or otherwise, please contact the event managers in advance of the event.



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# GENERAL INFORMATION

## EXHIBITOR BADGES

Two exhibitor passes are included with each exhibition stand unless otherwise stated. Exhibitors must register in advance of the conference and collect the passes from the registration desk on arrival. Passes do NOT include access to the conference sessions. Refreshments, lunch and all conference materials are included.

Should you require additional passes these can be ordered at a cost of £45 + VAT per person per day.

## ACCOMMODATION

A special Bed and Breakfast rate of £120 single occupancy and £130 double/twin occupancy has been negotiated for this event and all bedrooms reservations should be made via the conference organisers.

Please contact the Event Manager, Archer Yates Associates on **+44 (0)1608 659900** or [accuautumn@archer-yates.co.uk](mailto:accuautumn@archer-yates.co.uk)

## EXHIBITOR PROFILE

Dependent on your Sponsorship Level you are entitled to a 100 word company profile which will appear in the conference guide alongside your company logo (supply in jpeg or pdf format).

Please email your profile and logo to [accuautumn@archer-yates.co.uk](mailto:accuautumn@archer-yates.co.uk) by Friday 27th September 2019.

## CARE FOR THE ENVIRONMENT

The Event Managers and Conference Committee believe that the WG21 Standards Meeting and ACCU Autumn Conf should have as little impact on the environment as possible. In order to do this we also ask that exhibitors consider their impact on the environment within areas such as the promotional material and travel arrangements that they provide and use.

## POWER USAGE

Each stand will have access to one power socket (for a UK plug).  
Wi-Fi internet connection will be available free of charge to each exhibition stand and usernames and passwords will be provided at the event, to those who require the service.

## PARKING

There is a car park on site at the Hilton Belfast Hotel and is charged at £18.00 per 24 hours.

## SECURITY

The Belfast Hilton Hotel is a 24 hour operation, please be aware that no responsibility will be taken by the event managers or the Hotel for lost or damaged items. Exhibitors should organise their own insurance to cover property and staff for this event. There will be a room available to lock small pieces of equipment (such as laptops) away. Please arrange direct with event managers at the Registration desk on the day. (No responsibility will be taken for goods left in care.)

## REFRESHMENTS

Tea and coffee will be available throughout the day, and lunches are provided for registered exhibitors and served with delegate refreshments. However we ask that this is restricted to two people per stand per day, unless additional exhibitor passes have been purchased. Additional catering requirements must be arranged with Suzanne Avneri ([suzanne.avneri@hilton.com](mailto:suzanne.avneri@hilton.com)) and paid for directly at the Hilton Belfast Hotel. Please inform the event managers if you have any dietary requirements.



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# BOOKING FORM

## WG21 AND ACCU AUTUMN CONF BOOKING FORM

Please note that all acknowledgements of your company will be generated from the following information:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_ Web address for hyperlink: \_\_\_\_\_

Please tick requirements:

- HEADLINE SPONSOR - £15,000 + VAT
- WG21 & ACCU AUTUMN EXHIBITING SPONSOR
  - PLATINUM - £4995 +VAT       GOLD - £3795 + VAT       SILVER - £2495 + VAT
- WG21 ONLY EXHIBITING SPONSOR - £1995 + VAT
- ACCU AUTUMN ONLY EXHIBITING SPONSOR - £1095 + VAT

*One electric socket will be supplied per stand space,  
please contact the organiser for additional requirements*

- LUNCH BREAK SPONSOR - £2495 + VAT
- DINNER SPONSOR - £2495 +VAT
- WG21 REFRESHMENT SPONSOR - £995 + VAT
- ACCU DRINKS RECEPTION SPONSOR - £1095 + VAT
- ACCU AUTUMN MINI PROGRAMME SPONSOR - £995 + VAT
- Please contact me to discuss other opportunities**

Please indicate the number of additional stand passes required:

@ £45 + VAT per person per day

(Exhibitor passes do NOT give entry to the presentations)

An invoice will be issued on receipt of this form. Payment terms are 30 days from date of invoice.  
All VAT will be charged at the prevailing rate.

Please read and sign the Terms & Conditions on the next page and return to us at:



**For the attention of:** WG21 and ACCU Autumn Conf 2019 Sponsorship  
Archer Yates Associates, 7 Threshers Yard, West Street, Kingham, Oxon, OX7 6YF  
Tel: +44 (0)1608 659900 Email: [accuautumn@archer-yates.co.uk](mailto:accuautumn@archer-yates.co.uk)

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# TERMS & CONDITIONS

## CONDITIONS

The event managers and ACCU are responsible for the event. The sponsors and exhibitors are responsible for the control and supervision of their own stands. The event organiser's decision is final and decisive on any points not covered within the pack. Any decisions made will be in the interest of the event and all parties as a whole.

## EXHIBITORS HALL

All exhibitors will be located within the Lagan Suite Foyer on the ground floor which are within close proximity of the main Keynote presentation room.

## EXHIBITION OPEN TIMES

### Exhibition Set-up:

Monday 4th November 07.00 - 10.00hrs

### Exhibition Open\*:

Monday 4th November - 10.00 - 18.00hrs

Tuesday 5th - Saturday 9th November - 09.00hrs - 18.00hrs

Monday 11th - Tuesday 12th November 09.00 - 16.00hrs

### Exhibition Breakdown:

Tuesday 12th November 16.00 - 18.00hrs

*\*Exhibition opening times are subject to change.*

## STAND DETAILS

Stand sizes are as detailed on page 3-5 and as standard, the Headline, Platinum, Gold and ACCU Autumn only packages include a table, white cloth and two chairs. If you require a shell scheme or further equipment and exhibition services, please contact the event managers prior to the event who can advise of a supplier.

## STAND SET UP

Access will be available on Monday 4th November from 7.00am until 10.00am. All stands must be ready by 10.00am on 10th April.

## STAND HEIGHT

The maximum stand height is 3m. Exhibitors are asked to ensure that all stands/displays are stable and safe at all times.

## SHIPPING, PRE & POST EVENT

Promotional material and pop up stands can be delivered to the hotel in advance of the event and after 1st November 2019. All goods should be labelled with a completed template label to be found on pages 11 and 12. The Hotel will store reasonable items for collection until 5.00pm, Friday 15th November 2019. Please ensure the event management team are aware if you intend to make use of this storage facility. The Hotel and organisers can not be held responsible for any loss or damage to goods whilst in storage.

## STAND CLEANING

General cleaning of the exhibition area prior to opening and daily thereafter has been arranged, excluding exhibits and displays. Please ensure your stand and display is kept clean and tidy throughout the conference.

## INSURANCE

We recommend sponsors and exhibitors have appropriate insurance and are able to provide the organisers with a copy of this policy if required. All risks on loss or damage, transit risks, public liability and property including fixtures and fittings and property of a personal nature should be covered by your event insurance. Please note the event managers and venue are unable accept responsibility for any of the aforementioned. Full insurance can be organised from "Event Insurance Services" at [www.events-insurance.co.uk](http://www.events-insurance.co.uk) Please quote AYA when making enquiries.

## RISK ASSESSMENT & HEALTH AND SAFETY

The risk assessment shall cover the exhibition stand, work activities and any equipment that will be demonstrated onsite. An assessment of risk is a careful examination of "all work associated" activities that could cause harm to people. Hazard means anything that could cause harm (e.g. boxes, chemicals, electricity, pop-up stands).

Risk is the chance, great or small, of harm caused by the hazard. You must evaluate the hazards and risks and conclude if existing precautions are adequate or further action is necessary. The assessment period applies to the entire event, from the start of build up to end of break down. More information can be found in the relevant UK HSE publication entitled, Management of Health and Safety at Work; Approved Code of Practice and Essentials of Health and Safety. Further information is available from <http://www.hse.gov.uk/risk/> If you require further help or assistance with this procedure please contact the event organisers.

Risk and health and safety assessments must be completed for your exhibition stand and surrounding area, and should be made available to the organisers on-site.

## FIRE PRECAUTIONS

All material used in construction work, display materials etc must be effectively fire proofed and made of non-flammable products in accordance with the standards of the appropriate UK authority. Fire precautions, regulations and extinguishers will be provided by the Hilton Belfast.

## EXHIBITOR REGISTRATION

All exhibitors must register in advance of the event. Name badges will be prepared for each exhibitor. Exhibitors are required to wear badges at all times. Two persons per stand are included in the exhibitor sponsor packages. Additional personnel are charged at £45 + VAT per person per day.

## CONFERENCE REGISTRATION

Your exhibition pass does not include entrance to the conference. If you wish to attend the conference please register online via the [event website](#).

Signed:

Name:

Position:

Date:

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# DELIVERY LABEL



**Hilton**

Hilton Belfast Hotel  
4 Lanyon Place, Belfast, BT1 3LP

**Event Name:** WG21 and ACCU Autumn Conf

**Exhibition Date:**

**Receiver:** Suzanne Avneri, Conference Office

**Meeting Room:** Lanyon Foyer

**Number of Boxes:**

**Sender Contact Name and Phone Number:**

**Sender Company:**

# COLLECTION LABEL

**Exhibition Finish Date:** 12th November 2019

**Event Name:** WG21 and ACCU Autumn Conf

**Meeting Room for Exhibition:** Lanyon Foyer

**Number of Boxes:** Lanyon Foyer

**Courier Company:**

**Contact Name and Phone Number:**

**Collection Date:**

**Destination:**

**Postcode:**

**Receiver Contact Name & Phone Number:**

# DIRECTIONS TO CONFERENCE VENUE

## Hilton Belfast Hotel 4 Lanyon Place, Belfast, BT1 3LP

All bedroom reservations should be made via Archer Yates Associates Tel: +44 (0)1608 659900. A special Bed & Breakfast rate of £120 (including VAT) single occupancy and £130 double/twin occupancy has been negotiated for this event.



### DIRECTIONS TO BELFAST

#### BY AIR

Belfast International Airport 16 miles from the centre of Belfast. George Best Belfast City Airport situated 3 miles from the centre of Belfast. Dublin Airport is also an option at just under 2 hours away by coach.

#### BY RAIL

Lanyon Place Station: Formerly known as Central Station, trains run North to Derry, County Londonderry, North-East to the Port of Larne, East to Bangor and south to Dublin.

#### BY BUS

Metro Service: Metro provides a regular local service to all parts of the Belfast area. Translink serves the rest of the Province and can be boarded at all depots in the Europa Bus Centre, Glengall Street and the Laganside Bus Centre. Glider is a new service offering a more frequent bus service focused on main arterial routes.

#### BY FERRY

Ferries are available from Liverpool Belfast or Holyhead to Dublin. Visit [www.irishferries.com](http://www.irishferries.com) for further information.

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# QUESTIONS?

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## CONTACT US:

WG21 and ACCU Autumn Conf 2019 Sponsorship  
Archer Yates Associates, 7 Threshers Yard, West Street,  
Kingham, Oxon, OX7 6YF

Tel: +44 (0)1608 659900

Email: [accuautumn@archer-yates.co.uk](mailto:accuautumn@archer-yates.co.uk)

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