

ADVERTISER & SUPPLIER PACK 2021



SLCC
For Local Council Professionals®

What is the SLCC?

The SLCC is the professional body for clerks of town, parish and community councils and we currently represent over 5000 councils across England and Wales.

Founded in 1972, our mission is to provide training, guidance, advice and support to members so that they can develop the professional skills, knowledge and experience necessary for them to best serve their councils and communities; and through this develop the overall recognition and status of their profession.

Promote your Products & Services with SLCC:

Qualified audience -

Our channels provide an unparalleled platform to engage with readers and attendees working as council clerks, deputy clerks and responsible financial officers across England and Wales.

Captive audience -

Our informative conference and training agendas not only mean that we entice a large audience but also that they stay at the event for the entire day.

Engaged audience -

We use techniques to try to ensure each delegate visits your stand, such as a prize draw at each event.

Strengthen brand -

Our suppliers' directory is used by clerks and over 9,000 visitors to our website each month to gain supplier information and contact details.

New Developments -

Learn about new developments in our sector – speak directly to your target market and identify their current wants/needs.

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EXHIBIT AT NATIONAL CONFERENCE

National Conference is our largest event of the year and has been running for 47 years. The two day event attracts clerks and council staff and the agenda typically features updates from sector heavyweights such as DCLG, NALC, LGA, ICO and many more.

What opportunities are there to network with delegates?

1. Registration typically opens at 8.30am with tea and coffee being served in the exhibitor area for 30 – 60 minutes.
2. After a morning of seminars and workshops, there is another 30 – 45 minutes refreshment break with tea and coffee being served in the exhibitor area
3. Lunch is then served in the exhibitor area for 45 – 50 minutes.
4. Maximise your time with the delegates by attending the networking dinner on day one. (The cost to attend the dinner is in addition to the exhibitor stand cost)



WHO ATTENDS?

In 2018:

- 141 local council employees attended our National Conference
- 66% of delegates had a precept over £150k
- 40 exhibitors attended National Conference event selling a range of products and services from hanging baskets, play equipment, cemetery management, IT systems, insurance, Christmas lighting, outdoor furniture, public toilets etc.

WHAT DO YOU GET?

Exhibitor stands include the following:

- A clothed table.
- Two chairs.
- Lunch and coffees for one representative (£90 + VAT for each additional representative over the two days).

STAND COSTS:

- 11ft x 6ft = £2,270 + VAT
- 8ft x 7ft = £2,235 + VAT
- 8ft x 4ft = £1,550 + VAT

To view the floorplan please contact wayne.german@slcc.co.uk

WHAT ARE THE DATES FOR 2020?

13th - 14th October 2021 at Jury Inn Hinckley Island, Leicestershire

 #SLCCNational

COMMERCIAL WEBINAR - NEW OPPORTUNITY!

Showcase your products and services to local council officers from across England and Wales using the SLCC webinar platform.

The live format of the webinar will allow you to promote the benefits, demonstrate your product and discuss any queries with your potential customers.



Special introductory offer!

We are offering your company the chance to book a trial webinar for just £500 + VAT.

Your webinar can last up to an hour, can be on a topic of your choosing and will be listed on the SLCC website which is viewed by over 9,000 users each month.

The best part is that it will be completely free to SLCC members, increasing your audience potential!

Terms & Conditions

- Maximum of 25 delegates per webinar, delegate numbers are not guaranteed
- Limited webinar availability, the final booking date of the webinar will be made by SLCC but we will try to ensure a mutually convenient time
- The webinar will need to be booked within the months of May, June or July 2021

ADVERTISE IN THE CLERK MAGAZINE

One of the key benefits of SLCC membership is the bi-monthly magazine 'The Clerk', which is our major piece of communication with our members. As a members-only magazine, publications are valued and retained. The content (including your advert) is read, absorbed and referred to for future purchases. The Clerk is delivered directly to the clerk themselves.

WE'VE GONE DIGITAL!

Each publication is also available in digital form on our SLCC website featuring a click-through to the advertisers' website.

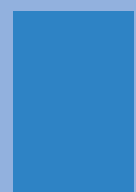
WHO READS THE CLERK:

- The circulation is over 3,600 clerks representing over 5,000 councils.
- The majority of our members have an annual budget/turnover of £100,000 - £250,000*.
- Our members have responsibility over the community allotments, parks and recreation grounds, waste bins, play equipment, cemetery, community centres, markets, football grounds, street lighting, grass cutting, public toilets, war memorials and more.
- 93%* of members rate The Clerk as 'good' or 'excellent'. *Figures taken from the 2017 membership survey


SPECIAL FEATURES IN 2021:

January:	Clean Neighbourhoods
March:	Council & Staff Management
May:	Encouraging Tourism & Promoting Your Community
July:	Finance - Back to Basics
September:	Working with Covid-19
November:	Neighbourhood Plans


ADVERTISEMENT SIZES



Quarter page
Size:
89mm x 128mm



Half page
Size:
183mm x 128mm



Full page
Size:
210mm x 297mm
Bleed:
216mm x 303mm

2020 Prices:

Quarter page £286 + VAT	Half page £458 + VAT	Full page £688 + VAT
Insert £844 + VAT		



Production Information

Please use the following guidelines to create pdf files that conform to our specifications

- All files to be supplied as Hi resolution PDF's.
- Files must be centred to the page with crop marks and 3mm bleed.
- All images contained within the PDF must be high resolution (300dpi recommended), CMYK format.
- All files need to be sent via wetransfer.com and you will receive an email of safe receipt.

The advertiser must have the appropriate insurance to indemnify them for any advice or information quoted on the advertisement

If a digital proof, which must be run from the PDF file, is not supplied The Clerk cannot accept responsibility for incorrect colour match/copy.

Please email your artwork to:
advertising@slcc.co.uk

ADVERTISE IN THE SUPPLIERS DIRECTORY

Our online suppliers' directory is used by clerks and visitors to our website to gain supplier information and contact details. Add your company profile to one or more of our seventy categories!

The categories range from accounting to graffiti removal and can all be viewed here www.slcc.co.uk/supplier-directory/

The screenshot shows the SLCC Supplier Directory website. At the top is a red navigation bar with social media icons, a phone number (01823 253 646), a search bar, and links for 'Account' and 'Logout'. Below this is a blue header with the text 'Supplier Directory' and a breadcrumb trail 'Home > Supplier Directory'. A dropdown menu on the left lists various supplier types, with 'Accounting' selected. The main content area features a search form with fields for 'Supplier type', 'Postcode', and 'Distance', and a red 'Search' button. Below the search form, the results for 'Accounting' are displayed. Two suppliers are listed: 'DCK Accounting Solutions Ltd' and 'Easy PC Accounts'. Each listing includes a logo, contact details (phone, email, website), and a 'More info' link.

Supplier type: Accounting, Artificial Grass, Auditing, Ball Parks/MUGA's, Benches, Bicycle Racks, Bollards, Bus Shelter, Canopies and Cycle Shelters, Civic Regalia, Clocks, Coins and Tokens, Computers and Software, Consultants, Employment Law, Engraving, Fencing, Festive Illuminations, Floral Features

Our Story | Membership | News & Publications | Training & Events | Advice | Opportunities | Contact

Supplier Directory

Home > Supplier Directory

Select or service to suit your requirements in the comprehensive suppliers directory.

Suppliers in this directory does not imply any recommendation by SLCC for their goods or services.

Supplier type | Postcode | Distance | Search

Accounting | Postcode | Distance | Search

Search results for Accounting

DCK Accounting Solutions Ltd
01793 739110
Swindon, Wiltshire
admin@dckaccountingsolutions.co.uk
www.dckaccountingsolutions.co.uk
[More info](#)

Easy PC Accounts
01223 860899
Waterbeach, Cambridgeshire
info@easypcaccounts.co.uk
www.easypcaccounts.co.uk
[More info](#)

**Advertise in one category for a year for £150 + VAT
or multiple categories for £250 + VAT**