MEDIA INFORMATION



IRRV's conference, events, magazines and website take you directly to your market

The Institute of Revenues, Rating and Valuation offers a unique level of direct access to a major slice of the public sector market.

With 5500 members, no other professional institute or commercial enterprise can provide the penetration or coverage of local authorities, and no other organisation offers the range of activities across the marketing mix.

From advertising in the IRRV's suite of high quality magazines to face-to-face selling opportunities at its exhibitions, marketing and sales executives can expect to find value for money promotional opportunities that work.

The Institute's faculty structure delivers precise customer groupings and the right level of decision makers up to Heads of Service, Directors of Finance and Chief Executive Officers.

Working with Tregartha Dinnie you can buy from the rate card or discuss your specific marketing objectives. Our team will then create a bespoke 'package' drawing from the marketing mix to provide something individual to your brand or service.

In recent years, IRRV has expanded both its geographical reach (Northern Ireland, International Conference) and also the range of its activities, to now include CRM and a broader sweep of local government activity. Its flagship event – the Annual Conference and Exhibition – now features a sponsored fringe programme, social events, golf competition and of course Performance Awards Night, the culmination of the sectors most challenging and rewarding customer service and team awards.

If you can see the opportunity you want in the rate card, or if you want to discuss a bespoke campaign call 01908 306500 to see how hard the programme can work for you.

- CONFERENCES
- EXHIBITIONS
- SEMINARS
- MAGAZINES
- NETWORKING EVENTS
- DIRECT MARKETING
- E-MARKETING
- WEBSITE
- JOINT ACTIVITIES
- BESPOKE SPONSORSHIPS



CONTENTS

EXHIBITIONS

- Benefits Conference and Benefit Fr
- Collection & Enforcement Conference
- CRM and Social Inclusion Conferent
- Scottish Conference
- Annual Conference
- Scottish Benefits Conference

SPONSORSHIP

• Sponsorship Opportunities

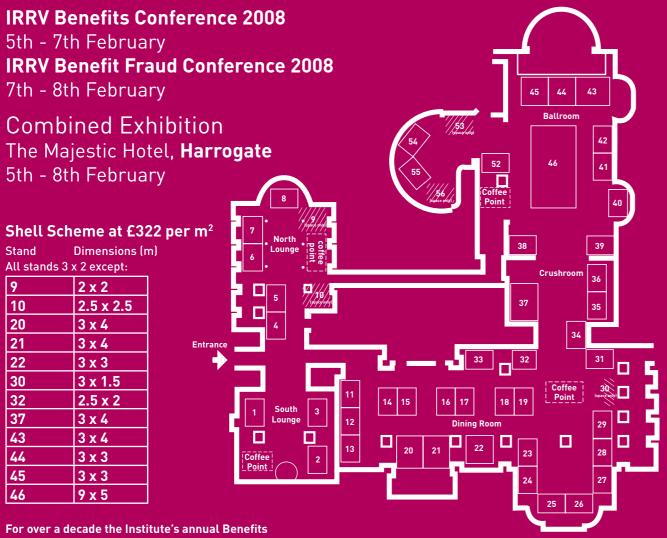
ADVERTISING

- Insight magazine
- Benefit magazine
- Valuer magazine
- Faculty Review magazine
- Conference handbooks

BOOKING FORMS

- Advertising booking form
- Exhibitions booking form
- Sponsorship booking form

raud Conference	1
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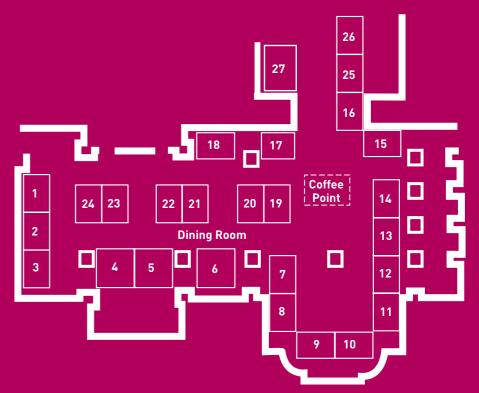
Please see page 14 for exhibitions booking form

Booking Hotline 01908 306 500

Sponsorship opportunities are also available at this conference, please see enclosed information or call 01908 306 500.

IRRV Collection & Enforcement Conference 2008 20th - 21st May The Majestic Hotel, Harrogate

Shell Scheme at £229 per m ²		
Stand	Dimensions (m)	
All stand	s 3 x 2 except:	
4	3 x 3	
5	3 x 3	
6	3 x 3	
17	2.5 x 2	
27	3 x 4	



The IRRV Collection and Enforcement conference is the ideal event for local taxation professionals, whether in the public or the private sector, to keep up to date with current issues, best practice and management techniques. The 2008 event will contain presentations delivered and facilitated by leading industry figures and experts covering collection, enforcement, service performance and delivery.

The accompanying exhibition is a popular and well-attended aspect of the event and is an excellent opportunity for any company working within this area.

Conference has been widely regarded as the leading event for practitioners involved in the delivery of Housing Benefit and Council Tax Benefit. This popular event regularly attracts over 200 delegates and for 2008 is followed by the well established Benefit Fraud Conference.

The combined exhibition will span the duration of both conferences and allow exhibitors access to an enhanced delegate audience.

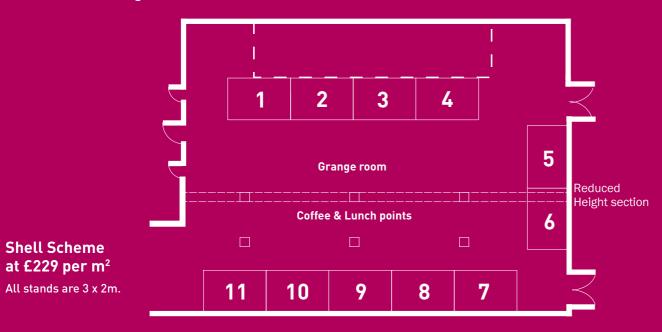
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Please see page 14 for exhibitions booking form

Booking Hotline 01908 306 500

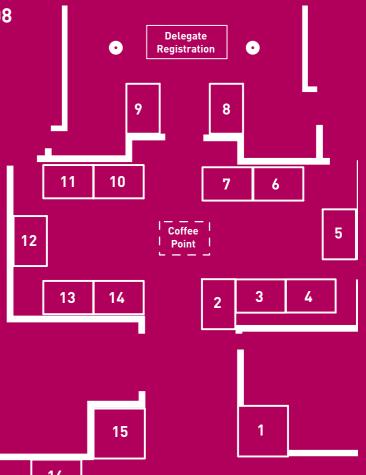
Sponsorship opportunities are also available at this conference, please see enclosed information or call 01908 306 500.

IRRV CRM & Social Inclusion Conference 2008 3rd - 4th June Chesford Grange, Nr Kenilworth



IRRV Scottish Conference 2008 3rd - 4th September

Crieff Hydro Hotel, Crieff



Shell Scheme at £229 per m²

Stand Dimensions (m)

All stands 3 x 2 excent.

1	3 x 3
15	3 x 3

16

For 2008 the Institute's CRM Conference will join with the Social Inclusion event to provide an invaluable opportunity to hear from experts in both fields and offer new ideas for your organisation. The conference will include a packed programme of sessions covering implementation and development amongst other related topics.

Please see page 14 for exhibitions booking form

Booking Hotline 01908 306 500

Sponsorship opportunities are also available at this conference, please see enclosed information or call 01908 306 500.

The IRRV Scottish Conference and accompanying exhibition is now established as a major event in the Scottish local government calendar. Offering everyone with an interest in local government and related fields, the opportunity to debate key issues, listen to new ideas and make a contribution by expressing their opinions.

Attended by over 300 delegates, this popular event will be returning to the Crieff Hydro Hotel, a venue with excellent recreational facilities set in beautiful surroundings.

S EXHIBITION

Entrance

Please see page 14 for exhibitions booking form

Booking Hotline 01908 306 500

Sponsorship opportunities are also available at this conference, please see enclosed information or call 01908 306 500.

4

IRRV Annual Conference 2008 30th September - 3rd October Manchester Central, Manchester

For 2008 the IRRV Annual Conference returns to the popular, purpose built, Manchester Central. Each year the exhibition grows and features new companies, whilst the conference programme expands to feature an enhanced fringe programme and impressive speaker profiles. These continued developments help to attract a wider delegate audience. Over 900 delegates now regularly attend this key IRRV conference and exhibition over the four days.

IRRV Annual Conference is a highlight of the public sector year and conference week includes the acclaimed Performance Awards Night, a black-tie affair that attracts more than 850 guests.

Shell Scheme at £388 per m²

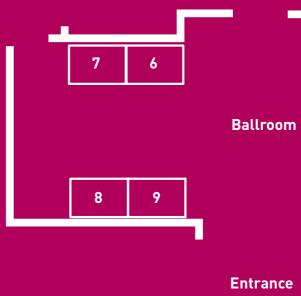
Stand	Dimensions (m)	Stand	Dimensions (m)
1 - 5	4 x 2	24	6 x 6
6	6 x 3	25 - 26	3 x 3
7	3 x 3	27 - 28	6 x 3
8 - 9	3 x 2	29 - 30	3 x 3
10	5 x 4	31 - 32	4 x 3
11	6 x 4	33 - 34	3 x 3
12	3 x 3	35	6 x 4
13	6 x 6	36	6 x 5
14 - 15	4 x 3	37	9 x 6
16	8 x 6	38 - 39	4 x 3
17	14 x 6	40 - 41	3 x 3
18	7 x 3	42 - 45	4 x 3
19	4 x 3	46 - 52	3 x 3
20	3 x 3	53 - 54	4 x 3
21	4 x 3	55 - 62	3 x 2
22	7 x 6	63	3 x 6
23	7 x 6	64 - 68	3 x 2



Booking Hotline 01908 306 500

Sponsorship opportunities are also available at this conference, please see enclosed information or call 01908 306 500.

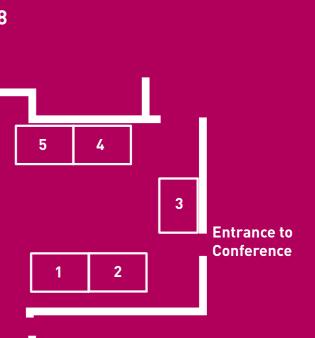
IRRV Scottish Benefits Conference 2008 3rd - 4th December Crieff Hydro Hotel, Crieff



Shell Scheme at £229 per m²

All stands are 3 x 2m

This increasingly popular event is recognised as a major annual event for Benefits Managers, key officers and benefits practitioners in Scotland. With a wide range of speakers on topical issues, it is very well supported by Scottish local authorities and other organisations and the conference exhibition affords the opportunity to mix with the key decision-makers in benefits administration in Scotland.



NOI 8

Please see page 14 for exhibitions booking form

Booking Hotline 01908 306 500

Sponsorship opportunities are also available at this conference, please see enclosed information or call 01908 306 500.

Sponsorship Rate Card

Commercial sponsorships attached to IRRV events, services and products offer a direct marketing communications link to those that influence – and make – buying decisions.

Either as part of a planned campaign or as an opportunistic initiative to drive competitive advantage, IRRV sponsorships provide high market profile and contact with the people who matter.

Choose from a number of off-the-shelf options linked to the IRRV's events calendar... or ask the team at Tregartha Dinnie to help you create a bespoke package which suits your sales campaign timings and your budget.

	Benefits & Benefit Fraud Conference	Collection & Enforcement Conference	CRM & Social Inclusion Conference	Scottish Conference	Annual Conference
Breakout Signage	£1,500	£1,000	£1,000	£1,000	N/A
Civic Wine Reception	N/A	N/A	N/A	N/A	£6,000
Coffee Service	TAKEN	TAKEN	£2,000	£2,000	£3,000
Conference Dinner	TAKEN	TAKEN	£2,500	£2,500	N/A
Conference Notepads	£1,500	£1,500	£1,500	£1,500	£2,500
Conference Pens	£1,500	£1,500	£1,500	£1,500	£2,500
Conference Sessions	£1,500	£1,500	£1,500	£1,500	N/A
Delegate Lanyards	POA	POA	POA	POA	£7,500
Delegate Bags	£3,000	£2,500	£2,500	£2,500	£6,500
Delegate Pack Insert	£750	£500	£500	£500	£850
Directional Signage	£2,750	£2,000	£2,000	£2,000	£4,000
Exhibition Guide	£4,500	N/A	N/A	N/A	£6,000
External Banners	N/A	N/A	N/A	N/A	£2,750
Floor Tiles** (min 10 tiles)	£250**	£200**	£200**	£200**	£300**
Fringe Meeting	N/A	N/A	N/A	N/A	£1,500
Hospitality Area	N/A	N/A	N/A	N/A	£5,000
Internet Café	N/A	N/A	N/A	N/A	POA
Main Stage Set	TAKEN	£1,800	£1,800	TAKEN	£8,900
Registration Desk	£1,750	£1,500	£1,500	£1,500	£3,000
Welcome Lunch*	N/A	N/A	N/A	N/A	£6,000*
Wine Reception	TAKEN	TAKEN	£2,000	£2,000	£5,000

Insight magazine

Conceived as part of the Institute's programme of communications, Insight magazine is a professionally designed and produced journal distributed on a monthly basis to over 6,000 readers and subscribers.

Insight provides access to the latest information across a wide range of relevant topics. Up-to-the-minute news, views and facts are presented with great editorial skill, resulting in a journal that is both readable and valuable to anyone involved in revenues and rating, local authority benefits, or the valuation of land and property. Special articles are commissioned on a regular basis from expert contributors and Insight is aptly named as the membership's most regular source of inside track news.

In states Adver	- Vision Deservisiones 200	<u>_</u>	Colour
	rtising Deadlines 200		R.O.P.
Jan/Feb	Booking - 14 Dec	Copy - <mark>3 Jan</mark>	Series
March	Booking - 1 Feb	Copy - 11 Feb	Series
April	Booking - 26 Feb	Copy - 7 March	Series
May	Booking - 4 April	Copy - <mark>16 April</mark>	Series
June	Booking - 2 May	Copy - 13 May	
July	Booking - 10 June	Copy - 18 June	Mono
August	Booking - 30 June	Copy - <mark>9 July</mark>	R.O.P.
September	Booking - 1 Aug	Copy - 12 Aug	Carries
October	Booking - 19 Aug	Copy - 1 Sept	Series
November	Booking - 6 Oct	Copy - 15 Oct	Series
December	Booking - 3 Nov	Copy - 12 Nov	Series

Type: 267.6mm x 186mm

Trim: 297mm x 210mm

Bleed: 303mm x 216mm

Frequency Monthly*

* 11 issues a year: combined

January/February issue and

pages for the October issue).

10% maximum on application.

Agency Commission

bumper October issue for Annual

Conference. Normally 32 pages (+ 8

pages for January/February and 56

Circulation 6,000

Inserts

* Series costs are per advertisement

Production	
(All measurements shown are	1
Height x Width).	
DPS	1
Type: 277mm x 390mm	(
Trim: 297mm x 420mm	1
Bleed: 303mm x 426mm	١
Full Page	1

186mm Inserts

Sponsorship Booking Hotline 01908 306 500

** cost is per tile - minimum of 10

* per day



DVERTISIN

DPS	Page	1/2 Page	1/4 Page
£2,385	£1,615	£1,276	£1,047
£2,271	£1,569	£1,248	£1,015
£2,230	£1,531	£1,224	£991
£2,154	£1,484	£1,176	£947

DPS	Page	1/2 Page	1/4 Page
£1,615	£846	£507	£278
£1,461	£799	£478	£245
£1,501	£761	£455	£223
£1,384	£715	£408	£179

£180 per 1,000

Half Page

Horizontal: 131.765mm x 186mm Vertical: 267.6mm x 90mm

Quarter Page

Block: 131.954mm x 90mm Vertical strip: 267.6mm x 58mm Horizontal strip: 62.096mm x

Items must be no bigger than: 295mm x 210mm. Maximum weight per item: 15g.

Artwork Format

Available on request.

Please note a charge will be incurred if artwork supplied incorrectly requires amends

> Please see page 13 for advertising booking form

Benefit magazine

Benefit magazine is the benefits information service from the IRRV. It is the authoritative journal read by housing and council tax benefits professionals working in local authorities across the country.

The magazine contains expert advice on benefits administration and features on topical subjects. With authoritative articles on policy, Benefit keeps its readers up-to-date with current developments and prepares them for tomorrow's changes.



Valuer magazine

IRRV Valuer is the IRRV's highly regarded magazine devoted to all aspects of land and property valuation. Covering issues affecting valuers in their working lives, both in the UK and abroad, its qualified commentators provide well-informed insider perspectives on the emerging reforms, technologies, legislation and regulations.

Benefit Advertising Deadlines 2008

Jan/Feb	Booking - 14 Dec	Copy - <mark>3 Jan</mark>
April	Booking - 25 Feb	Copy - 7 March
June	Booking - 2 May	Copy - 13 May
August	Booking - 30 June	Copy - 9 July
October	Booking -19 Aug	Copy - 1 Sept
December	Booking - 3 Nov	Copy - 12 Nov

Colour	Page	1/2 Page	1/4 Page
R.O.P.	£620	£491	£403
Series of 3*	£603	£480	£390
Series of 6*	£589	£471	£381

Mono	Page	1/2 Page	1/4 Page
R.O.P.	£325	£195	£100
Series of 3*	£302	£184	£95
Series of 6*	£293	£175	£86

£450 per 1,000 Inserts

* Series costs are per advertisement

Valuer Advertising Deadlines 2008 Booking - 1 Feb March Copy - 11 Feb June Booking - 2 May Copy - 13 May September Booking - 1 Aug Copy - 12 Aug

Booking - 3 Nov

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Inserts

Frequency Bi-Monthly* Circulation 1,400

* 6 issues a year: combined January/February issue. 28 pages.

Agency Commission

10% maximum on application.

Production

(All measurements shown are Height x Width). Full Page Type: 267.6mm x 186mm Trim: 297mm x 210mm Bleed: 303mm x 216mm Half Page

Horizontal: 131.765mm x 186mm Vertical: 267.6mm x 90mm

Block: 131.954mm x 90mm Horizontal strip: 62.096mm x 186mm Vertical strip: 267.6mm x 58mm

Inserts Items must be no bigger than: 295mm x 210mm. Maximum weight per item: 15g.

Quarter Page

Artwork Format Available on request.

Please note a charge will be incurred if artwork supplied incorrectly requires amends.

> Please see page 13 for advertising booking form

Frequency Quarterly* Circulation 1,660.

December

* 4 issues a year: Normally 32 pages.

Agency Commission 10% maximum on application.

Half Page

Production

Full Page

Height x Width).

Copy - 12 Nov

Horizontal: 186mm x 116.43mm Vertical: 240.622mm x 90mm

(All measurements shown are

Type: 240.622mm x 186mm

Trim: 270mm x 210mm

Bleed: 276mm x 216mm

Quarter Page 186mm Inserts

9



our	Page	1/2 Page	1/4 Page
).P.	£620	£491	£403
ries of 2*	£603	£480	£390
ries of 4*	£589	£471	£381

no	Page	1/2 Page	1/4 Page
).P.	£325	£195	£100
ries of 2*	£302	£184	£95
ries of 4*	£293	£175	£86

£450 per 1,000

* Series costs are per advertisement

Block: 116.43mm x 90mm Horizontal strip: 58.215mm x

Vertical strip: 240.62mm x 58mm

Items must be no bigger than: 270mm x 210mm. Maximum weight per item: 15g.

Artwork Format Available on request.

Please note a charge will be incurred if artwork supplied incorrectly requires amends.

> Please see page 13 for advertising booking form

Faculty Review magazine

Launched in July 2006 IRRV Faculty Review magazine focuses mainly on revenues and benefits, but also includes articles relevant to Valuer members. Issued guarterly, the magazine contains reports from the chairs of the Institute faculties, around the UK

- reports from Scotland, Wales and Northern Ireland. a regular students page and features on particular aspects of local taxation, benefits and business rates.

FACULTY REVIEW



Conference Handbooks

IRRV Conference Handbooks are given to all delegates at each conference.

The handbook provides full details of the event including programme, list of delegates, speaker biographies and represent excellent opportunities for your company to advertise its products and services.

Faculty Review Advertising Deadlines 2008

Jan/Feb	Booking - 14 Dec	Copy - <mark>3 Jan</mark>
May	Booking - <mark>4 April</mark>	Copy - 16 April
July	Booking - 10 June	Copy - 18 June
October	Booking - 19 Aug	Copy - 1 Sept

Colour	Page	1/2 Page	1/4 Page
R.O.P.	£998	£818	£671
Series of 2*	£973	£798	£638
Series of 4*	£949	£778	£638

Mono	Page	1/2 Page	1/4 Page
R.O.P.	£524	£429	£352
Series of 2*	£507	£415	£341
Series of 4*	£491	£402	£330

Inserts £110 per 1,000

* Series costs are per advertisement

Handbook Advertising Booking Deadlines 2008 Benefits/Benefit Fraud Conference: 7 January Collection & Enforcement Conference: 21 April CRM & Social Inclusion Conference: 5 May Scottish Conference: 4 August Annual Conference: 1 September

Benefits/Benefit Fraud Conference: 5 - 8 February Collection & Enforcement Conference: 20 - 21 May

CRM & Social Inclusion Conference: 3 - 4 June

Annual Conference: 30 September - 3 October

Scottish Conference: 3 - 4 September

2008 Annual Conference Colour Mono

Other 2008 Conferences Colour Mono

Frequency Quarterly* Circulation 6,000.

Issued with Insight. * 4 issues a year: Normally 24 pages.

Agency Commission 10% maximum on application.

Production

(All measurements shown are Height x Width).

Full Page Type: 240.622mm x 186mm Trim: 270mm x 210mm Bleed: 276mm x 216mm Half Page Horizontal: 186mm x 116.43mm Vertical: 240.622mm x 90mm

Quarter Page Block: 116.43mm x 90mm Horizontal strip: 58.215mm x 186mm

Vertical strip: 240.62mm x 58mm Inserts Items must be no bigger than: 270mm x 210mm. Maximum weight per item: 15g.

Artwork Format Available on request.

Please note a charge will be incurred if artwork supplied incorrectly requires amends.

> Please see page 13 for advertising booking form

Production Specification

Conference Dates 2008

Frequency varies Print Run varies* *Usually between 250-500.

Production

(All measurements shown are Height x Width).

Full Page Type: 260mm x 120mm Trim: 297mm x 140mm Bleed: 307mm x 150mm Quarter Page

11



Page	1/2 Page	1/4 Page
£880	£627	£513
£710	£490	£381
Page	1/2 Page	1/4 Page

£490	£338	£260
£410	£258	£205

Half Page 128.5mm x 120mm

50mm x 120mm

Artwork Format

Available on request.

Please note a charge will be incurred if artwork supplied incorrectly requires amends

> Please see page 13 for advertising booking form

PLEASE PHOTOCOPY THIS FORM

MAGAZINES

RM

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ERTISIN

I agree to book the following (please tick):

🗌 full page	colour	mono
🗌 half page (horizontal)	colour	🗌 mono
half page (vertical)	colour	🗌 mono
🗌 quarter page	colour	🗌 mono
select 🗌 block	horizontal strip	🗌 vertical strip
insert		

In the following magazine (please tick):

Insight		ld £ per adver		ertisement	
Benefit		6 £	ဖြ £ per advertisement		
Valuer		6 £	per adv	rtisement	
Faculty Review		6 £	per adv	ertisement	
In the following issue/s (please tick):					
Jan/Feb	March	🗌 April	May	🗌 June	🗌 July
August	Sep	Oct	Nov	Dec	

HANDBOOK

I agree to book the followi	ng sized adv	ert (pl	lease tick)	:
🗌 full page	colour			mono
half page	colour			🗌 mono
🗌 quarter page	🗌 colour			mono
In the following handbook	(please tick)):		
Benefit/Benefit Fraud C	onference	@ £		per advert
Collection & Enforceme	nt			
Conference		G £		per advert
CRM & Social Inclusion	Conference	@ £		per advert
Benefit Fraud Conferen	се	@ £		per advert
Scottish Conference		۵£		per advert
Annual Conference		@ £		per advert

you have any questions, or wish to discuss any aspect of	
Ivertising please telephone Vicki Parry, Victoria Foskett, or	
am Rowe-Green at Tregartha Dinnie on 01908 306 500.	

Company name	
Contact name	
Position	
Address	
Postcode	
Phone	
Fax	
Email	
P0 number	
	Payable to IRRV
Signed*	
Date	

I hereby declare that I am authorised to place orders and purchase on behalf of the above-named company and I am liable to make an immediate payment on receipt of the invoice.

*Signature and completion of this booking form constitutes an application. No refunds will be given.

Tregartha Dinnie Ltd, on behalf of IRRV, will not accept cancellation or withdrawal of any application once it has been made.

Information provided on this form will be held on a database and may be used to send you information on other IRRV services in the future. Details held will not be passed onto other companies.

Purchase orders Please make purchase orders payable to the IRRV.

PLEASE PHOTOCOPY THIS FORM

l agree to book stand number Size: sq metres	lf you h exhibit Sam Ro
At the following: (please tick one):	Compa
IRRV Benefits Conference, and IRRV Benefit Fraud	Compa
Conference, 5th - 8th February 2008	Contac
Majestic Hotel, Harrogate @ £322 per sq metre.	Positio
 IRRV Collection & Enforcement Conference, 20th - 21st May 2008 Majestic Hotel, Harrogate 	Addres
ର £229 per sq metre.	Postco
□ IRRV CRM & Social Inclusion Conference, 3rd - 4th June 2008	Phone
Chesford Grange, nr Kenilworth @ £229 per sq metre.	Fax
🗌 IRRV Scottish Conference, 3rd - 4th September 2008	Email
Crieff Hydro Hotel, Crieff ଉ £229 per sq metre.	P0 nun
IRRV Annual Conference, 30th September - 3rd October 2008	Signed
Manchester Central, Manchester	
la £388 per sq metre.	Date
IRRV Scottish Benefits Conference,	l hereby d above-na
3rd - 4th December 2008	the invoic
Crieff Hydro Hotel, Crieff	
là £229 per sq metre.	
*Signature and completion of this booking form constitutes an application. No refunds will be given.	Cancellat Tregartha
Information provided on this form will be held on a database and may be used to send you information on other IBPV captings in the future. Datails held will not be	of any app irrespecti

Info send you information on other IRRV services in the future. Details held will not be passed onto other companies.

Purchase orders Please make purchase orders payable to the IRRV.

Applications

Applications may be made in writing on a first come, first served basis. An invoice for the full amount due will be raised on receipt of a signed application, payable within 14 days of the invoice date.

Please return this form to: The Events Team Fax: 01908 306505

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Tregartha Dinnie Ltd, Chancery House, 199 Silbury Boulevard, Milton Keynes MK9 1JL Tel: 01908 306500

Please return this form to: The Events Team Fax: 01908 306505 Tregartha Dinnie Ltd, Chancery House, 199 Silbury Boulevard, Milton Keynes MK9 1JL Tel: 01908 306500

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Ilations

rtha Dinnie Ltd, on behalf of IRRV, will not accept cancellation or withdrawal application once it has been made. The full cost of space booked is due irrespective of non-attendance.

No refunds will be given.

Non-approved activities

Whilst recognising the legitimate desire of exhibitors and sponsors to maximise the value of their participation in IRRV events, the Institute has a responsibility to protect the interests of all its business partners.

Activities which deprive IRRV events of the delegate audience or which actively compete with elements of the social programme may result in exclusion of the organisation(s) responsible.

If in any doubt, please contact event organisers Tregartha Dinnie.

PLEASE PHOTOCOPY THIS FORM

Company name
Contact name
Position
Address
Postcode
Phone
Fax
Email
P0 number
Payable to IRRV
Signed*
Date

I hereby declare that I am authorised to place orders and purchase on behalf of the above-named company and I am liable to make an immediate payment on receipt of the invoice.

*Signature and completion of this booking form constitutes an application. No refunds will be given.

Information provided on this form will be held on a database and may be used to send you information on other IRRV services in the future. Details held will not be passed onto other companies.

Purchase orders

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Tregartha Dinnie Ltd, Chancery House, 199 Silbury Boulevard, Milton Keynes MK9 1JL Tel: 01908 306500