

Advertising via the BSA Website (Non-members)

All applications must adhere to the below terms and conditions:

- Non-member organisations can promote events to the BSA's membership for an upfront fee of £1,695 + VAT per event. Circulation will be to the BSA's events distribution list and relevant subject specialisms (2000+ contacts).
- A completed booking form and full payment must be received prior to the event being advertised.
- Completion of the registration form is not a guarantee that the BSA will promote your event. Please wait for a member of the events team to email confirmation that your application has been successful.
- Payment is by credit card only - a separate payment link will be included in your confirmation email.
- Promoted events will feature on the BSA's main events page as a "Guest event".
- There are two limitations on events that can be promoted to BSA members:
 - They must be specifically targeted at building societies and/or credit unions and;
 - They should not compete with the BSA's own events and training schedule. If there is a clash with one of our own events on a similar topic or another company's event we will advise on an alternative date.
- Promotion will consist of two standalone notification emails (dependent on when the event details are finalised) - an initial announcement will be sent out once it's live on the BSA website (usually 3 or 4 weeks before the event date) and a further reminder approximately one week before the event. If the event details are finalised 1 or 2 weeks before the event date then only one notification will be sent.
- In addition, events will be included in the BSA's quarterly events newsletter (subject to timing) and on the [BSA events LinkedIn page](#). Additional promotions will not be made regardless of attendee numbers.
- Registration and hosting is to be managed by your own organisation.
- Final event details are to be confirmed at least one month before the planned event is due to take place to take advantage of all relevant marketing opportunities. Due to limited resources within the BSA events team we cannot guarantee an instant turnaround during busy periods.
- The BSA is not responsible for the number of attendees registering onto your event and do not offer any guarantees for minimum or maximum numbers registering.
- Inclusion of individual listings on the BSA website is not an endorsement by the BSA of a specific company, service or product. The BSA logo may not be used in any promotional materials.
- Failure to provide payment in advance will mean any prior agreed event will not be listed on the BSA's website.
- The BSA reserves the right not to list events under the above terms.