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Conference or event packages Some parties may offer overall discounts when a combined  
package of items relating to an event are purchased together, for example a  
conference stand, a number of admission passes, and a number of seats at a dinner. If  
you offer a conference package, you will need to consider each part of the package to  
assess whether it is reportable. Some elements may be exempt, such as an admission  
charge, whilst others elements of the package, such as non-exempt types of  
advertising, will be treated as sponsorship if they help to meet the costs of the  
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