

Business Fairs 2012

Sponsorship Packages

A wide range of sponsorship opportunities are available to companies and organisations wishing to associate themselves with our highly popular regional business to business events. Details of sponsorship packages are outlined below but please contact us if you would like to discuss a more customised package to suit your particular requirements and circumstances.

- ☐ Reinforce brand recognition and attract new clients
- ☐ Highlight your presence at the event and drive visitors to your stand
- ☐ Increase PR and media coverage before, during and after the event
- ☐ Support sales promotions and marketing campaigns
- ☐ Build new and existing client relationships
- ☐ Trial, launch and promote new products
- ☐ Deliver a significant return on investment
- ☐ Drive buyers to your business
- ☐ Promote your brand to a diverse business audience
- ☐ Influence the event agenda

Headline Event Sponsor

Large Exhibition Space* in prime location
Logo acknowledgement on registration area signage
Pop up banner site in registration area
Full page advertisement in Event Programme
Stand alone post event e-mail broadcast to approximately 8,000 regional businesses (including exhibitors and visitors at the event)
Coloured block promotional article (with links) in general post event e-mail broadcast
Logo acknowledgement on front cover of Event Programme
Opportunity to deliver a Business Seminar

Logo / Corporate branding on visitor Event Bags
Literature insert in visitor event bags
Opportunity to provide promotional items (pens, pads etc) for inclusion in the visitor event bags
Logo / acknowledgement on: promotional leaflets, e-mail and/or fax broadcasting, Press advertising, website acknowledgement and links, banners and/or signage, Posters, press releases and any other external advertisements and /or event / visitor materials **

Event Sponsor

Large Exhibition Space* in prime location
Logo acknowledgement on registration area signage
Pop up banner site near entrance to exhibition area
Logo / acknowledgement in post event e-mail broadcast
Full page advertisement in Event Programme
Logo acknowledgement on front cover of Event Programme
Opportunity to deliver a Business Seminar

Literature insert in visitor event bags
Logo / acknowledgement on: promotional leaflets, e-mail and/or fax broadcasting, Press advertising, website acknowledgement and links, banners and/or signage, Posters, press releases and any other external advertisements and /or event / visitor materials **

Seminar Programme Sponsor

3m x 2m Exhibition Space*
Large Logo on Seminar Room signage & any Seminar promotional materials
Feature on leaflet promoting seminar programme
Opportunity to deliver a Business Seminar
Literature insert in visitor Event Bags

Event Bag Sponsor

3m x 2m Exhibition Space*
Logo / Corporate branding on Environmentally Friendly visitor Event Bags
Literature insert in visitor event bags
Opportunity to provide promotional items (pens, pads etc) for inclusion in the visitor event bags

Event Programme Sponsor

3m x 2m Exhibition Space*
Half Page Event Programme Advertisement

Logo acknowledgement on front cover of Event Programme

* All Exhibition Spaces provided with Sponsorship packages include power, colour logo Name board, Internet access, a trestle table and two chairs.

** The final mixture and type of publicity materials used to promote events will vary from event to event, however, the above list is based on a typical marketing campaign.

For more information on Sponsorship Opportunities please contact Tony Haines at Liverpool BA on 0151 709 8932 or by email to tony@liverpoolba.com