



Merseyside Business Fair 2010

Sponsorship Options

A wide range of sponsorship opportunities are available to companies and organisations wishing to associate themselves with this highly popular regional business to business event. 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.

Headline Event Sponsor	£9,250 + VAT
4m x 3m Shell Scheme Exhibition Space* in prime location	Logo / Corporate branding on visitor Event Bags
Logo acknowledgement on registration area signage	Literature insert in visitor event bags
Pop up banner site in registration area	Opportunity to provide promotional items (pens, pads etc) for inclusion in the visitor event bags
Full page advertisement in Event Programme	Logo / acknowledgement on: approx 50,000+ 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 **
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	

Event Sponsor	£4,750 + VAT
4m x 2m Shell Scheme Exhibition Space* in prime location	Literature insert in visitor event bags
Logo acknowledgement on registration area signage	Logo / acknowledgement on: approx 50,000+ 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 **
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	

Seminar Programme Sponsor	£2,500 + VAT
3m x 2m Shell Scheme 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	£2,500 + VAT
3m x 2m Shell Scheme Exhibition Space*	
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	

Event Programme Sponsor	£1,250 + VAT
3m x 2m Shell Scheme Exhibition Space*	Logo acknowledgement on front cover of Event Programme
Half Page Event Programme Advertisement	

* All Exhibition Spaces provided with Sponsorship packages include power, spotlights, 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