

# Business Fairs

# Sponsorship Packages

## 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 9,000 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.

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

Previous Event Sponsors and Supporters include



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