

2019 Business Fair Sponsorship Packages

Lead Sponsor	Standard Rate £2,995+VAT	Early Bird Rate £2,695+VAT
<ul style="list-style-type: none"> • 4m x 2m Exhibition Space* in prime location • Logo acknowledgement on registration area signage • Opportunity to display pop up banners around the event (e.g. in registration area, workshop room etc.) • Double page feature/advertisement in Event Programme • Stand alone post event e-mail broadcast sent to approximately 9,000 regional businesses (including exhibitors and visitors at the event) and shared via Social Media • 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 Workshop as a Keynote Speaker • Literature insert in visitor event bags • Opportunity to provide promotional items (pens, pads etc) for inclusion in the visitor event bags • Social Media promotion to highlight your involvement in the event • Logo / acknowledgement on: promotional leaflets, e-mail broadcasting, Press advertising, website acknowledgement and links, social media posts, banners and/or signage, Posters, press releases and any other external advertisements and /or event / visitor materials ** 		

Event Bag Sponsor	Standard Rate £1,950+VAT	Early Bird Rate £1,750+VAT
<ul style="list-style-type: none"> • 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 • Full Page Event Programme Advertisement 		

Workshop Sponsor	Standard Rate £1,500+VAT	Early Bird Rate £1,350+VAT
<ul style="list-style-type: none"> • 3m x 2m Exhibition Space* • Logo acknowledgement on any materials promoting the Workshops • Opportunity to deliver a Business Workshop as a Keynote Speaker • Opportunity to display pop up banners in the Workshop room • Full Page Event Programme Advertisement 		

Event Programme Sponsor	Standard Rate £995+VAT	Early Bird Rate £895+VAT
<ul style="list-style-type: none"> • 3m x 2m Exhibition Space* • Logo acknowledgement on front cover of Event Programme • Full Page Event Programme Advertisement 		

* All Exhibition Spaces provided with Sponsorship packages include power, internet access, colour logo Name board, 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