

2020 Business Fair Sponsorship Packages

Lead Sponsor

£3,495+VAT

- 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
- Opportunity to provide literature insert for 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

£1,950+VAT

- 3m x 2m Exhibition Space*
- Logo / Corporate branding on Environmentally Friendly visitor Event Bags
- Opportunity to provide literature insert for 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

£1,500+VAT

- 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

£995+VAT

- 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 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