



Anglia Business Exhibition 2018

Maximise your return on investment as a valued
sponsor of the Anglia Business Exhibition

OVERVIEW

East Anglia's largest, longest established Business Exhibition with over 70% of sponsors returning year-on-year. Simply the most effective way to engage with businesses in the East of England.

DATE:

Wednesday 16 May 2018

LOCATION:

Ipswich Hotel, Copdock

Old London Road, Copdock
IP8 3JD, United Kingdom



ORGANISED BY:

The Ipswich & Suffolk Small Business Association (ISSBA)

www.issba.co.uk

Members and non-members welcome

THE LEADING B2B BUSINESS EXHIBITION IN EAST ANGLIA

WELCOME

With a huge footfall and a prestigious position as the 'event to attend' for all businesses across the East of England, sponsors of the Anglia Business Exhibition benefit from the event's strong reputation gained over 21 years of bringing businesses together.

Organised by the Ipswich & Suffolk Small Business Association (ISSBA), the Anglia Business Exhibition has close ties with local and regional media, ensuring widespread promotion and brand exposure for your business.

Sponsorship packages are always popular and sell out long before exhibitor stands - don't miss out on this unique opportunity to grow your business brand and fill your sales pipeline!

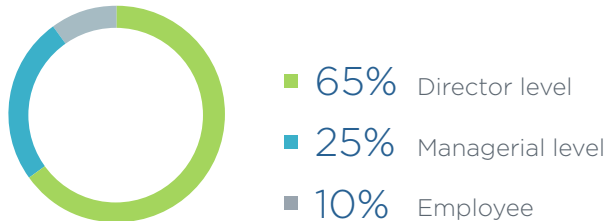


KEY FACTS AND FIGURES

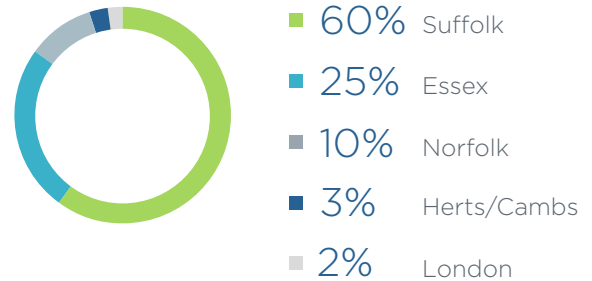


ATTENDEE DEMOGRAPHICS

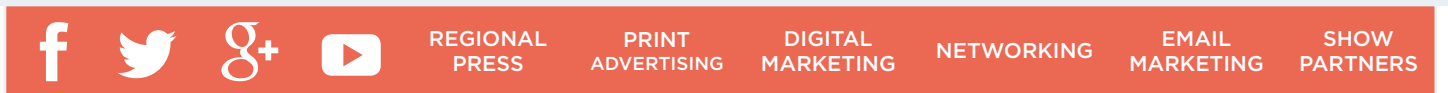
Attendee Profile



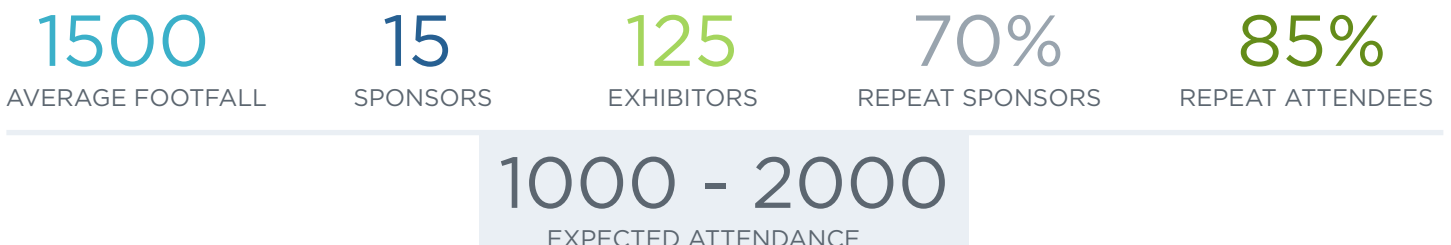
Attendee Location



MARKETING CHANNELS



KEY NUMBERS



STRATEGIC PARTNER

Sponsorship Benefits:

- 4m x 2m stand of your choice at the event*
- Opportunity to display a pull up banner in the exhibition reception area
- Press launch reception tickets x 4
- 5 x places to the sit down key note speaker breakfast
- Your logo on the ABE Website for one or two years (dependent on package commitment)
- A sponsor advert (to appear 20 times) or 2 x 10 minute webinar played on TV screens during the event
- Webinar/Advert will also be used on social media
- Webinars will be added to the ABE website after the event and accessible for one year
- Full page advertisement and ½ page editorial in the exhibition brochure
- Mentions on the ABE social media platforms
- Opportunity to supply promotional leaflets for the on the day goody bags
- Your logo on branded material – posters/banners and e-news communications
- £75 banner for £35
- £75 balloon arch for £35
- PR Support and promotional activities to help promote your involvement with the event
- Steering Group membership (2 meetings per year of sponsorship agreement)
- Two reserved parking spaces at the venue
- Opportunity to enjoy discounted meeting rooms and hotel rooms at the venue
- Lunch delivery service to your stand
- Upgraded Wi-Fi
- Free mystery shop at your stand
- Pair of tickets for two ISSBA Meet the Members events of your choice with the opportunity of a 5 minute guest speaker slot at one

Cost:

£5000 +vat p.a. (one year)

£4500 +vat p.a. (two years)

DIAMOND PACKAGE

Sponsorship Benefits:

- 3m x 2m stand of your choice at the event*
- Opportunity to display a pull up banner in the exhibition reception area
- Press launch tickets x 3
- 4 x places to the sit down keynote speaker breakfast
- Your logo on the ABE Website for one year
- A sponsor advert (to appear 20 times) or 2-x webinars on TV screens during the event
- Webinars will also be used on social media
- Webinar interviews will be added to the ABE website after the event and accessible for one year
- Half page advertisement in the exhibition brochure
- Mentions on the ABE social media platforms
- Opportunity to supply promotional leaflets for the on the day goody bags
- Your logo on branded material – posters/banners and e-news communications
- £75 banner for £35
- £75 balloon arch for £35
- Two reserved parking spaces at the venue
- Lunch delivery service to your stand
- Upgraded Wi-Fi
- Free mystery shop at your stand
- 2 tickets to an ISSBA Meet the Members event of your choice with the opportunity of a 5 minute guest speaker slot

Cost:

£2500 +vat p.a. (one year)

£2250 +vat p.a. (two years)

*Subject to availability

PLATINUM PACKAGE

Sponsorship Benefits:

- 3m x 2m stand of your choice at the event*
- Press launch reception tickets x 3
- 3 x places to the sit down keynote speaker breakfast
- Your logo on the ABE website for one year
- Half page advertisement in the exhibition brochure
- Mentions on the ABE social media platforms
- Your logo on a rotation system on the exhibition TV Screens
- One reserved parking space at the venue
- Lunch delivery service to your stand

Cost:

£1650 +vat p.a. (one year)

£1550 +vat p.a. (two years)

GOLD PACKAGE

Sponsorship Benefits:

- 2m x 2m stand of your choice at the event*
- Press launch reception tickets x 2
- 2 x places to the sit down keynote speaker breakfast
- Your logo on the ABE website for one year
- Quarter page advertisement in the exhibition brochure
- Mentions on the ABE social media platforms
- Your logo on a rotation system on the exhibition TV Screens
- One reserved parking space at the venue
- Lunch delivery to your stand

Cost:

£1200 +vat p.a. (one year)

£1100 +vat p.a. (two years)

SILVER PACKAGE

Sponsorship Benefits:

- 2m x 1m stand of your choice at the event*
- Press launch reception tickets x 1
- 1 x place to the sit down keynote speaker breakfast
- Your logo on the ABE website for one year
- Eighth page advertisement in the exhibition brochure
- Mentions on the ABE social media platforms
- Your logo on a rotation system on the exhibition TV Screens
- One reserved parking space at the venue
- Lunch delivery to your stand

Cost:

£900 +vat p.a. (one year)

£800 +vat p.a. (two years)

BREAKFAST SPONSOR

Sponsorship Benefits:

- 3m x 2m stand of your choice at the event*
- Banner and branding at the breakfast
- 5 minute speaker slot
- Press launch reception tickets x 2
- 5 x places at the breakfast
- Your logo on the ABE Website for one year
- Half page advertisement in the exhibition brochure
- Mentions on the ABE social media platforms
- Your logo on a rotation system on the exhibition TV Screens
- Lunch delivery to your stand

Cost:

£3000 +vat p.a. (one year)

£2750 + vat p.a. (two years)

PRESS LAUNCH SPONSOR

If you would like to promote your venue and offer refreshments (Tea/Coffee/Canapés) for our sponsors press launch we would love to hear from you.

In return we will offer you promotional activities to cover these costs.

Sponsorship Benefits:

- Opportunity to promote your venue
- Speaker slot at the press launch
- Benefit from press and social media coverage at the launch
- Quarter page advertisement in the exhibition brochure
- Discounted stand at the event (subject to availability)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Event Webinars/ Adverts

2 x 10 minute webinars or an advert to be shown 20 times over the course of the event (Content to be supplied by the sponsor)

Cost: £995 +vat

Goody Bag Fulfilment

500 leaflets and fulfilment in the event goody bags

(Clients to supply leaflets to ISSBA by 30 April)

Cost: £150 +vat

Marquee Advert Banner

A 3m banner or flag banner to be positioned around the outside of the main marquee

Cost: £300 +vat

Registration Sponsor

- Registration staff/event staff to wear company branded tops (your logo and ISSBA logo)
- Registration Badges with your company logo on
- Display banners in the main lobby/registration area
- Your company branding on the desks in the lobby/registration area
- Your logo on the ABE website and pre-registration landing pages

Cost: £2000 +vat

**NOT A
MEMBER?**

**Membership
starts at just
£42+vat**

To view this proposal online please visit:

<http://bit.ly/abe18-sponsors>

www.angliabusinessexhibition.com

Or telephone 01473 712330 for more details

TERMS AND CONDITIONS/CONTRACT OF BOOKING FOR PARTNERS/SPONSORS AND EXHIBITORS

1. Financial/Booking

- a) Full payment must be made when booking your stand using credit card/debit card or paid by invoice using BACS – for exhibitors this must be within 14 days of booking if paying by invoice. Additional admin charges may be added for late payment.
- b) All Sponsorship payments must be made strictly within 8 weeks of confirmation of the agreement. Failure to pay within this timescale will result in the booking being withdrawn by the organisers. Multiple year bookings will be offered subject to a Purchase Order Number being received which covers the additional year.
- c) Any late bookings of either stands or sponsorship must be paid in full 7 days before the event date – Failure to do so will result in the booking being withdrawn by the organisers.
- d) Payment is non-refundable in the event of cancellation. All prices quoted include the sponsorship package as described in the brochure/website, plus supply of table, tablecloth hire (subject to REFUNDABLE £10 deposit on the day), 3 amp electricity supply and standard Wi-Fi (suitable for email).
- e) It is a condition of your sponsorship/stand booking being accepted that:-
 - i. you must have valid public liability insurance in place for the day of the exhibition
 - ii. you must bring a risk assessment and have it available on your stand for H&S checksIt is also advisable to be covered by insurance for any loss/damage of property.

2. Confirmation

An invoice or payment receipt and confirmation email will be automatically generated for online bookings. Financial queries should be addressed to finance@angliabusinessexhibition.com.

3. General Conditions

The Organisers will not be liable to any partner/sponsor/exhibitor for any claim or refund in the event of any Exhibition being cancelled or disrupted due to bad weather, major incident, civil unrest or any other cause beyond the organisers' control or any other reason whatsoever. The organisers will not be held responsible for any personal damage/loss or theft of equipment/property on the exhibitors stands.

4. Site Conditions

- a) **Stand set-up can be done either the afternoon before the event or prior to 9am on the day.** The organisers reserve the right to give away any stands not set up by 9am and access for setting up stands after this time will be refused in order to preserve the health and safety of the event.
- b) **The Anglia Business Exhibition will open from 10am-5pm on Wednesday 16th May 2018**
- c) After unloading, exhibitors are requested to re-park their vehicles in the exhibitor Car Park.

- d) **Packing away should not start until the Exhibition finishes at 5pm in order to preserve the professional image until the advertised closing time.** It is each exhibitor's responsibility to clear the rubbish from their stand at the end of the exhibition and dispose of it sensitively.

5. Use of Electrical Supply

Access to electrical sockets will be supplied as stated but it cannot be guaranteed and the existence of such a supply on the day is not a condition of this contract. The organisers will not be held liable for economic or consequential loss resulting from any lack of supply and/or negligence howsoever caused.

All electrical equipment must display an up to date PAT tested sticker on the day or proof of the item being less than 12 months old be available.

6. Responsibility of Exhibitors and Sponsors

The organisers are excluded from liability regarding the health and safety of all stands. Exhibitors are responsible for the Health & Safety (including fire precautions) of their stands and are advised to insure against fire damage to their own and other property and also to insure for Third Party Liability and Theft.

The exhibitor shall assume full responsibility for any article of any kind exhibited by them, including liability for all claims arising out of the handling of exhibits and the conduct of their stand generally.

The exhibitor shall indemnify The Organisers against all claims, damages or expenses arising in any way out of the presence of the exhibitor, their staff or their exhibits at the event. Acceptance of these provisions shall be condition of entry.

7. Disclaimer of Responsibility

The Organisers shall not in any way unless legally liable, be responsible for:

- a) Any claim for compensation or otherwise in regard to the holding of or for anything arising out of or in any connection with the event including any 'indirect/consequential losses'.
- b) Any accident that may occur or for the death, injury, disease or loss arising to the fullest extent permissible by law.
- c) Any loss or damage whatsoever arising from the abandonment, cancellation of the Exhibition, and any such eventuality howsoever caused.
- d) The liability of the Organisers in relation to any claim, shall in any event be limited to the refund of any monies paid to the Organisers under these terms.

8. No sub-letting of stands is permitted.

Only one business per stand/sponsorship can be promoted unless otherwise agreed with the organisers.

9. Changes

The organisers reserve the right to make changes to the layout or other aspects of the event as required.

Terms & Conditions may be subject to updates – please see the website for the most up to date version.

SECURE YOUR STAND

Company Name:

Email:

Contact Name:

Business Phone number:

Address including postcode:

Mobile Phone Number:

Sponsor Stand Package:

Preferred Stand No:

Signature:

THE TEAM



KIM BROWN
Event Organiser



SONIA SHELSCOTT
PR & Marketing



RUTH CHEESLEY
Digital & Social Media



FRANCIS PLEDGER
ISSBA Liaison

To confirm your sponsorship plan don't delay - reach out to our team today

Sonia Shelcott@Millriver Publicity
01473 410278

Kim Brown@Boleyn Events
01473 712330



Get in touch and we'll work with you to put together the perfect way for your business to sponsor the Anglia Business Exhibition.

www.angliabusinessexhibition.com

01473 712330