

ANGLIA BUSINESS EXHIBITION

**WEDNESDAY
10TH MAY 2023**

10am - 5pm | TRINITY PARK, IPSWICH, SUFFOLK IP3 8HU

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

OVERVIEW

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 26 years of bringing businesses together.

DATE:

Wednesday 10th May 2023

LOCATION:

Trinity Park

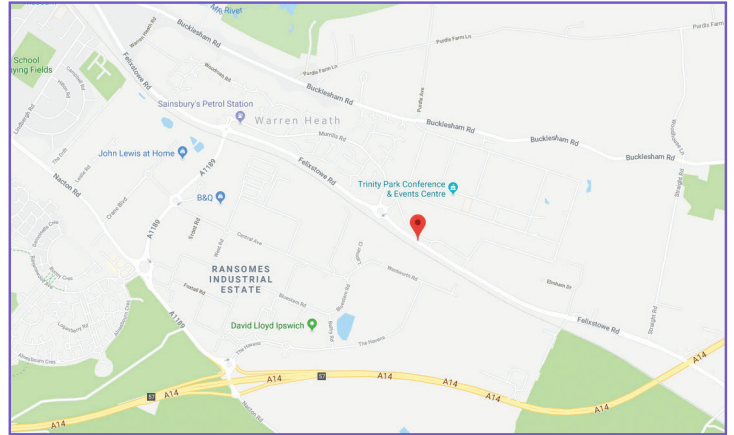
Felixstowe Rd, Ipswich IP3 8UH

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

From humble beginnings as the Ipswich Trade Fair nearly 30 years ago, Anglia Business Exhibition has become an essential part of the local business calendar where sponsors benefit from the event's strong reputation of bringing together a wide variety of businesses from across the East of England. 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!

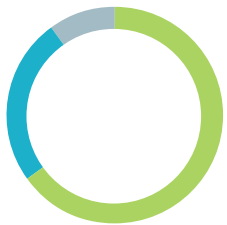


KEY FACTS AND FIGURES



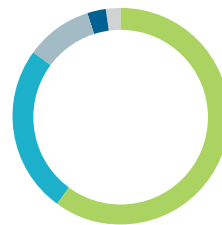
ATTENDEE DEMOGRAPHICS

Attendee Profile



- 65% Director level
- 25% Managerial level
- 10% Employee

Attendee Location



- 60% Suffolk
- 25% Essex
- 10% Norfolk
- 3% Herts/Cambs
- 2% London

MARKETING CHANNELS



REGIONAL
PRESS

PRINT
ADVERTISING

DIGITAL
MARKETING

NETWORKING

EMAIL
MARKETING

SHOW
PARTNERS

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

Phone the team on 07810 370141 or email
contact@angliabusinessexhibition.com

STRATEGIC PARTNER

2 Available

Cost: £5,000 plus VAT



Sponsorship Benefits:

- 2m x 2m stand or a 4m x 1m stand in a prime central position
- 5 x places at the press launch reception
- 5 x places at the sit down keynote speaker breakfast
- Your logo on the ABE website for the year (until launch of next year's ABE)
- Your logo on the ABE section of the ISSBA website for the year
- A sponsor advert on rotation on the exhibition TV screens during the event
- Involvement in strategic decisions in connection with the exhibition (time permitting)
- Full page advert and half page editorial in the exhibition brochure
- Mentions on all ABE social media platforms highlighting your strategic partner status
- Opportunity to supply promotional leaflets for the on the day goody bags
- Your logo on branded material – posters/banners and e-news communications
- A feature in one of the monthly ISSBA newsletters
- Help and support to promote your involvement with the event
- Pair of tickets for two ISSBA Meet the Members events of your choice
- Choice of a 5 minute guest speaker slot at an ISSBA Meet the Members event or a speaker spot on the panel of ISSBA's Anglia Business Spotlight event
- 2 x tannoy announcements on the day (1 morning and 1 afternoon)
- 4 x places at an exclusive senior sponsor/partner event
- Opportunity to display a roll up banner at the press launch reception
- A 300 word profile/interview with a headshot for an Archant feature in print (EADT) and online e.g. explaining why you're supporting ABE, what you get out of it, what you offer, etc. Approximately half a page.
- Exclusive use of a meeting room for half of the day (10am – 1.30pm or 1.30pm – 5pm, to be agreed on booking)

DIAMOND PACKAGE

2 Available

Cost: £2,195 plus VAT



Sponsorship Benefits:

- 2m x 2m stand or a 4m x 1m stand in a prime central position
- 4 x places at the press launch reception
- 4 x places at the sit down keynote speaker breakfast
- Your logo on the ABE website for the year (until launch of next year's ABE)
- Your logo on the ABE section of the ISSBA website for the year
- A sponsor advert on rotation on the exhibition TV screens during the event
- Half page advert and Quarter page editorial in the exhibition brochure
- Mentions on all 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
- A feature in one of the monthly ISSBA newsletters
- Help and support to promote your involvement with the event
- Pair of tickets for two ISSBA Meet the Members events of your choice
- 1 x tannoy announcement on the day
- 2 x places at an exclusive senior sponsor/partner event
- A 150 word profile/interview with a headshot for an Archant feature in print (EADT) and online e.g. explaining why you're supporting ABE, what you get out of it, what you offer, etc. Approximately quarter of a page.



PLATINUM PACKAGE

3 Available

Cost: £1,725 plus VAT



Sponsorship Benefits:

- 4m x 1m stand in a prime central position
- 3 x places at the press launch reception
- 3 x places at the sit down keynote speaker breakfast
- Your logo on the ABE website for the year (until launch of next year's ABE)
- Your logo on the ABE section of the ISSBA website for the year
- Half page advert in the exhibition brochure
- Mentions on all ABE social media platforms
- A sponsor advert on rotation on the exhibition TV screens during the event
- 2 x places at an exclusive senior sponsor/partner event
- A feature in Archant - one image or logo and 50 words about the business, in print in EADT

GOLD PACKAGE

2 Available

Cost: £1,295 plus VAT



Sponsorship Benefits:

- 3m x 1m space in a prime central position by entrance area
- 2 x places at the press launch reception
- 2 x places at the sit down keynote speaker breakfast
- Your logo on the ABE website for the year (until launch of next year's ABE)
- Your logo on the ABE section of the ISSBA website for the year
- Quarter page advert in the exhibition brochure
- Mentions on all ABE social media platforms
- A sponsor advert on rotation on the exhibition TV screens during the event
- Logo and contact info in an ABE feature in print in the EADT

BREAKFAST SPONSOR

1 Available

Cost: £2,500 plus VAT



Sponsorship Benefits:

- 2m x 2m stand in a prime central position
- 2 x places at the press launch reception
- 5 x places at the sit down keynote speaker breakfast
- Banner and branding at the breakfast
- 10 minute speaker slot
- Your logo on the ABE website for the year (until launch of next year's ABE)
- Your logo on the ABE section of the ISSBA website for the year
- A sponsor advert on rotation on the exhibition TV screens during the event
- Half page advert in the exhibition brochure
- Mentions on all ABE social media platforms
- Opportunity to supply promotional leaflets for the on the day goody bags



- A feature in one of the monthly ISSBA newsletters
- Help and support to promote your involvement with the event
- 2 x places at an exclusive senior sponsor/partner event
- A 150 word profile/interview with a headshot for an Archant feature in print (EADT) and online e.g. explaining why you're supporting ABE, what you get out of it, what you offer, etc. Approximately quarter of a page.

SILVER PACKAGE

9 Available

Cost: £950 plus VAT



Sponsorship Benefits:

- 2m x 1m stand/space in a prime central position
- 1 x place at the press launch reception
- 1 x place at the sit down keynote speaker breakfast
- Your logo on the ABE website for the year (until launch of next year's ABE)
- Your logo on the ABE section of the ISSBA website for the year
- Eighth page advert in the exhibition brochure
- Mentions on all ABE social media platforms
- A sponsor advert on rotation on the exhibition TV screens during the event
- Logo and contact info in an ABE feature in print in the EADT

PRESS LAUNCH SPONSOR

We are looking for a sponsor for our Press Launch event where we introduce our sponsors. This usually takes place around February. Can you provide a venue and refreshments (teas/coffees/buffet)?

In return, you will be promoted as the Press Launch Sponsor, have a 10 minute speaker slot at the event and be welcome to display your banners at the Press Launch event.

Please get in touch on **07810 370141** or **contact@angliabusinessesexhibition.com**

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Advertisement on the exhibition TV Screens

Cost: £25 plus VAT

Goody Bag Fulfilment

500 leaflets and fulfilment in the event goody bags

(Clients to supply leaflets to ISSBA by 6 April)
Remember the environment when you are thinking of what to put in the bags

Cost: £150 plus VAT

Registration Sponsor

- Registration staff/event staff to wear company branded tops (your logo and ISSBA logo)
- 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: £2,000 plus VAT

NOT AN ISSBA MEMBER?

Membership starts at just £44 plus VAT

To view this proposal online please visit:
www.angliabusinessesexhibition.com

To find out more or discuss your sponsorship package, please call us on 07810 370141 or email us on contact@angliabusinessexhibition.com.



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

1. Financial/Booking

- 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 (invoice option for bookings over £500). Additional admin charges may be added for late payment.
- 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.
- 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.
- 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).
- It is a condition of your sponsorship/stand booking being accepted that:-
 - you must have valid public liability insurance in place for the day of the exhibition
 - you must supply 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 mail@issba.co.uk.

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

- Stand set-up can be 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.
- The Anglia Business Exhibition will open from 10am-5pm on Wednesday 10th May 2023**
- After unloading, exhibitors are requested to re-park their vehicles in the exhibitor Car Park.

- 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 Electricity/wifi

Access to electrical sockets/wifi 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 Portable Appliance 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:

- 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'.
- Any accident that may occur or for the death, injury, disease or loss arising to the fullest extent permissible by law.
- Any loss or damage whatsoever arising from the abandonment, cancellation of the Exhibition, and any such eventuality howsoever caused.
- 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.