

### **Main Sponsor - £2,395 plus VAT**

- Your company branding prominently displayed on the Better Business Expo website as the main event sponsor
  - A 30-minute speaking slot
    - A 5m x 2m exhibitor space – includes furniture and electrical package
  - Your company name and logo included on all delegate marketing emails – distributed to over 100,000 contacts from across the Midlands
  - A link from the event website directly to your company website to increase traffic
    - Your company on the front cover of the digital and printed show guide
- A 500-word sponsor listing in the digital and printed show guide with your stand's location
  - A double-page spread in the digital and printed show guide
- A flyer given to attendees on entry to the event – leaflet to be provided by yourselves
  - A copy of the 'opt in' attendee list
  - A dedicated email blast to all registered attendees for the event – content to be provided by yourselves
- A full-page advert published in SME News Magazine – an official partner of the Midlands Better Business Expo. SME News is distributed digitally to 78,000 businesses from across the UK. You can find out more at [www.sme-news.co.uk](http://www.sme-news.co.uk)

### **Network Sponsor - £1,500 plus VAT**

- Your company branding prominently displayed on the Better Business Expo website as the network sponsor
- 2 x pull-up banners customised with your branding and placed in the networking area
  - A 5m x 2m exhibitor space – includes furniture and electrical package
  - Your company name and logo included on all delegate marketing emails – distributed to over 100,000 contacts from across the Midlands
  - A link from the event website directly to your company website to increase traffic
    - Your company on the front cover of the digital and printed show guide
- A 500-word sponsor listing in the digital and printed show guide with your stand's location
  - A double-page spread in the digital and printed show guide
- A flyer given to attendees on entry to the event – leaflet to be provided by yourselves
  - A copy of the 'opt in' attendee list

### **Registration Sponsor - £1,500 plus VAT**

- Your company branding prominently displayed on the Better Business Expo website as the registration sponsor
- 2 pull-up banners customised with your branding and placed in the registration area
  - A 5m x 2m exhibitor space – includes furniture and electrical package
  - Your company name and logo included on all delegate marketing emails – distributed to over 100,000 contacts from across the Midlands
  - A link from the event website directly to your company website to increase traffic
    - Your company on the front cover of the digital and printed show guide
- A 500-word sponsor listing in the digital and printed show guide with your stand's location
  - A double-page spread in the digital and printed show guide
- A flyer given to attendees on entry to the event – leaflet to be provided by yourselves
  - A copy of the 'opt in' attendee list

### **Online Only Sponsor - £375**

- Your company logo displayed on our website as an official online sponsor
- Your company name and logo included on all delegate marketing emails – distributed to over 100,000 contacts from across the Midlands
  - A link from the event website directly to your company website to increase traffic
- A full-page advert published in SME News Magazine – an official partner of the Midlands Better Business Expo. SME News is distributed digitally to 78,000 businesses from across the UK. You can find out more at [www.sme-news.co.uk](http://www.sme-news.co.uk)