



# Exhibitor & Sponsor Brochure

10.11.21 9.30-3.30pm  
Pride Park Stadium  
- Derby County FC





#### **Classic Package - £495+vat**

- A 2.5m x 2m exhibitor space
  - 6ft trestle table – includes a black table cloth and 2 chairs
  - Exhibitor Listing on the website – includes a 500 word profile
- Exhibitor listing in the digital and printed show guide – includes your stand number and location
  - Free WIFI
- Social media promotion – active promotion of your company across our Facebook, Twitter & LinkedIn

*\*\*If you require a power socket for your exhibitor space, this is an additional cost of £19.95\*\**

#### **Essential Package - £550+vat**

- A 2.5m x 2m exhibitor space in a premium location
- 6ft trestle table – includes a black table cloth and 2 chairs
  - 1 x power socket and power supply
- Exhibitor Listing on the website – includes a 500 word profile
- Exhibitor listing in the digital and printed show guide – includes your stand number and location
  - Free WIFI
- Half page advert in the digital and printed show guide
- Social media promotion – active promotion of your company across our Facebook, Twitter & LinkedIn

#### **Champion Package - £650+vat**

- A 2.5m x 2m exhibitor space in a premium location
- 6ft trestle table – includes a black table cloth and 2 chairs
  - 1 x power socket and power supply
  - 2 x lunch vouchers
- Exhibitor Listing on the website – includes a 500 word profile
- Exhibitor listing in the digital and printed show guide – includes your stand number and location
  - Free WIFI
- Full page advert in the digital and printed show guide
- Social media promotion – active promotion of your company across our Facebook, Twitter & LinkedIn
  - A copy of the 'opt in' attendee list

#### **Premier Package - £895+vat**

- A 5m x 2m exhibitor space in a premium location
- 6ft trestle table – includes a black table cloth and 2 chairs
  - 1 x power socket and power supply
  - 2 x lunch vouchers
- Exhibitor Listing on the website – includes a 500 word profile
- Exhibitor listing in the digital and printed show guide – includes your stand number and location
  - Free WIFI
- Full page advert in the digital and printed show guide
- Social media promotion – active promotion of your company across our Facebook, Twitter & LinkedIn
  - A copy of the 'opt in' attendee list

#### **Extras:**

- £75+vat – A 22-inch digital advert promoting your company at the event
- £99+vat - A flyer given to attendees on entry to the event (flyer supplied by you)



#### **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**

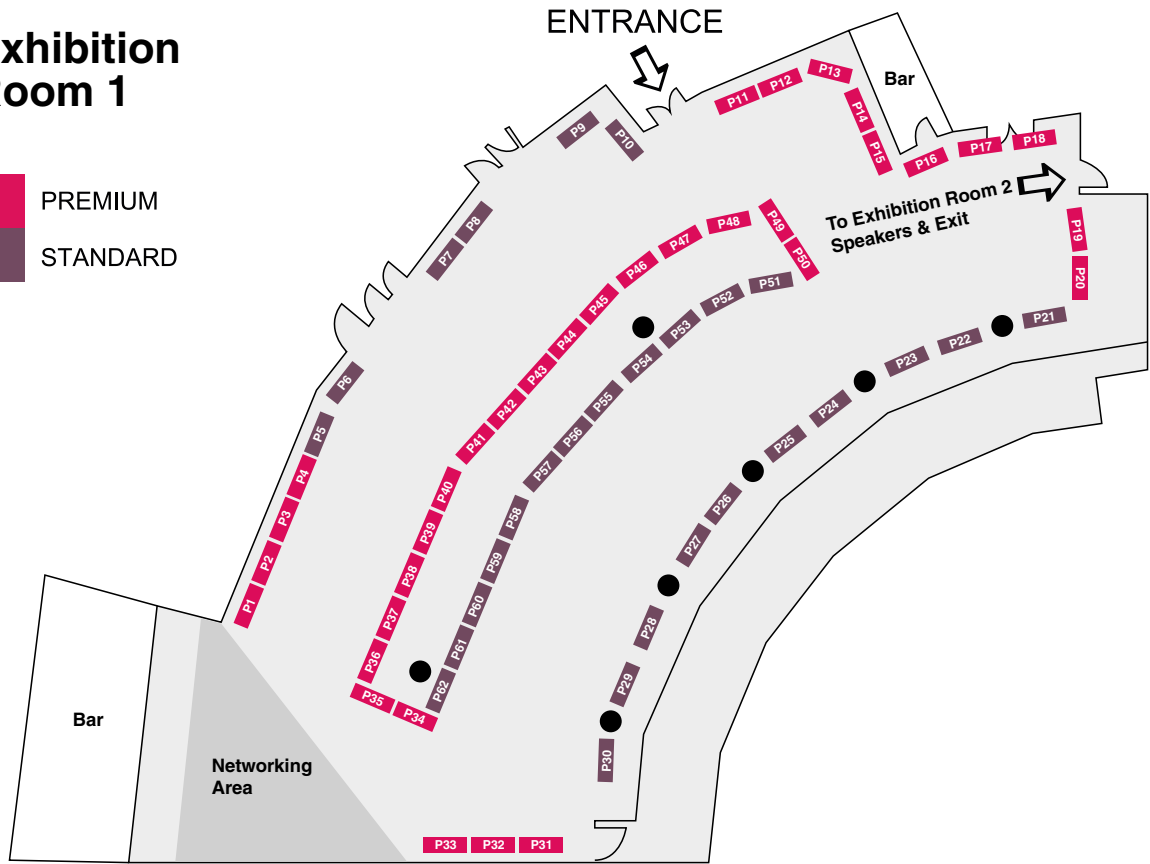
- Your company branding prominently displayed on the Better Business Expo website as the registration sponsor
- 2 pull-up banners customised with your branding and placed in the registration area
  - A 5m x 2m exhibitor space – includes furniture and electrical package
  - Your company name and logo 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)

## Exhibition Room 1

- PREMIUM
- STANDARD



## Exhibition Room 2

- PREMIUM
- STANDARD

