

Raise your profile at

office*

21-22 September 2010 Earls Court | London



Sponsorship at **office*** offers an unrivalled opportunity to increase the awareness of your brand.

Attracting in excess of 6000 PAs, EAs and Office Managers, sponsorship at **office*** will significantly enhance your presence and visibility giving you the best chance of raising your company profile over and above your competitors.

A range of options are available to suit any budget, with prices starting from **just £170 + VAT.**

For more details about these opportunities, please contact **Ali Mead** or **Chris Brazier** on **01273 645124/7** or email **amead@divcom.co.uk / cbrazier@divcom.co.uk**

EVENT SPONSORSHIP

Event Sponsor (one available)

Align your business and/or brand with **office***. This fantastic package includes significant branding across all visitor promotion, including direct mail (over 200,000 pieces), web presence, e-marketing and national and trade advertising. As part of the package you will benefit from a 20sqm stand (worth £6,780 + VAT) in one of the most prominent locations.

Investment Required: from £20,000 +VAT



PRE-EVENT SPONSORSHIP

E-ticket, Badge & Registration Sponsor (one available)

By sponsoring all things registration, your branding will be visible to thousands of visitors registering for **office***.

Your branding will be the first thing they will see in the e-ticket confirmation to **office***, your logo will be prominently placed on all 6000+ of the visitor badges – ensuring your name and brand is synonymous with **office*** and in addition to this your logo will be included of the registration page.

Investment Required: Exclusive £11,000 +VAT



office* Elite Featured Exhibitor

Our new monthly e-newsletter will keep the industry up to date with current news and trends and will be sent to our entire visitor email database. If you want to put your brand in front of thousands of carefully targeted key buyers, then becoming a featured exhibitor should produce direct, rapid results. No more than 2 companies will be featured in each newsletter.

Investment Required: £495 +VAT

Dedicated Email (four available)

Create a dedicated message to reach our entire email database. Fantastic for highlighting any upcoming product launches, recent innovations or special show offers that you will offer to visitors at **office***, you'll be able to instantly reach buyers directly relevant for your products.

Investment Required: £990 +VAT

Website Advertising

Advertising on www.officeshow.co.uk allows you to reach visitors before, during and after the show.

3 month Banner advert £795 +VAT

3 month Button £595 +VAT





Keynote Theatre Sponsor (one available)



Maximise your impact before, during and after the show by sponsoring the Keynote Theatre. The Keynote Theatre will be arguably the most popular feature at the show and this is your opportunity to have your branding on the theatre, all related literature in the build up, on the website and have your name synonymous with our inspirational speakers.

Investment Required: £5,000 +VAT



Networking Café Sponsorship (one available)



Increase your exposure with solus branding around the main café area. A hugely popular area where most visitors and exhibitors will visit during the course of the event. Benefit from pre show branding on the website, marketing literature and on-site visuals as well as coverage in the showguide.

Investment required: £3,000 +VAT



Hanging Banners

Increase the footfall direct to your event space by locating a hall banner directly above your stand. You'll be able to maximise on brand exposure and increase awareness of your position at the show. 3m x 3m banners are recommended and can be single sided (s/s) or double sided (d/s), depending on the location of the banner. Banners are made from the highest quality PVC material and printed with the latest large format ink-jet technology. The following prices relate to the supply of PVC banners from digital artwork supplied by yourselves. Prices include rigging.

3m x 3m s/s = £1,000 +VAT, 3m x 3m d/s = £1,500 +VAT



Stair Banner (one available)

Add a higher dimension to your association with **office*** by investing in a stair rail banner. Fully visible from the show floor, and easy to see for those on-route to the seminar theatres, this is a effective way to promote your brand to 1000s of visitors.

Investment Required: £895 +VAT



Show Bag (one available)



Highly coveted and exclusive sponsorship of the show bags means that your brand is not only fully visible throughout the show on the shoulders of each of the 6000+ visitors, but is a fantastic way to ensure post show branding, as show bags are used by visitors well after the event itself.

Investment Required: £8,000 +VAT



Show Bag Insert (five available)

Ensure your target buyers have your information to take away with them, as one of only 5 participating companies. You will be able to insert either a small sample product or valuable marketing materials and get your message, direct to key buyers.

Investment Required: £1,500 +VAT

Show Guide Display Advertising



Distributed to each and every visitor at entry to **office*** and each exhibitor as part of their welcome pack free of charge, the Show Guide is an invaluable resource for visitors both at the event and post show. Research shows that Show Guides are kept and used as directories all year long by the industries they serve. Maximise your presence throughout the year with one of the many packages available.

The show guide is produced in full colour throughout and B5 size (225x160mm). The total print run will total 6000.

Display advertising rates start from just £335 +VAT

Show Guide Sponsorship



Sponsorship of the show guide is an excellent way of promoting your business. Typically held as a reference guide, post show, you can be sure that your message will be seen both at **office*** and after. The Show Guide Sponsorship package includes: **A full page advertisement * Your logo on the front cover under Show Guide Sponsor * Branded bookmark * Your logo included on the floorplan ***

Investment required: £6,000 +VAT

Enhanced Show Guide Entry



An enhanced entry will provide you with a higher profile both online and in-print. Your enhanced will include: Your full company details, logo and link to your website and 120 words of text.

Investment required: £170 +VAT

POST-EVENT SPONSORSHIP

Dedicated Email



What better way to communicate with all the attendees to the 2010 event. By creating a targeted email, which we will send out on your behalf, you'll be able to follow up and prolong your investment at the show.

Investment Required: £990 +VAT

office* *Elite* Featured Exhibitor



Follow up post show with our new monthly e-newsletter, keeping the industry up to date with current news and trends. Sent to our entire visitor email database, you'll be able to continue to put your brand in front of thousands of carefully targeted key buyers, producing direct, rapid results. No more than 2 companies will be featured in each newsletter.

Investment Required: £495 +VAT

PR – FREE Opportunities



Benefit from extra media coverage with our series of Show Highlights press releases, sent out in advance to key journalists. Serving as a taster for what they can expect to see at the event, the Show Highlights will draw attention to any new products, innovations, and business developments by the exhibitors in 2010.

Contact Emma-Louise Jones for more information at ejones@divcom.co.uk

TAILOR-MADE SPONSORSHIP OPPORTUNITIES AVAILABLE

We are happy to create bespoke sponsorship packages to enable you to meet your show objectives, contact Ali or Chris on 01273 645124 / 01273 645127 for more details.