

# Raise your profile at

## office\*

12-13 September 2012 Olympia | London



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

Attracting thousands of **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 £190 + VAT**.

For more details about these opportunities, please contact:

**Ali Mead** on **01273 645124** or email **amead@divcom.co.uk**

**David Maguire** on **01273 645127** or email **dmaguire@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 £6,980 + VAT) in one of the most prominent locations.

**Investment Required: from £22,000 +VAT**



## TAILOR-MADE SPONSORSHIP OPPORTUNITIES AVAILABLE

We are happy to create bespoke sponsorship packages to enable you to meet your show objectives, contact Ali Mead or David Maguire on 01273 645124 or 01273 645127 for more details. Email [amead@divcom.co.uk](mailto:amead@divcom.co.uk) or [dmaguire@divcom.co.uk](mailto:dmaguire@divcom.co.uk)

## PRE-EVENT SPONSORSHIP

### office\**Elite* Featured Exhibitor

Our 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.

**Investment Required: £525 +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 be promoting to visitors at **office\***, you'll be able to instantly reach buyers directly relevant for your products.

**Investment Required: £1,050 +VAT**

### Website Advertising

Advertising on [www.officeshow.co.uk](http://www.officeshow.co.uk) allows you to reach visitors before, during and after the show.

**3 month Banner advert £845 +VAT**

**3 month Button £635 +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: £5,300 +VAT**

## Lanyard and badge Sponsorship



An exclusive opportunity to sponsor the delegate badges and lanyards.

Every registrant is sent an e badge prior to the event which will include your company logo. Plus, on arrival to the show each visitor will be handed a 'Your Company' name lanyard to wear with their badge.

This opportunity has high impact and enhances brand awareness.

**Investment required: £5,000 +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.

**3mx3m s/s = £1,060 +VAT, 3mx3m d/s = £1,600 +VAT**

## Handrail Banners

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

**Investment Required: £900 +VAT**

## Demo Theatre Slot



**New addition for 2012.**

Within an exclusive theatre you will have the opportunity to showcase your products or services live to our visitors. With the programme promoted before, during and after the show, this is an exciting new way to maximise your impact at **office\*** 2012.

**Cost per 30 mins £600 +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 provide either a small sample product or valuable marketing materials and get your message, direct to key buyers.

**Investment Required: £1,600 +VAT**

## Show Guide Display Advertising



Distributed to each and every visitor on entry to **office\*** and to 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 5000.

**Display advertising rates start from just £365 +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: £5,200 +VAT**

## Enhanced Show Guide Entry

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

**Investment required: £190 +VAT**

## POST-EVENT SPONSORSHIP

### Dedicated Email – (Five available)

What better way to communicate with all the attendees to the 2012 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: £1,050 +VAT**

### office\* *Elite* Featured Exhibitor

Follow up post show with our 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.

**Investment Required: £525 +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 2012.

Contact Emma-Louise Jones for more information at [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk)