



Sponsorship Opportunities at Norfolk's Largest Business Exhibition B2B2011 Autumn

The Norfolk Chamber of Commerce will hold its Autumn Edition of the B2B exhibition on **20 October 2011**, presenting an opportunity for you to gain cost-effective brand exposure at Norfolk's largest business exhibition.



- **13 years** of delivering the county's premier B2B exhibition
- An average of **500+** attend on the day
- Almost **90** exhibit stands
- Marketed to an audience of over **200,000** people in business in Norfolk
- Pre-event advertising program with Archant with a circulation of up to **59,000**

Brand exposure throughout the Event cycle



Credit: Keith Mindham Photography

When you sponsor the B2B exhibition, benefits include:

- Publicity throughout the cycle of the event including exposure through all Chamber media channels, in addition to the business media at large
- Corporate branding on invitations, promotional flyers and delegate programmes
- Complimentary places
- Display space for company information at the event
- Opportunity to make a presentation to the audience
- Hospitality opportunities

Start Planning for B2B2012 Spring
Save the Date: Thursday, 29 March, 2012



A relevant audience targeted through established media channels



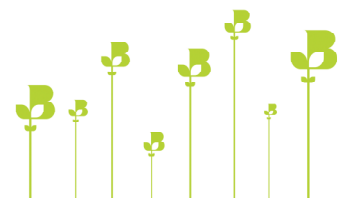
In addition to exposure in the business media at large through an integrated public relations campaign, each event is publicised extensively through all Chamber media channels. Chamber media reaches over **10,000** companies in Norfolk and **102,000** individuals in business.



- Website: www.norfolkchamber.co.uk – averaging **35,000** visits per year
- Website: www.b2b2011.co.uk – averaging **1,000** visits per month
- Norfolk Voice, a bi-monthly, full-colour magazine, readership: **10,000+**
- Chamber e-newsletter – bi-weekly, readership **5,000+**
- HR e-newsletter – quarterly, readership: **500+**
- Trade e-newsletter – six editions annually, readership: **750+**
- Events e-newsletter – monthly, readership: **5,000+**
- **5,000** flyers distributed to local businesses
- 16-page event supplement in print and electronic format reaching over **15,000**

Credit: Keith Mindham Photography

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Sponsorship Opportunities at Norfolk's Largest Business Exhibition B2B2011 Autumn

Lead sponsor

£3,500 plus VAT

The offering:

- Category exclusive
- 3-5 minute welcome/remarks in opening address
- 1 stand space at exhibition (3m x 2m)
- Prominent brand exposure on all marketing literature, including:
 - Exhibition Signage
 - Exhibition Website: www.b2b2011.co.uk receiving on average **1,000+** visitors per month
 - Email notifications and reminders with a combined monthly distribution of **6,000+**
 - Email signature on outgoing emails from Norfolk Chamber staff
 - Post event communications
- Exposure in selected PR materials, with opportunities to be directly quoted in the press, channelled to your company by the Chamber PR department
- Online promotional tool kit to maximise your brand's association with this prestigious event
- Welcome half page in the exhibition supplement reaching over **15,000** readers
- Brand featured in pre-event advertising program in EDP with a circulation of up to **59,000**
- Premium distribution to delegates at front desk
- 12 X invitations to attend VIP reception with **150+** local business leaders invited to attend
- Copy of delegate attendance list

Zone sponsor

£1,200 plus VAT

Advice & Finance

Legal, Finance, Business Planning and Advice

Promotion & Marketing

PR & Marketing, Communication, Websites, Media and Gifts

Hospitality & Leisure

Corporate Hospitality, Conferencing and Entertainment

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Sponsorship Opportunities at Norfolk's Largest Business Exhibition B2B2011 Spring

Technology

Software, Technical Solutions and Next Generation Networks

People & Skills

Recruitment, HR and Training

Resource & Efficiency

Office Equipment, Energy Solutions, Vehicles and Waste Reduction

Property & Construction

Planning, Builders Merchants, Architects and New Technology

The offering:

- Category exclusive
- 1 stand space at exhibition (3m x 2m)
- Prominent brand exposure on selected marketing literature, including:
 - Zone Signage
 - Exhibition Website: www.b2b2011.co.uk receiving on average **1,000+** visitors per month
 - Email notifications and reminders with a combined monthly distribution of **6,000+**
 - Post event communications
- Exposure in selected PR materials, with opportunities to be directly quoted in the press, channelled to your company by the Chamber PR department
- Online promotional tool kit to maximise your brand's association with this prestigious event
- Company article and official zone sponsor in supplement reaching over **15,000** readers

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Workshop Sponsor

£600 plus VAT

Each Workshop runs for 30 minutes. The following topics will be covered and are available for sponsorship:



Topical workshops include:

Skills

To be confirmed

Sales & Marketing

To be confirmed

Digital

To be confirmed

Or, suggest a topic for us to consider

Credit: Dave Carter Photography

The offering:

- Thought leadership for the content of the selected workshop
- Prominent brand exposure on selected marketing literature, including:
 - Workshop signage
 - Exhibition Website: www.b2b2011.co.uk receiving on average **1,000+** visitors per – month
 - Targeted email notifications to drive workshop attendance
 - Post event communications
- Exposure in selected PR materials, with opportunities to be directly quoted in the press, channelled to your company by the Chamber PR department
- Online promotional tool kit to maximise your brand's association with this prestigious event
- Company article and official workshop sponsor in supplement reaching over **15,000** readers
- Copy of workshop attendance list

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VIP Reception Sponsor

£1,000 plus VAT



Credit: Keith Mindham Photography

A “by invitation only” VIP luncheon. Opened by a business or Government luminary – an invite only guest list of **150+** local business leaders with an attendance of **80+**



The offering:

- 3-minute welcome to the audience
- Prominent brand exposure on all marketing literature, including:
 - Logo and company summary on VIP invite and letter to **150+** local business leaders
 - VIP Reception exhibition signage
 - Exhibition Website: www.b2b2011.co.uk receiving on average **1,000+** visitors per month
 - Post event communications
- Exposure in selected PR materials, with opportunities to be directly quoted in the press, channelled to your company by the Chamber PR department
- Photo opportunities for your senior executives with follow up PR generated by the Chamber PR department
- Online promotional tool kit to maximise your brand's association with this prestigious event
- ¼ page feature in the exhibition supplement reaching over **15,000** readers
- Premium distribution to delegates at Front Desk of VIP Reception
- 12 X invitations to attend VIP reception
- Copy of VIP reception attendance list

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Networking Area Sponsorship

£600 plus VAT



Networking Zone

This sponsorship covers the networking area central to the exhibition. This is the perfect opportunity to expand your footprint for brand exposure throughout the exhibition.

Credit: Keith Mindham Photography

The offering:

- Prominent brand exposure throughout the networking area
- Product/literature placement on networking tables
- Prominent brand exposure on selected marketing literature, including:
 - Networking Zone signage
 - Exhibition Website: www.b2b2011.co.uk receiving on average **1,000+** visitors per month
- Online promotional tool kit to maximise your brand's association with this prestigious event
- Feature in the exhibition supplement reaching over **15,000** readers

Please note: Cost does not include additional build or set up costs for any product displays.

For a discussion on B2B Sponsorship Opportunities either for the Autumn 2011 or Spring 2012 editions, please contact:

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