

Sponsorship Opportunities



How you are perceived in association with an Event can be critical to your overall success in relation to it. Exhibitions are a 3-dimensional environment, in which a multitude of objectives can simultaneously be addressed in a way that no other marketing medium or timeframe can offer.

As these objectives are not always tangible or limited exclusively to the generation of new sales, we have put together a **creative programme of online, in print & onsite sponsorship opportunities** that will provide a unique platform through this **multi-medium market reach**.

Sales leads and brand awareness are the 2 key criteria that most exhibitors stipulate as being core to their objectives. While the stand is the focus of these objectives, how you support and drive traffic to them is dependent on effective, targeted, and carefully chosen peripheral marketing/ sponsorship activity.

Sponsorship is particularly effective if you:

- **Have a smaller space but a BIG message to relay.**
- **Have many products / solutions to show but particularly want to focus on one.**
- **Have many competitors but have the best solution to offer!**

In choosing a sponsorship such activity you can also effectively combine and incorporate additional messages that you need to highlight and play a part in your overall objectives i.e.:

- **Change of corporate logo**
- **Acquisition**
- **Market research**
- **Product Launch**
- **Industry networking**

The exclusive nature, profile and cost of opportunities vary. Take a look over the enclosed and contact Louise Robertson to discuss a package that best meets your needs, lrobertson@showsponsorship.co.uk

It is worth reminding you that there are precious few environments where your customers come to you, make the most of it!

Platinum, Gold, Silver - Headline Sponsor Packages

For major players in the Counter Terrorism industry, maintaining this core position is fundamental to ongoing success and recognition of the brand and its associated services and products.

As the leading event in the industry, Counter Terror Expo proposes to work in a partnership basis with a limited number of industry leaders, harnessing the combined leadership qualities to maximise, endorse and continue to strengthen their respective market positions.

To achieve this we have created 3 tiers of headline sponsorship packages to seamlessly align and associate participating companies, with Counter Terror Expo 2011: Platinum, Silver & Gold. To discuss these bespoke packages and their costs in detail, contact: Louise Robertson, lrobertson@showsponsorship.co.uk

Pre-Registration Partner – Exclusive Opportunity

This is a powerful opportunity to put your company name into the forefront of the minds of all the pre-registrations to the event. This opportunity includes your company logo and branding at every step of the pre-registration process ensuring that your organisation name is seen by all planning to attend the event. At the 2010 event pre-registration numbers hit 10'000 for the 2011 event this is expected to rise to 15'000 pre-registrations.

- Logo on the home page and all pages of the event website in the rotating sponsors power bar
- Logo, 50 words of text and URL under the sponsors section of the event website
- Acknowledgement as the Pre-Registration sponsor in the official event guide including logo
- Logo, Stand number, 75 words of text, product picture and URL on 2 x invitation emails
- Logo, URL and stand number on the on-line registration form
- Dedicated page including your logo, branding, product information and URL at the completion of the registration process
- Logo, URL, stand number on the confirmation email sent to all attendees when they register
- Logo, URL and stand number on the acceptance email sent to all attendees once they have been security verified and accepted
- Logo and stand number on the hard copy conference brochure and visitor ticket registration – approx 500'000 produced, direct mailed and inserted into industry publication during the event cycle
- Logo and stand number on hard copy mailing sent to all the pre-registered attendees with their entrance badges
- A PS of 30 words max on the hard copy letter sent to all pre-registered attendees

Cost: £9500.00+vat

Evening Networking Drinks Reception

This is a superb opportunity for your company to raise its profile at the popular high profile 3 hour evening drinks reception which will be held on the 19th of April in the exhibition hall. Delegates, visitors, exhibitors, speakers and press will be invited to enjoy a glass of wine, canapés and live entertainment. The opportunity will include:

- Logo on the home page and all pages of the event website in the rotating sponsors power bar
- Logo, 50 words of text and URL under the sponsors section of the event website
- Acknowledgement as the evening networking drinks sponsor in the official event guide including logo
- Logo, 50 words of sponsorship text and hyperlink included on a dedicated emails to all the pre-registered attendees inviting them to the reception
- Your logo on the conference brochure and visitor ticket over 500'000 are direct mailed and inserted in industry media to promote the event
- Your logo, branding, URL and stand number on a dedicated reception invite
- Logo on day 1 conference programmes in the event guide
- Logo on day 1 conference programmes signage around the venue
- 2 x access all areas two day delegate passes for the main conference
- Dedicated branding on all signage surrounding the serving points

Cost: £8,000.00+vat – Exclusive

Cost: £3500.00+vat – Co-Sponsor – max 3 available

Lanyards

A highly visual opportunity to provide your company branded lanyards which will be offered to every delegate, visitor, exhibitor, speaker and press attending the event. Sponsorship of the Lanyards will provide extensive on-site branding at the event.

- Acknowledgement as lanyard sponsor in the official event guide including logo
- Logo on the home page and all pages of the event website in the rotating sponsors power bar
- Logo, 50 words of text and URL under the sponsors section of the event website
- Logo, branding, URL and stand number can be produced on the lanyard

£8000.00+vat inc production and design

Visitor Carrier Bags – Exclusive Opportunity

An excellent way of promoting your presence at the event is by sponsoring the visitor carrier bags. The bags are distributed to all visitors and press as they enter into the event. The opportunity includes:

- Logo on the home page and all pages of the event website in the rotating sponsors power bar
- Logo, 50 words of text and URL under the sponsors section of the event website
- Acknowledgement as the carrier bag sponsors in the official event guide including logo
- Your logo, company name, message, web address and stand number printed onto both sides of the visitor bag
- 1 x brochure or leaflet insert within the carrier bag
- 2 x access all areas 2 day delegate passes for the main conference

Cost: £6750.00 +vat inc. production of bags

Main Conference Sponsorship – 4 x Opportunity

This package offers maximum exposure and high level branding to the conference delegates before, during and after the event. This package incorporates coverage across all 4 conference streams. The package includes:

- Logo on the home page and all pages of the event website in the rotating sponsors power bar
- Logo, 50 words of text and URL under the sponsors section of the event website
- Acknowledgement as a conference sponsor in the official event guide including logo and description
- Coverage across all 4 conference streams
- Logo featured on the conference stage sets
- Logo on the conference programme signage around the event
- Logo on the main conference screen in between speaker sessions and during Q&A
- Logo featured on the conference programme in the event guide
- Logo featured on the on-line conference programme hosted on the event website
- Logo featured on all marketing materials for the conference including but not limited to adverts, conference brochures approx 500'000, e-newsletters
- 2 x Access all areas delegate passes for the main conference

Cost: £6000.00+v

Workshop Sponsorship – Exclusive Opportunity per Workshop

This package offers maximum exposure and high level branding to the visitors and delegates before, during and after the event, there are 12 workshops running at the 2011 event and each one is available for commercial sponsorship.

The workshop themes are:

- CBRN Detection & Protection

- Information & Communication Systems
- Human Factors & Training
- Surveillance Systems
- CCTV & Monitoring
- Electro Optics, Thermal Imaging and Night Vision
- Perimeter Protection & Intrusion Detection
- Screening & Scanning
- Internal Building & Facilities Protection
- External Building & Facilities Protection
- Personal Protection Equipment
- Explosive Ordnance Disposal (EOD) & Improvised Explosive Device Disposal (IEDD)

The package includes:

- Logo on the home page and all pages of the event website in the rotating sponsors power bar
- Logo, 50 words of text and URL under the sponsors section of the event website
- A dedicated email shot to the pre-registered attendees to the sponsored workshop session, giving details of the sponsor
- Acknowledgement as the workshop sponsor in the official event guide including logo
- Logo on the workshop programme signage around the event
- Logo featured on the workshop stage set inside the workshop theatre
- Logo on all directional signage for the workshop theatres
- Logo on the main workshop screen in between speaker sessions and during Q&A
- Logo featured on the workshop programme in the event guide
- Logo featured on all marketing materials for the workshops including but not limited to adverts, visitor tickets approx 500'000 and HTML campaign
- 1 x guaranteed speaking slot within the workshop
- 2 x Access all areas delegate passes the main conference
- Opportunity to distribute materials within the theatre to attendees

Cost: £5000.00+vat per workshop

Registration Area – Exclusive Opportunity per Registration Area

An extremely high profile opportunity as the registration area is the first thing the attendee will see upon entering the event, all the conference delegates, exhibition visitors, press and speakers will all pass through this area. At the 2011 event there will be two registration areas, one located in the Grand Hall for the pre-registered and another in the National Hall for security verification. The opportunity includes:

- Logo on the home page and all pages of the event website in the rotating sponsors power bar
- Logo, 50 words of text and URL under the sponsors section of the event website
- Acknowledgement as the registration area sponsor in the official event guide including logo and description
- Your logo on each of the registration lanes - minimum 5 lanes
- Registration staff uniforms to feature your logo, branding and stand number

- Literature distribution within the main entrance foyer

Cost: £4250.00+vat for single registration area

Cost: £8000.00+vat for both registration areas

Badge Sponsorship – Exclusive Opportunity – ~~SOLD~~ – Allens Fencing

Your company logo emblazoned on the badges worn by the delegates, visitors, exhibitors, speakers and press attending the event.

- Logo on the home page and all pages of the event website in the rotating sponsors power bar
- Logo, 50 words of text and URL under the sponsors section of the event website
- Acknowledgement as badge sponsor in the official event guide including logo and description
- The badges include your company logo, contact details inc. Website and stand number
- Badges are mailed to all pre-registrations

Cost: £8500.00+vat - sponsor to provide bags

Conference Delegate Bags – Exclusive Opportunity

One of the most effective ways of promoting your presence at the event is by sponsoring the delegate bags. The bags are distributed to all delegates, speakers and press who account for approx 1000 of the highest level attendees. The opportunity includes:

- Logo on the home page and all pages of the event website in the rotating sponsors power bar
- Logo, 50 words of text and URL under the sponsors section of the event website
- Acknowledgement as the delegate bag sponsor in the official event guide including logo
- Your logo, company name, message, website address and stand number printed onto the delegate bag
- 1 x brochure / leaflet insert into the delegate bag
- 2 x access all areas two day delegate passes for the main conference

Cost: £4000.00+vat - sponsor to provide bags

Visitor Catering Areas – 6 packages available

The visitor catering areas are the only place on the exhibition floor where the visitors to the exhibition can purchase refreshment and food, the sponsorship package includes:

- Logo on the home page and all pages of the event website in the rotating sponsors power bar

- Logo, 50 words of text and URL under the sponsors section of the event website
- Acknowledgement as the visitor catering area sponsor in the official event guide including logo
- Logo on the floor plan in the event guide highlighting the visitor catering areas location
- Logo on the overall event floor plans situated around the venue
- Dedicated branding on all signage within and surrounding the catering area
- Literature distribution points around the catering area
- Logo, 50 words of text and URL under the sponsors section of the event website
- 2 x Access all areas conference passes for the main conference

Cost: £1750.00+vat – per area

Cost: £6750.00+vat – for all 6 areas

Conference Delegate Catering Area – Exclusive Opportunity

The delegate catering area is the only place on the exhibition floor where the high profile delegates from the Counter Terror conferences and the associated NaCTSO conferences can take their pre-booked refreshments and lunches, the package includes:

- Logo on the home page and all pages of the event website in the rotating sponsors power bar
- Logo, 50 words of text and URL under the sponsors section of the event website
- Acknowledgement as the visitor catering area sponsor in the official event guide including logo
- Logo and stand number on the main delegate catering banner hanging from the gallery level of the hall
- Logo on the floor plan in the event guide highlighting the delegate catering areas location
- Logo on the overall event floor plans situated around the venue
- Dedicated branding on all signage within and surrounding the catering area
- Literature distribution points around the catering area
- 2 x Access all areas conference passes for the main conference which includes entrance to the delegate catering area

Cost: £6250.00+vat

Conference Pens and Notepads – Exclusive Opportunity

A high profile exclusive opportunity to provide your company's stationary to every conference delegate, attending the various conference streams across the 2 days of the event.

- Acknowledgement as the conference pen and notepad provider in the official event guide including logo and description
- Each note pad and pen will be put on the delegates chairs prior to the start of the session

- Logo on the home page and all pages of the event website in the rotating sponsors power bar
- Logo, 50 words of text and URL under the sponsors section of the event website

Cost: £3000.00+vat

N.B. goods to be provided by sponsor

Overhead Stand & Gallery Banners

Overhead Banners – if your stand is located within the open, central well of the hall, it will be easily identified by a 4m x 2m, double sided, portrait banner hung above your stand.

Gallery Banners – 10m x 1m landscape banners can be placed in chosen locations around the gallery handrail that surrounds the ground floor. Effective in helping visitors to locate stands under the gallery, or just an eye catching reminder of your brand, message & presence at the event.

Cost: £2000.00+vat – including production and rigging

Insert in Visitor Carrier Bags – maximum 4 inserts

The official show carrier bags, distributed at the entrances are given to everyone attending the event. An insert in the bag provides an effective route to get your marketing collateral directly into the hands of most attendees. Attendees collect information from stands during their visit, and when they return to their office, your company information will be in there too.

Cost: £1500.00+vat

N.B. Must not be competitive to bag sponsor

Floor Tile Advertising

500mm² Tiles are cut into the aisle carpet in chosen locations. This is an eye-catching opportunity and can be used to direct the visitor traffic to your stand or to convey an important sales message. Floor tile advertising is successfully used in busy public places to direct people to a particular area, in an exhibition the floor tile will direct them to your stand.

Cost: £1000.00+vat – including production of 4 x tiles.

Directional Information Boards - 6 Opportunities only

Large free standing floor plans, located in areas of high traffic are used to help visitors to locate stands, features and facilities within the hall. Sponsors accreditation & logo to feature prominently, with stand location & listing highlighted. A simple and effective way to literally put your company on the map be one of the 6 to stand out from over 500 other exhibitors.

Cost: £800.00+vat

Branded Tops for Conference Theatre Hostess Staff

Hostess staff, who scan, greet and show delegates into the conference theatre will wear branded tops. This is a living, moving branding opportunity that will place your corporate profile in front of each delegate.

Cost: £1500.00+vat – sponsor to provide x 2 tops for each hostess

Dedicated Email to Pre-registration data - Limited Opportunity Only Available to 2 Companies

Counter Terror Expo is a pre-registration only event and therefore the 2010 event received 11'000 pre-registrations in advance of the event, for 2011 we are expecting pre-registrations of over 15'000 potential attendees from the public and private sectors of specialist security and counter terrorism.

This opportunity offers you a chance to send an email dedicated to your products and services to these people, to let them know you will be at the event and to invite them to your stand for a meeting. You provide the content, images and logos and we make the email for you and send to these highly valuable contacts.

Cost: £2750.00+vat each

Dedicated Email - Limited Opportunity Only Available to 2 Companies

Counter Terror Expo has a database of 75'000 relevant contacts working within the public and private sectors of specialist security and counter terrorism.

This opportunity offers you a chance to send an email dedicated to your products and services to these people. You provide the content, images and logos and we make the email for you and send to these highly valuable contacts.

Cost: £2250.00+vat each

Email Sponsorship

During the run up to Counter Terror Expo we will send over 3 million emails to promote the event, highlight your company to the potential attendees to the event by sponsoring one of the weekly email newsletters. Each email goes to approx 75'000 contacts. This is an excellent cost effective opportunity to market your company to a large number of people.

The email sponsorship includes:

- Your logo, up to 75 words of text, product photo, URL to your website and contact details
- PS at the bottom of the email of 30 words and your URL

Cost: £750.00+vat each or £1800.00+vat for three email newsletters

Preview Email Sponsorship

Be one of 5 companies to highlight your organisations products / services to the potential visitors to Counter Terror Expo. As part of the marketing plan for the event a series of emails will be sent to the potential attendees telling them what products and exhibitors they can expect to see at the event. Highlight your company to these potential attendees and watch your stand traffic grow.

The preview email sponsorship includes:

- Your logo, up to 150 words of text, product photo or logo, URL to your website and contact details

Cost: £425.00+vat per preview

To book any of the enclosed opportunities or for more information please contact Louise Robertson on lrobertson@showsponsorship.co.uk