

the summer
eventia 09

**The Summer Eventia
Conference**

5 – 7 July 2009

The Holiday Inn Hotel, Brighton

Sponsorship Opportunities Prospectus

The 'Summer Eventia' Background

The inaugural Summer Eventia was held at Eynsham Hall in Oxford in July 2006. The second *Summer Eventia* surpassed even the success of 2006, incorporating the *Summer Workout*, keynote addresses, topical discussions and interactive workshops. The conference is the flagship event for Eventia, and aims to provide interesting presentation exchanges and debate against pioneering, headline topics that the industry is facing. Indeed, it was at The Summer Eventia that the 'One Future' initiative was born.

In 2007 the conference was well attended almost doubling in size from the previous year to over 220 delegates (60% suppliers 40% agencies/corporate buyers) and was considered to be a success by all who experienced it. The Summer Eventia' is establishing itself as one of the key educational and networking events in the UK's conference calendar.

In 2008 the event attracted 250 attendees to The Lowry Hotel in Manchester. Eventia plans to build further on the success of last year's conference and will be working closely with the Visit Brighton conference team to ensure a memorable event in 2009.

The Location

The Summer Eventia will take place at The Holiday Inn Hotel, Brighton between Sunday 5 to Tuesday 7 July 2009.

The Audience

The event has been designed to attract a broad section of event management professionals and has been carefully formulated to promote networking amongst member staff, between agencies and suppliers, and between Eventia members.

Given the broad appeal of this event in previous years and Eventia's objectives for the event, The Summer Eventia is being marketed to event management companies and travel associations, agencies and suppliers to a high calibre database in excess of 7000 event professionals.

At this years event we are expecting not only the agency heads but the operations staff and the event planners. We are attracting all levels of the target audience by the topics that are being designed and the specific streams for each level of attendee.

The agency event planners and operations staff will be attracted to attend via a hosted buyer programme where their registration fee will be complimentary, provided they agree to be hosted by a supplier during a team building exercise on the Sunday afternoon. There will be no appointment sessions however there will be longer break-times to allow for increased networking amongst delegates. There will also be exhibition areas for certain sponsorship packages that are placed in high traffic areas of the conference.

We believe that the design of the streams and sessions will attract a wide and varied audience and provide something for everyone at this year's Summer Eventia.

The Programme

The provisional programme for 2009 will include a mixture of plenary presentation, networking events and workshop sessions.

A full provisional programme will be available on the Eventia web-site in due course.

Why Sponsor?

The Summer Eventia will provide a unique platform for sponsors to establish contact with key professionals from the events and meetings industry. With 200-250 industry contacts in the same arena, the event offers excellent profiling and networking opportunities.

- Attended by up to 250 industry professionals – your target audience
- Diverse representation from within the industry

Sponsors will have the opportunity to gain valuable time with leading international representatives of the conference, event, incentive travel and meetings industries, including a large proportion of the Eventia membership, thereby opening new channels of communication with key contacts, in order to develop future platforms for discussion.

Through targeted branding both at and prior to the conference, sponsors will have the opportunity to increase international awareness of their industry positioning and tap into a significant audience of potential product procurers.

As a sponsor you will have the opportunity to benefit from the media coverage which will surround the conference.

Sponsors will achieve significant value transfer benefits from its affiliations with this conference, ensuring that all sponsors are perceived in the minds of those people who count.

Key Sponsorship Packages:

Headline Sponsorship

Sunday 5 July – Tuesday 7 July (including the main dinner)

£20,000 +VAT

There will be only one Headline Sponsor and they will have the opportunity to network and receive brand awareness through the duration of the conference, and in addition to receiving the opportunities offered to the Platinum sponsor, will be the exclusive sponsor of the conference's main networking dinner party and welcome reception. Becoming the Headline Sponsor will provide you presence during:

- The welcome networking drinks reception and dinner on Sunday 5 July
- Monday and Tuesday morning refreshment breaks
- The main networking drinks reception on Monday 6 July
- The main conference Dinner and Party on Monday 6 July
- The final lunch on Tuesday 7 July, where the sponsors' logo will be displayed on lunch tables and they will be able to distribute branded gifts or marketing material to all delegates (if they desire)
- An exhibition space for a stand 3m x 3m, prominent within the main high-traffic area of the venue.

In addition, the Headline Sponsor benefits:

Pre-Event Marketing

- Website Profiling - With online bookings encouraged, the Eventia website will receive hundreds of page views from prospective participants. This will ensure that your brand is directly associated with Eventia, thereby demonstrating your brand as a high-level supplier to the industry
- Newsletter Profiling – The sponsors' logo with link to their website will be included in all pre-event newsletters.
- Acknowledgement of the sponsor on The Summer Eventia web page of the website which will include a corporate profile (500 words) and a link from the Eventia site to the sponsor's own site
- Inclusion of your logo in all Event marketing as a key sponsor.

Profiling During the Event:

- Four free places at The Summer Eventia to the Headline Sponsor (excludes accommodation and travel)
- Thank you from the MC during the official Monday morning welcome speech with sponsors' logo appearing on the main screen during the presentation
- An opportunity to show a three minute promotional video during the opening session
- Acknowledgement on the on-site marketing collateral (to be determined by the organisers)

- Delegate database post the event (allowing for data protection laws for those who opt out).

Platinum Sponsor:

Sunday 5 July – Tuesday 7 July

£10,000 +VAT

There will be only one Platinum sponsor and they will have the opportunity to network and receive brand awareness through the duration of the conference, and in addition to receiving the opportunities offered to gold sponsors, will be the exclusive sponsor of the conference's main networking lunch on Monday 6 July. Becoming the Platinum sponsor will provide you presence during:

- The welcome networking drinks reception and dinner on Sunday 5 July
- Monday and Tuesday morning refreshment breaks
- The main networking lunch on Monday 6 July, they will be free to provide branding throughout the lunch area
- The final lunch on Tuesday 7 July, where the sponsors' logo will be displayed on lunch tables and they will be able to distribute branded gifts or marketing material to all delegates
- An exhibition space for a stand 3m x 3m, prominent within the main high-traffic area of the venue.

Gold Sponsors:

Sunday 5 July – Tuesday 7 July

£5,500 +VAT

There will be a max of five Gold sponsors and they will have the opportunity to network and receive brand awareness through the duration of the conference. Becoming a Gold sponsor will provide you presence during:

- The welcome networking drinks reception and dinner on Sunday 5 July
- Monday and Tuesday morning refreshment breaks
- The final lunch on Tuesday 7 July, where your logo will be displayed in the lunch area and you have the ability to distribute branded gifts or marketing material to all delegates.

In addition, the Platinum and Gold sponsorship packages include:

Pre-Event Marketing

- Website Profiling - With online bookings encouraged, the Eventia website will receive hundreds of page views from prospective participants. This will ensure that your brand is directly associated with Eventia, thereby demonstrating your brand as a high-level supplier to the industry
- Newsletter Profiling – The sponsors' logo with link to their website will be included in all pre-event newsletters.
- Acknowledgement of the sponsor on The Summer Eventia web page of the website which will include a corporate profile (500 words) and a link from the Eventia site to the sponsor's own site

- Inclusion of your logo in all Event marketing as a key sponsor.

Profiling During the Event:

- Four free places at The Summer Eventia to the Platinum sponsor, and two free places at the conference to all Gold sponsors (both exclude accommodation and travel)
- Thank you from the MC during the official Monday morning welcome speech with sponsors' logo appearing on the main screen during the presentation
- Acknowledgement on the on-site marketing collateral (to be determined by the organisers)
- Delegate database post the event (allowing for data protection laws for those who opt out).

Other Sponsorship Packages

Silver Sponsors:

Plenary Sessions

£3,000 +VAT

The opportunity to network and have brand awareness and profile with the conference community during all of the plenary sessions of the conference. Your logo will appear on the holding slide in the plenary sessions to ensure you have profiling at that time. You will also be thanked by the MC at the start of the conference.

This Silver level sponsorship package benefits from:

- Acknowledgement on The Summer Eventia web page on the Eventia web-site
- Logo and link from the conference-dedicated website to the sponsor's own site
- Sponsors' logo on holding slide during all plenary sessions (up to 6 in total)
- Acknowledgement on on-site marketing collateral (to be determined by organizers)
- 1 free place at The Summer Eventia (excluding accommodation and travel)
- Website Profiling
- Online corporate profile and branding (250 word profile for this package).

Bronze sponsors:

Workshop Sessions

£2,000 +VAT

The opportunity to network and have brand awareness and profile with the conference community during all of the workshop sessions of the conference. You will be thanked by the MC at the start of the conference to ensure you have profiling at that time and your logo will appear on the holding slide in the workshop sessions.

This bronze level sponsorship package benefits from:

- Acknowledgement on The Summer Eventia web page on the Eventia web-site
- Logo and link from the conference-dedicated website to the sponsor's own site
- Sponsors' logo displayed on the holding slide during all workshop sessions
- Acknowledgement on on-site marketing collateral (to be determined by organizers)
- Website Profiling
- Online corporate profile and branding (150 word profile for this package).

Exhibition:

Exhibition Only

£2,750 +VAT

The opportunity to network and have brand awareness and profile with the conference community during all of the social sessions of the conference that take place within the hotel.

This Exhibition Only package benefits from:

- Onsite corporate profile and branding (150 word profile for this package)
- One exhibition space for a stand 3m x 2m in the high-traffic area of the venue.
- Space only is provided, exhibitor to provide all their own marketing collateral for stand
- 1 free place at The Summer Eventia (excluding accommodation and travel).

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THE SUMMER EVENTIA SPONSORSHIP ORDER FORM

Please complete this form to indicate your requirements and return to the Eventia office or e-mail to Harpreet.Tumber@Eventia.org.uk

If you have any questions regarding any of the opportunities available then please telephone Tracy Johnson or Harpreet Tumber on +44 (0)121 212 1400.

Invoices will be sent to you with relevant further details. Please make a copy of this form for your records.

Name:

Job title:

Company:

Address:

Postcode:

Telephone:

Fax:

Email:

WE WISH TO SPONSOR:

<i>Package</i>	<i>Amount</i>

Plus VAT at 15% £

TOTAL £