

**TIMBER
EXPO**

Ricoh Arena – Coventry
25-26 SEPTEMBER 2012
www.timber-expo.co.uk

SPONSORSHIP PACKAGES



EXPOSURE AWARE PROMOTE
PRESENT STANDOUT
ENGAGE DEMONSTRATE EXHIBIT
IMPRESS SHOW DISPLAY
VIEW HIGHLIGHT VISIBLE
TOUCH SPOTLIGHT ADVERTISE

REVEAL

Raise your profile and deliver key messages
to an influential audience at the UK's biggest
showcase of timber products & solutions

The timber industry under one roof

HIGH PROFILE MARKETING ACTIVITY

Visitor Guide

£5K

Every visitor will receive a Show Guide on arrival. This will be a full colour A5 150 page booklet packed with detail on who is exhibiting, information on conferences & seminars as well as product finding pages. This will be an invaluable source of information for the visitor during and after the event. Your company name will appear on the cover, spine, footer of every page and you will be given a full page advert on the inside front cover. 7500 to be printed.



Show Guide Bookmark

£0.5K



Bookmarks are essential for all Visitor Guides. This is a chance for your company to be profiled on whatever page is open! 7500 to be printed.

Note: sponsor to supply book marks

Floorplan Sponsor

£0.5Kea

This opportunity is to sponsor the Floor Plan of the venue in a prominent gatefold location in the Visitor Guide. This will get you in front of every visitor for an impression that will last throughout the show as they look where the seminars, suppliers or catering points are. A maximum of five logos will appear on the Floor Plan.



Show Bag

£2.5K

As well as the Show Guide each visitor will receive a Show Bag. This represents a high profile sponsorship opportunity. It will be a highly visible and practical, with a life span beyond the event itself. It will be a strong, environmentally friendly bag made from jute. Your logo will appear alongside the events branding on both sides. This represents a longer term brand placement opportunity.



Note: sponsor to supply bags

Timber Buyers Forum

£3.5K

This sponsorship will place your brand right under the noses of buyers that want to do business. The Timber Buyers Forum is unique and provides the sponsor with direct access to some of the industry's biggest spenders.



Press Office & Sales Lounge

£2.5K

The press office and sales lounge will be at the heart of the show. This is going to be a bustling hive of activity with high foot fall. This is an opportunity to emblazon the lounge with your company name in large format.



VIP Lounge

£5K

SOLD

A prominent position for your brand to be seen by the most influential people at Timber Expo. A dedicated facility for you to dress and manage as you see fit.



STRAIGHT TO THE HEART OF THE SHOW

Registration Area

£5K

If you are looking to make a big first impression at the show then there is the Registration area that would make an impact on visitors at the earliest opportunity. The registration feature is innovative – adopting a completely electronic GoGreen registration concept and would suit companies at the cutting edge of timber technology.



Seminar Sponsorship

Lead £1.5K
Support £1K

As part of the modular seminar programme there are opportunities for Lead and Support sponsorship. These opportunities are limited in number and will provide sponsors with direct access to relevant seminar delegates – clients, architects and design engineers. With over 1000 delegate places available and a truly captive audience these sponsorship opportunities present fantastic value for money.



Floor Tiles

£0.5K/pack of 5

Throughout the event there will be signage to guide the visitor around. This presents an innovative and eye-catching way of promoting your business and give direction to your stand.



Stand Banners

£1.2K ea

In the main hall there are a number of hanging banners available for sponsorship in the atrium. These banners signpost key features, such as seminar theatres but you can have one above your stand. Note: Price includes production and installation.

Visitor Refreshment Areas

£3K



Al fresco style cafe areas will be created where visitors can buy something to eat and drink and take a seat. These refreshment areas can be sponsored with branded cups, menus and serving area fascia. This will be a focus for visitors during the show and will present a highly visible branding opportunity. Note: there are two visitor refreshment areas. A combined package will cost £5K. Sponsor to provide cups or cup sleeves.

Bottled water

£2.5K



A refreshing way to profile your brand on labelled bottled water handed out free to visitors.

Note: sponsor to supply bottled water.

Exhibitor Refreshments

£5K

These cafe areas will be created for exhibitors to relax or to invite guests back to. This is an ideal opportunity to promote your brand in a highly visible way.



HUB Sponsor

£2.5K ea



There are two spaces dedicated to showcasing products and services from companies who only wish to display on a small scale. There is the Timber Hub and Engineers Hub. Each

Hub has space for 12 exhibitors who have a pedestal and graphic packages. This sponsorship opportunity would be ideal for an organisation involved in the promotion of innovation or growth of new business and includes a high level 5m wide banner hanging above the chosen Hub.

Helium Spheres

£2K ea

These indoor helium-filled spheres are a fantastic way to grab the attention. Tethered 5m above the stands, these 8 foot spheres will advertise your brand or message and can be viewed right across the exhibition hall. The price includes two colour printing, helium and installation.



TAKE YOUR PICK...

Welcome Banner

£2.5K

Make a big first impression. The first sign visitors see will be your brand on the events entrance banner.



Atrium Lightboxes

£250ea*

These lightboxes run the length of the atrium and will be visible to the event visitors as they arrive and depart. These are bright and very eye-catching with the right graphics. Perfect for getting your message out.

*Includes printing and installation but not artworking.



Atrium Columns

£750ea
ONLY 2 REMAINING

It all about making an impression and these large graphic clad columns do this very well. Sponsor these columns and grab the attention of your market in a very effective way.

Note: availability is limited to six columns.

*Includes printing and installation but not artworking.



Atrium Flags

£150ea

SOLD

The flags add to the exciting ambience of the atrium - a busy area of the show - with up to 40 flags visible from one end of the atrium to the other. These give you the chance catch the attention of visitors as they arrive.



Flag size: 1.0m wide by 1.8m drop

*Includes printing and installation but not artworking.

Atrium Banners

£1.8Kea*

As well as the flags there a number of hanging banners available for sponsorship in the atrium.



Banner size: 2.5m by 2.5m.

Note: there are only two banner opportunities available. Other banner opportunities exist on the main entrances and bridges - these will need to be discussed on application.

*Includes printing and installation but not artworking.

Timber Expo has a comprehensive range of sponsorship packages available. These have been designed to be flexible and offer a wide range of promotional opportunities to suit any marketing aims, resources and budget. If you do not have the resources to take an exhibition stand or perhaps if you sell a service rather than a product then sponsorship is often the best way to raise brand awareness and to highlight what you do to a defined and captive audience. If you are an exhibitor then these opportunities will significantly enhance your profile.

There is a much wider array of sponsorship opportunities than those covered here, so we would welcome the opportunity to talk to you and develop sponsorship options that fit your needs.

To discuss the complete range of promotional activities available or to book exhibition space contact **Loretta Sales**: m: 07956 173351 t: 020 88708794 e: loretta.sales@timber-expo.co.uk

Note: Any company names appearing on images are for illustration purposes only.