

## Exhibiting Options

We want as many different companies as possible to take part as exhibitors at our events. So we don't believe in a one size fits all approach - we recognise that some exhibitors will just have a single pop up banner but others will have much larger displays.

However we find that the vast majority of customers needs - in terms of their exhibition space – are satisfied with our three options outlined below.



### Space Only

At space only events, a range of sizes are available. For example a 3m x 2m space provides an exhibition space which is three metres wide and two metres deep, but simply as floorspace (including table and chairs) which provides a lot of flexibility in terms of the type of display equipment that can be used.



### Shell Scheme

At events with shell scheme, a range of sizes are available but the most popular tends to be a 3m x 2m space. This provides an exhibition space which is three metres wide and two metres deep, and approximately 2.4 metres high.

A table and two chairs are included with Shell Scheme packages, and spotlights and power sockets can be ordered as required.



### Budget Option

The budget option is an entry level option which gives enough space for you to display a single pop up roller banner plus a chair and a small (usually tall poseur type) table so that you can have leaflets etc on display as well. Typically this option will be chosen by a new start business or one that is trying exhibiting for the first time.

## Exhibitor Package Includes

- Exhibition space at the event (with table, chairs and a nameboard) to promote your products and services
- Full business profile (including descriptive listing in the printed Event Programme given out on the day as well as the online edition distributed to c. 10,000 contacts)
- Free electronic invitations to send to contacts and clients
- Opportunity to send us a list of target sectors and / or contacts who we can invite to the event on your behalf
- Regular mentions via the event's dedicated Twitter accounts (plus our other Twitter accounts)
- Option to submit special offers etc for promotion / retweets
- Additional promotion via local twitter hour and other local and regional wide reaching twitter hashtags and accounts
- Opportunity to feature special offers / promotions / attractions you are running on your stand in the pre-event email sent to c.10,000 contacts
- Free listing and additional opportunities to promote special features or offers in the post-event email sent out to c.10,000 contacts