

ENHANCE YOUR REPUTATION IN THE BUSINESS COMMUNITY

Business Fair
Sponsorship



BUSINESS CONNECT
B2B MAGAZINE

BUSINESS
connect
B 2 B
MAGAZINE

REACHING OUT TO A LARGE AND DIVERSE BUSINESS COMMUNITY

Here at Liverpool BA we have been organising business events across the North West for more than two decades. We would like to think that our events are recognised as an ideal way for businesses to meet, collaborate and learn in a professional and friendly environment.

As you might expect, having expanded our range of events across the region since 2002 - the number of companies that we are in regular contact with has also increased.

- Around 20,000 businesses have taken part in our events over the years
- Approx 10-15% of visitors are new start businesses or individuals looking to set up a business
- 50-70% of visitors come from within a 15-20 mile catchment area of the event venue
- All sizes of companies are represented including large institutions and corporations
- A majority of our visitors are from micro businesses and SMEs (employing <250 people)
- A very wide range of companies and orgs have exhibited with us over the years, with all major sectors having been represented

Business Sectors Represented

- Business Services
- Professional Services
- Construction
- Construction Services
- Education & Training
- Finance and Insurance
- Retail & Wholesale
- Manufacturing & Engineering
- Transport & Distribution
- Other Services

WHY SPONSOR?

There are lots of ways of taking part in our Business Fairs. Attending our events as a visitor is always free of charge and for those looking to exhibit on the day a range of exhibition spaces are available priced from less than £300.

However, for those companies wishing to have the highest possible profile and level of association with these popular events, sponsorship is the ideal option.

Sometimes sponsors want to use an event to promote something specific such as a new product launch or rebrand.

Other times sponsors are simply looking to increase their profile or visibility. Or a sponsor may wish to use the event to position themselves as thought leaders in a particular sector or field.

Maximising Sponsors Profile and Exposure

When you're looking to sponsor an event you will expect to have a key role on the day itself but you will also want a strong association both before and after the event.

We provide a number of marketing assets, both digital and physical, to maximise the profile of sponsors.



Highlighting of Sponsors on the Event Website

All sponsors logos are included (with links to their website) on several pages of the event website.

If you're exhibiting on the day, you will also have your own dedicated exhibitor page (with logo and links) on the event website, driving traffic to your website and socials as well as to your stand on the day.

This page will remain on the website for at least 12 months and helps to boost your website performance.

Promotion of Sponsors across Social Media

We'll also heavily promote your involvement in the event across our social channels, highlighting the products/services you offer.

You'll have the opportunity to provide us with any special offers or features you wish us to promote and (if you're exhibiting) let us know if there are specific types of visitors you would like us to target.

Sponsor Badged Invitations

Engage Your Customers & Contacts. You will be provided with electronic invitations - branded with your logo - which you can use to invite your prospects, customers and contacts to come and see you at the event. Many exhibitors also use the event to catch up with existing or lapsed customers.

Sponsor Profile in the Digital Event Guide

Get Seen by 1,000s of Businesses in the Digital Event Guide. We share this widely and views grow substantially after the event.

For example, the Halton & Warrington Business Fair 2022 Event Guide has had 14,000+ views.

Sponsor messaging in Event Email Broadcasts

Sponsors are featured in the regular event emails which are sent out to our database of 10,000 NW businesses - informing them of event updates and news.

Sponsors also have the opportunity to share Special Offers or News in the pre-event email broadcast.

Then, a week or two after the event you have another chance to reach all attendees, when you are featured in our post event email broadcast. This is sent to all exhibitors and visitors who were at the event as well as our general database (c.10k) and shared across our socials.


BUSINESS FAIR SPONSORSHIP PACKAGES

We have a variety of package options to match the requirements of individual sponsors and will always work with you to maximise your return.

Most packages include exhibition space at the event as well as a range of tailored additional benefits.

However, if you're not looking to exhibit on the day(s) but still wish to benefit from a strong association with the Fair(s) our Digital Sponsor package is the perfect option.

Packages	Digital £625^{+VAT}	Event Guide £995^{+VAT}	Workshop £1,500^{+VAT}	Lead £3,495^{+VAT}
N.B.All prices shown are per event				
Advertisement in Digital Event Guide	Full Page	Full Page	Full Page	Double page
Exhibition Space		3m x 2m	3m x 2m	4m x 2m
Power supply & colour logo name board		✓	✓	✓
Logo on front cover of Digital Event Guide	✓	✓		✓
Logo (linked to your website) on the 'home' and 'sponsors' pages of the event website	✓	✓	✓	✓
Social Media promotion to highlight your involvement in the event	✓	✓	✓	✓
Exhibitor page on the event website (linking to your own website and social links)		✓	✓	✓
Full business listing in the Digital Event Guide		✓	✓	✓
Coloured block promotional article (with links) in general post event e-mail broadcast	✓			✓
Opportunity to deliver a Business Workshop as a Keynote Speaker			✓	✓
Opportunity to display pop up banners in the Workshop room			✓	✓
Logo on Workshop promotional materials			✓	
Opportunity to display pop up banners in event registration area				✓
Logo on registration area signage				✓
Solus post event e-mail broadcast to c.10k regional businesses				✓
Opportunity to provide promotional items (pens, pads etc) to be given out at event registration desk				✓
Logo / acknowledgement on event advertising / promotional materials and any other event / visitor materials				✓



Interested? [Click here](#) to download a booking form and book your sponsorship package now

Or contact Tony Haines for a chat on [0151 709 8932](tel:01517098932) or tony@liverpoolba.com

