

ad:tech London 2009 Sponsorship Programme

Make the difference by headlining at ad:tech 2009

Having invested in a stand at ad:tech 2009 the main focus for your activities on the build up to the show should be on maximising your participation and ROI. With over 200 exhibitors it is key that you give yourselves the competitive edge and to stand out from the crowd. This can be done in a plethora of easy and low cost ways – Whether you take entry level sponsorship or top end opportunities, additional branding around the show can make the difference between breaking even and generating a wealth of new business opportunities for the coming year.

What will sponsoring deliver for your company?

As the ad:tech show grows, having the competitive edge at the show is key. With over 7,000 buyers attending the show over 2 days, the key to success is driving as many targeted buyers to your booth over the duration of the show.

Simply turning up will not set you apart from the competition. The more the buyers know you are exhibiting, the more business you will generate - We strongly urge you to consider different sponsorship opportunities to make sure you are getting full value from the show.

Whether it be advertising, floor tiles or top end Platinum sponsorship, it is proven that sponsoring different elements of the show can have a huge impact in the number of new business deals you will close.

To find out more or discuss opportunities and availability please contact

Louise Robertson

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Contact: Louise Robertson T : +44 (0) 2392 412 266 e : lrobertson@showsponsorship.co.uk
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Opportunities to reach prospective visitors before the show

Pre show opportunities offer you the chance to communicate with prospective buyers who will be visiting the show to invest in your solutions, prior to the event date.

Whilst all exhibitors invest in the show to meet buyers and strategists, communicating with visitors prior to the event will drive buyers to your stand making the difference in terms of the number of qualified buyers you meet. Whether it is a simple sponsorship notice or a specific call to action, pre-show communication is a proven way to increase the ROI (new business) that the show will deliver.

■ Online registration process £6000+VAT

Your company link or banner will feature on each stage of the online registration processes, linking on the final stage. This will enable the sponsor to interact with each new registrant at the time they register.

■ Visitor eBadge £4000 +VAT

To gain fast track access to the event, visitors will receive their eBadge on registration. The badges will be emailed in advance of the show with a prompt to print off. As sponsor your logo will feature on the eBadges sent out to approximately 15,000 delegates – This is without doubt one of the key opportunities to raise branding to the active community of buyers.

■ “Thank you for Registering” email £3750+VAT

Having registered via the show website, registrants receive email confirmation. For widespread coverage to the industries budget holders you should look no further than this blanket branding opportunity.

■ Exclusive sponsorship of pre show email £2000+VAT

Being seen as a thought leader is one of the quickest ways to increase footfall to your booth. By sponsoring a newsletter you will be seen as the industry expert and thought leader within your area of expertise. Previous sponsors have outlined that the opportunity has driven well informed buyers to their sales force prior to the show.

■ Rotating skyscraper on website eTemplate £2000+VAT

From the point of booking this sponsorship opportunity will be seen by every buyer who visits the ad:tech website. As many industry budget holders regularly use the ad:tech website as an information source, your brand could not be any better positioned than on the ad:tech webpage.

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Connecting with buyers at the show:

All too often we see companies not making full use of their time at the show. For most part it is the owners of idle hands who feel they didn't manage to meet the right people. The simple fact is the harder your staff and investments work, the more business you will make. The ad:tech audience controls over £1.2billion in spend on your products, for that reason increased exposure through sponsorship and branding will increase your ROI. Please review our opportunities that will make your time at the show even more profitable.

Promotional Characters £750+VAT

Many exhibitors recognize the benefit of "walking the floor" with gimmicks or handouts as a means to attract & drive traffic to the stand. Finding those precious leads will ensure you close the biggest deals onsite.

Floor tile advertising £1750+VAT

Sponsor provides full colour digital artwork to place into the aisle carpet. This opportunity is by far the most popular sponsorship opportunity based on the traffic it will drive to your stand. It provides a fun and effective way to interact with visitors.

Insert in show carrier bags £2000+VAT

Getting your sales and marketing material into the hands of buyers is key. Distribution opportunities are limited at the show so investing in a bag insert will ensure your key sales literature is in the hands and minds of the every buyer at the show.

(provide 5000 inserts)

Directional Information Boards £900+VAT

Stand listings on the "You are here" boards will draw out and highlight your presence to buyers attending the show. Making your presence and location easily identifiable only goes to driving a higher footfall to your stand and sales team.

Case Study Presentations £1500+VAT

80% of our visitors attend the educational streams whilst at the show. That alone outlines why presentations are so highly sought after. Not only will we market your session and position you as a thought leader in your field, we will also provide you with a soft copy of every buyer in attendance of your session – Active buyers looking to invest in your company.

(contact to discuss availability)

Banners : £2000+VAT

Overhead banners - With its high, domed ceiling, the National Hall is perfect for overhead stand banners. 4m x 2m, double sided portrait banners are rigged directly over your stand. Whether used as a reference point or to find you overhead banners will ensure your brand stands out from the competition.

Perimeter gallery banners – If your stand is located under the gallery level, think about one of the 10m x 1m landscape banner sites that run around the gallery handrail. Perimeter banners are highly visible & will project your presence into the centre of the Hall.

(includes banner production & rigging)

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■ Seminar Theatres
£ 5000+VAT

These are key show attractions to visitors, 80%+ of our audience pre-plan their visit around which seminars they will attend. It is therefore very obvious why this opportunity is so effective – Guaranteed exposure to 6,000+ buyers. Sponsorship includes:

- Online logo, link & accreditation.
- Branding on theatre & timetables onsite.
- Logo on “Thank you to our sponsors” page in show guide.

Post show soft copy data of opt in attendees.

■ Logo on outer show entry doors
£7000+VAT

All visitors arrive & leave via the glass doors that front the venue from the street. For the ‘number one’ opportunity to be seen by every visitor you should look no further, for branding this is simply the showcase chance to raise your profile.

(Includes graphic production)

■ Visitor lanyards
£8000+VAT

With every attendee possessing one, the visitor lanyards will always be a high profile opportunity to be seen over the course of the two days that the event is held over. Traditionally this is one of the best branding opportunities onsite.

■ Cyber Station
£10 500+VAT

A Cyber Station will provide an internet access area for visitors. With more and more visitors seeking access to email this opportunity is great for companies who want to be seen as serving the market. Built as a café it also provides visibility at one of the only refreshment points across the show.

■ Stairwell from show floor to gallery level
£6000+VAT

A wide, central staircase stretches from the centre of the show floor up to the Gallery Level – connecting visitor features such as the Google University and the Delegate Lunch area. Over the course of the event it is estimated that some 3,000 visitors will use the stairs which in turn provides another high visibility opportunity to a potential sponsor.

■ Visitor badges
£8000+VAT

As sponsor your logo will feature alongside the show logo on the onsite badges, worn by every visitor (approximately 7,500 delegates). A high profile option that connects you to every visitor over the course of the show.

■ Registration Area
£10 000+VAT

All visitors will arrive & leave via the registration area. As sponsor your corporate profile will be built into the design of the entrance, and the sponsor’s logo will feature on self registration monitor screens. Again, this is a high profile branding opportunity to get you into the minds of every visitor.

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Top end opportunities to connect with the market

Top end opportunities: include official show sponsorship. The packages have been put together to ensure sponsors get wholesale branding, exposure, profiling and PR both on the build up and during the show. Whilst some of the individual sponsorship opportunities are very effective nothing can beat the integrated packages that come with Platinum, Gold and Silver sponsorship.

■ Platinum sponsorship £20 000+VAT

A package to align your presence & corporate profile with all aspects of the event. High profile, far reaching and long lasting. *Available to a maximum of 4 sponsors.*

Package to include:

- Logo, link & accreditation on online & offline marketing collateral; website, eTemplate, visitor newsletters.
- Logo & accreditation on all generic onsite signage.
- Logo on front cover & on “Thank you to ours sponsors” page in show guide.
- Insert in show bags.
- Insert in Conference delegates bags.
- Banner on pre show email to registered visitors.
- Full page advert in show guide.
- Enhanced show guide entry with Logo.
- Case study presentation (availability permitting).

■ Gold Sponsorship £12 000+VAT

Available to a maximum of 4 sponsors.

Package to include:

- Logo, link & accreditation on online collateral; website, eTemplate.
- Logo & accreditation on all generic onsite signage.
- Logo on “Thank you to ours sponsors” page in show guide
- Banner over stand or on gallery handrail
- 1/2 page advert in show Guide with enhanced entry

■ Silver Sponsorship £7 000+VAT

An opportunity to associate your involvement with the show via all event promotion & marketing.

Available to a maximum of 6 sponsors.

Package to include:

- Logo, link & accreditation on online marketing; website, eTemplate.
- Logo & accreditation on all generic onsite signage.
- Logo on “Thank you to ours sponsors” page in show guide.
- Logo, link & 30 words within body of pre show email to registered visitors.
- Enhanced entry in show guide.
- Insert in show bags.

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Sponsoring the conference will connect you to the biggest UK brands

The Conference, which runs alongside the exhibition, attracts high calibre, fee paying Delegates. As an impartial educational programme it profiles top-end speakers, keynotes, round tables & workshops. Although we encourage Delegates to visit the Show too, the bulk of their time & interest is focused on the Conference itself. To that length, we have created a sponsorship programme designed to align your messages and brand, directly to this influential audience.

Headline Conference Sponsor package – maximum 4 sponsors

- Sponsor logo, link & accreditation to feature on Conference related page of the website.
- Logo to feature on all generic Conference signage.
- Logo to feature on podium & stage set.
- Logo to feature on Conference brochure / collateral.

£12000+VAT

Conference Delegate bags **£5000+VAT**

Sponsor to provide bags, handed to Delegates at registration. The sponsor also has the option to have an insert in the delegate bag.
(sponsor to provide bags)

Conference Delegate badges **£4000+VAT**

Sponsor logo to feature alongside show logo on badges, worn by all delegates

Insert in Delegate bags **£2000+VAT**

A maximum of 4 sponsors can have an insert with the Delegate packs that are handed out at registration. A sure fire way to get your collateral directly into the hands of an influential audience.

Delegate Notepads & pens **£5000+VAT**

A compact notepad, containing Conference details, with space for notes, will be given to every delegate. Sponsor logo will be incorporated into design of the notepad. Sponsor is to provide branded pens for Delegates to use & keep.

Conference lanyards **£4000+VAT**

Sponsor to provide lanyards for all Conference Delegates

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ad:tech London 2009 – Show guide rate card

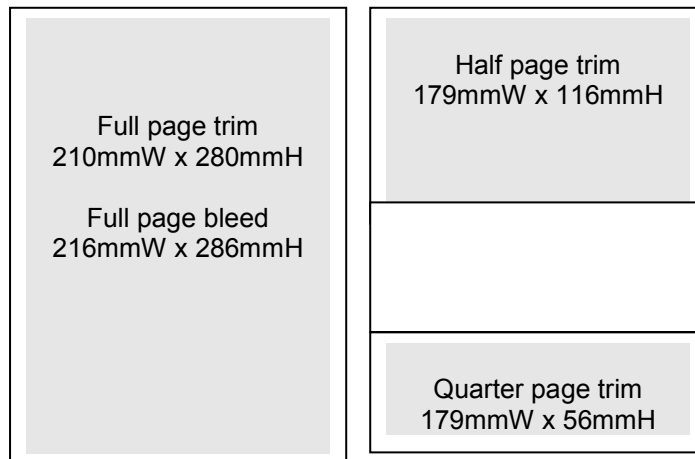
Advertising opportunities

Rate	
Full page	£2 500
½ page horizontal	£1,900
¼ page horizontal	£1,000

Your Exhibitor Listing

Logo next to entry (esp format / 300 dpi)	£250
Enhanced entry with logo adjacent	£350

Advert specifications



Artwork formatting:

300dpi CMYK TIFF/EPS/JPG or PDF

Adverts that are to be trimmed to the page should allow 3mm bleed on all sides.

Deadline for all artwork - TBC

Contact Sponsorship Manager: Louise Robertson

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