



2008 Promotional Opportunities

updated 20 August

Bench2Boardroom has up to 76 standard packages ranging from Poster to Gold Sponsor, an exclusive CEO Breakfast Sponsor, an exclusive Agenda Planner Sponsor, a number of additional opportunities for specific event elements and a limited number of service provider tickets.

Standard Packages:

Benefits	Gold	Silver	Bronze	Poster	Service Provider
Costs*	£4000	£1600	£800	£440	£125 members £200 non-members
Presentation**	Option to give 1 presentation (25 mins) on a topic in your field of expertise.				
Advertising***	A4 ad in the event catalogue				
Signage (on site)	logo on sponsor posters around the venue				
	logo next to your presentation listing on agenda posters				
	logo next to your workshop listings on agenda posters	logo next to your workshop listing on agenda posters			
Signage (web)	logo on the event web pages linked to your profile				
	company profile on sponsors page, with hyperlink to your site				
Signage	company name shown as a Gold sponsor on marketing and delegate e-mails relating to the event				



2008 Promotional Opportunities (continued)

Benefits	Gold	Silver	Bronze	Poster	Service Provider
Signage (catalogue)	logo on inside front page of event catalogue				
	company profile included in section on event sponsors, including description of workshops and presentations offered by the sponsor				
	Highlighted as a Gold Sponsor next to your company profile in the exhibit catalogue listing	Highlighted as a Silver Exhibitor next to your company profile in the exhibit catalogue listing			
Workshops**	option to host up to 2 interactive workshops	option to host 1 interactive workshop			
Profiling Partnering	Company profile online and in event catalogue. Priority scheduling.	Company profile online and in event catalogue. Priority scheduling.	Company profile online and in event catalogue. Priority scheduling.	Company profile online and in event catalogue. Priority scheduling.	Company profile online and in event catalogue.
Exhibit****	6m2 stand with priority choice of stand location	6m2 stand	6m2 stand	2m x 2m poster board	literature table
Tickets	6 B2B tickets	4 B2B tickets	2 B2B tickets	2 B2B tickets	1 B2B ticket

* 25% supplement applies to non-members, all costs exclude VAT.

** presentation and workshop titles to be agreed with B2B, workshops will be allocated according to sponsorship level and timing of contract.

***hard copy adverts to be supplied by the sponsor

****6m2 stands include electricity, light, table and 2 chairs. 2m poster boards can include a small bistro table, depending on location. All exhibitors may put literature onto the communal literature tables. With prior permission, 2 companies can share one booth or poster space but are still only entitled to 2 tickets in their package.

Exclusive, high profile, targeted packages:

Agenda Planner Sponsor: please enquire for price and full package details – may be combined with Gold package to be a Platinum Sponsor

CEO Breakfast Sponsor: please enquire for price and full package details – may be combined with Gold package to be a Platinum Sponsor



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Optional Extra	Description	Cost*	Limits
Sponsor Team shirts	logo onto the black oxford shirts to be worn by the event team on site	SOLD	
Sponsor the Evening Networking Reception	"B2B Evening Reception sponsored by (logo)" signage over drinks stations, and logo/company name on invitation to delegates	£2000	1
Agenda card sponsor	logo on agenda cards	SOLD	
Back cover of event catalogue	A5 catalogue reverse cover, sponsoring company to provide double sided back cover for binding, specifications to follow	SOLD	1
Sponsor coffee and tea	hot drinks cups for all tea and coffee printed with your company branding	SOLD	1
Sponsor Toni's Ices ice cream cart	your logo shown as Sponsor on the Fun Stuff page of website and event catalogue, printed napkins for the scoop ice cream from the cart	SOLD	1
Conference Bags	sponsor provides conference bags printed with your logo	SOLD	
Advert into catalogue**	A5, provided by you for coil binding, can be colour or b/w, can be single or double sided, specifications to follow	£700	
Insert into conference bag	cd's, mugs, brochures etc (PENS and PAPER are SOLD)	£500 per item	
Sponsor the SurveyMonkey Feedback request after the event	your logo on the email sent to all delegates after the event requesting feedback	£750	1
Additional workshop tables	Gold and Silver package holders may host additional workshop tables.	£450 per extra table hosted	max of 4 per host

* non-members to add 25% to all costs. All costs are ex-VAT.

** CEO Breakfast and Gold sponsor packages include an advertisement in the event catalogue

Please contact partner@bench2boardroom.com if:

- you want the exposure of being a Gold sponsor, but making presentations or hosting workshops is not relevant for you
- you want to host a workshop but are not in a position to have an exhibit booth
- you are a researcher with an idea for a round table discussion topic

All other enquiries to team@bench2boardroom.com