

| | AEO Forums – January 2025 | | | AEO People’s Awards – January 2025 | | AEO Excellence Awards – June 2025 | | | AEO Conference – September 2025 | | | | | Exclusive year round sponsorship opportunities | | |
|---|---------------------------|-------------------------------------|----------------------|------------------------------------|----------------------|-----------------------------------|-----------------------------------|----------------------|---------------------------------|----------------------------------|-------------------------------------|---------------|----------------------|--|--------------|------------------|
| | Standard sponsorship | Exclusive Forums stream sponsorship | Headline sponsorship | Standard sponsorship | Headline sponsorship | Standard sponsorship | Welcome drinks or ‘entertainment’ | Headline sponsorship | Standard sponsorship | Icebreaker exclusive sponsorship | Exclusive panel session sponsorship | Hosted buyer | Headline sponsorship | AEO International Dinners | Fam Trips | AEO Round Tables |
| Investment | £5,150 + VAT | £6,550 + VAT | £7,725 + VAT | £5,150 + VAT | £7,725 + VAT | £8,239 + VAT | £5,489 + VAT | £16,479 + VAT | £5,300 + VAT | £8,500 + VAT | £10,000 + VAT | £10,500 + VAT | £8,269 + VAT | £7,500 + VAT | £7,500 + VAT | £5,000 + VAT |
| Audience | Future Leaders | | | Future Leaders | | All Members | | | Industry Leaders | | | | | C Suite | | |
| Attendees | 340 | | | 360 | | 1,100 | | | 270 | | | | | | | |
| Features | | | | | | | | | | | | | | | | |
| Event tickets | X3 | X4 | X6 | X3 | X6 | X10 | X10 | X10 | X2 | X4 | X2 | X2 | X2 | X2 | | X2 |
| Logos on AEO event marketing collateral | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company description included on sponsor section of the event website and app | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo captured in event photography and showreel | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor acknowledgement at event—attendees encouraged to engage with sponsor | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Corporate branded gifts to guests, competitions and giveaways to be provided by sponsor | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Networking/Display area | ✓ | ✓ | ✓ | | | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Video played on rotate in networking area | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | |
| Priority logo on relevant stream marketing | | ✓ | | | | | | | | | | | | | | |
| Pre-recorded promotional video for AEO social media | | ✓ | ✓ | | ✓ | | | ✓ | | | ✓ | | ✓ | | | ✓ |
| Piece to camera on post event showreel | | ✓ | ✓ | | ✓ | | | ✓ | | | ✓ | | ✓ | | | ✓ |
| Delegate list (excluding contact details) post event | | | ✓ | | ✓ | | | ✓ | | | ✓ | ✓ | ✓ | | | ✓ |
| Referenced as ‘in association with <i>sponsor company name</i> ’ on event marketing and promotional material for event | | | ✓ | | ✓ | | | ✓ | | | ✓ | ✓ | ✓ | | | ✓ |
| Priority logo on social media graphics | | | ✓ | | ✓ | | | ✓ | | | ✓ | ✓ | ✓ | | | ✓ |
| Quote to be included at event launch in trade press release | | | ✓ | | ✓ | | | ✓ | | | ✓ | ✓ | ✓ | | | ✓ |
| Opportunity to provide blog, whitepaper or thought leadership post to be shared online, in the newsletter and on social media | | | ✓ | | ✓ | | | ✓ | | | ✓ | ✓ | ✓ | | | ✓ |
| Invitation to judge with personalised graphic to share on social media | | | | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | | | |
| Company representative to present award on stage | | | | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | | | |
| Activation opportunity—agreed by both parties and funded by sponsor | | | ✓ | | ✓ | | | | ✓ | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Speaking slot—subject to approval of event working group and where content is relevant should the opportunity arise | | | ✓ | | ✓ | | | | | | | ✓ | ✓ | | | ✓ |
| Matchmaking service (5xVIP tickets to have dinner with an AEO member of your choice*) *Subject to their agreement | | | | | | | | | | | | ✓ | | | | |
| Lead on the content for the panel session including pre-calls with panellists and logo incorporated on all session promotion, including social media promotion. | | | | | | | | | | | ✓ | | | | | |