

THREE WAYS TO BOOST YOUR BRAND WITH SPRINGFAIR

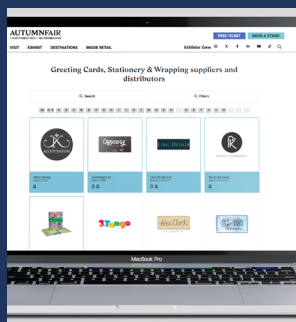
2-5 FEBRUARY 2025 | NEC BIRMINGHAM



Discover Spring Fair's bespoke brand exposure, lead generation and thought leadership sponsorship packages! Prices start from just £100, these opportunities enhance your brand presence and help you to make a significant impact before and at the show:



Rigged banner above your stand



Enhanced website exhibitor listing

BRAND EXPOSURE

Ensure your business remains front-of-mind with these branding options:

- Dumpbin sponsor (located at the entrance of each hall)
- Rigged banner above your stand
- 'You are here' boards
- Enhanced website exhibitor listing
- Social media opportunities (Instagram, Facebook, LinkedIn, TikTok and X)
- Website advertising
- Quality brand video (shot onsite with production company)
- Lanyard sponsor



Sectorised webpage adverts



Digital screens around the NEC

LEAD GENERATION

Drive engagement and attract more visitors with these targeted lead generation strategies.

- Leafleting (static at entrances or roaming)
- Product features on the show floor
- Stand drop pamphlets
- Digital signage around the NEC
- Sectorised webpage adverts
- Branded onsite drinks reception (bronze, silver, gold & platinum packages available)
- Floor tiles
- Cloakroom sponsorship

THOUGHT LEADERSHIP

Position your brand as an industry leader and create lasting impressions:

- Blog content
- Product promotion in feature areas
- Hydration area sponsorships
- Show bags (distributed in dumpbins)
- Inside Retail 'behind the brand' dedicated blog



Hydration area sponsorships



Product promotion in feature areas

Learn more about these and many more opportunities to help you make the most of your presence at Spring Fair! If you would like to explore additional options or discuss any of these opportunities, please contact our team.

GET IN TOUCH: EXHIBITOR@SPRINGFAIR.COM