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## 2025 Content Lead Sponsorship Packages

Advertising	Deliverables	Before event	During	Post Event
<b>Thought Leadership</b>				
<b>Content and slot to be agreed with content team based on the agenda</b>	2 x per day panel / keynote/ fireside participation, as relevant to business objectives. Content to team to approve, no other seminars running at the same time			
<b>Marketing</b>			✓	
<b>Social</b> -Facebook, Instagram.	1 x Dedicated Post on Social media	✓	✓	
<b>Website</b>	Logo inclusion on sponsors section on the LLT website with a link to full profile page within the LLT app.	✓	✓	✓
<b>Email</b>	Logo inclusion on the LLT post show report. Sent to all LLT exhibitors  1 x Dedicated email to segmented group of our database dependent on your target audience	✓		✓
<b>App</b>	Branded photo and speaker bio for each content session on the LLT app In – app push notification message sent informing all LLT app users your up-and-coming speaking session	✓	✓	✓
<b>Print</b>	Half Page Advert in Show guide		✓	
<b>Onsite Branding &amp; Activations</b>				
<b>Branding</b>	Logo / Full artwork inclusion on LLT stage branding and build. Co Branded with Agriconnect		✓	
<b>Networking</b>				
<b>Lounge access</b>	2 x passes to access the LLT lounge for C level only		✓	

Advertising	Deliverables	Before event	During	Post Event
<b>Branding and Onsite Activations</b>	Branded Headphones at Theatre <b>COST IS £3150 for 300 headsets</b>		✓	

Advertising	Deliverables	Before event	During	Post Event
<b>Thought leadership</b>				
<b>Content and slot to be agreed with content team based on the agenda</b>	Participation in a panel / keynote in one of LLTs seminar programs, as relevant to your business objectives  1 x blog story/news piece on website, in monthly newsletter and in preview e-zone	✓	✓ ✓	
<b>Marketing</b>				
<b>Website</b>	Logo on LLT Website Branded photo and speaker bio for each of your content sessions within the LLT Website, with a link to full profile page within the LLT Event App.	✓	✓	
<b>App</b>	Branded photo and speaker bio for each content sessions within the LLT App	✓	✓	✓
<b>Print</b>	Speaker photo and bio and Topic included in the show guide		✓	
<b>Email</b>	1 x Dedicated email to segmented group of our database dependent on your target audience	✓		
<b>Onsite Branding</b>				
<b>Stage Branding</b>	Removable Branding (Aboard) or Branding on Presentations (Sarah and Verity to confirm)		✓	
<b>Networking</b>				
<b>Lounge Access</b>	1 lounge access pass for speaker		✓	

Advertising	Deliverables	Before event	During	Post Event
Thought leadership				
Content and slot to be agreed with content team based on the agenda	Opportunity for sponsor to present and conduct a meet the expert breakfast before the event opens on one of the seminar theatres - 8am - 9am - Catering teas and coffee provided for the networking session		✓	
Marketing				
Website	Branded photo and speaker bio within the LLT Website, with a link to full profile page within the LLT Event App.	✓	✓	
App	Branded photo and speaker bio for each content sessions within the LLT App	✓	✓	
Print	Speaker photo and bio and Topic included in the show guide		✓	
Email	1 x Dedicated email to segmented group of our database dependent on your target audience			
Invites	Farm Business Innovation event to work with sponsor to personally invite 50 people who are interested in sponsor services.			
Networking				
Lounge Access	1 lounge access pass for speaker		✓	

Advertising	Deliverables	Before event	During	Post Event
<b>Thought leadership</b>				
<b>Content and slot to be agreed with content team based on the agenda</b>	<p>Sponsor to have opportunity to take part in show round table discussion (roundtable attendees are invite only). Content led by event producer</p> <p>Branded white paper/ report from discussion to be shared post-show across Agriconnect and sponsor comms channels</p>	✓	✓	
<b>Marketing</b>				
<b>Website</b>	Logo on LLT website Branded photo and speaker bio within the LLT Website, with a link to full profile page within the LLT Event App.	✓	✓	
<b>App</b>	Branded photo and speaker bio for each content sessions within the LLT App	✓	✓	
<b>Print</b>	Speaker photo and bio and Topic included in the show guide		✓	
<b>Email</b>	1 x Dedicated email to segmented group of our database dependent on your target audience			
<b>Onsite Branding and Activations</b>			✓	
<b>Branding</b>	Welcome Aboard at Round table Registration / Reception desk (Sarah and Verity to confirm)		✓	

## Content Hub Sponsor Deliverables

Advertising	Deliverables	Before event	During	Post Event
<b>Onsite Activation</b>				
<b>Sponsored Hub on the show floor</b>	8x4 Space Only stand. (Location to be agreed) Carpet provided to cover the hub area, PA system, with 2 radio microphones (lapel and handheld) Sufficient power for hub. AV equipment only		✓	
<b>Thought Leadership</b>				
<b>Content and slot to be agreed with content team based on the agenda</b>	Opportunity to provide speakers for the sponsored sessions		✓	
<b>Marketing</b>				
<b>Website</b>	Logo on LLT Website Branded photo and speaker bio within the LLT Website, with a link to full profile page within the LLT Event App.	✓	✓	
<b>App</b>	Branded photo and speaker bio for each content sessions within the LLT App	✓	✓	
<b>Print</b>	Half Page Advert in the show guide Speaker photo and bio and Topic included in the show guide		✓	
<b>Email</b>	Opportunity to send out one exclusive eNewsletter to the LLT database to an agreed Schedule	✓		
<b>Networking</b>				
<b>Lounge Access</b>	1 lounge access pass for speaker		✓	

## LLT Awards Sponsor Deliverables

Advertising	Deliverables	Before event	During	Post Event
<b>Onsite Activation</b>				
<b>Awards Ceremony</b>	Representative from sponsor included in the Award Judging Panel and Awards Ceremony to present trophy to winner.	✓	✓	
<b>Marketing</b>				
	Opportunity to provide speakers for the sponsored sessions		✓	
<b>Marketing</b>				
<b>Social Media</b>	Logo and tag inclusion in all Award related social media posts	✓	✓	
<b>Website</b>	Logo on LLT Website Branded photo and speaker bio within the LLT Website, with a link to full profile page within the LLT Event App.	✓	✓	
<b>Print</b>	Logo featured on all Award related pages within the Show Guide. Sponsors bio and comments included on the first page of Awards related content in the Show Guide.		✓	
	Full-page advert within the Land, Leisure and Tourism Show Guide		✓	
<b>Email</b>	Logo Included on all Awards related emails	✓	✓	