



# SPONSORSHIP AND BRANDING BROCHURE





**LAMMA'20**

**EARLY BIRD  
BREAKFAST**



## **EARLY BIRD BREAKFAST**

£10,000 + VAT

Package tailored to suit your objectives

## **ON SITE BRANDING**

Provide 6,000 branded cups, plus on-site branding in Wetherspoons and the Gallery during breakfast

## **MARKETING BENEFITS**

Sponsor's logo on all relevant pre-show marketing material, including digital, social and print  
Create a bespoke package - can include email, print, digital advertising and social media





# HALL ENTRANCE

£8,000 + VAT

Production cost to be covered by sponsor

Package tailored to suit your objectives

Make a bold statement and get creative by sponsoring the entrance to your hall with product placements and engaging branding







## LANYARDS

£8,000 + VAT

Package tailored to suit your objectives

## ON-SITE BRANDING

Provide 30,000 branded lanyards

Used by both visitors and exhibitors

## MARKETING BENEFITS

Create a bespoke package - can include email, print, digital advertising and social media campaign



# VISITOR REGISTRATION SYSTEM

£8,395 + VAT

Package tailored to suit your objectives

## ON-SITE BRANDING

Sponsor's logo on all registration booths and  
You Are Here boards

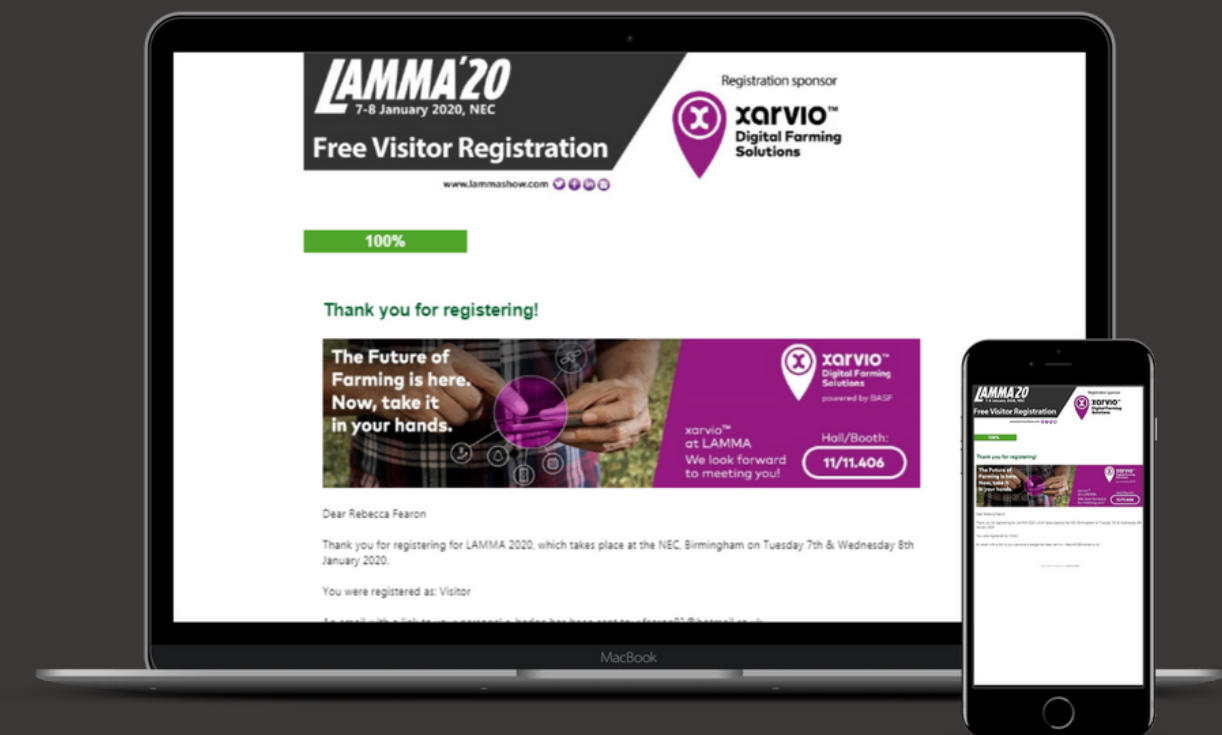
Quarter page advert in official LAMMA showguide



## DIGITAL ADVERTISING

Four unique digital adverts on registration system,  
used by all LAMMA attendees, plus one advert on  
confirmation email

Logo on all relevant marketing materials including  
digital, social and print







# YOU ARE HERE BOARDS

£5,500 + VAT

Includes production of signage

# ON SITE BRANDING

All maps presented as 'sponsored by' with logo and arrow pointing out stand location

# MARKETING BENEFITS

Quarter page advert in official LAMMA showguide  
Quarter page advert in Farmers Guardian LAMMA preview



## VISITOR BAGS

£10,000 + VAT  
includes production of bag

Place your logo on our fully recyclable bags which  
include the official LAMMA showguide.  
Includes one insert

## INSERT IN VISITOR BAGS

£1,000+ VAT each

Include one insert into each visitor bag





# INFORMATION POINTS

£2,500 + VAT per information point

Includes production of signage

Opportunity to sponsor all info points - £POA

## ON-SITE BRANDING

Sponsor's branding on all information points. 7 points in total.

Amplify your company branding and be seen by attendees throughout the entire event







# PRODUCT PLACEMENT

£POA

Limited availability

Show off your products and gain great exposure by booking a product placement in the atrium.





## FLOOR STICKERS

£2,000 + VAT for 5

Cost does not include production or installation



## PRESS OFFICE

£1,000 + VAT

Sponsor to provide branded cups and pens for the press office. Plus press office signage to include sponsor logo. Inclusion of sponsor's logo on dedicated press webpage



## PENS

£1,450 + VAT

Opportunity to have branded pens in the organiser's office and on all available info points. Sponsor to provide pens





**TO DISCUSS ANY OF THESE OPPORTUNITIES IN MORE DETAIL  
AND TO BUILD YOUR SPONSORSHIP PACKAGE, CONTACT**

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**LAMMA**

4-5 MAY 2022

