



**STRENGTHEN**

**YOUR EXHIBITION PRESENCE**



# INTRODUCTION

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Sponsoring the show is an easy way to get more visibility and stronger brand awareness than you can achieve with your stand alone. By upgrading to a sponsorship package, you gain wider exposure and a more noticeable presence throughout the event. Since you're already working with your account manager and our team, this is a natural next step that builds on what you've already set up and helps your brand stand out more effectively.



**B**  
BUSINESS SHOW MEDIA  
INTERNATIONAL BUSINESS EVENTS



# HEADLINE SPONSORSHIP

£69,950 + VAT

Headline sponsorship is the top way to **align your brand** with the **entire show**. You'll get **dedicated, high-impact** exposure across almost everything we produce—online, in print, on-site, and through **hundreds of marketing channels, reaching thousands**. It's the most powerful way to **boost visibility, build credibility** in the industry, and position your brand at the **heart of the event**.



## WHAT'S INCLUDED...

- 6m x 6m stand
- Logo on website homepage
- Sponsorship listing on website and showguide
- Show bag inserts
- Speaking slot
- Full page advert in digital and printed showguide
- Logo on show floorplan and 'You are Here' boards
- Entrance branded with sponsors logo
- Personalised hanging banner above stand
- Branded theatre
- Social media announcement
- Logo on email campaigns
- Logo printed on all tickets
- Logo on front cover of showguides

# GOLD SPONSORSHIP

£39,950 + VAT

**Gold sponsorship** is a premium opportunity to align your brand with the show—just one step below Headline. You'll still get **powerful exposure** across **key marketing channels, branded placements in event materials**, and strong visibility before, during, and after the show. It's a **standout position** that offers excellent value and impact for brands looking to make a big impression.



## WHAT'S INCLUDED...

- 6m x 3m stand
- Logo on website homepage
- Sponsorship listing on website and showguide
- Speaking slot
- Show bag inserts
- Full page advert in digital and printed showguide
- Logo on show floorplan and 'You are Here' boards
- Entrance branded with sponsors logo
- Personalised hanging banner above stand

# SILVER SPONSORSHIP

£25,950 + VAT

Silver sponsorship is another valuable way to connect your brand with the show, offering strong visibility at a more accessible level. Just one tier below Gold, it includes **branded presence across select marketing materials** and event touchpoints—giving your brand meaningful **exposure** and **association** with the event, without the top-tier commitment.



## WHAT'S INCLUDED...

- 4m x 3m stand
- Logo on website homepage
- Sponsorship listing on website and showguide
- Speaking slot
- Show bag inserts
- Full page advert in digital and printed showguide
- Logo on show floorplan and 'You are Here' boards
- Entrance branded with sponsors logo

# COFFEE AREA SPONSORSHIP

£22,950 + VAT

12 X 14M SPACE

## WHAT'S INCLUDED...

- Custom-branded space designed in collaboration with your team to reflect your brand and messaging
- Exclusive sponsorship listing on the event website and in the official showguide
- Logo placement on the event floorplan and all "You Are Here" signage
- Branding all over the Networking Area feature page (digital and print show guide)
- Dedicated Coffee Area feature on the event website, highlighting your sponsorship
- High-impact hanging banner to guide thousands of attendees directly to your branded area
- Fully branded coffee cart with tables and seating, creating a welcoming, high-footfall space

Be the brand behind the busiest social spot at the show. The **Coffee Area** sees constant footfall as attendees gather to **recharge and connect**. With your branding featured across **signage** and **key touchpoints**, this sponsorship offers **high visibility and positive brand association** in one of the event's **most visited spaces**.



# EXHIBITOR PARTY SPONSORSHIP

Position your brand at the heart of the show's most anticipated social event. As the exclusive sponsor of the Exhibitor Party, your brand will be front and center as industry leaders, partners, and key decision-makers come together to relax, network, and celebrate. From branded signage and custom activations to shoutouts across our marketing channels and in the official show guide, this is a unique opportunity to align your brand with the energy, connection, and buzz of the event's biggest night.

## WHAT'S INCLUDED...

- Dedicated solus email to our full exhibitor database, spotlighting your brand in the lead-up to the event, plus premium sponsorship listing on the event website and within both the printed and digital showguides
- Your logo featured on all printed and digital party invitations, ensuring early and repeated brand exposure
- On-site branding opportunities at the party venue, including pop-up displays and signage
- Opportunity to deliver a welcome speech to the full exhibitor audience—positioning your brand as the host and industry leader
- Lead capture via scanning app, giving you direct access to valuable attendee data



£14,500 + VAT

# SPEED NETWORKING SPONSORSHIP



Speed Networking is one of the show's most in-demand, high-traffic experiences, consistently filling the room with engaged entrepreneurs and business professionals at every event. As the host, your brand commands the spotlight, achieving maximum visibility and influence.

This dynamic, business-driven format features a series of one-minute meetings where participants pitch themselves, their products, or services directly to potential partners—creating the perfect platform to highlight your brand, deliver a powerful elevator pitch, and build meaningful connections.

## WHAT'S INCLUDED...

- 20m x 8m Space
- Option to Host Speed Networking Sessions
- Access to Exclusive Speed Networking Registration Data
- Custom Sponsorship Listing on Website and Show Guide
- Logo on Show Floorplan and "You Are Here" Boards
- Logo Featured on Speed Networking Pages in Printed and Digital Showguide
- Logo Displayed on Speed Networking Registration Page of Website
- Hanging Banner
- Carpet, Furniture, Electricity, and Branding Included

£18,500 + VAT

# MASTERCLASS SPONSORSHIP

This sponsorship gives you a room full of qualified leads. Every attendee has actively registered for your session, demonstrating clear interest in your expertise. You'll receive full access to their contact details, allowing you to follow up post-event and continue the conversation with an already engaged audience.

£19,950 + VAT



## WHAT'S INCLUDED...

- 6m x 6m theatre space with seating for 24 attendees
- Full attendee data from those who register for your sessions
- Exhibitor and sponsorship listings on the official event website and in the printed and digital showguide
- Logo placement on the show floorplan and all "You Are Here" boards
- Feature listings for both your exhibitor profile and masterclass sessions
- Dedicated microsite on the Masterclass section of the website to promote your content
- Complete setup including carpet, furniture, TV, AV, and electric
- Up to 8 individual sessions per day, giving you multiple touchpoints with a targeted audience

## ✦ LOOKING FOR MORE REACH?

**Upgrade to 48 seats** for £28,950 and expand your audience potential.

# KEYNOTE SPONSORSHIP

Our Keynote Theatres are the most high-profile spaces at our event, consistently drawing large crowds and national media attention. As a sponsor, your custom-branded backdrop will be the setting for influential keynote speakers—placing your brand at the heart of the action, both on stage and in press coverage. You'll also receive a 30-minute keynote speaking slot, typically reserved by invitation only, underscoring the exclusivity and prestige of this sponsorship opportunity.

£22,950 + VAT



## WHAT'S INCLUDED...

- Branded theatre - 80 seats
- Logo on hanging banner
- Logo on agenda
- Sponsorship listing on website and showguide
- Exhibitor microsite listing
- Logo on show floorplan and 'You are Here' boards
- Keynote speaking slot
- Carpet, furniture, TV, AV, electric
- Full page advert in digital and printed showguide

# SEMINAR SPONSORSHIP

Put your brand at the centre of industry conversation with Seminar Theatre Sponsorship. Throughout the two-day event, thousands of engaged visitors will attend expert-led sessions in your branded theatre—giving your business continuous visibility in a high-value setting. As part of the package, you'll also take the stage with a dedicated 30-minute speaking slot, positioning your team as thought leaders alongside top industry voices.

£10,000 + VAT



## WHAT'S INCLUDED...

- Branded theatre - 40 seats
- Logo on agenda
- Sponsorship listing on website and showguide
- Exhibitor microsite listing
- Logo on show floorplan and 'You are Here' boards
- Speaking slot
- Carpet, furniture, TV, AV, electric

# PANEL SPONSORSHIP

Align your brand with some of the most engaging and dynamic conversations at the show. As the Panel Theatre sponsor, your branding will be prominently featured throughout a space designed for lively discussion and expert debate—drawing consistent footfall and media interest. You'll also have the exclusive option to host the panels, giving you a visible and authoritative role in shaping the conversation. This includes moderating sessions, posing curated questions to participants, and leading the audience Q&A. It's a unique opportunity to position your brand as a facilitator of thought leadership and innovation in your sector.

£10,000 + VAT



## WHAT'S INCLUDED...

- Branded theatre - 40 seats
- Option for sponsor to be the panel host
- Logo on agenda
- Sponsorship listing on website and showguide
- Exhibitor microsite listing
- Logo on show floorplan and 'You are Here' boards
- Carpet, furniture, TV, AV, electric

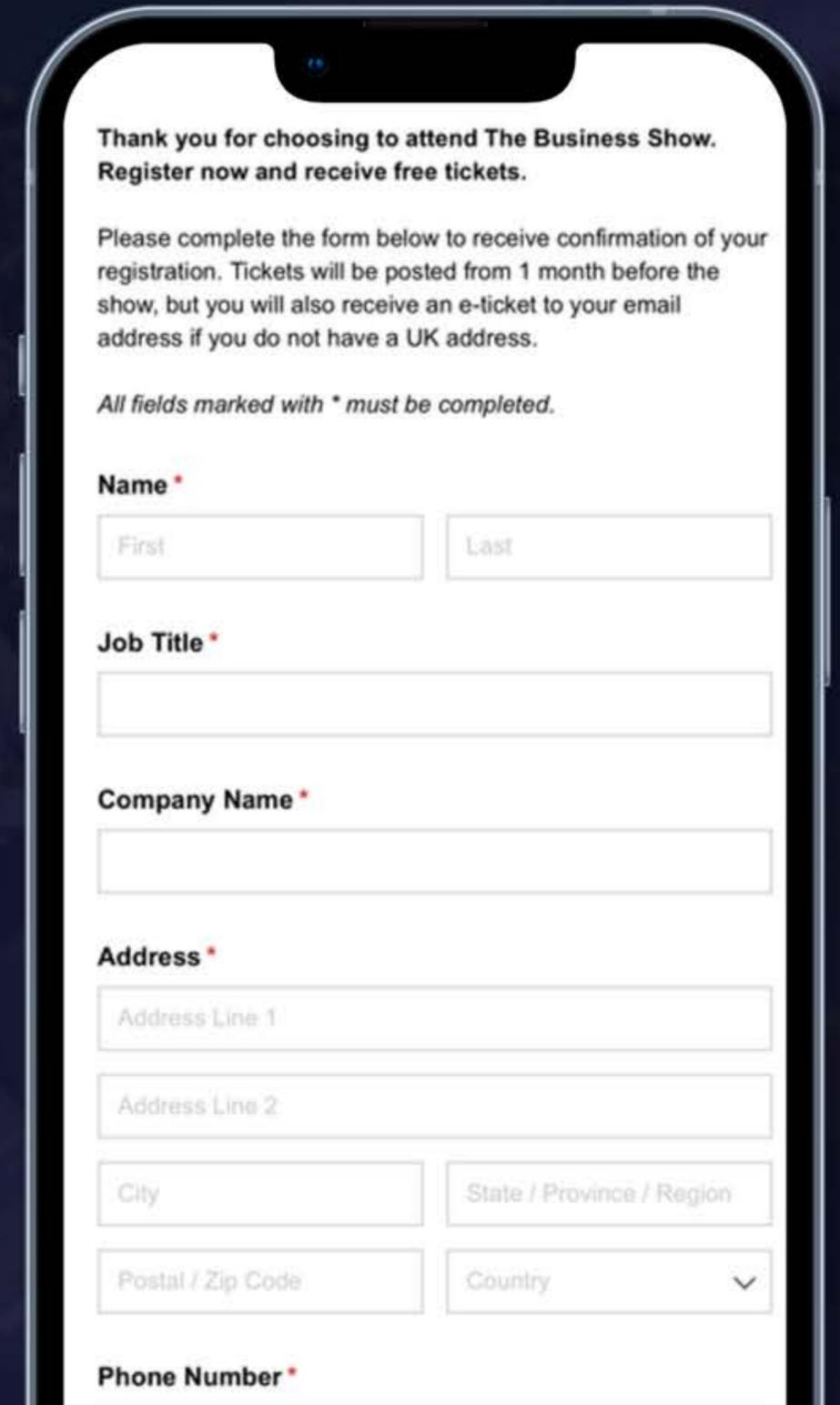
# REGISTRATION PAGE SPONSORSHIP

Be the first brand every attendee sees. As the Registration Page Sponsor, your logo and messaging will be prominently displayed on the most visited page of the entire campaign, the point where every attendee signs up to attend the show. This high-traffic digital space offers continuous visibility in the lead-up to the event, reinforcing your brand's presence before visitors even step through the doors. With thousands of impressions and strong brand recall, this is a powerful opportunity to make a lasting first impression and align your business with the full event experience from the very start.

£14,245 + VAT

## WHAT'S INCLUDED...

- Custom-branded registration
- Question and logo placement on the attendee sign-up page
- Access to opted-in attendee data, giving you valuable leads ahead of the event
- Featured listing in both the printed and digital versions of the official showguide
- Sponsor recognition on the event website
- Logo placement on the show floorplan and all "You Are Here" signage for added onsite visibility



Thank you for choosing to attend The Business Show. Register now and receive free tickets.

Please complete the form below to receive confirmation of your registration. Tickets will be posted from 1 month before the show, but you will also receive an e-ticket to your email address if you do not have a UK address.

*All fields marked with \* must be completed.*

**Name \***

First  Last

**Job Title \***

**Company Name \***

**Address \***

Address Line 1

Address Line 2

City  State / Province / Region

Postal / Zip Code  Country

**Phone Number \***

# LANYARD SPONSORSHIP

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As the exclusive Lanyard Sponsor, your logo will be worn around the neck of every single attendee, including exhibitors, keynote speakers, the thousands of visitors, VIPs, and press. With your branding visible throughout the venue and in countless event photos, you'll gain exposure across social media, press coverage, and attendee-shared content—maximising reach far beyond the show floor.

## WHAT'S INCLUDED...

- Branding/logo on lanyards distributed at entrance
  - Listing in printed and digital showguide
  - Sponsor listing on website
  - Logo on show floorplan and 'You are Here' boards
- \*(Stand not included)

£15,950 + VAT



# BUSINESS CONNECTIONS AREA SPONSORSHIP

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## WHAT'S INCLUDED...

- Branded 6m x 6m feature area on the show floor
- Reception desk for greeting and engaging attendees
- Rope-and-post entrance with data scanner for lead capture and visitor tracking
- Featured listing in both the printed and digital show guide
- Logo placement on the official show floorplan
- Sponsor recognition on the event website

£15,950 + VAT



This space is dedicated to networking and sparking meaningful connections between entrepreneurs and business owners attending the show.

Visitors can post what they're looking for—whether it's a product, service, or partnership—and others can respond by pinning their business card to the board.

It's a simple yet highly effective way to generate new leads, start conversations, and build valuable relationships. One of the most popular areas for making real business connections.

# SHOWGUIDE BACK PAGE SPONSORSHIP

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The showguide is sent to every registered attendee across the country ahead of the event, helping them plan and make the most of their visit. The digital version is also distributed to our entire database via email and will remain available on our website for 12 months after the show—ensuring long-term visibility and continued engagement with your brand.

## WHAT'S INCLUDED...

- Full-page advert on the back cover of the printed show guide for maximum visibility
- Digital advert placement in the online version of the show guide
- Featured company listing in both the printed and digital showguides
- Sponsor recognition on the official event website and within the show guide
- Logo placement on the show floorplan and all “You Are Here” boards for high on-site exposure

£5,750 + VAT





Put your brand in the hands of every attendee from the moment they walk through the doors. As the exclusive Carrier Bag Sponsor, your logo and messaging will be prominently featured on thousands of bags distributed at the entrance—guaranteeing continuous exposure as visitors carry them throughout the show floor. It's a high-impact branding opportunity that ensures your business is visible across the entire venue and seen by exhibitors, speakers, media, and attendees alike.

# SHOW BAG SPONSORSHIP

## WHAT'S INCLUDED...

- Branded carrier bags featuring your logo, distributed to every attendee
- Prominent company listing included in both the printed and digital versions of the official showguides
- Sponsor recognition across key event channels, including the official website and showguide
- Logo placement on the detailed show floorplan and all "You Are Here" boards, providing high-traffic onsite exposure to attendees navigating the venue

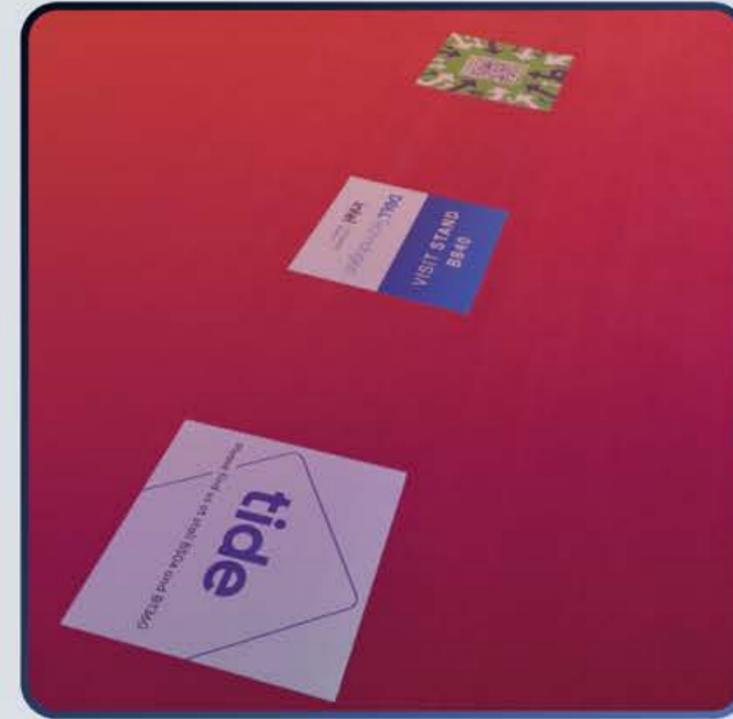
£13,950 + VAT

# FLOOR TILES SPONSORSHIP

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- Ten 500mm x 500mm custom-designed floor tiles
- Prime location selected collaboratively with the event organiser
- Full design customisation to showcase your brand
- Tiles professionally produced, printed, and installed on-site
- Featured listing in both printed and digital showguides
- Sponsor recognition on the event website and within the showguide
- Logo placement on the show floorplan and “You Are Here” boards for enhanced visibility

£5,000 + VAT



Make your brand impossible to miss with custom-designed floor tiles that guide attendees straight to your stand. Strategically placed throughout high-traffic areas, these eye-catching tiles create a branded pathway that naturally draws visitors towards your space. It's more than just signage, it's a creative, immersive experience that leads your audience right to your doorstep.

**THE BUSINESS SHOW**  
LONDON

# Get in Touch Now



Call Us

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Our Website

**greatbritishbusinessshow.co.uk**