



The UK's Leading Event for White & Private Label Product Sourcing

2026 SPONSORSHIP

11 – 12 NOV
2026

excel
LONDON

ORGANISED BY
**BUSINESS
SHOW MEDIA**
INTERNATIONAL BUSINESS EVENTS



HEADLINE SPONSORSHIP

As a Headline Sponsor of the event, your brand becomes the focal point of all major marketing activity. From event signage and digital campaigns to social media, tickets, showguides, and email outreach, your logo and messaging will be showcased to thousands of decision makers. It's a prime opportunity to align your business with the most dynamic and influential event, and leave a powerful, lasting impression within the industry.



What's Included...

£69,950 + VAT

- 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
- Sponsor Logo Featured on Entrance Branding
- Personalised Hanging Banner Above Stand
- Branded Theatre
- Social Media Announcement
- Logo on Email Campaigns
- Logo on All Event Badges
- Logo on Front Cover of Showguide

GOLD SPONSORSHIP

Gold Sponsorship offers a premium opportunity to position your brand alongside the show, sitting just one tier below Headline status. You'll benefit from extensive exposure across major marketing channels, prominent branded placements throughout event materials, and strong visibility before, during, and after the show. It's a standout package that delivers exceptional value and impact for brands aiming to make a significant impression.



What's Included...

£39,950 + VAT

- 6m x 3m 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
- Sponsor Logo Featured on Entrance Branding
- Personalised Hanging Banner Above Stand

SILVER SPONSORSHIP

Silver sponsorship is another valuable way to connect your brand with the show, offering strong visibility at a more accessible level. The package 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.



£25,950 + VAT

What's Included...

- 4m x 3m 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
- Sponsor Logo Featured on Entrance Branding

COFFEE & NETWORKING AREA SPONSORSHIP

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.



What's Included...

£22,950 + VAT

- Collaboratively Designed Space with Branding
- Logo on Coffee & Networking Area Feature Page of Website
- Sponsorship Listing on Website and Showguide
- Full-Page Advert in Digital and Printed Showguide
- Logo on Show Floorplan and "You Are Here" Boards
- Logo on Hanging Banner
- Coffee/Concession Cart, with Tables & Chairs
(Stand Not Included)

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 centre 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, this is a unique opportunity to align your brand with the energy, connection, and buzz of the event's networking evening!



What's Included...

£14,500 + VAT

- Dedicated Solus Email to Exhibitor Database
- Sponsorship Listing on Website and Showguide
- Logo Featured on All Printed and Digital Invitations
- Onsite Branding Opportunities at the Exhibitor Party Venue, Including Pop-Up Displays and Signage
- Lead Capture Via Scanning App

MASTERCLASS SPONSORSHIP

£19,950 + VAT

This sponsorship gives you the opportunity to share your expertise with your own masterclass theatre as well as 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.

What's Included...

- 6m x 6m Space (24 Seats)
- Data From Visitors That Sign Up
- Sponsorship & Exhibitor Listing on Website and Showguide
- Fully Built Masterclass Setup, Including Carpet, Furniture, AV & Branded Back Wall
- Logo on Show Floorplan and "You Are Here" Boards
- Dedicated Microsite on Masterclass Page
- 8 Individual Sessions per Day



UPGRADE YOUR AUDIENCE SIZE TO 48 SEATS

£28,950

KEYNOTE SPONSORSHIP

£22,950 + VAT

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 event coverage. You'll also receive a 30-minute keynote speaking slot, typically reserved by invitation only, underscoring the exclusivity of this sponsorship opportunity.

What's Included...

- Branded Theatre – 80 Seats
- Logo on Hanging Banner
- Logo on Agenda
- Sponsorship Listing on Website and Showguide
- Full-Page Advert in Digital Showguide
- Exhibitor Microsite Listing
- Logo on Show Floorplan and "You Are Here" Board
- Keynote Speaking Slot
- Carpet, Furniture, TV, AV, Electric



SEMINAR SPONSORSHIP

£10,000 + VAT

Put your brand at the centre of industry conversation by sponsoring a Seminar Theatre. Throughout the two-day event, 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.

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" Board
- Speaking Slot
- Carpet, Furniture, TV, AV, Electric



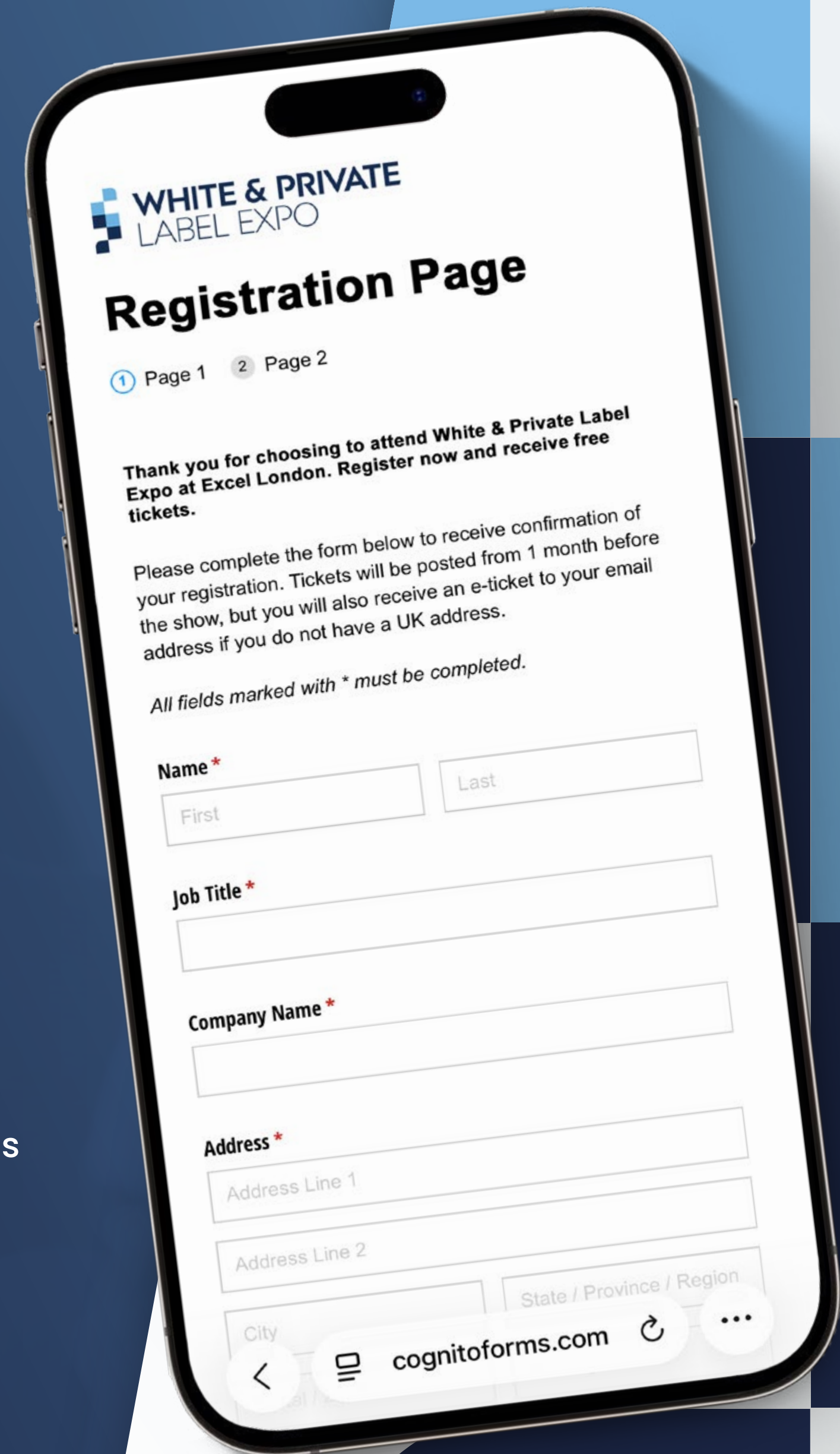
REGISTRATION PAGE SPONSORSHIP

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.

What's Included...

- Personalised Question and Logo on Registration Page
- Data From Visitors That Opt-In After the Event
- Listing in Printed and Digital Showguide
- Sponsor Listing on Website
- Logo on Show Floorplan and "You Are Here" Boards

£12,950 + VAT



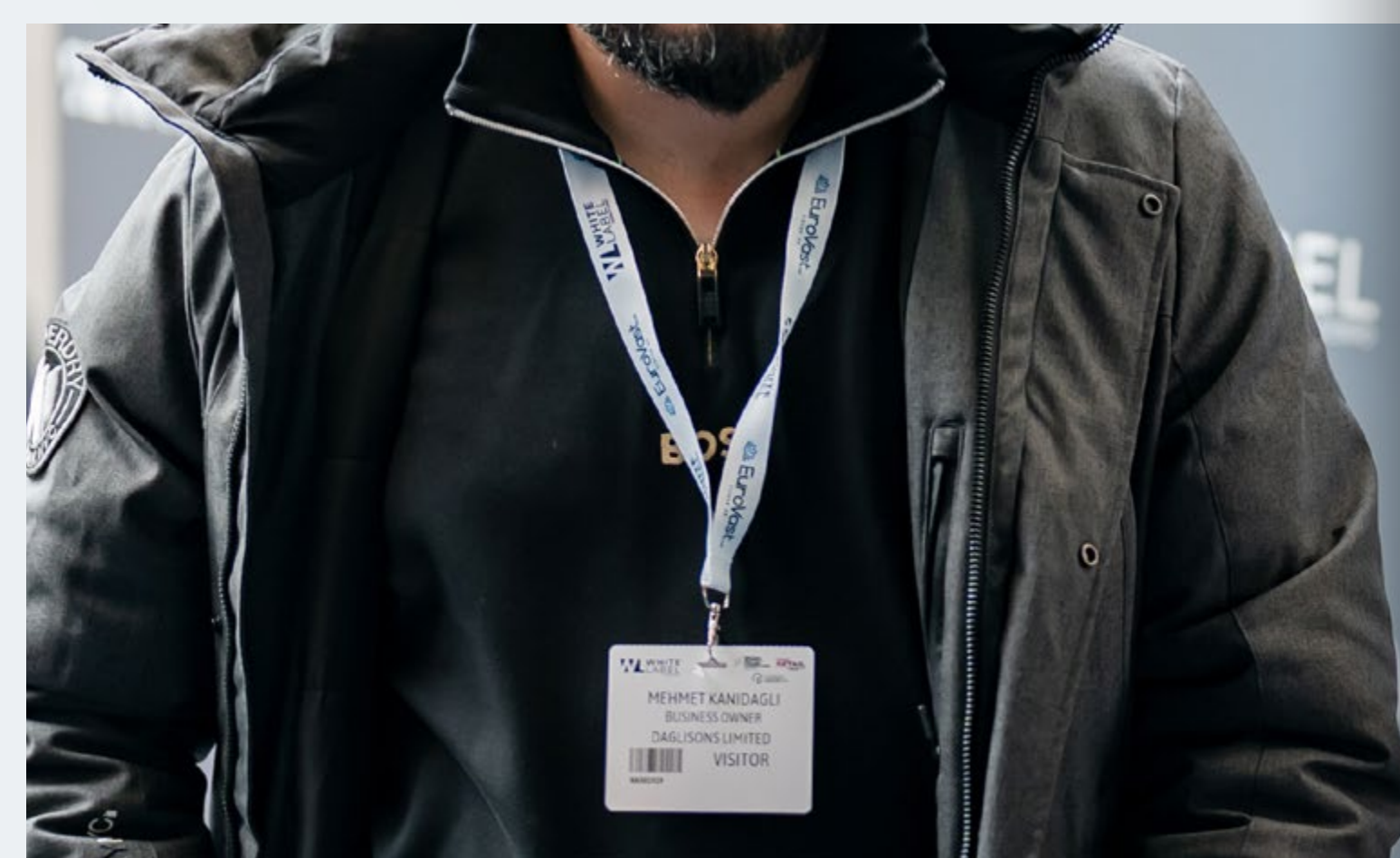
LANYARD SPONSORSHIP

An exclusive opportunity to have your logo visible to every person who walks through the door including exhibitors, keynote speakers, attendees and press. As part of this, your branding is almost guaranteed to be in every picture taken at the event and posted and shared across hundreds of social media channels.

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



SHOWGUIDE BACK PAGE SPONSORSHIP

The showguide is sent to every person who registers for a ticket prior to the show to allow attendees to organise and plan their day. The digital showguide will be emailed to our entire database and will remain on the website for 9 months after the event.

What's Included...

- Advert on the Back Page of the Printed Showguide
- Advert Included in the Digital Showguide
- Listing in Printed and Digital Showguide
- Sponsorship Listing on Website and Showguide
- Logo on Show Floorplan and "You Are Here" Boards (Stand Not Included)

£5,750 + VAT



SHOW BAG SPONSORSHIP

All attendees will receive a bag upon entrance to the show, not only does this provide you with maximum exposure at the event, but also post-show, when attendees take them home.

What's Included...

- Branding/Logo on Bags Distributed at the Entrance
- Listing on Website and Showguide
- Logo on Show Floorplan and "You Are Here" Boards

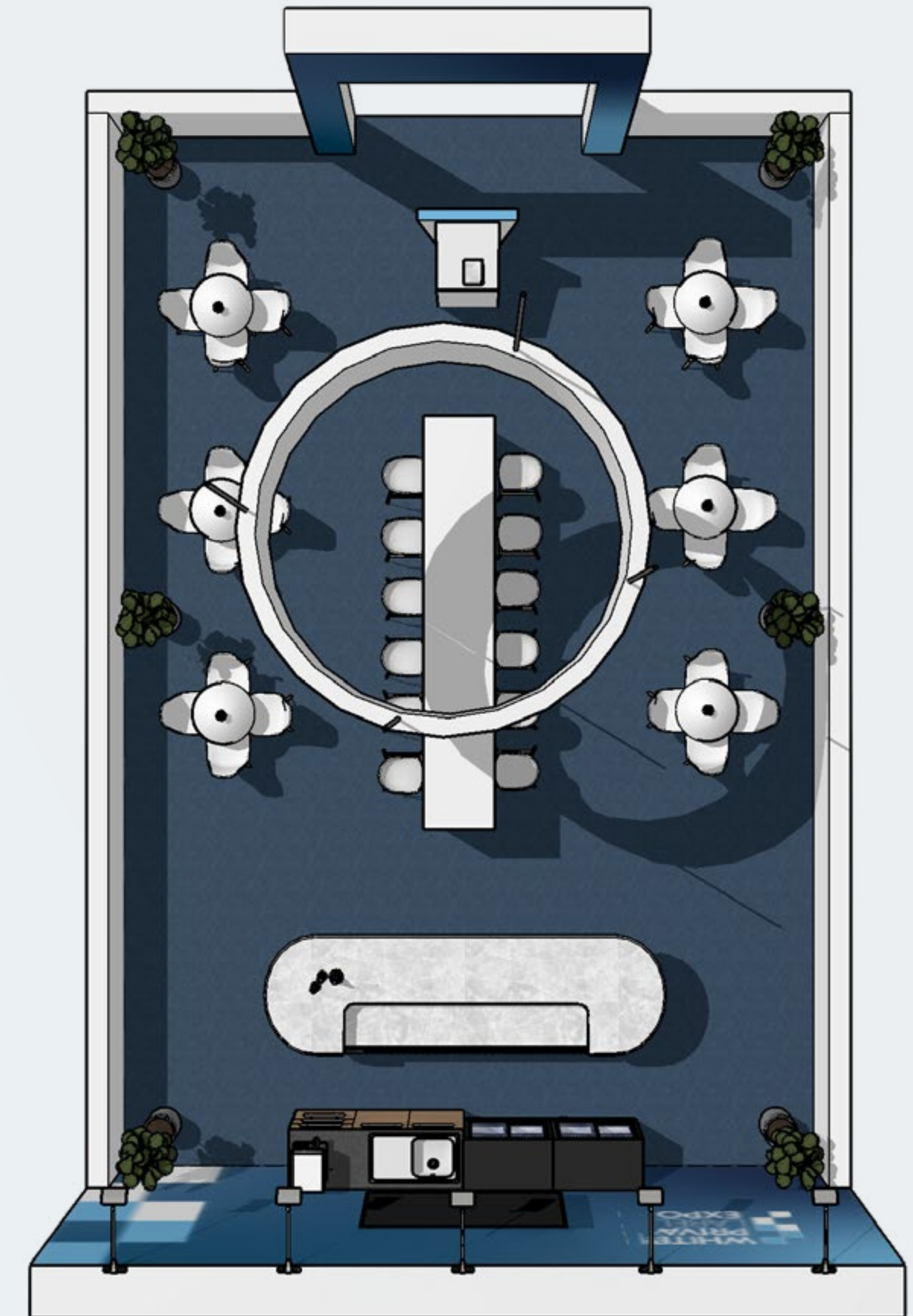
£13,950 + VAT



VIP LOUNGE SPONSORSHIP

What's Included...

- 12m x 8m Enclosed Area with Carpet
- Collaboratively Designed Space with Branding
- Branded Entrance Archway to Feature
- Reception Counter
- 2 hours of Prosecco Per Day During Show Open
- Invitations to VIP Area with Sponsor Logo Included
- Logo on Hanging Banner
- Logo in Showguide as a Sponsor
- Logo in Sponsors Section of the Website
- Sponsorship Listing on Website and Showguide
- Logo in Showguide & Onsite Floorplans
- Water Dispenser, Bar Tables & Stools Included
- Coffee Machine with Branded Cups & Barista During Show Open Hours



£60,000 + VAT

**All visuals are artist's impressions and subject to change.*

VIP BREAKFAST SPONSORSHIP

What's Included...

- An hour of exclusive networking with VIP visitors of the industry
- Between 75-100 guests
- Welcome speech at the breakfast
- Invitations to VIP Breakfast with Sponsor Logo Included
- Logo in Showguide as Sponsor
- Logo in Sponsors Section of the Website
- Opportunity to bring their own banners etc.

Food & Drink Options:

- Hot breakfast buffet
- Sweet & savoury station (pastries & fruit)
- Tea and filtered coffee
- Juice
- Mimosas



£15,000 + VAT

FLOOR TILES SPONSORSHIP

Lead visitors directly to your stand with branded floor tiles across the show floor.

What's Included...

- 500mm x 500mm Floor Tiles
- 10 x Floor Tiles
- Location to be Decided in Conjunction with Organiser
- Design of Your Choice
- Produced, Printed and Laid for You
- Sponsorship Listing on Website and Showguide
- Logo on Show Floorplan and "You Are Here" Boards
(Stand Not Included)

£5,000 + VAT





GET IN TOUCH



SEND US AN EMAIL
ENQUIRIES.WLWE@BSMEXPO.COM



VISIT OUR WEBSITE
WHITELABELEXPO.CO.UK



BOOK A MEETING
[+44 117 313 7144](tel:+441173137144)

11-12
NOVEMBER
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LONDON