

CONNECT TECH SHOW LONDON

MATCHMAKING PLATFORM SPONSORSHIP OPPORTUNITIES



TECH SHOW
LONDON
techshowlondon.co.uk

INCORPORATING


CLOUD EXPO
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BIG DATA
& AI WORLD


DATA CENTRE
WORLD

THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN THE UK

ACCREDITATIONS



ORGANISED BY



INCREASE YOUR INVESTMENT BY HARNESSING THE POWER OF OUR DIGITAL MATCHMAKING PLATFORM AT **TECH SHOW LONDON**

Connect at Tech Show London empowers our audience and exhibitors to discover buyers and solutions that are right for them. The digital web based platform uses streamline navigation along with a powerful algorithm to make booking meetings easier than ever. Unlock new prospects, connect with new businesses, and maximise your ROI before stepping on-site.

ACCESS THE EVENT PRE-SHOW TO:

- Join 14,850+ exhibitors, visitors, sponsors and speakers with early event access.
- Arrange and request meetings before coming on-site.
- Create and manage your virtual profile to connect with visitors ahead of time.
- Exhibitors you can manage your company profile, increasing your brand awareness.
- Don't miss a session by creating a personalised conference schedule.
- SMS and email reminders will be sent to remind you of your appointments along with support from the on-site concierge team.

CONNECT
TECH SHOW
LONDON



SPONSORSHIP OPPORTUNITIES

Headline Sponsor Package

The headline sponsor logo is placed to the right of the portal logo and overlays the header banner.

Specification

Size (WxH)	840px (max.) x 120px (max.)
Type	PNG image (transparent)
Tenants	Single

PLEASE PROVIDE:

- *Sponsorship Logo*

Your sponsorship logo must be provided in **varying colour options** (e.g. full colour, dark version, light version).

It is important to ensure the most appropriate option is chosen to **minimise interference** with the **portal banner branding**.

Desktop view



Mobile view

SPONSORSHIP

£12,999 and includes:

- Headline sponsor
- 1 x dashboard carousel
- 1 x static banner
- 1 x targeted in-search advert

SPONSORSHIP OPPORTUNITIES

Headline Sponsor

The headline sponsor logo is placed to the right of the portal logo and overlays the header banner.

Specification

Size (WxH)	840px (max.) x 120px (max.)
Type	PNG image (transparent)
Tenants	Single

Engagement tracking

✓ Impressions ✓ Clicks ✓ User tracking

PLEASE PROVIDE:

- Sponsorship Logo

Your sponsorship logo must be provided in **varying colour options** (e.g. full colour, dark version, light version).

It is important to ensure the most appropriate option is chosen to **minimise interference** with the **portal banner branding**.

Desktop view



Mobile view

SPONSORSHIP

1 X SPONSORSHIP OPPORTUNITY:

£9,999 EACH

1 x opportunity included in headline sponsorship package.

SPONSORSHIP OPPORTUNITIES

Dashboard Carousel

Interactive multi-tenant sponsorship placement. Includes image, logo, title text, description text and a call to action button with internal link capability.

Specification

Size (WxH)	790px (Max.) X 440px (Max.)
Type	Image & Text
Tenants	1 - 5 tenants

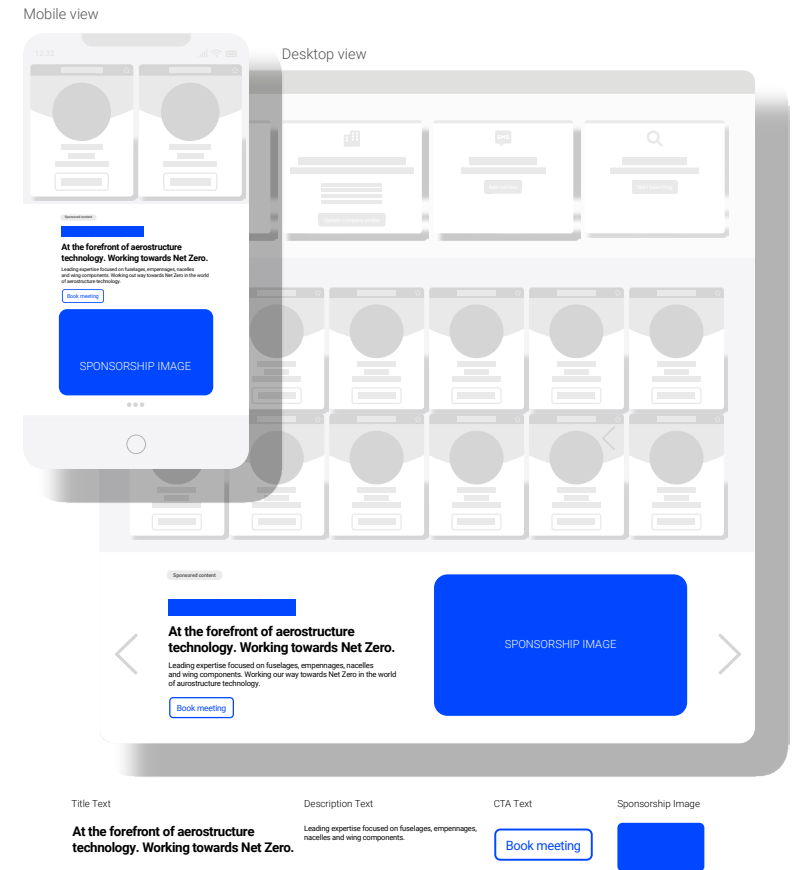
Engagement tracking

- ✓ Impressions
- ✓ Clicks
- ✓ User tracking

PLEASE PROVIDE:

- Title text - max 50 characters
- Call to action text
- Description text - max 120 characters
- Sponsorship Image

Order of content can be pre-determined or set to shuffle if preferred. We require each of the above elements separately. **Please do not provide a pre-designed banner.**



SPONSORSHIP

3 X SPONSORSHIP OPPORTUNITIES:

£2,500 EACH

1 x opportunity included in headline sponsorship package.

SPONSORSHIP OPPORTUNITIES

Static Banner

Interactive single-tenant sponsorship placement.
Static banner links to sponsor profile, session or content page.
Banner will appear 'full width' on smaller screen resolutions.

Specification

Size (Desktop)	1,200px x 150px
Size (Mobile)	377px x 260px
Type	Image
Tenants	1 per badge type

Engagement tracking

✓ Impressions ✓ Clicks ✓ User tracking

PLEASE PROVIDE:

- Desktop sponsorship image
- Mobile sponsorship image

Banner will always appear below dashboard tasks and recommendations.



SPONSORSHIP

1 X SPONSORSHIP OPPORTUNITY:

£3,500 EACH

1 x opportunity included in headline sponsorship package.

SPONSORSHIP OPPORTUNITIES

Targeted In-search Advert

Product categories sponsorship within directory search results such as: *Find meetings, products directory and exhibitor directory.*

Specification

Size (WxH)	700px x 352px
Type	Responsive image
Tenants	Unlimited

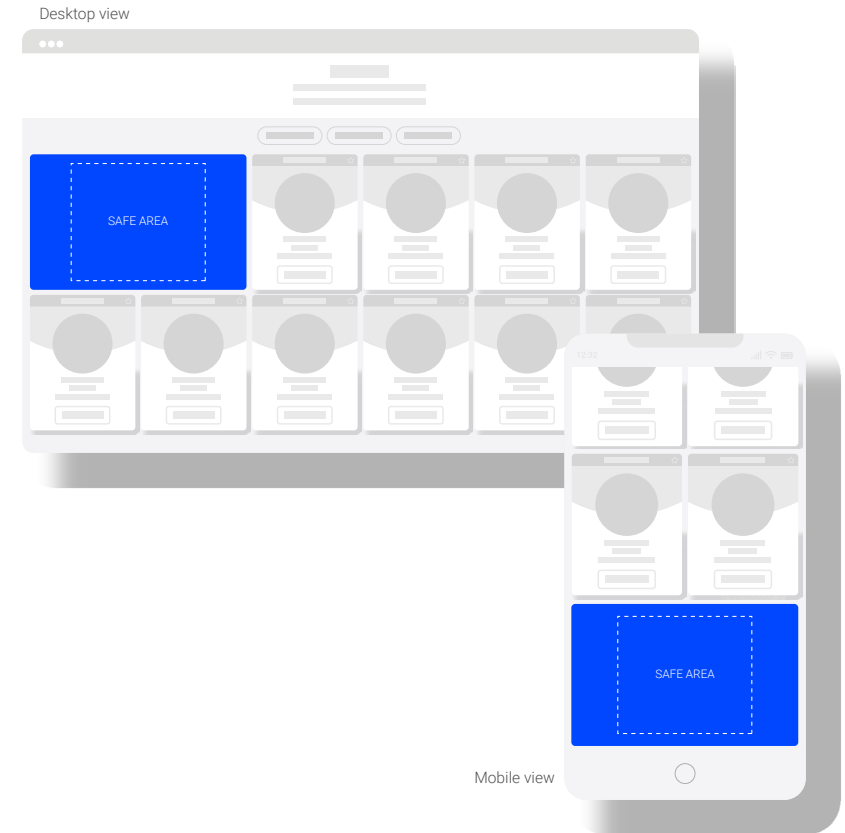
Engagement tracking

✓ Impressions ✓ Clicks ✓ User tracking

PLEASE PROVIDE:

- Sponsorship image
- Specific categories for each image/sponsor
- Type of directory for each image/sponsor

Content must be contained within the safe area, approx 400px x 300px (except backgrounds).



SPONSORSHIP

1 X SPONSORSHIP OPPORTUNITY:

£4,500 EACH

1 x opportunity included in headline sponsorship package.

This will guide individuals directly to the section where they can book on-site meetings with you.

Highlights from Connect at Tech Show London 2023



28,181
visitors accessed the platform
and uploaded their profiles



7,228
unique attendees actively
engaged with the platform (26%)



9,000+
users engaged with the platform

'80% of our meetings attended at some point over the 2 days, with 2 extremely good leads to make partnerships. It was good to be able to contact attendees before the show.'

DIRECTOR OF SALES - **IGENUIS**

'Already booked again for next year. From the confirmed meetings only 1 no show. Very useful for the sales execs who would like a more tailored way of searching for relevant attendees.'

VP REVENUE - **CHRIS CALKIN**

We're here to help.



Need advice with marketing sponsorship opportunities or creating assets?

Schedule a call with our matchmaking platform team to run through best practices.



techshowlondon@closerstillmedia.com

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