



BUSINESS EAST

EVENT SPONSOR



THURSDAY 8TH MARCH 2018
10AM - 4PM

EXHIBITION | NETWORKING | SEMINARS



Recruitment



Your Business Compass

Let us discover your essential talent

Whether it is permanent, executive or temporary recruitment, we add a lot more to the hiring process by working closely with recruiting managers and candidates.

Contact us today to see how we can help you improve your business

01206 262117

www.svcgroup.co.uk

Colchester CO3 8PH



About Business East

Business East is now in the seventh year at the Weston Homes Community Stadium and is growing year on year. This exhibition offers the perfect platform to showcase your business and network with like-minded business people.

FEATURES & ZONES



SPEED NETWORKING

Speed Networking sessions throughout the day, each one giving you the opportunity to meet up to 40 new contacts to exchange business cards and information during every one-minute networking session.



NETWORKING CAFE

Meet customers, new contacts or even arrange a meeting at Business East.



SEMINAR THEATRE

A minimum of four seminars run throughout the day offering you free access to ideas to help your business.



VIP RECEPTIONS

An opportunity to hold your own VIP reception at the event, invite existing and potential customers to host them with free drinks and canapes in an executive suite overlooking the pitch.

Promoting The Show

How do we promote the show to ensure visitors?

- Working with show partners
- Social media – Twitter, LinkedIn & Facebook – our own and our partners
- Extensive Email Marketing to a database of over 12,000
- Telesales pre-registration calls
- Jumbo screen adverts by the A12 and on the matchday screen
- Colchester United matchday programme

Digital Marketing:

- Event promotion through Business East Partners
- Email Campaign: email campaign leading up to the event to promote and market Business East
- Business East event banner hosted on various websites
- Events information and pre-registrations on Eventbrite
- Banners & logos sent to all exhibitors to promote the exhibition



Telemarketing Campaign:

Over 100 hours of telemarketing informing key business decision makers about the event and pre-registering visitors.

Social Media:

- Pro-active on Twitter
- All Exhibitors who provide B2B with their Twitter details are promoted throughout and their stand numbers

- Business East features on Twitter, LinkedIn and Facebook, before, during and after the show

Leaflet Distribution:

Visitor focused leaflets distributed to businesses, venues and business parks to nearby areas

Networking:

Attendance of networking groups and presentation about Business East, to promote awareness of the event to all who attend

Print Advertising:

Business East event advertisements appear in the following publications:

- Colchester United Matchday Programme
- Dedicated Business East event leaflets
- Local Business Publications



Your Business Compass

Find the best commercial solution to manage and protect your most valuable asset – your PEOPLE

Contact us today to see how we can help you improve your business

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Business East 2017 was held at the Weston Homes Community Stadium on Thursday 9th March.

The Facts & Figures

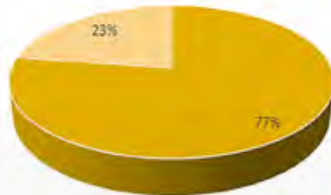
50 Exhibitors

613 Pre-Registrations

61 On the day Registrations

77% of the visitors on the day had pre-registered

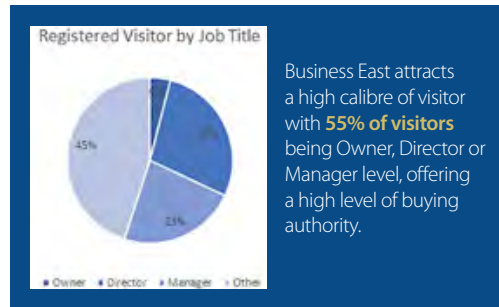
Pre-Registration Attendance Breakdown



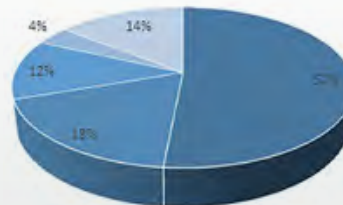
Pre-Reg Attend Non Pre-Reg Attend

The visitors to Business East came from a cross section of postcodes, as expected heavily slanted towards the CO range.

- 52% of the delegates had a CO postcode
- 18% of the delegates came from a CM postcode
- 12% of the delegates came from an IP postcode
- 4% of the delegates came from an SS postcode

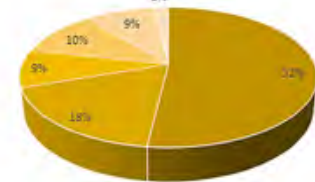


Visitor Postcode Breakdown



CO CM IP SS Other

Visitor Arrival Time



10am - 11am 11am - 12pm 12pm - 1pm 1pm - 2pm 2pm - 3pm 3pm - 4pm

Visitors to Business East arrived throughout the hours of the show, however, as with a lot of exhibitions there was a heavy slant towards the morning.

- 52% arrived before 11am
- 18% arrived between 11am and 12pm
- 9% arrived between 12pm and 1pm
- 10% arrived between 1pm and 2pm
- 11% arrived between 2pm and 4pm.

The focus for next year will be to encourage more visitors to attend in the afternoon. We will adapt the features of the show to offer a better split of visitors throughout the day.

Floor Plan

LAYER SUITE





PLATINUM STANDS
Including Electric, Table & Chairs

2m x 1m	£250+VAT
2m x 2m	£450+VAT
3m x 2m	£650+VAT
4m x 2m	£850+VAT

GOLD STANDS
Shell Scheme stand only

2m x 1m	£200+VAT
2m x 2m	£400+VAT
3m x 2m	£600+VAT
4m x 2m	£800+VAT

SPONSOR STANDS
Including Electric, Table & Chairs

4m x 2m Platinum Sponsor	£1250+VAT
3m x 2m Platinum Sponsor	£1050+VAT
4m x 1m Gold Sponsor Stand	£850+VAT

See Sponsorship and Advertising on pages eight and nine for sponsor benefits

Sponsorship, Premium Stands & Advertising

FEATURED ZONE SPONSOR

Align your brand and your company with one of our featured zones – VIP Reception, Seminar Theatre, Networking Cafe

- 4m x 2m stand - shell scheme stand with fascia board will be provided together with a company name and stand number including two tables, electricity and wifi
- Logo on all printed literature and mentions of your sponsored feature
- Half page advert in the show guide
- Logo and hyperlink on all e-newsletters to exhibitors and visitors
- Opportunity to provide a leaflet or gift to go in all visitors bags (required at least 10 days prior to the exhibition)
- VIP Reception at the event – opportunity to invite customers to your own VIP reception
- Two guests at the pre-event match day networking event



£1400+VAT



Unavoidable, essential and high-risk, let us take the stress out of Health & safety

Contact us today to see how we can help you improve your business

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Colchester CO3 8PH



Your Business Compass

LEAFLET INSERT IN THE VISITOR BAGS

- Promote your brand or product to visitors at Business East with a leaflet or gift in visitor bags
- You to supply approx. 600 leaflets and/or gifts for the visitor bags (must be delivered to CUFC at least 10 days prior to the event)

£200+VAT

SHOW GUIDE ADVERTISING

HALF PAGE
£200+VAT

QUARTER PAGE
£150+VAT

SPONSORSHIP PACKAGES

Enhanced advertising and prime stand locations



£1250+VAT (4m x 2m STAND)

£1050+VAT (3m x 2m STAND)

GOLD PACKAGE:

- 4m x 1m stand – shell scheme stand with fascia board will be provided together with a company name and stand number including two tables, electricity and wifi
- Logo on the Business East pages of the website with a click through to a company profile and link to your own website
- Quarter page advertisement in the

PLATINUM PACKAGE:

- 4m x 2m stand or 3m x 2m – shell scheme stand with fascia board will be provided together with a company name and stand number including two tables, electricity and wifi
- Logo on the Business East pages of the website with a click through to a company profile and link to your own website
- Half page advertisement in the Show Guide

- Opportunity to provide a leaflet or gift to go in all visitors bags (required at least 10 days prior to the exhibition)
- Benefit from promotion of the event throughout the Region in the lead up to the event including social media
- VIP Reception at the event – opportunity to invite customers to your own VIP reception
- Two guests at the pre-event match day networking event

show guide

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£850+VAT

Visiting

Business East is **FREE** to attend as a visitor and with so many features and networking opportunities you can make the most out of your day.

Pre-Register early to ensure that you are the first to know about new features and special offers.

REGISTER NOW

businesseast2018.eventbrite.co.uk



We operate a strict no canvassing rule at Business East. Any visitors found approaching exhibitors or visitors to promote products or services will be asked to stop or asked to leave.

If you have a product to promote, contact us about exhibiting at Business East.





More than just a football club

Hold your next meeting at Colchester United

Meeting rooms from just £12.50_{+VAT} per hour



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Your Business Compass

We offer bespoke workshops from introduction to advanced masterclasses, tailored to your exact needs and requirements.

100% success rate for leadership and management qualifications

Contact us today to see how we can help you improve your business

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Training



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