



DPI Show - Sponsorship Opportunities

As an exhibitor there are a number of opportunities to expand your 'share of voice' within the event, and these are outlined below. There is always the option to create bespoke sponsorship packages, depending on your aims and objectives for brand building at the show, so please take this as a virtual à la carte list of ingredients (all prices exc VAT!).

Please be aware that each is offered on a first-come first-served basis so call Bob on +44 7931 998400 or Garrett on +44 7920 772443 to book now!

The event has a number of brand-building opportunities:

- **Pre-show publicity** - The significance of the event as an annual London-based pro-photography showcase, creates opportunity as our promotional campaign builds the tempo prior to the show. As an exhibitor you can simply 'hitch a ride' on this increased degree of interest but why not use the opportunity to the full and be actively involved?
- **The exhibition itself** – visitors will come to get a hands-on opportunity with your latest products and solutions but if you become engaged in our high-profile features these present a fantastic additional platform for either product or corporate branding (or both!) to our dedicated and enthusiastic audience. Magazines tend to be more prepared to support a feature than an individual exhibitor so this route will gain more editorial comment too.
- **The conference and seminar sessions** – we are assembling a program with top industry professionals providing presentations on all the key issues. Branding and associations around such sessions are a great way of capturing our knowledge-hungry audience. Perhaps you have a subject you feel needs to be in the programme? Or a high-profile speaker in your team? Or you would prefer to simply sponsor and/or chair a session?
- **Post-show publicity** - the media impact of the event will be reflected in articles and reviews and these will be largely based upon the press kits you make available at site, and the at-show impact of high-profile exhibitors, the features and the buzz around the show.

1 Pre-Show

The visitor campaign will build straight right through the Spring and explode in May/June so that we maximize the attendance at the event. These are some of the opportunities that you can use:

- **A - Website**

The event has its website (<http://www.dpishow.com>) and this is linked to the leading magazines and used in all our promotional material, advertising and press releases, so that it's hits grow exponentially as we approach the show.

You can book click-through hot-links (at £450 exc VAT) to your web site so that all aspects of your participation in the show can be integrated into the show's promotional campaign. There are all sorts of opportunities - banners, on-line competitions and so on – please call Garrett or Bob to discuss your ideas.

- **B - Visitor eMail campaign**

We regularly send out eBlasts to the growing numbers of visitors who register 'on-line' for the DPI show – these are all opted-in and regularly refreshed by our campaigns.

You can make an impact by promoting your brand name within this eMarketing campaign – at £450 exc for a non-solus piece in one of our general mailings. This is an effective way to prepare potential customers to visit your stand at the exhibition and to visit your own web site.

- **C - Previews – with our media partners**

We have special arrangements with the leading magazines committed to editorial previews of The DPI Show and you might be surprised how few exhibitors actually provide data for these – if you do you will get a disproportionate emphasis because of the others lack of supply – and it's FREE!

Make sure you feed Garrett (garrett@dpishow.com) with any news of product or service launches, big contracts that will be announced at site, any celebs or industry gurus coming to your stand, any special at-site deals...

We can then connect you to the relevant media partner/s – call Garrett on +44 7920 772443 or Bob on +44 7931 998400 for details.

2 At Show

- **A – Conference session sponsorship**

We have a two-day conference – the outline programme is downloadable from the website

The sessions will run for 90-minutes with a chair and two/three speakers and a Q&A session – we will not permit product-puffs, these are to be real knowledge-based session delivering real benefits.

Delegates can pre-book a seat for a £5 per session booking fee.

The brand-building opportunity is provided thus:

- The sets and slide templates, plus at-rest slide will all bear the sponsor's brand and this will be used in all our conference advertising and publicity, on mailings, tickets, proceedings
- There will be strong brand signage around the conference area and the sponsors' names will be shown on all of this too.

This sponsorship opportunity will create brand and corporate awareness with serious attendees – delegates attending these key sessions!

NB This opportunity has the following caveats:

- We would not wish to have a sponsor that would preclude, or by their presence dissuade, other relevant companies from participating in the session. So this does mean that the sponsor would need to be generic within the subject matter.
- This also means that the sponsor cannot exercise 'editorial control' which of course is something implicit in many of the other sponsorship opportunities listed here.

Price: £1,950.00

- **B – Seminar session sponsorship**

Two seminar areas will each run a two-day programme of 40-minute sessions, typically with one presenter presenting for 30-minutes with 10-minutes Q&A. Detailed product presentations will be permitted but we urge the use of case study material and other tactics to make the presentation more appealing:

Delegates can pre-book a seat for a £5 per session booking fee.

The brand-building opportunity is provided thus:

- The sets and slide templates will each bear the sponsor's brand

This sponsorship opportunity will create brand and corporate awareness with those delegates attending these key sessions – and allow you to claim the 'authority' in the subject area!

Price: £ 750.00

- **C – Live Studio**

This area on the Atrium Level will have a busy programme featuring photographers in action – subjects will alternate between fashion, advertising, action, social and macro. The photographers will show how they set their studio, how they compose and light the subject and how they get that perfect shot.

Some of the material shot on the Live Studio will then be passed to the Workflow demos to show how the image can then be processed.

The brand-building opportunity is provided thus:

- This major central feature can show live and in-action how your products/ services/ solutions are used in a professional photographic studio
- Attendees will be able to see and appreciate the photographer's application of your products/ services/ solutions to develop best practice

NB- you must have a stand in the show to take advantage of this opportunity – this is not an alternate way of exhibiting.

Price: on application (depends on product/application/photographer's willingness to use...)

- **D – Workflow demos**

This area set beside the Live Studio on the Atrium Level is intended to present the whole process from image capture, through its storage and manipulation to successful output.

The whole area is built from shell-scheme and will be lit and powered as appropriate. Areas of 3m x 2m and 2m x 2m can be booked for you to present your part of the workflow as a live demonstration for attendees. The actual location will be agreed when all participants are confirmed so that there is some logic to the flow.

The brand-building opportunity is provided thus:

- As part of this central feature you can show live and in-action how your products/ services/ solutions fit within the overall process
- Attendees will be able to see and appreciate best practice

This sponsorship opportunity will create brand and corporate awareness with the show attendees – and allow you to claim the 'authority' in your subject area!

NB- you must have a stand in the show to take advantage of this opportunity – this is not an alternate way of exhibiting.

2x2 Price: £ 450.00

3x2 Price: £ 750.00

3 Further at-show opportunities

- **Pens/pencils at registration**

Many visitors will turn up at the door to register and thus have to complete a form. Pens or pencils will therefore need to be provided – this is a useful corporate branding moment. But as many visitors keep the pens it is also a great way to make sure that your brand name is carried back to their home or office!

Options are to supply pre-existing pens/pencils and the price is then £295.00 or POA if it is for us to source and supply the material and the opportunity.

- **Badge holders**

The visitor ticket is inserted into a clear acetate badge-holder that can have a brand on a stripe below the visitor's details. This is a very effective tool for brand awareness, as the company name will appear on the badge of every visitor, delegate, press attendee and exhibitor - POA

- **Lanyard for visitor tickets**

The visitors could instead be offered a lanyard to allow the badge holder to be hung around their neck (rather than pinned into clothing) and this can have a brand printed along both sides of it. Again this is another way of ensuring that each and every visitor is exposed to your brand. Many of them will keep the badge on as they pop out for lunch and back to the office. POA

You may wish to sponsor both the badge holder and lanyard of course.

- **Carrier bags**

All visitors may be handed an official show carrier bag, which will be a strong reinforced bag with handles and cords as shoulder straps. The show's logo will be on one side – an exhibitor may brand the other side.

This is a very popular branding opportunity as the exhibitor has their logo on all of the official show carrier bags and this branding is experienced by a wider audience as visitors leave the show with the bag and become 'walking advertisements' for that sponsor.

The carrier bag sponsor will also be able to place one piece of literature (max weight restrictions apply) in the bag to ensure that each visitor receives its company/brand information. POA

- **Inserts in carrier bag**

A maximum of two inserts will be permitted to be pre-inserted in the carrier such that all visitors get these issued to them automatically. As the official carrier bag is retained by the visitor as they leave the show, this ensures that the visitor will keep the insert to refer to a later date.

Price which includes the labour to insert the item.

Price - £450.00

- **Banners at site**

There are a limited number of locations around the hall where a banner or poster can be displayed.

Where these locations are clearly above a specific exhibitor then that exhibitor has the right of first refusal for that opportunity – for obvious reasons.

The price quoted is for the site to be reserved and for the contractors to fit and remove it. The exhibitor would be required to supply the banner in a suitable weight with six fixing points – though we can provide a quotation for us to produce the banner.

This is of course a particularly good way of ‘grabbing’ the attention of visitors and directing them to the exhibitors stand.

Each banner site measures 3m wide x 1m high (you to supply the banner) at £495.00
However if we are to supply the banner too then the price is £995.00

- **You-are-here boards**

These will show the floorplan and the daily conference and seminar programmes and are displayed in the lobby and other strategic points around the show. They list exhibitors both alphabetically and numerically to aid visitors to find whatever they came to see.

There can be an overall sponsor for these and its brand will be shown boldly at the top right-hand corner of the board with their stand highlighted in an appropriate colour. Price: £995.00

A maximum of five other exhibitors will be permitted to have a mono version of their logo to be displayed on/adjacent to their stand location. Price: £245.00

3 Post-show opportunity

- **Post-show email**

An email to all visitors that pre-registered and those that registered at site.

Non-solus	£ 595.00
Solus	£1,495.00

Remember, these sponsorship opportunities are strictly limited in number (we don't want to frustrate our visitors with too many!) and so will be sold on a first-come, first-served basis – do contact Garrett Elliott now, on Garrett on +44 7920 772443 or Bob on +44 7931 998400, to book the option that you require.

If you have an idea that is not described in this document, please call us to discuss it further.

Feb08/ENDS