

A photograph of a man with grey hair and glasses, wearing a dark suit and a patterned tie, speaking at a conference. He is gesturing with his right hand. In the background, other men in suits are visible, some looking towards the speaker. The image has a blue tint and a dark blue overlay at the bottom left containing the text.

IQPC EXCHANGE
MARKETING SERVICES



LET'S MAKE THE MOST OF YOUR TIME AT THE EXCHANGE

We pride ourselves on creating a sponsorship package that we are confident will deliver the results that you are looking for and look forward to delivering for you at the Exchange.

But we understand that you and your team will be looking for additional ways to expose your brand to the senior executives in attendance which is why we offer a selection of additional marketing opportunities, at no extra cost to you.

So, take a look through our services and let your Account Manager know what services you'd be interested in finding out more.



LET'S CREATE YOUR DREAM DELEGATE LIST

Our specialist Delegate Acquisition team are targeted on delivering the very best delegates for every Exchange but, much like our sponsorship packages, we are keen to ensure YOUR delegate list is as tailored as possible. There are a few ways we can help you meet the right decision makers, at the right time.

TARGET ACCOUNT LIST

Who are your key targets for the next 12 months? Let us know by providing a wish list and we'll get as many of them as possible to the Exchange. Our dedicated Delegate Attendance team will already be building a superb attendee list, but your wish list will ensure that we have also invited your target accounts. The sooner we receive this list, the higher the likelihood of you seeing them there.

If you have participated in recent events, exhibitions or tradeshows and would like to see any attending companies at the Exchange, please forward contact lists and we will ensure they are invited. Often attendees of other events aren't of the same seniority as an Exchange but we use this information to find the decision makers then begin the process to get them.

PERSONALISED VIP INVITE EMAIL

As a sponsor, we can create a bespoke HTML format VIP invite and discount code for you to send out to your qualifying clients and prospects to use to attend the event. We take on the workload for this one and you just need to plug in the email and send to relevant contacts, then we'll follow up and get them to the event. We can offer a limited number of discounted places, so if this something you would be keen to offer the clients and prospects you value the most, please get in touch.

We can also provide you with free content from our extensive resource library if you wish to send your prospects free yet valuable content that will help them develop their strategies further.

LET'S TELL EVERYONE YOU'LL BE AT THE EXCHANGE



COPY FOR YOUR EMAILS/NEWSLETTERS

If you have newsletters and/or emails that you distribute to your customers and prospects, we can provide you with targeted copy, html and banners that promote your involvement in the Exchange. It's a great way to promote your exclusive discount to your current and prospective clients. In addition, we can also provide links to exclusive content in our Resource Libraries, just let us know.

PUBLIC RELATIONS

We can liaise with your internal or external Public Relations team to compare media lists, prepare press releases and determine who best to invite to the event. Just let us know who we need to liaise with and we'll action the activity.

INTERVIEWS

We have a limited number of pre-event interviews that we can conduct with the most senior thought leader in your organisation. These interviews are an opportunity to share your knowledge rather than sell your products. We will then promote this interview across our channels thus giving your exposure that your competitors simply can't access.

SOCIAL MEDIA

We know how busy you are, so we take all of the hassle out of promoting your attendance by writing your social media posts for you to share across your Twitter, LinkedIn and Facebook accounts.

You tell us which social channels you're active on and we will provide the appropriate content. In addition, if you manage any groups on certain networks, let us know and we will be happy to post complimentary content in those groups to offer value to your members and help keep them active.

WHITEPAPER PROMOTION

You're invited to send us one piece of thought leadership content which we will then share with our audience. The piece that you provide will be featured on the Exchange website and will be promoted where possible pre-event through our extensive communities. The Exchange team retains editorial discretion to ensure all content is suitable for this senior audience but we will work with you to help you decide on the best possible content to really excite our audience.



LET'S UPGRADE YOUR PACKAGE

We have a limited number of opportunities that can be added to your package for an additional cost. To ensure that as a highly valued Exchange business partner you achieve the level of support that best suits your needs, we are also able to offer upgrades to ensure a more tailored marketing package. Additional services include:

EMAIL INCLUSION

We can add you to one of our campaign emails to our senior executive database to promote your brand directly to our far-reaching database. Typically this would promote a piece of content, webinar or some other activity you'd like to promote. IQPC Exchange will work with your to ensure the messaging is aligned with our event and reserves the right to edit any copy provided.

FILMED INTERVIEW AT THE EVENT

We will collaborate on the questions, film the interview with a client or senior executive from your organisation. Then we'll edit the video for both of us to promote and use across our businesses - this is a great way to promote your brand. You'll also receive a copy to use as you wish - for example, feature it on your own website and in your own marketing campaigns

LINKEDIN ANNOUNCEMENT

We can send an announcement to our topic specific LinkedIn group members (think of it like sending a marketing email but through LinkedIn) which is content led but each group contains many active decision makers and is a great way to engage with our audience on a different platform.

SPONSORSHIP OF THE POST EVENT REPORT

This is our most downloaded content piece across of all of our Exchanges and gives you sponsorship of the report for 12 months, ownership of the Foreword and we can include 1 interview or incorporate existing content into the full report.

There are so many ways you can maximise your investment in the Exchange, so don't delay! Let's get the ball rolling and promote your involvement as much as possible.