

SPONSOR PRE-EVENT MARKETING SERVICES

Why take advantage of this?

Utilise our extensive range of multi-channel marketing services and:

- Gain greater control over who you have access to at the event
- Take advantage of additional branding and a higher profile in the market prior to the event
- Be seen as a proactive thought leader and major player to those who matter most in your market
- Deepen your understanding of activity in the market place and critical pain points of your target clients

What does the opportunity look like?

The following marketing services are available to you at no extra cost as part of your Exchange sponsorship package:

Custom Audience Build

- **Wish list:** the opportunity for you to provide a list of companies and individuals you would like the exchange team to invite. This ensures the right audience is being targeted to reflect your objectives
- **Email invite:** we can send you a pre-written email template so that you can issue invitations for the Exchange to your contacts, accompanied with our advertised discounted entry rate
 - **Who to invite and why:**
 - Hot prospects:** Help your sales force gain face time to a number of active buyers, in a more time and cost effective manner. Allow your potential customers to be made aware of your activity within this market, to increase the chance of developing new business opportunities
 - Key clients:** Remember the power of a third party testimonial. The more satisfied clients you have at an event, who are networking and telling their colleagues/peers of their successes with your solutions, the better chance you have of winning new business

Print Media and Press

- ▶ You can supply one article or white paper (or alternative content piece) to be hosted in our Online Resource Library, and to be featured as a free download during the marketing campaign e.g. in an email shot or social media campaign (IQPC Exchange reserve editorial discretion)
- ▶ As a key partner, you will have the opportunity to recommend your preferred press and media partners for us to work with to promote the event

Electronic Media

- ▶ Our web designers can make you a custom “meet us at” style banner highlighting your presence at the event to use on your website, email newsletters, email signatures etc

Branding

- ▶ Your company logo, promotional text and URL will be featured on the event website partners' page. We recommend that you make your promotional text as keyword specific as possible, to improve Search Engine Optimisation – the Event Director or Marketing Manager can advise you on this
- ▶ Your company logo will be featured on onsite signage – details and location of this branding depend on your sponsorship package
- ▶ You will have a 1 page profile in the event catalogue, which is distributed onsite to all attendees. An additional 1 page advert may be available as part of an upgrade; ask your Exchange Account Manager for further information

Upgrade Options

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:

- ▶ Pre or post event podcast interview (with client or senior executive of your organisation)
- ▶ Additional white papers added to our website (IQPC Exchange reserve editorial discretion)
- ▶ Additional copies of the onsite event catalogue (full profiles on every attending delegate - all pre-qualified as being active buyers)
- ▶ Onsite video interview with senior executive from your organisation. We will host this on our website's Online Resource Library and email it out to our database You will also receive a copy to use as you wish - for example, feature it on your own website and in your own marketing campaigns

To discuss complimentary marketing services or upgrade options, please contact exchangeinfo@iqpc.com

