



EXTRA PROMOTIONAL OPPORTUNITIES

SMEX 2011 - The Sports Merchandise Exhibition

**Do you want to stand out in the crowds?
Do you want to increase your profile to the hundreds of visitors attending
the shows?**

Then why not take advantage of one of the many additional promotional opportunities at the show. These opportunities are only available to booked exhibitors.

Bar:

Price for this opportunity: £500

Sponsor the exhibition bar popular with visitors and exhibitors. Branded signs with your logo will appear in the bar area. You may also use the bar to display any literature or supply branded glasses or napkins. Your logo will also appear on the floor plan.

Exhibitor Party: £750

By sponsoring the exhibitor party you will be able to promote your brand to all exhibitors. You will be able to decorate the bar with any literature and products. Signs featuring your logo will also appear in the bar area.

Carrier Bags:

Price includes bag production: £1,500

At the entrance to the SMEX exhibition, every visitor will receive a carrier bag with your company logo and message on one side, with the show catalogue inside. It'll be a bag and your company name, which visitors take home with them!

Item in carrier bags:

Price for this opportunity: £250

You can include a single item in the carrier bags taken home by every visitor

Lanyards:

Price for this opportunity: £250

Provide the lanyards that will be worn by all exhibitors and all visitors to the exhibition (sponsor to provide)

Newsletter

Price for this opportunity: £650

Be the only sponsor of the SMex newsletter sent to over 8,000 buyers of sports merchandise as part of a direct mail campaign. Your editorial entry and photograph will appear on the front cover as well as your logo appearing on each subsequent page

Ticket

Price for this opportunity: £500

The exhibition ticket is inserted into relevant industry publications in the months' preceding the exhibition. Your logo will be the only one featured on the front of the ticket.

Visitor Registration Area;

Price for this opportunity: £600

Make sure you are the first name seen by every visitor. The registration will be covered in your branding. Put posters on the walls and pens on the registration desk as well as including your logo on all of the on-site registration forms.

Advertising in the show catalogue

Advertising starts from: £300

Take an advert in show catalogue to raise your profile both at the event and to ensure visitors remember your company after the exhibition.

Full page black and white advert £300

Full page colour advert £350

Full payment must be made prior to the exhibition.

Final approval for all materials and display items used at the show will be at the organiser's decision.

Normal Thirty Forty Nine terms and conditions apply.