

**SERVICE DESK
& IT SUPPORT
SHOW**

24-25 APRIL 2012

EARLS COURT, LONDON

Elevate **YOUR** brand



Sponsorship at **Service Desk & IT Support Show** offers your company an unrivalled opportunity to increase the awareness of your brand.

Whatever your key objectives for exhibiting, sponsorship can offer you an unrivalled opportunity to increase the awareness of your company brand, create a positive PR message and help project your company in this competitive marketplace.

Sponsorship at the **Service Desk & IT Support Show** not only provides you with a unique opportunity to communicate with your audience, but enables your brand to become an integral part of the marketing campaign, which has huge national reach.

We have a range of sponsorship opportunities to suit any strategy or budget.

For more details about these opportunities, please contact **Laura Venables** on **01273 645138** or email **lvenables@divcom.co.uk**

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BUSINESS COMMUNICATIONS UK

Blenheim House, 120 Church Street, Brighton BN1 1UD Tel: +44 (0)1273 645138 Fax: +44 (0)1273 645169
Email: lvenables@divcom.co.uk www.servicedeskshow.com

Sponsorship opportunities are available to 2012 confirmed exhibitors

EVENT SPONSORSHIP

The [Your Company] Show Bar

A place to take a break or discuss business in a relaxed environment, the Show Bar is visited by hundreds of delegates throughout both show days. This is an exciting and exclusive opportunity to incorporate your company brand into the design and really maximise your presence.

- High impact
- Enhance brand awareness
- Exclusive opportunity

£12,000 +VAT



Seminar Programme

This exclusive opportunity to sponsor the Service Desk & IT Support Show Seminar Programme provides you with the perfect platform to reach your target audience by aligning your brand with the show. As one of the most heavily marketed aspects of the show, it is a fantastic opportunity to position your company as key thought leaders in the industry and really maximise your brand.

Your company logo and colours will be incorporated into the design of two seminar theatres located on the show floor and will also feature on all pre-show and on-day promotional material – printed and online.

As the sponsor, you will also be allocated two case study led seminar sessions (one per day).

- Extremely high impact
- Enhance brand awareness
- Heavily promoted during show build up and on show days
- Exclusive opportunity

£12,000 +VAT



Main Registration Area

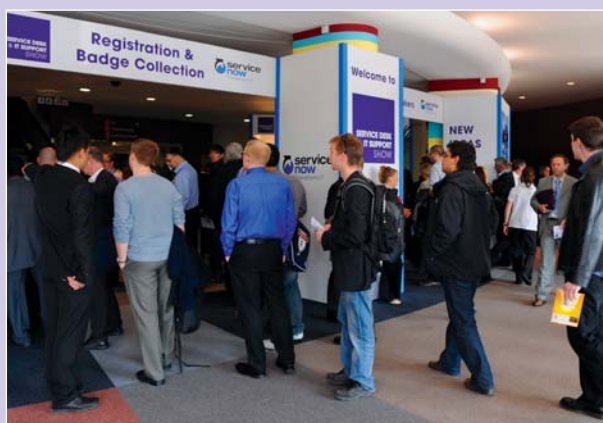
Stamp your mark on the show by sponsoring the Main Registration Area. Thousands of visitors walk through this area during the two show days offering you the opportunity to be the very first brand visitors will see!

Your brand and company colours will be incorporated into the design of the Registration Area, along with opportunities for show staff to wear your company logo on their uniform.

The package also includes six large poster sites outside the main entrance to Earls Court (West Brompton side).

- Extremely high impact
- Enhance brand awareness
- Exclusive opportunity

£10,000 +VAT



White Paper



This sponsorship package is in conjunction with one of two Executive Breakfast Briefings.

You will have the chance to work alongside the show organisers and the Service Desk Institute to produce a pressing white paper topic on one of the industry's hottest, most up to date issues.

The official show white paper will be promoted during the pre-show campaign and will be discussed as the main topic on the Executive Breakfast Briefing, day 1. Your logo will also be included in all pre-show and on day promotional material for both the white paper and day 1 breakfast briefing.

- Position yourself as thought leaders in your marketplace
- Enhance brand awareness
- Enhance show presence

£7,750 +VAT

(includes Executive Breakfast Briefing Sponsorship – Day 1)

The [Your Company] Seating Area

Stamp your mark by becoming the sponsor of the main show Seating Area!



Located on the show floor opposite the coffee bar, this is a brilliant tactical approach to putting your brand in front of thousands of visitors throughout both show days. You also have the exclusive opportunity to place your name on the tables in this area.

Visitors will use the show Seating Area as a place to relax over coffee, lunch or as a base to discuss business.

- High impact
- Enhance brand awareness
- Exclusive opportunity

£5,500 +VAT

Hot Topic Roundtable Zone



Part of the show's education programme, this exciting feature reaches out to hundreds of visitors wanting to discuss pressing industry issues and share their experiences.

As a sponsor, you will have the opportunity to facilitate two roundtable discussions. The Zone will also be branded with your company logo and colours, making this a brilliant opportunity to not only maximise your brand but to meet visitors face to face. Your logo/company name will also feature in the pre-show marketing campaign, where the Hot Topic Roundtable Zone is mentioned.

- High impact
- Enhance brand awareness
- Position yourself as thought leaders in your marketplace
- Exclusive opportunity

£4,500 +VAT



EVENT SPONSORSHIP

Website Home and Registration Page

A first rate, cost effective opportunity to put your company in front of every single person who visits the Service Desk & IT Support Show website, plus all those who register to attend the show.

With around 30,000 views and 17,000 unique visits to the show site during the pre-show campaign, this unique sponsorship opportunity enables you to place your message on the following places.

- Home page
- Visitor registration page
- Automated response page
- Confirmation email sent to all registered visitors

Your advert will include a link to your own company website, which could in turn increase the numbers of visitors to your own website.

£4,500 +VAT



Event Preview – Online and Printed

The Service Desk & IT Support Show full colour Event Preview includes details such as the floorplan, exhibitor list, education programme, and key show features & highlights.

Circa 30,000 printed versions are posted, and the online version is emailed to approx. 11,000 industry members. It is also available to download from the show website and servicedesk360.com (as well as being featured in third party promotion where possible).

This is an enormous opportunity for you to enhance your show presence and company brand to delegates and other relevant industry members.

This package includes the following:

- 2 full page adverts
- Company logo on front page
- Company logo on floorplan, outlining where your stand is located
- Exclusive opportunity

£4,000 +VAT



Breakfast Briefings

Each show day starts with an Executive Breakfast Briefing - a first-class industry session plus a complimentary breakfast.

As the sponsor you will produce a compelling topic for discussion, which will be open for debate by a panel of industry experts plus the attendees.

The Executive Breakfast Briefings are heavily promoted during the show campaign. As the sponsor, your logo/company name will be included on all printed and online promotions where the briefings are mentioned.

The Day 1 Breakfast Briefing can be purchased with the White Paper.

- Enhance brand awareness
- Position yourself as thought leaders in your marketplace
- Opportunity to speak directly with delegates

Day 1 – £7,500 +VAT (includes White Paper Sponsorship)

Day 2 – £4,250 +VAT



Visitor Badges and Lanyards



An exclusive opportunity to sponsor the delegate badges and lanyards.

Every registrant is sent an ebadge prior to the event, which will include your company logo (so it's a great way to reach even those who don't attend!). Plus, on arrival to the show each visitor will be handed a 'Your Company Name' lanyard to wear with their badge.

Sponsor to produce the Lanyards.

If you would like to see every visitor wearing your branding, this is the opportunity for you!

- High impact
- Enhance brand awareness

£3,500 +VAT

SOLD

Carrier Bags



Sponsor the official show bags and gain massive exposure at the show!

Do you want the chance to reach every delegate and be visible when they leave the show? Then this is the sponsorship for you!

Every delegate will be offered a bag upon arrival. The sponsor may also include a promotional message on every bag. (Circa 3,000)

Sponsor to produce carrier bags

- High impact
- Enhance brand awareness
- Exclusive opportunity

£3,000 +VAT

SOLD

Welcome Desk & Pillar Cladding



Located at the top of the escalators at the entrance to the show hall, the Welcome Desk is also the Showguide collection point.

As the sponsor, your company brand will welcome delegates into the show hall and is a great way of enhancing your presence on the show floor.

- Enhance show presence
- Exclusive opportunity

£2,500 +VAT

SOLD

Pillar Cladding



The sponsor has the opportunity to brand 3 sides of two main pillars near the entrance of the show hall with their company logo enhancing brand awareness.

£1,800.00 +VAT – per pillar cladding

EVENT SPONSORSHIP

Escalator Poster Sites

Delegates will enter the show hall via the main escalators. There are six poster sites on either side of the escalators (12 total) available for a maximum of two companies to place their message.

- Promote show presence and stand number
- Enhance your company brand

£1,800 +VAT – for 6 poster sites



Website Adverts

Enhance your company brand, your presence at the show and potentially increase traffic to your own company website.

Your advert will remain on the show site for the entire campaign.

Banner Adverts £500 +VAT

Button Adverts £250 +VAT



Email Shots

As part of the show marketing campaign, we email registered and potential show delegates with important and interesting show information.

You have the opportunity to exclusively sponsor an email, which will include your company banner with a direct link to your own website, plus 75 words about your company.

1 x e-shots - £750.00 +VAT

2 x e-shots - £1,350.00 +VAT

3 x e-shots - £1,750.00 +VAT



Carrier Bag Inserts

Ensure the industry is aware of your products and services even after they have left the show by inserting a flyer (max size A4) into the official show bags. There are only 6 opportunities available so your company can really stand out from the crowd.

£400 +VAT

servicedesk360.com

Don't forget, as an exhibitor at the **Service Desk & IT Support Show** you also have the opportunity to take advantage of promotional activities on **servicedesk360.com**