



Interactive Event Planner - Sponsorship & Advertising Opportunities

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1. Introduction

The interactive event planner offers many ways of generating revenue, through both sponsorship and advertising. On average it accounts for approximately 25% of the show website's traffic and is where the visitor decide who they want to see at the show. The exhibitor is offered a unique chance to directly influence the visitor's choice and increase visitors to their stand during the show. The following pages will help guide you through some of the potential sponsorship and advertising opportunities including technical requirements and possible functionality. Should you require further details or information please contact Showplans on +44(0)1252 414 200.

2. Site Plan Sponsorship & Advertising



Header Sponsorship

Ideal for raising exhibitor visibility. Can be sold as part of a package or as an individual sponsored component. Accepted formats: jpg, swf, png, bitmap, gif or animated gif. Interactivity can include one or more of the following:

- Link to website
- Link to show profile
- Add directly to planner

Side Advertising Banner

Can be standard web 160x600pixels or bespoke sizes, single or multiple ads. Accepted formats: jpg, swf, png, bitmap, gif or animated gif. Interactivity can include one or more of the following:

- Link to website
- Link to show profile
- Add directly to planner

Local Amenities Revenue

Revenue can be made from local hotels, restaurants & travel services, providing a link directly through to their booking page, or to a page on the show website.

Footer Advertising Banner

Can be standard web 728x90px or bespoke sizes, single or multiple ads. Accepted formats: jpg, swf, png, bitmap, gif or animated gif. Interactivity can include one or more of the following:

- Link to website
- Link to show profile
- Add directly to planner

3. Event Planner Sponsorship & Advertising



Header Sponsorship (Event Planner)

Ideal for raising exhibitor visibility. Can be carried through from the site plan as one main sponsor or used for a second sponsor. Accepted formats: jpg, swf, png, bitmap, gif or animated gif. Interactivity can include one or more of the following:

- Link to website
- Link to show profile
- Add directly to planner

Side Advertising Banner

Can be standard web 160x600pixels or a bespoke size, can be sold as one main banner or split into multiple smaller ads. Accepted formats: jpg, swf, png, bitmap, gif or animated gif. Interactivity can include one or more of the following:

- Link to website
- Link to show profile
- Add directly to planner

Hall Sponsorship

A static graphic can be used to sponsor individual halls; the company name can also be added to the hall drop down menu e.g. "Hall 1- Sponsored by..." additionally a logo can be placed directly on the stand giving instant location recognition.

Side Advertising Tabs

Used for multiple ads, gives the exhibitor more prominence and increased likelihood of being added to the event plan. Accepted formats: jpg, swf, png, bitmap, gif or animated gif. Interactivity can include one or more of the following:

- Link to website
- Link to show profile
- Add directly to planner

4. Search Dashboard Sponsorship

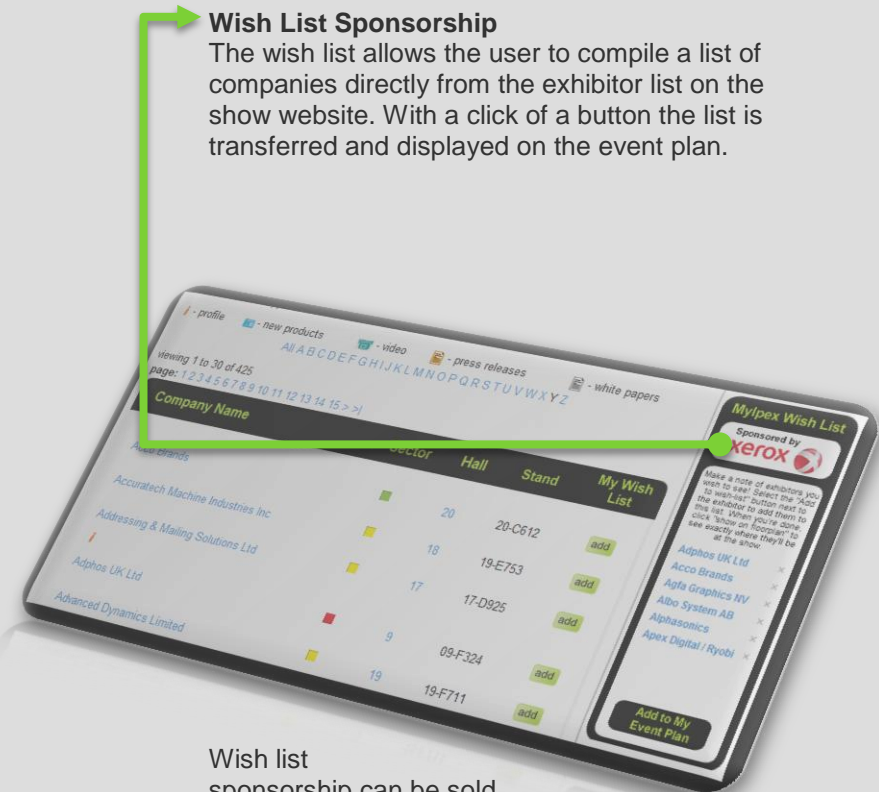


Dashboard Sponsorship

Dashboard sponsorship can be sold as part of a package or as an individual sponsored component. Can be variable sizes depending on the overall page layout. Accepted formats: jpg, swf, png, bitmap, gif or animated gif. Interactivity can include one or more of the following:

- Link to website
- Link to show profile
- Add directly to planner

5. Wish List Sponsorship



Wish List Sponsorship

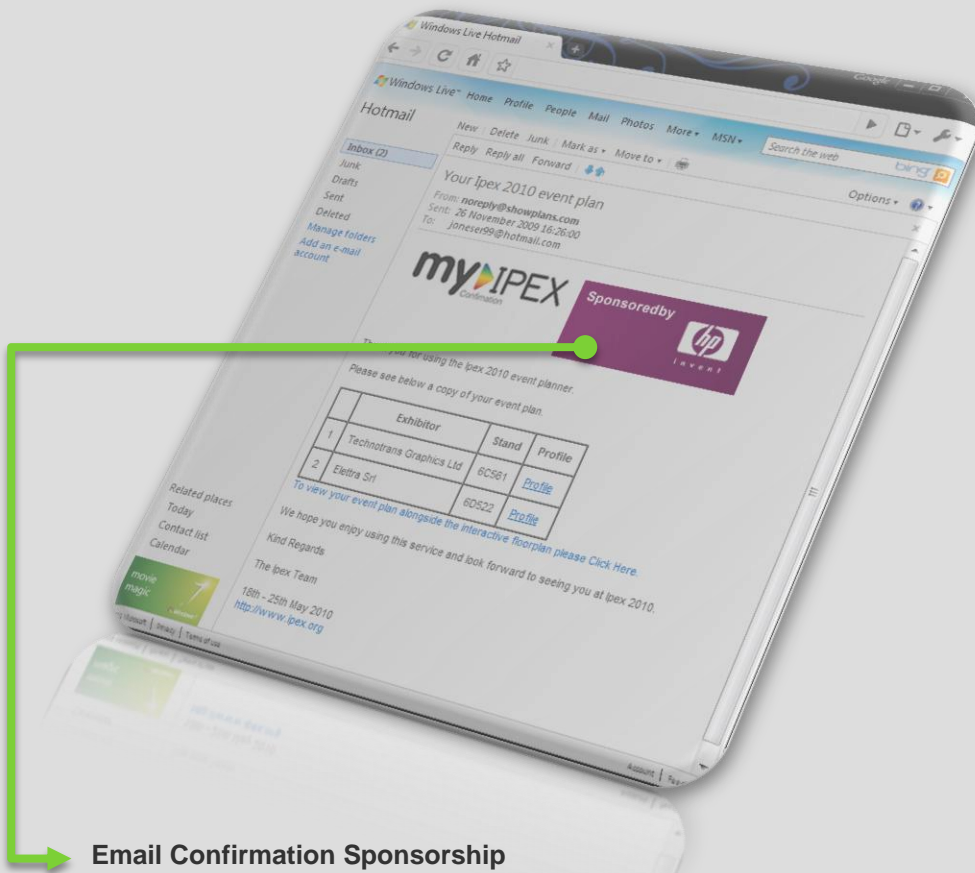
The wish list allows the user to compile a list of companies directly from the exhibitor list on the show website. With a click of a button the list is transferred and displayed on the event plan.

Wish list

sponsorship can be sold as part of a package or as an individual sponsored component. Can be variable sizes depending on the overall page layout. Accepted formats: jpg, swf, png, bitmap, gif or animated gif. Interactivity can include one or more of the following:

- Link to website
- Link to show profile

6. Email Confirmation Sponsorship



Email Confirmation Sponsorship

When the user saves or forwards the plan an email is sent detailing their chosen stands. A banner or logo can be displayed anywhere on this email. Email sponsorship can be sold as part of a package or as an individual sponsored component. Can be variable sizes depending on the page layout. Accepted formats: jpg, png, bitmap or gif. Interactivity can include one or more of the following:

- Link to website
- Link to show profile
- Add directly to planner

7. Print Out Sponsorship



Printed Event Plan Sponsorship

Once the user has finalised their event plan they are able to print it out. A banner or logo can be displayed on the event plan print out. Print out sponsorship can be sold as part of a package or as an individual sponsored component. Can be variable sizes depending on the overall page layout. Accepted formats: jpg, png, bitmap or gif.