



BUSINESS<sup>®</sup>  
**EXP** NORTH  
WEST  
ENTERPRISE | EDUCATION | EMPLOYMENT  
**2019**

## NORTH WEST BUSINESS EXHIBITION

# SPONSORSHIP OPPORTUNITIES & STAND BOOKINGS

A one day, business-to-business trade exhibition featuring stands, seminars, networking opportunities and free business advice from a host of organisations

**DATE** Wednesday 3rd April 2019  
**TIME** 10.00am - 4.00pm  
**VENUE** Macron Stadium, Bolton, BL6 6JW

organised and hosted by  
**1em**  
1eventsmedia

 /E3BusinessExpo  
 @E3BusinessExpo #E3Expo19  
 /E3BusinessExpoNW





# FEEDBACK

## What did our Exhibitors think about the 2018 EXPO?



**Colne Tyre Centre** We exhibited at the prestigious E3 Business Expo (North West) 2018. Did we get ROI? Absolutely 4 times over, would we exhibit here again? Already booked.



**Business Over Breakfast (North West) Ltd** The organisation and preparation that Mubarak and his team put into the expo is exceptional. I was particularly impressed with the amount of support, training, time and networking opportunities that are given to exhibitors. Whether you're a seasoned exhibitor or new to marketing your business, I'd highly recommend this expo.



**EPSL** it was a brilliant Expo; Excellent training was provided by the team. We received excellent Social Media advertising leading up to and on the day!



**CoffeeBrook** An excellent and well organised event. From the very start the team at E3 were excellent, always ready to help and nothing was too much.



**Ribble FM** A very well organised event with great communication throughout. The marketing of the Expo and its exhibitors was second to none. A must if you are looking to promote your business.



**Last Drop Village & Spa Hotel** Great Day, Well Organised and well looked after, Thank you.



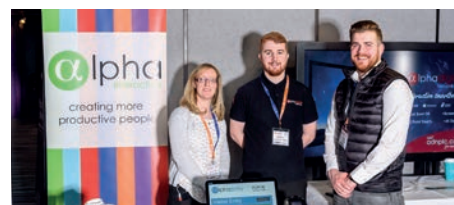
**Energy Finder Ltd** This is the first Expo we have exhibited at, the organisation of the event from start to finish, was excellent. We'd like to thank Mubarak and his team at 1EM for everything they did for us, nothing was too much trouble, and we were guided all the way through, and that's why we had such a successful Expo.



**Momentum Legal** The E3 Expo is more than just an exhibition. It offers a full experience made up of pre-expo training, marketing and promotion and the invaluable support from the 1 Events Media team, both during the build up to the expo and the day itself. The day itself was a resounding success and we're looking forward to #E3Expo19.



**Sushma 'Snacks** An absolutely brilliantly organised Expo, the team were excellent and really made you feel part of them. I was completely taken over by the Exhibitors training as I never knew something like this existed.



**Alpha Digital Networks PLC** If you attend one business expo this year, then this should be it. The effort put in by the team is better than any I've ever experienced. We have just received our third order from the show within 2 weeks with plenty of other opportunities in the pipeline. One of the best expo's we have been to in years. Well done.



**easy crypto hunter** The E3 show is always well organised - well attended and provides a great atmosphere to do business in. A great day for your company sure to be had by all!



**Mint Business Travel** Mubarak and 1 Events Media did a fantastic job organising and communicating the Expo. The training was great as well and a must for me having never exhibited before.



**Silk Group Ltd** This was our second year of exhibiting at the E3 Expo and like last year we had a fantastic day, speaking to a lot of businesses and hopefully generating lots of new business.







# eenterprise education employment

## OVERVIEW

Launched in 2016, the E3 Business Expo is a North West trade exhibition that provides an excellent platform for networking and collaboration between a vibrant community of businesses.

Hosted by 1 Events Media (1EM), the E3 Expo evolved from the success of the annual E3 Business Awards, which focus on Enterprise, Education and Employment (E3). They are open to companies, social enterprises, charities and entrepreneurs from all sectors, cultures and backgrounds.

Each year, the Awards have grown in popularity and have created a thriving body of private enterprises. Responding to their clearly expressed wish for a large, business-to-business exhibition, we developed the E3 Business Expo. Here, amongst more than 70 stands and 1,000 visitors, sponsors and exhibitors can promote themselves to a multi-sector, North West audience.





# SPONSORSHIP OPPORTUNITIES

The E3 Business Expo provides an affordable, cost-effective marketing platform for any organisation that wants to increase its profile amongst a diverse assembly of North West enterprises. The one-day event focuses the attention of business owners, senior managers, entrepreneurs and investors, and engages people from all sections of the community.

Recognising that individual sponsors have very different objectives, budgets and requirements, we have compiled a wealth of sponsorship options.

## HEADLINE SPONSOR £4,995 (plus VAT)

Position your business as a leading force within the region by working with us as our headline sponsor.

All of our sponsorship opportunities are designed to work around and support your show marketing objectives. Used in the right way, sponsorship can clearly help to define and focus your messages in association with the E3 Business Expo. Sponsorship of this event will allow your organisation to cement new business relationships through a mix of formal conference/seminar sessions and informal networking opportunities.

*Headline Sponsorship will include the following:*

### LOGO ON ALL LITERATURE

Leaflets, posters, postcards, adverts, name badges, invitation tickets, conference packs/bags, banner adverts, ceiling banners, conference magazine and all other marketing communications will be jointly branded to promote its association with the E3 Business Expo.

### LOGO ON ALL PRESS MATERIAL

All editorial coverage pre, during and post event will include reference to the headline sponsor.

### SPONSORED SEMINAR

An opportunity to sponsor any of the seminars.

### DELEGATE PACK INSERTS

An opportunity to include one sheet (A4/A5) sized insert into the delegate packs.

### PROMINENT EXHIBITION STAND SPACE

A minimum of 4m x 4m space will be allocated.

### BANNER ADVERT ON THE WEBSITE

The Headline Sponsor will also have the ability to promote their products/services on the Expo website with the option to hyperlink to the sponsor's own website.

### DETAILED LISTING ON EXHIBITOR INFO ON THE EXPO WEBSITE

The Headline Sponsor will receive a detailed listing online under the exhibitor info on the website.

### 2 x 15 MINS PRESENTATION SLOT TO PROMOTE SERVICES AND PRODUCTS AT BREAK TIME

Two opportunities will be provided (morning and afternoon) to the Headline Sponsor to promote its products/services to the audience present.

### ON SCREEN LOGO

Throughout the exhibition the Headline Sponsor will have their logo present.

### FULL PAGE ADVERT IN CONFERENCE MAGAZINE

A full A4 page advert with a full page editorial included in the Conference Magazine





## Press Coverage



## Event Partner £1,495 (plus VAT)

### Supported by status, this includes:

- Logo on all literature; Leaflets, adverts, newsletters, exhibitor bags, banner adverts, ceiling banners, exhibitor magazine and all other marketing communications promoted as a partner.
- Editorial coverage to promote the partnership (partnership press release, e3 expo website news section, social media)
- Banner advert on the website
- Hyperlink to your website

## Seminar Sponsorship £995 (plus VAT)

Boost market awareness amongst selected groups and professions by sponsoring a chosen seminar.

A key feature of the E3 Expo will be a series of seminars delivered by industry experts. Each seminar will appeal to a specific industry sector or professional group, so the sessions represent a great platform for raising your profile within a clearly defined market.

### As a Seminar Sponsor, you can expect:

- Deliver a seminar
- Inclusion of your name and logo
- Co-branding in the E3 Expo programme
- Seminar details in the magazine
- Promotion on the E3 Expo website
- In sector-specific e-mails
- A reduced rate for taking a display stand at the Expo
- Logo and seminar details on Expo signage outside the seminar area
- Acknowledgements in all relevant PR and social media activity

## Delegate Bag Sponsor £695 (plus VAT)

One of the best ways of seeing your company name appearing throughout the exhibition hall is to become the sponsor of the delegate bags. Every delegate receives a free bag to carry all the literature, samples and free gifts that exhibitors will be giving out, so the delegate sponsor's logo will be on display wherever delegates go. The bags even serve as a reminder to delegates when they return to the office or home.

### As delegate bag sponsor, you can expect:

- Your name, logo, website address and strapline on all delegate bags.
- Inclusion of your name and logo: In the E3 Expo programme & on the E3 Expo website
- A reduced rate for taking a display stand at the Expo
- Acknowledgements in all relevant social media activity

Make your brand visible throughout the Expo and beyond by sponsoring the delegate bags.

## Delegate Bag Inserts £295 (plus VAT)

Companies wishing to generate additional exposure of their company's products and services can do so by taking advantage of the delegate bag inserts.

## More Marketing Opportunities

The E3 Business Expo offers a range of marketing opportunities for organisations that want to increase their company profile. A variety of options are available:

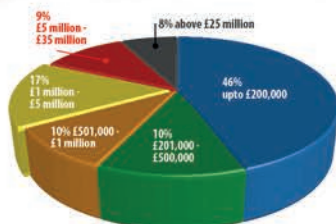
- **A4 Full page Advert** in Exhibition Magazine - £495.00 (plus VAT)
- **Logo on-screen** played on the screens located in the hall throughout the day - £195.00 (plus VAT)

## Bespoke Packages

In addition to the standard options listed above, 1EM will be happy to discuss customised sponsorship deals. If you'd like to discuss your own proposals for a particular form of partnership, please get in touch.

For more details of the individual packages, please call **01254 790 786** or visit [www.e3businessexpo.co.uk](http://www.e3businessexpo.co.uk)

## Visitor Profile 2018



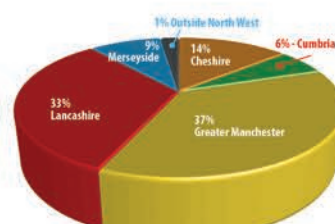
BY TURNOVER



BY EMPLOYEE SIZE



PURCHASING RESPONSIBILITY



BY LOCATION





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**NORTH WEST**  
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# Why Exhibit?

The E3 Expo offers exhibitors a unique opportunity to meet the North West's most diverse gathering of business owners, decision makers and entrepreneurs. It targets high-achieving companies from all sectors and from all sections of the community.

As a business-to-business event, the Expo enables exhibitors to engage with customers who are attending with the specific intention of making new contacts.



## There are many excellent business reasons to take a stand at the E3 Business Expo.

**COST-EFFECTIVE** - an affordable way of engaging with new customers

**TIME-EFFICIENT** - meet hundreds of interested businesses in just one day

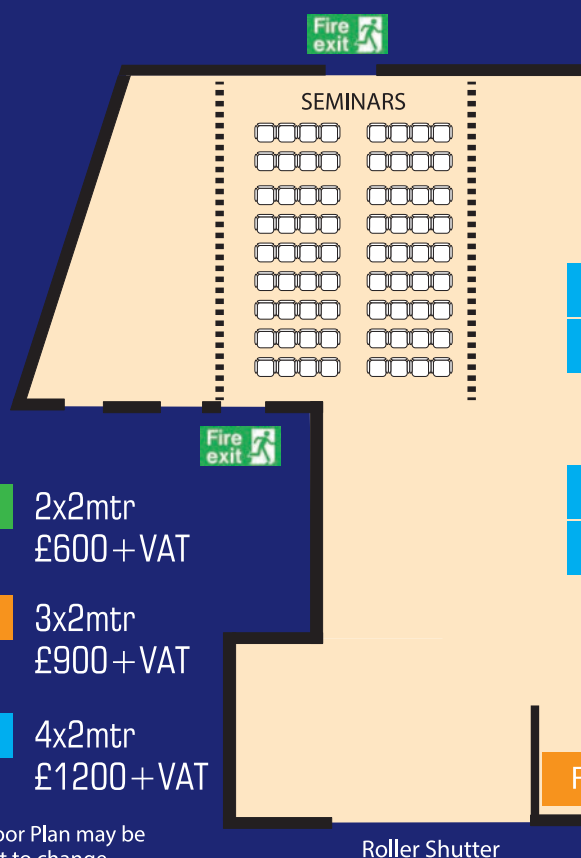
**PRODUCTIVE** - a great opportunity to network with potential clients, suppliers, partners and investors

**TARGETED** - tightly focused on the North West business community

**INCLUSIVE** - targeting business delegates from all sections of the community

**PRESTIGIOUS** - a chance to be associated with one of the region's foremost business awards

**POPULAR** - over 1,000 visitors expected at a well-known, easily accessible venue



\* The Floor Plan may be subject to change.

### Each exhibitor will receive the following:

- Access to full data (excludes opt-outs)
- Training & pre-show event
- Dedicated slot for exhibitor only networking
- Extensive marketing support  
(social media banners, promotion, PR templates)



### All exhibition stands are shell scheme (unless space only is requested) and each exhibitor will receive the following:

- 3 sided shell scheme exhibition stand
- 1 trestle table (4ft, 6" / 1.4m)
- 1 electrical socket (500 watts / 2.5amps)
- 3 spotlights
- 2 chairs
- 1 name board
- business listing - in the conference magazine and on the website
- Free food and hot drinks throughout the day for exhibitors and visitors

### STAND PRICES

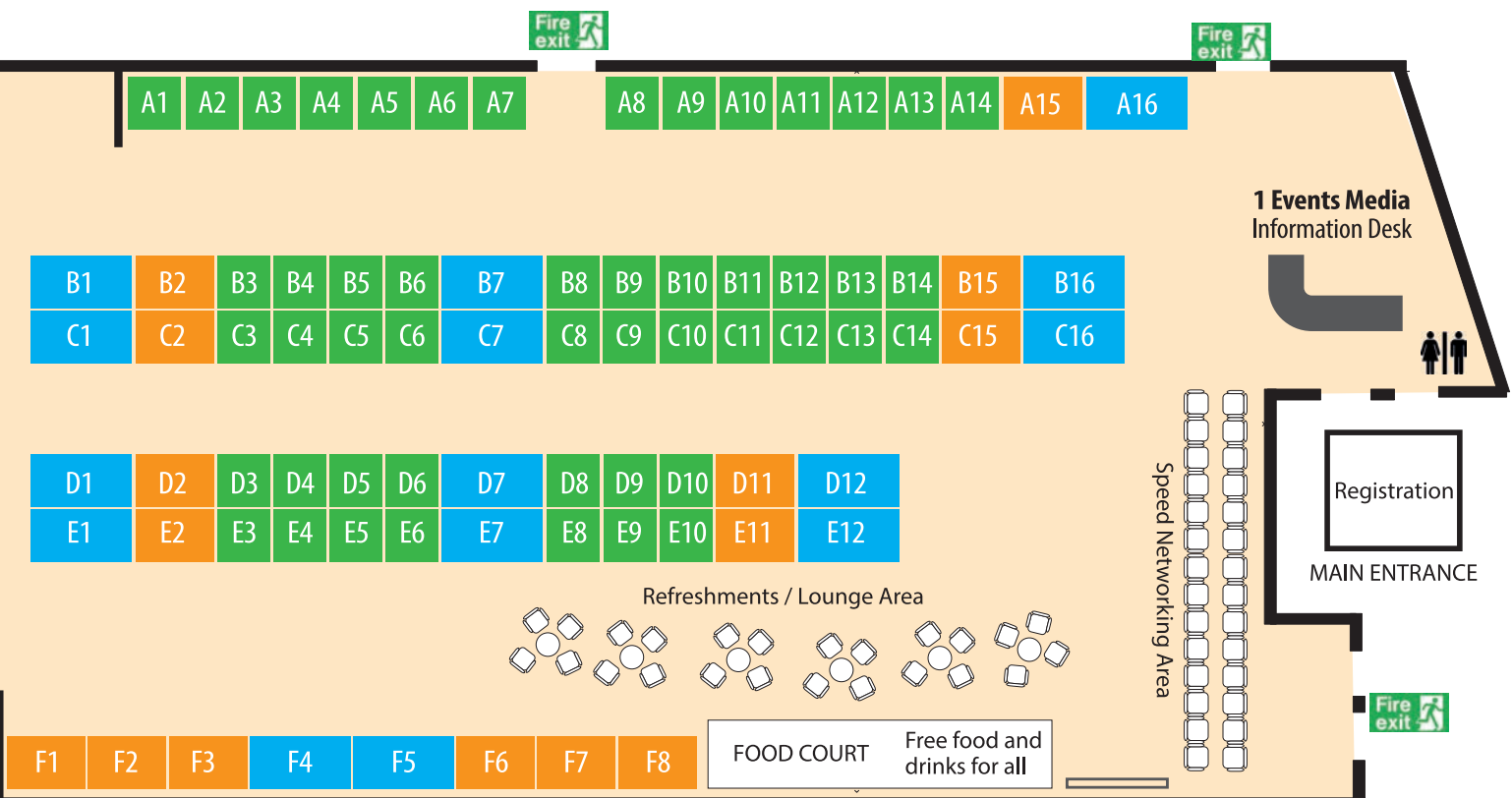
**2m x 2m**  
£600 plus VAT

**3m x 2m**  
£900 plus VAT

**4m x 2m**  
£1,200 plus VAT



# 2019 FLOOR PLAN



For the latest floor plan visit [www.e3businessexpo.co.uk/book-your-stand.php](http://www.e3businessexpo.co.uk/book-your-stand.php)





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**10.00am - 4.00pm**

## FIND OUT MORE

The E3 Business Expo is hosted by 1 Events Media. We are also the hosts of the E3 Business Awards, which celebrate the work and achievements of North West businesses in terms of Enterprise, Education and Employment (E3).

We developed the E3 Business Expo with a very similar intention - to encourage B2B collaboration, to introduce firms to new potential partners and stakeholders, and to help make the North West a better place to do business.

To find out more about attending, sponsorship or exhibiting at the E3 Expo, please contact us today.

**01254 790 786**

**info@e3businessexpo.co.uk**

**www.e3businessexpo.co.uk**

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/E3BusinessExpo



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/E3BusinessExpoNW

organised and hosted by

**1em**  
 1eventsmedia

Promoting and connecting the North West Business Community

