



Extra Promotional Opportunities

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

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

Buyers' Breakfast

Price for this opportunity - £5,000

Be the exclusive sponsor of our Buyers' Breakfast. Put your brand in front of buyers from top sporting clubs at the breakfast which takes place before the exhibition. You may brand the room in anyway you wish with displays or mannequins, give out product can put literature on each seat, or even distribute carrier bags. In the build up to the exhibition your logo will be included on the invitations and any promotional material that is produced for the breakfast. After the event you will receive the list of attendees.

Foyer sponsor

Price for this opportunity - £2,500

Be the only sponsor of the exhibition foyer ensuring your brand is the first thing seen by all visitors. You may brand the exhibition foyer in any way you wish with signage, displays, literature.

Bars

Price for this opportunity - £500

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

Lunch

Price for this opportunity - £500

All visitors and exhibitors receive a complementary lunch. Branded signs will appear in the lunch area. You may display literature and products on the tables. You may also choose to supply branded table clothes or napkins.

Exhibitor party

Price for this opportunity - £1,000

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 containing your logo will also be placed in the bar area.

Lanyards**Price for this opportunity - £300**

Branded lanyards are given to all exhibitors and visitors to Smex. By providing the lanyards you will ensure that your brand is highly visible through out the exhibition

Website**Price for this opportunity - £750**

Be the sponsor of the official Smex web site and your logo will appear prominently on each page of the site with a hyperlink to your website. This will ensure coverage through out the year.

Newsletter**Price for this opportunity - £1,000**

Be the only sponsor of the Smex newsletter sent to over 7,000 buyers of sports merchandise as part of a direct mail campaign. Your editorial entry and a photograph will appear on the front page of this newsletter as well as you logo appearing on each subsequent page.

Ticket**Price for this opportunity - £750**

The exhibition ticket is inserted in relevant industry publications in the month's preceding the exhibition. Your logo will be included the only one featured on the front of this ticket.

Golf carts/rickshaw**Price for this opportunity - £1,000**

Sponsor the rickshaws waiting at the station to take visitors to and from the exhibition. This unusual arrival will ensure visitors remember your brand. You may brand the rickshaws and ensure your literature is available to each visitor.

Carrier Bags:**Price includes bag production: £1,500**

At the entrance to the Smex exhibition, every visitor will receive a plastic 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 any single item in the carrier bags taken home by every visitor

Advertising in the show catalogue: **Price for this opportunity: 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 £300

Full page colour advert £350

Conditions of Contract

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 FortyNine** terms and conditions apply.