



INTERNATIONAL FESTIVAL FOR BUSINESS 2016

June 13th – July 1st

MARKETING OPPORTUNITIES

YOUR GLOBAL MARKETPLACE

WHERE CONNECTIONS ARE FORGED
WHERE IDEAS ARE SHARED
WHERE DEALS ARE DONE

IFB2016.COM



Enhanced presence at IFB2016

Three themed weeks targeting Manufacturing, Energy & Environment and Creative & Digital attracting a quality international audience of over 30,000.

- Exhibition Stands – in the heart of the Festival.
- Retail area – along the Atrium.
- Plasma Screen Advertising – Over 20 screens around the venue.
- IFB2016 Event Guide – marketing during and after the Festival.
- Auditorium Naming sponsor - High visibility, brand awareness.
- Meeting Room Hire – Seminars/Presentations ,Private Meetings

Who will attend?

- More than 30,000 delegates from the UK and across the globe.
- More than 20,000 delegates from the UK.
- More than 10,000 international delegates.
- 75% of delegates will be C-Suite or senior executive level.
- More than 70 high quality international business events.
- 6,000 Future Deals appointments at the world's largest 'meet the buyer'
- More than 1,000 appointments with specialist advisors,
- 100 trade delegations will attend coming from Europe, Middle East, China, S. E. Asia, India , North America and Latin America.

What are the benefits?

- Cost effective route to buyers and suppliers
- Increase international brand awareness
- Quality Visitors and delegates
- International networking opportunities in an integrated business environment
- Access to IFB2016 social media channels – Free Wi-Fi access
- IFB2016 national and international marketing campaign
- Ideal platform to launch new products.
- National and International Media coverage.

Market Place Exhibition Stands

- 2m x 2m stand
- Table/Counter
- 2 x Chairs
- Carpet
- Power
- WiFi
- Facia board with Company Name
- Name/Company logo in event guide & Website
- 200 word company description in event guide

Additional furniture can be ordered separately at additional cost.

Rates:	One Day	£450
	Two Days	£810
	Three Days	£1,215
	Four Days	£1,620
	One Week	£2,025



**IEB
2016**
INTERNATIONAL
FESTIVAL FOR
BUSINESS

 **EUROPEAN UNION**
Investing in Your Future
European Regional
Development Fund 2007-13



UK Trade
& Investment



Retail Area

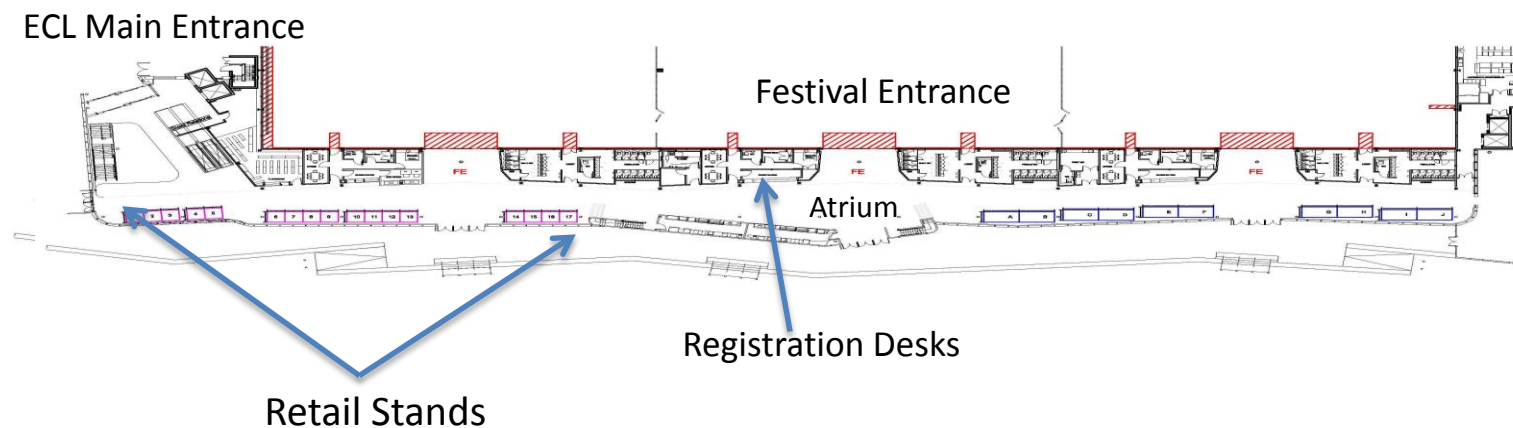
2m x 2m stands located in the Atrium by the main entrance to the venue leading visitors to the registration desks. These are for retail sales only and offer the ideal location and opportunity to attract the expected 30,000 + international business professionals.

Atrium and Foyer

Shell Scheme

2m x 2m	per day	£300
2m x 2m	per week	£1,200
2m x 2m	duration of Festival	£3,600

Retail Area Location



Plasma Screen Advertising

There are 21 screens along the Atrium plus one 90" Plasma screen at the entrance to the, IFB2016 additionally there are screens around the Festival. These offer an ideal marketing opportunity to increase awareness and be part of IFB2016. With a 10 second advertisement. The screens will also be used by the Sponsors and Host City and will be shared equally.

10 sec slots, Max 24 advertisers per day

1 Day = 45 views per advertiser

1 week = 225 views per advertiser

Festival = 675 views per advertiser

Plasma Screen Locations

Registration Desk Screens 55"	2 x Hall A Nearest to Main Entrance 3 x Hall B Entrance to Festival
Cloakrooms 55"	2 x Cloakroom Desks
Alcove Vending 55"	6 x Above Vending machines
Hall Entrance Screens 90"	2 x Hall A + B Entrance to Festival
Atrium Exit Screens 55"	2 x Exit/ Main Entrance
Blue Skies Stage 90"	4 x Suspended Modules

Rates: Day - £750 Week - £3,250 Festival - £9,000

Formats include .mp4, .mov, .vob, .ts movie files and jpeg sequences. Power point is not supported and slides must be saved as jpeg sequences. Screens are all 16:9 full HD resolution (1920 x 1080). (No Audio)

IFB2016 Event Guides

Distributed to all Visitors and Delegates over the 3 weeks with an introduction from industry leaders relating to the Festival themes. Contents to include:

- Welcome pages (IFB2016, Host City, Sponsors etc)
- Venue plan with Conference and event programme
- Feature pages (GREAT British Showcase, Blue Skies, and Future Deals Lounge)
- Event Calendar (event profiles, A-Z, keynote speaker biographies etc.)
- What's On around Liverpool?
- Market Place and Market Stalls Exhibitors list
- Distribution free to over 35,000 visitors and delegates

Advertising Rates:

Position	Per Insertion
Inside Front Cover:	£3,950
Back Cover:	£3,250
Inside Back Cover:	£3,100
Full Page:	£2,950
Half Page:	£1,800

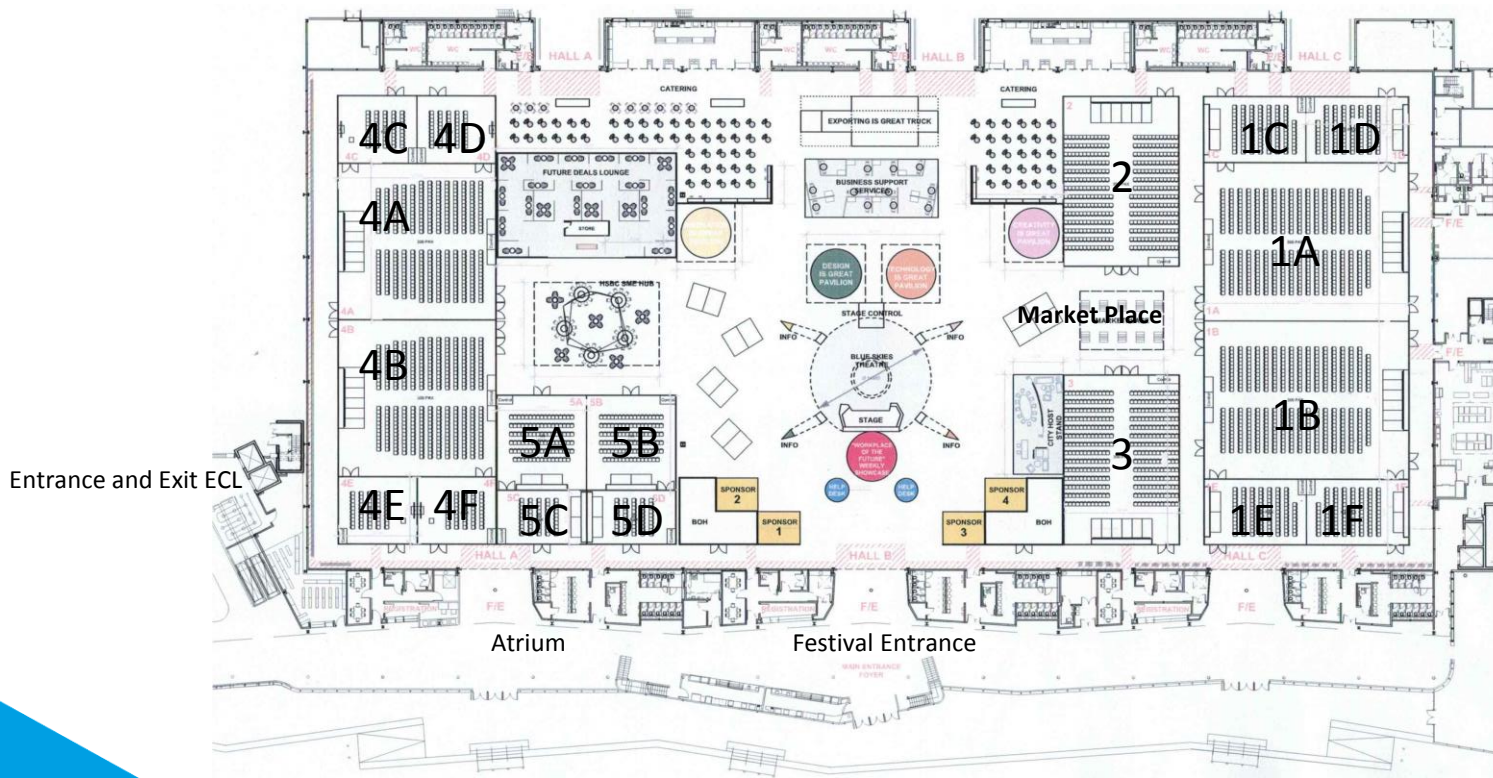
Auditorium Naming Sponsorship

The Naming sponsor will benefit from the following:

- Visibility for the duration of the Festival
- Logo and Sponsor's overview at the entrance to the chosen Auditorium
- Sponsor's name will appear in the IFB2016 Event Guide
- Sponsor name on Signposting both static and on plasma screens
- Choice of 500, 350 , 100 or 50 seat Auditorium. (limited availability)

Location	Auditorium	3 weeks of Festival
1A ,1B	500 seat	£8,000
2,3,4A,4B	350 seat	£5,600
1C, 1D, 1E,1F, 5A, 5B	100 seat	£1,600
4C, 4D, 4E, 4F, 5C, 5D	50 seat	£ 800

MARKETING OPPORTUNITIES



Festival Floor Plan

Auditorium Hire

Festival Floor - Morning/Evening – includes A/V package

500 capacity Theatre Style*	£950 per hour
350 capacity Theatre Style*	£680 per hour
100 capacity Theatre Style*	£250 per hour
50 capacity Theatre Style*	£135 per hour

*Availability on request

** Can include Breakfast, Lunch or Dinner meeting

Meeting Room Hire

Upper Level Private Area

Lounge Area
Boardroom

60 Reception/Seminar*
Private Dining, max 12**

£1,000 per day
£150 per hour

GREAT Gallery 1 & 2

Theatre (35)/Boardroom (18)

£600 per day per room

Atrium Private Meeting Space

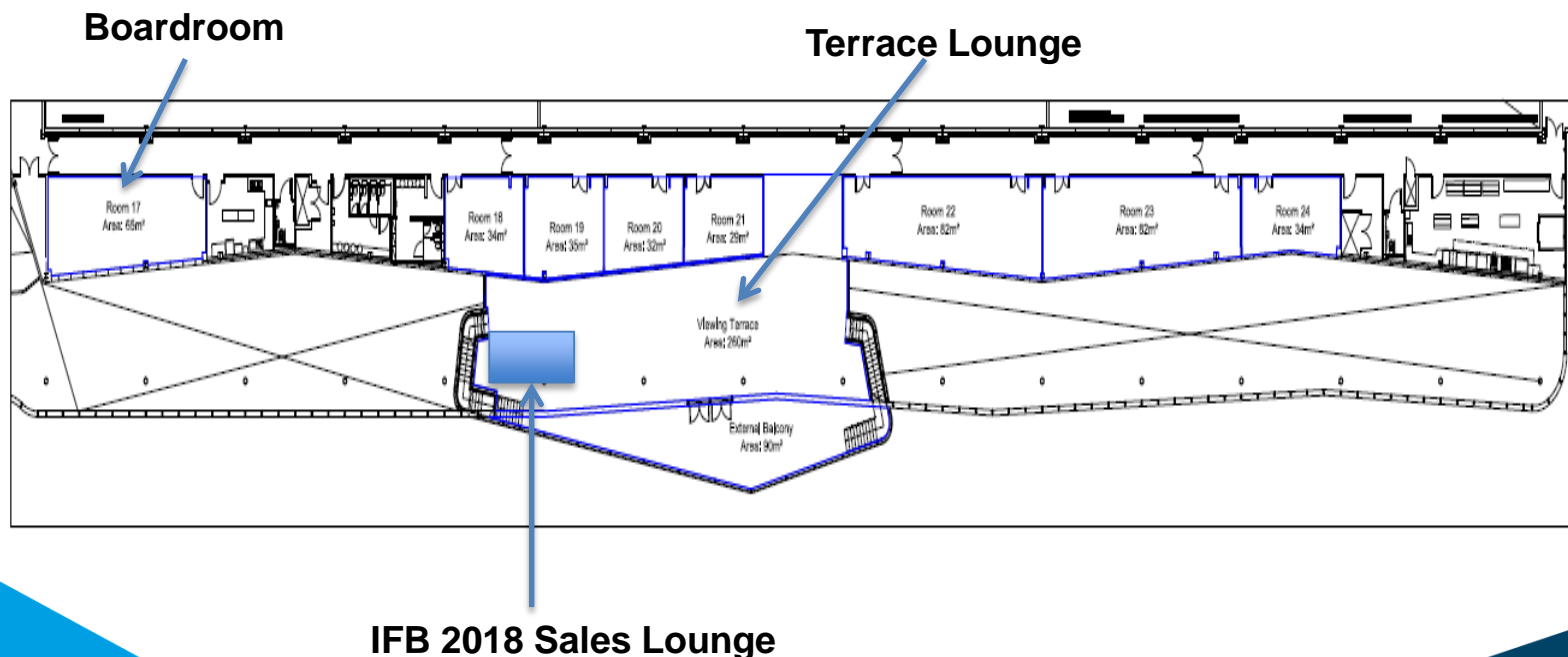
2m x 2m booth with table,
chairs and power.

£50 per hour pre-booked
£60 per hour booked on site

**Availability on request*

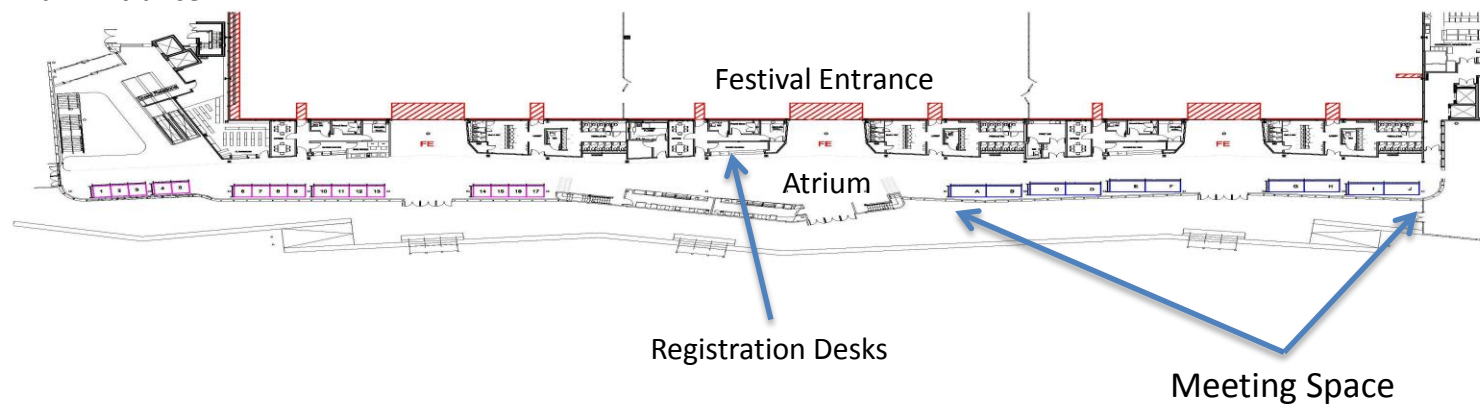
*** Can include Breakfast, Lunch or Dinner meeting at additional cost*

Upper Level



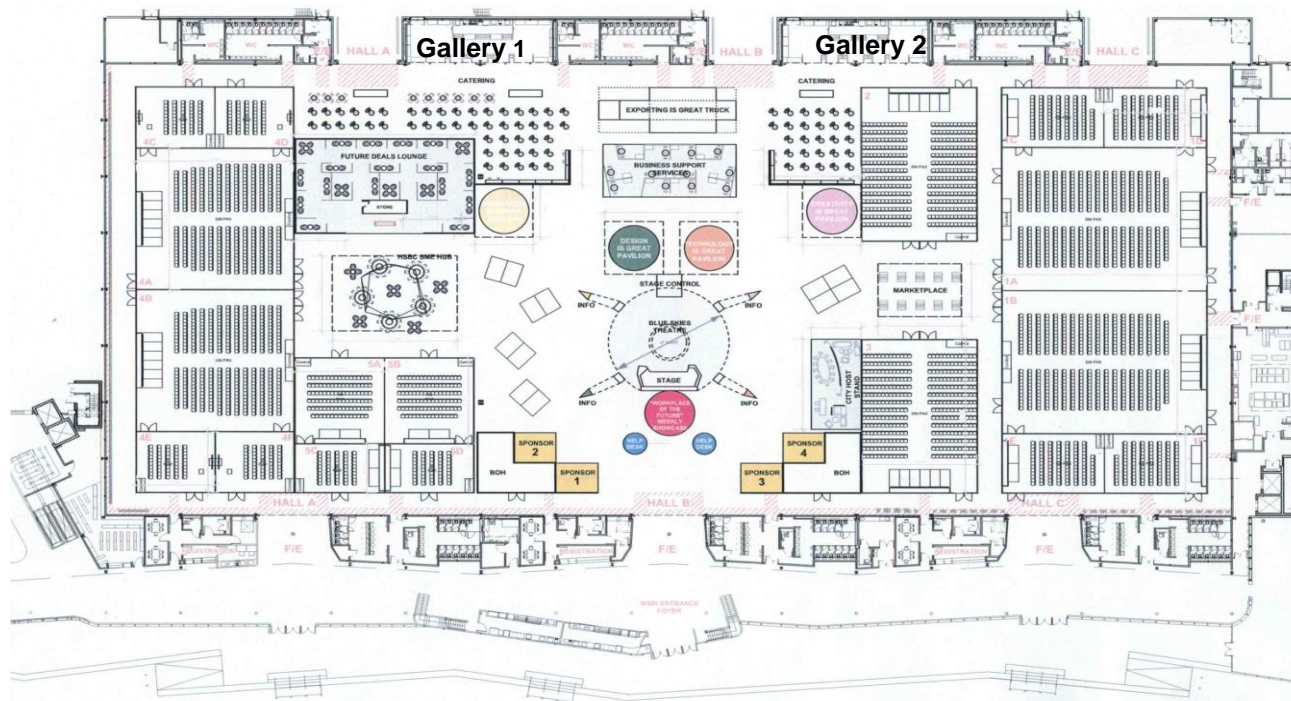
Atrium Private Meeting Space

ECL Main Entrance



MARKETING OPPORTUNITIES

GREAT Gallery Rooms



To create that enhanced presence at IFB2016 and maximise the potential speak to us now

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