



# OFFSITE EXPO

19-20 SEP 2023

COVENTRY BUILDING SOCIETY ARENA

CONSTRUCTION | TECHNOLOGY | INNOVATION

## 2023 SPONSORSHIP PACKAGES

Raise your profile and deliver key messages to an influential audience at the UK's biggest showcase of offsite technology.



[WWW.OFFSITE-EXPO.CO.UK](http://WWW.OFFSITE-EXPO.CO.UK)

# HIGH PROFILE MARKETING ACTIVITY

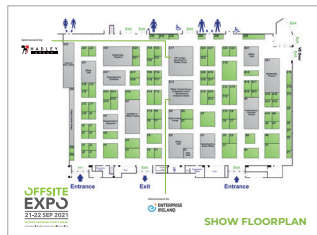
**OFFSITE EXPO** has a comprehensive range of sponsorship packages available. These have been designed to be flexible and offer a wide range of promotional opportunities to suit any marketing aims, resources and budget. If you do not have the resources to take an exhibition stand or perhaps if you sell a service rather than a product then sponsorship is often the best way to raise brand awareness and to highlight what you do to a defined and captive audience.

Or perhaps you already have an exhibition stand at the show and want to raise your profile above your competitors?

## UNDER 3K

### FLOORPLAN

This opportunity is to sponsor the Floor Plan of the event hall in a fold out plan issued within the Show Guide. This will get you in front of every visitor for an impression that will last throughout the show as they look where the seminars, suppliers or catering points are.



**£1k**  
+VAT

### SHOW GUIDE BOOKMARK

Bookmarks are essential for all Visitor Show Guides. This is a chance for your company to be profiled on whatever page is open! 5,000 to be printed and distributed during and post-event.

\*NOTE: A surcharge will be added for the printing and fulfilment of bookmarks within the Show Guide. Contact the team for details.



**£1.5k\***  
+VAT

## £3K-£5K

### VISITOR DELEGATE BAGS

As well as the Show Guide each visitor will have the option to receive a Delegate Bag. This represents a high-profile sponsorship opportunity. It will be a highly visible and practical, with a life span beyond the event itself. It will be a strong, environmentally friendly bag. Your logo will appear alongside the events branding on both sides. This represents a longer-term brand placement opportunity.

\*NOTE: A surcharge will be added for the printing and fulfilment of delegate bags. Contact the team for details.



**£3K**  
+VAT

### CLOAKROOM OR HELP DESK

Both prominent positions that make an impact on visitors at one of the earliest opportunities. Branding will appear at the sponsored area, as well as the 'Useful Information' page within the Show Guide, additional to your company logo & short bio in the 'Sponsors' area of the booklet.



**£3K**  
+VAT per package

# HIGH PROFILE MARKETING ACTIVITY

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## INDUSTRY NETWORKING DRINKS

An opportunity to relax after a busy day at the show, the popular Industry Networking Drinks Reception gives the show exhibitors, buyers, speakers and other invited guests the chance to network with each other over complimentary drinks. Branding will appear within the Drinks Reception area, as well as a 'thank you' from the organisers during the welcome speech plus the opportunity for a senior representative of your company to 'toast' the event.



**£3.5K**  
+VAT

## SHOW GUIDE

Each visitor will receive a Show Guide on arrival - a full colour A5 150-page (approx.) booklet packed with detail on our exhibitors, sponsors, seminars as well as product finding pages. This will be an invaluable source of information for the visitor during and after the event. Your company name will appear on the cover, spine, footer of right-hand side editorial pages, plus you will be given a full-page advert on the back cover. 5,000 to be printed and distributed during and post-event.



**£5K**  
+VAT

## REGISTRATION AREA

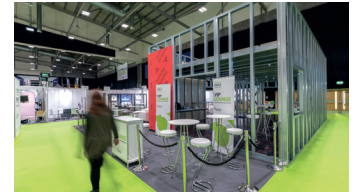
If you are looking to make a big first impression at the show, then the Registration Area would make an impact on visitors at the earliest opportunity. The registration feature is innovative – adopting a completely electronic registration concept and would suit companies at the cutting edge of offsite technology.



**£5K**  
+VAT

## VIP LOUNGE

A prominent position for your brand to be seen by the most influential people at Offsite Expo. A dedicated facility for you to dress and manage as you see fit. Your brand will also appear in the 'Useful Information' page within the Show Guide, additional to your company logo & short bio in the 'Sponsors' area of the booklet.



**£5K**  
+VAT

**£5K +**

## WEEKLY SHOW ESHOT

From January up until the show, Offsite Expo will be sending a weekly show update every Friday to the show's master database – which includes all registered attendees, the offsite magazine circulation and more. Eshots will include your brand in the header, as well as a banner linking to your profile on the Offsite Expo website.



**£6K**  
+VAT

## LANYARDS

A highly visible way of making sure every visitor to the event is aware of your brand, the lanyards and badges will be given to every attendee of the show across the two days. With all visitors wearing your brand, this represents a longer-term brand placement opportunity when promoting the show photographs and videos over the following year.

\*Lanyards provided by the sponsor.



**£6.5K**  
+VAT

**An additional opportunity to brand the delegate badges is also available – contact the team for more information**

**WWW.OFFSITE-EXPO.CO.UK**

# RAISE YOUR BRAND PROFILE

## BUYERS & SPECIFIERS FORUM

This sponsorship will place your brand right under the noses of buyers and specifiers that want to do business. The Offsite Connect Buyers & Specifiers Forum – one of our most popular features of 2021 - is unique and provides the sponsor with direct access to some of the industry's biggest spenders.

**£20K**  
+VAT



## EXHIBITION GRAPHIC DESIGN, PRINT & INSTALLATION

We offer a convenient, creative and cost-effective fixed price service for the design, print and installation of graphics on stands at Offsite Expo. This service is based around a standard package solution that is customised to your bespoke branding and marketing requirements. These all-inclusive graphic packages give you access to an expert design team, high quality large format printing facilities from our dedicated printers and delivered to your stand - so it couldn't be any easier or more efficient.

For more information, contact Amy Pryce at [amy.pryce@radar-communications.co.uk](mailto:amy.pryce@radar-communications.co.uk)



## SHOW GUIDE ADVERTS

Each visitor will receive a Show Guide on arrival which details all exhibitors, sponsors, seminars as well as product finding pages. This will be an invaluable source of information for the visitor during and after the event.

Half Page Advert - £250 + VAT

Full Page Advert - £500 + VAT

Inner Front Cover Advert - £750 + VAT

Inner Back Cover Advert - £750 + VAT



## OFFSITE AWARDS

Across key sectors of UK construction, the Offsite Construction Awards showcase innovation, celebrate best practice and recognise overall expertise in offsite construction through landmark projects, influential people and material and manufacturing excellence in this dynamic arena.

Co-located with Offsite Expo for 2023, there are a variety of sponsorship opportunities available.

For more information, contact Rhian Morris at [rhian.morris@radar-communications.co.uk](mailto:rhian.morris@radar-communications.co.uk)



To discuss the complete range of promotional activities available or to book exhibition space contact: [julie.williams@radar-communications.co.uk](mailto:julie.williams@radar-communications.co.uk) or call 01743 290042