

EXHIBITOR INFORMATION PACK

Your guide to exhibiting at the Brighton Business Expo



EVENT DETAILS

Brighton Business Expo

Thursday 11 October 2018
10.00am – 4.00pm

**Brighton Racecourse,
Brighton,
East Sussex, BN1 9XZ**

Exhibitors will have access in the morning of the event between 7.00am – 9.30am to set-up their stands.

The venue is easy to locate and accommodates plenty of free onsite parking for both exhibitors and visitors.



The Brighton Business Expo will attract an audience of more than 300-400 visitors of businesses looking to network, forge new relationships with local suppliers and be inspired in free seminars and workshops.

Exhibiting at business show in Brighton will help put your business in front of potential new customers from across Brighton and Sussex and it's the perfect way to showcase your services, generate new leads, raise brand awareness.

EVENT PROMOTION

How we're marketing the local business expo

To help make this year's business show a huge success and to attract as many visitors and prospects to the expo as possible from across Brighton, we're investing into an extensive advertising campaign to drive visitors numbers and to raise local awareness.

Some of our marketing activities for this year's event include...

- ✓ Direct mail campaign to businesses based in West Sussex
- ✓ Social media promotion including Twitter, Facebook and LinkedIn
- ✓ Adverts and articles in local newspapers and business magazines
- ✓ Promotion through the local chamber of commerce
- ✓ Email marketing to thousands of local businesses
- ✓ Local networking events
- ✓ Promotional leaflets, flyers and posters

We also encourage exhibitors, event partners and our keynote speakers to promote the expo to their contacts and databases to attract a wide range of visitors.

WOW!
Last year's expo
attracted over
400 local
businesses

FREE EXHIBITOR TRAINING

Don't miss our FREE exhibitor workshop experience

Thursday 20 September 2018 | 10am – 12.30pm | Brighton Racecourse

All exhibitors who book before a stand will be invited to attend our exhibitor workshop where you'll learn how to make the most out of exhibiting with us. After the training event you will also be given helpful resources including checklists, cheat-sheets and ready-to-use templates!



STAND PACKAGES

Select a stand package that works for you

BRONZE STAND PACKAGE | £475

1m x 2m Shell Scheme Stand

- Shell scheme stand with fascia and a name board
- Trestle display table
- The exhibitor list (including contact details)
- A copy of the delegate list including contact details
- A listing on the expo website and in the show guide
- Social media promotion leading up to the expo

SILVER STAND PACKAGE | £575

1m x 3m Shell Scheme Stand

- Shell scheme stand with fascia and a name board
- Trestle display table
- The exhibitor list (including contact details)
- A copy of the delegate list including contact details
- A listing on the expo website and in the show guide
- Social media promotion leading up to the expo

GOLD STAND PACKAGE | £675

2m x 2m Shell Scheme Stand

- Shell scheme stand with fascia and a name board
- Trestle display table
- The exhibitor list (including contact details)
- A copy of the delegate list including contact details
- An exhibitor listing on the expo website
- A profile in the printed show guide
- Social media promotion leading up to the expo

PLATINUM STAND PACKAGE | £775

2m x 3m Shell Scheme Stand

- Shell scheme stand with fascia and a name board
- Trestle display table
- The exhibitor list (including contact details)
- A copy of the delegate list including contact details
- An exhibitor listing on the expo website
- A profile in the printed show guide
- Social media promotion leading up to the expo

**BOOK
TODAY!**
Only 100 stands
available for
this event



ADDITIONAL STAND EXTRAS

Enhance your stand at the business expo

Electrics | £45.00

Spotlights | £45.00

Just let us know when you're filling out our booking form that you'll either require electrics or spotlights for your stand.

SPONSORSHIP OPPORTUNITIES

Put the spotlight on your business by sponsoring our expo

Put the spotlight on your business and become an integral part of the business expo by becoming a sponsor.

We have a number of sponsorship opportunities available including headline sponsorship! Speak to your local expo event organiser for more details on our sponsorship packages!

